DataToBiz

Refining Sales Strategies In E-Commerce With A Power BI Dashboard

E-COMMERCE

ABOUT CLIENT

A leading player in the e-commerce industry with its headquarters located in New York City, USA, this company has an expansive user base of over 400,000 actively engaged consumers spanning across the state. Its product catalog offers a diverse range of products, including consumer electronics, fashion, and home goods, making it a one-stop shop for a range of customer needs.

PROBLEM STATEMENT

The client faced various challenges in database navigation, prompting the need to address these issues urgently for a unified view of sales operations.

Data Fragmentation: Diverse data sources and departmental silos impeded a comprehensive view of business operations. The client sought a solution to unify disparate data for a cohesive understanding.

Complex Analytics: Traditional reporting tools fell short of timely and detailed analytics on sales, user dynamics, and product performance.

Visibility Gaps: Limited insight into quarterly and yearly trends hindered strategic decisions and effective advertising. Closing these gaps was crucial for the client to develop proactive plans and thrive in the industry.

Manual Reporting Bottleneck: Manual efforts for comprehensive analytics reports resulted in errors and delays. The client aimed for a streamlined, automated reporting process to enhance decision-making and understand business performance.

SOLUTIONS

Our experts implemented a tailored E-commerce Power BI Dashboard, addressing specific pain points and providing a holistic view of operations:

Yearly/Monthly Sales Analytics: Interactive visuals for yearly and monthly sales trends, with drill-down capabilities for in-depth analysis.

Quarterly Users and City-Wise Sales: User-friendly interface displaying quarterly user growth and city-wise sales, offering real-time insights for targeted advertising.

Top 10 Products: The dashboard highlighted yearly, monthly, and quarterly top-selling products for strategic inventory management.

Geographical View of State-Wise Sales: Visual representation of state-wise product sales, enhancing understanding of regional preferences.

Cohort Analytics: The dashboard presented intuitive visuals for quarterly user retention, identifying patterns and opportunities for engagement in real-time.

Industry
E-commerce

Products used
Power BI Dashboard (Sales)

Functionality Enable
Data science

Impact

37%
Reduction in manual reporting efforts.

15%
Increase in overall sales revenue.

13%
Improved customer retention rate.

Data-driven decisions and Improved User Experience

pro tip
Prioritize customer journey insights & tie dashboards directly to actionable business goals.

Take the next step
Ditch guesswork, optimize marketing & personalize experiences.
Schedule a Power BI demo & elevate your sales!