SUMMARY REPORT

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Suraj Ecommerce Sales Dashboard – Power BI Project Summary

📌 Project Objective:
Analyze key sales, profit, and quantity trends for Suraj Ecommerce using Power BI to uncover business insights and improve decision-making.

✅ Key KPIs:

- Revenue: ₹4.38 Lakhs

- Orders: ~6.4K

- AOV: ₹1.21 Lakhs

- Profit: ₹37K

📈 Monthly Trends:

- Profit peaks: May, July, November

- Losses: February, April

📚 Top Sub-Categories:

- Printers, Accessories, Sarees
  Low Profit:

- Bookcases, Tables

📦 **Category-wise Quantity:**

- Furniture: 63%, Clothing: 21%, Tech: 17%

💳 **Payment Modes:**

- UPI (44%), Net Banking, COD, Cards

📍 **Top States:**

- Maharashtra, MP, UP, Delhi

👤 **Top Customers:**

- Harivansh, Madhav, Madan Mohan, Shiva

📊 **Quarterly Insights:**

- Trend analysis across Q1–Q4

🧠 **Key Insights:**

- Focus on high-performing states

- Improve low-profit products

- Leverage UPI as top payment method

- Align marketing by region