

E-commerce Sales Dashboard – Project Report

1. Project Overview

The **E-commerce Sales Dashboard** is a data analytics project developed to analyze and visualize sales performance across multiple dimensions such as profit, revenue, quantity sold, customer behavior, state-wise performance, product categories, payment modes, and time periods. The dashboard enables stakeholders to make **data-driven business decisions** by identifying trends, profitable segments, and areas requiring improvement.

This project demonstrates strong skills in **data analysis, business intelligence, and data visualization** using an interactive dashboard.

2. Objectives

- Analyze overall sales performance of the e-commerce business
 - Track profit, revenue, and quantity sold
 - Identify top-performing states, customers, and product categories
 - Understand monthly and quarterly profit trends
 - Analyze customer payment preferences
 - Enable interactive filtering for better insights
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3. Key Performance Indicators (KPIs)

The dashboard highlights the following KPIs: - **Total Profit:** 37K - **Total Sales Amount:** 438K - **Average Sales Value:** 121K - **Total Quantity Sold:** 5,615 units

These KPIs provide a quick summary of the overall business performance.

4. Dashboard Components & Analysis

4.1 Sales Amount by State

- Maharashtra contributes the highest sales amount (**102K**)
- Followed by Madhya Pradesh (**87K**) and Uttar Pradesh (**38K**)
- Delhi and Rajasthan show comparatively lower sales

Insight: Western and Central regions are major revenue contributors.

4.2 Sales Amount by Customer

- Top customers include **Harivansh, Madhav, Madan Mohan, and Shiva**
- Harivansh generated the highest sales (~10K)

Insight: Customer-level analysis helps identify high-value customers for retention strategies.

4.3 Profit by Month

- Highest profits recorded in **January (9.7K)** and **November (10.3K)**
- Losses observed in **May, July, September, and December**

Insight: Sales show strong seasonality; certain months require cost optimization and promotional strategies.

4.4 Quantity Sold by Category

- **Clothing:** 63%
- **Electronics:** 21%
- **Furniture:** 17%

Insight: Clothing dominates sales volume, making it the core product category.

4.5 Quantity Sold by Payment Mode

- **Cash on Delivery (COD):** 44%
- **UPI:** 21%
- **Debit Card:** 13%
- **Credit Card:** 12%
- **EMI:** 10%

Insight: COD is the most preferred payment method, indicating customer trust and market behavior in online shopping.

4.6 Profit by Sub-Category

- Highest profit from **Clothing sub-categories** (e.g., Saree ~4K profit)
- Accessories and Tables show moderate profits

Insight: Sub-category analysis helps in inventory and pricing optimization.

5. Filters & Interactivity

- **Quarter Filter:** Q1, Q2, Q3, Q4
- **State Filter:** Allows region-specific analysis

These filters make the dashboard interactive and user-friendly.

6. Tools & Technologies Used

- **Data Visualization Tool:** Power BI
 - **Data Cleaning & Transformation:** Power Query
 - **Dataset:** E-commerce sales transactional data
 - **Charts Used:** Bar charts, Donut charts, KPI cards, Filters/Slicers
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7. Business Insights & Recommendations

- Focus marketing campaigns during high-profit months
 - Improve strategies for loss-making months
 - Expand clothing category due to high demand
 - Encourage digital payments through offers
 - Strengthen presence in high-performing states
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8. Conclusion

The E-commerce Sales Dashboard provides a comprehensive view of business performance through interactive and visually appealing analytics. This project showcases the ability to convert raw data into meaningful insights, supporting strategic decision-making and business growth.

Project Type: Data Analytics / Business Intelligence **Skill Demonstrated:** Data Visualization, KPI Analysis, Business Insights, Power BI