Flipkart Sales Dashboard - Project Insights Report

Project Overview

This is a beginner-friendly Power BI project created using sales data imported from Excel. The purpose of this dashboard is to visualize and analyze Flipkart sales, purchase cost, and profit across different categories, products, states, and genders. The project focuses on basic data visualization techniques in Power BI.

Tools & Techniques Used

• Data Source: Excel

• Visualization Tool: Power BI

• Charts & Visuals Used:

1. Date (Quarterly Analysis) - Line & Clustered Column Chart

2. Category & Products - Stacked Column Chart

3. State-wise Sales - Map Chart

4. Gender Distribution - Donut Chart

5. Sales Price, Purchase Cost & Profit - KPI Cards

Key Insights

• Total Sales Price: 53,179K

• Total Purchase Cost: 33,647K

• Total Profit: 19,532K

• Female customers (54.85%) contribute slightly more than Male customers (45.15%).

• Fashion category generated the highest sales (~39,669K) compared to Electronics and Decor.

• Q2 and Q4 showed strong performance with the highest sales and profit trends.

• State-wise analysis highlights high sales from key metropolitan and large states.

Conclusion

This dashboard provides a beginner-friendly analysis of Flipkart sales using Power BI. It demonstrates the ability to clean and import data from Excel, apply different types of charts, and generate insights for decision-making. The project serves as a strong foundation for learning data visualization and reporting in Power BI.

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