**Ecommerce Sales Dashboard**

1. **Background**

In the current ecommerce sales operations, the sales team is confronted with a significant challenge – a lack of comprehensive visibility into their sales performance. This absence of visibility hinders the team's ability to monitor, analyze, and optimize various aspects of their sales activities.

Some of their questions include:

1. Who among our customers contribute most to our sales?
2. What are the products that generate the most sales?
3. Which country do we have the most sales?
4. What is the trend of our sales on a daily, weekly, monthly, quarterly, and yearly basis?
5. **Solution**

In addressing these challenges, the implementation of an analytical dashboard is envisioned to provide the sales team with a centralized and dynamic platform for accessing real-time data, fostering informed decision-making, and empowering them to enhance their sales performance effectively.

1. **Steps**
2. Build a data warehouse using dbt by following the Kimball’s dimensional modelling framework (https://github.com/rmanlutac/ecommerce\_sales)
3. Build a dashboard using Power BI
   1. A screenshot of a computer

      Description automatically generatedData model
   2. Actual Dashboard -

**IV. Opportunities for improvement**

Due to the limitations, full potential of data cannot be achieved at the moment. The following can be done for future enhancements:

1. Compare sales performance vs. target
2. Drilling down of sales performance to specific sales team or representative
3. Product categorization