

Madhav E-Commerce Sales Report

Created by:
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Tool Used: Power BI
Data Source: Orders.csv & Details.csv

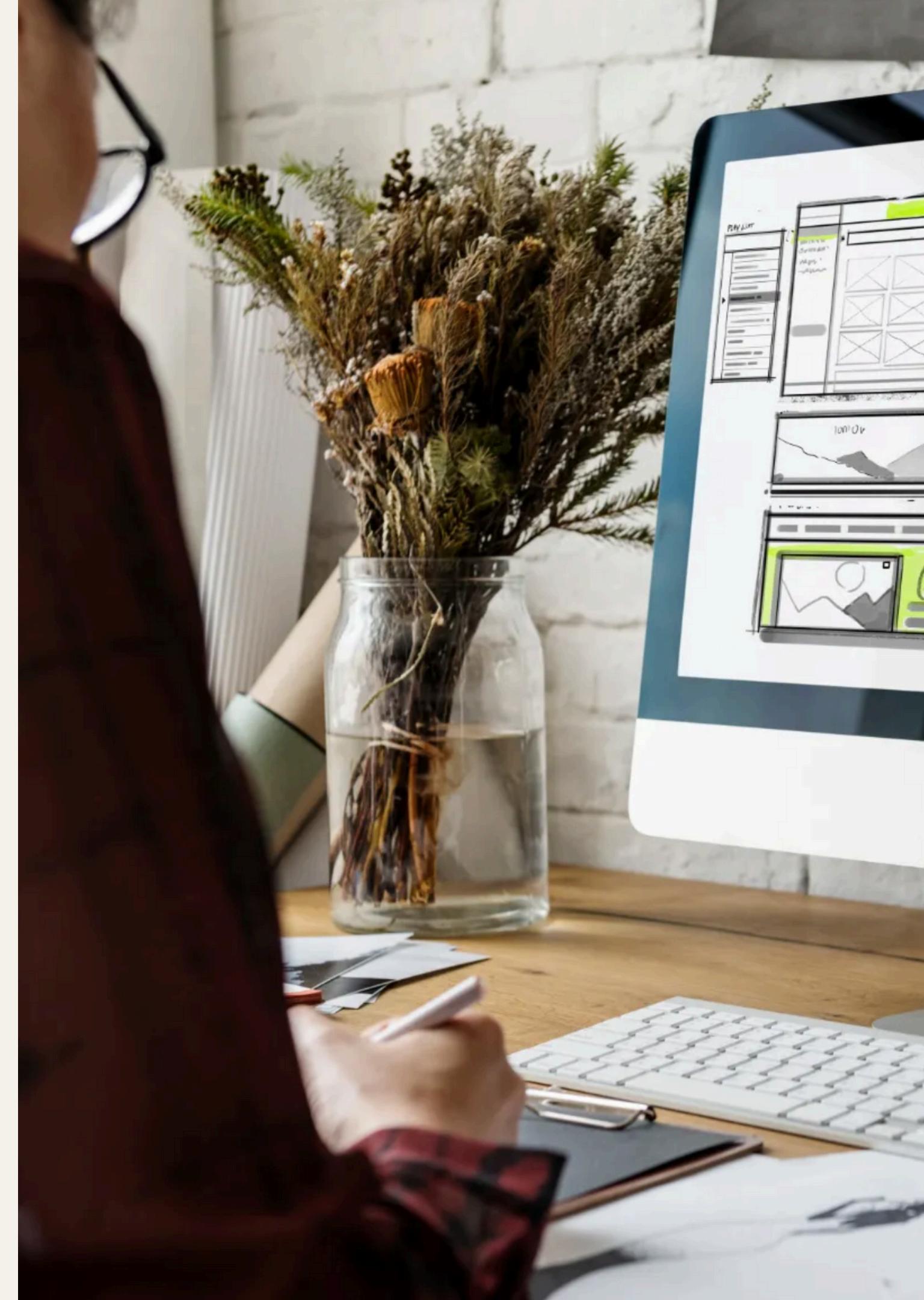
Project Objective

The goal of this project was to create an interactive dashboard to analyze online sales data and understand sales trends, profits, customer behavior, and product performance.



What I Did

- Used Power BI to build a dashboard from scratch
- Connected two datasets: Orders.csv and Details.csv
- Cleaned and transformed data using Power Query
- Created measures and calculated columns using DAX
- Added filters and slicers for user control



Dashboard Features



- KPI cards: Total Sales, Profit, Quantity, AOV
- Visuals: Bar, Donut, Line, Pie, Area, and Map
- Filters for Quarter, State, Customer, and Payment Mode
- Drill-down from Category → Sub-category
- Profit and sales analysis by month, region, and customer

Dashboard Preview



Key Insights



- Clothing is the top-selling category (62.62%)
- COD is the most used payment method
- December shows the highest monthly profit
- Printers are the most profitable sub-category
- Maharashtra leads in total sales

Next Steps

- Add real-time data using APIs
- Deploy dashboard on Power BI Service
- Apply row-level security for restricted access



Thank you