

Data Science & Analytics Task 1

By Future Interns

Business Sales Dashboard from E-commerce Data



About the Task

In this real-world internship task, you'll work with e-commerce sales data to build a **professional, interactive dashboard**. The goal is to help business owners and decision-makers understand:

- What are the **best-selling products**?
- When do **sales peak** during the year?
- Which **categories or regions** bring the most revenue?

 Need help?

You don't need coding skills – just curiosity and willingness to learn data analytics using **Power BI** and **Excel**.

✓ What You'll Do

- Clean and organize raw sales data (Excel/CSV format).
- Analyze patterns like **monthly sales trends**, **category-wise performance**, and **customer behavior**.
- Build a visually appealing **Power BI dashboard** with filters and charts.
- Present **insights and recommendations** as if you were helping a real business.

🎯 Skills You'll Gain

- 💡 Data cleaning & transformation
- 📅 Time series trend analysis
- 📊 DAX (Data Analysis Expressions) for creating KPIs
- 📈 Business storytelling with visuals
- 📁 Importing & handling Excel/CSV datasets

🔧 Tools You'll Use

- **Power BI Desktop** – [Download here \(Free\)](#)
- **Microsoft Excel** – Basic data exploration and formatting
- **Optional: SQL** – If you want to take your data preprocessing to the next level

📁 Sample Datasets (Choose any one to start)

These are free datasets – no sign-in required:

1. 🛒 [E-commerce Sales Data \(Kaggle\)](#)
Contains over 500K online sales transactions from a UK-based retailer.
2. 🖨️ [Superstore Sales Dataset](#)
Perfect for beginners — includes region, product, and sales info.
3. 📄 [E-commerce Data – Orders & Customers \(Kaggle\)](#)
Multi-category store behavior from millions of sessions.

🎓 Tutorial to Get Started (For Reference)

No experience? No worries! Follow this step-by-step video:

📺 [YouTube: Build E-Commerce Sales Dashboard in Power BI \(Beginner Frie](#)

(Covers everything from loading data to creating beautiful charts.)

🤖 Need help?



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Need help?