

MADHAV ECOMMERCE COMPONY

1. OBJECTIVE OF PROJECT

Owner of MADHAV ECOMMERSE COMPONY want to help them create a dashboard to track and analyze their online sales across india

2. PROCCES OF MAKING DASHBOARD(POWER BI)

I got row data from Madhav E-commerce Company online. After that, I extracted the data into Power BI and cleaned it using Power Query, ensuring proper data types for each column. Then, I loaded the data into Power BI and created various charts and dashboards for presentation purposes.

3. RESULT

After creating the dashboard in Power BI, I discovered several significant insights about Madhav E-commerce Company's operations. Firstly, the company's highest sales occur in Maharashtra, primarily in the clothing category. Interestingly, printers generate the highest profit margins for the company. Additionally, cash on delivery (COD) remains the most popular payment method among customers, followed closely by UPI transactions. November consistently emerges as the month with the highest sales volume.

Moreover, one notable customer of Madhav E-commerce Company, named Harivansh, stands out as a special and loyal patron. Harivansh consistently engages with the platform and conducts the most extensive shopping activities. These insights gleaned from Power BI analysis shed light on key trends and patterns within Madhav E-commerce Company's operations, providing valuable information for strategic decision-making and business optimization.

4. CONCLUSION

In conclusion, the analysis of Madhav E-commerce Company's operations using Power BI reveals several key insights. Sales are predominantly concentrated in Maharashtra, particularly in the clothing category, while printers drive the highest profit margins. The prevalence of cash on delivery (COD) and the popularity of UPI transactions underscore the importance of diverse payment options for customer convenience.

Furthermore, the consistent high sales volume in November indicates potential seasonal trends that can inform inventory management and marketing strategies. The identification of Harivansh as a prominent and loyal customer highlights the importance of catering to individual customer preferences and fostering long-term relationships.

(PROJECT DONE BY)

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