

Interactive E-Commerce Sales Analytics

R / ggplot2 / Power BI

Portfolio Report

An analytics project focused on understanding sales trends, customer behavior, product performance, regional patterns, discounts and profit/loss.

Key Areas

- Monthly and regional sales trends
- Top customers and regions by orders
- Discount and sales relationship
- Profit/loss and profit margin analysis
- Product sales, stock and return analysis

Approach / Documentation

The project demonstrates how descriptive analytics and visualization can turn raw transaction records into understandable business information for reporting and decision support.

Prepared for portfolio presentation. Replace this document with the original full academic/professional report when available.