E-COMMERCE SALES ANALYSIS

Using PowerBI

ABSTRACT
The Power BI Dashboard provides a comprehensive analysis of ecommerce sales, enabling businesses to gain valuable insights and optimize their strategies for improved performance.

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Introduction:

The Power BI Dashboard titled "Ecommerce Sales Analysis" provides a comprehensive overview of sales performance in the ecommerce sector. This report aims to provide a detailed description of the dashboard, including the data used, methodology employed, and key findings. By analysing the data visualizations and insights presented in the dashboard, businesses can gain valuable insights into their sales performance and make informed decisions to optimize their ecommerce strategies.

Data Description:

The Ecommerce Sales Dashboard utilizes data from various sources to provide a holistic view of sales performance. The primary data sources include sales transactions, customer information, product details, and payment modes. The data is organized into different categories such as sales by quarter, amount, profit, quantity, state, category, sub-category, and payment mode.

The dashboard presents key metrics such as the sum of amount, sum of profit, sum of quantity, and average order value (AOV) for each quarter. It also provides a breakdown of sales by state, category, and sub-category. Additionally, the dashboard visualizes the profit by month, quantity by payment mode, and amount by customer name.

Methodology:

The Ecommerce Sales Dashboard was created using Power BI Desktop, a powerful data visualization tool. The following steps were followed to develop the dashboard:

1. Data Extraction: The relevant data was extracted from the ecommerce sales database, ensuring data integrity and accuracy.

2. Data Transformation: The extracted data was cleaned and transformed to remove any inconsistencies or errors. This involved data cleansing, data formatting, and data merging to create a unified dataset.

3. Data Modelling: The transformed data was then modelled using Power BI's data modelling capabilities. Relationships between different tables were established to enable seamless data analysis.

4. Visualization Design: The visualizations in the dashboard were carefully designed to present the data in a clear and intuitive manner. Various charts, graphs, and tables were used to represent the sales performance metrics effectively.

5. Interactive Features: Power BI's interactive features were leveraged to enhance the user experience. Users can filter and drill down into specific data points to gain deeper insights.

Dashboard:

Conclusion:

The Ecommerce Sales Dashboard provides valuable insights into sales performance in the ecommerce sector. By analysing the data visualizations and metrics, businesses can identify trends, patterns, and areas of improvement. The dashboard highlights key performance indicators such as sales by quarter, profit by month, and quantity by payment mode.

In conclusion, the Ecommerce Sales Dashboard serves as a valuable tool for businesses operating in the ecommerce sector. It provides a comprehensive overview of sales performance and enables data-driven decision-making. By utilizing the insights gained from the dashboard, businesses can stay competitive in the dynamic ecommerce landscape and drive growth and success.