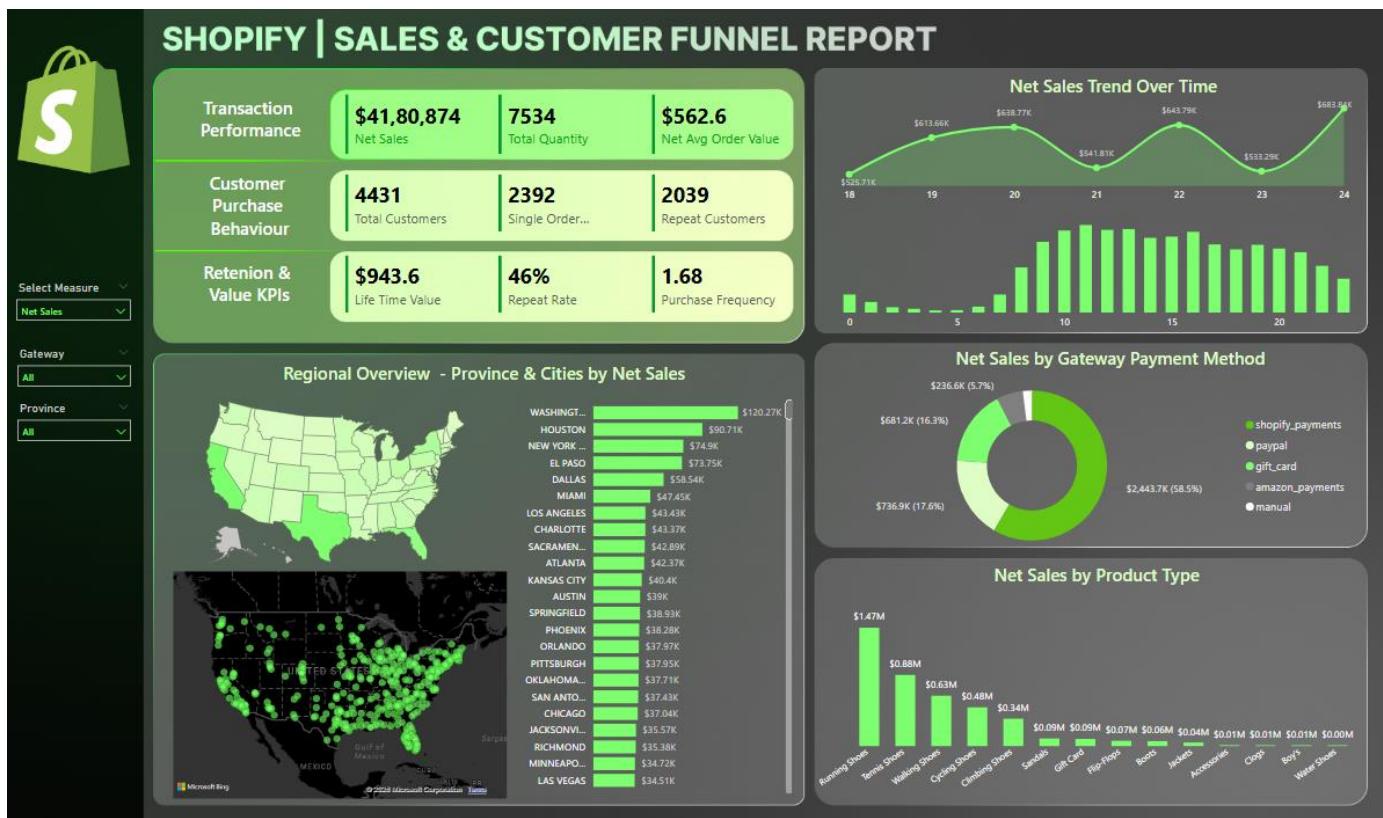


Shopify Sales & Customer Analysis

Dashboard – Project Report



Project Overview & Objective

The Shopify Sales & Customer Analysis Dashboard is an end-to-end Power BI project designed to analyze e-commerce sales performance, customer purchasing behavior, retention metrics, and regional trends. The objective of this project is to help business stakeholders track revenue growth, understand customer funnel behavior, identify high-performing regions and products, and optimize payment methods using data-driven insights.

This dashboard enables quick decision-making by presenting KPIs, trends, and breakdowns in a single interactive view.

Problem Statement

E-commerce businesses often struggle with:

- Lack of visibility into overall sales performance
- Limited understanding of customer retention vs new customers
- Difficulty identifying top-performing regions, cities, and products
- No clear insight into preferred payment gateways
- Inability to track sales trends over time for forecasting

The goal was to build a centralized analytical dashboard that answers these questions clearly and visually.

Data Visualization & Insights

1. Transaction Performance Analysis

KPIs Displayed:

- Net Sales: \$4.18M
- Total Quantity Sold: 7,534
- Net Average Order Value: \$562.6

Insights:

- Strong overall revenue generation with a high average order value
- Indicates effective pricing and product bundling strategies

2. Customer Purchase Behavior

KPIs Displayed:

- Total Customers: 4,431
- Single Order Customers: 2,392
- Repeat Customers: 2,039

Insights:

- Nearly 46% repeat customer rate, showing strong customer loyalty
- Significant opportunity to convert single-order customers into repeat buyers

3. Retention & Value Metrics

KPIs Displayed:

- Customer Lifetime Value (LTV): \$943.6
- Repeat Rate: 46%
- Purchase Frequency: 1.68

Insights:

- Healthy lifetime value indicates strong long-term revenue potential
- Repeat rate suggests retention strategies are effective but can be further optimized

4. Net Sales Trend Over Time

Visuals Used:

- Line chart for net sales trend
- Bar chart for order volume distribution

Insights:

- Sales show seasonal fluctuations with clear peaks
- Helps identify high-demand periods for promotions and inventory planning

5. Regional Sales Analysis

Visuals Used:

- Map visualization (Province & City-wise)
- Top cities bar chart

Insights:

- Certain cities and provinces dominate sales performance
- Regional demand concentration helps in targeted marketing and logistics planning

6. Payment Gateway Analysis

Visual Used:

- Donut chart for payment method contribution

Insights:

- Shopify Payments contribute the highest share of net sales
- Alternative gateways like PayPal and Gift Cards still play a significant role
- Insights help optimize payment options for better conversion rates

7. Product Performance Analysis

Visual Used:

- Bar chart for net sales by product type

Insights:

- Few product categories generate the majority of revenue (Pareto principle)
- Low-performing products identified for improvement or discontinuation
- Helps prioritize inventory and marketing spend

Conclusion

The Shopify Sales & Customer Analysis Dashboard provides a comprehensive view of business performance by integrating sales, customer behavior, retention, regional, payment, and product insights into a single interactive Power BI solution.

Key Business Value:

- Enables data-driven decision-making

- Improves understanding of customer funnel & retention
- Identifies high-revenue regions, products, and gateways
- Supports sales forecasting and strategic planning

This dashboard can be effectively used by business owners, marketing teams, and sales analysts to optimize growth, improve customer experience, and maximize profitability.