

# E-Commerce Sales Analytics Report

Power BI Project

## Executive Summary

This report analyzes E-Commerce sales data using Power BI to evaluate sales trends, profitability, discount impact, category performance, and regional insights.

## Key Metrics Overview

- Total Sales (YTD): 53.88M
- Total Profit (YTD): 8.29M
- Total Quantity Sold: 1,516 units
- Average Sales: 107.77K
- Maximum Monthly Sales: 353.17K
- Minimum Monthly Sales: 2.19K

## Sales Performance Analysis

Sales show strong seasonality with peaks during May, October, and December. While revenue fluctuates monthly, overall YTD sales remain stable.

## Category Performance

Sports and Furniture are the top-performing categories with high sales and margins. Toys and Clothing show stable performance. Electronics records high sales but lower profit margins.

## Profitability & Margin Analysis

High-margin categories above 400% generate the strongest profits when combined with high order volumes. Furniture and Sports consistently outperform other categories.

## Discount Impact

Medium discounts account for approximately 51% of transactions, while high discounts represent 37%. Excessive discounting negatively impacts profit margins.

## Regional & Location Insights

East and South regions contribute the highest revenue. Cities such as Bangalore, Mumbai, and Delhi drive strong performance, while some high-margin cities show lower order volumes.

## Product-Level Insights

Accessories, perfumes, and headphones are top-selling products. Low-performing products such as dumbbells and mixer grinders require strategic review.

## Risks & Opportunities

Key risks include low margins in Electronics and reliance on discounts. Opportunities exist in expanding high-margin categories in underpenetrated regions.

## Business Recommendations

- Optimize pricing strategies
- Focus on high-margin categories
- Expand in high-margin locations
- Reduce dependency on heavy discounting

## Conclusion

Maximum profitability is achieved when high-margin categories are sold in high-volume locations, supported by optimized discount and pricing strategies.