

E-Commerce Analytics Dashboard - Power BI Project

Project Overview

This project is a comprehensive Power BI dashboard that provides detailed insights into the performance of an e-commerce business. The dashboard visualizes various key metrics, such as sales, customer behavior, product performance, and operational efficiency, allowing stakeholders to make data-driven decisions for improving the business.

Key Objectives:

- Provide an overview of overall business performance.
- Track sales and revenue over different time periods.
- Analyze customer behavior, including purchasing patterns and demographics.
- Monitor product performance and inventory status.
- Identify trends and outliers in operational metrics.

Features and Components

1. Sales Dashboard
2. Customer Analytics
3. Product Performance
4. Operational Metrics
5. Financial Performance

Data Sources

This Power BI dashboard is built on data from various sources, including:

- **Sales Data:** Extracted from the e-commerce platform's sales database.
- **Customer Data:** Pulled from the CRM system.
- **Product and Inventory Data:** Sourced from the inventory management system.
- **Financial Data:** Integrated from the finance department's accounting system.

Data Transformation

Data was cleaned, transformed, and aggregated using Power Query within Power BI to ensure data consistency and accuracy across the different visualizations.

Usage

Prerequisites

- **Power BI Desktop:** Ensure that you have Power BI Desktop installed to open and view the .pbix file.
- **Data Refresh:** If you have access to the original data sources, ensure they are connected correctly to refresh the data and update the dashboard.

How to Run the Project

1. Open the .pbix file in Power BI Desktop.
2. Navigate through the different report tabs for Sales, Customer Analytics, Product Performance, and Financial Performance.
3. Apply filters as necessary (e.g., date range, region, product category) to customize the view.
4. Use drill-down features in charts to explore deeper insights.

Screenshots



Conclusion

This Power BI dashboard enables comprehensive analysis of the e-commerce business, from customer behavior to operational efficiency. By providing detailed insights through interactive visualizations, it empowers stakeholders to make informed decisions to drive growth and profitability.