**Executive Summary:**

This report presents an analysis of online store orders data through a Power BI dashboard, providing a comprehensive view of sales performance, product profitability, and customer purchase behavior. The analysis identifies key product categories driving revenue, evaluates payment method trends, and highlights operational challenges such as order cancellations and returns.

**Objective & Business Questions:**

The primary objective of this project is to leverage data to gain insights into sales trends and business performance, enabling informed decision-making. The following business questions guide the analysis:

What are the total sales and profits by product category and payment method?

Which products generate the highest revenue and profit margins?

What patterns exist in order status outcomes (delivered, cancelled, returned, pending)?

How do payment methods impact sales and order success?

**Key Metrics & KPIs:**

* Total Sales: ₹1,264,761.96 across all payment types.
* Total Profit: ₹785,761.96 across all product categories.
* Profit Margin: Percentage of profit relative to sales per category.
* Order Volume: Total orders and units sold per product.
* Order Success Rate: Ratio of successfully delivered orders versus cancellations and returns.
* Payment Method Distribution: Breakdown of sales via Cash, Credit Card, Debit Card, Gift Card, and Online payments.

Insights & Findings:

* Chairs are the top-selling and most profitable product category, performing well across payment methods.
* High-profit margins are seen in printers and monitors but with a higher frequency of order cancellations and returns.
* Gift Card and Online payment methods, while popular, correlate with a higher risk of order returns or cancellations.
* Promotional strategies such as coupons and referrals contribute significantly to order volumes during sale periods.
* The dataset shows operational inefficiencies indicated by a considerable number of pending and cancelled orders.

Supporting Visuals:

The Power BI dashboard includes:

* Bar and pie charts displaying sales and profit by product, payment method, and order status.
* Line charts outlining monthly sales and profit trends.
* Rankings of top products and payment methods based on revenue and profitability.

Limitations:

* Missing or incomplete data in certain product categories and date ranges limits the analysis scope.
* Lack of customer demographic and location data restricts granular segmentation.
* Incomplete promotional campaign details reduce precision in evaluating their full impact.
* Absence of detailed unit economics for products limits cost versus profitability analysis.

Next Steps & Recommendations:

* Streamline order fulfillment to minimize cancellations and returns in high-profit categories.
* Incorporate demographic and geographic data for deeper segmentation and targeting.
* Continuously monitor and optimize promotional performance for profitability.
* Develop predictive analytics models to identify high-risk orders and prevent fraud or churn.
* Enhance data collection processes to improve data quality and enable comprehensive analysis.