■ Ecommerce Sales Analysis Report

■ Project Overview

This project analyzes Year-to-Date (YTD) Ecommerce Sales across categories, products, regions, and shipping types. Using Power BI, the dashboard provides insights into revenue, profit, and sales performance to support data-driven decision-making.

■ Key Metrics

YTD Sales	+11.58%
YTD Profit	$1.34M (↑ 4.50%)
YTD Quantity Sold	107.2K (↓ 7.29%)
YTD Profit Margin	11.58% (↑ 5.37%)

■ Insights

1. Sales by Category: - Office Supplies: $6.92M, highest sales but slowing growth. - Furniture: $2.52M, stable with small growth. - Technology: $2.10M, slight YoY decline. **2. Top & Bottom Products:** - Top: Staple envelope (57K), Staples (52K), Easy-staple paper (47K). - Bottom: Eldon Jumbo Pro (0.38K), Lexmark Printer (0.27K), Cisco SPA phones (0.25K). **3. Regional Sales:** - West: 32.22%, leading region. - South: 16.17%, weakest region. **4. Shipping Type:** - Standard Class: 60.51% of orders. - Express shipping options underutilized.

■ Recommendations

1. Increase focus on top stationery items, phase out underperforming electronics.
2. Boost marketing in South region.
3. Leverage high-margin furniture with bundled offers.
4. Improve express shipping options for high-value customers.

■ Tools Used

Power BI, DAX Measures, KPI Visuals, Drill-down Analysis, Ecommerce Transactions Dataset

■ Dashboard Snapshot

■ Outcome

This dashboard enables stakeholders to track performance in real-time, identify top products and weak areas, and make strategic decisions for growth in sales and profitability.