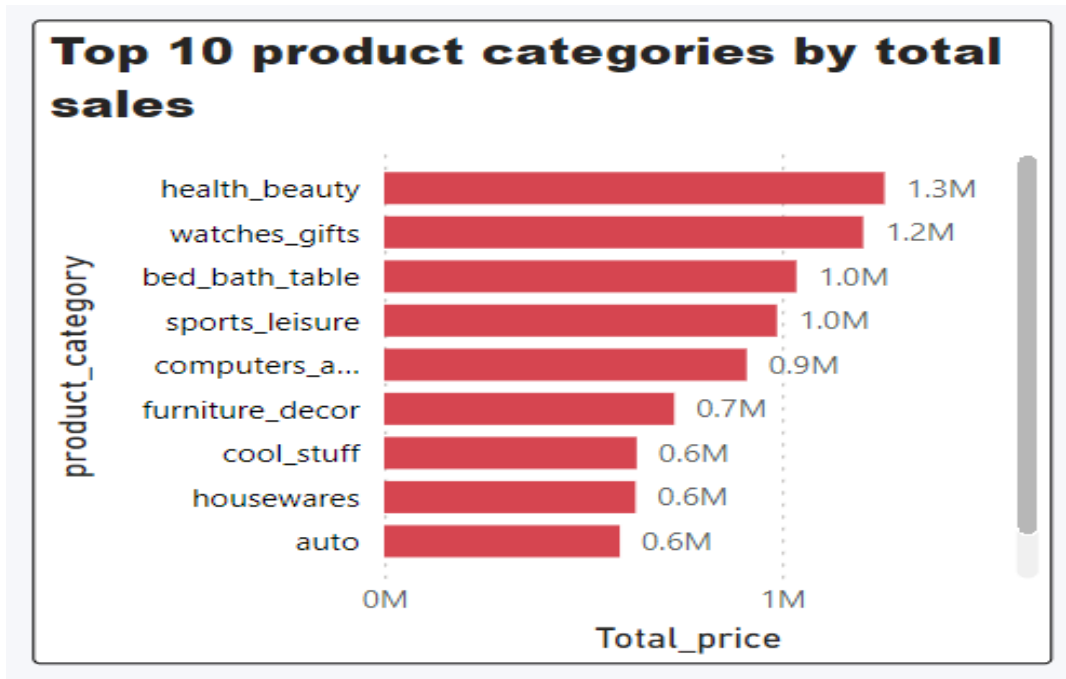


ShopNest Store Power BI Capstone

Anjana k

1. **Top Categories by Total Price:** Identify and visually represent the top 10 product categories by total sales.

- Health Beauty is the top product category by sales
- Followed by watches and gifts



2. **Delayed Orders Analysis:** Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the estimated delivery date.

Delayed Orders Analysis	
product_category	Order Count
bed_bath_table	811
health_beauty	776
sports_leisure	584
furniture_decor	535
computers_accessories	503
watches_gifts	468
housewares	399
telephony	349
Total	7827

Delayed Orders Analysis

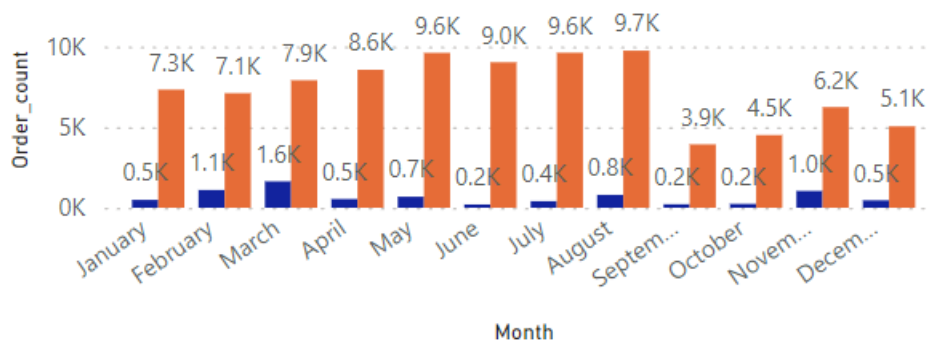
product_category	Order Count
music	3
arts_and_craftmanship	2
books_imported	2
fashio_female_clothing	2
fashion_sport	2
diapers_and_hygiene	1
flowers	1
party_supplies	1
Total	7827

- Total number of delayed orders count is 7827
- Bed_Bath_table category has the most delayed order count.
- Party supplies and flowers are the orders with the lowest number of delayed orders, but these categories also have the lowest total orders.

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 drillthrough cross-report feature to provide a detailed analysis of late and on-time deliveries.

Order_count by Month and Deliver_status

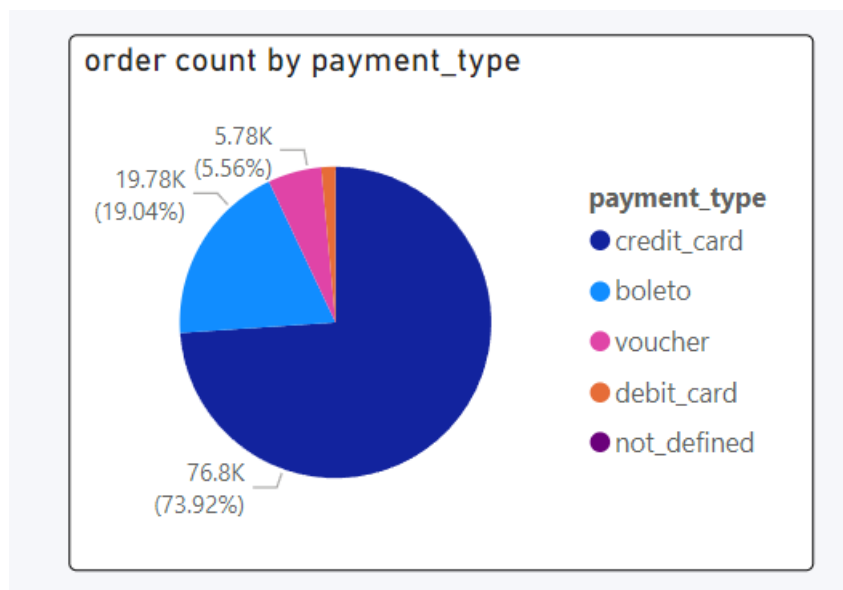
Deliver_status ● Delayed ● On time



product_category_name_english	Count of order_id	Sum of price	Deliver_status
bed_bath_table	427	55,325.57	On time
health_beauty	324	45,060.63	On time
sports_leisure	354	38,288.10	On time
cool_stuff	232	37,940.72	On time
watches_gifts	189	35,326.35	On time
computers_accessories	282	33,164.13	On time
furniture_decor	307	31,867.37	On time
computers	27	31,300.00	On time
housewares	239	22,852.53	On time
garden_tools	191	22,732.13	On time
baby	119	19,110.10	On time
auto	125	18,592.81	On time
toys	163	17,249.87	On time
perfumery	113	12,771.63	On time
pet_shop	75	10,425.79	On time
telephony	122	9,879.44	On time
office_furniture	44	9,650.77	On time
consoles_games	78	8,034.85	On time
fashion_bags_accessories	84	6,394.89	On time
musical_instruments	21	6,353.84	On time
Total	4054	5,36,279.74	

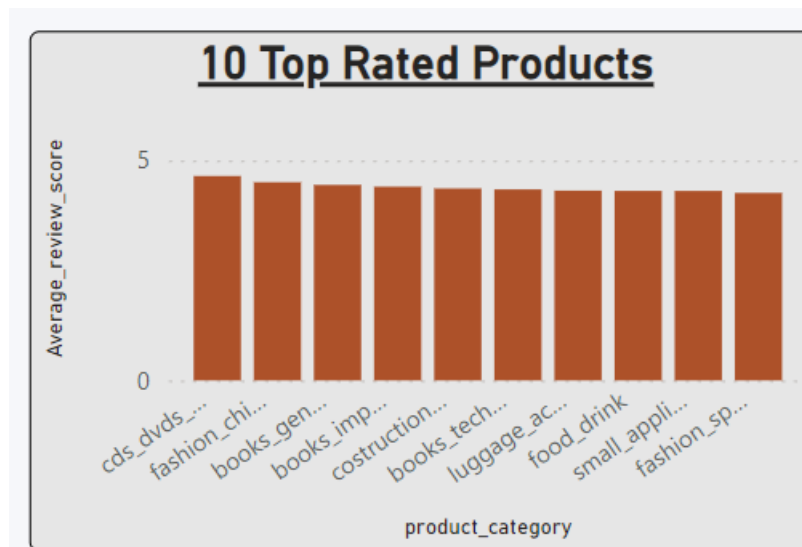
- March has the highest count of delayed deliveries.
- September has the highest count of On time deliveries

4. Payment Method Analysis: Analyze the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.

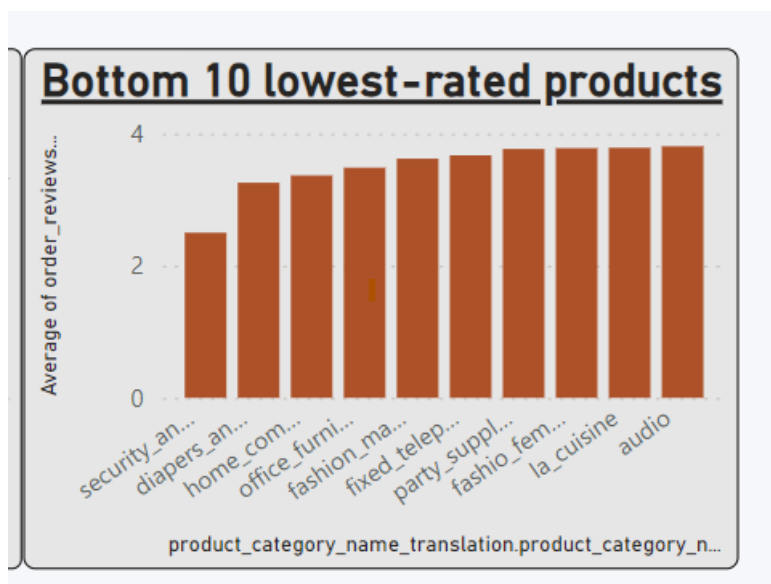


- Most frequently used payment method is credit card & the least used one is debit card

5. Product Rating Analysis: Determine the top 10 highest-rated products and the bottom 10 lowest-rated products using a bar or column chart.



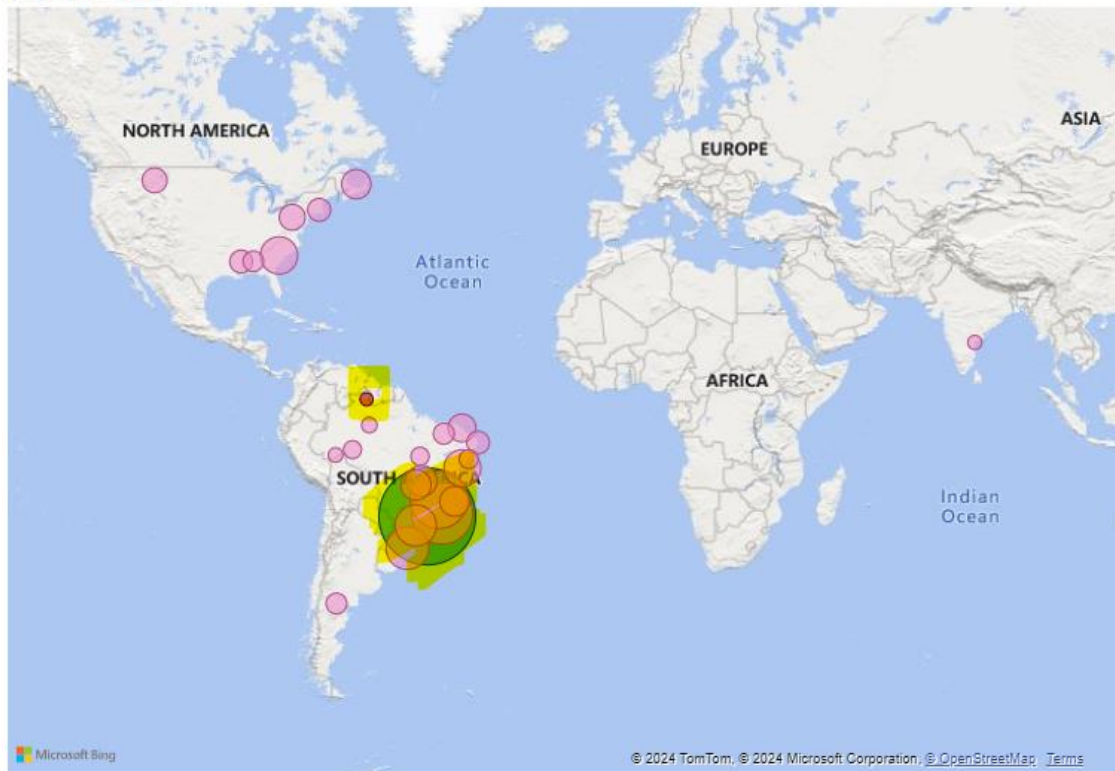
- Highest rate product category is cds_dvds_musicals which has an average rating of 4.64



- Lowest rated product category is security and services.

6. State-wise Sales Analysis: Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.

State Vs Sales



- State SP has the highest Sale highlighted in green bubble in the map and RR has the lowest sales bubbled in red.

City wise data for state SP (average rating, Total sales)

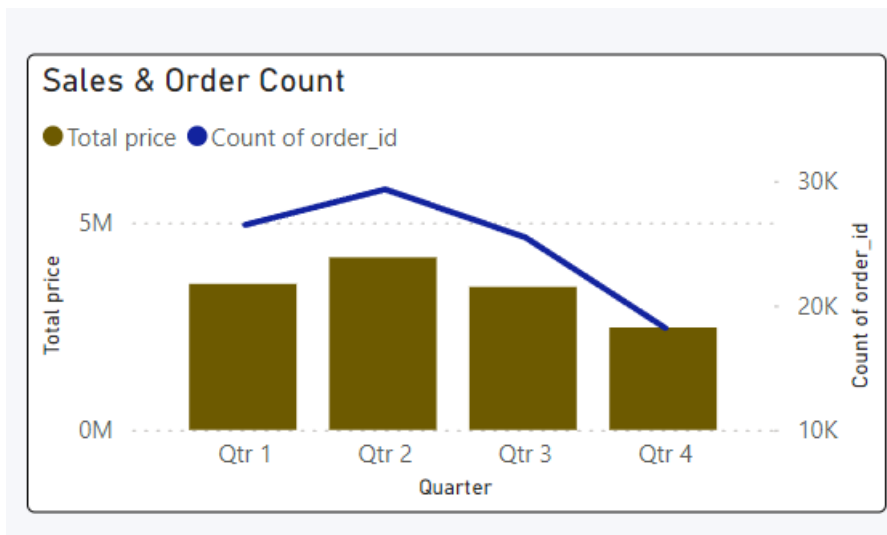
customer_state	customer_city	Sum of price	Average of order_reviews_dataset.review_score
SP	sao paulo	19,14,924.54	4.09
SP	campinas	1,87,844.53	4.03
SP	guarulhos	1,44,268.39	4.04
SP	sao bernardo do campo	1,04,540.99	4.26
SP	santos	98,777.09	4.06
SP	santo andre	92,028.60	4.22
SP	osasco	82,157.86	4.17
SP	jundiai	81,310.30	4.11
SP	sao jose dos campos	78,650.94	4.21
SP	sorocaba	76,551.76	4.19
SP	ribeirao preto	65,637.01	4.18
SP	piracicaba	52,307.98	4.17
SP	mogi das cruzeiras	52,007.78	4.10
SP	barueri	51,328.35	4.09
SP	sao jose do rio preto	47,070.55	4.14
SP	maua	43,639.96	4.15
SP	bauru	39,462.26	4.16
SP	praia grande	39,158.38	4.07
SP	indaiatuba	37,334.10	4.11
SP	taboao da serra	35,733.30	4.03
SP	marilia	33,904.28	4.27
SP	sao caetano do sul	32,452.60	4.29
SP	carapicuiaba	32,235.88	4.12
SP	cotia	31,082.38	4.09
SP	guaruja	29,773.76	4.06
SP	sao carlos	29,743.95	4.09
Total		52,02,955.05	4.11

City wise sale for state RR

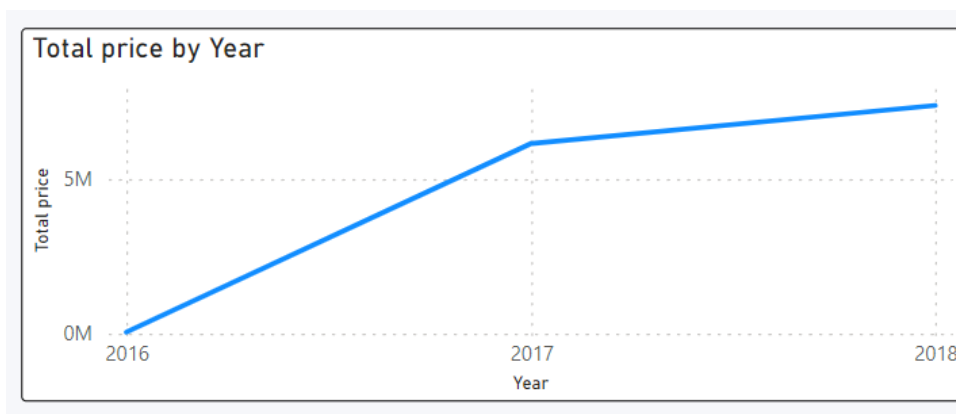
customer_state	customer_city	Sum of price	Average of order_reviews_dataset.review_score
RR	boa vista	7,739.53	3.57
RR	bonfim	89.90	4.00
Total		7,829.43	3.58

7. Seasonal Sales Patterns: Investigate and visualize any seasonal patterns(Quarterly) or trends in sales data over the course of the year.

- Quarter 2 has highest sales, as we can see that order count increases sales increases



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.



- From 2016 to 2017 the sales increases.
- Below graph show the sales for highest rated product Health Beauty

