Title Slide

Subtitle : Power BI Project Summary

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Objective of Dashboard

Bullet Points:

- Analyze the performance of an e-commerce business
- Track key metrics related to orders, profit, customers, and products
- Derive actionable insights from historical data
- Help business stakeholders make data-driven decisions

KPIs Used

- Total Orders
- Total Profit
- Total Sales
- Total Cost

Key Insights

- **Web users** account for the majority of orders.
- **"Fashion , Home & Furnitures"** are top-performing categories.
- **T-shirt** & **Titak** Watch are top-performing product
- **Medium-priority orders** contribute more to revenue.
- **Average Order Value** is higher in **Male** customers segment.

Charts Explained

- See Profit Button : A Page Navigation button for the profit data only.
- Slicer (Months) : Help filter by Month.
- Donut Chart :
  1. Sales by Device : Devices used in ordering.
  2. Payment Method : Method of Payment i.e., Credit Card, UPI etc.
  3. Sales by Gender : Gender contribution in Ordering.
- Pie Chart : Showing Order priority
- Bar Chart :

  1.Total Sales by Product

  2.Total Sales by Product Category

Chart Explained

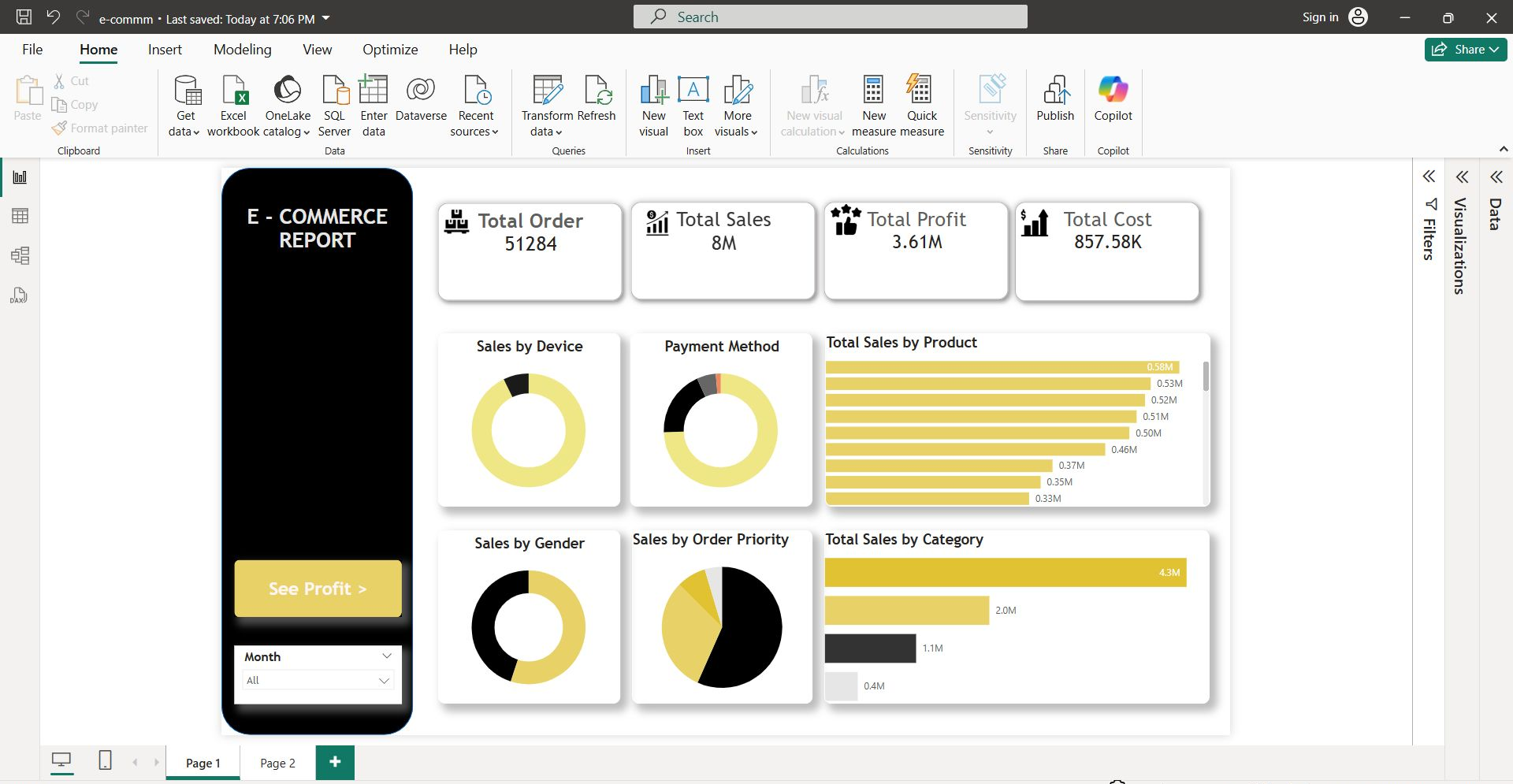
********** In Profit Page **********

- Bar Chart:

  1. Total Profit by Product.

  2. Total Profit by Product Category.

- Ribbon Chart : Profit by Sales
- See Sales Button : Page Navigate to Sales Page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Excel workbook
OneLake catalog
SQL Server
Enter data
Dataverse
Recent sources
Data
Transform data
Refresh
Queries
New visual
Text box
More visuals
Insert
New visual calculation
New measure
Quick measure
Calculations
Sensitivity
Sensitivity
Publish
Share
Copilot
Copilot
E - COMMERCE REPORT
See Profit >
Month
All
Total Order
51284
Total Sales
8M
Total Profit
3.61M
Total Cost
857.58K
Sales by Device
Payment Method
Total Sales by Product
0.58M
0.53M
0.52M
0.51M
0.50M
0.46M
0.37M
0.35M
0.33M
Sales by Gender
Sales by Order Priority
Total Sales by Category
4.3M
2.0M
1.1M
0.4M
Filters
Visualizations
Data
Page 1
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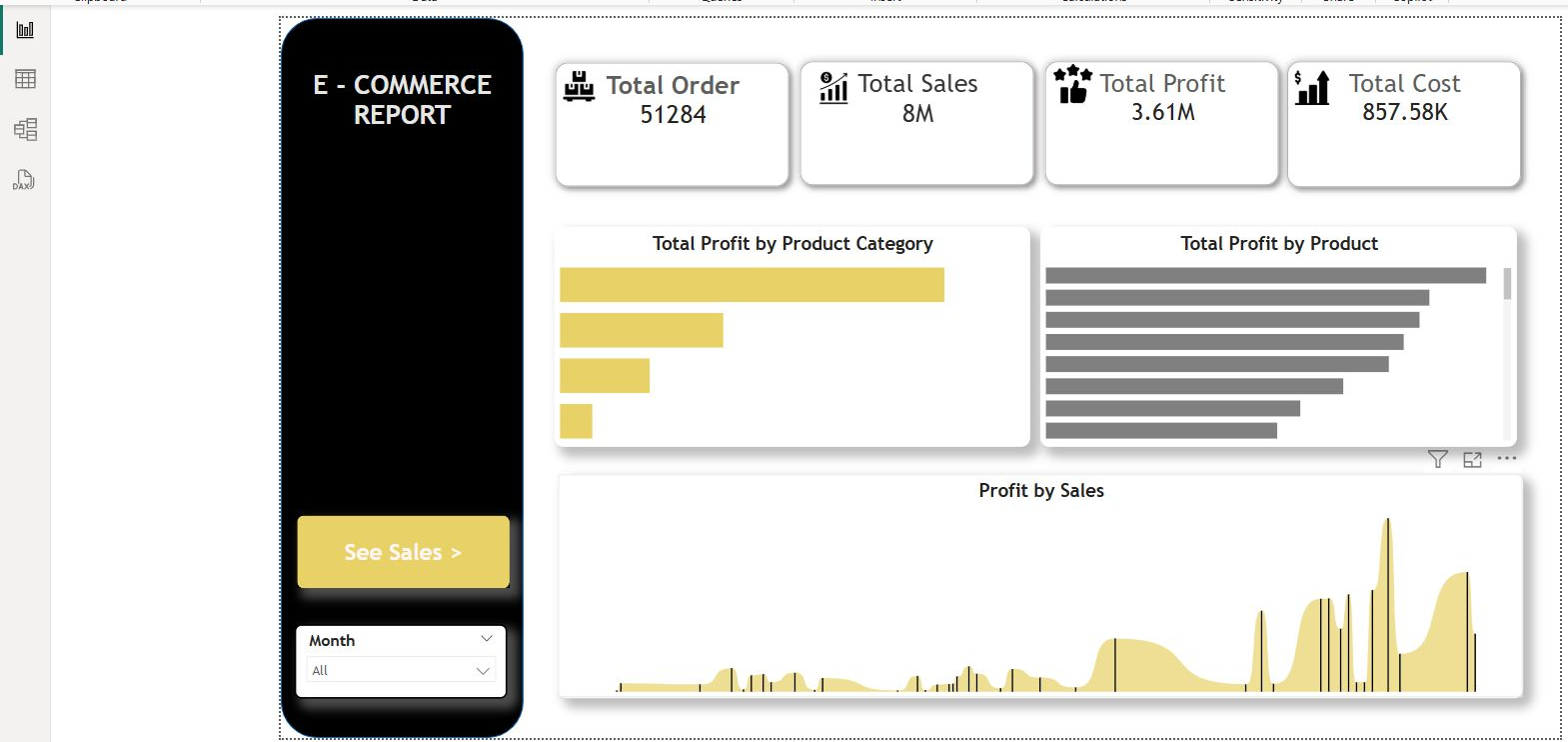
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