📘 E-Commerce Analytics Power BI Project –Strategy

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Project Overview:

A complete end-to-end **Power BI Analytics Solution** designed to uncover sales performance trends, customer behavior, operational issues, and product-level opportunities for data-driven decision-making.

Objective:

Develop an analytics dashboard that helps leadership understand:

- State-wise product performance

- Monthly sales trends across 4 years

- Best-performing categories & growth opportunities

- Customer purchase patterns

- Operational performance (returns, cancellations, delays)

- Summary insights for quick decision-making

Dataset (4 years, ~1M rows):

OrderID, OrderDate, Customer, State, City, Category, SubCategory, Product, Qty, UnitPrice, TotalAmount, Discount%, OrderStatus, PaymentType.

Outcome:

Delivered a structured analytics solution with a clean data model and a fully interactive dashboard that provides clear, actionable business insights.

PACE Strategy:

1. Plan:

- Defined business goals, KPIs, and success metrics.

- Identified data needs, tools, and stakeholder expectations.

- Outlined project workflow using the **PACE methodology** for smooth execution.

2. Analyze:

- Cleaned and validated sales data for accuracy.

- Performed trend analysis, data profiling, and correlation checks.

- Conducted descriptive analytics to understand key business patterns.

Construct:

- Built a star-schema model (Sales + Date).

- Developed KPIs and DAX measures for performance tracking.

- Designed an interactive Power BI dashboard aligned with business goals.

- Validated dashboard accuracy, usability, and reliability.

Execute:

- Reviewed final dashboard performance and optimized visuals.

- Delivered insights and recommendations to stakeholders.

- Supported decision-making through clear storytelling and visual reporting.