**ANALYSE ANY E-COMMERCE SALE DATA &**

**MAKE A REPORT**

**PROBLEM STATEMENT**

**Objective:**

The report should aim to leverage Power BI's data visualization capabilities to gain comprehensive insights into e-commerce sales data. By analysing order details, product performance, customer behaviour, and profitability, the report should provide valuable information to drive strategic decision-making and optimize business growth.

**Report Structure should contain:**

1. **Cover Page:**
   * Include a professional title reflecting the report's focus (e.g., "E-commerce Sales Analysis - Insights for Growth").
   * Briefly mention the author(s).
2. **Overview Dashboard:**
   * Present key performance indicators (KPIs) like total sales, order volume, and profit margin.
   * Utilize charts and graphs to showcase trends over time (e.g., monthly, quarterly, yearly) and identify any seasonality patterns.
3. **Order Details Analysis:**
   * Deep dive into order details to understand factors influencing purchase decisions.
   * Explore average order value, popular product combinations within orders, and peak purchase times.
4. **Product Details Analysis:**
   * Analyse individual product performance.
   * Identify top-selling products, least-selling products, and categorize by factors like brand, price range, and category.
5. **Customer Insights Analysis:**
   * Segment customer data based on demographics, purchase history, and loyalty.
   * Analyse customer acquisition costs, customer lifetime value, and identify high-value customer segments.
6. **Profitability Analysis and Forecast:**
   * Examine the relationship between discount percentages and profit margins.
   * Utilize historical data and trends to create a sales forecast for the upcoming month.

This structured approach will have to provide a holistic view of the e-commerce sales ecosystem, enabling data-driven decisions to improve profitability, customer satisfaction, and overall business performance.