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E-COMMERCE

SALES

DATA ANALYSIS



INTRODUCTION

- Welcome to the presentation on our analysis of ecommerce sales data using **Power BI**.
- Understanding online sales trends is crucial for business success.
- Our project aims to provide **insightful analysis** and **actionable insights** from ecommerce data.

DASHBOARD OVERVIEW

- Our **Power BI dashboard** offers a comprehensive view of ecommerce sales data.
- Segmented into key areas such as **sales performance, top customers, top states**, etc.
- Designed to offer valuable insights for decision-makers.

INTERACTIVE FEATURES

- Users can utilize parameters to drill down into specific states or product categories.
- **Filters** and **slicers** allow for customized views tailored to individual preferences.
- Enhances data **exploration** and **analysis**.

DATA TRANSFORMATION

- Raw data transformed by creating **connections** and adding new columns.
- Enabled calculations and transformations necessary for meaningful **analysis**.
- Ensures accuracy and relevance of insights.

CUSTOMIZED VISUALIZATIONS

- Various customized visualizations presented in the **dashboard**.
- **Bar** charts, **column** chart, **donout** chat, and more.
- Offers unique insights into ecommerce trends.

INSIGHTS AND ANALYSIS

- Identified key insights into ecommerce sales trends.
- Highlights effectiveness of marketing efforts.

BUSINESS IMPACT

- Insights gained have significant implications for **business strategy**.
- Informed decisions to optimize sales strategies and **drive revenue growth**.
- Stay ahead of the competition in today's dynamic marketplace.

CONCLUSION

- Analysis of ecommerce sales data using **Power BI** provides **actionable insights**.
- Leveraging data visualization and analysis for **business success**.
- Stay ahead of the competition in today's dynamic marketplace.

THANK YOU !!