Analysis of E-Commerce dataset using Advanced Excel.

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Overview

- Introduction
- Visuals with Findings
- Dashboard
- Conclusion

Scenario

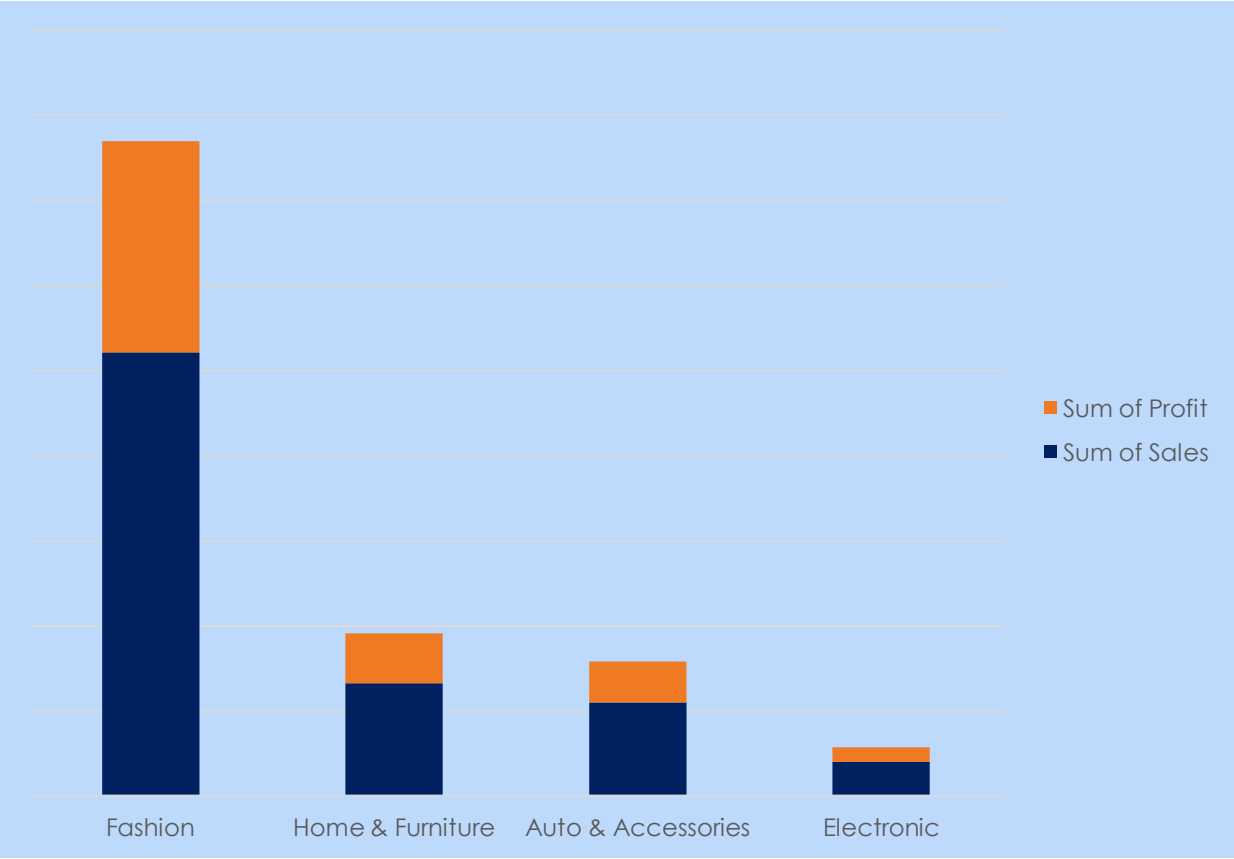
Aim -To analyze the sales based on various product categories.

Dataset – 2015 dataset with 51290 rows and 20 columns

Columns that needs to be focused are

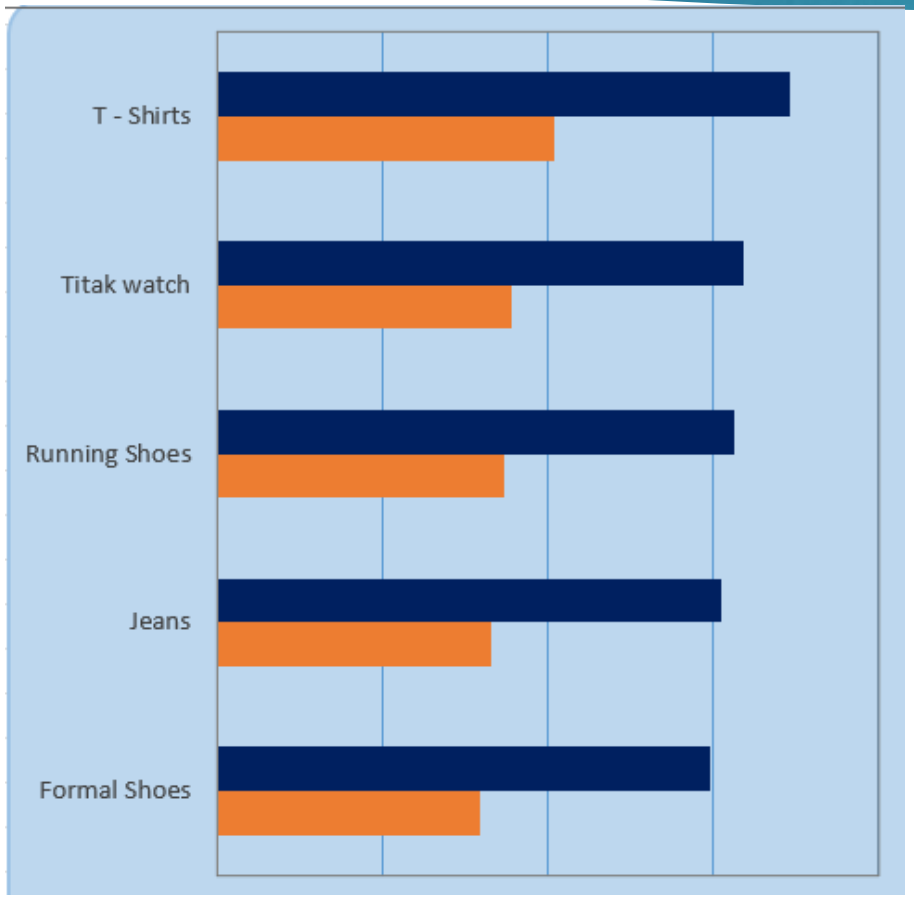
- Profit
- Sales
- Months
- Region
- Country

Sales and profit by Product Category



- Most in demand is the Fashion Category .
- The difference in sales for the Home & Furniture verses Auto and accessories is only 30K.
- Surprisingly in 2015,the electronic devices were of least in demand

Top 5 products by Sales and Profit

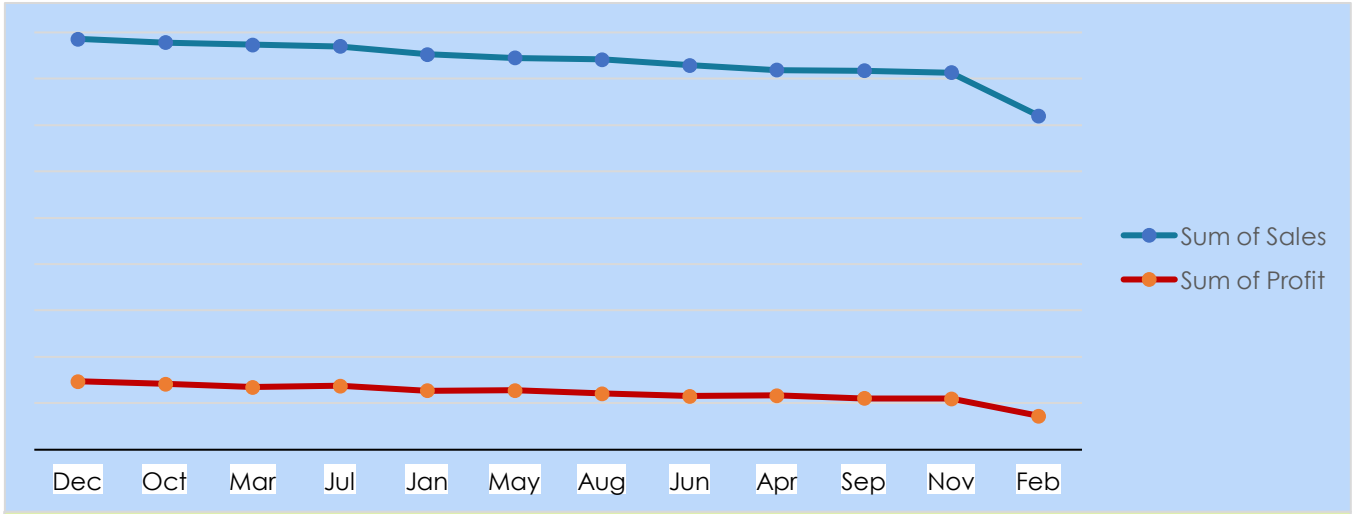


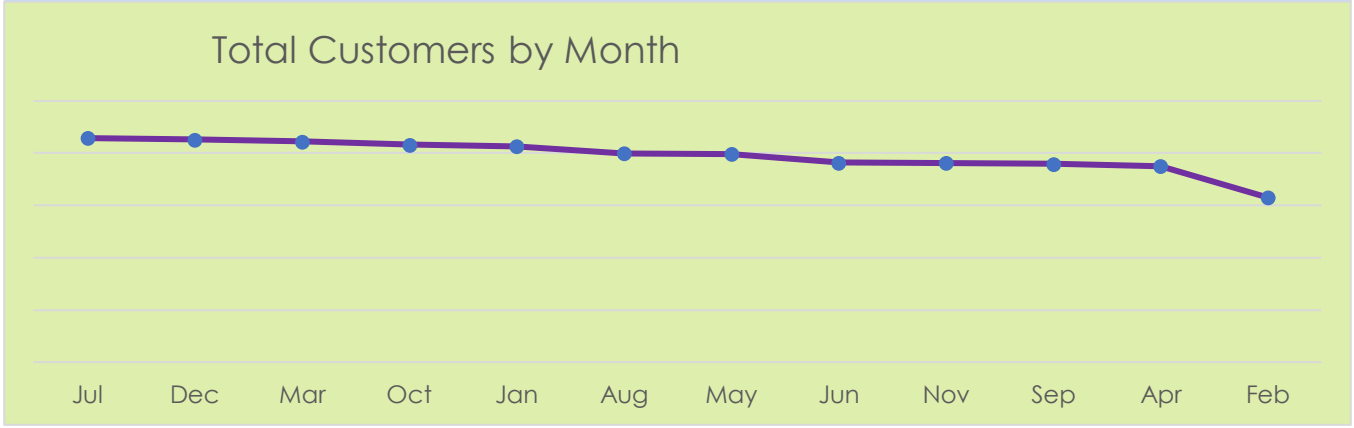
Both for Sales and Profit, the top 5 products are

- T-shirts
- Titak watch
- Running Shoes,
- Jeans
- Formal Shoes

All these products belong to the Fashion Category which is very famous among all other categories

Sales and profit By month





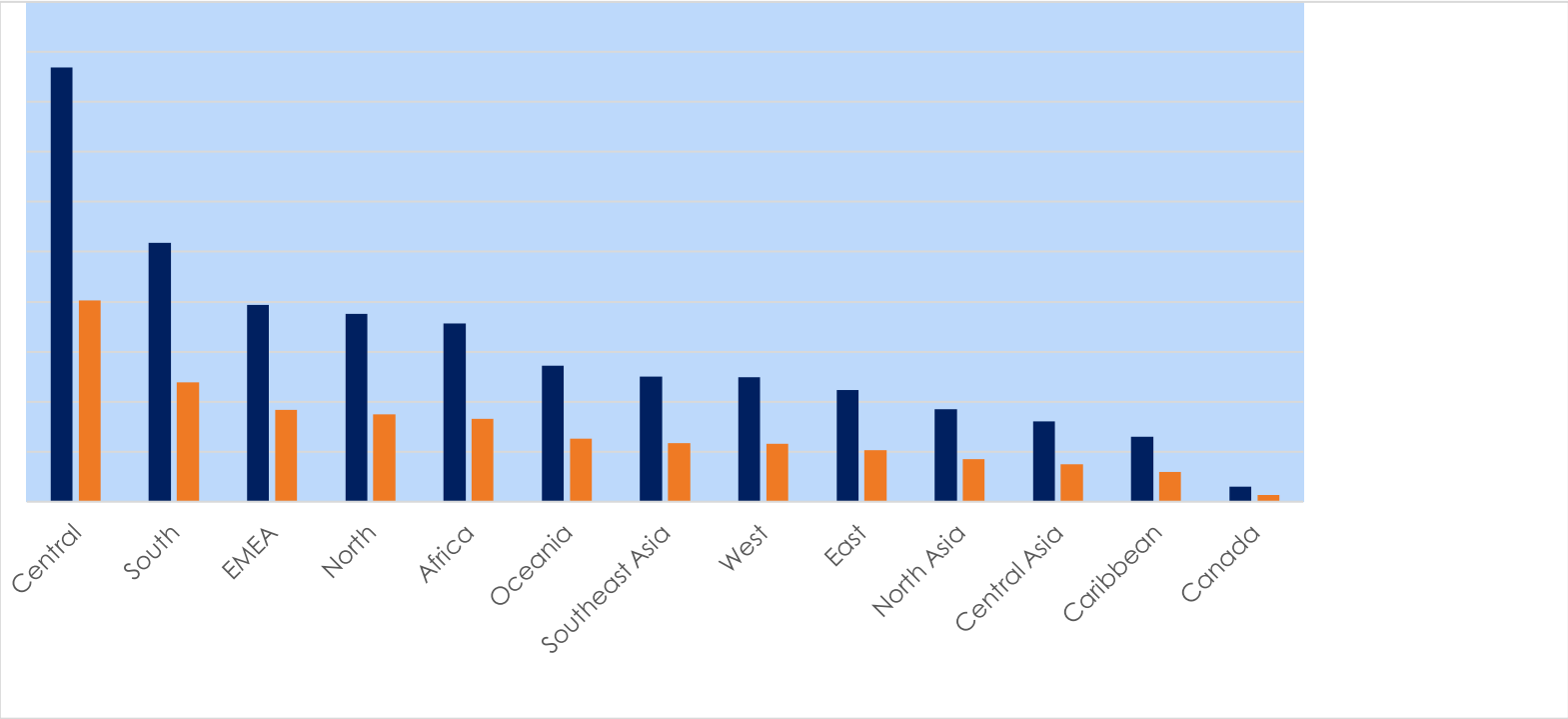
The Sales and profit are showing a similar pattern over the 12 months .

December being the highest sales and profit

February having the least sales and profit

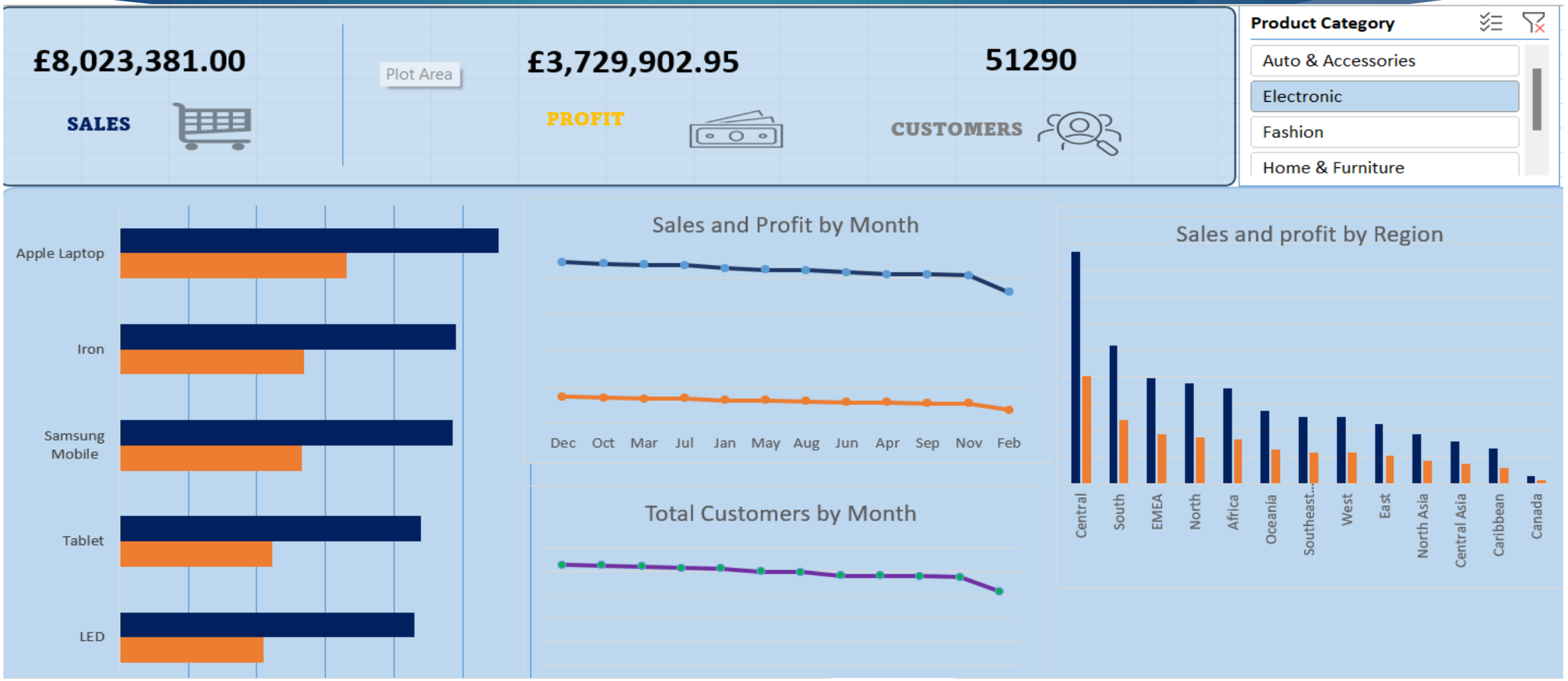
Surprisingly, the highest number of customers was in July and not in December .

Sales and profit by Region



Central region, South Region and EMEA are the top 3 regions that brings sales and profit in 2015.

Sales Dashboard



Conclusion

- Profit is very much dependent on the sales
- Customers are more interested into Fashion category over electronics , home and auto
- The Apple Laptop is the most in demand electronic device ,followed by Iron and Samsung mobile .

Thank you