

BA With Excel

Course-End Project:

E-Commerce Sales Dashboard

Introduction

The given project includes a dataset that shows the sales of products for past few years of an e-commerce company which has a vast network of customers around the world. The purpose here is to use the dataset in a way to help management gain actionable insights regarding the business.

The dataset provided includes a variety of features as in:

Order ID	Unique order ID of a product
Order Date	Order placement date
Ship Date	Shipment date of the placed order
Aging	Used to create a histogram bin
Ship Mode	Shipment mode of the placed order
Product Category	Product category
Product	Name of the product
Sales	Sales amount
Quantity	The amount or number of a material
Discount	A deduction from the usual cost of something
Profit	A financial advantage or benefit
Shipping cost	The amount required to ship the placed order
Order priority	Precedence of the placed order
Customer ID	Unique customer ID
Customer Name	Name of the customer
City	Unique city name
State	Unique state name
Country	Unique country name
Region	The part of a country
Months	The month of placing the order

Methodology

I created a sales dashboard that focuses on the different product categories mentioned in the dataset. In this dashboard, datapoints i.e., sales, profit and quantity are showcased according to each product category respectively. Also, I have included charts and tables that present the monthly sales and profit of the company for each product category. Alongside, the region-wise sales of respective category have also been displayed using charts. A histogram providing the number of orders aging-wise is also created. Throughout this project, I

have used various Excel features such as Pivot Table, Data Analysis ToolPak, Combo box from Developer ribbon, Excel functions such as Vlookup, Sumifs, etc. to achieve the desired result.