**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