# Project -5

## Project Name: E-Commerce Sales Insights Analysis

**Objective**
This project is dedicated to developing a Power BI Dashboard aimed at a comprehend.

**Overview**
This project offers an in-depth analysis of an e-commerce enterprise leveraging Power BI tools. Key business metrics and trends are visualized through a comprehensive dashboard. The insights derived facilitate data-driven decision-making, aiding business growth. The project incorporates forecasting techniques for predictive analysis.

**Aim**
The primary goal is to provide actionable insights into the e-commerce landscape, pinpointing areas for enhancement and growth through comprehensive analysis.

**Dashboard Insights**
Key Performance Indicators (KPIs): Total Profit, Total Sales, Total Quantity, Profit Margin%
Monthly Trends: Sales and Profit
Category-wise Analysis: Profits, Sales, and Sales%
Sales by Geography: States and Regions
Top & Bottom 5 Products Analysis
Regional Sales Analysis

**Business Performance Analysis**
The project aims to highlight crucial business metrics and trends via a Power BI dashboard, identifying areas for optimization and informed decision-making.

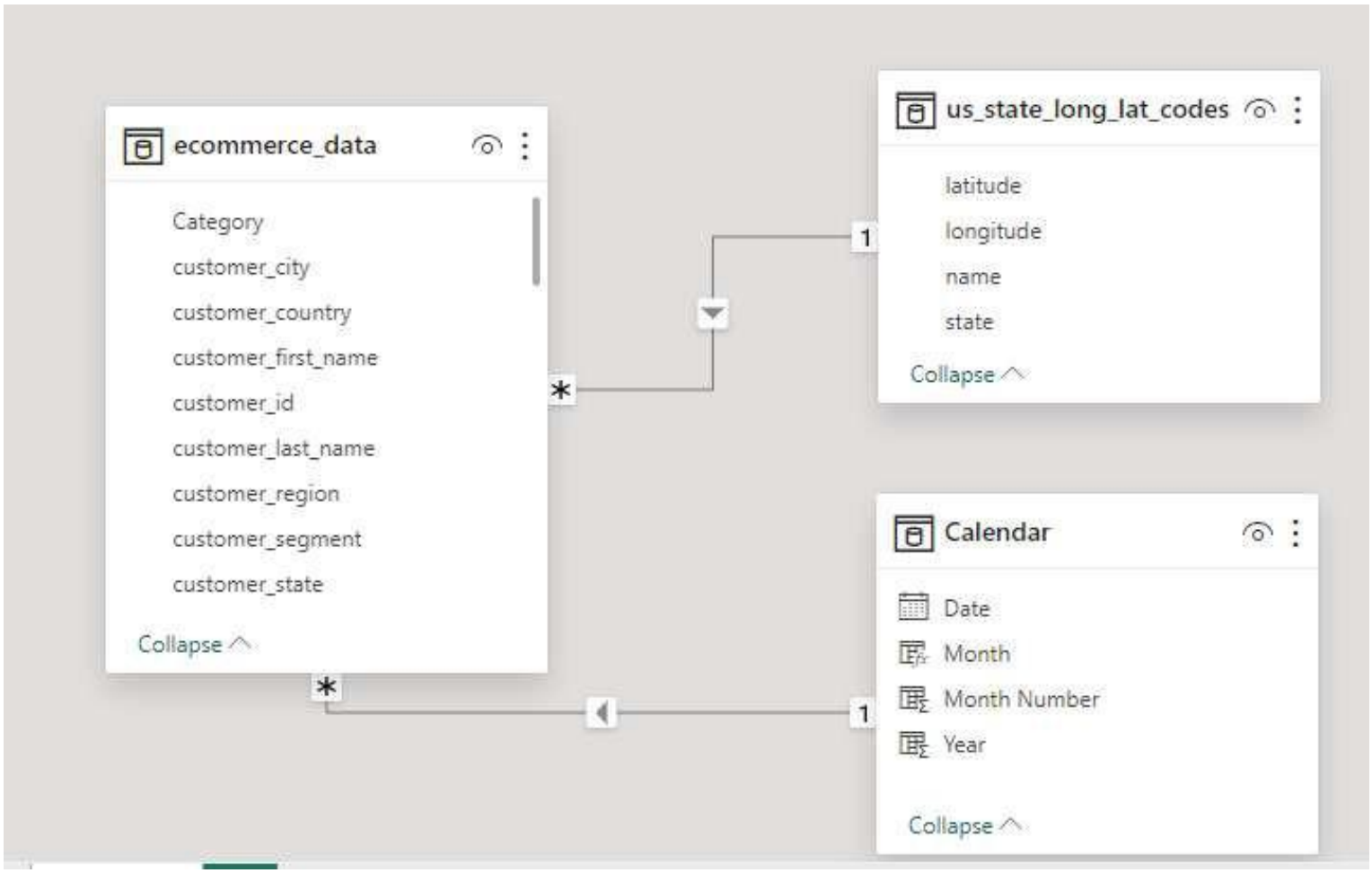
**Project Learnings**
Creation of interactive dashboards for online sales data analysis
Utilization of complex parameters for drill-down analysis and filter customization

**Data manipulation techniques:** connections, table joins, calculations, and user-driven parameters for visualization
**Various visualization types used**: bar chart, pie chart, donut chart, clustered bar chart, scatter chart, line chart, area chart, map, slicers, etc.

## Conclusion

This project harnesses Power BI's capabilities to empower stakeholders with a dynamic platform for sales data analysis. The derived insights lead to informed decisions and refined sales strategies.

## Screenshots of the Project 5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Category
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customer_country
customer_first_name
customer_id
customer_last_name
customer_region
customer_segment
customer_state
Collapse
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latitude
longitude
name
state
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Calendar
Date
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