E-Commerce Sales Performance Dashboard – Olist Brazil

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2. Dashboard Overview

An interactive Power BI dashboard to analyze Olist's e-commerce sales, revenue, customer behavior, and delivery performance.
It helps Sales, Marketing, and Management teams track performance and make data-driven decisions.

Dashboard Sections

Section	Description	Key Insights
A. KPIs	High-level summary	Total Sales, Orders, Revenue, Avg Review, On-Time Rate
B. Sales Trends	Time-based analysis	Monthly/Quarterly revenue growth
C. Product & Category	Product performance	Top Products
D. Customers	Customer insights	Avg Spend
E. Sellers	Seller analysis	Top 5 Sellers, Avg Ratings
F. Geography	Sales by location	Map of Sales by State
G. Payments	Payment insights	Payment Type Share
H. Delivery	Delivery analysis	Avg Delivery Days, Late Deliveries
I. Reviews	Customer satisfaction	Avg Review Score

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3. Data Requirements

Section	Key Tables/Columns
Sales Trends	orders, order_items (price, date)
Product Performance	products, order_items, category_translation
Customers	customers (city, state)
Sellers	sellers, order_items
Payments	payments (type, value)

Section	Key Tables/Columns
Delivery	orders (purchase, delivered, estimated dates)
Reviews	reviews (review_score)
Geography	geolocation (state, city)

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4. Filters / Slicers

- **Date Range** (Year, Month)
- **State / City**
- **Product Category**

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5. Visuals / Charts

Visual	Purpose
KPI Cards	Key numbers (Revenue, Orders, Customers)
Line Chart	Revenue & Orders over time
Bar Chart	Sales by Category
Map	Revenue by State/City
Pie Chart	Payment Type Share
Column Chart	Top Sellers
Gauge	On-Time Delivery Rate

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6. Interactivity

- Cross-filtering between visuals
- Drill-down (Year → Month → Day, Category → Product)
- Tooltip details on hover

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7. Key DAX Measures

Measure	Formula	Purpose
Total Revenue	SUM(order_items[price])	Total sales value

Measure	Formula	Purpose
Total Orders	DISTINCTCOUNT(orders[order_id])	Total orders
Avg Order Value	[Total Revenue]/[Total Orders]	Average spend per order
On-Time Rate	(On-Time Orders) / (Total Delivered)	Delivery performance
Avg Delivery Days	AVERAGE(DATEDIFF(order_purchase_timestamp, order_delivered_customer_date, DAY))	Delivery speed
Avg Review Score	AVERAGE(reviews[review_score])	Customer satisfaction

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9. Assumptions

- Only **delivered orders** used for KPIs
- Freight excluded from revenue
- Translations handled via category file
- Cleaned dataset used from Day 2