EXECUTIVE SUMMARY: E-Commerce Performance Dashboard

Project Title: End-to-End Sales & Logistics Automation

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Tools Used: Microsoft Excel (Advanced), Power Query, Data Modeling

1. Project Objective

The goal of this project was to design a centralized, automated Business Intelligence (BI) tool to monitor Sales Growth and Logistics Efficiency. By transforming over 2,400 raw transactional records into a dynamic UI, the dashboard provides stakeholders with immediate, self-service access to critical business health metrics.

2. The Data Architecture (The "How")

To ensure scalability for MIS/Operations environments, I implemented a 3-Tier Data Model:

- **Layer 1 (Data):** Cleaned and normalized raw transactional data.

- **Layer 2 (Calculations):** A hidden engine of 6 Pivot Tables and engineered measures (e.g., Days to Deliver, Revenue Growth).

- **Layer 3 (UI/Dashboard):** A fully interactive frontend using Report Connections to sync 3 global slicers across all visualizations.

3. Key Performance Indicators (KPIs)

Metric	Value	Business Significance
Total Revenue	**$649.0k**	Gross financial performance over 13 weeks.
Total Orders	**2,400**	Market demand and transaction volume.
Avg. Delivery	**2.3 Days**	Operational efficiency and logistics health.
Avg. Rating	**4.0 / 5.0**	Customer satisfaction and product quality.

4. Strategic Business Insights (The "Analysis")

- **Shopping Mode Analysis:** While the Website drives the highest volume, the App maintains a higher average customer rating. Recommendation: Optimize the App conversion funnel to increase customer lifetime value.

- **Logistics Bottlenecks:** Delivery times spike significantly in specific counties. Recommendation: Audit regional courier partners to bring delivery times down to the 1.5-day benchmark.

- **Product Performance:** Top 10 products (Jeans, T-Shirts) account for a significant portion of revenue, suggesting a highly focused inventory strategy is working.

5. Technical Skills Demonstrated

- **Automation:** Reduced reporting time from hours to a one-click refresh.

- **Data Engineering:** Created custom calculated columns for time-series and logistical analysis.

- **UI/UX Design:** Applied a professional, high-contrast colour palette to ensure executive-level readability.