Shopify
Analysis

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Steps in Project

✔ Requirement Gathering/ Business Requirements

✔ Data Walkthrough

✔ Data Connection

✔ Data Cleaning / Quality Check

✔ Data Modeling

✔ Data Processing

✔ DAX Calculations

✔ Dashboard Lay outing

✔ Charts Development and Formatting

✔ Dashboard / Report Development

✔ Insights Generation

BUSINESS REQUIREMENT

The goal of this project is to analyze Shopify sales data in Power BI to uncover meaningful insights into transaction performance, customer purchasing behavior, and long-term customer value. By designing an interactive dashboard, the objective is to help stakeholders identify patterns in revenue generation, customer retention, and engagement trends to support data-driven decision-making.

KPI's Requirements

1 Sales Overview

This section focuses on evaluating the overall health and effectiveness of sales operations by tracking:

➤ **Total Sales:** Total revenue generated before tax.
➤ **Total Quantity:** The cumulative number of products sold.
➤ **Net Average Order Value:** The average revenue per transaction, excluding tax.

BUSINESS REQUIREMENT

KPI's Requirements

2 Customer Purchase Behavior

Understanding how customers interact with the business is critical. This section highlights:

➢ Total Unique Customers: The count of unique buyers.
➢ Single Order Customers: Customers who placed only one order.
➢ Repeat Customers: Customers with more than one order, indicating loyalty.

3 Customer Value & Retention

To evaluate long-term growth and customer value, this section includes:

➢ Lifetime User Value (LTV): The total revenue generated by a customer over time.
➢ Customer Repeat Rate: The percentage of customers who return to make another purchase.
➢ Purchase Frequency: How often customers place orders, on average.

BUSINESS REQUIREMENT

Charts Requirements

1 Regional Overview - Province and Cities

Filled Map (Province-Level)

➤ Purpose: Display province-wise performance using color saturation based on the selected measure.
➤ Interactivity: Changes dynamically with the measure selector.

Bubble Map / Density Map (City Level)

➤ Purpose: Visually represent sales or customer density at a more granular level.
➤ Bubble Size or Heat Intensity: Driven by the selected measure.
➤ Tooltip: Shows all key metrics (Net Sales, Quantity, Total Customers, Repeat Customers).

Bar Chart (City-Level Performance)

➤ Purpose: Compare top-performing cities based on the selected KPI.
➤ Sorted: Descending order by selected measure.
➤ Dynamic: Interacts with slicers/filters and responds to the KPI selector.

BUSINESS REQUIREMENT

Charts Requirements

2 Sales Trend Over Time

Area Chart – Trend by Day

➤ Purpose: Show the daily trend of the selected measure (e.g., daily Net Sales or daily Repeat Customers).
➤ Interactivity: Changes dynamically based on the selected measure.

Bar Chart or Line Chart – Trend by Hour

➤ Purpose: Display sales or customer activity by hour of the day (e.g., 0–23 hrs), revealing peak activity periods.
➤ Use Case: Helps understand time-of-day behavior, useful for marketing or operational timing decisions.

BUSINESS REQUIREMENT

Charts Requirements

3 Gateway Payment Method

➤ Identify the most and least used payment methods.
➤ Detect customer preferences across regions or campaigns.

4 Product Type

➤ Determine which product types generate the highest revenue and order volume.
➤ Understand how customer engagement varies across different product categories.

BUSINESS REQUIREMENT
Charts Requirements

➢ Provide a dedicated page to display transaction-level or detailed data.
➢ Allow users to drill through from summary visuals (like charts and KPIs) to see underlying records.
➢ Enable users to explore data at a granular level, such as individual orders, customers, or product types.
➢ Help explain summary trends and validate aggregated metrics with raw data.

Thank You

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