

DAYANANDA SAGAR UNIVERSITY



MINI PROJECT REPORT ON “PRODUCT TRACKING ECOMMERCE DASHBOARD”

Submitted By:

VEDANTH V BALIGA	ENG20DS0044
SANJAY M	ENG20DS0037
VINAYAK M SHENOY	ENG20DS0047

of

BACHELOR OF TECHNOLOGY

in

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

at

**DAYANANDA SAGAR UNIVERSITY SCHOOL OF
ENGINEERING, BANGALORE-560068**

**6TH SEMESTER
(Course Code: 20DS3605)**

BUSINESS INTELLIGENCE

DAYANANDA SAGAR UNIVERSITY



CERTIFICATE

This is to certify that the Mini project report entitled **“PRODUCT TRACKING ECOMMERCE DASHBOARD”** being submitted by **VEDANTH V BALIGA** to Department of Computer Science and Engineering, Dayananda Sagar University, Bangalore, for the 6th Semester B.Tech CSE of this University during the academic year 2022-2023.

Date: 08-05-2023

Signature of the Faculty Incharge

Signature of the Chairman

DAYANANDA SAGAR UNIVERSITY



CERTIFICATE

This is to certify that the Mini project report entitled **“PRODUCT TRACKING ECOMMERCE DASHBOARD”** being submitted by **SANJAY M** to Department of Computer Science and Engineering, Dayananda Sagar University, Bangalore, for the 6th Semester B.Tech CSE of this University during the academic year 2022-2023.

Date: 08-05-2023

Signature of the Faculty Incharge

Signature of the Chairman

DAYANANDA SAGAR UNIVERSITY



CERTIFICATE

This is to certify that the Mini project report entitled “**PRODUCT TRACKING ECOMMERCE DASHBOARD**” being submitted by **VINAYAK M SHENOY** to Department of Computer Science and Engineering, Dayananda Sagar University, Bangalore, for the 6th Semester B.Tech CSE of this University during the academic year 2022-2023.

Date: 08-05-2023

Signature of the Faculty Incharge

Signature of the Chairman

CONTENTS

S.No.	Contents	Page no.
1	Introduction	1
2	Problem Statement	2
3	Abstract	3
4	System Requirements	4
5	Benefits	5
6	Screenshots	6
7	Conclusion	9
8	References	10

INTRODUCTION

In this project an attempt is made to design a product tracking Ecommerce dashboard. This project is a web based dashboard system developed using power BI for the Ecommerce companies for product tracking and for many other facilities. Product tracking is a crucial aspect of any E-commerce business. It enables businesses to keep track of their inventory, manage orders, and provide better customer service. An E-commerce dashboard provides a comprehensive view of a business's performance, including sales, order fulfillment, and customer behavior.

PROBLEM STATEMENT

E-commerce business struggle with inventory management, order processing, and customer service. Lack of comprehensive data leads to stockouts, overstocking, low sales, and poor customer satisfaction. A product tracking E-commerce dashboard can provide solutions to these challenges. However, businesses must understand the key features and benefits of the dashboard to optimize its use.

ABSTRACT

A product tracking E-commerce dashboard is an essential tool for any E-commerce business. It provides real-time insights into inventory levels, order fulfillment, sales performance, customer behavior, and marketing campaigns, enabling business to make data-driven decisions and optimize their operations. This report discusses the key features of a product tracking E-commerce dashboard, including real-time inventory management, order management, sales analytics, customer behavior tracking, and marketing analytics. It also highlights the benefits of using a product tracking E-commerce dashboard, such as improved inventory management, better order fulfillment, increased sales, enhanced customer experience, and streamlined marketing. By leveraging the features and benefits of a product tracking E-commerce dashboard, businesses can optimize their operations and stay ahead of the competition.

Key Features of Product Tracking E-commerce Dashboard :

1. **Real-time Inventory Management:** The dashboard should provide real-time updates on inventory levels, including low-stock alerts, out-of-stock notifications, and order tracking.
2. **Order Management:** The dashboard should allow businesses to manage orders, track order status. And monitor order fulfillment.
3. **Sales Analytics:** The dashboard should provide insights into sales performance, including sales trends, revenue, and conversion rates.
4. **Customer Behavior:** The dashboard should track customer behavior, including customer demographics, purchase history, and customer feedback.
5. **Marketing Analytics:** The dashboard should provide insights into marketing campaigns, including traffic sources, conversion rates, and ROI.

SYSTEM REQUIREMENTS

- **HARDWARE CONFIGURATION:**

- Dual core PC
- Minimum of 4GB RAM
- Minimum 50MB space and medium speed Graphics

- **SOFTWARE SPECIFICATION:**

- Power BI

BENEFITS

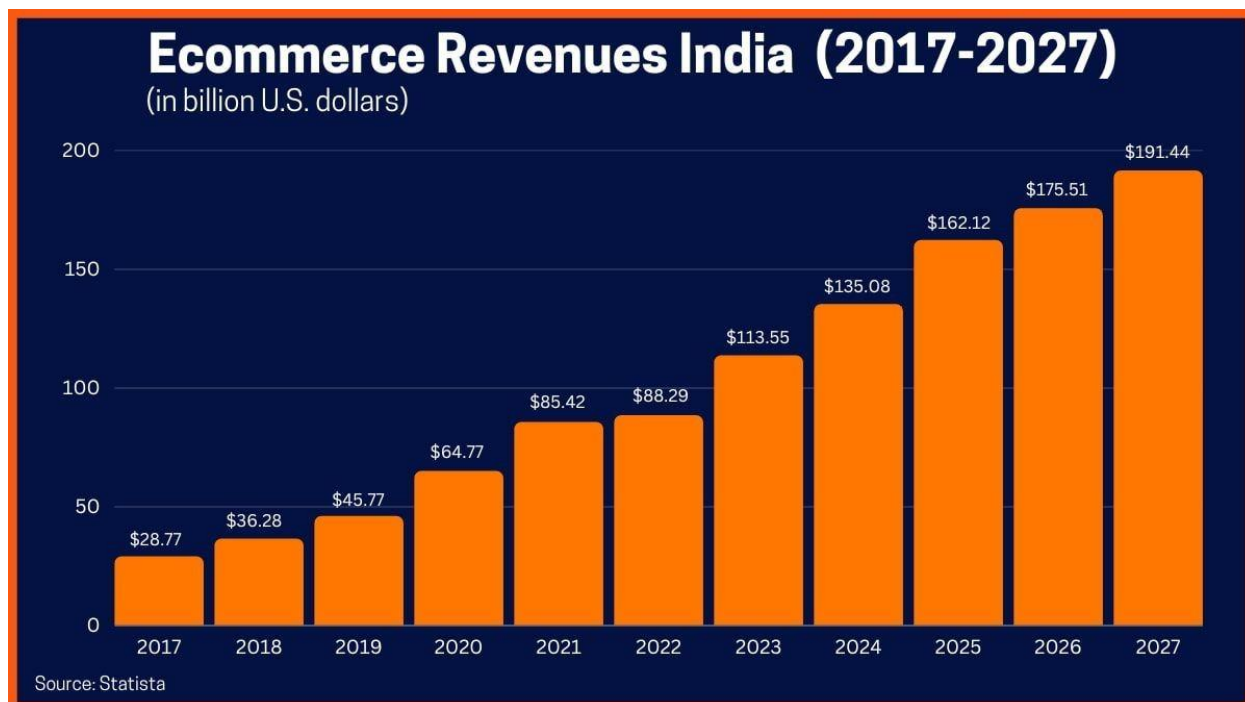
1. **Improved Inventory Management:** A product tracking E-commerce dashboard allows businesses to manage inventory levels in real-time, preventing stockouts and overstocking.
2. **Better Order Fulfillment:** The dashboard enables businesses to manage orders efficiently, reducing order processing times and improving customer satisfaction.
3. **Increased Sales:** Sales analytics provide insights into sales trends, enabling businesses to make informed decisions and optimize sales strategies.
4. **Enhanced Customer Experience:** Customer behavior analytics enable businesses to personalize their marketing efforts and provide better customer service.
5. **Streamlined Marketing:** Marketing analytics provide insights into the effectiveness of marketing campaigns, enabling businesses to make data-driven decisions and optimize their marketing spend.

SCREENSHOTS

1.PRODUCT TRACKING DASHBOARD

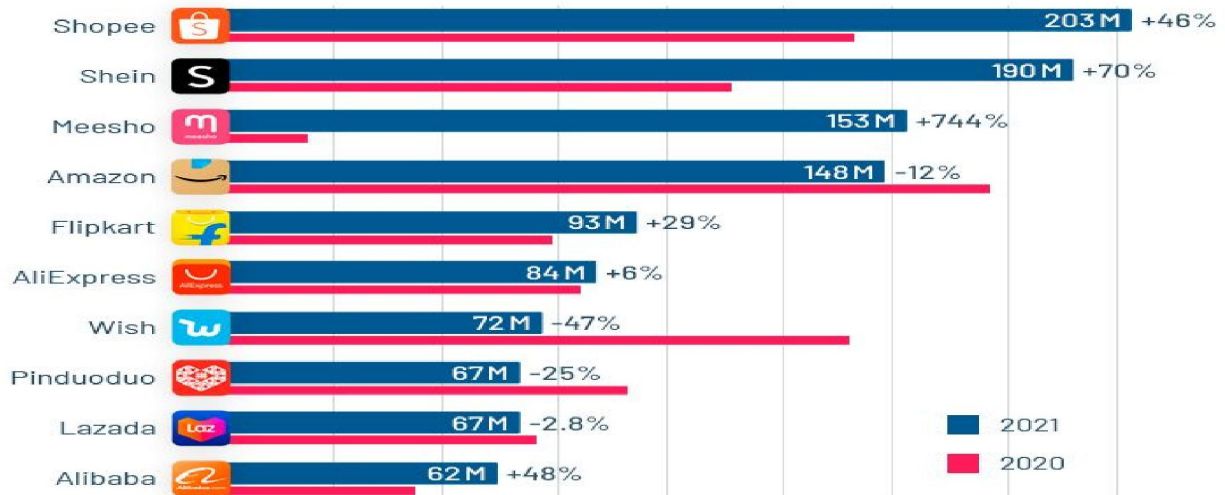


2.ECOMMERCE REVENUES IN INDIA



3.TRACKING OF WORLDWIDE USAGE OF PRODUCT

Most Downloaded Shopping Apps Worldwide

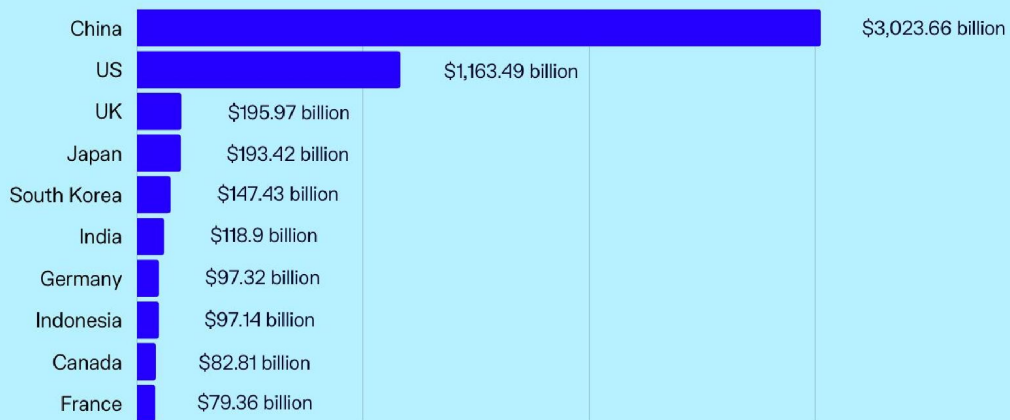


99 FIRMS.COM

Source: Marketplace Pulse

4. TRACKING OF ECOMMERCE SALES BY COUNTRY

Ecommerce Sales by Country (2023)



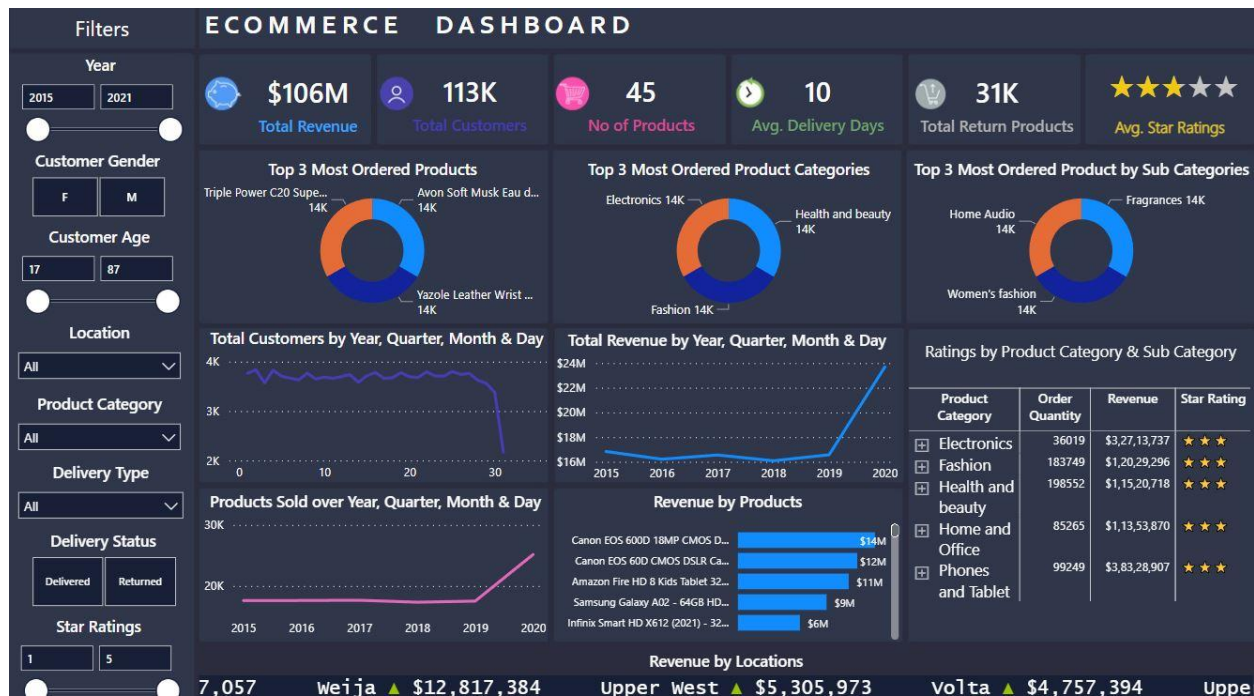
Source: eMarketer

OBERLO

5.THE DATA USED FOR THE DASHBOARD

OrderDate	OrderID	Delivery Date	CustomerID	Customer Age	Customer Gender	Location	Zone	Delivery Type
5/31/2020	5136486	6/4/2020	230569424	57	M	Western	Zone 3	Express
5/31/2020	5136457	6/12/2020	230568182	24	F	Western	Zone 3	Standard Delivery
5/31/2020	5136465	6/10/2020	230567584	31	M	Weija	Zone 2	Standard Delivery
5/31/2020	5136488	6/5/2020	230563788	62	F	Greater Accra	Zone 1	Express
5/31/2020	5136449	6/10/2020	230563726	18	F	Weija	Zone 2	Shipped from Abroad
5/31/2020	5136471	6/20/2020	230555144	35	F	Western	Zone 3	Shipped from Abroad
5/31/2020	5136478	6/20/2020	230552632	43	M	Ashanti	Zone 3	Shipped from Abroad
5/31/2020	5136477	6/19/2020	230550422	42	F	Ashanti	Zone 3	Shipped from Abroad
5/31/2020	5136463	6/13/2020	230548834	28	F	Greater Accra	Zone 1	Shipped from Abroad
5/31/2020	5136459	6/5/2020	230544248	26	M	Greater Accra	Zone 1	Express
5/31/2020	5136458	6/5/2020	230542962	25	F	Greater Accra	Zone 1	Express
5/31/2020	5136470	6/10/2020	230537642	34	F	Ashanti	Zone 3	Shipped from Abroad
5/31/2020	5136480	6/3/2020	230536218	46	F	Ashanti	Zone 3	Express
5/31/2020	5136485	6/8/2020	230535948	49	F	Western	Zone 3	Standard Delivery

6. E Commerce Product Tracking Dashboard



7.Tracking Marketing Campaigns using PowerBI



Questions Answered With the Dashboard

What is the total revenue from 2015-2019?

How many customers have transacted from the platform from 2020-2022?

What are the top 3 products purchased from Greater Accra?

What are the average ratings for the Northeast Region?

Top 3 products purchased by Men in North East Region?

What is the Category that has the most returned products amongst women in the age group of 20-40?

What is the Revenue Growth of Products for customers in age bracket of 10-20?

What is the Product with Max Number of Sales in the Eastern Region?

Which province can deliveries be stopped in due to less revenue?

Which products can be removed from marketplace based on the reviews and number of returned items?

Which niche product is producing more revenue and how to further increase its sales?

How to increase quarterly income by selling based on sentiments of people?

CONCLUSION

In conclusion, a product tracking E-commerce dashboard is an essential tool for any E-commerce business. It provides real-time insights into inventory levels, order fulfillment, sales performance, customer behavior, and marketing campaigns, enabling businesses to make data-driven decisions and optimize their operations. By leveraging the features and benefits of a product tracking E-commerce dashboard, businesses can improve their inventory management, order fulfillment, sales, customer experience, and marketing strategies.

REFERENCES

-
- Power BI Tutorials - <https://www.youtube.com/watch?v=g0m5sEHPU-s&list=PLUaB-1hjnk8HqnmK0gQhfmlDCbxwoAoys>
 - Hands On Power BI - <https://www.youtube.com/watch?v=77jlzgvCIYY&pp=ygUScG93ZXIgaYmkgdHV0b3JpYWxz>
 - Advanced PowerBI - https://www.youtube.com/playlist?list=PLjNd3r1KLjQt0xN_y8F6BSIOVNvdQmq4d