

Ecommerce Sales Dashboard Report

1. Executive Summary

This report presents a business-level analysis of the Ecommerce Sales Dashboard project. The dashboard provides comprehensive insights into revenue performance, profit trends, customer segmentation, product category analysis, and regional sales distribution. The objective is to support strategic decision-making through data-driven insights.

2. Project Overview

Tool Used: Microsoft Excel / Power BI
Key Features: KPI Cards, Sales Trend Analysis, Category Breakdown, Regional Insights, Customer Segment Analysis, and Interactive Filters
The dashboard enables business stakeholders to monitor performance metrics and identify growth opportunities across multiple dimensions.

3. Key Dashboard Highlights

- Total Revenue, Total Orders, and Profit KPIs
- Monthly and Yearly Sales Trends
- Category-wise Sales and Profit Performance
- Top and Bottom Performing Products
- Customer Segment Analysis
- Region-wise and State-wise Sales Distribution
- Channel Performance Insights

4. Key Business Insights

- A few product categories significantly contribute to overall revenue and profit.
- Sales trends indicate seasonal demand patterns and peak revenue months.
- Certain regions consistently outperform others in revenue generation.
- Customer segmentation highlights high-value segments for targeted marketing.

- Some products generate high sales but lower profit margins, requiring pricing strategy review.

5. Strategic Recommendations

- Focus marketing campaigns on high-performing product categories and regions.
- Optimize pricing strategies for low-margin but high-volume products.
- Leverage seasonal trends for inventory and promotional planning.
- Enhance customer retention strategies for high-value segments.
- Use data-driven forecasting for improved demand planning.

6. Conclusion

The Ecommerce Sales Dashboard demonstrates strong analytical, visualization, and business intelligence capabilities. It effectively translates raw data into actionable insights, making it suitable for stakeholder presentations and portfolio showcasing.