

Ecommerce Sales Insights Dashboard – Task Summary

This project was completed as part of the Data Analyst Internship – Task 2: Data Visualization and Storytelling. The objective of the task was to create meaningful and compelling visualizations that effectively communicate business insights using sales data.

For this task, I developed an interactive Ecommerce Sales Insights Dashboard using Power BI. The dashboard was built using Ecommerce sales data and an additional longitude and latitude dataset for geographic analysis.

Dashboard Features:

- YTD (Year-to-Date) Sales, Profit, Quantity, and Profit Margin KPIs.
- Year-over-Year (YoY) growth comparison indicators.
- Sales performance by Category with trend analysis.
- Top 5 and Bottom 5 Products based on YTD Sales.
- Regional Sales Distribution analysis.
- State-wise Sales visualization using geographic data.
- Shipping Mode performance breakdown.
- Interactive Segment filter (Consumer, Corporate, Home Office).

Key Objectives Achieved:

- Applied data storytelling principles to highlight business insights.
- Used appropriate visualizations to avoid clutter and improve clarity.
- Implemented DAX measures for KPI and YoY calculations.
- Designed a clean and professional dashboard layout.
- Transformed raw sales data into actionable business insights.

Outcome:

This task enhanced my skills in data visualization, dashboard design, data modeling, and business insight generation. It demonstrates my ability to analyze ecommerce sales data and present it in a structured, interactive, and decision-friendly format using Power BI.