**ECOMMERCE SALES REPORT**

**PROBLEM STATEMENT**

“In order to monitor and access our ecommerce sales lending activities and performance. We need to create comprehensive sales report. This report aims to provide insights into key sales -related metrics and their changes over time. Developed and analysed sales data for an e-commerce project, focusing on trends, customer behaviour, and revenue optimization. Utilized SQL and Power BI to generate insights, leading to strategic recommendations for boosting sales performance and enhancing customer experience.”

**Key Performance Indicators (KPIs) Requirements:**

1. **Year to Date Sales(YTD):** Analysed year-to-date sales data, identifying trends and key drivers of revenue growth. Provided actionable insights to optimize sales strategies and improve overall performance using Power BI.
2. **Year on Year sales(YoY) :** Understanding the what is the total sales from previous year to date to the present year date means analysis the sales per year.
3. **Year to Date Profit (YTD) :** Analysed year-to-date profit trends, identifying key factors impacting profitability. Provided insights to optimize financial performance and guide strategic decisions for sustained growth.
4. **Year on Year profit (YoY) :** Drive the year on year profit for every year means drive the insight for each year sales profit. How much we profit we are generating from each year sales .
5. **Year to Date Quantity (YTD) :** Assessed year-to-date quantity metrics, uncovering patterns in sales volume and product performance. Delivered insights to refine inventory management and enhance sales strategies for improved operational efficiency and growth.
6. **Year to Date Profit Margin(YTD) :** Analyzed the year to date profit margin. How much profit we are getting form our sales. After selling the product. Till date.
7. **Sales by Category :** Analyze the sales by category like year to date sales, year, previous year to date sales, year of year sales, sales icon.
8. **Sales by Region :** Analysed sales by region, highlighting performance variations across different markets. Identified high-performing areas and growth opportunities, providing recommendations to optimize regional strategies and boost overall sales effectiveness.
9. **Top 5 Products :** analyze the to 5 selling products by year to date sales.
10. **Bottom 5 products :** analyze the to 5 selling products by year to date sales.
11. **YTD Sales by Region :** Analysed regional sales data, identifying key markets and areas of underperformance. Provided actionable insights to tailor strategies for each region, driving revenue growth and improving market penetration.
12. **YTD sales by Shipping Type :** Evaluated sales by shipping type, identifying preferences and cost impacts across different methods. Delivered insights to optimize shipping strategies, enhance customer satisfaction, and reduce logistical costs for increased profitability.