## *Krushnai E-Commerce Sales Dashboard*

## Introduction

The Krushnai E-Commerce Sales Dashboard project aims to analyze and visualize sales data to provide actionable insights. This project demonstrates the effective use of various tools such as Advanced Excel, MySQL, Power BI, and Microsoft Word to process, analyze, and present data for informed decision-making.

## Tools & Technologies Used

* Advanced Excel: Applied filters, conditional formatting, and organized raw data for preprocessing.
* MySQL: Cleaned data, replaced null values, and retrieved specific subsets using SQL queries.
* Power BI: Created interactive dashboards to visualize sales metrics and trends.
* Microsoft Word: Documented insights and compiled detailed reports for stakeholders.

## Project Features

1. KPI Metrics: Displaying key performance indicators such as total profit, total amount, and quantity sold.
2. Geographic Analysis: Visualizing sales amounts across states like Maharashtra, Madhya Pradesh, Uttar Pradesh, and Delhi.
3. Customer Insights: Highlighting top customers and their contribution to total sales.
4. Payment Mode Analysis: Distribution of payment modes like UPI, COD, Credit Card, Debit Card, and EMI.
5. Category Performance: Breakdown of sales by categories like Furniture, Electronics, and Clothing.
6. Time Series Trends: Monthly profit analysis to identify peak and low-performing months.

## Tools Workflow

1. Data Preprocessing in Excel: Initial exploration and organization of raw data, using filters and conditional formatting to prepare it for analysis.
2. Data Cleaning in MySQL: Removed inconsistencies, replaced null values, and structured the data using SQL queries.
3. Data Visualization in Power BI: Designed a visually appealing and interactive dashboard, presenting key insights to stakeholders.
4. Documentation in Microsoft Word: Compiled key insights and created a professional report for sharing findings.

## Key Insights

1. Maharashtra is the top-performing state in terms of sales.
2. Cash on Delivery (COD) is the most preferred payment method.
3. Clothing accounts for the majority of sales, followed by Electronics.
4. Significant profit spikes were observed in December, indicating a high-sales period.

## Future Enhancements

* Incorporating predictive analytics using Python to forecast future sales trends.
* Adding real-time data integration for live dashboards.
* Expanding analysis to include customer retention rates and churn analysis.

## Conclusion

This project successfully demonstrates how data can be transformed into meaningful insights through the integration of tools like Advanced Excel, MySQL, Power BI, and Microsoft Word. The interactive dashboard provides stakeholders with a clear understanding of sales performance, enabling strategic decision-making.