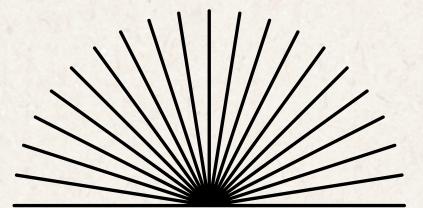


# **ECOMMERCE BUSINESS INSIGHT DASHBOARD USING POWER BI**

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# **Abstract**

This project focuses on analyzing retail e-commerce transaction data using Power BI to create a meaningful business insight dashboard. The dashboard visually represents key business performance metrics such as revenue patterns, sales volume, customer distribution, and profit trends. By transforming raw data into strategic insights, this project demonstrates the importance of data analytics in decision-making, business forecasting, and performance evaluation.

# Introduction

With the rapid expansion of online shopping, retail enterprises increasingly depend on data analytics to interpret market dynamics and evolving customer preferences. Business Intelligence solutions such as Power BI enable organizations to track key performance indicators, streamline operational efficiency, and enhance customer interaction. This project utilizes Power BI to analyze e-commerce sales data and deliver meaningful insights through an interactive dashboard.

# **Problem Statement**

Many businesses face challenges in interpreting large volumes of sales data, recognizing purchasing patterns, and assessing revenue performance across different time periods and customer segments. This creates a need for a centralized, visually driven analytical dashboard that simplifies data interpretation and delivers actionable insights for informed decision-making.

# Objectives

- Analyze monthly revenue and profit trends.
- Evaluate customer distribution by country.
- Measure transaction volume and sales quantity.
- Compare weekday performance for revenue and profit.
- Build KPI indicators using DAX measures.

# **Dataset Description**

The dataset for this project was obtained from Kaggle and includes retail transaction records containing Invoice Numbers, Product Descriptions, Quantities, Customer IDs, Countries, Total Revenue, and Transaction Dates. The data required cleaning, formatting, and the derivation of additional fields such as month and weekday to support visual and analytical interpretation.

# **Tools and Technologies Used**

- Microsoft Power BI
- Microsoft Excel
- DAX (Data Analysis Expressions)
- Data Modelling Techniques

# Conclusion

This Power BI dashboard converts raw sales data into meaningful business intelligence insights and highlights the importance of data visualization in analyzing customer behavior, seasonal trends, and profitability patterns. The project reflects strong analytical capability, effective dashboard design, and the ability to interpret business performance insights.

# Thank you

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