**Project Documentation**

**Title:** SKLOTH E-COMMERCE SALES DASHBOARD

**Introduction:**

The SKLOTH E-COMMERCE SALES DASHBOARD project aimed to develop a comprehensive platform to track and analyze online sales data for SKLOTH, an e-commerce store operating in India. This documentation outlines the objectives, key points, methodology, and results achieved throughout the project.

**Objective:**

The primary objective of the SKLOTH E-COMMERCE SALES DASHBOARD project was to create a centralized dashboard using Power BI to monitor and analyze online sales data across different regions in India. The dashboard aimed to provide actionable insights to the SKLOTH management team for informed decision-making.

**Key Points:**

* Data Collection: Imported sales data from various sources, including CSV files containing order details.
* Data Cleaning & Wrangling: Ensured data accuracy and consistency through thorough cleaning and wrangling processes.
* Data Modeling: Established relationships between different data tables using Power BI's model view, focusing on the order ID as a primary key.
* Data Visualization: Utilized Power BI's visualization tools to create informative and visually appealing charts and graphs.
* Dashboard Design: Designed an intuitive dashboard layout with user-friendly features such as slicers, filters, and drop-down menus.

Sharing Insights: Empowered SKLOTH stakeholders with actionable insights derived from key performance indicators (KPIs) like average order volume (AOV), sales by state, quantity by category, and more.

**Methodology:**

* Data Import: Imported sales data using Power BI's Get Data feature, ensuring compatibility with Power BI's data model.
* Data Preparation: Cleaned and wrangled the data to remove inconsistencies and prepare it for analysis.
* Data Modeling: Established relationships between relevant data tables to enable meaningful analysis.
* Dashboard Creation: Designed and developed the dashboard layout, incorporating various visualizations and interactive elements.
* Testing & Iteration: Conducted thorough testing to ensure the accuracy and functionality of the dashboard, making necessary iterations based on feedback.

**Results:**

* Developed an interactive dashboard that provides a comprehensive view of SKLOTH's e-commerce sales data.
* Enhanced decision-making capabilities through actionable insights derived from the dashboard.
* Facilitated a better understanding of sales trends and patterns, leading to improved business strategies and outcomes.

**Conclusion:**

In summary, the SKLOTH E-COMMERCE SALES DASHBOARD project was effective in providing a strong tool for tracking and evaluating online sales information. We were able to give SKLOTH useful information to propel business growth and success in the cutthroat e-commerce market by utilizing Power BI's capabilities.

* **GitHub Repository:** [https://github.com/rajashekar507/SKLOTH-ECOMMERCE-SALES-DASHBOARD]

**Contact Information:**

For any inquiries, feedback, or work-related matters, please feel free to reach out to us via email at “chinnareddymuskula@gmail.com”. We welcome your questions and look forward to hearing from you!

Let's revolutionize data analysis in e-commerce! 💼 #PowerBI #DataAnalytics #Ecommerce