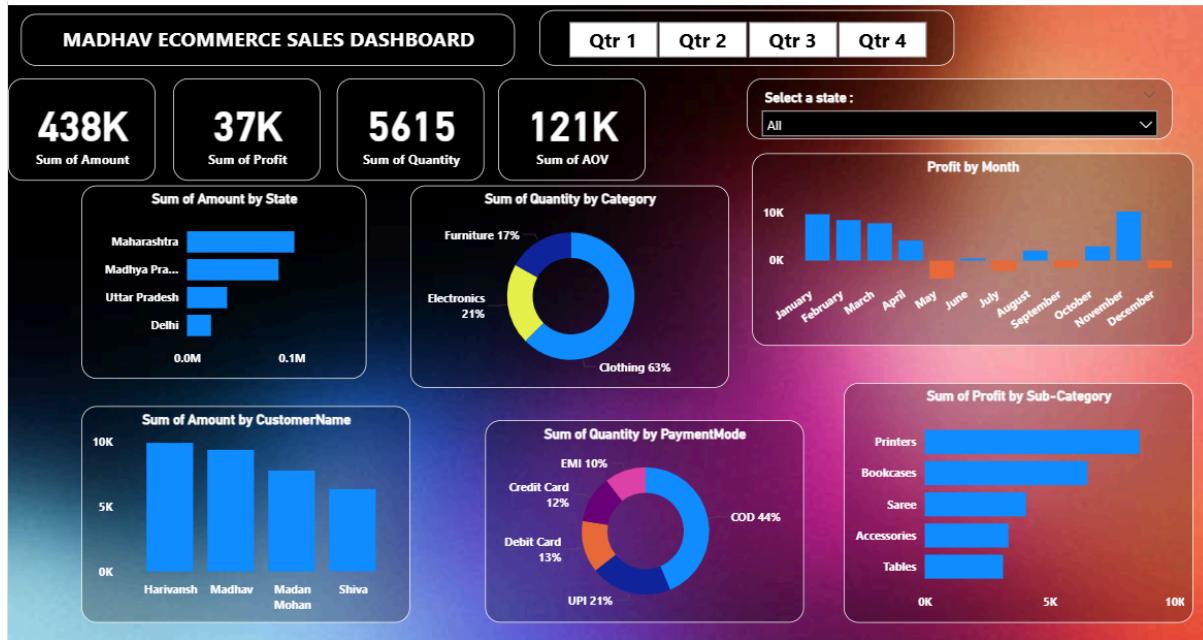


## **MADHAV ECOMMERCE SALES PROJECT:**

### **Dashboard:**



# **Madhav E-Commerce Sales Dashboard (Power BI)**

### **Overview:**

This Power BI dashboard provides information of an e-commerce business's sales performance, helping stakeholders make useful decisions by visualizing trends, profit patterns and customer behaviour.

## **Key Metrics at a Glance**

- 438K — Total Revenue (Sum of Amount)
- 37K — Total Profit
- 5615 — Units Sold
- 121K — Average Order Value (AOV)

## **Dashboard Features**

- Quarter Selector: View KPIs by Q1–Q4
- State-wise Sales: Maharashtra leads, followed by UP & Delhi
- Customer-wise Spend: Visualizes top-spending customers
- Category Split: Clothing dominates at 63% of quantity sold
- Payment Mode Insights: COD is king (44%), followed by UPI (21%)
- Monthly Profit Trends: Track performance month-over-month
- Sub-category Breakdown: Profits by product segment like "Bottomwear", "Accessories", etc.

## Use Cases

- E-commerce business performance reviews
- Quarterly or monthly sales meetings
- Inventory & marketing strategy planning
- Visual storytelling for stakeholders

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