

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>