E-commerce Sales Performance Dashboard

Short Description / Purpose

An interactive Power BI dashboard designed to provide end-to-end insights into e-commerce business performance. It allows users to monitor sales trends, profit margins, and customer buying behavior to optimize operations and increase revenue.

Tech Stack

- Power BI Desktop - for building interactive reports

- DAX (Data Analysis Expressions) - for custom metrics (e.g., Profit Margin, Monthly Growth)

- Power Query (M Language) - for data cleaning and transformation

- Excel / CSV Files - as primary data sources

Data Source

Example Fields from Dataset:

- Order ID: ORD1001, ORD1002

- Customer Name: Riya Sharma, Ankit Verma

- State/City: Maharashtra / Mumbai, Delhi / New Delhi

- Order Date: 2023-04-18

- Category: Electronics, Fashion

- Sub-Category: Laptops, Footwear

- Payment Mode: Credit Card, UPI

- Sales: Rs.15,000 | Profit: Rs.2,500 | Quantity: 3

Features / Highlights

- Sales Trend by Month

  Example: March shows highest revenue spike due to festive sales.

- Region-wise Performance Map

  Example: South India contributes 40% of total revenue.

- Top 10 Products by Profit

  Example: iPhone 14 and HP Pavilion Laptop top the chart.

- Category-wise Breakdown

  Example: Electronics lead in revenue, but Apparel has higher profit margin.

- Payment Mode Analysis

  Example: UPI payments show increasing trend, while Cash on Delivery is declining.

Goals of Dashboard

- Identify peak and off-season sales periods Use trends to plan marketing campaigns.

- Monitor product/category profitability

  Focus inventory and promotions on high-margin items.

- Compare regional performance

  Allocate resources to underperforming states or cities.

- Track growth over time (MoM, QoQ)

  Quickly assess business health and trends.

- Enable decision-makers with real-time insights

  Dashboard updates automatically when new data is added.

Screenshot of Dashboard