

PROJECT REPORT

Sales Performance Dashboard for Flipkart During Big Billion Days

Objective:

The goal is to develop an interactive Power BI dashboard that effectively visualizes key sales performance metrics for an e-commerce platform. This dashboard will empower stakeholders to analyze sales trends, understand customer behavior, and evaluate product performance over time, facilitating strategic, data-driven decision-making.

Key Features:

Total Sales Revenue:

Displays overall revenue on a single card for quick insight

Sales Growth Percentage:

Line chart shows trends over time, helping track growth during the campaign period.

Top-Selling Products:

Bar chart highlights products driving the most revenue, enabling informed inventory and marketing decisions.

Sales by Region:

Map visual shows regional performance, helping identify high-performing and underperforming areas.

Customer Segmentation:

Pie chart illustrates customer demographics, such as age groups, for personalized marketing.

Interactive Filters (Slicers):

Filters for **Time Period**, **Regions**, **Categories**, and **Age Groups** allow easy customization of views for in-depth analysis.

Drill-Through Analysis:

Provides a detailed view of specific regions or products, helping stakeholders focus on granular insights.

Row-Level Security (RLS):

Ensures secure access to data by restricting visibility based on user roles (e.g., regional managers only see their region's data).

Real-Time Data Updates:

Automated data refresh ensures stakeholders always access the latest metrics.

Benefits to Flipkart:

Improved Decision-Making:

Quickly identify sales trends, top-performing products, and regional performance for timely strategy adjustments.

Enhanced Regional Strategies:

Insights from the **Sales by Region** map allow targeted campaigns to improve performance in underperforming regions.

Personalized Marketing Campaigns:

Customer demographics provide actionable data to refine targeting and drive higher engagement.

Efficiency and Clarity:

Interactive slicers and drill-through capabilities make it easy for non-technical stakeholders to analyze data without assistance.

Data Security:

RLS ensures compliance with data confidentiality, making it safe for multiple stakeholders to access the dashboard.

Scalability for Future Needs:

The dashboard is designed for scalability, allowing integration of additional metrics or data sources, such as predictive analytics.

Ease of Use:

Intuitive Design:

Clean, visually appealing layout aligned with Flipkart's branding ensures clarity and usability.

Interactive Filters:

Quickly filter data by date, region, category, or customer demographic for a customized view.

Drill-Through Navigation:

Dive deeper into specific data points, such as individual products or regions, for detailed insights.

Accessible Anywhere:

Published to Power BI Service for easy access across devices with secure sharing options.

How It Helps Flipkart:**Strategic Insights:**

Enables Flipkart to identify sales growth opportunities, plan for future campaigns, and allocate resources effectively.

Real-Time Monitoring:

Tracks campaign performance live, allowing Flipkart to adapt and maximize ROI.

Customer Understanding:

Helps understand customer behavior and preferences, leading to improved product offerings and customer satisfaction.

Optimized Marketing and Inventory:

Data-driven insights improve decision-making on marketing strategies and inventory management.

Sales Performance Dashboard for Flipkart

Category

- ☐ Select all
- ☐ Accessories
- ☐ Electronics
- ☐ Furniture

Order Date

15-01-2024

28-04-2024

Region

- ☐ Select all
- ☐ East
- ☐ North

Age

- ☐ Select all
- ☐ 22
- ☐ 23
- ☐ 24

Total Sales Revenue

3070

Sales Growth Percentage



Top Selling Product



Sales by Region



Customer Segmentation

