**POWER BI DASHBOARD ECOMMERCE-ANALYSIS**

**OBJECTIVE:**

Create an interactive dashboard to track and analyse the online sales across the world: - ECOMMERCE company in order to maximize the sales.

(Ecommerce companies- Global super Mart, Amazon, Walmart, Myntra, etc.)

**This project involves following steps:**

**Task 1: -** **Connecting Database (SQL, Excel, text, Web) with Power BI Desktop**

**Task 2: - Analysing the tables and relations.**

**Task 3: - Data Cleaning using Power Query Editor with DAX**

**Task 4: - Developing an Interactive BI Dashboard**

**Task 5: - Report**

**Insights from REPORT:**

* KPIs used to be determined vision and goals in short- long term, profit per year, loss per year, quantity of product sold, delivery days
* Based on the analyses of the data Ecommerce organization [2012/2013/2014/2015]

-the total sales amt $12.64M

-the quantity of goods 178.31K

* The companies Avg delivery days of products to customer is 3-4 days
* In Sales by Segment involves highest sales;

consumers (51.94%) >corporate (30.61%) >home office (17.44%)

* In sales by market the Asia pacific market having maximum sales 31.59%, it is important to focus on market giving maximum sales and provide some especial offers also focus on inventory to cope up the demand.
* In Sales by Region the maximum sales region is highlighted in map according to the various countries, based on demand in each country, helped to determine the inventory size and hence maximize profit and good customer experience
* For returned order, the company can to work on the product quality and ensure the safe packaging by providing better customer services
* the payment mode option- a greater number of customers using COD (cash on delivery) and business can offer some discount to cardholders
* Customer retention is the most important KPI to measure for any business. Retaining your customers is vital to increase brand value in the market.
* feedback from the customer is essential to understand the real-problem to take necessary steps
* Revenue per Deal-Keeping track of the number of successful deals is important. However, tracking the revenue generated per deal is even more vital. The quality of a deal will ultimately determine the revenue for your business

**PROJECT LEARNINGS:**

1. Created an interactive dashboard to track and analyse online sales data.  
2. Used complex parameters to drill down in worksheets and customizations using filters and slicers.  
3. Created connections between tables, join the tables, calculated to manipulate data and enable used-driven parameters for visualizations.  
4. Created new columns AOV using the DAX function for a clear image of the average price per product.  
5. Used different types of customized visualizations in form of bar charts, donut charts, clustered bar charts, tiles, slicers and map.