LEARNINGS

- Create interactive dashboard to track and analyze online sales data
- Used complex parameters to drill down in worksheet and customization using filters and slicers
- Created connections, join new tables, calculations to manipulate data and enable user driven parameter for visualization
- Used different types of customized visualization (bar chart, pie chart, donut chart, clustered chart, scatter chart, line chart, area chart, map, slicers, etc)

INSIGHTS

- Customers are more likely to use Payment mode COD (44%)
- Max quantity sales in clothing category (63%)
- Maharashtra and Madhya Pradesh has the max sum of amount
- Printers, Bookcases and Saree has the max sum of profit