Power BI Dashboard Report

Flipkart Sales Performance & Business Insights Dashboard

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1. Introduction

This report presents the design and development of an interactive Power BI dashboard inspired by Flipkart's e-commerce business operations. The objective of this project is to analyze sales transactions, customer behavior, product performance, and regional trends using business intelligence tools.

Flipkart operates in a highly competitive online retail environment where quick, data-driven decisions are essential. By transforming raw transactional data into meaningful visual insights, this dashboard helps simulate how Flipkart's management teams can monitor performance and improve business strategies.

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2. Project Objective

The main objectives of the Flipkart dashboard include:

- Monitoring overall online sales performance.
- Tracking profit and revenue across product categories.
- Analyzing customer purchase patterns.
- Understanding regional demand and delivery trends.
- Supporting strategic decision-making through data visualization.

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3. Business User Story

As a Flipkart Business Analyst, I want to view sales, profit, customer, and category performance in one centralized Power BI dashboard so that I can analyze e-commerce trends, identify high-demand products, and improve marketplace performance.

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4. Data Gathering

4.1 Data Context (Flipkart Scenario)

The dataset represents typical Flipkart-style e-commerce transactional data, including:

- Order information
- Product category details
- Customer or region data
- Sales revenue and profit metrics

4.2 Key Data Fields Used

The following attributes were used to build the dashboard:

- Order ID
- Order Date
- Product Category & Sub-Category
- Product Name
- Customer Location (Region/State/City)
- Sales Amount
- Quantity Ordered
- Profit / Revenue

These fields help replicate Flipkart's sales performance analysis.

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5. Data Preparation & Cleaning

Data preparation was completed using **Power BI Power Query Editor** to ensure reliability and consistency.

Steps Performed:

- Removed duplicate transactions.
- Handled missing values.
- Converted date columns into standard date format.
- Renamed columns according to Flipkart business terminology.
- Set proper data types (text, number, date).
- Created calculated columns:
    - Year and Month for trend analysis.
    - Profit Margin for profitability insights.

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6. Data Modeling

A structured data model was designed to align with Flipkart's business analytics structure:

- **Fact Table:** Sales Transactions
- **Dimension Fields:** Product, Region, and Date

Relationships were created to allow filtering across visuals, enabling efficient analysis of product and regional performance.

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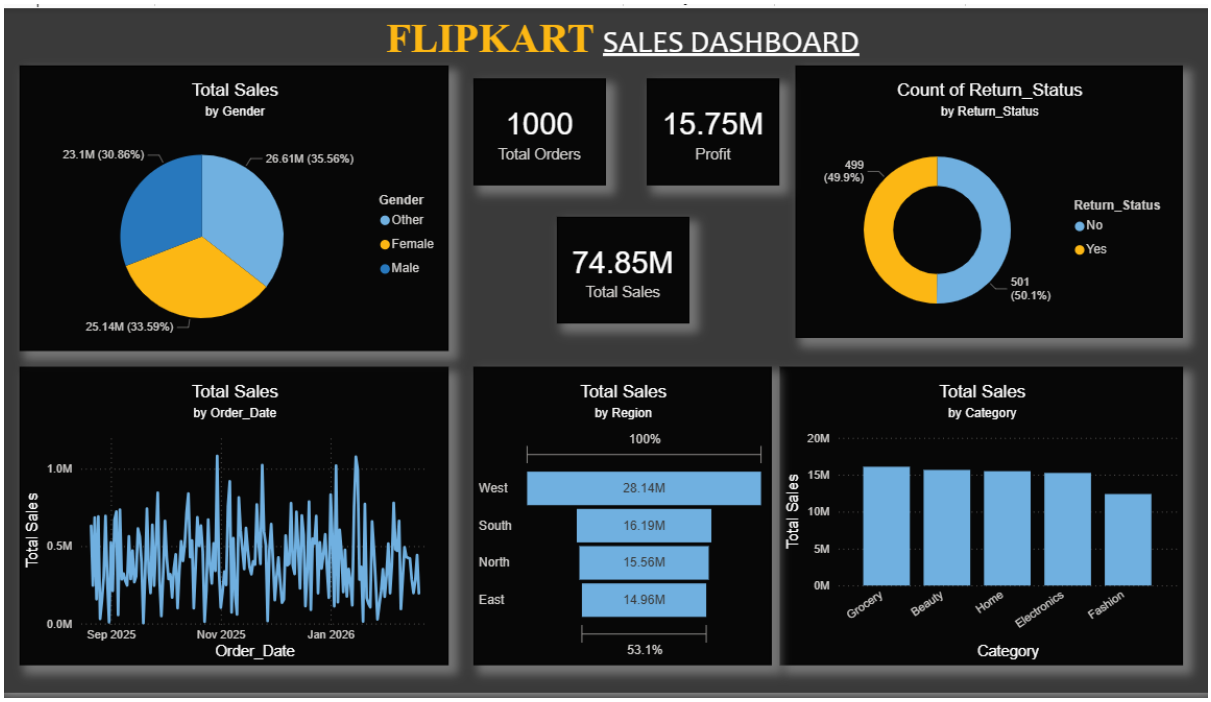
7. Dashboard Design (Flipkart Business View)



7.1 Executive Overview

This section provides high-level insights for Flipkart management:

- Total Sales Revenue
- Total Profit
- Total Orders
- Monthly Sales Trend Line Chart
- Category-wise Sales Comparison

7.2 Product Performance Analysis

Focused on marketplace product insights:

- Top Selling Products
- Category Profit Comparison
- Quantity Distribution Across Products

7.3 Regional & Customer Insights

Designed to understand customer demand:

- Sales by Region or State
- Profit Contribution by Location
- Customer Purchase Patterns

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8. Key Performance Indicators (KPIs)

The following KPIs were used to evaluate Flipkart's business performance:

- Total Revenue Generated
- Total Profit
- Quantity Sold
- Profit Margin Percentage
- Monthly Growth Trend

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9. Business Benefits for Flipkart

- Enables faster monitoring of marketplace performance.
- Helps identify high-demand categories and products.
- Supports strategic pricing and inventory decisions.
- Provides clear insights into regional customer behavior.
- Reduces manual reporting through automated visuals.

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10. Conclusion

The Flipkart Sales Performance Dashboard demonstrates how business intelligence tools like Power BI can transform raw e-commerce data into actionable insights. The dashboard provides a centralized platform for monitoring key performance indicators, analyzing product trends, and understanding regional sales patterns. This approach enhances operational efficiency and supports data-driven decision-making in an online retail environment.