Madhav Ecommerce Dashboard Report

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1. Executive Summary

This report provides a business-level analysis of the Madhav Ecommerce Dashboard. The dashboard evaluates sales performance, profit trends, customer insights, and product category analysis to support data-driven decision-making.

2. Project Overview

Tool Used: Microsoft Excel / Power BI Key Features: KPI Cards, Monthly Sales Trends, Category & Sub-Category Analysis, Regional Performance, and Interactive Filters The dashboard enables stakeholders to monitor revenue growth, identify top-performing products, and analyze profitability across regions.

3. Key Dashboard Highlights

- Total Sales, Total Profit, and Total Orders KPIs
- Monthly Sales & Profit Trend Analysis
- Category-wise and Sub-Category Performance
- Top and Bottom Performing Products
- Region-wise Revenue and Profit Distribution
- Customer Segment Analysis

4. Key Business Insights

- A limited number of categories drive the majority of revenue.
- Certain products generate high sales but lower profit margins.
- Regional performance varies, highlighting growth opportunities.
- Seasonal sales trends impact monthly revenue patterns.
- Customer segments differ in purchasing behavior and profitability.

5. Strategic Recommendations

- Focus marketing efforts on high-performing categories and regions.
- Optimize pricing for low-margin products.
- Plan inventory based on seasonal demand trends.
- Improve profitability through cost and discount management.
- Leverage customer segmentation for targeted campaigns.

6. Conclusion

The Madhav Ecommerce Dashboard effectively transforms transactional data into actionable business insights. It demonstrates strong analytical and visualization skills suitable for stakeholder reporting and portfolio presentation.