**Ecommerce Sales Analysis Dashboard**

**Overview**

This Power BI project showcases a comprehensive analysis of an ecommerce business's sales data. The dashboard visualizes key performance indicators such as profit, quantity sold, and amount across various dimensions like time (months), product categories, sub-categories, states, and payment modes. The interactive elements of the dashboard allow users to filter and drill down into specific data points, providing valuable insights into sales trends and performance.

**Features**

* **Profit Analysis by Month and Sub-Category:** Understand the profit trends over the months and identify which product sub-categories are contributing the most to profitability.
* **Quantity Analysis by Category and Payment Mode:** Explore the distribution of sold quantities across different product categories and payment methods, highlighting customer preferences.
* **Sales Distribution by State and Customer:** Gain insights into the geographic distribution of sales and identify key customers contributing to the overall revenue.
* **Key Metrics Display:** The dashboard presents essential metrics such as total sales amount, total profit, quantity sold, and average order value (AOV), providing a quick snapshot of the business's performance.

**Technologies Used**

* **Power BI Desktop:** Utilized for creating the interactive and visually appealing dashboard.
* **Data Source:** The analysis is based on sales data from an ecommerce business, structured in a way that allows for deep dives into specific areas of interest.

**Usage**

This dashboard is ideal for business analysts, sales managers, and ecommerce strategists looking to:

* Monitor sales performance over time.
* Identify top-performing products and categories.
* Understand customer purchasing behaviors.
* Make data-driven decisions to enhance profitability and sales efficiency.

**How to Access**

1. Download the Power BI file from this repository.
2. Open the file using Power BI Desktop.
3. Explore the interactive visualizations and use the filters to customize your analysis.

**Conclusion**

This Ecommerce Sales Analysis Dashboard is a powerful tool that provides actionable insights into sales performance, helping businesses optimize their strategies and improve overall profitability.