**Report on Power BI Dashboard for Madhav Store's Online Sales**

* Objective:

The primary goal of this project was to create an interactive Power BI dashboard for Madhav Store to track and analyze their online sales across India. The dashboard is designed to provide insights into sales performance, customer behavior, and profitability, enabling the store owner to make data-driven decisions.

* Data Transformation:

To prepare the data for analysis, the following transformations were applied:

1. \*\*Customer Data Transformation:\*\* A new column was added to the customer data using a custom formula. This transformation was essential for categorizing customers and enhancing the data structure for better analysis.

2. \*\*Data Grouping:\*\* Data was grouped based on specific parameters to enable aggregate analysis. This included grouping sales data by states, categories, payment modes, and time periods (months and quarters).

* Dashboard Components:

1. Sum of Amount by State:

- \*\*Description:\*\* This visual provides a geographical analysis of sales, displaying the total sales amount across different states in India. It helps identify regions with the highest and lowest sales, allowing for targeted marketing and resource allocation.

- \*\*Visualization:\*\* A map or bar chart was used to represent the sum of the amount by state, making it easy to compare sales across regions.

2. Sum of Quantity by Category:

- Description: This chart illustrates the total quantity of items sold across various product categories. It helps in understanding which categories are performing well and which ones need attention.

- Visualization: A bar or column chart was created to show the sum of quantity sold by category, providing a clear comparison of product categories.

3. Sum of Quantity by Payment Mode:

- Description: This visual tracks the number of items sold based on the payment methods used by customers. It provides insights into customer preferences for different payment modes.

- \*\*Visualization:\*\* A pie or donut chart was utilized to display the sum of quantity by payment mode, highlighting the distribution of sales across different payment methods.

4. Profit by Month:

- Description: This chart shows the profit earned by Madhav Store on a monthly basis. It helps in identifying trends in profitability and understanding the seasonal fluctuations in sales.

- Visualization: A line chart was used to represent profit by month, allowing the user to observe changes over time.

5. Sum of Profit by Sub-Category:

- Description:This visual breaks down the profit by different product sub-categories, providing a detailed analysis of which sub-categories contribute most to the overall profit.

- Visualization: A stacked bar chart or tree map was used to display the sum of profit by sub-category, making it easy to identify key profit drivers.

6. Cards for Key Metrics:

- \*\*Sum of Amount:\*\* Displays the total sales amount across all regions and categories.

- \*\*Sum of Profit:\*\* Shows the total profit earned.

- \*\*Sum of Quantity:\*\* Represents the total quantity of items sold.

- \*\*Sum of Average Value:\*\* Provides the average sales value per transaction, giving insights into customer spending behavior.

These cards are prominently placed on the dashboard to provide quick access to essential metrics.

7. Slicers for Interactivity:

- \*\*State Slicer:\*\* Allows the user to filter the entire dashboard by state, enabling a focused analysis of sales performance in specific regions.

- \*\*Quarter of Year Slicer:\*\* Enables the user to filter the data by specific quarters, allowing for a seasonal analysis of sales and profitability.

* Conclusion:

The Power BI dashboard created for Madhav Store provides a comprehensive overview of their online sales across India. It includes key metrics, visualizations, and interactive elements that allow the store owner to monitor sales performance, analyze profitability, and make informed decisions. This dashboard is a powerful tool for driving business growth and improving overall sales strategy.