

E-Commerce Analytics Power BI Project –Proposal

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Overview:

This project aims to design and deliver an end-to-end **Power BI analytics solution** based on a 4-year e-commerce sales dataset (~1M rows).

The goal is to uncover insights related to sales performance, product trends, customer behavior, and operational efficiency, enabling leadership to make data-driven *decisions*.

Outcome:

Delivered a fully interactive Power BI dashboard with actionable insights for leadership decision-making.

Project Proposal Table (PACE Workflow):

Milestone	Task	Deliverable	Timeline
Plan	Define goals, KPIs, and requirements.	Project scope	Day 1
	Confirm the dataset and tools.	Requirement brief	Day 1
Analyze	Clean and prepare the dataset.	Clean dataset	Days 2–3
	Explore trends and data issues.	EDA summary	Day 3
Construct	Build star schema model, DAX KPIs.	Data model, KPIs	Day 4
	Design dashboard layout and visuals.	Dashboard v1	Days 5–6
Execute	Optimize dashboard and performance.	Final dashboard	Day 7
	Present insights and recommendations.	Insight report	Day 7