

E-Commerce Sales Analysis using Power BI

1. Calculated columns:

The screenshot shows the Power BI interface with the 'Column tools' tab selected. A calculated column 'Revenue' is being defined with the formula: `Revenue = 'Order Details'[Amount]*'Order Details'[Quantity]`. The 'Format' section is set to 'Whole number'. The 'Properties' pane shows the column type as 'Whole number' and the summarization as 'Sum'. The 'Data' pane on the right displays the structure of the 'Order Details' table, including columns like Order ID, Amount, Profit, Quantity, Category, Sub-Category, Category type, Revenue, and Sales Category.

The screenshot shows the Power BI interface with the 'Column tools' tab selected. A calculated column 'Category type' is being defined with the formula: `Category type = Concatenate('Order Details'[Category], 'Order Details'[Sub-Category])`. The 'Format' section is set to 'Text'. The 'Properties' pane shows the column type as 'Text' and the summarization as 'Don't summarize'. The 'Data' pane on the right displays the structure of the 'Order Details' table, including columns like Order ID, Amount, Profit, Quantity, Category, Sub-Category, Category type, Revenue, and Sales Category.

Power BI Assignment2 • Last saved: 9/13/2025 at 3:05 PM

File Home Help Table tools Column tools

Column tools

Name: Sales Categoey, Data type: Text, Format: Text, Summarization: Don't summarize, Data category: Uncategorized, Sort by column: Sort, Data groups: Groups, Manage relationships: Relationships, New column: Calculations

Data

Search: Sales Categoey = IF(AVERAGE('Order Details'[Amount]) < 'Order Details'[Amount], "Above average", "Below average")

Table: Order Details (1,500 rows) Column: Sales Categoey (2 distinct values)

Order ID	Amount	Profit	Quantity	Category	Sub-Category	Category type	Revenue	Sales Categoey
B-25602	561	212	3	Clothing	Saree	ClothingSaree	1683	Above average
B-25602	119	-5	8	Clothing	Saree	ClothingSaree	952	Below average
B-25603	193	-166	3	Clothing	Saree	ClothingSaree	579	Below average
B-25604	157	5	9	Clothing	Saree	ClothingSaree	1413	Below average
B-25605	75	0	7	Clothing	Saree	ClothingSaree	525	Below average
B-25609	25	-5	4	Clothing	Saree	ClothingSaree	100	Below average
B-25610	43	0	3	Clothing	Saree	ClothingSaree	129	Below average
B-25611	160	-59	2	Clothing	Saree	ClothingSaree	320	Below average
B-25613	1603	0	9	Clothing	Saree	ClothingSaree	14427	Above average
B-25619	353	90	8	Clothing	Saree	ClothingSaree	2824	Above average
B-25622	534	0	3	Clothing	Saree	ClothingSaree	1602	Above average
B-25623	149	-87	4	Clothing	Saree	ClothingSaree	596	Below average
B-25625	635	-349	5	Clothing	Saree	ClothingSaree	3175	Above average
B-25628	24	-9	4	Clothing	Saree	ClothingSaree	96	Below average
B-25633	711	-8	4	Clothing	Saree	ClothingSaree	2844	Above average
B-25635	382	30	3	Clothing	Saree	ClothingSaree	1146	Above average
B-25636	637	113	5	Clothing	Saree	ClothingSaree	3185	Above average
B-25640	122	-47	4	Clothing	Saree	ClothingSaree	488	Below average
B-25646	20	-8	2	Clothing	Saree	ClothingSaree	40	Below average
B-25647	42	-6	4	Clothing	Saree	ClothingSaree	168	Below average
B-25648	55	-26	4	Clothing	Saree	ClothingSaree	220	Below average
B-25648	130	-41	4	Clothing	Saree	ClothingSaree	520	Below average

Table: Order Details (1,500 rows) Column: Sales Categoey (2 distinct values)

30°C Light rain

ENG IN 18:15 16-09-2025

2. Calculated Measures:

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File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Measure tools

Name: Total orders, Home table: Order Details, Format: Whole number, Data category: Uncategorized, New measure: Quick measure measure

Visualizations

Build visual

Data

Search: Total orders

Filters on this visual: Total orders is (All)

Add data fields here

Filters on this page: Total orders

Add data fields here

Filters on all pages: Total orders

Add data fields here

Fields: Total orders

Drill through: Cross-report (Off), Keep all filters (On), Add drill-through fields here

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File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name: Avg Profit_Delhi
Home table: List of Orders
Format: General
Data category: Uncategorized

Structure: Avg Profit_Delhi = CALCULATE(AVERAGE('Order Details'[Profit]), 'List of Orders'[City] = "Delhi")

Formatting: \$ % , .00 Auto

Properties: New Quick measure measure Calculations

Visualizations: Build visual

Data:

- List of Orders
 - Avg Profit_Delhi
 - City
 - CustomerName
- Order Details
 - Amount
 - Category
 - Category type
 - Order ID
 - Profit
 - Quantity
 - Revenue
 - Sales Category
 - Sub-Category
 - Total orders
- Other
 - Avg_Profit_Delhi
 - Categories
 - Tooltips

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30°C Mostly cloudy

1500 Total orders

43.31 Avg Profit_Delhi

This screenshot shows a Power BI report titled 'Power BI Assignment2'. The report contains a single card visual with the text 'Avg Profit_Delhi' and the value '43.31'. Below the card, there is a summary statistic '1500 Total orders'. The Power BI interface includes a ribbon with tabs like File, Home, Insert, etc., and a 'Measure tools' tab selected. The 'Data' pane on the right shows the data model with tables like 'List of Orders' and 'Order Details', and measures like 'Avg Profit_Delhi'. The bottom status bar shows the date and time as 16-09-2025 and 18:32.

Power BI Assignment2 • Last saved: 9/13/2025 at 3:05 PM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name: (YTD) Sales
Home table: Order Details
Format: Whole number
Data category: Uncategorized

Structure: (YTD) Sales = TOTALYTD(SUM('Order Details'[Amount]), 'List of Orders'[Order Date], [Date])

Formatting: \$, .00

Properties: New Quick measure measure Calculations

Visualizations: Build visual

Data:

- Order Date
- Order ID
- State
- Order Details
 - (YTD) Sales
 - Amount
 - Category
 - Category type
 - Order ID
 - Profit
 - Quantity
 - Revenue
 - Sales Category
 - Sub-Category
 - Total orders
- Sales target
 - Category
 - Month of Ord...

Page 1 of 1

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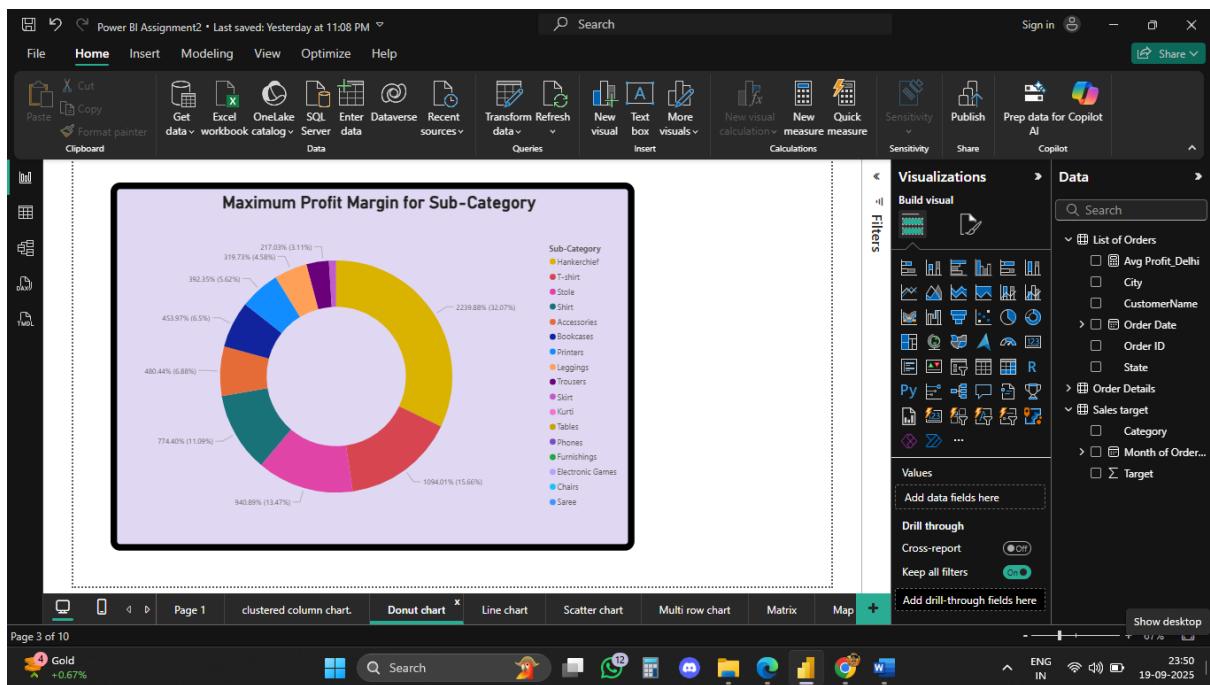
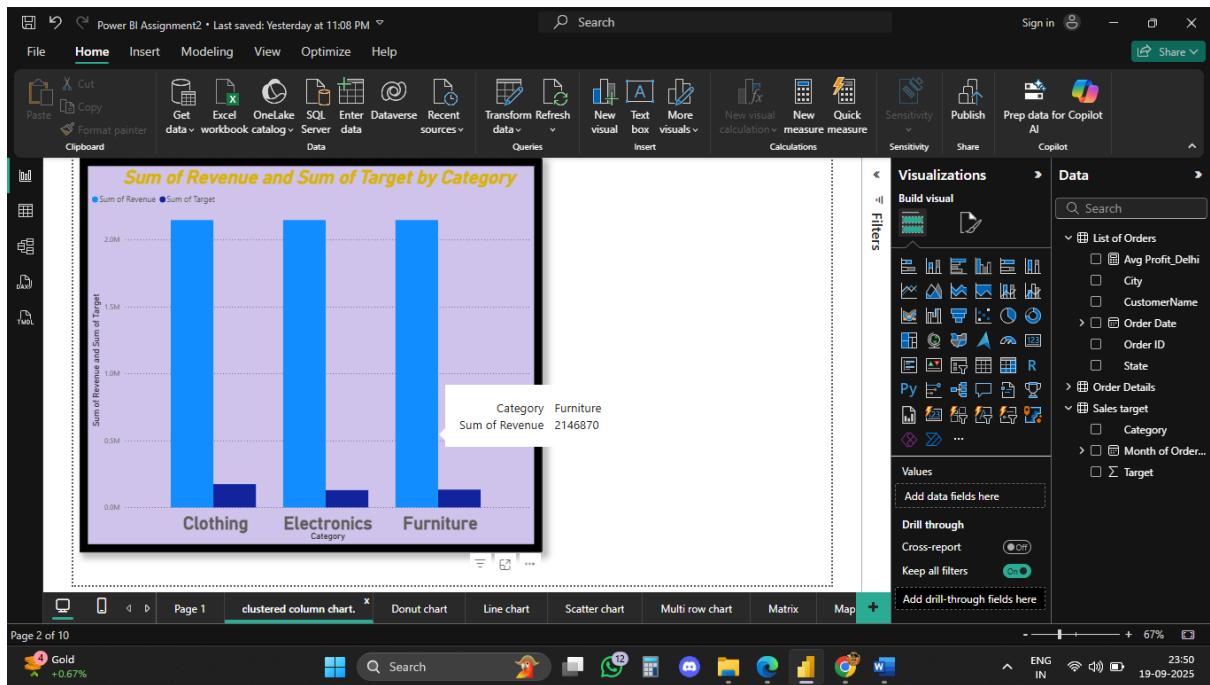
1500 Total orders

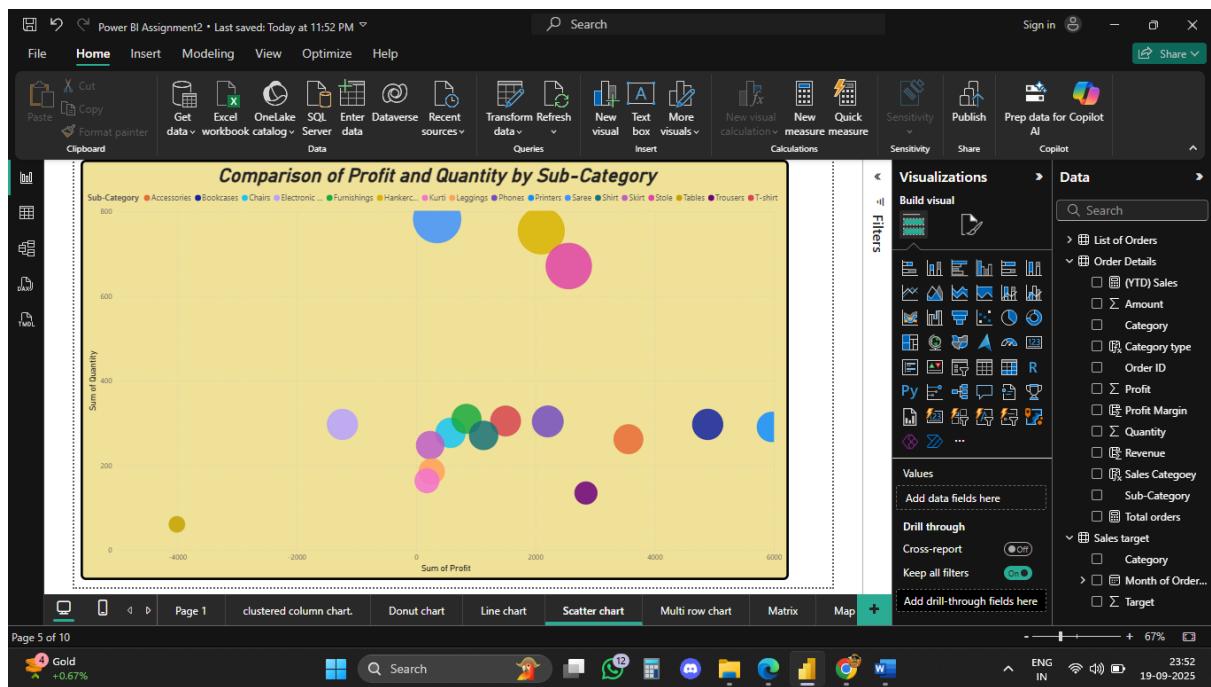
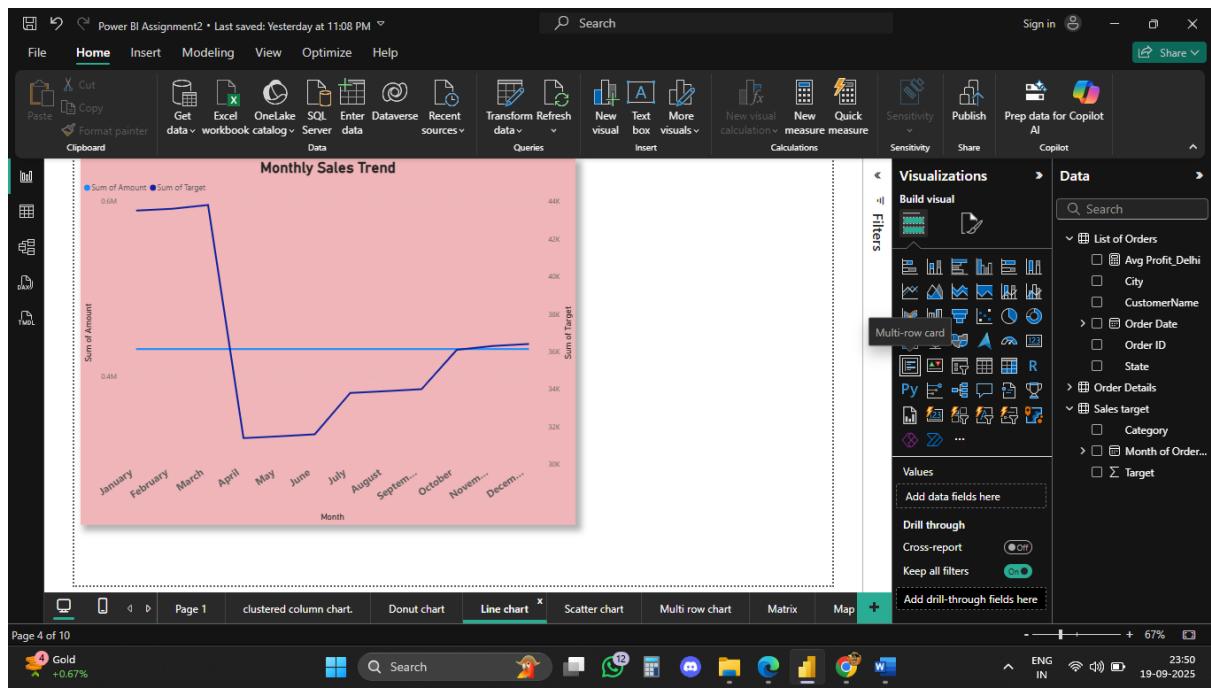
43.31 Avg Profit_Delhi

159K (YTD) Sales

This screenshot shows a Power BI report titled 'Power BI Assignment2'. It contains two card visualizations: one showing '159K' for '(YTD) Sales' and another showing '43.31' for 'Avg Profit_Delhi'. Below these cards, there is a summary statistic '1500 Total orders'. The report structure is identical to the first one, with the same data model and measure definitions. The bottom status bar shows the date and time as 16-09-2025 and 18:42.

3. Data Visualization:





Power BI Assignment2 • Last saved: Today at 11:52 PM

File Home Insert Modeling View Optimize Help Format Data / Drill

Cut Copy Format painter Clipboard

Get data Excel OneLake SQL Server Enter data Dataave Recent sources Data Transform Refresh data Queries New visual Text box More visuals Insert New visual calculation New measure measure Calculations Sensitivity Publish Prep data for Copilot AI Copilot

Sum of Revenue
2M

Sum of Target
436K

Clothing
108000
Sum of Mintarget
Electronics
108000
Sum of Mintarget
Furniture
108000
Sum of Mintarget

Visualizations Data

Build visual

Filters

Fields

Drill through

Cross-report

Keep all filters

Search

List of Orders
Order Details
Sales target
Category
Mintarget
Month of Order...
Target

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24°C Mostly cloudy

ENG IN 00:06 20-09-2025

Power BI Assignment2 • Last saved: Today at 11:52 PM

File Home Insert Modeling View Optimize Help Format Data / Drill

Cut Copy Format painter Clipboard

Get data Excel OneLake SQL Server Enter data Dataave Recent sources Data Transform Refresh data Queries New visual Text box More visuals Insert New visual calculation New measure measure Calculations Sensitivity Publish Prep data for Copilot AI Copilot

Sum of Revenue Sum of Target Sum of Revenue Sum of Target

Month	January	February	March	April	May	June				
Category	Sum of Revenue	Sum of Target								
Clothing	2146870	16000	2146870	16000	2146870	16000	2146870	12000	2146870	12000
Electronics	2146870	15000	2146870	15000	2146870	15000	2146870	9000	2146870	9000
Furniture	2146870	1500	2146870	11000	2146870	11000	2146870	10000	2146870	10000
Total	2146870	43500	2146870	43600	2146870	43800	2146870	31400	2146870	31500
										31600

Visualizations Data

Build visual

Filters

Rows

Columns

Values

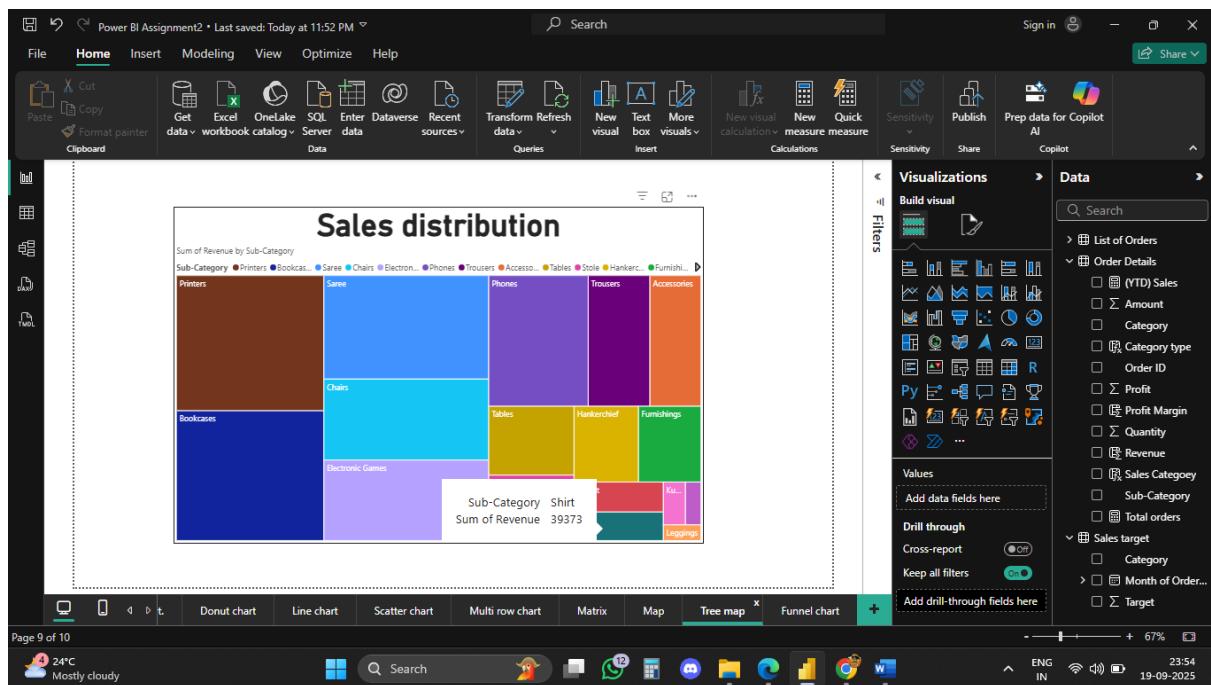
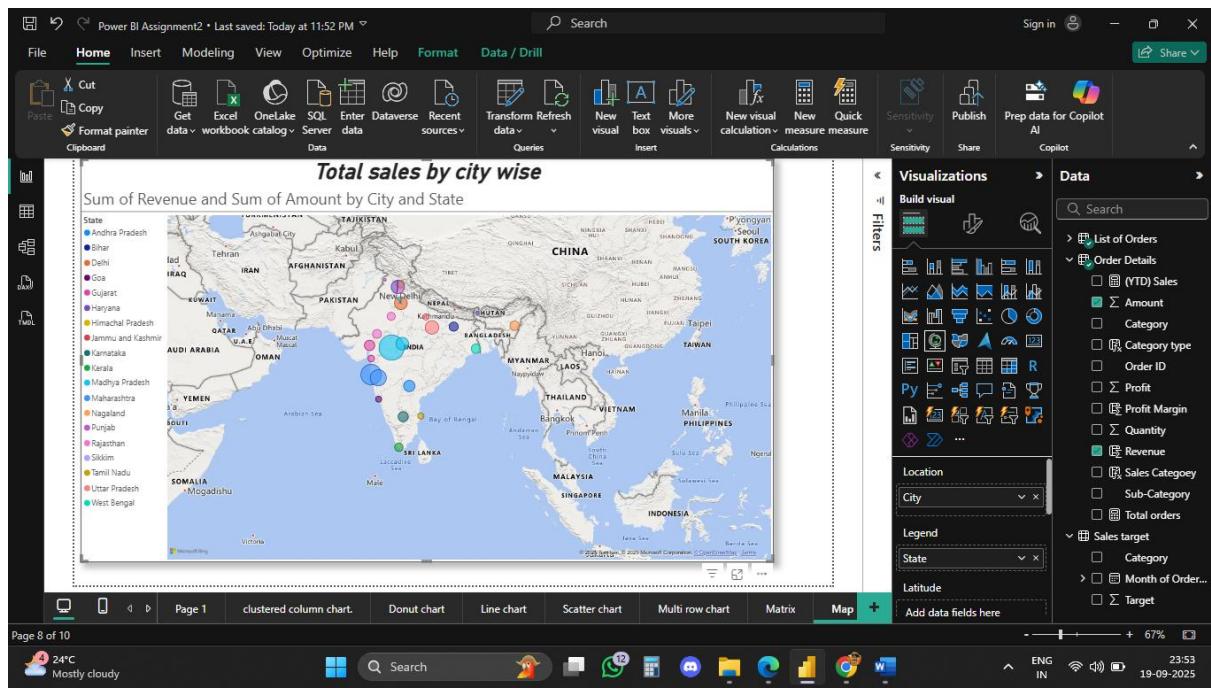
Search

List of Orders
Order Details
Sales target
Category
Mintarget
Month of Order...
Target

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24°C Mostly cloudy

ENG IN 00:11 20-09-2025



Power BI Assignment2 • Last saved: Today at 11:52 PM

File Home Insert Modeling View Optimize Help

Cut Copy Format painter Clipboard Get data+ Excel OneLake SQL Server Data Enter Dataverse Recent sources+ Transform Refresh data+ New visual+ New calculation+ New measure+ Quick measure+ Calculations Text box Insert More visuals+ Sensitivity+ Publish Prep data for Copilot AI Copilot

Order Count Analysis by State

State	Order Count
Madhya Pradesh	340
Maharashtra	290
Gujarat	87
Delhi	74
Rajasthan	74
Uttar Pradesh	68
West Bengal	63
Bihar	62
Punjab	60
Karnataka	54
Jammu and Kashmir	49
Kerala	45
Nagaland	45
Goa	43
Andhra Pradesh	42
Himachal Pradesh	29
Haryana	26
Tamil Nadu	25
Sikkim	24

Drill through
When one of these fields is used in a visual, select a data point to navigate to this page. That will filter this page to the values you selected in the source visual.

Fields here

Drill through Cross-report (Off) Keep all filters (On) Add drill-through fields here

Visualizations Build visual

Data

Search

List of Orders

Order Details

- (YTD) Sales
- Amount
- Category
- Category type
- Order ID
- Profit
- Profit Margin
- Quantity
- Revenue
- Sales Category
- Sub-Category
- Total orders

Sales target

- Category

Month of Order...

- Target

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24°C Mostly cloudy

Search

ENG IN 23:54 19-09-2025