

Dashboard

State

All

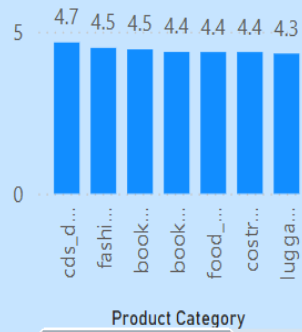
Year, Quarter, Month

All

Product Category

All

Product Rating Analysis Top 10 Highest

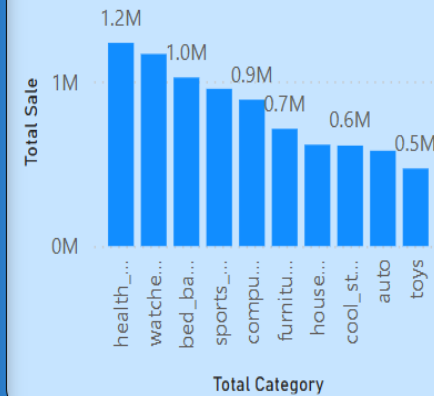


Total Sale
13.22M

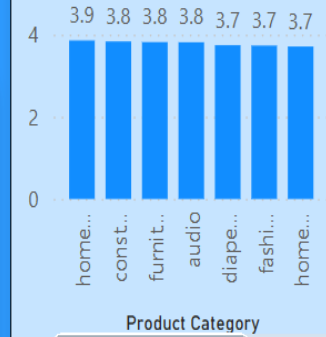
State Wise Sales Analysis



Top Categories by Total Sales



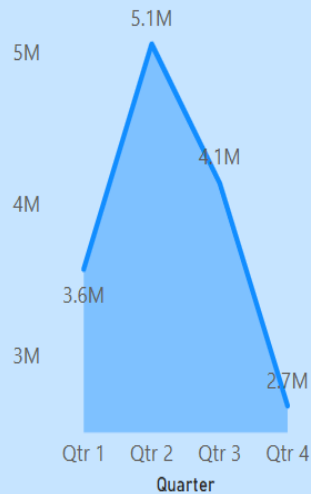
Product Rating Analysis Top 10 Lowest



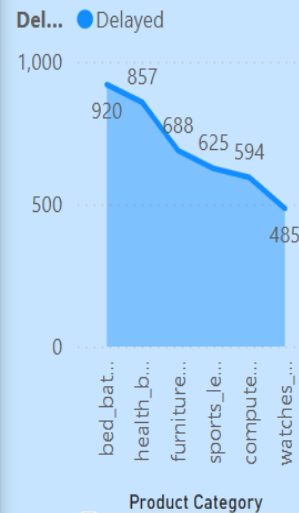
Total No. of Order items

132K

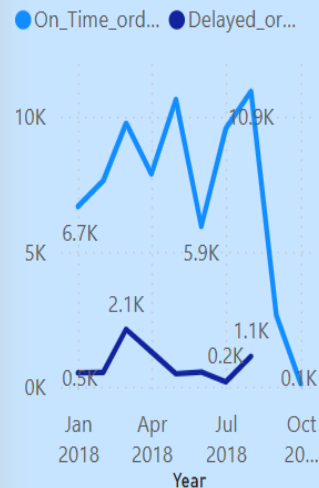
Seasonal and Yearly basis total Revenue



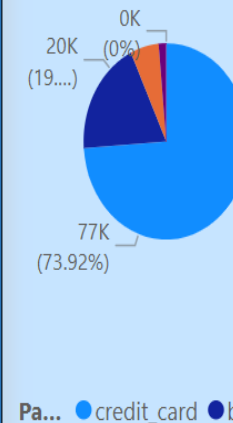
Delayed Ordered Analysis



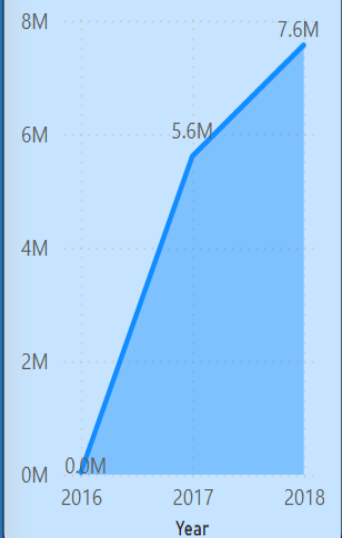
Monthly and Yearly On-time and Delayed Orders



Payment Method Analysis



Seasonal and Yearly basis total sales



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Dashboard:

The referred dashboard is highly useful for Store in the e-commerce market, supporting areas such as Business Analysis, Marketing Analysis, and Market Research. It can be utilized to apply strategic frameworks like STP (Segmentation, Targeting, and Positioning) and the BCG Matrix, helping to uncover opportunities to increase market share and develop effective growth strategies.

Navigation:

Measures-

- Total Sale- Sum of all product prices (excluded shipping)
- Total Revenue- Total income received from customers.

Slicers – Basis for In-Depth Analysis

To empower dynamic filtering and focused insights across the dashboard, the following slicers have been implemented:

Customer State: Enables regional performance analysis, identifying trends, preferences, and challenges specific to different states.

Year: Allows time-based comparison and trend identification across multiple years, supporting seasonal and annual analysis.

Product Category: Facilitates product-level deep dives to understand category-wise performance, popularity, and contribution to revenue.

Multi-Level Data Filtering with Slicers

Using the slicers for Year, Customer State, and Product Category, users can filter the data at multiple levels and explore various combinations of time periods, regions, and product segments.

This interactive capability enables deeper insights and supports more flexible, targeted analysis for example:

- Comparing product performance across different states in a specific year
- Analysing trends within a particular product category over multiple years.
- Evaluating regional performance for selected categories

Card-

- Total Sales
- Total no. of Orders items- Sum of order-item-id, and order status is delivered.

Note on Data Considerations:

All calculations in this analysis are based exclusively on orders with a status of "Delivered", and the Customer Delivered Date is used for all date- or year-based metrics.

This approach was chosen because many orders marked as "Cancelled" or with other non-delivered statuses typically indicate:

A refund has been processed,

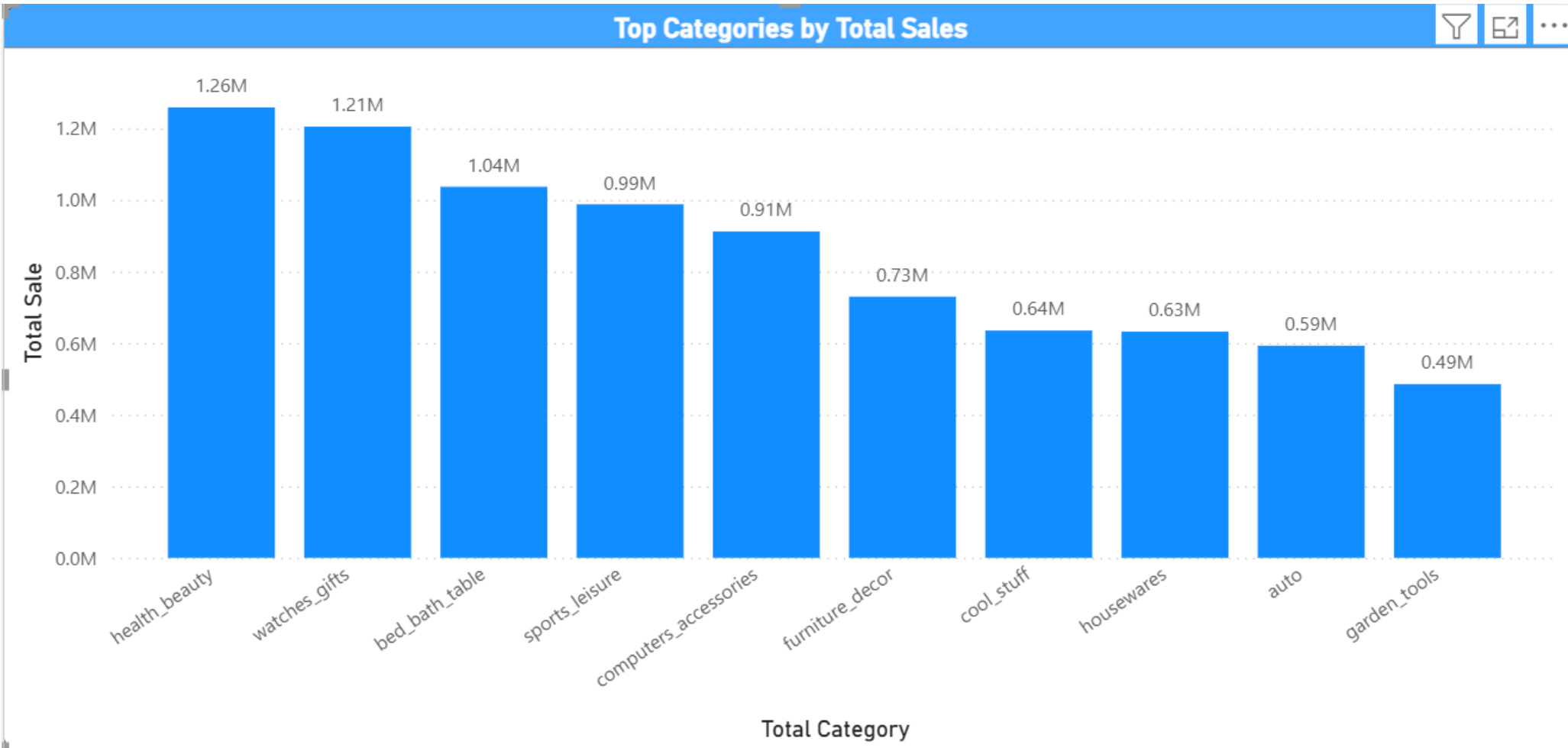
The product was returned, or

The order was not successfully placed.

Including such orders would lead to misleading insights and compromise the accuracy of key performance indicators. Therefore, only successfully delivered orders have been considered to ensure the analysis reflects genuine sales activity and customer fulfilment.

1.Top Categories by Total Price:

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



Findings/ Key Insights:

As per the data/graph-clustered column chart with the following configuration:

X-Axis: Product Category Name

Y-Axis: Total Sales

Health & Beauty is the top-performing product category overall, followed by Watches & Gifts, and Bed Bath & Table.

By applying a year-based slicer, we can observe shifts in customer preferences:

In 2018, the top categories were:

Health & Beauty

Watches & Gifts

In 2017, the leading categories were:

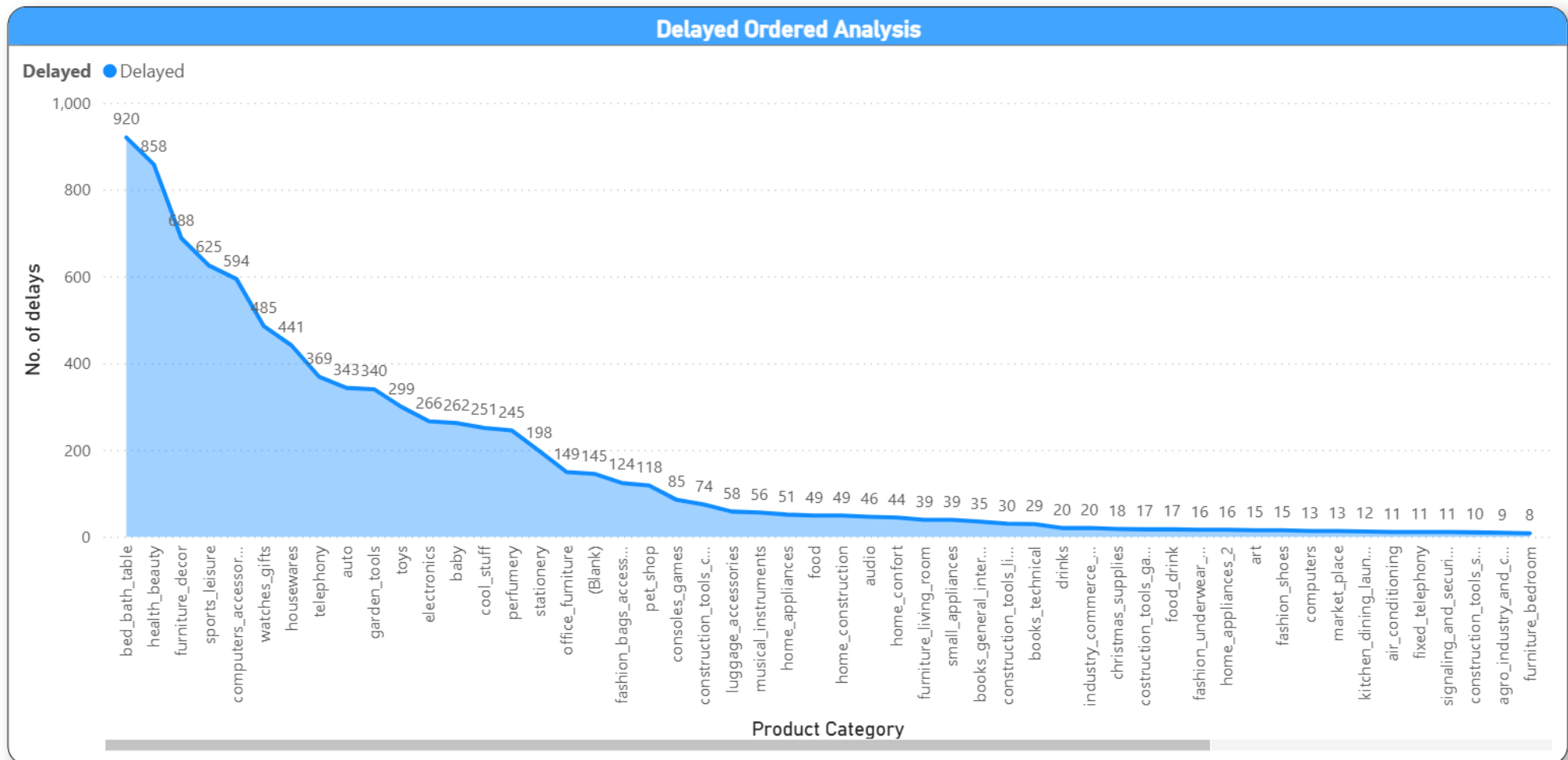
Bed, Bath & Table

Health & Beauty

Additionally, by using a State slicer, we can further analyze product performance on a regional level to identify the top 10 categories by state, enabling deeper, location-specific insights.

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.



Findings/ Key Insights:

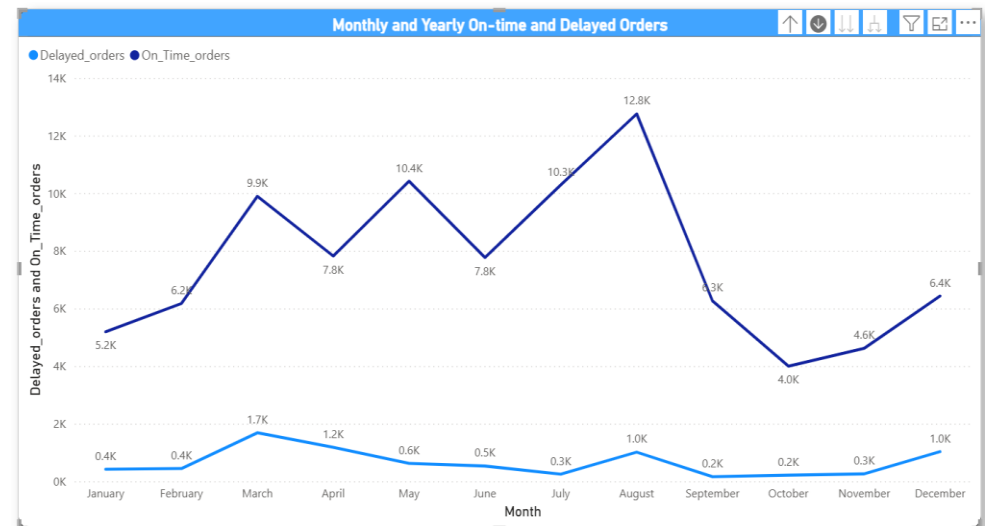
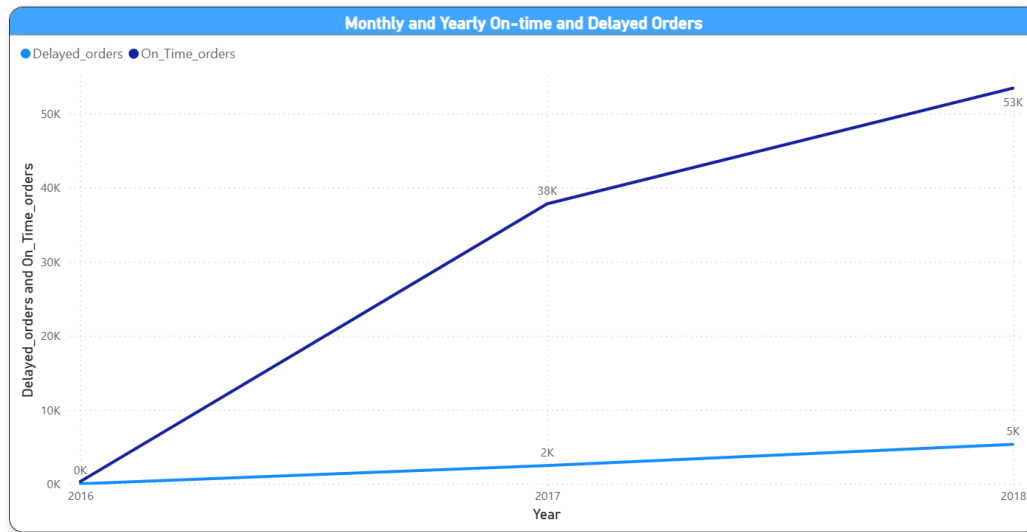
As per the data/graph- Bed Bath Table and Health Beauty have the highest product delay rates among all other categories.

This analysis can be further deepened by applying filters such as Year and Customer State to uncover patterns and trends across different time periods and regions.

A high delay rate can negative impact on customer satisfaction and potentially lead to a loss of market share.

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.



Findings/ Key Insights:

Created a line chart and analysis based on data_drill and slicers.

As per the year chart, we analysis in 2018 on-time delivery has increased in comparison to 2016 and 2017.

As per the month chart, we can customize based on the year slicer/filter in which month most of the delay happen.

4.Payment Method Analysis:

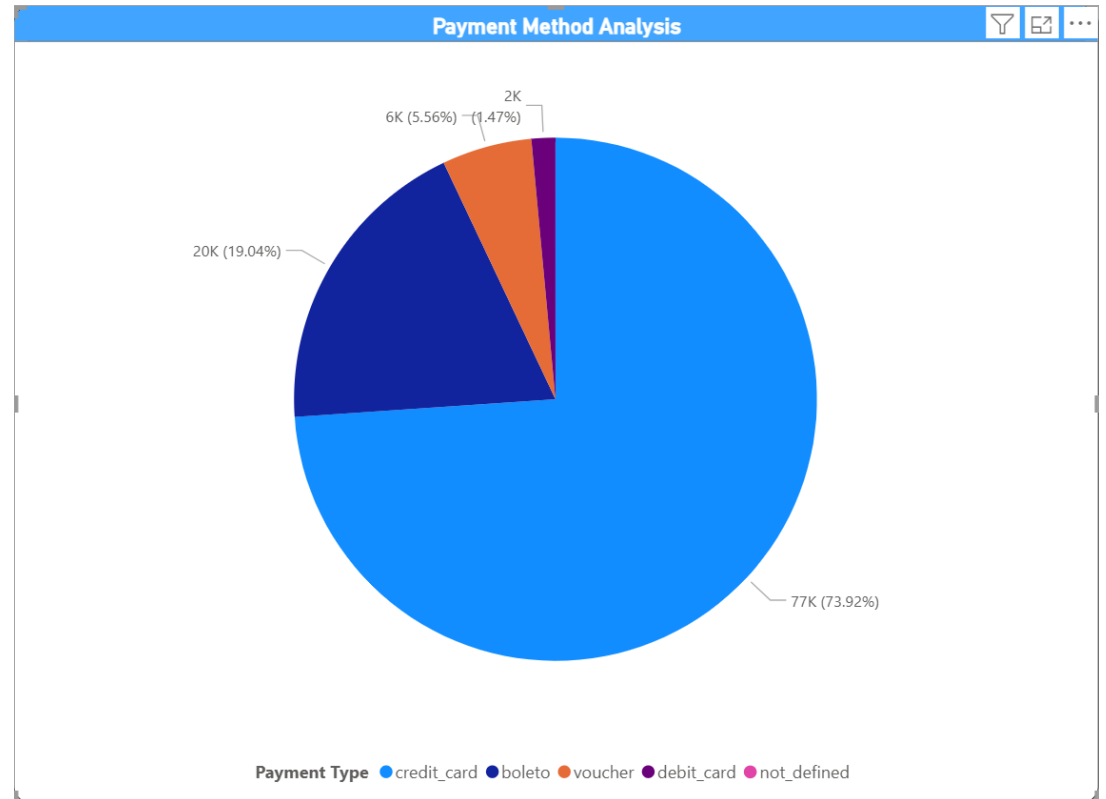
Analyze the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.

Findings/ Key Insights:

Based on the data and visual analysis, Credit Card emerges as the most commonly used payment method among customers.

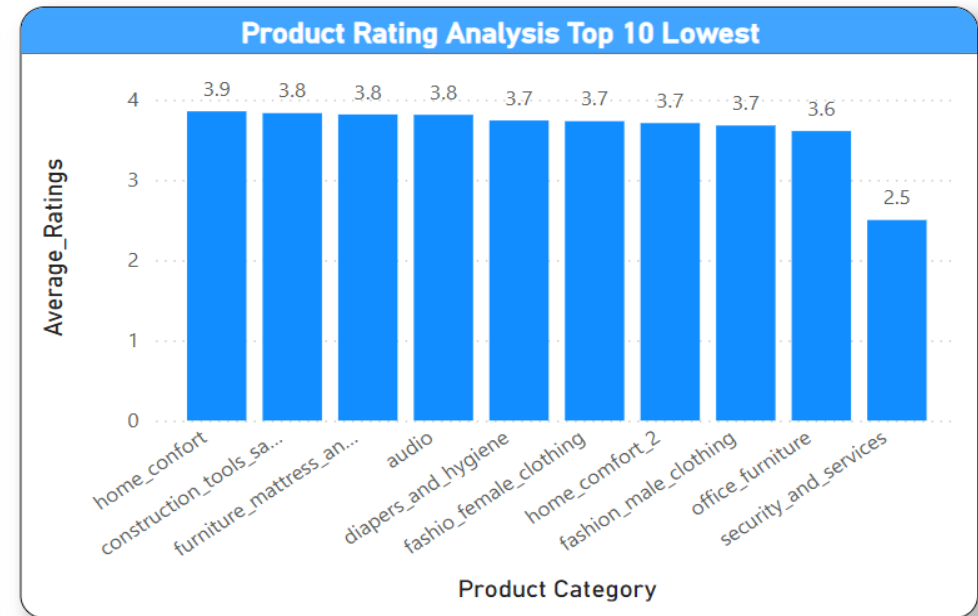
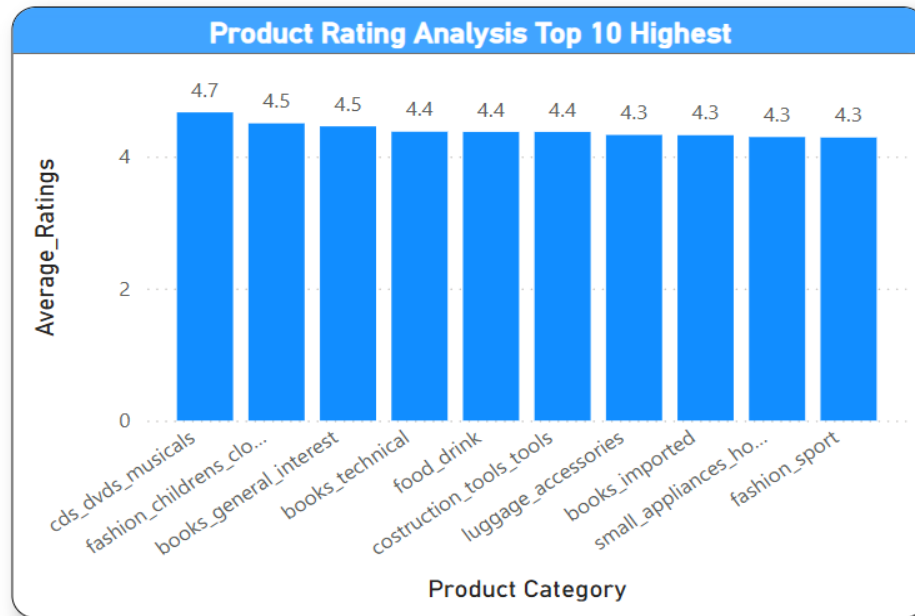
By applying slicers and filters such as Year, Customer State, or Product Category, we consistently observe that Credit Card remains the preferred payment option across various customer segments.

This insight highlights the importance of maintaining a smooth and secure credit card transaction process to support customer convenience and satisfaction.



5. Product Rating Analysis:

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



Findings/ Key Insights:

To gain deeper insight into customer preferences, I used two bar charts:

Top 10 Highest Average-Rated Product Categories

Top 10 Lowest Average-Rated Product Categories

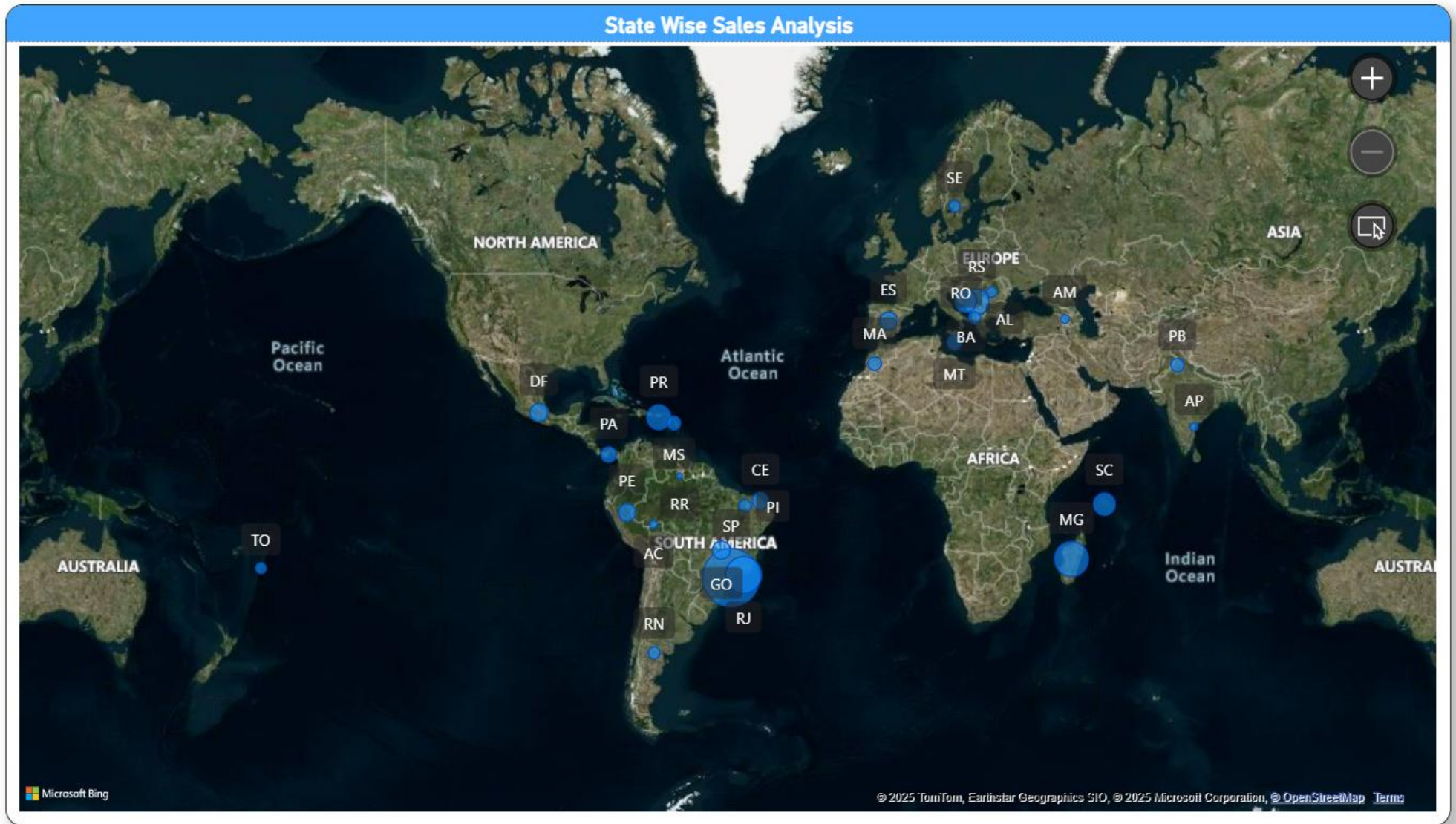
In the highest-rated categories, CD_DVDs_Musicals and Fashion_Children's_Clothing stand out as the most preferred and positively reviewed product categories.

In contrast, the lowest-rated categories include Security and Services, indicating areas where customer satisfaction is significantly lower.

By leveraging slicers such as Year, Quarter, and Region, we can further analyze trends over time and across geographies.

6. State-wise Sales Analysis:

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



To gain deeper insights into regional sales performance, I used Map Chart for a more intuitive and visual representation.

Chart Details:

Bubble Size represents Total Sales

Larger bubbles indicate higher total sales

Smaller bubbles indicate lower total sales

Findings/ Key Insights:

SP (São Paulo) stands out as the region with the highest total sales, represented by the largest bubble on the map.

On the other hand, RR (Roraima) records the lowest total sales, marked by one of the smallest bubbles.

Using this map, combined with slicers like Year, Quarter, and Product Category, allows for dynamic exploration of sales trends.

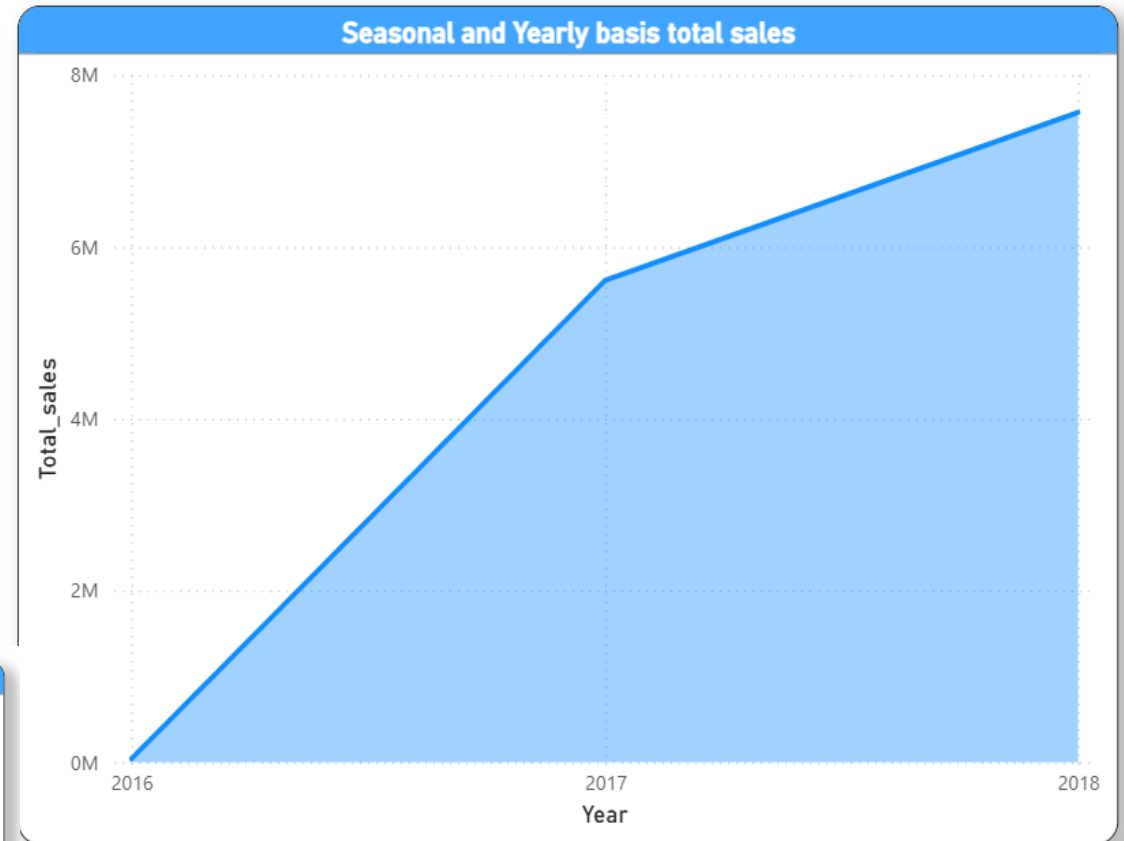
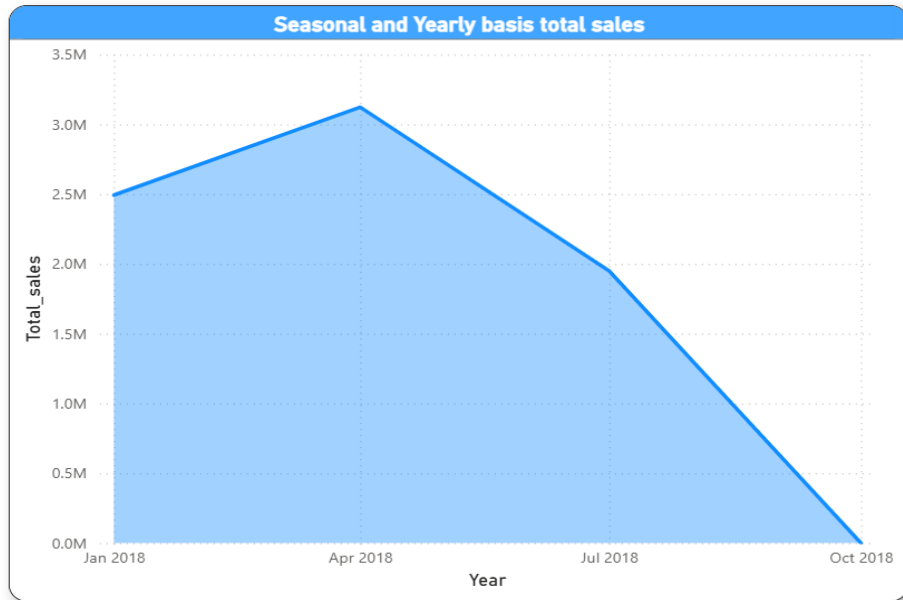
7. Seasonal Sales Patterns:

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

Findings/ Key Insights:

To gain deeper insights into sales performance over time, I used an Area Chart with the Data Drill feature enabled. This allows for a detailed analysis of sales trends by Year and Quarter.

Key Insight: In 2018, the total sales were significantly higher compared to the previous two years (2016 and 2017), indicating strong business growth and improved market engagement during that period.

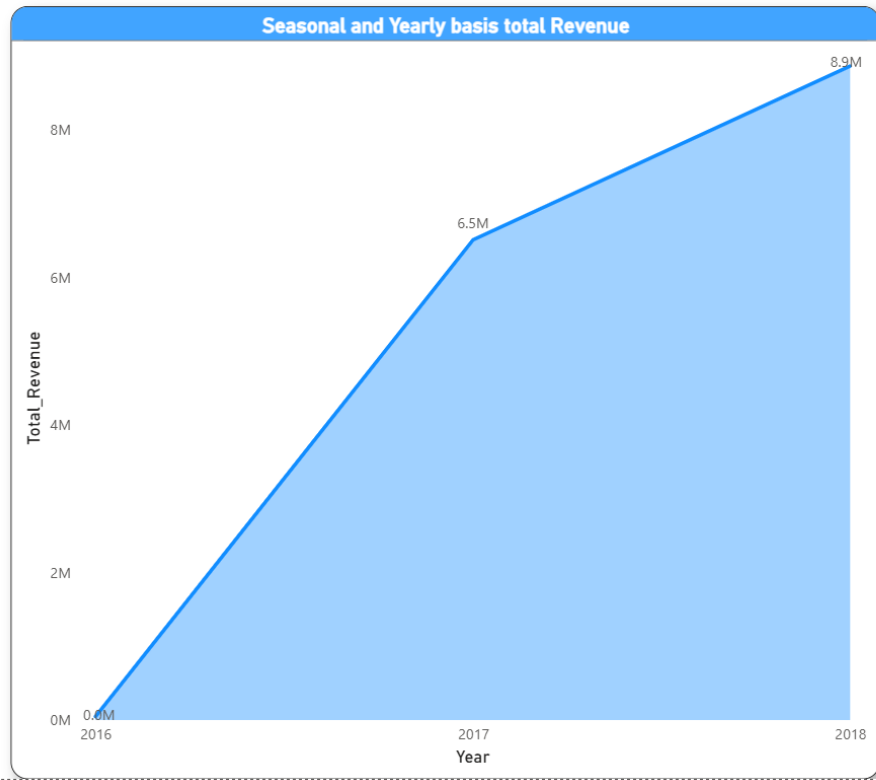


However, in 2018, the highest total sales were observed around the end of Q1 and the beginning of Q2, specifically in April 2018.

This period outperformed all other quarters of 2018 in terms of sales volume, suggesting a seasonal sales peak or a successful campaign/promotion during that time.

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.

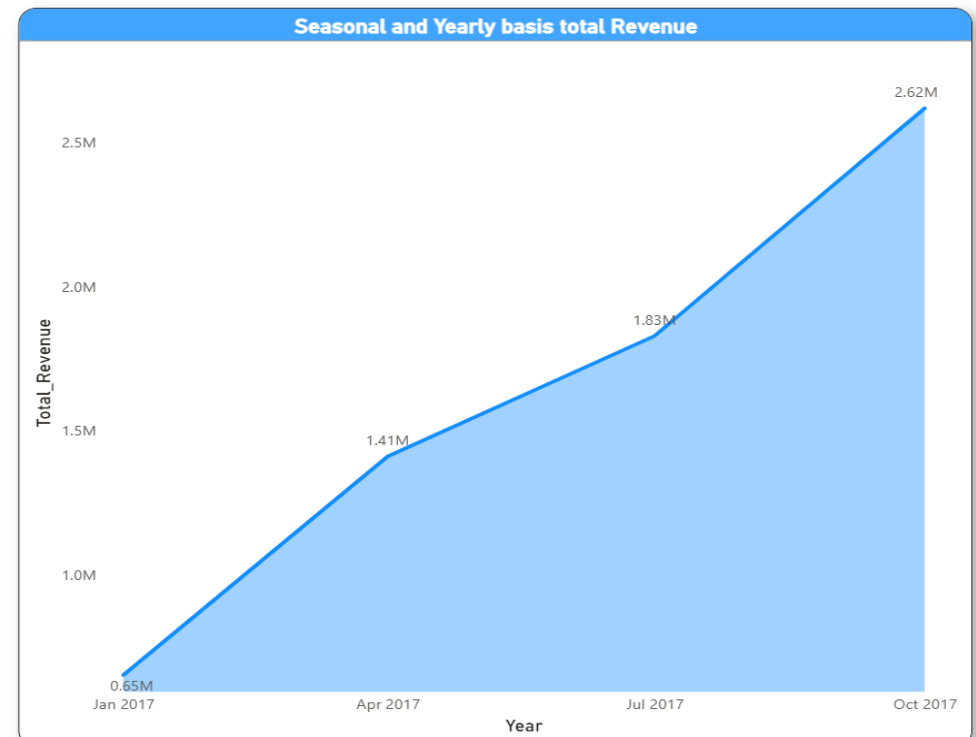


Findings/ Key Insights:

Total Revenue- Sum of Order Value.

To gain deeper insights into revenue performance over time, I used an Area Chart with the Data Drill feature enabled. This allows for a detailed analysis of revenue by Year and Quarter.

Key Insight: In 2018, the total revenue were significantly higher compared to the previous two years (2016 and 2017), indicating strong business growth and improved market engagement during that period.



Also, used the drill option we can analyse the total revenue on the basis of quarter with month and day.

This level of analysis is essential for making data-driven decisions and enhancing overall business planning.