



## E-COMMERCE DATA ANALYSIS

### SUMMARY:

- CREATED INTERACTIVE DASHBOARD TO TRACK AND ANALYZE ONLINE SALES DATA.
- MICROSOFT EXCEL CONNECT WITH THE POWER BI. (DATA IMPORTS FROM EXCEL)
- 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 PARAMETERS FOR VISUALIZATIONS.
- USED DIFFERENT TYPES OF CUSTOMIZED VISUALIZATION (BAR CHART, PIE CHART, DONUT CHART, CLUSTERED BAR CHART, SCATTER CHART, LINE CHART, AREA CHART, MAP, SLICERS, ETC).

# E-COMMERCE DATA ANALYSIS

## INSIGHTS PROVIDED:

- SUM OF AMOUNT BY STATE: MAHARASHTRA, MADHYA PRADESH, DELHI, UTTAR PRADESH.
- SUM OF QUANTITY BY CATEGORY: FURNITURE (18%), ELECTRONICS (19%), CLOTHING (63%).
- SUM OF AMOUNT BY CUSTOMER NAME: HARIVANSH, SHIVA, MADHAV, SARITA, MADAN MOHAN.
- SUM OF QUANTITY BY PAYMENT MODE: CREDIT CARD (11%), EMI (12%), DEBIT CARD (16%), UPI (18%), COD (44%).
- SUM OF PROFIT BY SUB-CATEGORY: PRINTERS, PHONES, ACCESSORIES, BOOKCASES, SAREE.
- PROFIT BY MONTH: JANUARY, FEBRUARY, MARCH ETC.
- SUM OF PROFIT BY STATE AND CITY ON MAP.



ECOMMERCE SALES DASHBOARD

Qtr 1

Qtr 2

Qtr 3

Qtr 4

City

All

161K

Sum of Amount

26K

Sum of Profit

2008

Sum of Quantity

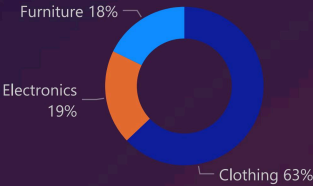
44K

Sum of AOV

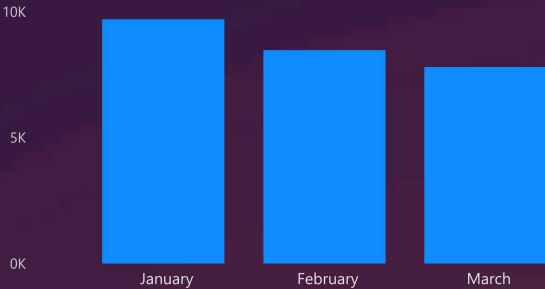
Sum of Amount by State



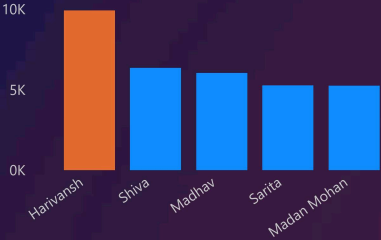
Sum of Quantity by Category



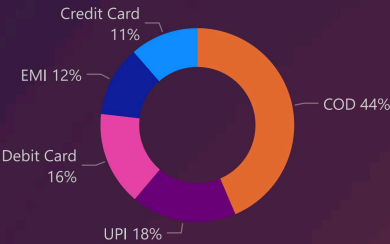
Profit by Month



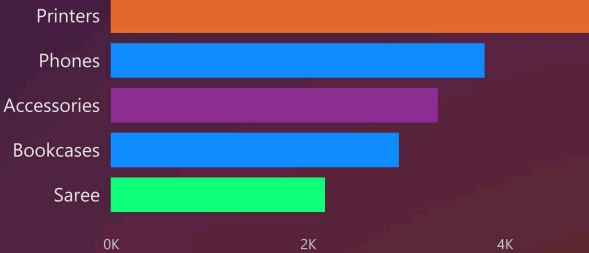
Sum of Amount by CustomerName



Sum of Quantity by PaymentMode



Sum of Profit by Sub-Category



### Sum of Profit by State and City

