



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.



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



Data Collection

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



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



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.

Track Code: DS

Organization: Future Interns