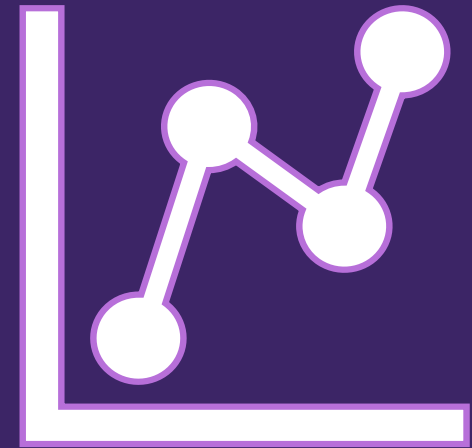# MADHAV ECOMMERCE

SALES REPORT

Madhav Ecommerce Sales Report using Power BI:

- Created an interactive dashboard to track and analyze online sales data
- Shown Profit, amount, quantity by using bar chart, column chart & donut chart
- Used complex parameters to drill down in worksheet and customization using filters and slicers
- Provided dropdown feature for easily view data of states
- Used Power query for transforming data
- Presented top 4 customers who does most shopping
- Used slicer filter to view data by quarters
- Gave sum numbers of important parameters such as Profit, amount, quantity using KPIs
- Used different colors to the charts for better visual experience

Madhav Ecommerce Sales Report Insights:

- Total amount is 438K

- Total quantity is 5615

- Overall profit is 37K

- Clothing has highest quantity level in category (63%)

- Column chart shown losses in May, July, September & December months

- It appears that Most of payments are done through Cash on delivery mode (44%)

- According to column chart Profit is Increase in November after January month

- Most of Profit is comes from Printers and bookcases products