Flipkart Sales Report: Power BI Dashboard Summary

The Flipkart Sales Report is a comprehensive Power BI dashboard designed to provide actionable insights into sales performance, customer behavior, and profitability. This report equips stakeholders with the tools to make data-driven decisions and optimize business strategies.

Key Features and Metrics:

1. Revenue and Profit Analysis:

- **Total Revenue**: Summarizes overall earnings from sales.
- **Revenue per Customer**: Average revenue generated by each customer.
- **Profit Calculation**: Profit=Sale Price−(Unit Price × Order Quantity)−Shipping Fee
- Visual breakdown of profitability by product categories, zones, and delivery types.

2. Customer Demographics:

- Segmentation into **Youth**, **Adult**, and **Senior** age groups based on customer age.
- Analysis of customer distribution by gender, location, and order frequency.
- Unique customer count for understanding customer base growth and retention.

3. Sales Insights:

- Breakdown of sales by **product category**, **subcategory**, and **delivery type**.
- Order quantity trends and shipping fee analysis.
- Product ratings and feedback for quality assessment.

4. Order and Delivery Analysis:

- Patterns in delivery status, delivery zones, and customer preferences.
- Identification of delayed orders and reasons for cancellations.

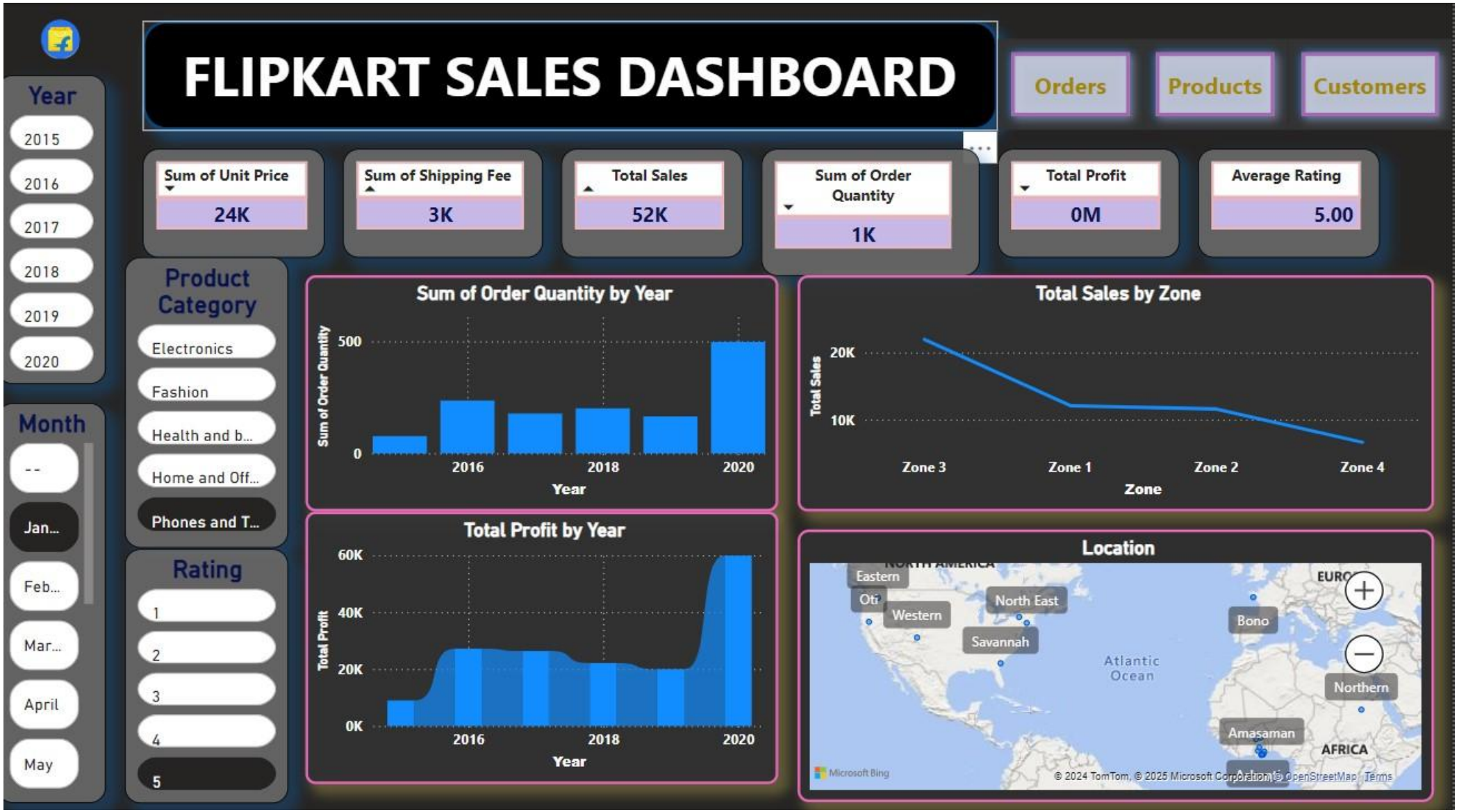
5. Interactivity and Filters:

- Dynamic slicers for filtering by year, location, product category, and delivery type.
- Drill-down capabilities for deeper insights into customer and sales data.

Purpose and Benefits:

•**Actionable Insights**: Identify top-performing products, locations, and customer segments.
•**Performance Optimization**: Highlight areas for operational improvements, such
•as shipping efficiency and product strategies.
•**Customer Understanding**: Gain insights into customer behavior and demographics.
•**Data-Driven Decisions**: Enable stakeholders to make informed choices to drive growth and profitability.

This dashboard is a testament to the power of data analytics, showcasing advanced visualization techniques,
DAX calculations, and interactive reporting in Power BI. It is a perfect addition to demonstrate analytical
and visualization expertise.


FLIPKART SALES DASHBOARD
Orders
Products
Customers
Year
2015
2016
2017
2018
2019
2020
Month
--
Jan...
Feb...
Mar...
April
May
Product Category
Electronics
Fashion
Health and b...
Home and Off...
Phones and T...
Rating
1
2
3
4
5
Sum of Unit Price
24K
Sum of Shipping Fee
3K
Total Sales
52K
Sum of Order Quantity
1K
Total Profit
0M
Average Rating
5.00
Sum of Order Quantity by Year
Sum of Order Quantity
500
0
2016
2018
2020
Year
Total Sales by Zone
Total Sales
20K
10K
Zone 3
Zone 1
Zone 2
Zone 4
Zone
Total Profit by Year
Total Profit
60K
40K
20K
0K
2016
2018
2020
Year
Location
Eastern
Oti
Western
North East
Savannah
Bono
Atlantic Ocean
Northern
Amasaman
AFRICA
Microsoft Bing
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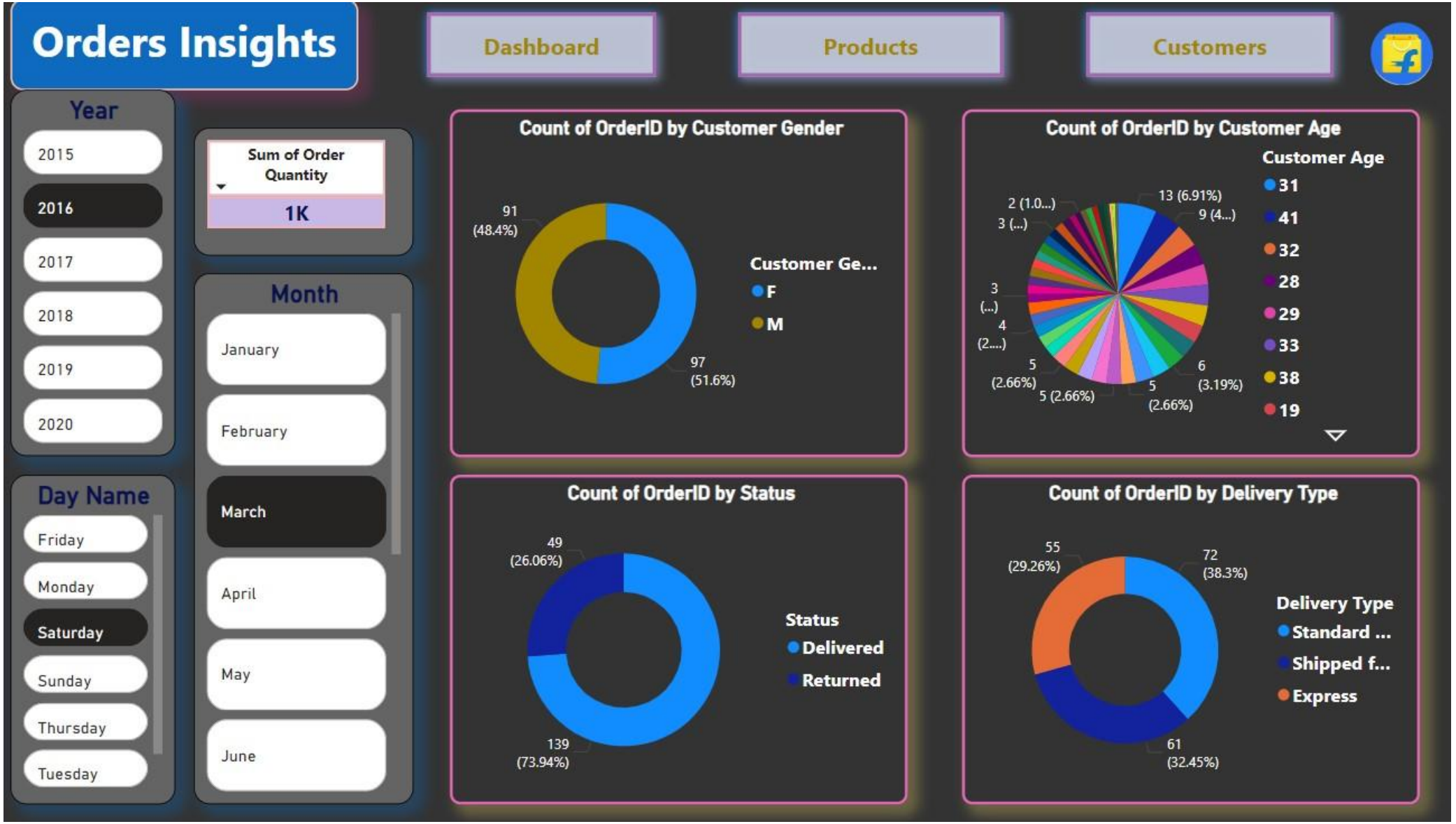

Orders Insights
Dashboard
Products
Customers
Year
2015
2016
2017
2018
2019
2020
Sum of Order Quantity
1K
Month
January
February
March
April
May
June
Day Name
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Count of OrderID by Customer Gender
91 (48.4%)
97 (51.6%)
Customer Ge...
F
M
Count of OrderID by Customer Age
Customer Age
31
41
32
28
29
33
38
19
13 (6.91%)
9 (4...)
2 (1.0...)
3 (...)
3 (...)
4 (2....)
5 (2.66%)
5 (2.66%)
5 (2.66%)
6 (3.19%)
Count of OrderID by Status
49 (26.06%)
139 (73.94%)
Status
Delivered
Returned
Count of OrderID by Delivery Type
55 (29.26%)
72 (38.3%)
61 (32.45%)
Delivery Type
Standard ...
Shipped f...
Express

Products Insights

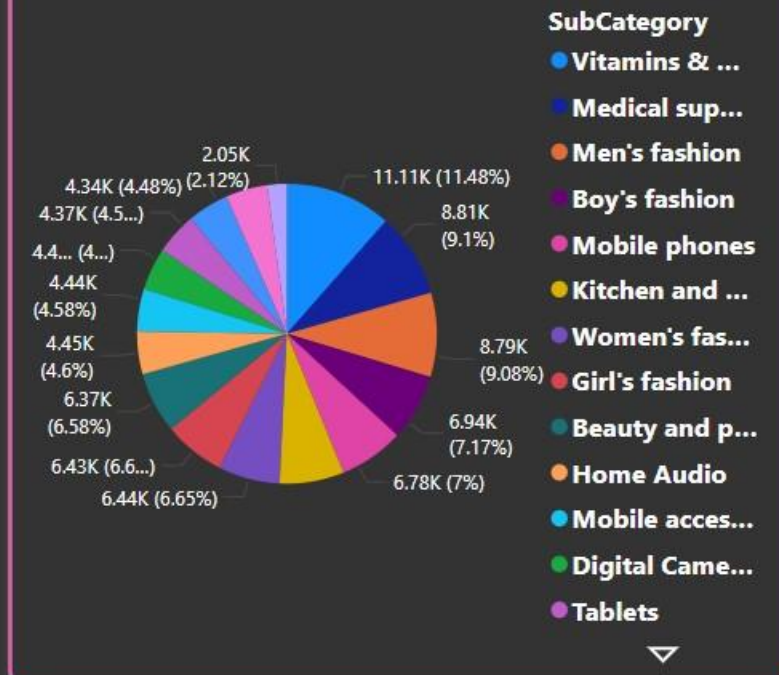
Dashboard | Orders | Customers

Total Product	Total Product Sold
44	96.781K

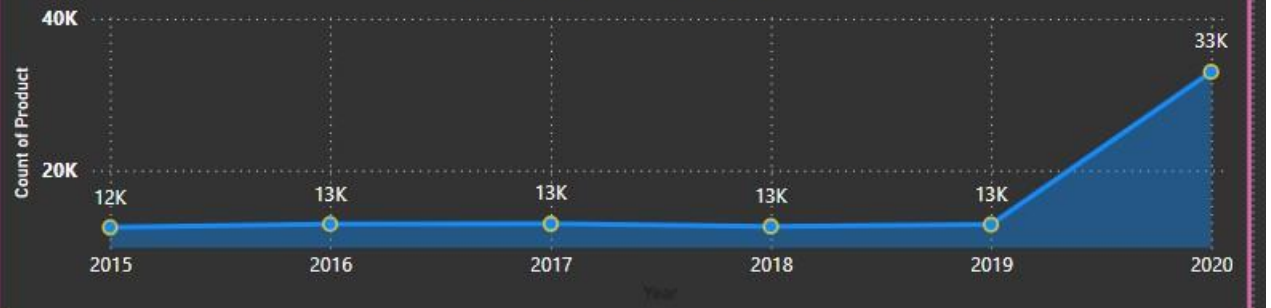
Year: -- | 2015 | 2016 | 2017 | 2018 | 2019 | 2020

Status: Delivered | Returned

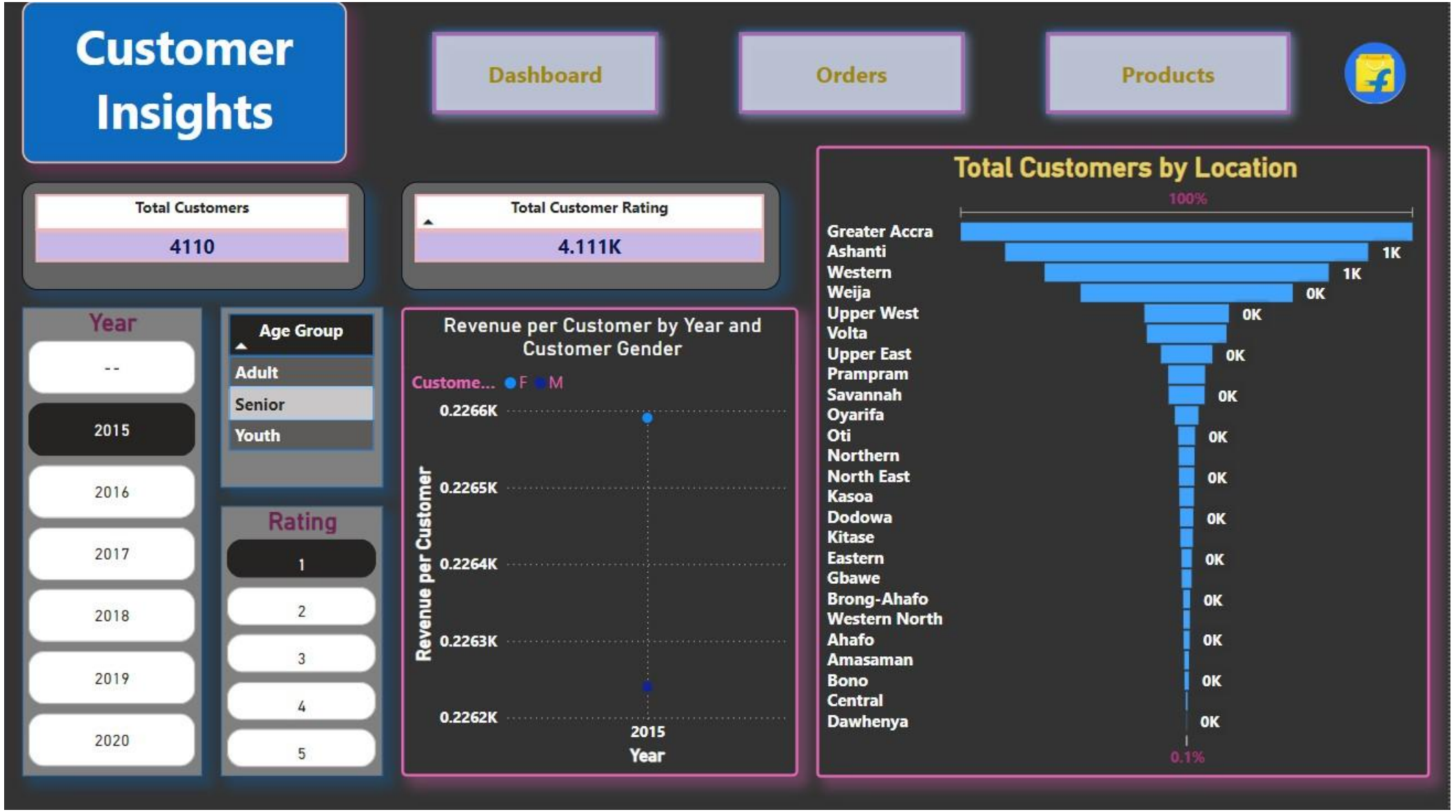
Count of Product by SubCategory



Count of Product by Year



Sum of Profit by SubCategory


Customer Insights
Dashboard
Orders
Products
Total Customers
4110
Total Customer Rating
4.111K
Year
--
2015
2016
2017
2018
2019
2020
Age Group
Adult
Senior
Youth
Rating
1
2
3
4
5
Revenue per Customer by Year and Customer Gender
Custome... F M
0.2266K
0.2265K
0.2264K
0.2263K
0.2262K
Revenue per Customer
2015
Year
Total Customers by Location
100%
Greater Accra
Ashanti
Western
Weija
Upper West
Volta
Upper East
Prampram
Savannah
Oyarifa
Oti
Northern
North East
Kasoa
Dodowa
Kitase
Eastern
Gbawe
Brong-Ahafo
Western North
Ahafo
Amasaman
Bono
Central
Dawhenya
1K
1K
0K
0K
0K
0K
0K
0K
0K
0K
0K
0K
0K
0K
0K
0.1%