

Data Analyst and Business Analyst Portfolio

Engineer: Marco Díaz

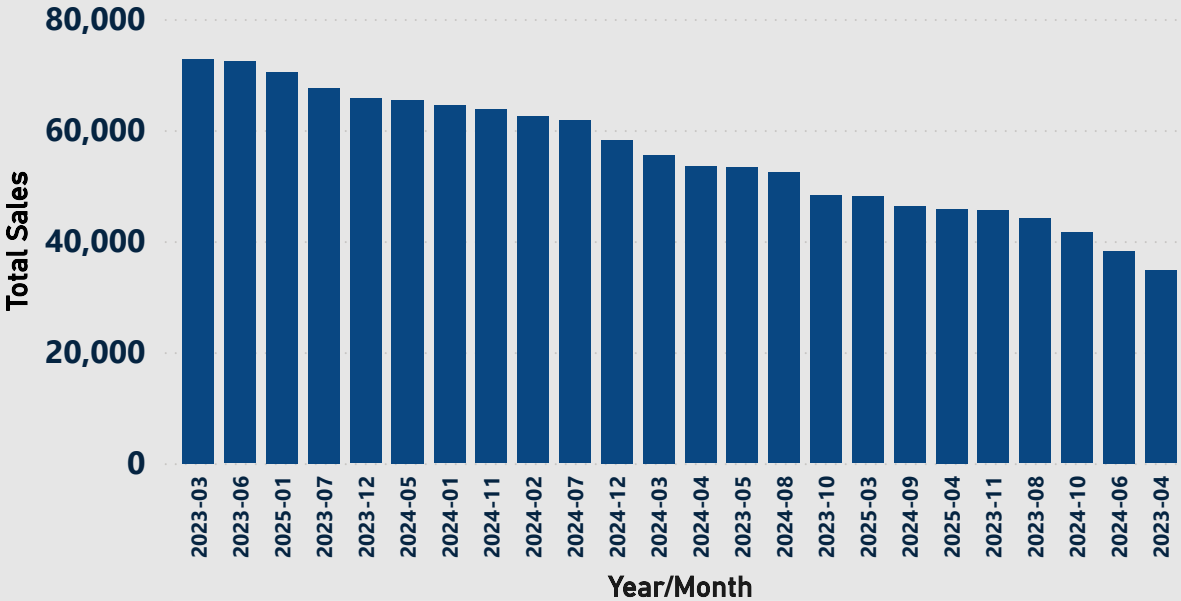
E-commerce Sales Dashboard

\$1.46 M in sales - FULL ANALYSIS

- 1) **\$1.46** million in total revenue from **5,4654** orders.
- 2) **Sports** leads categories with **\$318K** 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

Total Sales By Year/Month



Total Sales By Product Category



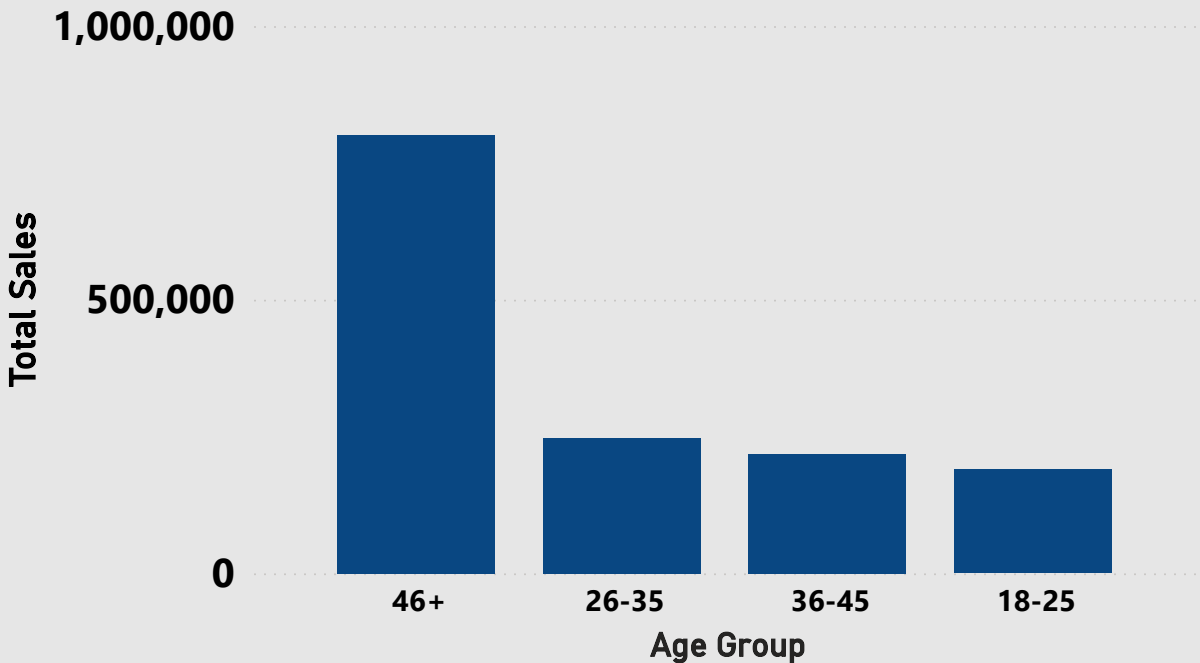
5,654
Total Orders

1.46M
Total Sales

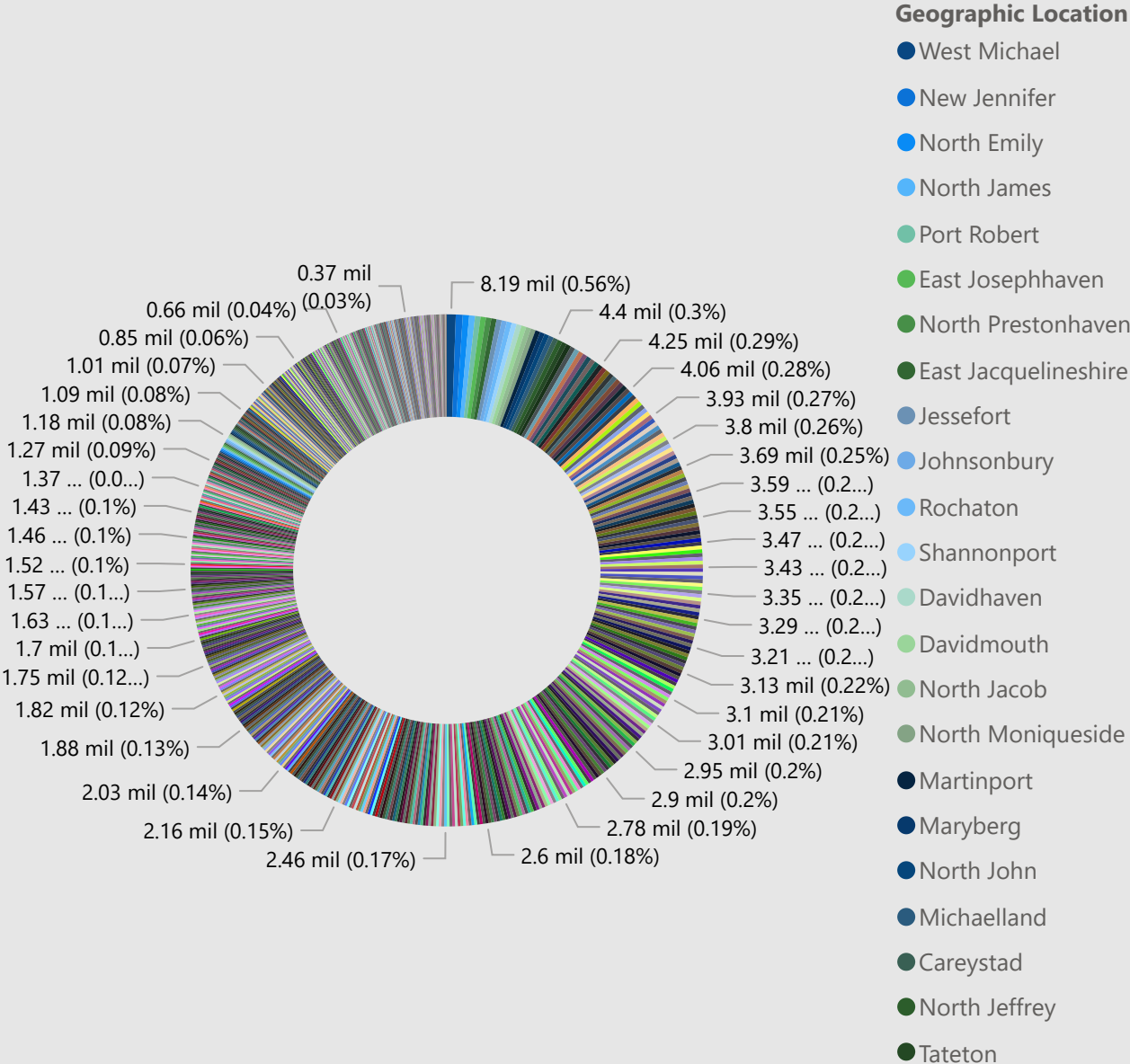
1.456K
Average Order Value

Customer Analysis

Sales by Age Group



Total Sales By Geograpich Location



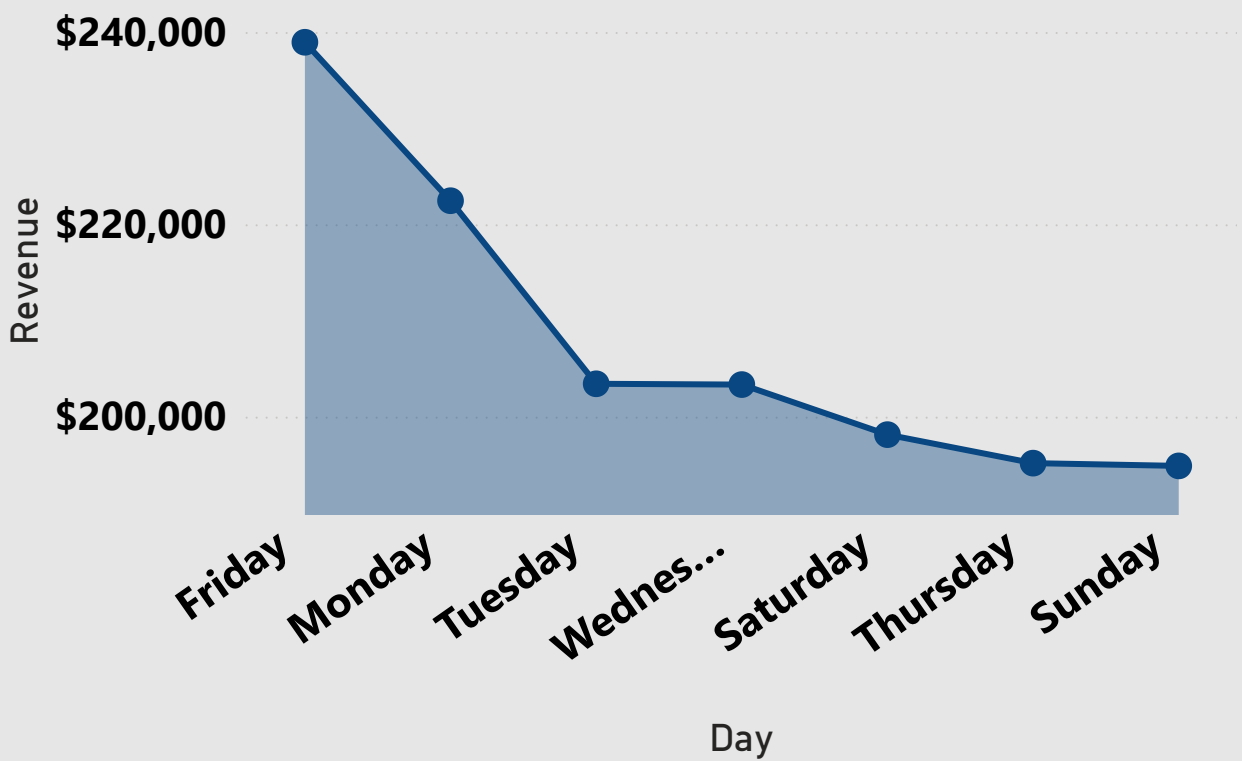
Top 10 Customers account Total Sales

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

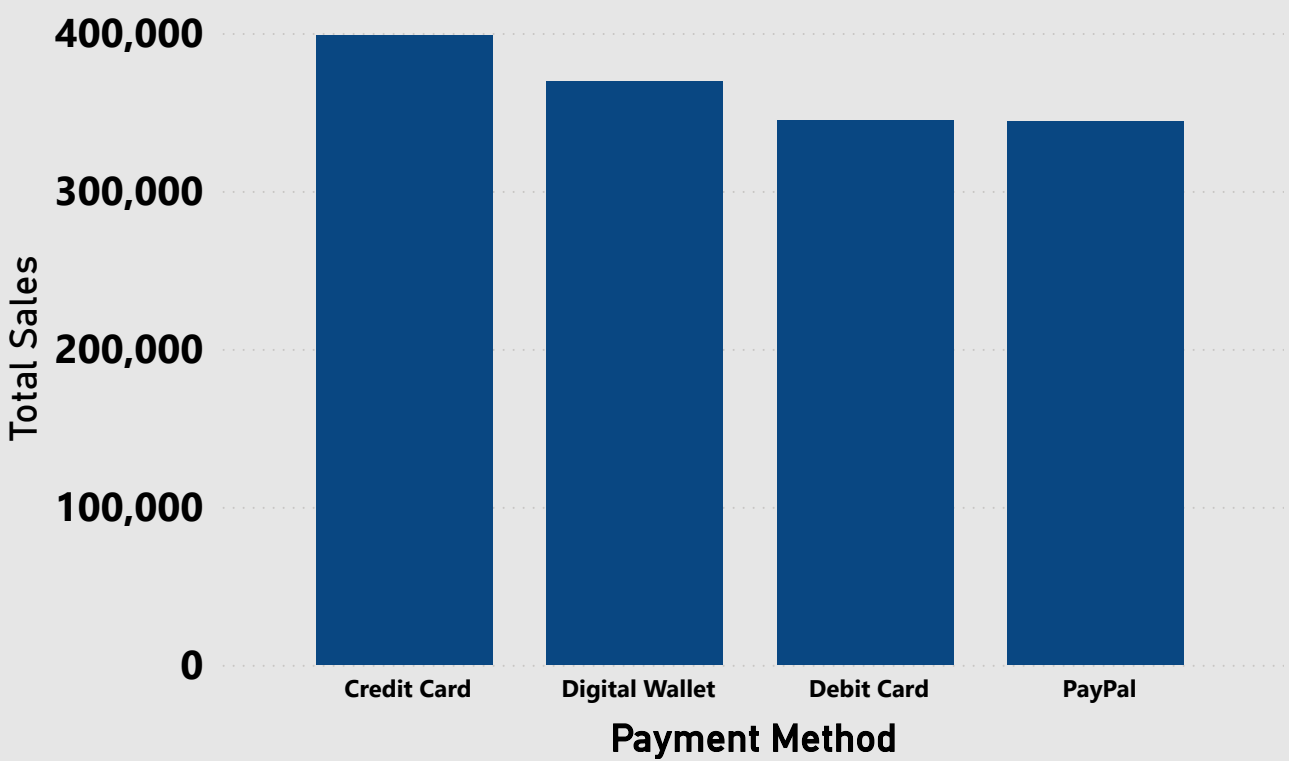


Product Analysis

Sales by Day

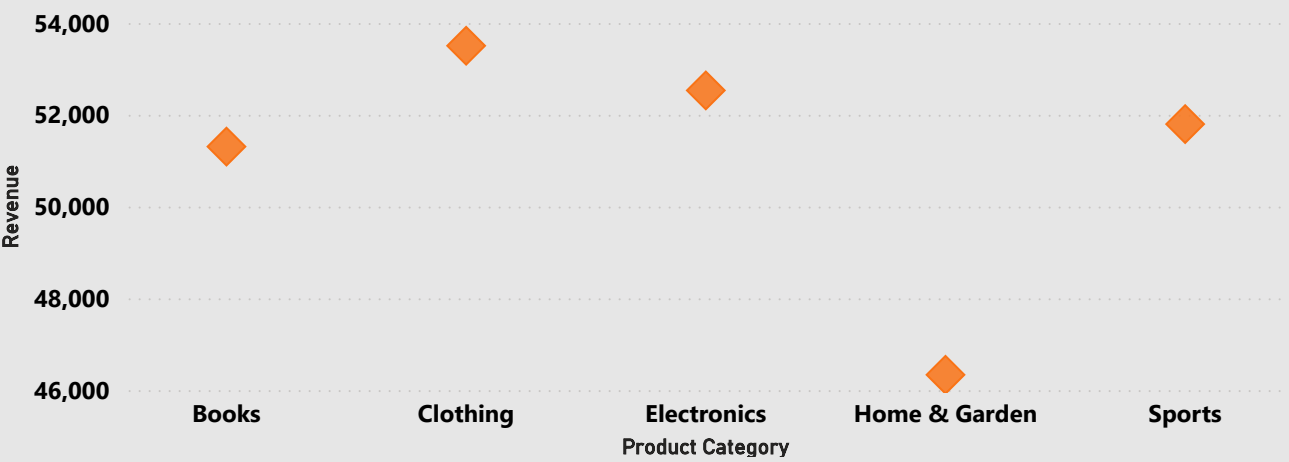


Total Sales By Payment Method



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

Revenue By Category



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