# E-Commerce Executive Dashboard (Power BI)

## 🚀 Overview

Interactive Power BI dashboard for e-commerce sales, built on a star schema. Designed to answer executive-level business questions and drive data-driven action.

## 📈 Business Questions Answered

- What products and regions drive the most revenue?

- How does revenue trend over time, and where are opportunities or risks?

- What actions should leadership take next?

## 🛠️ Technical Details

- \*\*Data Model:\*\* Star schema (Fact: data, Dimensions: Products, Customers, Calendar)

- \*\*Data Cleaning:\*\* Duplicates removed, keys uppercased, Calendar table marked as Date table for DAX time intelligence

- \*\*DAX Measures:\*\* Total Revenue, Distinct Customers, Total Orders, YoY growth, Top N products, etc.

- \*\*Time Intelligence:\*\* Slicers and visuals support dynamic analysis by month, year, and country

## 📝 Key Insights & Recommendations

- Top 3 products generate 28% of total revenue—focus campaigns here

- Revenue declined across 2011; recommend root cause analysis and seasonal marketing

- UK dominates sales; France/EIRE have growth potential

## 📂 Files Included

- `Ecommerce\_Executive\_Dashboard.pbix` — Power BI file

- `model\_screenshot.png` — Data model (star schema)

- `dashboard\_screenshot.png` — Main dashboard view

## 👤 About Me

Medical Laboratory Technician pivoting to remote data analytics. 8+ years in scientific environments, now leveraging Python, Power BI, and SQL for business impact.

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