# **SHOPNEST STORE REPORT**

ShopNest Store connects small businesses from various regions in Portugal to channels, streamlining the process with a single point of contact. Through the shopnest store, these merchants can showcase and sell their products, with the added convenience of direct shipment to customers facilitated by shopnest logistics partners. This report explains the dashboard comprehensively highlighting key insights and findings.

***Steps:***

🡪Loading the data

🡪Transforming the data (Cleaning the data)

🡪Visualization

***Tasks:***

***1.Top Categories by Total Sales***

* Identify and visually represent the top 10 categories by total sales.

A chart with purple and white text

AI-generated content may be incorrect.

This visual explains the top 10 categories by Total\_Sales (Price +Freight) taken from

orders dataset table and product category name table. This clearly explains that

most of the sales is coming from Beleza saude (health beauty) category which is

around 1.4 million out of 15.84 million revenue. Then comes watches\_gifts, bed\_bath\_table, sports\_leisure, computer\_accessories.

***2. Delayed Orders Analysis***

* Determine the numbers of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the estimated delivery date.

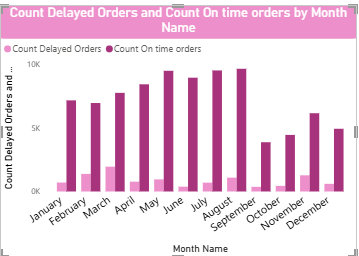
A graph with a line going up

AI-generated content may be incorrect.

The delayed orders are calculated by taking the Datediff between the actual delivery date and estimated delivery date in terms of days. After calculating the delayed orders, we get a count of 10,612 delayed orders out of 98,024 total orders, out of which most delayed orders are from the most sales contributed Beleza\_saude category. If the orders are delivered on time, especially in this category, which would increase its ratings which in turn would enable to contribute more towards the sales.

***3. Monthly Comparison of Delayed and on time Orders***

* Create a dynamic visual that compares the number of delayed orders to the number of orders received earlier for each month. Utilize the drill through cross-report feature to provide a detailed analysis of late and on-time deliveries.



This visual represents the comparison of on time and delayed orders. It is observed that in the month of March the number of delayed orders is around 1951(highest compared to other months) and on time orders are 7763. If we work on prioritizing order delivery this month then the total count of delayed orders will decrease.

***4. Payment Method Analysis***

* Analyze the most frequently used payment methods by Customers using a visually appealing representation, such as pie chart or other suitable visuals.

A diagram of a pie chart

AI-generated content may be incorrect.

This visual represents that most of the order payment is done through credit card which is around 76,795 transactions as EMI options will be available. It is observed that 5,775 transactions are done by gift vouchers which contributes to 5.56% of the transactions. If we provide discounts on debit cards this would also contribute to more transactions.

***5. Product Rating Analysis***

* Determine the top 10 highest rated products and the bottom 10 lowest rated products using bar or column chart.

A screenshot of a graph

AI-generated content may be incorrect.

The above column chart represents the top 10 highest rated product categories. Cds\_dvds\_musicals are the highest rated category which is around 4.67 average ratings. If we could increase the quality of customer service, product quality and on time delivery to the customer which would also help to increase the product rating and contribute to an increase in sales.

A bar chart with text

AI-generated content may be incorrect.

The above bar chart represents the top 10 lowest-rated product categories. Seguros\_e\_servicos(security and services) is the lowest rated category which is around 2.50 average ratings. If we could increase the quality of customer service, product quality and on time delivery to the customer, which would also help to increase the product rating and contribute to an increase in sales.

***6. State wise Sales Analysis***

* Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.

A graph of sales

AI-generated content may be incorrect.

This visual represents the total sales state wise. SP stands the highest in contributing towards 5.8million total sales which is almost around 35% of the total revenue. AP and RR states contribute the least among all the other states. If we could provide gift vouchers, discounts and offers running to the customers in these states, which would help to increase the sales. Also, a competitor analysis at these states would also provide a clear picture about the reason for the least contribution.

***7.Seasonal Sales Performance***

* Investigate and visualize any seasonal patterns (Quarterly) or trends in sales data over the course of the year.

A graph of sales by quarter

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A pink and white stripes

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This visual represents the total sales year wise and quarterly. We can use the year and quarter filter to see the sales contribution. We can observe that 2018 contributes around 8.5 million to the total sales which is the highest and 2016 contributes the least towards the total sales. Most of the sales are observed in the 2nd quarter of the year, which is in April, May, and June months. If we run discounts, offers, a sale in the other quarters, which would help to increase the sales drastically.

***8.Revenue Analysis***

* Determine the total revenue generated by ShopNest store and analyze how it changes over time (Yearly). Represent this information through suitable visuals to

highlight trends and patterns.

A graph with a line and numbers

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A screenshot of a graph

AI-generated content may be incorrect.

This visual represents the total revenue contribution over the years. It is observed that 2017 November month contributes the most towards the revenue. This visual helps to analyze the trends and patterns in sales.

# **ShopNest Store Dashboard**

# A screenshot of a pink and purple dashboard AI-generated content may be incorrect.