**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. Which customers contribute the most to our sales?
2. What products generate the highest sales?
3. In which country do we experience the most sales?
4. How do our sales trends vary 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 ([Github repo](https://github.com/rmanlutac/ecommerce_sales))
3. Build a dashboard using Power BI

A screenshot of a computer

Description automatically generatedData model

Actual Dashboard – [Ecommerce Sales Dashboard](https://app.powerbi.com/view?r=eyJrIjoiMzNhNGI3ZTYtYmViMC00NTQyLWI4OTMtZGI3YWUzMjkwOWFhIiwidCI6IjZiNTIwZmEwLWVhNjYtNDg5Yy05OGQ1LTlkNTJlYzA0NjlmNCIsImMiOjF9)

**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 when additional data were gathered:

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