

DATA & BUSINESS ANALYST

E – COMMERCE ANALYSIS USING POWERBI



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Problem Statement

- This e-commerce product analysis project aims to provide valuable insights into the e-commerce landscape, benefiting both businesses and consumers by informing strategic decisions and optimizations.
- identifying popular product categories and brands.
- Analyzing pricing trends and discount strategies.
- Understanding seller behavior and performance.
- Investigating customer preferences and product satisfaction.
- Exploring correlations between various attributes such as price, rating, and brand.
- Extract valuable insights from textual data using text analysis techniques, uncovering hidden trends and patterns in product descriptions and details (Optional).

Analysis is Made on PowerBi Tool

E-COMMERCE SALES ANALYSIS DASHBOARD

category, brand

- ☒ Bags, Wallets & Belts
- ☒ Clothing and Accessories
- ☒ Footwear
- ☒ Toys

576.65M

Total Sales

Avg Rate

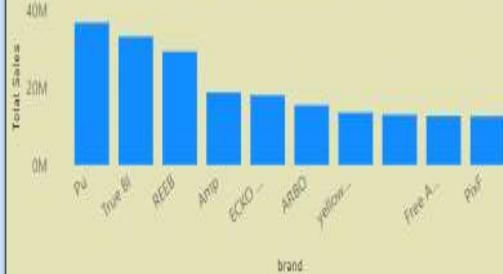
3.64

"CS-2005" Tennis Shoes For Men (Blue, Yellow)

"CS-2030" Knitted Badminton Shoes For Men (Blue)

"CS-2030" Knitted Badminton Shoes For Men (Orange, Green)

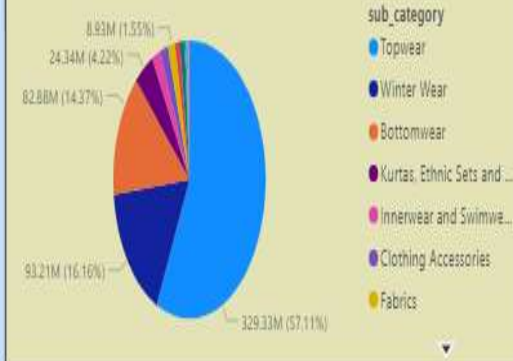
Pop brand by Total Sales



Popular category by Total Sales



Total Sales by sub_category



Avg of selling_price and Avg of actual_price by Brands,discount



E-COMMERCE SALES ANALYSIS DASHBOARD

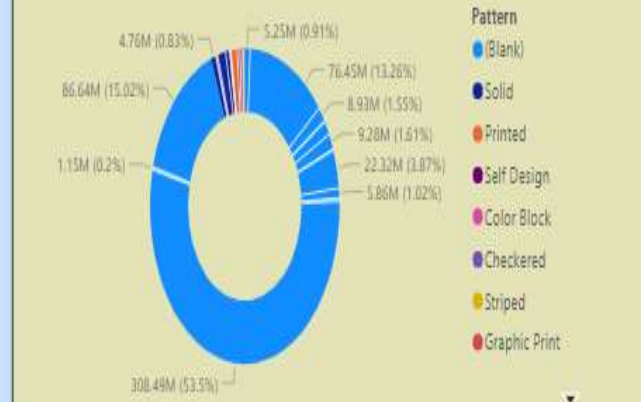
Seller Performance on prod sold ,rating based on brands

seller
ZONAC
ZIYAA
ZAYSOO
ZAMBET
Ysway(New Sell
yunku
Yellow Saint
Yadadhri
Xolle
Xolle
XIMI VOGUE
X Studio
www.pmcmmall.com
Total

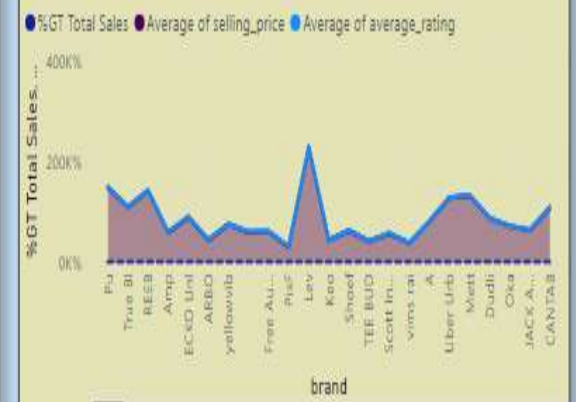
Customer Preference by Pro_details,rating,Discount

category	brand	Average of average_rating	Fabric	F
Clothing and Accessories		3.66		
Clothing and Accessories		3.74		
Clothing and Accessories		3.70		
Clothing and Accessories		3.72		
Clothing and Accessories		3.70		
Clothing and Accessories		3.80		
Clothing and Accessories		3.70		
Clothing and Accessories		3.80		
Clothing and Accessories		3.90		
Clothing and Accessories		3.80		
Clothing and Accessories		3.80		
Clothing and Accessories		3.30		
Clothing and Accessories		3.80		
Total		3.64		

Total Sales by Pattern and sub_category



Total Sales %, Avg of selling_price & Avg_rating by brand



DATA CLEANING

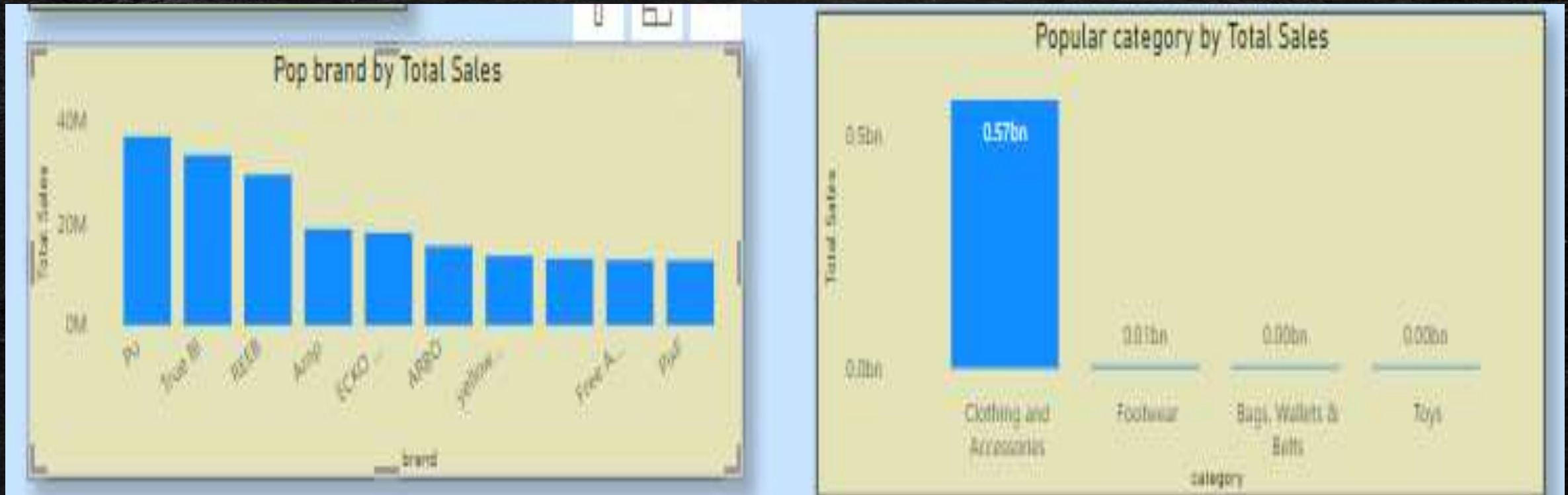
- The Given data set is in JSON format . So, we get data through JSON format.
- We load and Transform the JSON through power query.
- We might do Data cleaning and Data processing in power query.
- In power query we used first row as header, remove the duplicate and rename the empty field as null.
- we also extract the Product details before they are in list format ,we transform and extracted using split by delimiter
- we analyze and created new measure for Total Sales
- we also analyze and took only the right columns that need for futher requirements.

EXPLOTARY DATA ANALYSIS & CHART

- Listed the Fashion Products by Brands and Category in Slicer so that Customer as well as seller can easily filter about their needs. In that Slicer card is used.
- We set the Card for Total Sales and Average rating for products.
- Multi row card is used to show the Title of the products. These are three basic visuals that can easily filter & analyze the products by both Customers & Sellers.



- * We find out popular brands and categories through the Total sales of the products. In X axis we placed Brand and category also filter only Top 10 based Total sales that are placed in Y axis for this we used (Stacked Column Chart).
- * We also find out the over sales distribution of products through the sub-categories. We used pie chart for this (Legend - Sub categories, values - Total Sales)



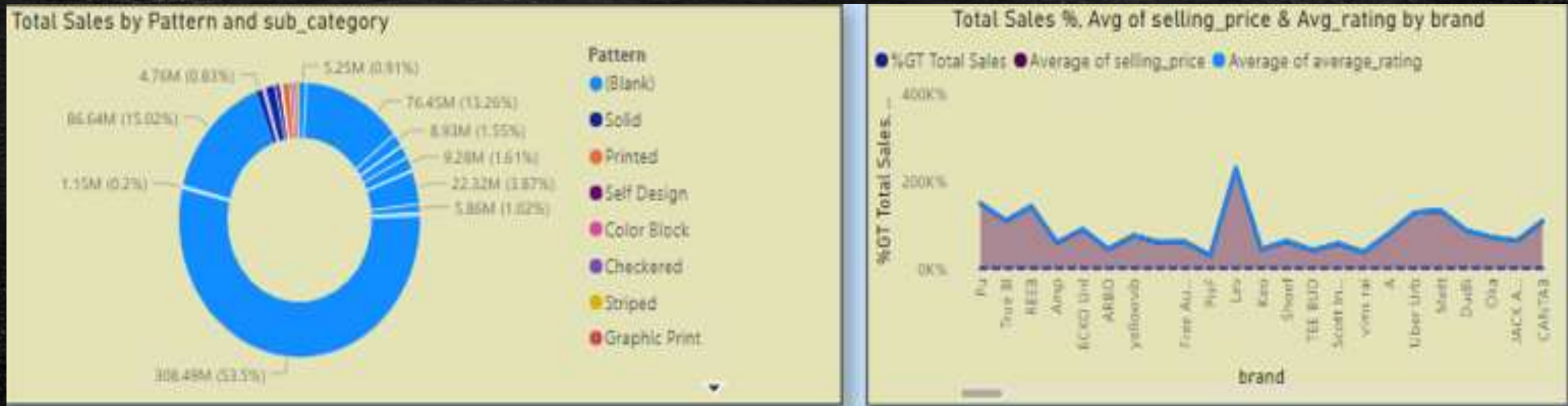
- we also find out price distribution and discount strategies based on Avg selling, actual price by category and discount. For this we used area chart (X axis - category, discount ,y axis - Avg sell price , secondary Y axis - Avg actual price)
- seller performance based on product sold, rating by brand wise for this we used table chart. list of items we used for table charts are (columns - seller, count of pid, avg rating, brand).
- Customer preference based on product details, rating, discount for this we used table so that user can easy able to view columns like category, brand, avg rating, fabrics etc.

Seller Performance on prod sold ,rating based on brands				
	seller			
ZONAC				
ZIYAA				
ZAYSOO				
ZAMBET				
Ysway(New Sell				
youuky				
Yellow Saint				
Yadadhel				
Xolle				
Xolle				
XIMI VOGUE				
X Studio				
www.pmcmmall.com				
Total				

Customer Prefrence by Pro_details,rating,Discount				
category	brand	Average of average rating	Fabric	F
Clothing and Accessories		3.66		
Clothing and Accessories		3.74		
Clothing and Accessories		3.70		
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Clothing and Accessories		3.80		
Clothing and Accessories		3.80		
Clothing and Accessories		3.30		
Clothing and Accessories		3.80		
Total		3.64		

* We have used the Donut chart to show the overall percentage of total sales of products by product details like Pattern, fabrics and their sub - category.

- We have used the Line chart to visualize the price details and rating. For this requirements, we used the Total sales %, Avg selling price, Avg rating by Brand wise.



THANKS