

Project Title:

E-commerce Sales Visibility & Customer Insights Reporting Dashboard

Business Context:

The company sells multiple products categories across regions but currently lacks a unified view of sales performance, customer behaviour, and product trends. Existing reports are manual, inconsistent, and require significant time to compile. Leadership cannot make timely decisions because revenue trends, customer segments, and category-level insights are not easily accessible.

To support faster and more data-driven decision-making, the business requires an automated and interactive dashboard that provides real-time visibility into key sales and customer metrics.

Business Problem:

- No centralized dashboard for revenue, orders and product performance
- Manual reporting leads to delays and errors
- Lack of insights into customer segments and buying behaviour
- Inability to identify underperforming regions and product categories
- No clear visibility into trends that can guide inventory, marketing, and pricing decisions

Business Objective

To provide the Sales, Marketing, and Leadership teams with a comprehensive E-commerce Sales Insight Dashboard that:

- Tracks revenue, orders, margins, and customer segments
- Identifies top-performing and underperforming products and categories
 - Highlights region-wise growth opportunities
 - Enables drill-down analysis for deeper insights
- Reduces manual reporting time and improves decision-making speed

Project Scope

In Scope

- Data cleaning and standardization
- Sales, customer, and product data integration
- Dashboard with KPIs: Revenue, Orders, AOV, Returning Customers
 - Trend analysis (daily, weekly, monthly)
 - Product/category-level insights

- Customer segmentation (age, city, gender)
 - Region-wise performance analysis
 - Exportable dashboard for stakeholders

Out of Scope

- Forecasting or predictive analytics
 - Marketing attribution
 - Inventory optimization
- Real-time live connection setup (manual refresh acceptable)

Business Requirements

1. The system must display overall sales KPIs, including Revenue, Orders, AOV and Margin.
2. The dashboard must follow filtering by date range, product category, region and customer attributes.
3. The system must enable drill-down from category -> subcategory-> product.
4. The system must visualize revenue and order trends over time.
5. The dashboard must present customer segmentation insights (age group, gender, city).
6. Report should be exportable for weekly and monthly review meetings

Key Stakeholders

Role	Responsibility
CEO	Strategic decisions
Sale Manger	Track target and performance
Marketing Lead	Campaign planning
Operations Manager	Inventory preparation
Business Analyst	Dashboard development & analysis
Data Team	Data extraction & validation

Success Criteria

The project will be considered successful when:

- Stakeholders obtain a consolidated view of sales performance
 - Weekly reporting time reduces by 70% or more
- Category & Region insights improves decision-making accuracy
- Dashboard visualizations clearly highlight trends and anomalies
- Stakeholders can drill down into product-level data within seconds

