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# **DATA SET IN THIS PROJECT**

## **E-commerce**



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# Tools used in this project



**Python**

**1**

**Cleaning**

**2**

**Visualisation**



**Power Bi**

**1**

**Cleaning**

**2**

**Visualisation**





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# Cleaning with Python

- ▶ Change Null Values And \N With Canceled In Status Column
- ▶ Drop Any Value Equals 0 In Price Column
- ▶ Remove All Null Columns And Sales Commission Code
- ▶ Remove Row Blanks And Wrong Data Type In Created At Column
- ▶ Remove Row Blanks In Qty Ordered Column
- ▶ Remove Row Blanks In Payment Method Column
- ▶ Remove Row Blanks In Working Date Column
- ▶ Calculation new grand total column
- ▶ Remove Row Blanks And Wrong Data Type In Customer Since Column
- ▶ Replace Any Value Equal Planks Or \N  
in Category Name Column With Unknown







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# Calculated KPIS With Python

- ▶ Total Revenue
- ▶ Total orders
- ▶ Total Canceled Orders
- ▶ Total Customers
- ▶ Avg Order Value
- ▶ Total Returning Customers
- ▶ Customer Retention Rate
- ▶ Cancellation Rate
- ▶ Quarter Over Quarter Change





# Visualisation With Python

- ▶ Total Revenue
- ▶ Total orders
- ▶ Total Canceled Orders
- ▶ Total Customers
- ▶ Avg Order Value
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- ▶ Customer Retention Rate
- ▶ Cancellation Rate
- ▶ Quarter Over Quarter Change

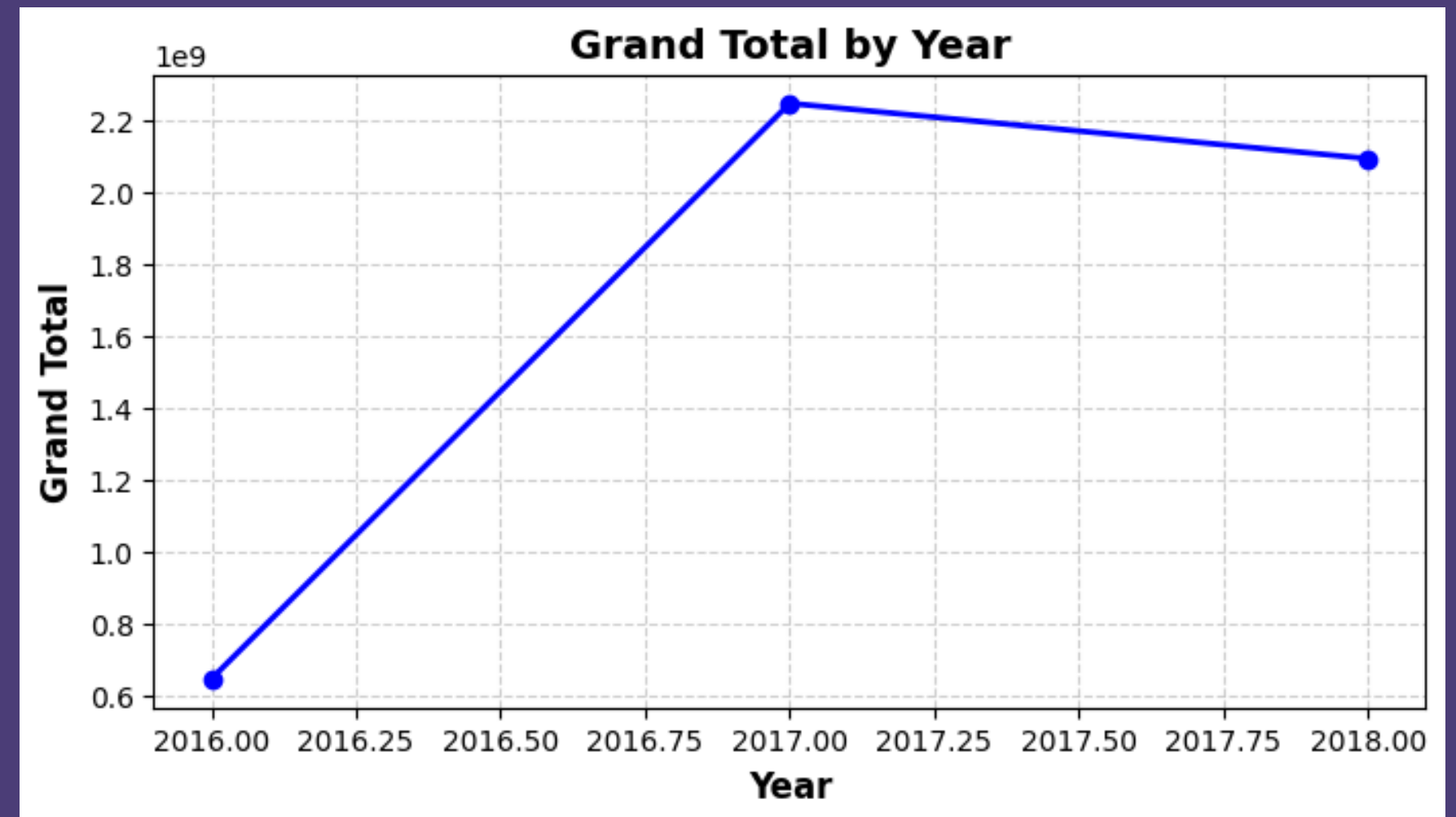




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## Grand Total By Year

**his line chart illustrates the Grand Total trend over different years. The x-axis represents the Years, while the y-axis shows the Total Sum. Circular markers (o) highlight yearly data points for better visibility.**





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# Total Revenue By Year And Quarter

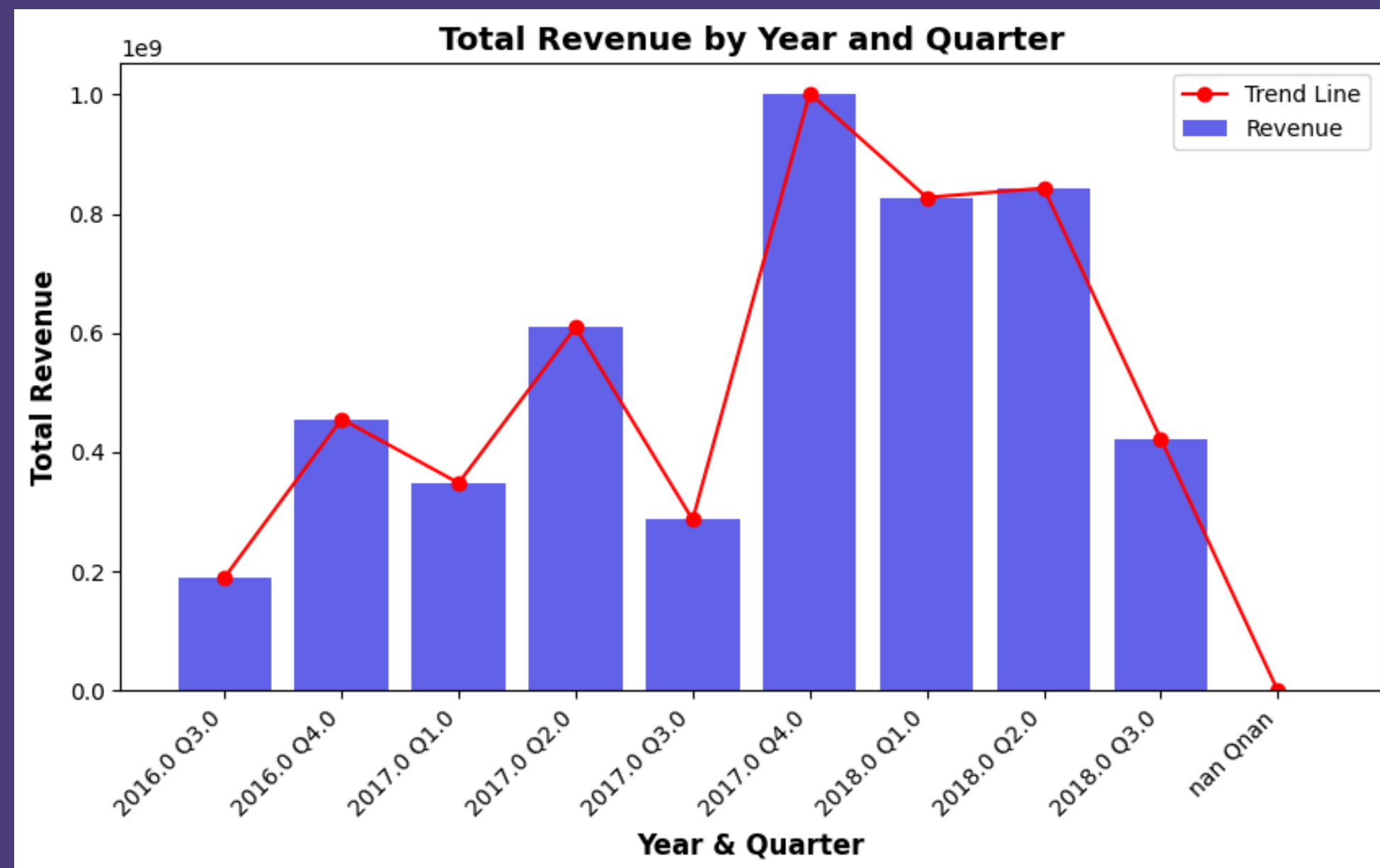
**This combination chart (bar + line) visualizes the Total Revenue across different Year-Quarter periods.**

**The x-axis represents the Year and Quarter (e.g., 2023 Q1, 2023 Q2).**

**The y-axis displays the Total Revenue (grand\_total).**

**Blue Bars: Represent the revenue for each quarter.**

**Red Line with Markers: Shows the trend over time, helping identify revenue fluctuations.**



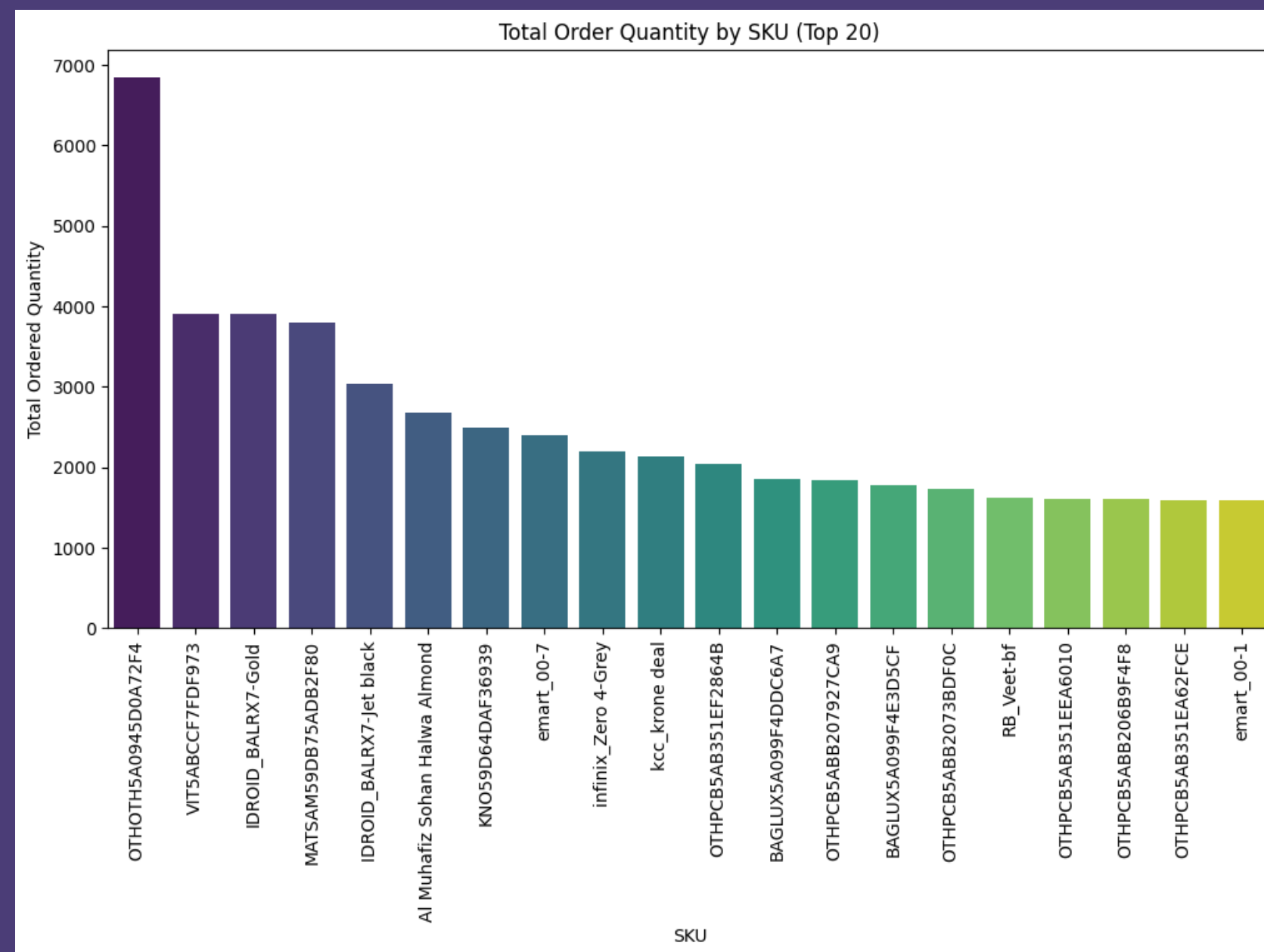




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# Total Order Quantity By SKU (Top 20)

**This bar chart displays the top 20 most ordered SKUs (Stock Keeping Units) based on total order quantity.**





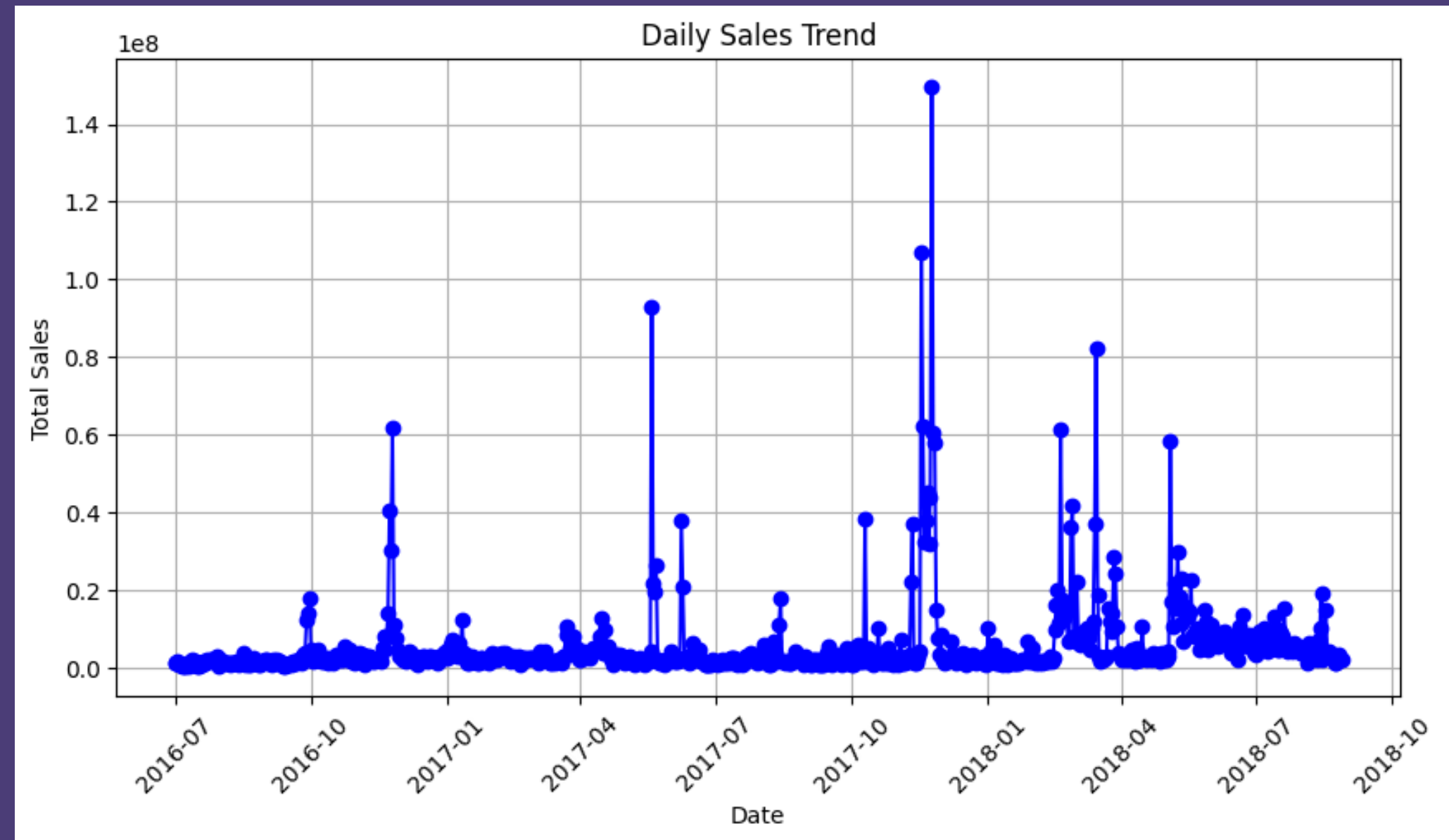
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## Daily Sales Trend

**This line chart represents the daily sales trend over time.**

**X-axis: Displays the date (created\_at), representing each day's sales.**

**Y-axis: Shows the total sales amount (New\_grand\_total).**





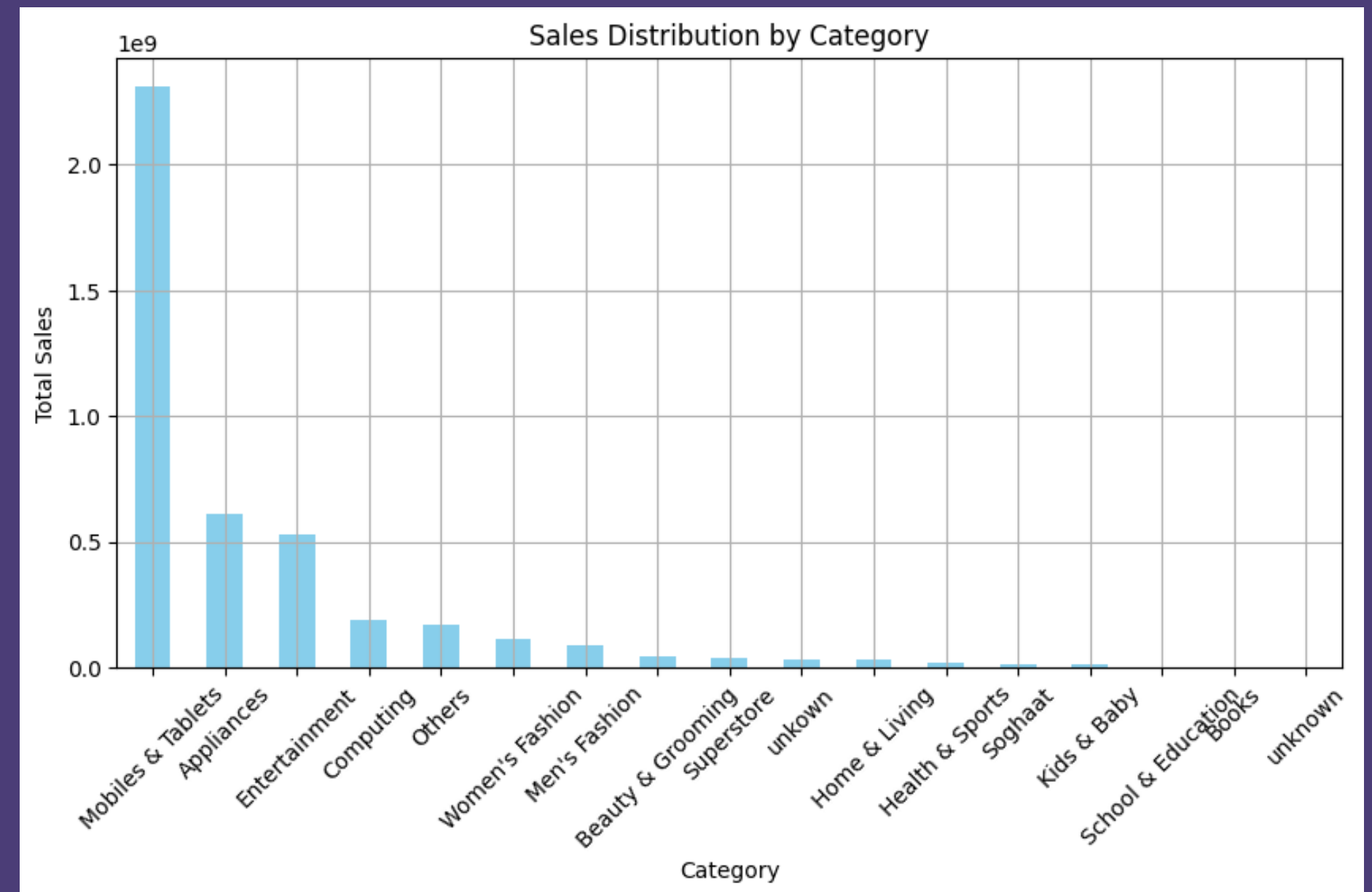
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# Sales Distribution By Category

**This bar chart presents the total sales distribution across different product categories.**

**X-axis: Represents product categories (category\_name\_1).**

**Y-axis: Displays the total sales amount (New\_grand\_total).**







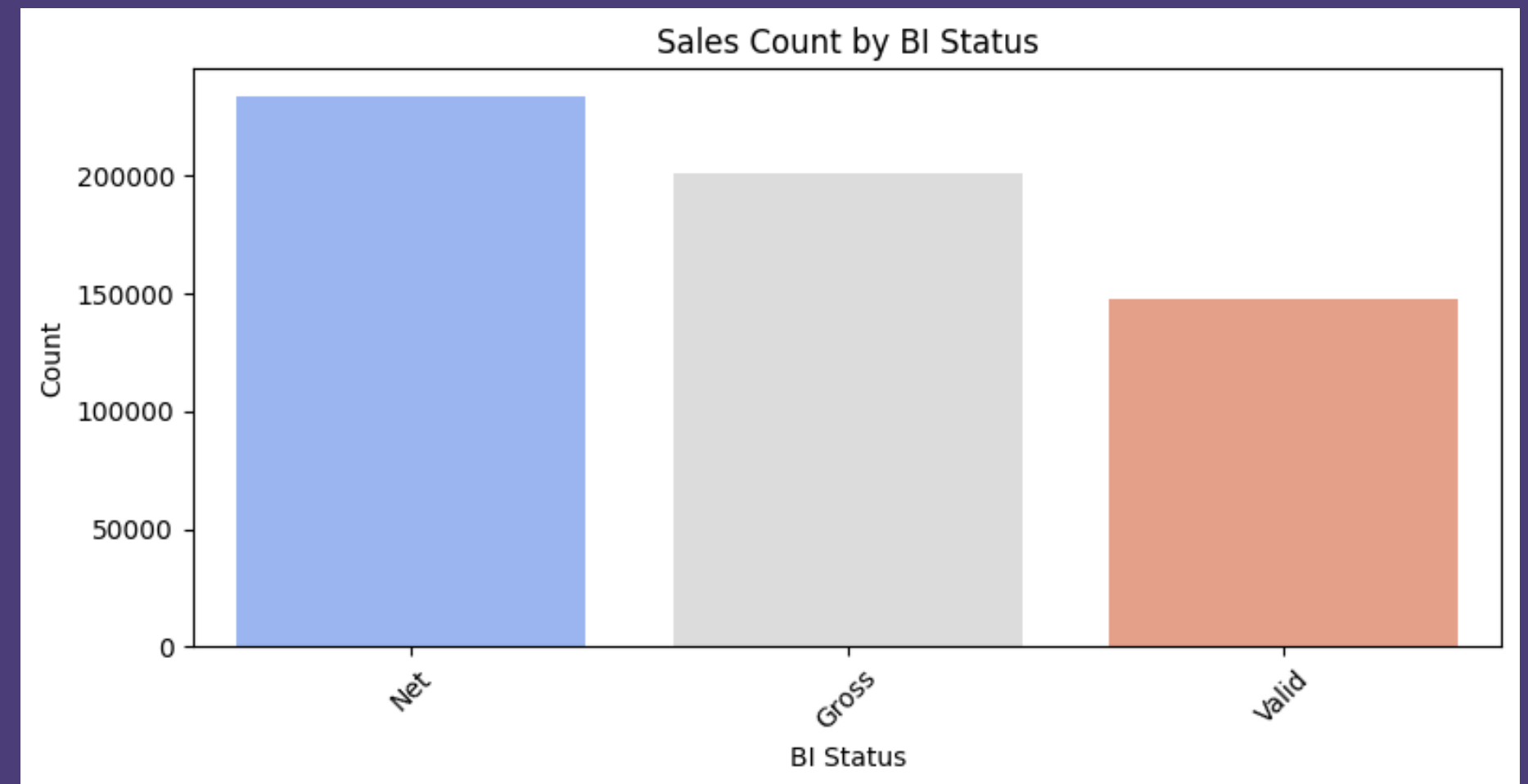
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## Sales Count By Bi Status

**This bar chart represents the count of sales transactions categorized by BI Status.**

**X-axis: Displays the different BI Status categories.**

**Y-axis: Represents the count of transactions for each BI Status.**





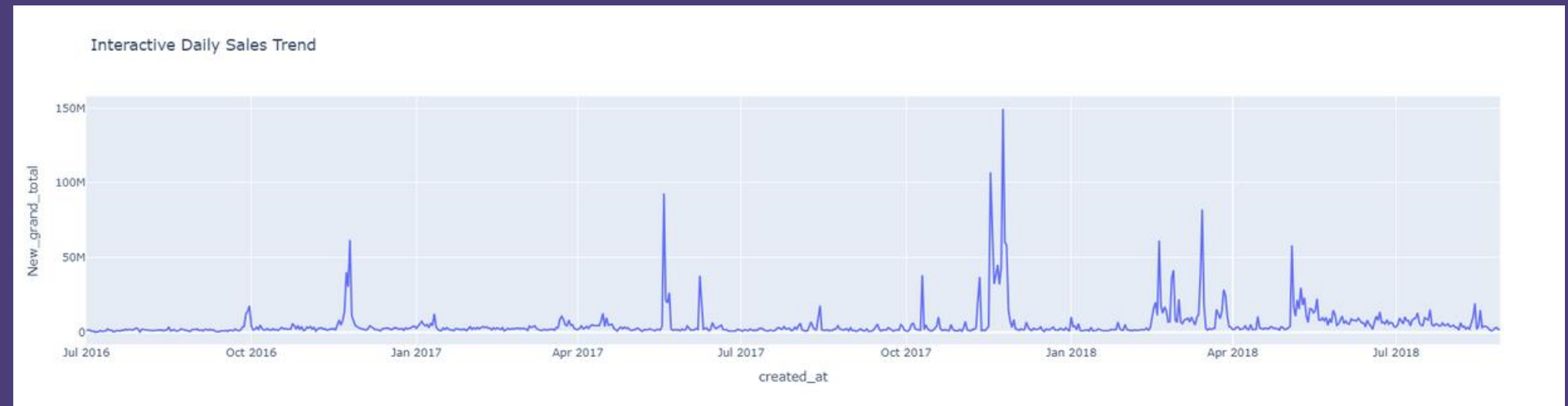
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# Interactive Daily Sales Trend

**This interactive line chart visualizes the daily sales trend over time, providing a dynamic way to explore sales performance.**

**X-axis: Represents dates (created\_at), tracking sales on a daily basis.**

**Y-axis: Displays the total sales amount (New\_grand\_total).**





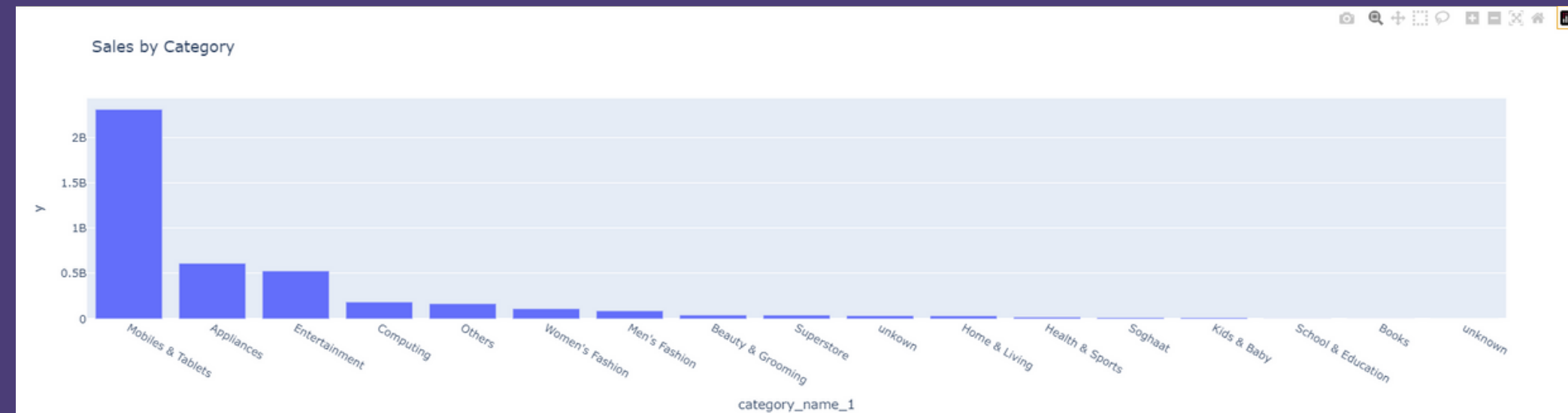
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# Sales By Category

**This interactive bar chart visualizes total sales across different product categories, allowing users to explore category-wise performance dynamically.**

**X-axis: Represents different product categories.**

**Y-axis: Displays the total sales amount for each category.**







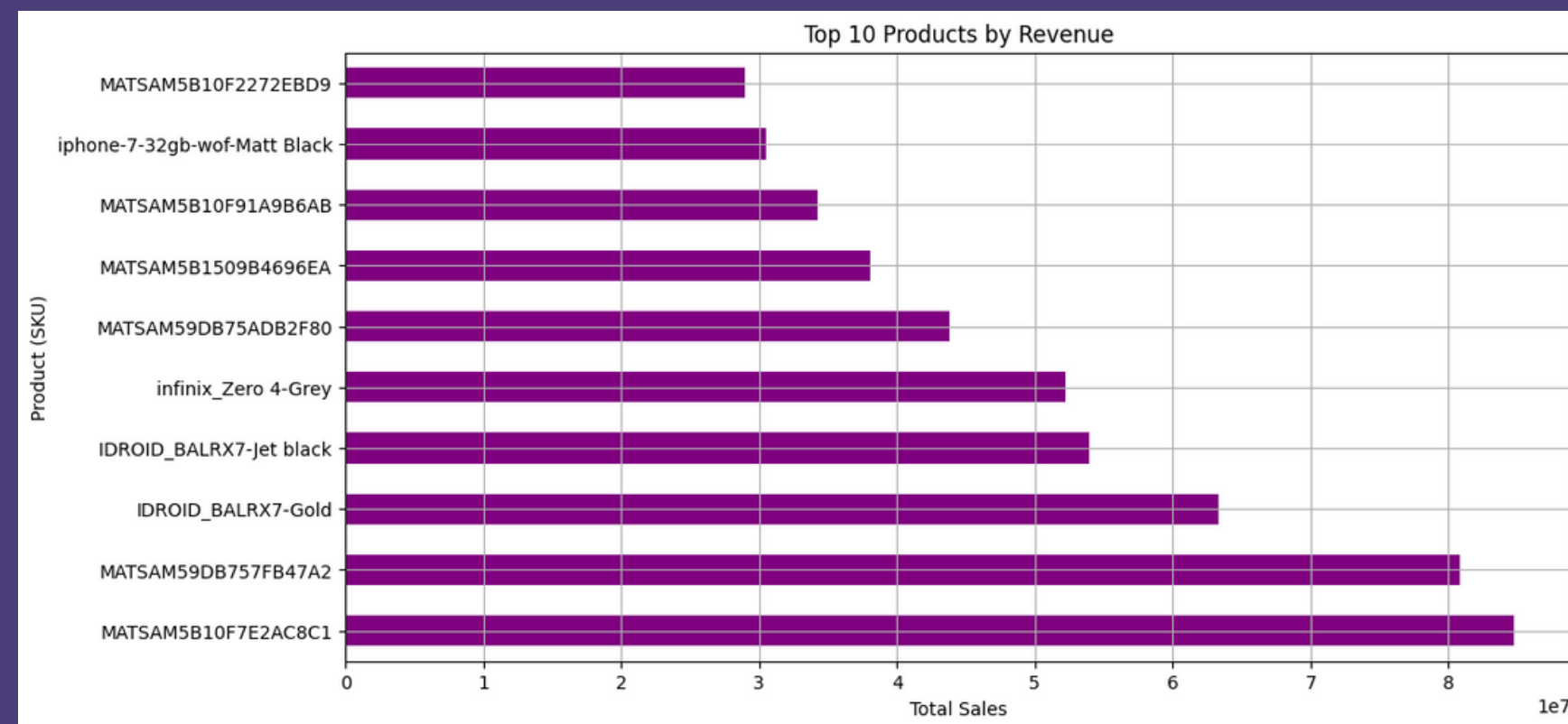
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# Top 10 Products By Revenue

**This interactive bar chart visualizes total sales across different product categories, allowing users to explore category-wise performance dynamically.**

**X-axis: Represents different product categories.**

**Y-axis: Displays the total sales amount for each category.**





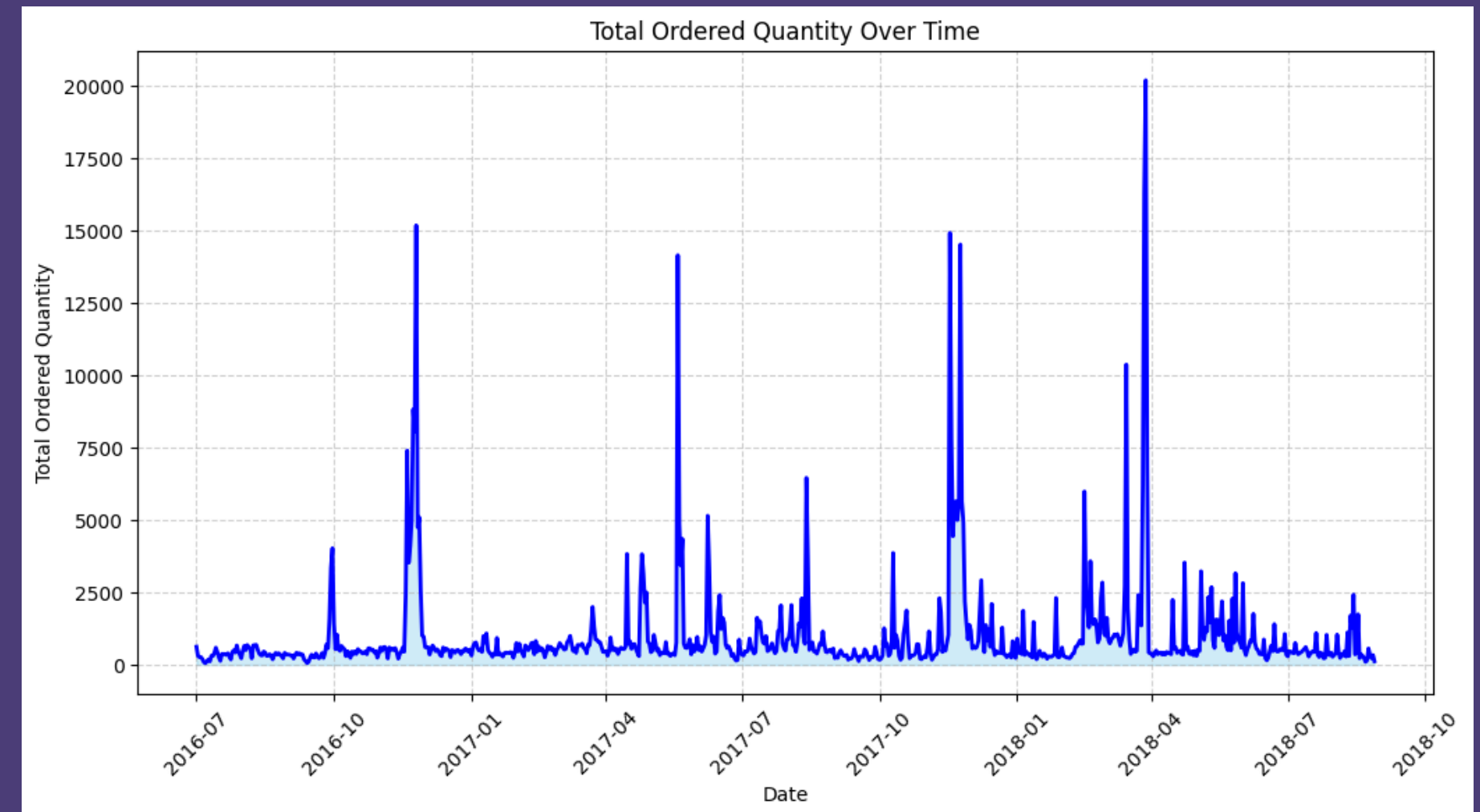
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# Total Ordered Quantity Over Time

**This interactive bar chart visualizes total sales across different product categories, allowing users to explore category-wise performance dynamically.**

**X-axis: Represents different product categories.**

**Y-axis: Displays the total sales amount for each category.**





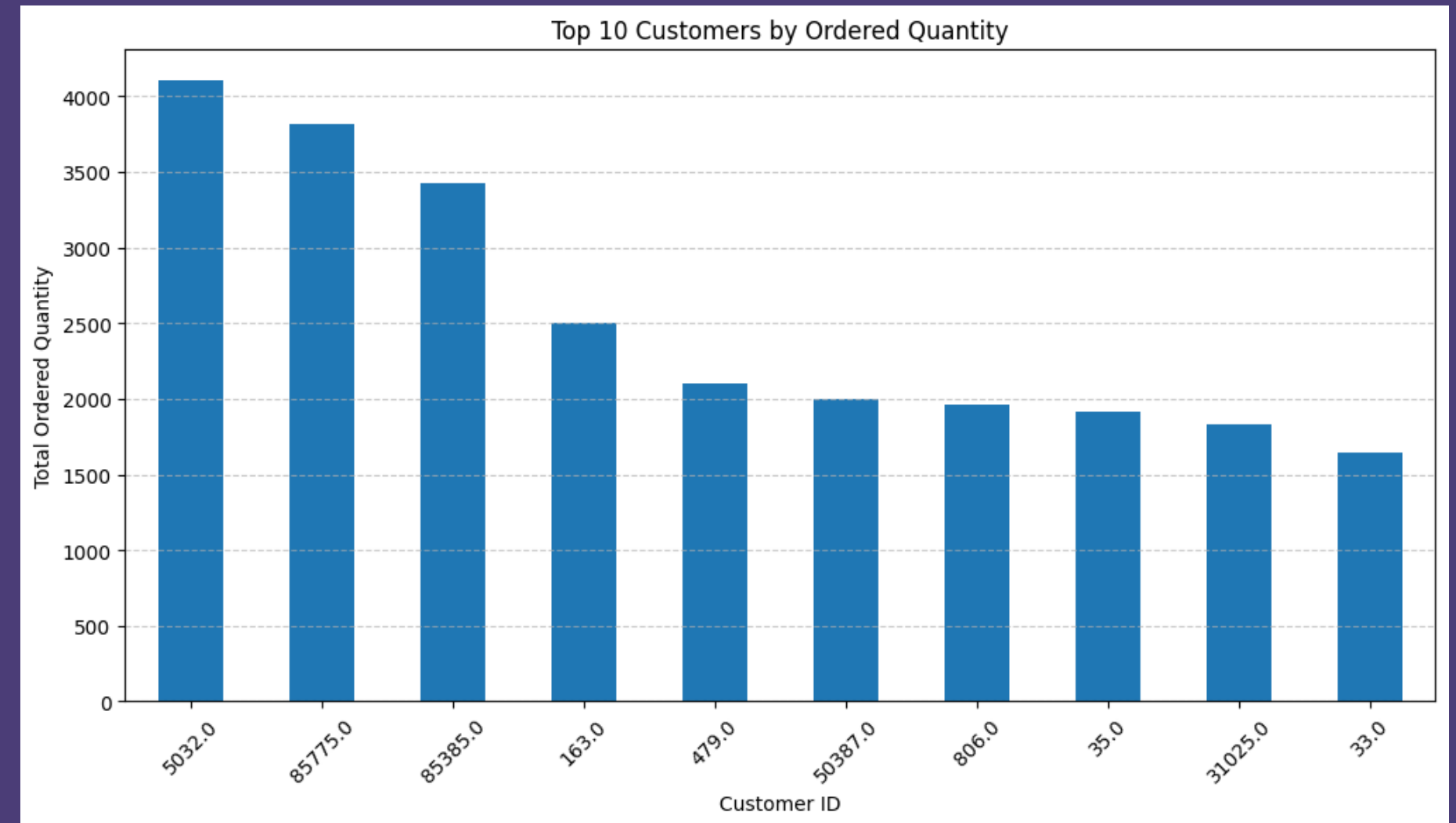
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# Top 10 Customers By Orderd Quantity

**This interactive bar chart visualizes total sales across different product categories, allowing users to explore category-wise performance dynamically.**

**X-axis: Represents different product categories.**

**Y-axis: Displays the total sales amount for each category.**







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# Some Of Cards



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**Total Discount**  
**291,942,717**

**Total Revenue**  
**\$4,195,307,997**

**Total Ordered**  
**582,292**

**Canceled Orders**  
**200504**



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Returning Customers KPI

**Returning Customers**  
**64831**

**Customer Retention Rate**

**56.34%**

**Total Customers**  
**115081**

**Cancellation Rate**  
**19.16%**





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# Cleaning with Power Bi

- ▶▶▶ Remove All Null Columns And Sales Commission Code
- ▶▶▶ Drop Any Value Equals 0 And Blanks And - In MV Column
- ▶▶▶ Drop Any Value Equal Blanks And Wrong Data Type In Customer Since Column
- ▶▶▶ Change Wrong Column Data Type
- ▶▶▶ Change Null Values And \N With Canceled In Status Column
- ▶▶▶ Calculation new grand total column
- ▶▶▶ Remove Raw Blanks And Wrong Data Type In Customer Since Column
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# Calculated KPIS With Power BI

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# Visualisation With Power Bi

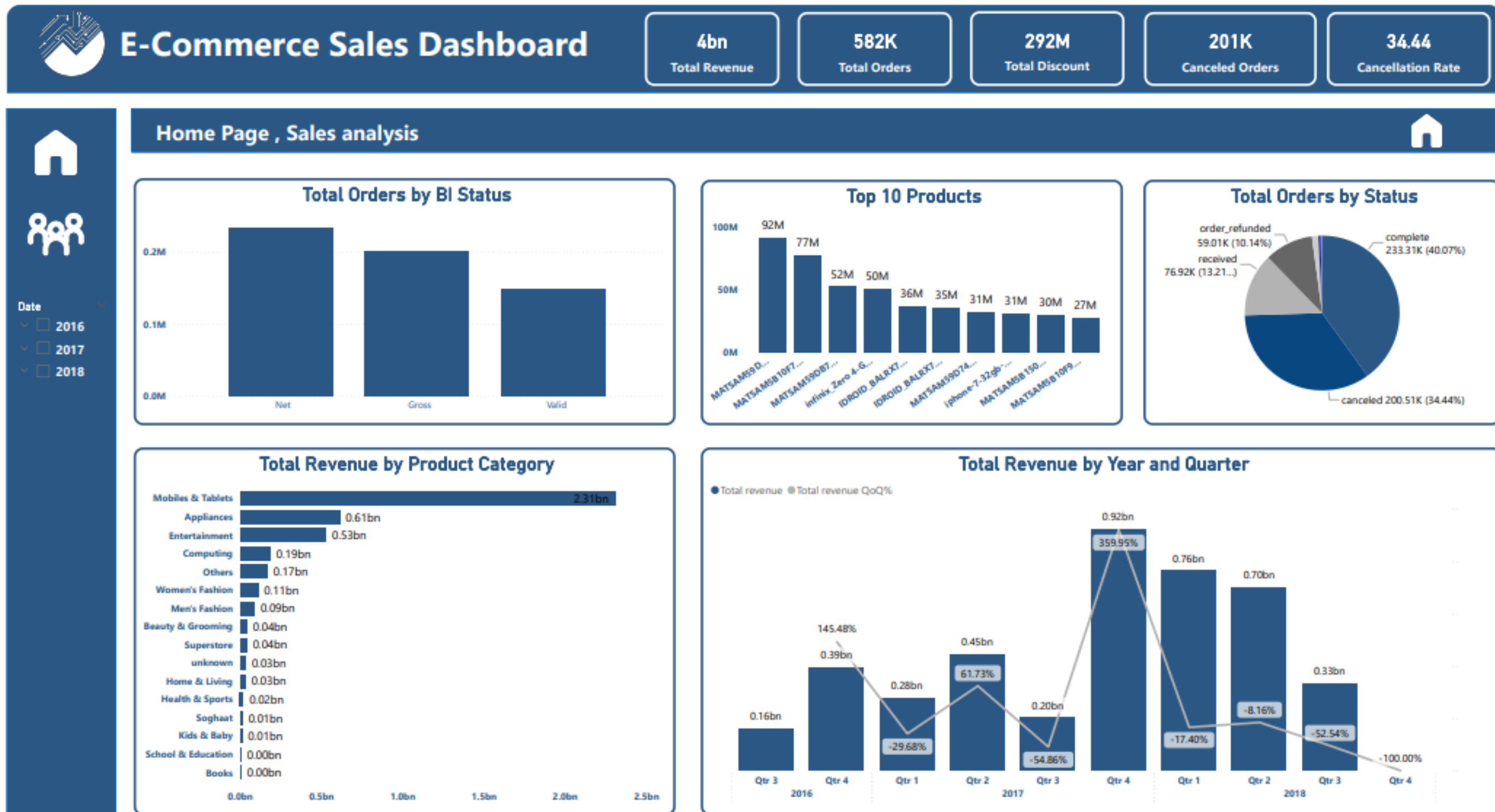
- ▶ Total Revenue
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# First Page Sales Analysis







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# Second Page

## Customer Analysis



### E-Commerce Sales Dashboard

115K

Total customer

65K

Returning\_Customers

34.44

cancellation\_rate



Date

2016

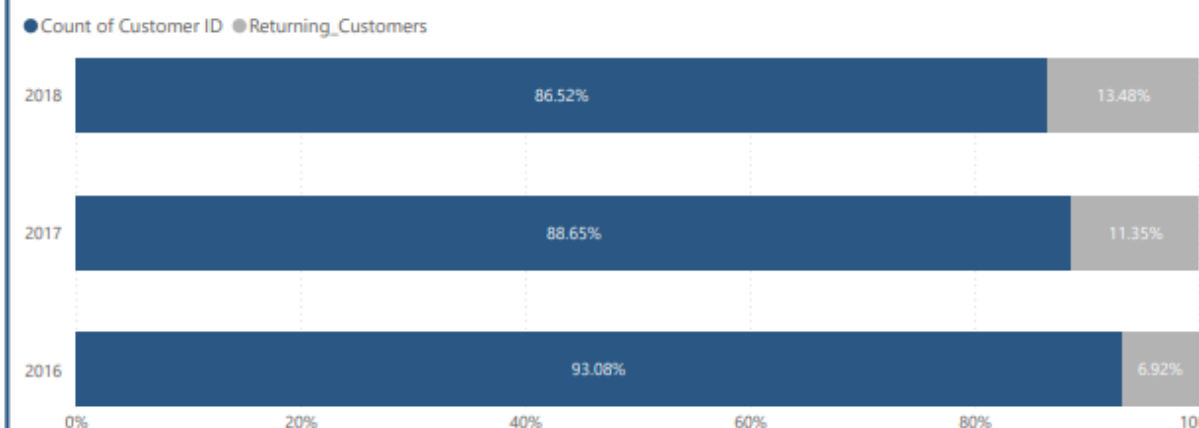
2017

2018

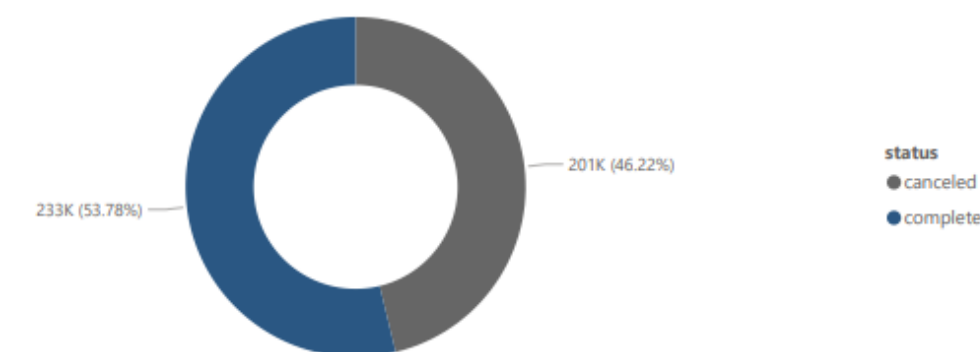
### Customer Page , Customer analysis



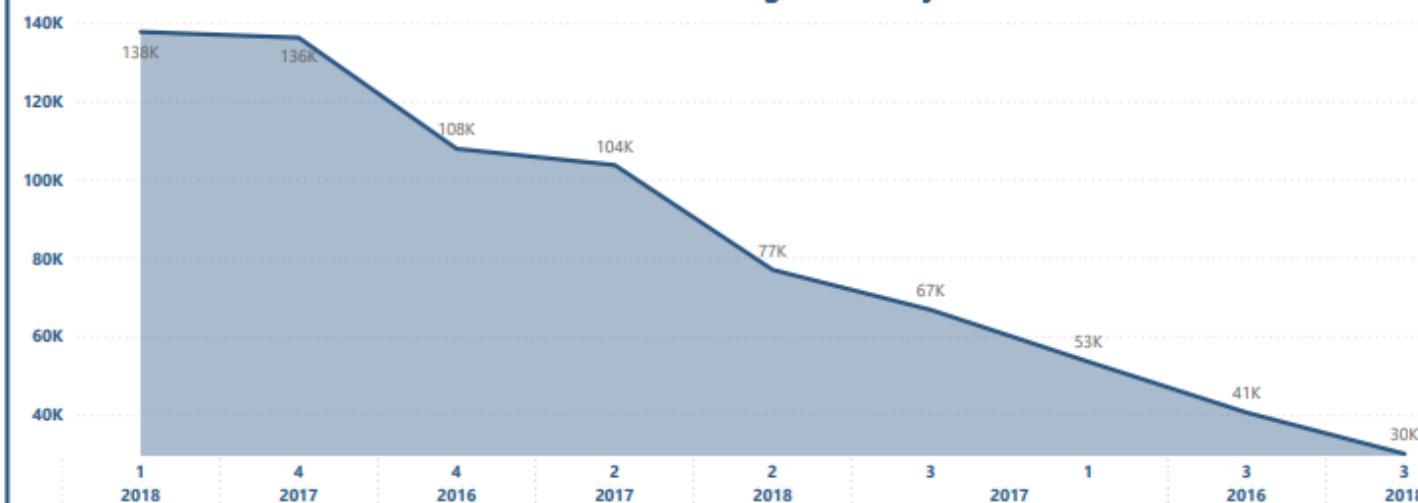
#### Ratio Of New Customers Compared To Returning Customers



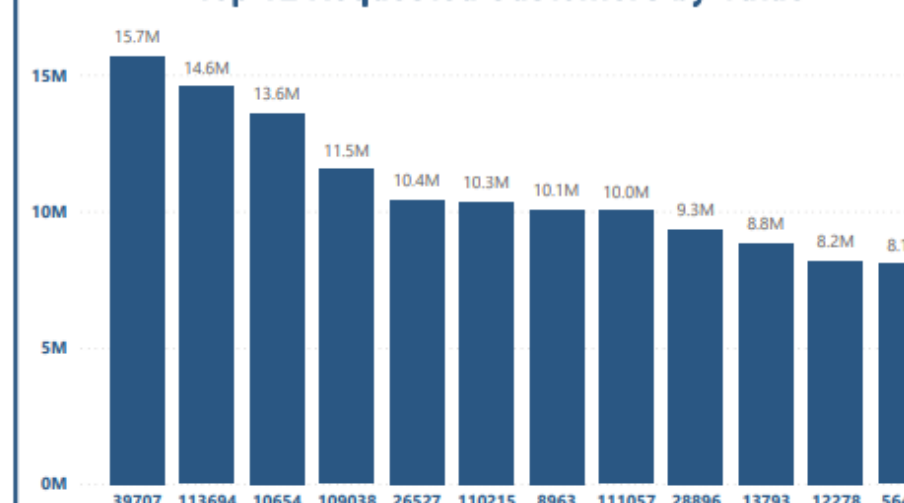
#### Percentage Of Completed, Pending, Or Canceled Orders.



#### Number Of Creating Orders by Date



#### Top 12 Requested Customers by Value





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# Background Brief





# Ahmed Abdullah

## Background Brief

**October High Institute for Engineering & Technology**  
**Bachelor's Degree in Management Information Systems (MIS)**  
**Current Year: Third Year**

**Data Analyst**

**UX/UI Designer, Graphic Designern**

## Contact Us

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# Any Questions !







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**ANY QUESTIONS ?**



# Thanks



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