E-Commerce Sales Dashboard

A Power BI Project by Sejal

Project Objective

The objective of this project is to perform a detailed analysis of e-commerce sales data to uncover meaningful business insights. This dashboard focuses on evaluating **sales performance, profit distribution, and customer purchasing behavior** across different regions and categories.

It aims to help businesses:

- Identify **top-performing products, customers, and regions** 📈

- Track **sales trends and profitability** over time

- Support **data-driven decision-making** for improved growth and performance 🚀

Tools & Techniques

❖ **Power BI Desktop** – for dashboard creation and report design

❖ **Power Query Editor** – for data cleaning, transformation, and loading

❖ **DAX (Data Analysis Expressions)** – for creating calculated

measures and KPIs

❖ **Data Modeling** – to establish relationships between tables and

optimize performance

❖ **Interactive Visuals & Charts** – to enhance data storytelling and

insights presentation

Row Data

Order ID	Amount	Profit	Quantity	Category	Sub-Category	PaymentMode	AOV
B-25696	275	-275	4	Clothing	Saree	COD	69
B-25675	929	-93	9	Clothing	Saree	COD	103
B-25650	512	-225	5	Clothing	Saree	COD	102
B-25787	556	-209	7	Clothing	Saree	COD	79
B-25691	714	56	4	Clothing	Saree	COD	179
B-25831	693	254	6	Clothing	Saree	COD	116
B-25796	632	-316	6	Clothing	Saree	COD	105
B-25693	632	316	6	Clothing	Saree	COD	105
B-25785	595	292	3	Clothing	Saree	COD	198
B-25602	561	212	3	Clothing	Saree	COD	187
B-25828	537	107	3	Clothing	Saree	COD	179
B-25651	457	-41	4	Clothing	Saree	COD	114
B-26055	443	11	1	Clothing	Saree	COD	443
B-26056	424	161	2	Clothing	Saree	COD	212
B-25703	97	-45	4	Clothing	Saree	COD	24
B-25933	412	412	6	Clothing	Saree	COD	69
B-26098	409	86	3	Clothing	Saree	COD	136
B-25656	406	126	2	Clothing	Saree	COD	203
B-26060	382	68	3	Clothing	Saree	COD	127
B-25686	381	-13	2	Clothing	Saree	COD	191
B-25854	381	144	2	Clothing	Saree	COD	191
B-25745	296	225	11	Clothing	Saree	COD	27
B-26035	291	119	11	Clothing	Saree	COD	26
B-25856	257	3	2	Clothing	Saree	COD	129
B-25660	245	-78	3	Clothing	Saree	COD	82
B-25858	245	30	2	Clothing	Saree	COD	123
B-25650	238	20	2	Clothing	Saree	COD	119

Order ID	Order Date	CustomerName	State	City
B-25923	27 December 2018	Gopal	Maharashtra	Mumbai
B-25858	13 November 2018	Uudhav	Maharashtra	Mumbai
B-26099	30 March 2018	Bhishm	Maharashtra	Mumbai
B-25823	18 October 2018	Rohan	Maharashtra	Mumbai
B-25902	10 December 2018	Ishpreet	Maharashtra	Mumbai
B-25778	11 September 2018	Surabhi	Maharashtra	Mumbai
B-25925	29 December 2018	Shruti	Maharashtra	Mumbai
B-25626	23 April 2018	Bhishm	Maharashtra	Mumbai
B-25978	27 January 2018	Parin	Maharashtra	Mumbai
B-25749	13 August 2018	Ayush	Maharashtra	Mumbai
B-25702	27 June 2018	Shaily	Maharashtra	Mumbai
B-25650	06 May 2018	Chirag	Maharashtra	Mumbai
B-25813	10 October 2018	Hrisheekesh	Maharashtra	Mumbai
B-25817	13 October 2018	Praneet	Maharashtra	Mumbai
B-25970	22 January 2018	Rhea	Maharashtra	Mumbai
B-25878	24 November 2018	Mrinal	Maharashtra	Mumbai
B-25756	20 August 2018	Mohan	Maharashtra	Mumbai
B-25691	16 June 2018	Akancha	Maharashtra	Mumbai

Problem Statement
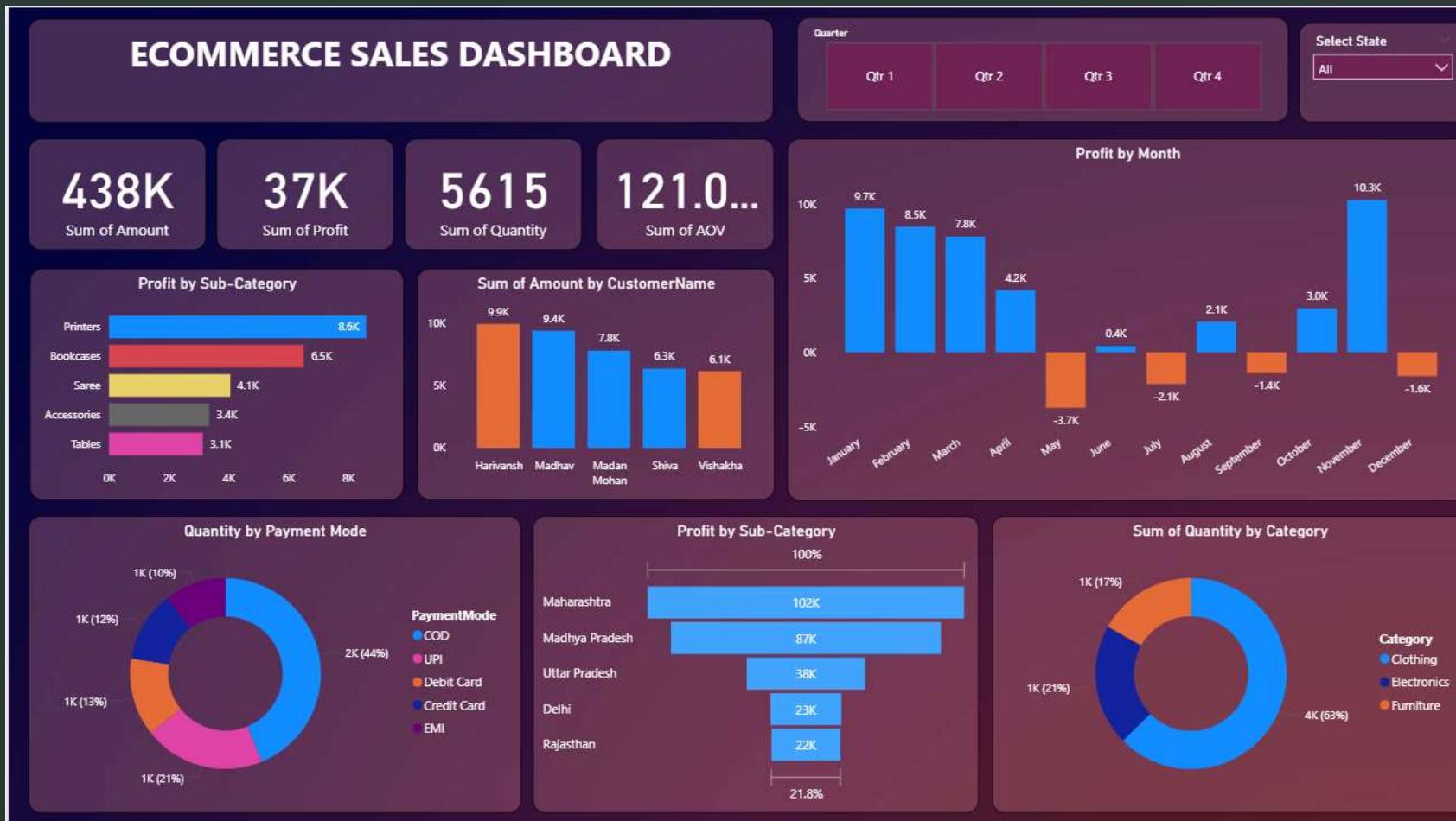
- Before creating this dashboard, it was challenging to **analyze and visualize e-commerce sales data** effectively.
The business lacked a clear view of:

- Which **products and categories** were most profitable

- How **sales and profits** varied across months and regions

- Which **customers contributed most** to the revenue

- The **impact of payment modes and customer behavior** on sales

Project Requirements

This project was designed to answer key business questions, such as:

- What is the **total sales amount, profit, and quantity sold**? 💰

- Which **categories and sub-categories** contribute most to profit? 📊

- Who are the **top customers** by purchase amount?

- How does **profit vary month by month** throughout the year? 📅

- What are the **most used payment modes** by customers? 💳

- Which **states and regions** generate the highest profit? 🌍

Dashboard

Conclusion

This Power BI project successfully transformed raw e-commerce sales data into a clear and interactive dashboard that provides valuable business insights.

Through this project, I was able to:

- Analyze **sales performance and profit distribution** across regions and categories

- Identify **top-performing products, customers, and regions**

- Build a **data-driven decision support tool** using Power BI

- Strengthen my understanding of **Power Query, DAX, and Data Modeling**

- Overall, this project enhanced my analytical and visualization skills, helping me convert complex data into meaningful insights for better business decisions. 📊✦

Thank You