

Task 1: Business Sales Dashboard from E-Commerce Data

Objective:

To analyse e-commerce sales data and build an interactive Power BI dashboard that helps identify best-selling products, sales trends, and high-revenue categories for business decision-making.

Dataset Used:

Superstore Sales Dataset (Orders data)

Tools Used:

- Microsoft Power BI Desktop
- Microsoft Excel / Power Query (for data cleaning)

Steps Performed:

- Cleaned and prepared raw sales data
- Corrected date formats and data types
- Performed sales trend analysis using time-based visuals
- Identified best-selling products using Top-N analysis
- Analysed revenue contribution by category and region
- Built an interactive dashboard using slicers and KPIs

Key Insights:

- Sales show strong seasonality, peaking during November and December.
- Technology is the highest revenue-generating category.
- Phones and Chairs are the best-selling product sub-categories.
- The West and East regions contribute the most to overall sales.
- Interactive slicers allow dynamic analysis by year, category, and region.

Business Recommendations:

- Increase inventory and marketing efforts during peak months.
- Focus promotions on high-performing categories and products.
- Use regional insights to optimize distribution and sales strategies.
- Improve performance during low-sales months through targeted campaigns.

Deliverable:

An interactive Power BI dashboard with KPIs, trend analysis, and slicers to support data-driven business decisions.