

# Data Analyst and Business Analyst Portfolio

Engineer: Marco Díaz

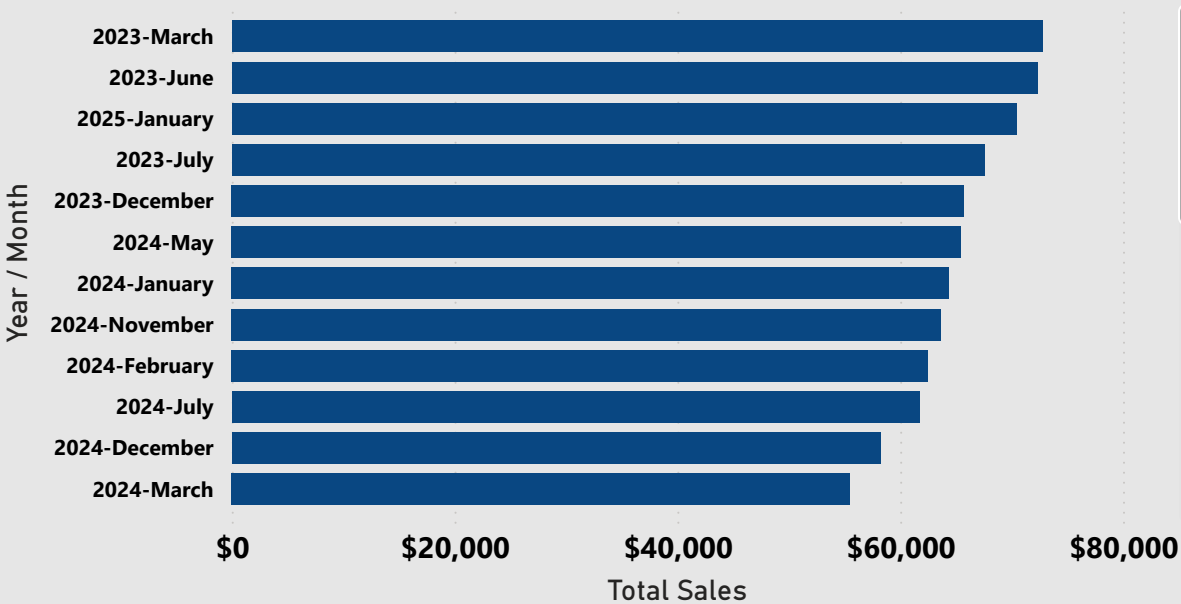
E-commerce Sales Dashboard

## **\$1.46 M in sales - FULL ANALYSIS**

- 1) **\$1.46** million in total revenue from **5,4654** orders.
- 2) **Sports** leads categories with **\$319K** followed by **Electronics** and **Clothing**.
- 3) **Customers 46+** years old generate the **highest transaction value**.
- 4) **Top 10** customers account for **\$47K+** in purchases.
- 5) Peak sales day: **Friday** | Preferred payment method: **Credit Card (398K)**.

Sales Overview

Sales by Year / Month



Total Sales By Product Category



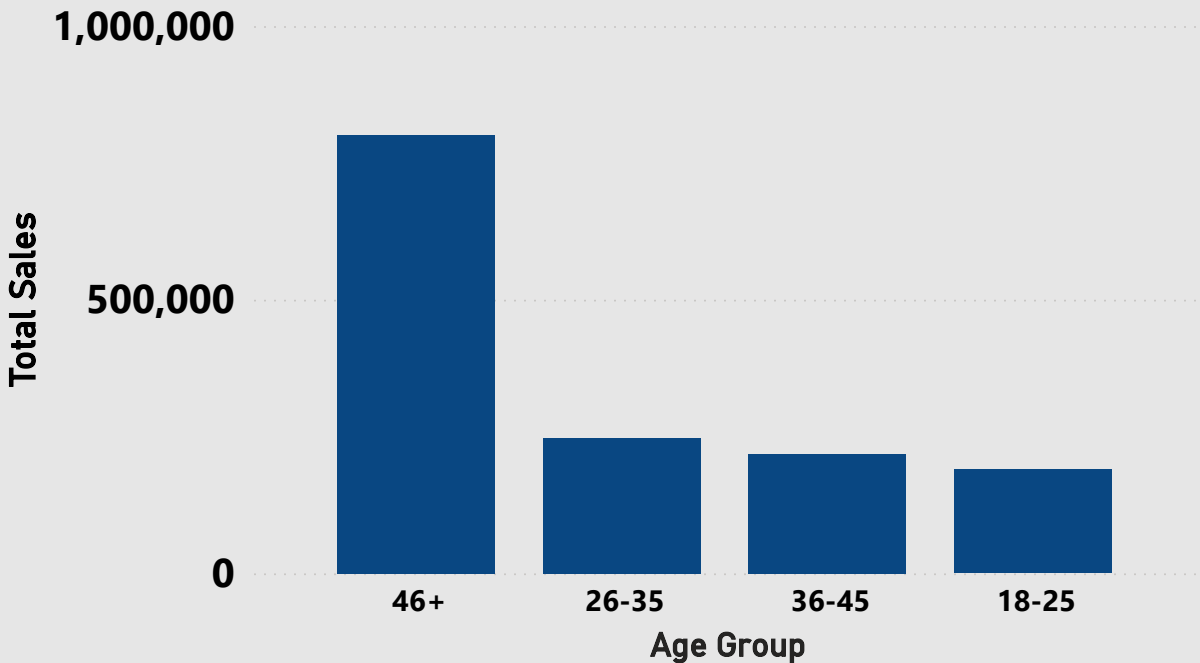
5,654  
Total Orders

1.46M  
Total Sales

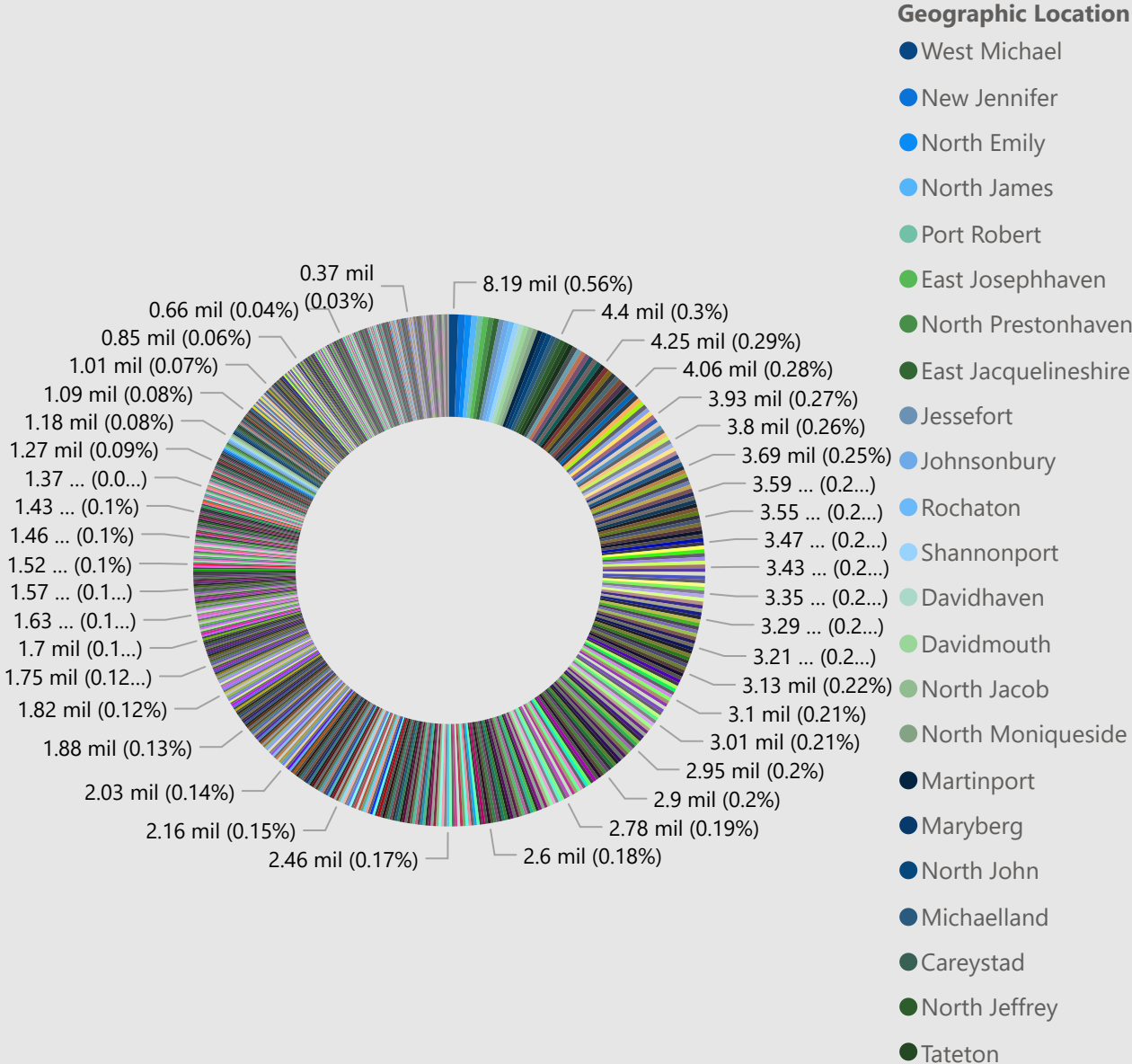
1.456K  
Average Order Value

Customer Analysis

Sales by Age Group



Total Sales By Geograpich Location



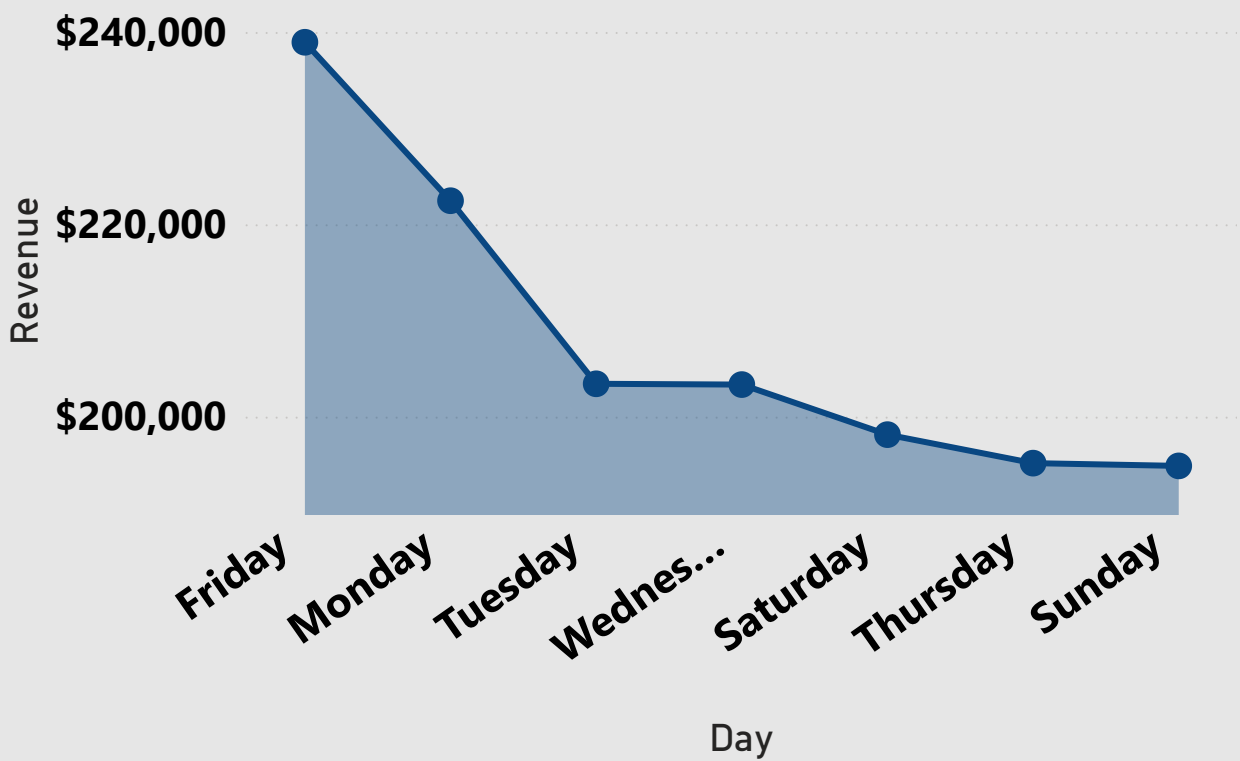
Top 10 Customers account Total Sales

CustomerID	Total Sales
CUST2972	4,958.10
CUST7065	4,933.90
CUST6771	4,927.10
CUST3646	4,817.20
CUST5515	4,748.80
CUST2775	4,679.30
CUST2830	4,571.50
CUST2901	4,567.50
CUST6379	4,482.81
CUST7600	4,471.50
Total	47,157.71

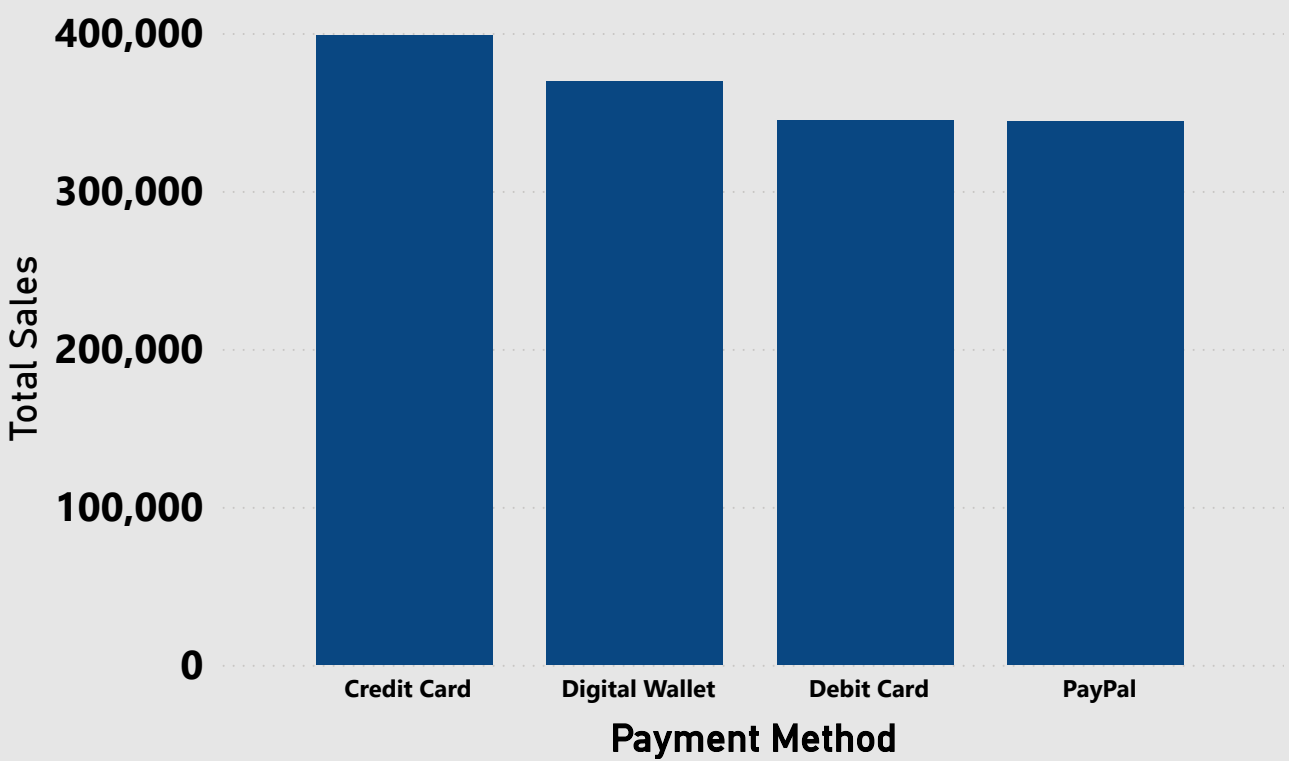


Product Analysis

Sales by Day

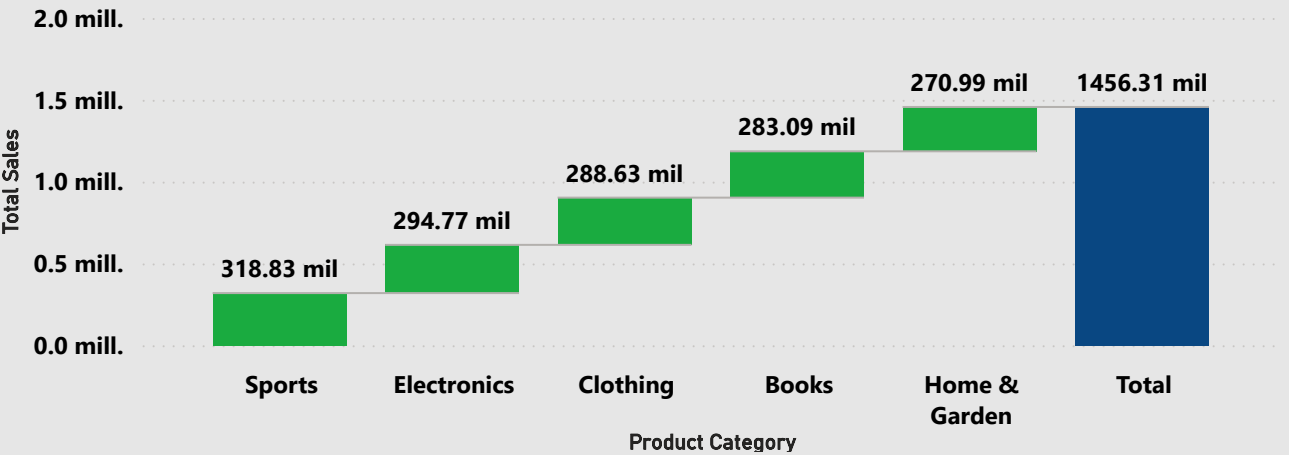


Total Sales By Payment Method

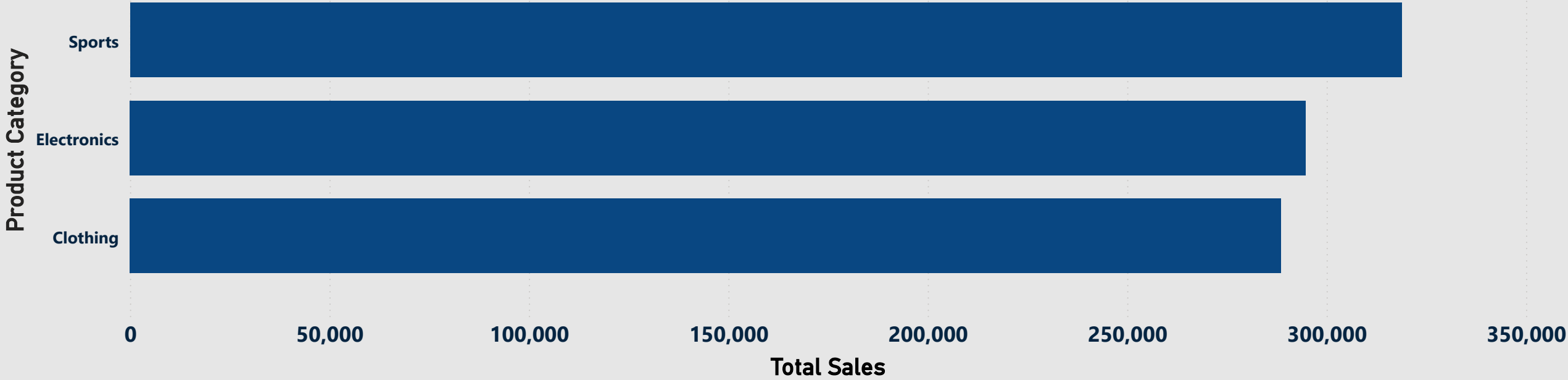


Category	Credit Card	Debit Card	Digital Wallet	PayPal	Total
Home & Garden	56,922.29	60,878.41	90,191.91	62,998.00	270,990.61
Books	99,893.57	64,216.71	45,526.53	73,451.86	283,088.67
Clothing	81,869.09	56,348.77	88,186.67	62,222.89	288,627.42
Electronics	68,160.64	75,934.49	76,938.37	73,736.45	294,769.95
Sports	91,535.08	87,177.98	68,693.41	71,426.20	318,832.67
Total	398,380.67	344,556.36	369,536.89	343,835.40	1,456,309.32

Total Sales By Product Category



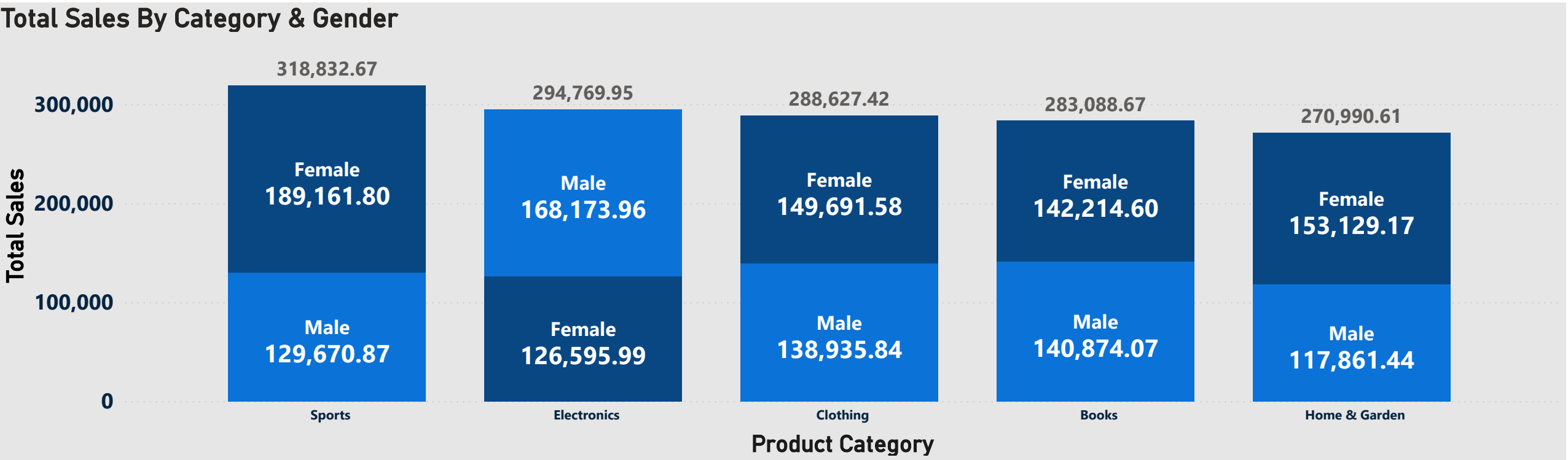
Top 3 Total Sales by Category



**319K**  
Sports

**295K**  
Electronics

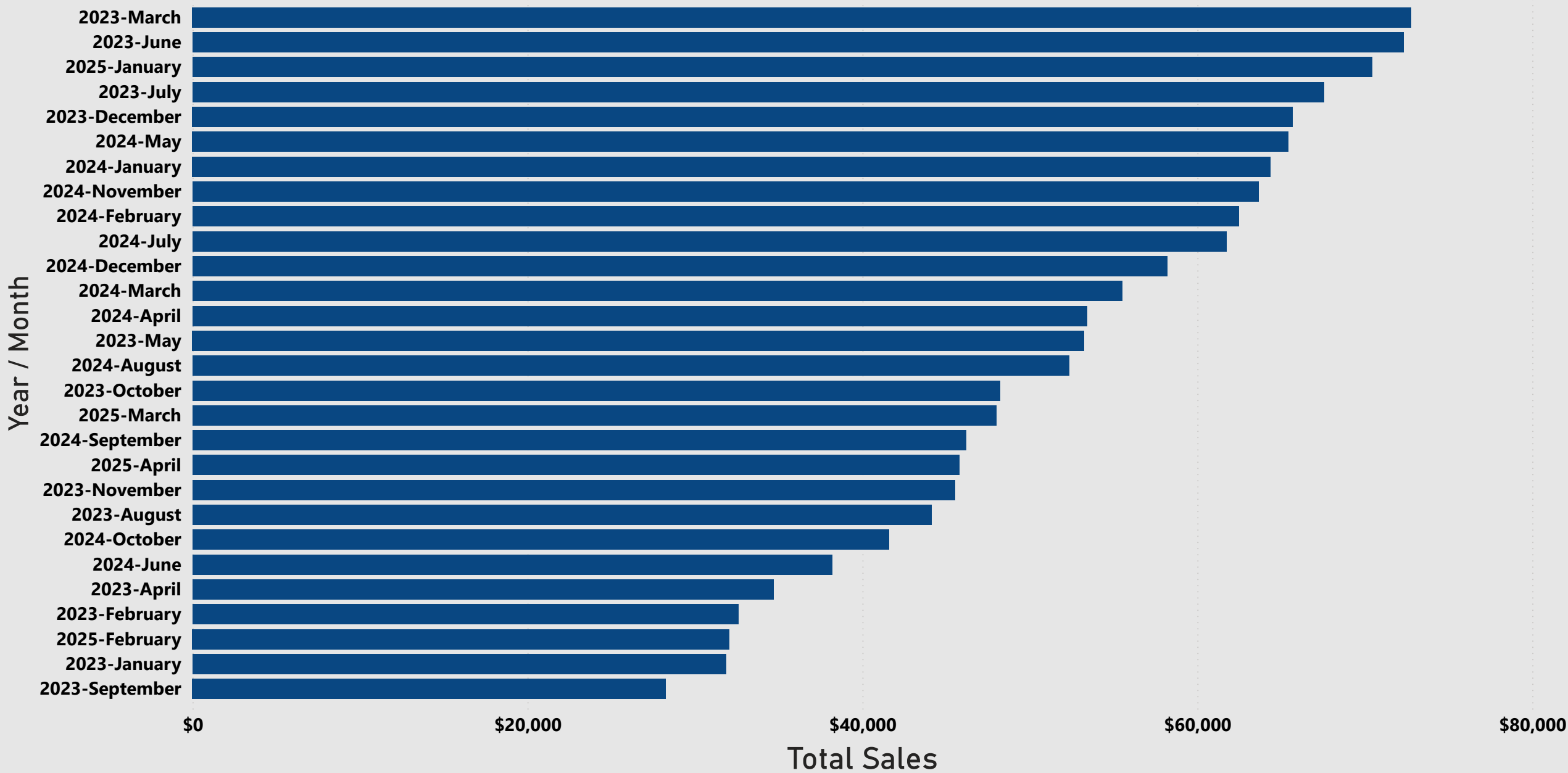
**289K**  
Clothing



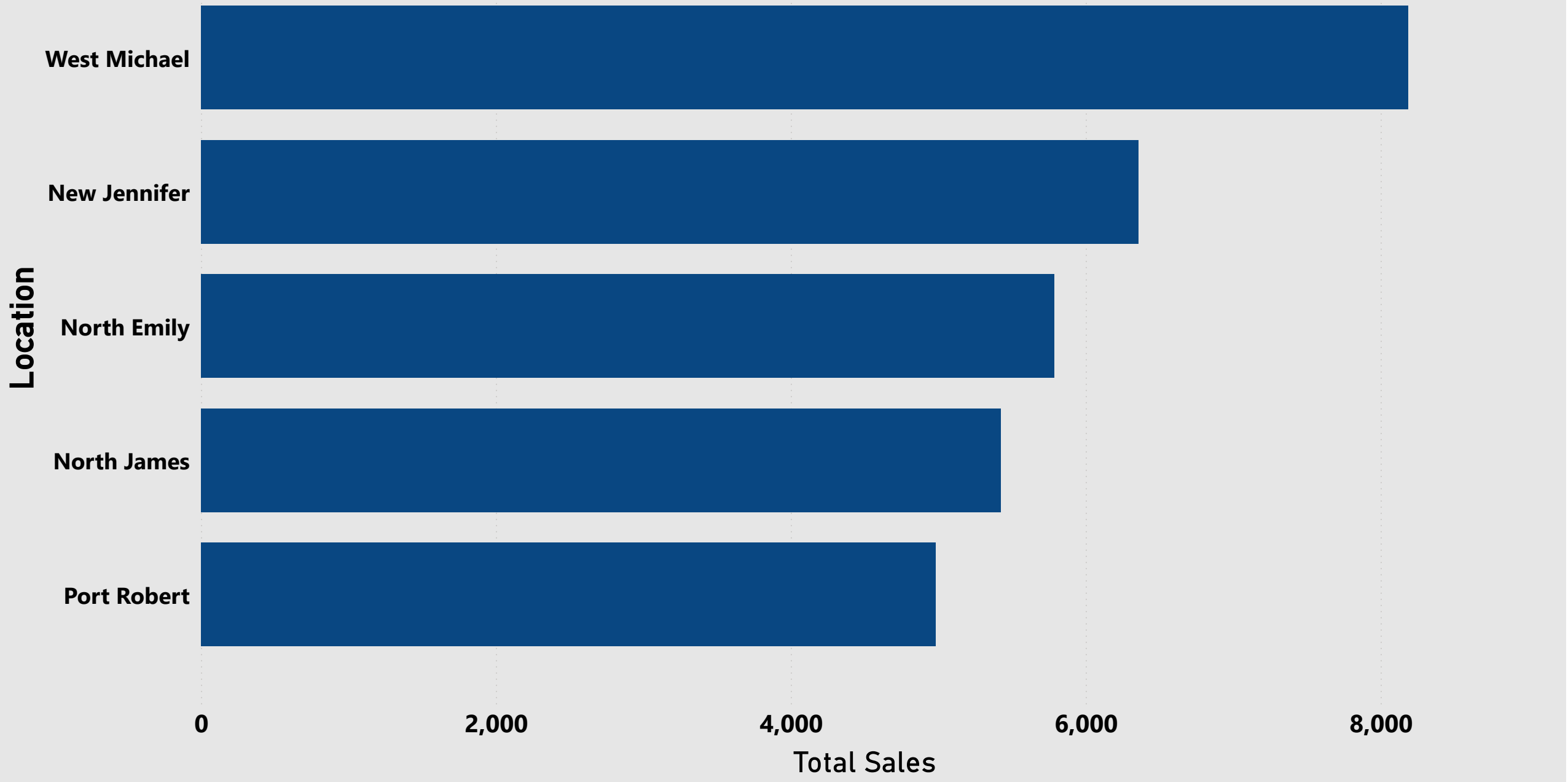
Electronics, Books,  
Clothing  
Top 3 Male Categories

Sports, Home & Garden,  
Clothing  
Top 3 Female Categories

# Sales by Year / Month



# Top 5 Location Total Sales

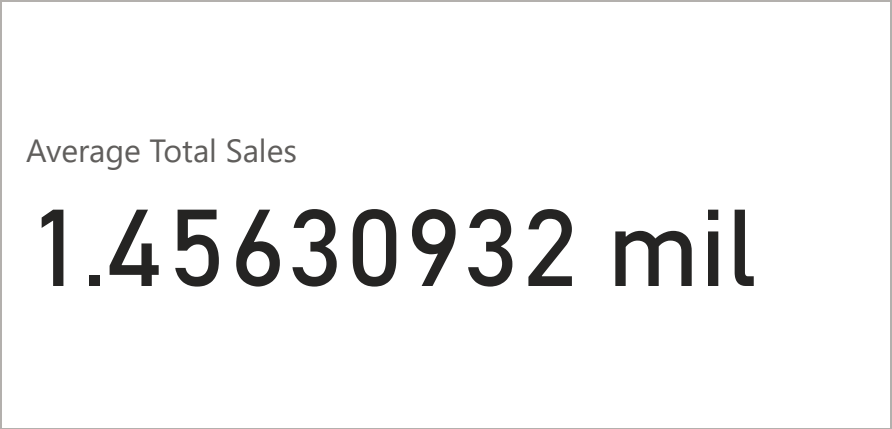




Product Rank

ProductRank	ProductID	Total Sales	Performance
1	PROD687	4,958.10	High Performance
2	PROD726	4,933.90	High Performance
3	PROD156	4,927.10	High Performance
4	PROD726	4,817.20	High Performance
5	PROD404	4,748.80	High Performance
6	PROD178	4,679.30	High Performance
7	PROD151	4,571.50	High Performance
8	PROD591	4,567.50	High Performance
9	PROD806	4,482.81	High Performance
10	PROD951	4,471.50	High Performance
11	PROD286	4,445.30	High Performance
12	PROD489	4,439.90	High Performance
13	PROD954	4,426.29	High Performance
14	PROD367	4,413.87	High Performance
15	PROD199	4,406.70	High Performance
16	PROD768	4,398.84	High Performance
17	PROD630	4,368.06	High Performance
18	PROD671	4,353.57	High Performance
19	PROD297	4,348.20	High Performance
20	PROD304	4,347.70	High Performance
21	PROD928	4,308.39	High Performance
22	PROD647	4,299.93	High Performance
23	PROD134	4,278.60	High Performance
24	PROD830	4,265.40	High Performance
25	PROD522	4,254.90	High Performance
26	PROD382	4,223.50	High Performance
27	PROD943	4,221.54	High Performance
28	PROD609	4,216.50	High Performance
29	PROD280	4,186.80	High Performance
30	PROD663	4,162.80	High Performance
31	PROD188	4,117.20	High Performance

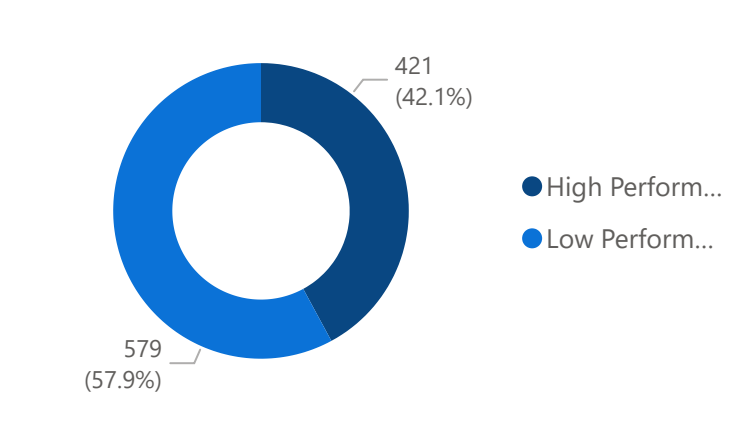
Average Order Value



High Performance Products

421

Performance Distribution



Low Performance Products

579

High Performance Revenue



Low Performance Revenue



**Engineer: Marco Díaz**

**Cellphone: (+52)55 6400-3686**

**Email: [marcoad160@gmail.com](mailto:marcoad160@gmail.com)**