ONLINE STORE DASHBOARD

ANALYSIS USING POWER BI

DOMAIN: Data Analytics

PURPOSE :

To analyze online sales data and generate meaningful business insights using Power BI.

PREPARED BY:

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Tools Used:

Power BI | MS Excel | Power Query

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1. Introduction

In this self-driven project, I developed an interactive Online Store Dashboard using Power BI to explore and understand sales performance, customer buying patterns, product demand, and payment preferences.

The goal was to take raw sales data and turn it into meaningful, easy-to-understand insights that can help guide smarter business decisions.

2. Project Objective

The dashboard aims to:

- Track total sales, order counts, and average order values
- Identify sales trends over time and seasonal variations
- Explore how customers prefer to pay
- Evaluate which products are performing best
- Keep tabs on order statuses like delivered, shipped, returned, or cancelled

3. Dataset Overview

I worked with a detailed sales dataset that includes:

- Order and customer IDs
- Product categories and quantities sold
- Unit prices and total sales values
- Payment methods and order statuses
- Order dates spanning January 2023 to June 2025

Some key figures from the dataset:

- Total Orders: 1,200
- Total Sales: $1.26 million
- Average Order Value: $1,050

These numbers provide a solid overview of the business’s sales health.

4. Dashboard Features

The Power BI dashboard features:

- A monthly sales trend chart showing revenue changes over time
- A pie chart illustrating the distribution of payment methods
- Donut and bar charts highlighting top-selling products by quantity
- A table tracking order statuses for deliveries, returns, cancellations, etc.
- Interactive date filters for flexible, on-the-fly analysis

These visuals help present the data in a way that's quick to grasp and easy to navigate.

5. Key Insights

- **Sales Trends:** Sales tend to peak mid-year with a noticeable drop around October, suggesting seasonal buying habits or inventory issues. This insight points to the value of planning promotions and stock levels ahead of busy periods.
- **Payment Preferences:** Most customers prefer online payments, followed by cash and card options, with gift cards being least popular. This opens opportunities to promote digital payment incentives.
- **Product Performance:** Chairs and laptops lead in sales, while desks and tablets perform moderately, and phones lag behind. Stocking up on popular items and boosting promotions for slower movers could help balance sales.
- **Order Fulfillment:** The presence of cancellations and returns hints at possible delivery delays or product quality concerns. Improving logistics and quality could enhance customer satisfaction.
- **Revenue Focus:** A small number of product categories drive most revenue, reflecting the classic 80/20 Pareto principle. Prioritizing these categories can boost profitability.

6. Tools and Technologies Used

- Power BI for dashboard creation and visualization
- Power Query for data cleaning and transformation
- Data modeling to build relationships and calculations
- Excel/CSV files as the data source

7. Learning Outcomes

Through this project, I sharpened my skills in:

- Cleaning and transforming data effectively
- Designing interactive dashboards in Power BI
- Extracting actionable business insights from complex data
- Applying real-world sales analysis concepts
- Communicating findings clearly in a report format

8. Conclusion

This project was a valuable exercise in turning raw sales data into clear, interactive insights that can support business decisions. The dashboard reveals important sales patterns, highlights strong digital payment adoption, points out top-selling products, and uncovers areas needing operational improvement. Overall, it strengthened my practical knowledge of data visualization, business analysis, and decision-support reporting using Power BI.