■ Power BI Sales Dashboard Report

This report provides a comprehensive analysis of e-commerce sales performance using a Power BI interactive dashboard. It includes insights into sales trends, profit margins, customer behavior, payment preferences, and regional performance.

Key Metrics

Total Sales Amount	■438K
Total Profit	■37K
Total Quantity Sold	5,615
Average Order Value (AOV)	■121K

Profit Trends

Monthly profit analysis shows seasonal variations with peaks during Q3. This highlights opportunities for targeted marketing and inventory management.

Category Analysis

• Clothing contributed the majority of sales with 63% of total quantity sold. Furniture (21%) and Electronics (17%) followed.

Payment Mode Insights

• COD (Cash on Delivery) was the most preferred payment mode, accounting for 44% of transactions. UPI (21%) and Credit Card (12%) also had significant contributions.

Regional Insights

• Maharashtra led in sales revenue, followed by Madhya Pradesh, Uttar Pradesh, and Delhi. This indicates a strong market presence in western and northern India.

Customer Insights

• Top customers include Harivan, Madhav, Madan, and Shiva. These customers contributed significantly to sales volume, suggesting loyalty and repeat business.

Conclusion

The Power BI Sales Dashboard enables data-driven decision making by providing insights into sales performance, customer preferences, and profitability. Businesses can leverage these insights to optimize operations, enhance customer engagement, and increase profitability.