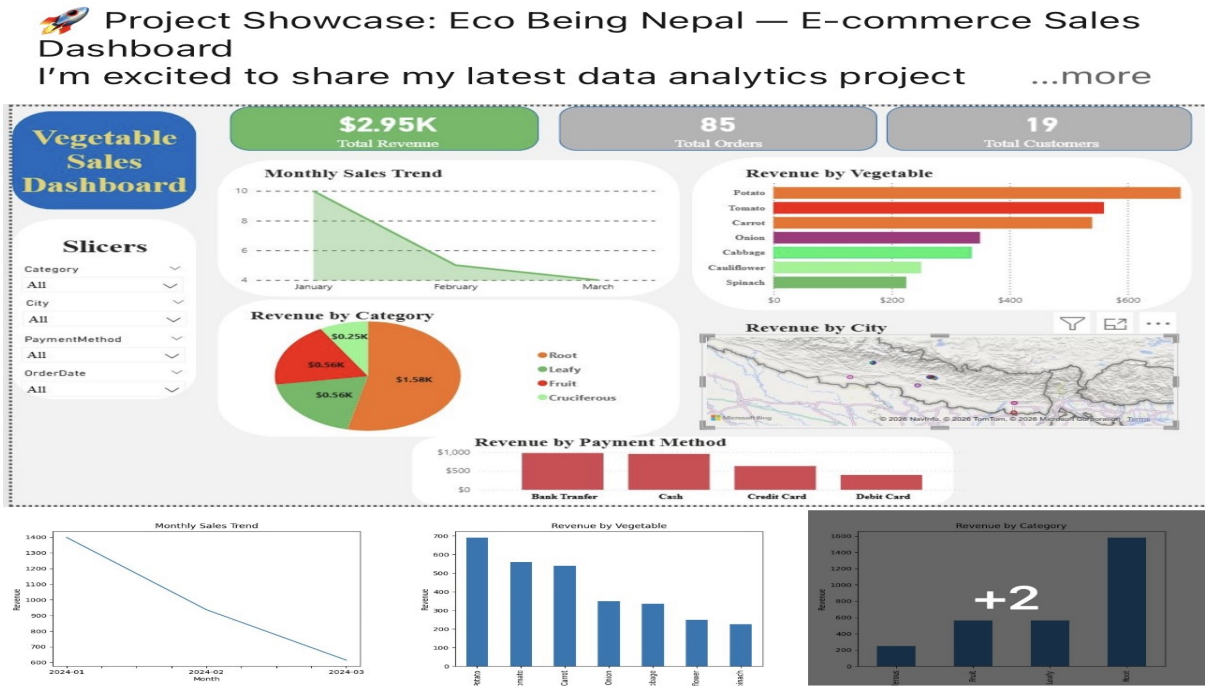
Eco Being Nepal – E-commerce Sales Dashboard

Detailed Project Documentation (Power BI / Data Analytics)

Prepared for professional portfolio presentation and Fiverr project listing. This document explains the dashboard structure, KPIs, visuals, insights, and business value.



1. Project Overview

The Eco Being Nepal – E-commerce Sales Dashboard is a data analytics project designed to analyze and visualize online vegetable sales data. The dashboard provides a comprehensive view of revenue performance, customer activity, product demand, geographical distribution, and payment behavior using interactive visuals.

2. Business Objectives

• Monitor overall sales and revenue performance.
• Identify top-performing vegetables and categories.
• Analyze monthly sales trends.
• Understand customer distribution across cities.
• Evaluate preferred payment methods.
• Enable data-driven decision-making for inventory, marketing, and operations.

3. Key Performance Indicators (KPIs)

KPI	Value	Description
Total Revenue	$2.95K	Total sales revenue generated in the selected period
Total Orders	85	Total number of customer orders placed
Total Customers	19	Unique customers who made purchases

4. Dashboard Filters (Slicers)

The dashboard includes interactive slicers that allow users to filter data dynamically:

• Category – Root, Leafy, Fruit, Cruciferous
• City – Filter sales by location
• Payment Method – Cash, Bank Transfer, Credit Card, Debit Card
• Order Date – Time-based filtering

These slicers enhance user experience and allow deeper analysis across multiple dimensions.

5. Visual Analysis & Charts

5.1 Monthly Sales Trend

A line/area chart displaying sales trends from January to March. It highlights a declining revenue trend, which can indicate seasonal effects, demand changes, or operational challenges.

5.2 Revenue by Vegetable

A horizontal bar chart comparing revenue generated by individual vegetables. Potato, Tomato, and Carrot emerge as top-selling products, guiding inventory and pricing strategies.

5.3 Revenue by Category

A pie chart illustrating revenue contribution by vegetable category. Root vegetables contribute the highest revenue, followed by Leafy and Fruit categories.

5.4 Revenue by City

A map visualization displaying revenue distribution across different cities in Nepal. This helps identify high-performing regions and potential expansion areas.

5.5 Revenue by Payment Method

A bar chart showing customer payment preferences. Cash and Bank Transfer dominate, indicating limited digital payment adoption and opportunities for fintech integration.

6. Key Insights & Findings

• Sales show a consistent decline over the analyzed months.
• Root vegetables are the primary revenue drivers.
• A small customer base contributes to a significant portion of revenue.
• Cash-based transactions remain dominant.
• Certain cities outperform others, indicating localized demand.

7. Tools & Technologies Used

• Power BI – Dashboard creation and data visualization
• Microsoft Excel / CSV – Data source and preprocessing
• DAX – KPI calculations and measures
• Data Modeling – Relationships between tables

8. Business Value & Use Cases

This dashboard can be used by e-commerce managers, operations teams, and business owners to:
• Optimize inventory planning
• Improve marketing strategies
• Identify profitable products
• Enhance customer targeting
• Support strategic decision-making

Created by Bibas Basnet | Aspiring Data Analyst | Python | SQL | Power BI