



## Task 1 – Business Sales Dashboard from E-commerce Data



### Task Description

The objective of this task is to analyze e-commerce sales data and convert raw data into meaningful business insights using **Power BI**. The dashboard should help stakeholders quickly understand sales performance and identify growth opportunities.

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### Problem Statement

Businesses generate large volumes of sales data, but without proper analysis, valuable insights remain hidden. This task aims to: - Discover which products and categories drive the most revenue - Track sales performance over time - Present insights in a visually appealing and interactive format

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### Data Collection

- Use an e-commerce dataset (CSV / Excel)
  - Dataset may include:
    - Order ID
    - Product Name
    - Category
    - Quantity Sold
    - Sales Amount / Revenue
    - Order Date
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### Data Cleaning Steps

- Remove duplicate records
  - Handle missing or null values
  - Standardize column names and formats
  - Convert date fields for time-series analysis
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### Data Modeling & DAX

- Create relationships between tables (if multiple tables are used)
  - Build DAX measures such as:
    - Total Sales
    - Total Revenue
    - Average Order Value
    - Monthly Sales Growth
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## Dashboard Design Guidelines

- Keep layout clean and business-friendly
  - Use appropriate charts:
    - Bar charts for product/category comparison
    - Line charts for sales trends
  - Cards for KPIs
  - Add slicers for date, category, and product filtering
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## Insights to Highlight

- Best-selling products
  - Highest revenue-generating categories
  - Peak sales periods
  - Overall sales growth or decline patterns
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## Expected Outcome

- A fully interactive Power BI dashboard
  - Clear visual storytelling for business users
  - Actionable insights to support decision-making
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## Conclusion

This task strengthens practical skills in data analysis, visualization, and business intelligence while simulating real-world reporting requirements.

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**Track Code:** DS

**Organization:** Future Interns