POWER-BI DASHBOARD REPORT

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Project Title:

E-commerce Sales Dashboard Creation in Power BI

Objective:

To design and develop an interactive Power BI dashboard that provides comprehensive insights into e-commerce sales performance by visualizing key metrics.

Key Metrics Visualized:

- ❖ Sales Amount
- ❖ Quantity Sold
- ❖ Profit
- ❖ State-wise Performance
- ❖ Product Category Analysis
- ❖ Customer-wise Sales
- ❖ Payment Mode Distribution
- ❖ Date of Sale (Time Series Analysis)

Key Features:

- ➢ Dynamic filters and slicers for category, state, date range, and payment mode
- ➢ Interactive visuals including bar charts, line graphs, map visualizations, and donut charts
- ➢ Drill-down capability for analyzing sales from state → customer→Total Sale
- ➢ Clear and intuitive UI for decision-makers to track performance and identify trends

Tools Used:

Microsoft Power BI