

# E-commerce Sales Dashboard – Project Summary

## Overview

This project focuses on building an interactive **E-commerce Sales Dashboard** using **Power BI** to analyze sales performance and uncover actionable business insights. The dashboard transforms raw transactional data into clear visual stories that support data-driven decision-making.

## Objective

- To analyze overall sales, profit, and quantity trends
- To identify top-performing categories, sub-categories, and regions
- To understand customer behavior and payment mode preferences
- To present insights through an intuitive and interactive dashboard

## Key Insights

- Clear visibility into **total revenue, profit, and order quantity**
- **Category and sub-category analysis** to identify high and low performers
- **Region and state-wise sales distribution** for geographical insights
- **Customer segmentation and payment mode analysis** to understand buying patterns
- Trend analysis to support strategic business decisions

## Tools & Technologies

- **Power BI** – Dashboard development and visualization
- **DAX** – Measures and calculated fields
- **Data Cleaning & Transformation** – Power Query
- **Data Modeling** – Relationship management

## Outcome

The dashboard enables stakeholders to quickly monitor business performance, identify growth opportunities, and make informed decisions. This project strengthened practical skills in data analytics, visualization, and business intelligence.

# Author

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GitHub Repository:

<https://github.com/chetanneware20/E-commerce-Sales-Dashboard-Power-BI-Project>