



Madhav Ecommerce Store

- ✓ **Virtual Storefront** where businesses sell products or services over the internet
- ✓ **Digital Platform** enabling customers to browse, select, and purchase items online
- ✓ **Accessible via Website or Mobile App** for seamless user interaction

Key Aspects



Online Platform:

A website or app where customers engage with the business



Product Display:

Items showcased with descriptions, images, pricing, and availability



Shopping Experience:

Enables browsing, cart management, and online checkout



Transaction Facilitation:

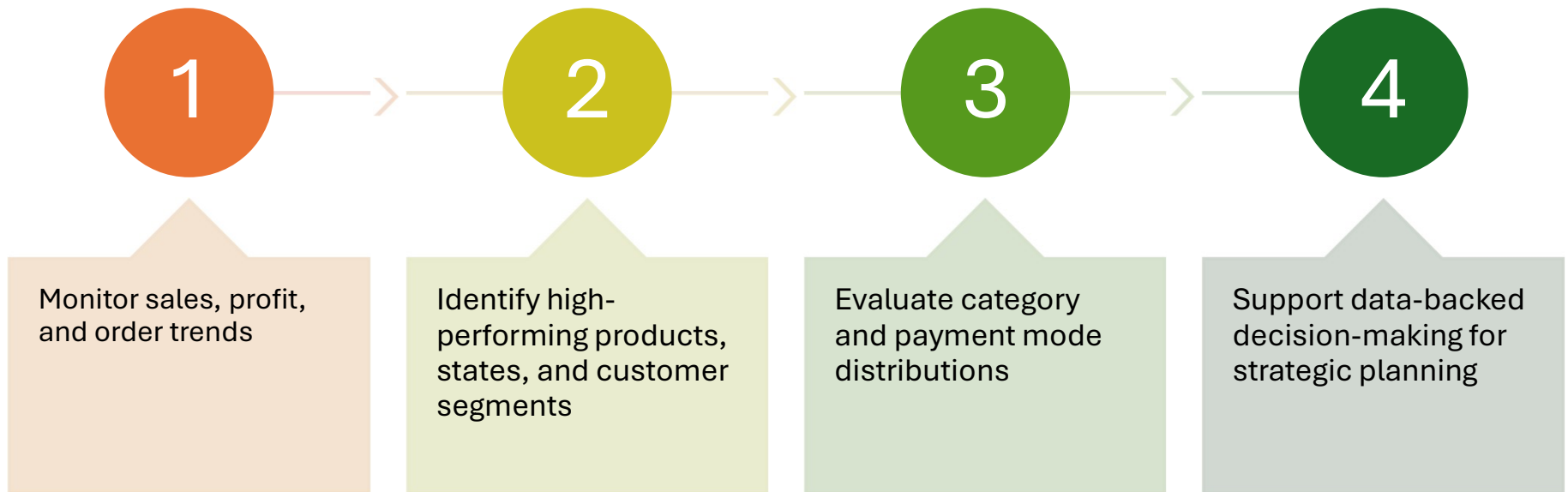
Handles secure payment processing and order fulfillment



Madhav Ecommerce Sales

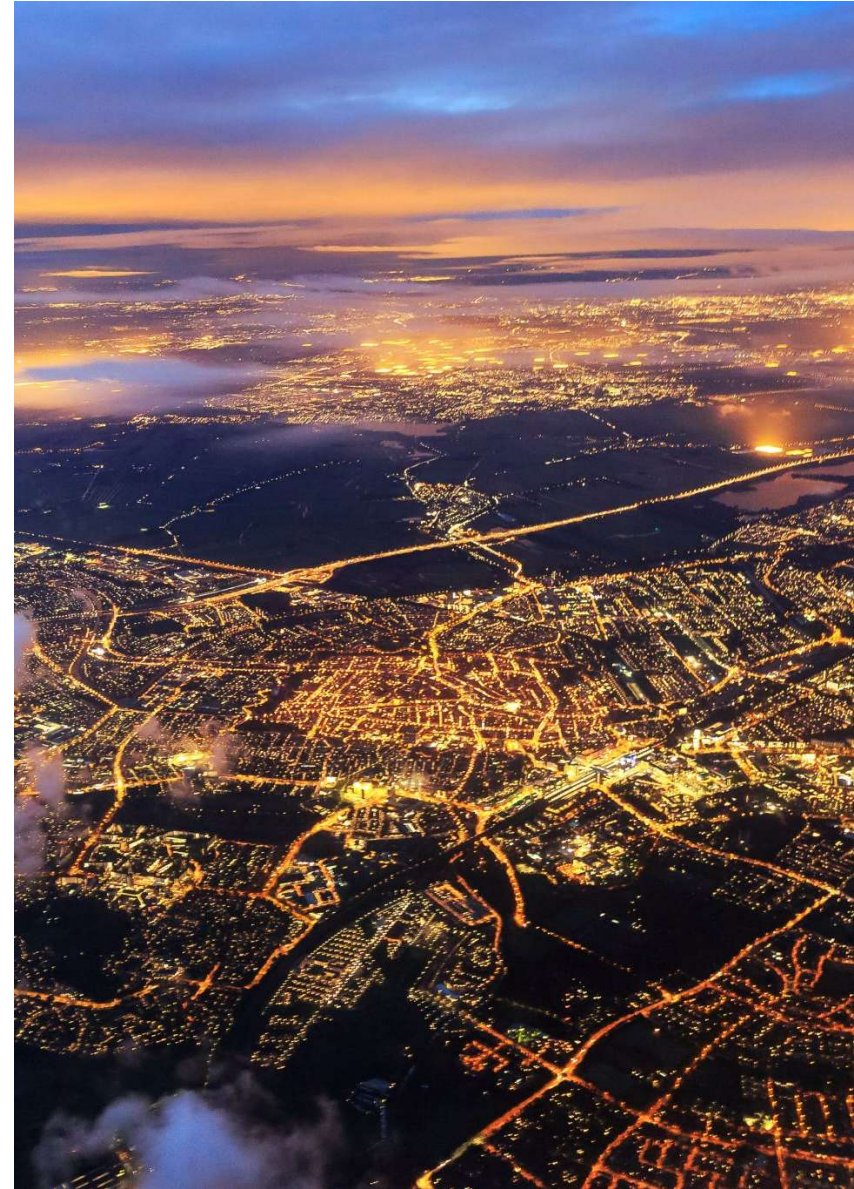
- ✓ Developed to monitor ecommerce performance and optimize decision-making
- ✓ Provides real-time visibility into key business metrics
- ✓ Centralizes sales, profit, and operational data in one unified view
- ✓ Helps identify high-performing states, categories, customers, and payment methods
- ✓ Designed for clarity, speed, and strategic insight using visual storytelling
- ✓ Built to support leadership, sales, and operations teams with actionable data

Objective



Dashboard Development Scope

- ✓ Integrated two datasets: **Orders.csv** (customer info) and **Details.csv** (transactional data)
- ✓ Merged and cleaned the data for consistency and accuracy
- ✓ Created visualizations to track:
 - Total Sales, Profit, Quantity, AOV (Avg. Order Value)
 - Performance by State, City, Customer, and Category
 - Monthly trends and Sub-Category profit analysis
- ✓ Built an interactive dashboard using **Power BI**



MADHAV ECOMMERCE SALES DASHBOARD

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

State

All

438K

Sum of Amount

5615

Sum of Quantity

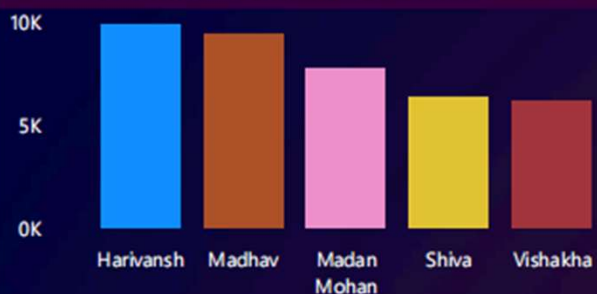
37K

Sum of Profit

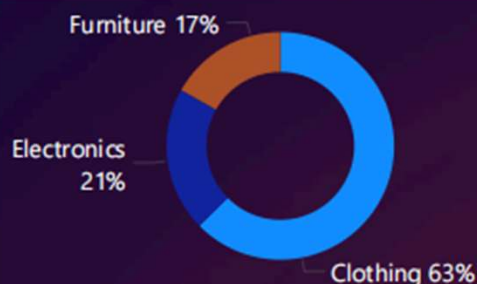
121K

Sum of AOV

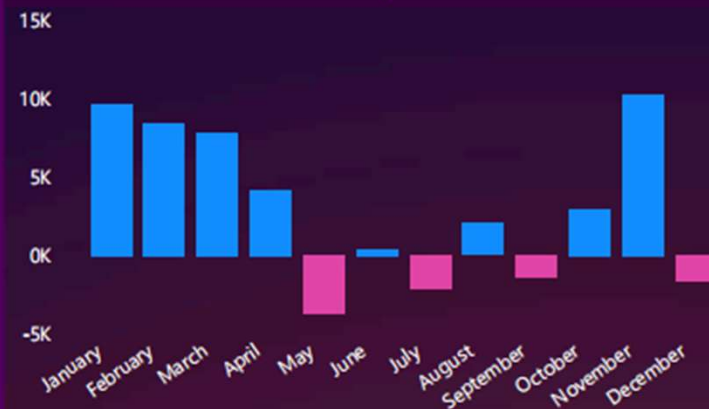
Sum of Amount by CustomerName



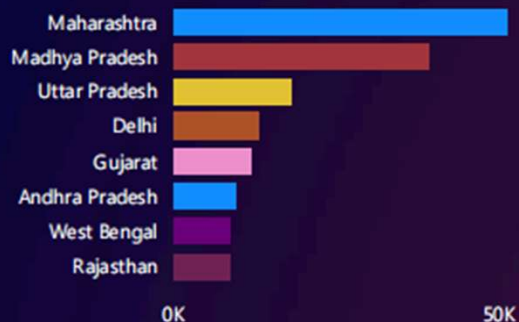
Sum of Quantity by Category



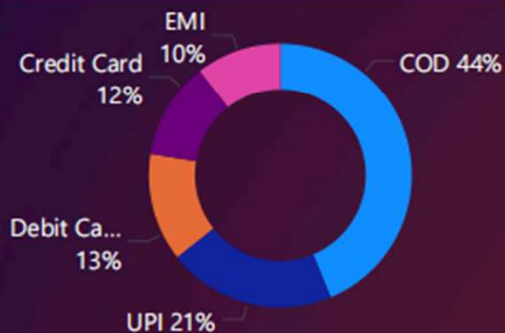
Profit by Month



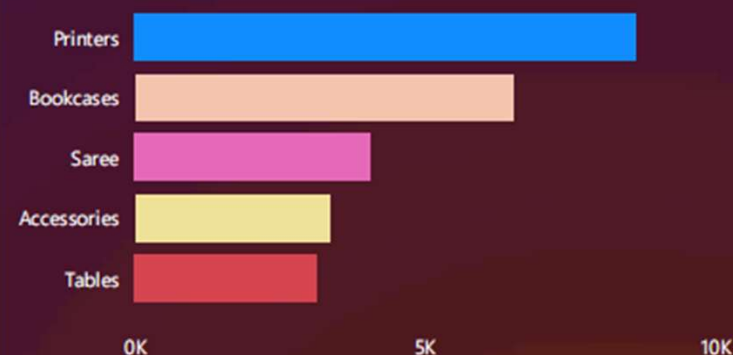
Sum of Amount by State



Sum of Quantity by PaymentMode



Sum of Profit by Sub-Category



Business Rationale



Summary & Insights

- ✓ We developed a strong and reliable ecommerce dashboard offering real-time business intelligence
- ✓ Maharashtra and Electronics category driving majority sales
- ✓ COD and UPI as dominant payment modes
- ✓ Month-wise fluctuations in profit with opportunities for seasonal promotions
- ✓ The dashboard now serves as a **single source of truth** for sales performance





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