Power BI Project Details

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| S.N Mart | | |
| Index | Heading | Description |
| 1 | Domain | E-commerce |
| 2 | Overview | “**S.N Mart**” is an e-commerce company, unit of S.N group of company. S.N Mart deals with diverse categories like Electronic products, Furniture, Office Supplies etc. and products like Phones, Bookcase, Chair, table, storage, appliances etc.  Based on the previous years of sales data, Management of S.N Mart want to create a Sales Analysis Report with Dashboard. This report analysis insights can help to identify improvement areas, understanding the customer shopping pattern and product and category performance. |
| 3 | Objectives |  |
|  |  | * To analyze sales data for S.N Mart company across different regions, countries, and product categories. * To identify trends and patterns in sales data that can help improve business performance * To understand customer behavior and preferences based on their buying patterns. * To identify high-performing product categories and sub-categories. * To monitor sales, profit, Quantity, Average Delivery Time and identify areas for improvement. * To create reports and visualizations that can help management for decision making about sales and marketing strategies. * Generate sales forecast for next 15 days |
| 4 | Project Summary | Explore S.N Mart sales data and provide valuable insights which help to identify areas to improvement and also improve decision-making by analyzing trends and patterns in orders, customers, products and profits. |