

PROJECT SYNOPSIS

Title : Nish Ecommerce Sales Dashboard

Introduction:

The Nish Ecommerce Sales Dashboard provides a data driven overview of an ecommerce platform's performance. By visualizing key metrics such as sales, profits, customer behavior, and geographic insights, the dashboard offers valuable insights into the health of the business. It serves as a powerful tool for stakeholders to monitor performance, identify trends, and make informed decisions.

Objectives:

- To visualize and analyze total sales and profits across various product categories and timeframes.
- To understand customer demographics by geographic location (states and cities) and purchase patterns.
- To evaluate payment mode preferences and their influence on sales.
- To identify sales trends over time, facilitating business planning and strategy formulation.

Scope of Work:

- Data preparation, cleaning, and transformation from raw data files (Details and Orders).
- Design and implementation of interactive visuals that highlight sales, profit margins, and customer insights.
- Integration of filters to allow for dynamic exploration of data, such as filtering by product category, location, and time period.
- Reporting on customer behavior, sales trends, and profitability through the dashboard.

Features:

- Sales & Profit Analysis : Visualization of total sales, profit margins, and number of items sold by product category and subcategory.
- Customer Insights : Detailed breakdown of customer location data to identify high performing states and cities.
- Time-based Sales Trends : Graphical representation of sales and orders over time to capture seasonal or periodic trends.
- Payment Mode Preferences : Insights into customer payment preferences, analyzing the impact of COD, credit cards, and EMI on sales.
- Dynamic Filtering: Ability to interact with the dashboard by selecting specific categories, time periods, or regions for detailed analysis.

Methodology:

- **Data Collection** : Two primary datasets were used: Details (order, amount, profit, etc.) and Orders (customer information, location, etc.).
- **Data Cleaning and Transformation** : Raw data was cleaned and processed to ensure accuracy and relevance for analysis.
- **Data Integration** : The datasets were linked via common fields (Order ID) to build a comprehensive view of the sales data.
- **Dashboard Design** : Interactive visual elements were created using Power BI, ensuring the data could be explored from multiple perspectives.
- **Insights Generation** : Visuals were designed to uncover actionable insights from the data, such as geographic trends, product profitability, and payment mode preferences.

Tools and Technologies :

- **Power BI** : Used for data visualization and dashboard creation.
- **Excel** : Utilized for data preprocessing and validation.
- **CSV Data Files** : Source data for sales and customer information.

Conclusion :

The Nish Ecommerce Sales Dashboard provides a holistic view of the platform's sales performance, offering actionable insights into product sales, profit trends, and customer demographics. By using this dashboard, stakeholders can enhance decision making, optimize sales strategies, and target the right customer segments more effectively. The tool is invaluable for identifying opportunities to improve profitability and growth.