

Data Analyst and Business Analyst Portfolio

Engineer: Marco Díaz

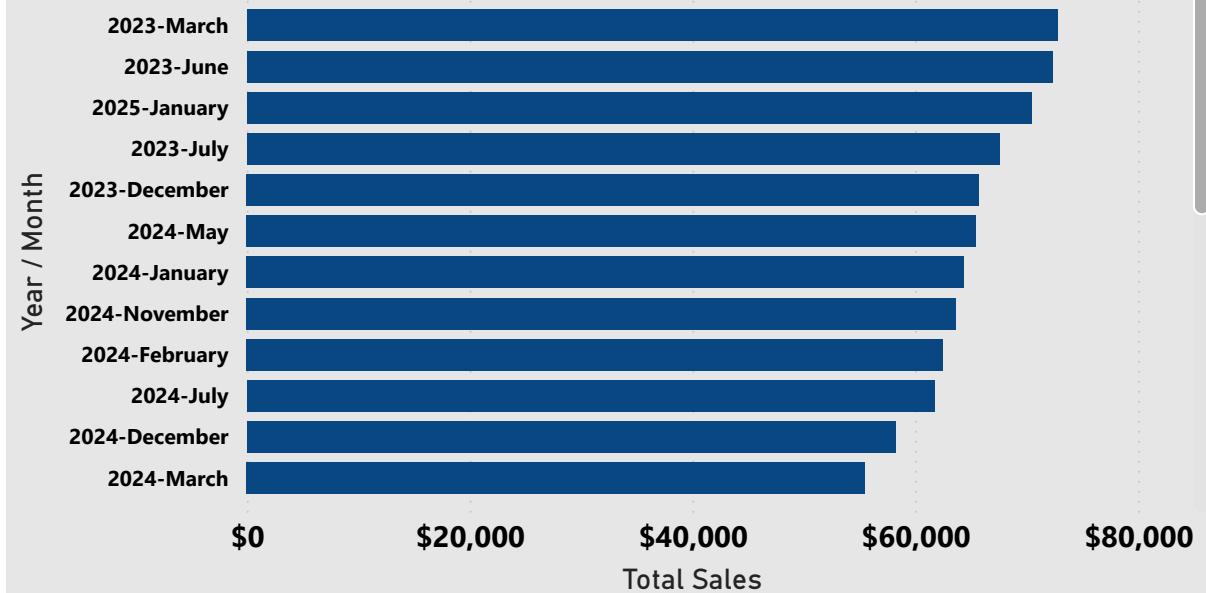
E-commerce Sales Dashboard

\$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

1,000,000

Total Sales

500,000

0

46+ 26-35 36-45 18-25

Age Group

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

Total Sales By CustomerID



Total Sales By Geographich Location

1,000,000

Total Sales

500,000

0

46+ 26-35 36-45 18-25

Age Group

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CUST2775	4,679.30
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CUST7600	4,471.50
Total	47,157.71

Geographic Location

- West Michael
- New Jennifer
- North Emily
- North James
- Port Robert
- East Josephhaven
- North Prestonhaven
- East Jacquelineshire
- Jessefort
- Johnsonbury
- Rochaton
- Shannonport
- Davidhaven
- Davidmouth
- North Jacob
- North Moniqueside
- Martinport
- Maryberg
- North John
- Michaelland
- Careystad
- North Jeffrey
- Tateton

0

500,000

1,000,000

1,500,000

2,000,000

2,500,000

3,000,000

3,500,000

4,000,000

4,500,000

5,000,000

0.37 mil (0.03%)

0.66 mil (0.04%)

0.85 mil (0.06%)

1.01 mil (0.07%)

1.09 mil (0.08%)

1.18 mil (0.08%)

1.27 mil (0.09%)

1.37 ... (0.1...)

1.43 ... (0.1%)

1.46 ... (0.1%)

1.52 ... (0.1%)

1.57 ... (0.1...)

1.63 ... (0.1...)

1.7 mil (0.1...)

1.75 mil (0.12...)

1.82 mil (0.12%)

1.88 mil (0.13%)

2.03 mil (0.14%)

2.16 mil (0.15%)

2.46 mil (0.17%)

2.6 mil (0.18%)

2.78 mil (0.19%)

2.9 mil (0.2%)

2.95 mil (0.2%)

3.01 mil (0.21%)

3.13 mil (0.22%)

3.1 mil (0.21%)

3.21 ... (0.2...)

3.29 ... (0.2...)

3.35 ... (0.2...)

3.35 ... (0.2...)

3.43 ... (0.2...)

3.47 ... (0.2...)

3.43 ... (0.2...)

3.55 ... (0.2...)

3.59 ... (0.2...)

3.59 ... (0.2...)

3.69 mil (0.25%)

3.8 mil (0.26%)

3.93 mil (0.27%)

3.8 mil (0.25%)

3.69 mil (0.25%)

3.59 ... (0.2...)

3.55 ... (0.2...)

3.43 ... (0.2...)

3.47 ... (0.2...)

3.43 ... (0.2...)

3.35 ... (0.2...)

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3.21 ... (0.2...)

3.13 mil (0.22%)

3.1 mil (0.21%)

3.01 mil (0.21%)

2.95 mil (0.2%)

2.9 mil (0.2%)

2.78 mil (0.19%)

2.6 mil (0.18%)

2.46 mil (0.17%)

2.16 mil (0.15%)

2.03 mil (0.14%)

1.88 mil (0.13%)

1.82 mil (0.12%)

1.75 mil (0.12...)

1.63 ... (0.1...)

1.57 ... (0.1...)

1.52 ... (0.1%)

1.5 ... (0.1...)

1.46 ... (0.1%)

1.43 ... (0.1%)

1.37 ... (0.1...)

1.27 mil (0.09%)

1.18 mil (0.08%)

1.09 mil (0.08%)

1.01 mil (0.07%)

0.85 mil (0.06%)

0.66 mil (0.04%)

0.37 mil (0.03%)

0.03 mil (0.02%)

0.04 mil (0.03%)

0.06 mil (0.04%)

0.07 mil (0.05%)

0.08 mil (0.06%)

0.09 mil (0.07%)

0.08 mil (0.08%)

0.07 mil (0.07%)

0.06 mil (0.06%)

0.05 mil (0.05%)

0.04 mil (0.04%)

0.03 mil (0.03%)

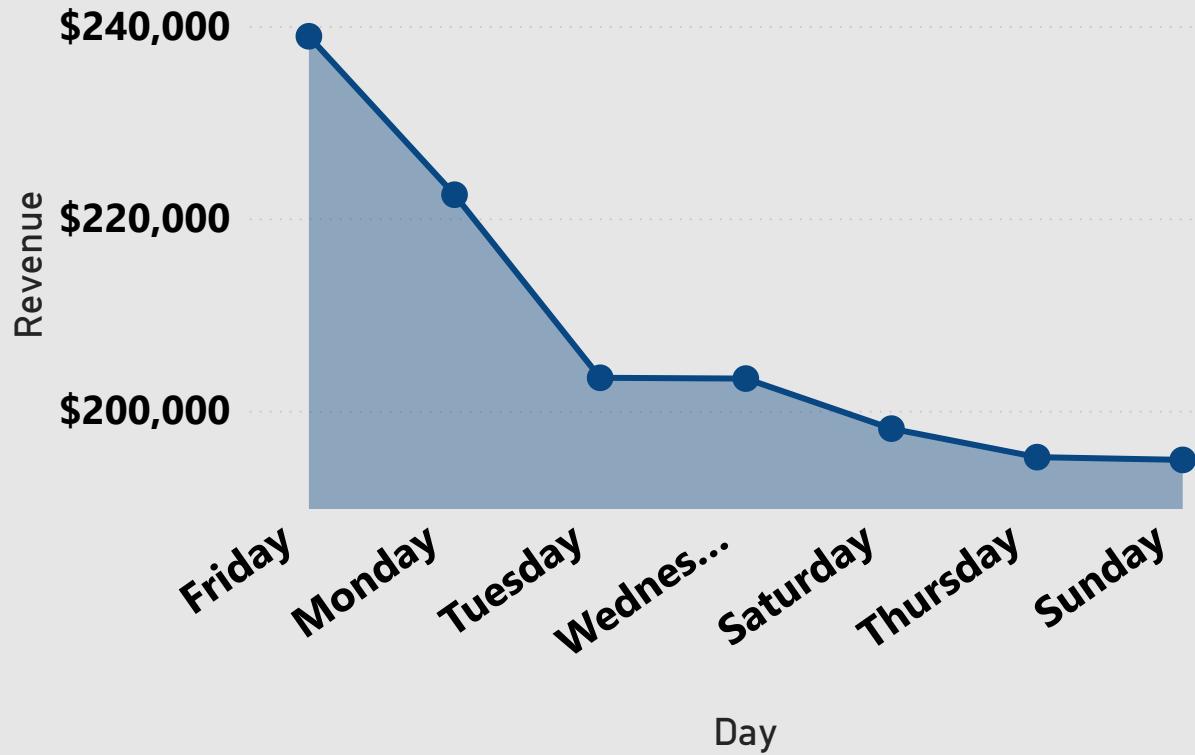
0.02 mil (0.02%)

0.01 mil (0.01%)

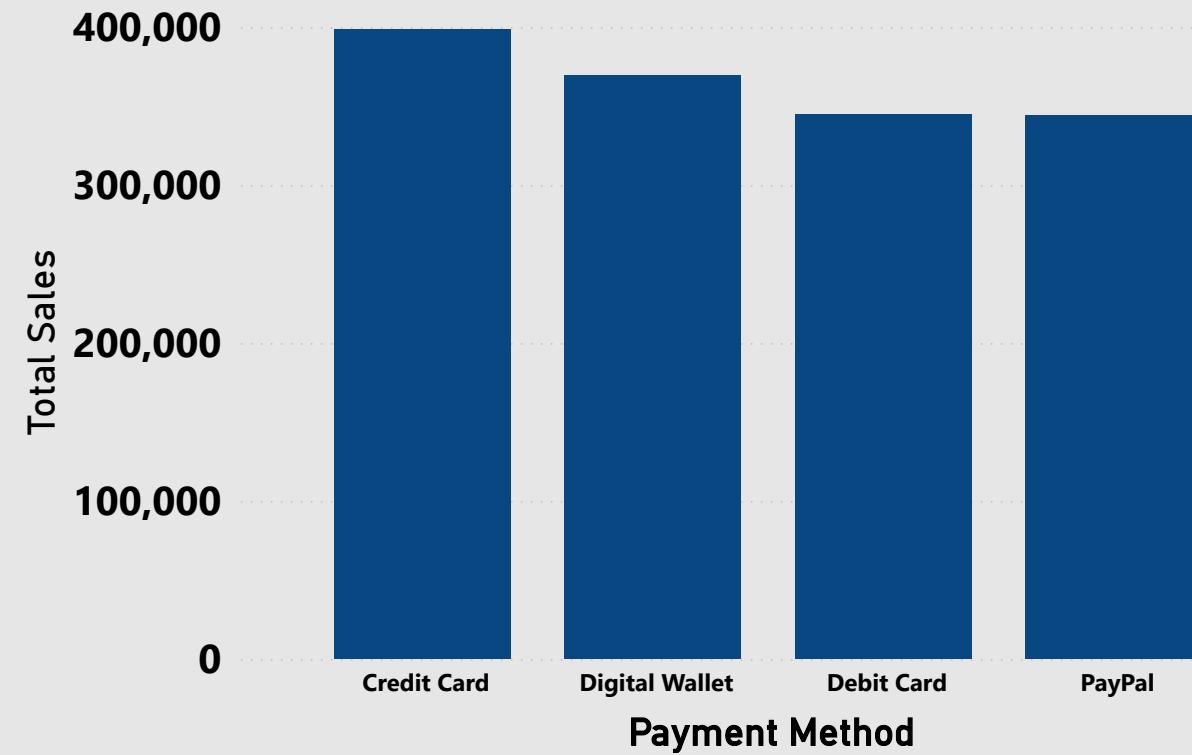
0.00 mil (0.00%)

Product Analysis

Sales by Day

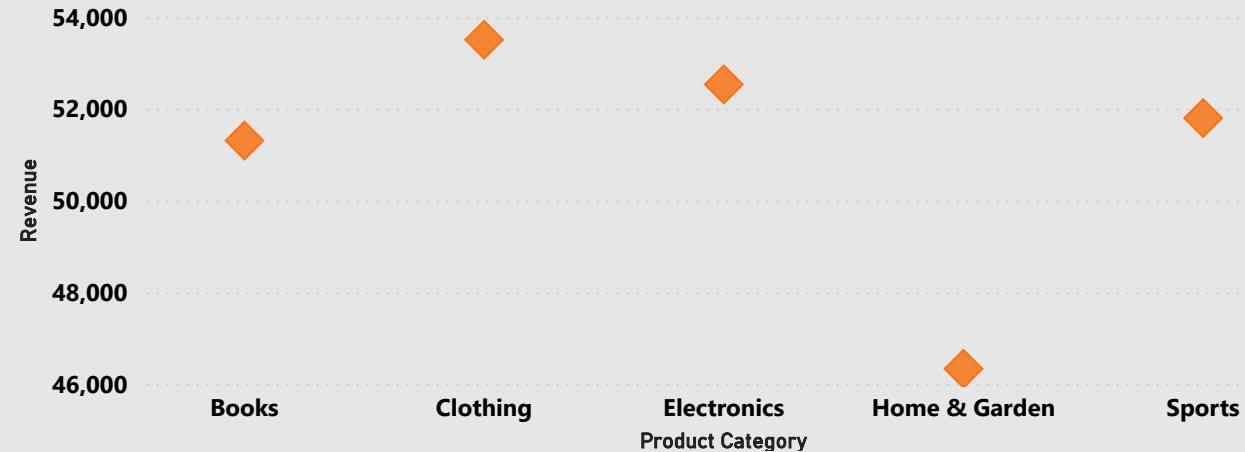


Total Sales By Payment Method



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



Top 3 Total Sales by Category

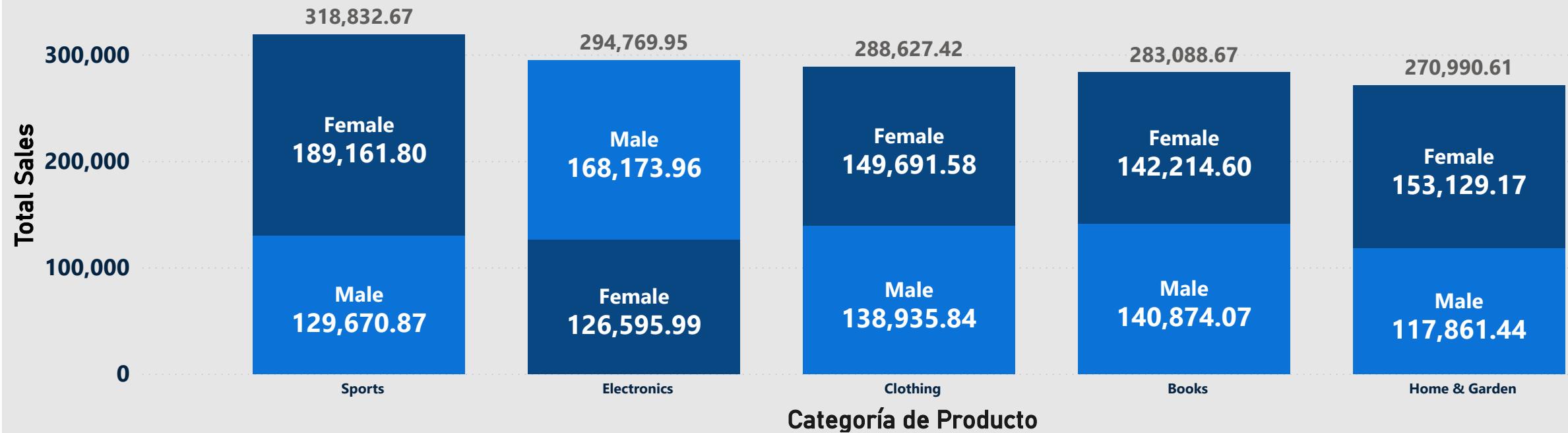


319K
Sports

295K
Electronics

289K
Clothing

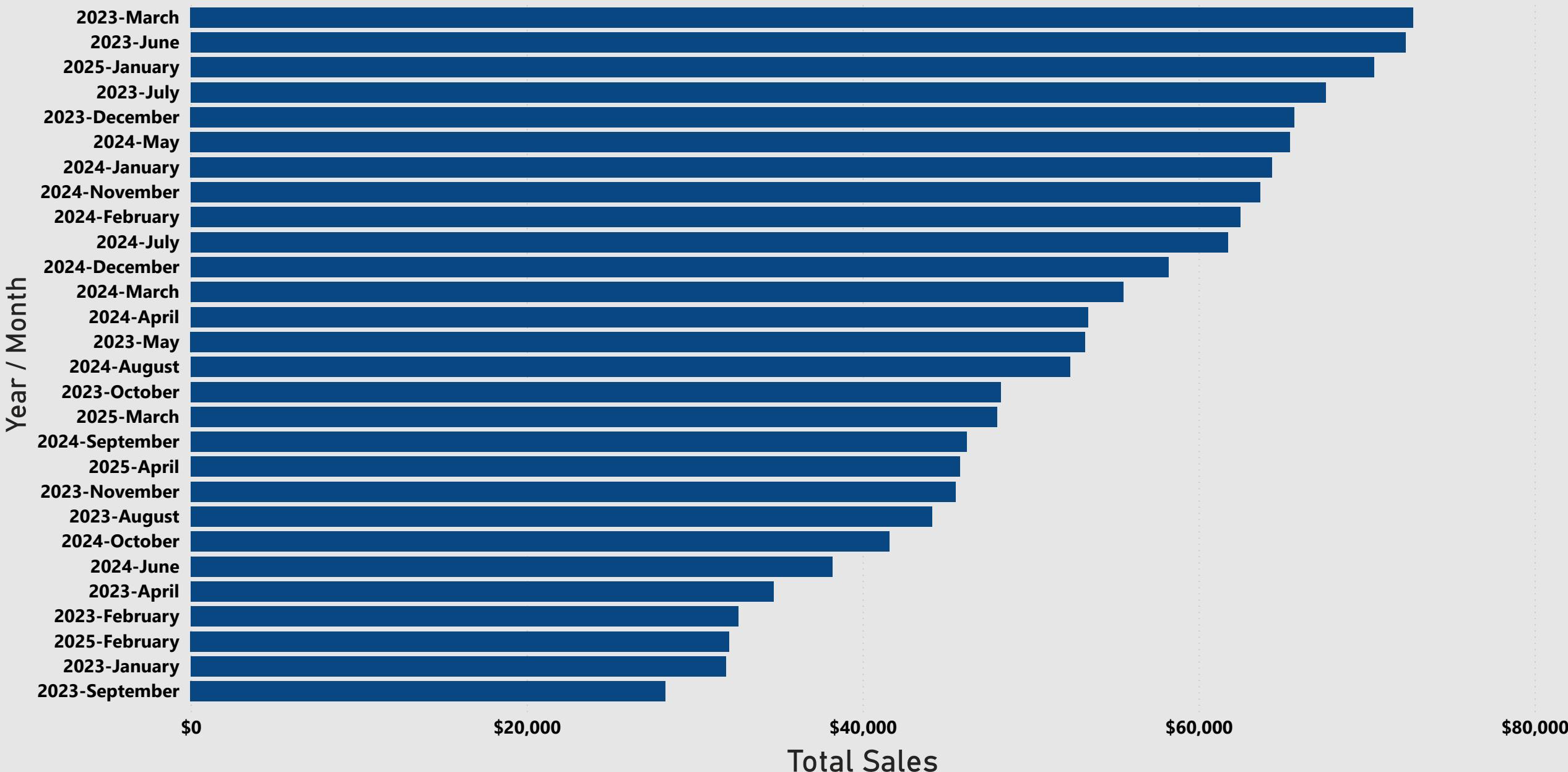
Total Sales By Category & Gender



**Electronics, Books,
Clothing**
Top 3 Male Categories

**Sports, Home & Garden,
Clothing**
Top 3 Female Categories

Sales by Year / Month



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