

Power BI Project Documentation

Project Title: Ecommerce Sales Dashboard

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Purpose:

The purpose of this dashboard is to provide a comprehensive overview of the sales performance of an e-commerce business. It highlights key metrics such as total sales, profit, quantity sold, and average order value (AOV). The dashboard also provides insights into state-wise sales, category-wise performance, and payment method preferences to aid business decision-making.

Data Sources:

- **Details.csv:** Contains detailed sales data, including:
 - Amount
 - Profit
 - Quantity
 - AOV (Average Order Value)
 - Category
 - Sub-Category
 - PaymentMode
- **Orders.csv:** Contains customer and order details, including:
 - CustomerName
 - City
 - State
 - Order Date
 - Order ID

Dashboard Overview:

1. Key Metrics Section:

The dashboard prominently displays key metrics to summarize overall business performance. Total sales amount is 438K, total profit is 37K, total quantity sold is 5615, and the average order value (AOV) is 121K.

2. Visuals:

The dashboard includes several visuals to provide insights into different aspects of business performance.



a. Sum of Amount by State:

This bar chart displays the total sales amount for each state. Maharashtra leads with the highest sales, followed by Madhya Pradesh, Uttar Pradesh, Delhi, and Rajasthan. This visualization helps in identifying geographic regions contributing the most to revenue.

b. Quantity by Category:

A pie chart represents the distribution of quantities sold across categories. Clothing accounts for 3516 units, Electronics for 1154 units, and Furniture for 945 units. This visualization highlights category-wise sales performance.

c. Profit by Month:

A bar chart illustrates monthly profit trends, showcasing fluctuations in profitability over the year. Significant profit spikes occur in December, while a notable dip with negative profit is observed in June.

d. Sum of Amount by Customer Name:

This bar chart highlights the total sales amount by individual customers. Ananya, Anubhav, Vipul, Rohit, Hemangi, Dinesh, and Ashwin are highlighted as contributors. This visualization is useful for identifying key customers driving revenue.

e. Quantity by Payment Mode:

A donut chart shows the share of different payment modes used by customers. Cash on Delivery (COD) accounts for 44% of payments, followed by UPI at 21%. Credit Card, Debit Card, and EMI each contribute between 10-12%.

f. Sum of Profit by Sub-Category:

A horizontal bar chart illustrates profits for various sub-categories. Printers lead with the highest profit, followed by Bookcases, Sarees, Accessories, and Tables. This chart provides insights into sub-category performance and profitability.

Filters:

The dashboard includes filters to enhance interactivity and allow users to customize their views. A

Quarter Filter enables users to filter data by quarters (Q1, Q2, Q3, Q4), while a **State Filter** allows filtering of visuals by specific states or all states. These filters help in analyzing data for specific periods or regions.

Interactivity:

The dashboard is designed to be highly interactive. Visuals are interconnected, allowing users to click on specific categories, states, or months to dynamically filter and highlight relevant data across the dashboard. This interactivity helps in uncovering deeper insights and patterns within the data.