SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

WHAT IS SHOPIFY!

Shopify is a widely-used e-commerce platform that enables individuals, entrepreneurs, and businesses of all sizes to create, manage, and grow their own online stores. It provides an all-in-one solution for selling products or services through a customizable website without requiring deep technical knowledge or coding skills. With Shopify, users can manage product listings, handle payments, track inventory, and fulfill orders all from a single dashboard. The platform also supports multiple sales channels, including social media, marketplaces like Amazon and eBay, and even in-person sales using Shopify POS. Its built-in marketing tools, analytics, and integrations make it a powerful choice for launching and scaling an online business efficiently.

OBJECTIVE OF THE PROJECT

The objective of this project is to design an interactive Power BI dashboard to analyze Shopify's sales performance and customer behavior using a **one-week transactional dataset**. The dashboard aims to provide key business insights into transaction trends, customer segmentation, product performance, and regional sales distribution. It helps stakeholders make data-driven decisions by highlighting repeat purchase patterns, customer lifetime value, and revenue contributions across different payment gateways and product categories.

STEPS IN THE PROJECT

1. ***Requirement Gathering & Business Understanding***
   Understood the need for a dashboard that visualizes KPIs such as Net Sales, Repeat Purchase Rate, LTV, and Product-wise Sales.

2. ***Data Walkthrough***
   Reviewed the raw data to understand structure, key fields (customer ID, order ID, payment method, location, etc.), and the overall data schema.

3. ***Data Connection***
   Imported the structured dataset from Excel/CSV into Power BI**.**

4. ***Data Cleaning & Quality Check***
   Removed duplicates and nulls, Checked column consistency, Verified customer and order-level integrity

5. ***Data Modeling***

   Created relationships between tables (if any), ensured optimal data structure for DAX usage, and followed best practices for model efficiency

6. ***Data Processing (Power Query)***
   Applied data transformations such as filtering, renaming columns, grouping, and formatting.
7. ***DAX Calculations***

   Developed measures and KPIs including:

- Net Sales

- Average Order Value
- Purchase Frequency
- Repeat Rate
- Customer LTV

8. Dashboard Layout Planning

Planned a two-page layout for usability:

- Page 1: KPI overview & interactive visuals
- Page 2: Detailed transactional view

9. Charts Development & Formatting

Built and formatted:

1.KPI Cards
2.Line Chart (Sales Trend)
3.Donut Chart (Payment Gateway Split)

10. Dashboard & Report Development

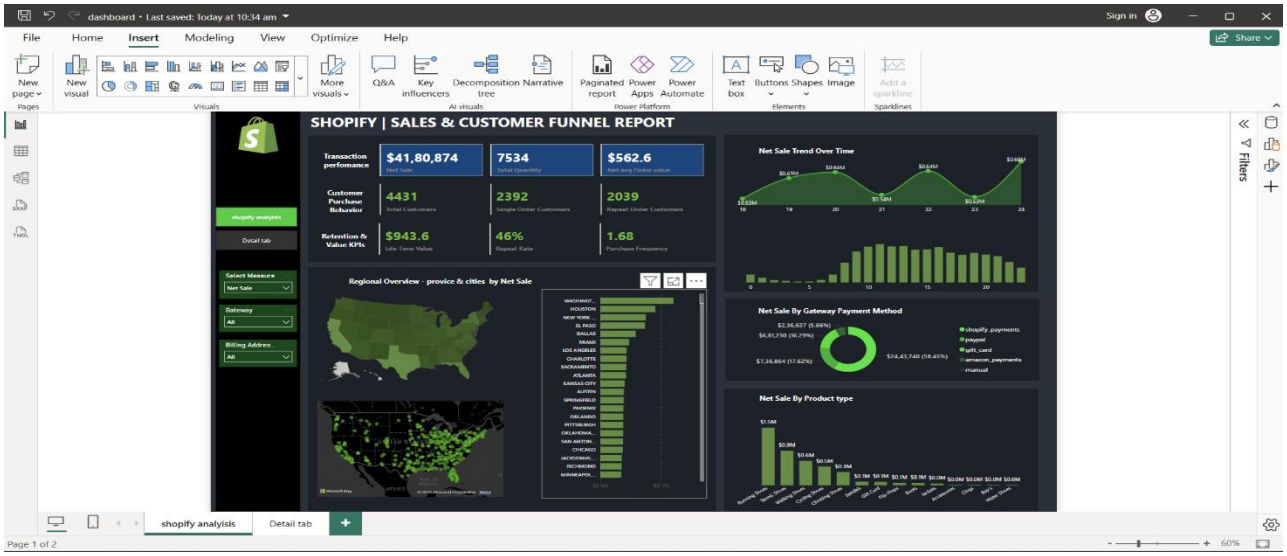
Integrated slicers and filters (Payment Method, Net Sales Range, Billing Address) for interactivity and user exploration.

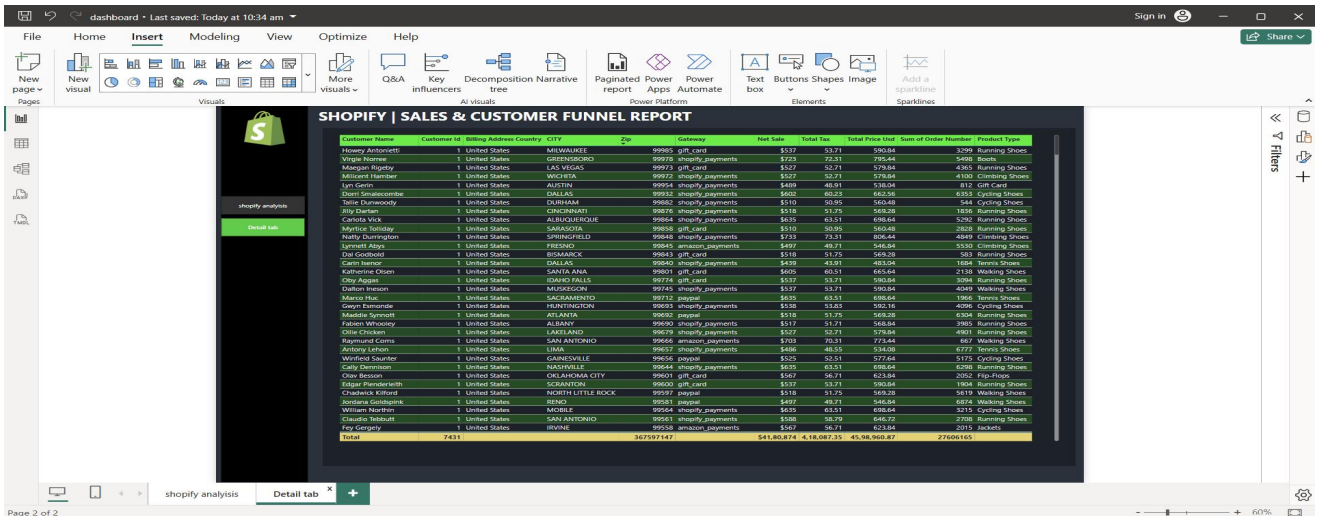
11. Insights Generation

Identified key patterns such as:

- High repeat customer rate (46%)
- Products with highest sales
- Cities contributing to majority of revenue
- Dominant payment methods

SCREENSHOTS





CONCLUSION

This Power BI dashboard offers a comprehensive analysis of Shopify's e-commerce performance over a one-week period. It highlights vital business metrics and uncovers trends in customer behavior, product performance, and revenue distribution.

By breaking down the data into intuitive visual components, the dashboard allows for quick identification of top-performing products, regions, and customer segments. It enables deeper understanding of buyer behavior, such as purchase frequency and preferred payment methods, helping businesses to optimize customer retention strategies.

The interactive filters empower users to explore the dataset dynamically and focus on specific metrics relevant to their roles or departments. Through effective DAX-driven calculations, the report supports advanced analysis such as Customer Lifetime Value and Repeat Purchase Rate, which are crucial for long-term planning.

The insights generated through this project support smarter business decisions, enhance marketing strategies, promote operational efficiency, and strengthen customer engagement across the sales funnel.

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