

# E-Commerce Sales Dashboard (Power BI)

**Project Overview:** This project is an interactive Power BI dashboard built to analyze e-commerce sales performance.

**Objective:**

- Track revenue, profit, quantity, and customer behavior
- Identify top-performing categories and regions
- Analyze monthly profit trends and payment mode preferences

**Key Metrics:**

- Total Sales Amount: 438K
- Total Quantity Sold: 5,615
- Total Profit: 37K
- Average Order Value (AOV): 121K

**Insights:**

- Clothing dominates sales quantity (63%)
- Cash on Delivery is the most used payment mode (44%)
- Maharashtra and Madhya Pradesh contribute high profitability
- Printers and Bookcases are among the most profitable sub-categories

**Tools Used:**

Power BI Desktop, Power Query, DAX, Excel/CSV dataset

**Author:**

Safa Moeen

Email: fasiha.moeen4@gmail.com