

# Data Analyst and Business Analyst Portfolio

Engineer: Marco Díaz

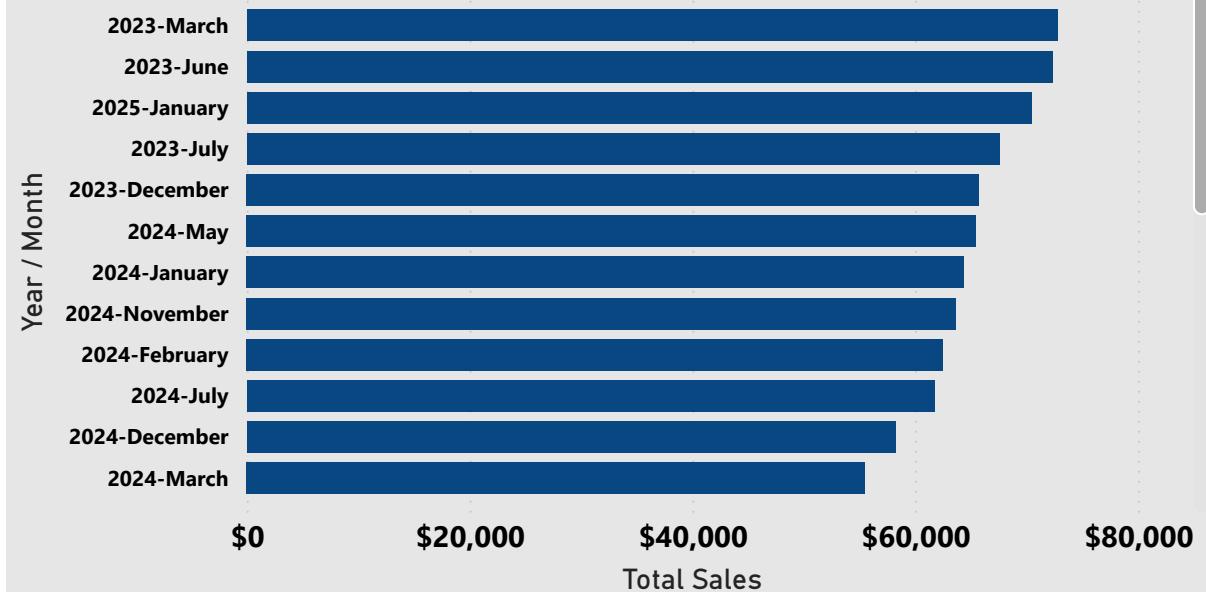
E-commerce Sales Dashboard

## \$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
<b>Total</b>	<b>47,157.71</b>

### Total Sales By CustomerID



### Total Sales By Geographich Location

1,000,000

Total Sales

500,000

0

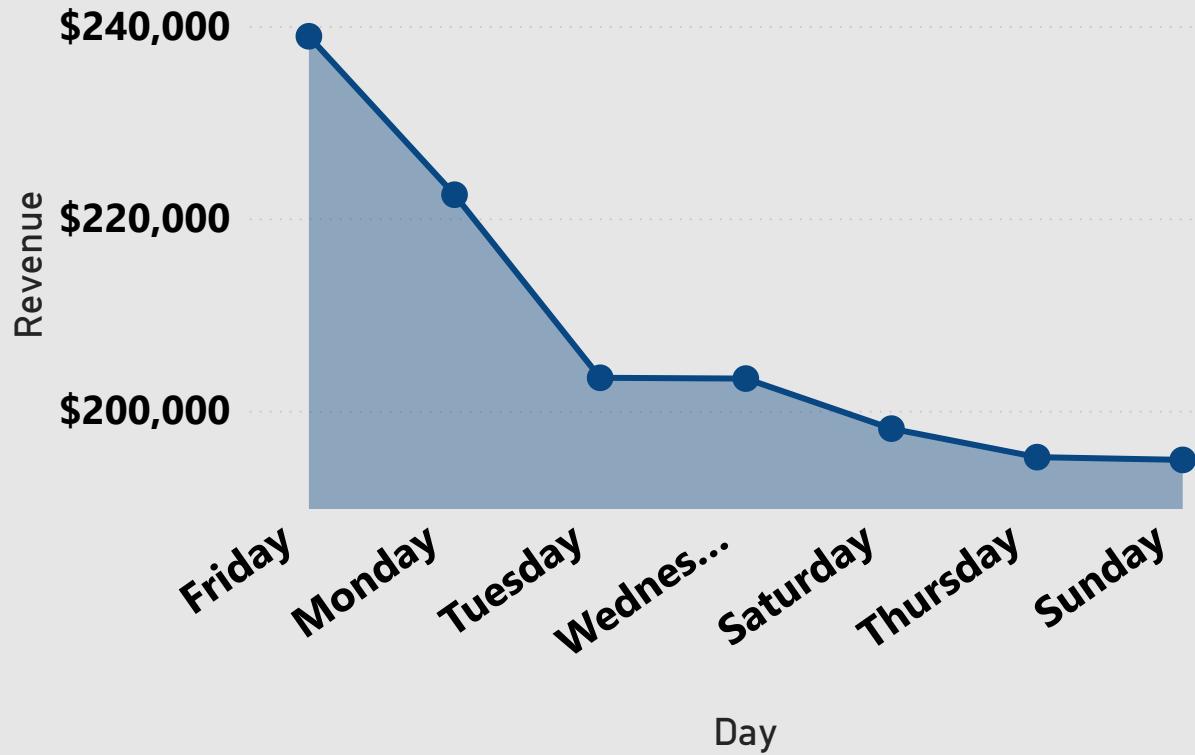
1,000,000

Total Sales

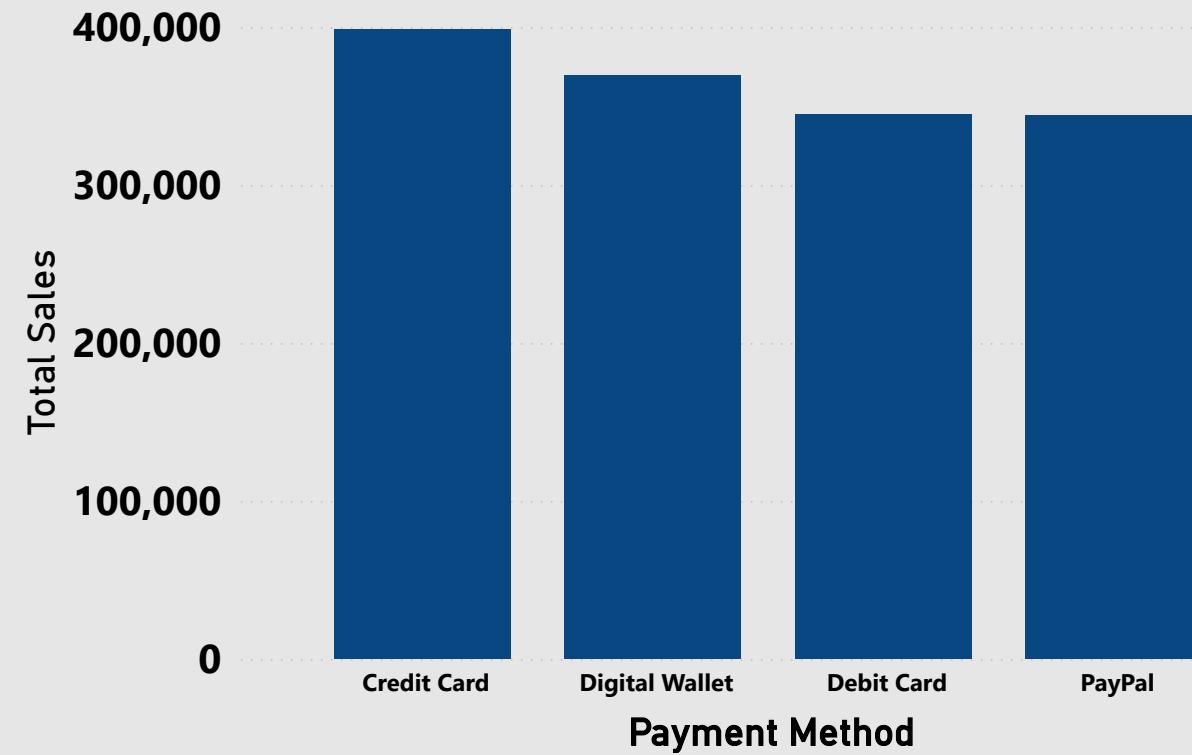
</div

## Product Analysis

### Sales by Day

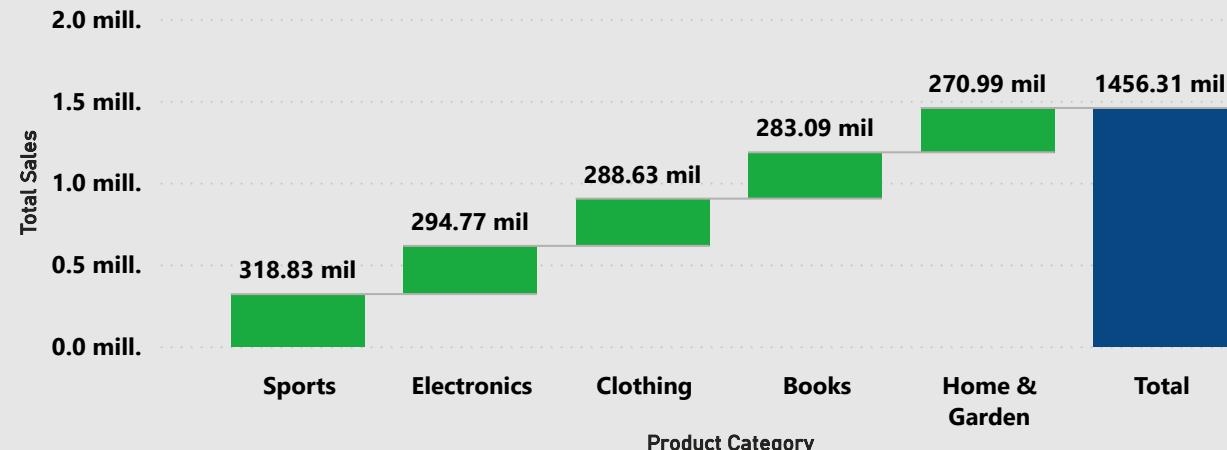


### Total Sales By Payment Method



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
<b>Total</b>	<b>398,380.67</b>	<b>344,556.36</b>	<b>369,536.89</b>	<b>343,835.40</b>	<b>1,456,309.32</b>

### Total Sales By Product Category



## Top 3 Total Sales by Category

Product Category

Sports

Electronics

Clothing

0

50,000

100,000

150,000

200,000

250,000

300,000

350,000

Total Sales

**319K**

**Sports**

**295K**

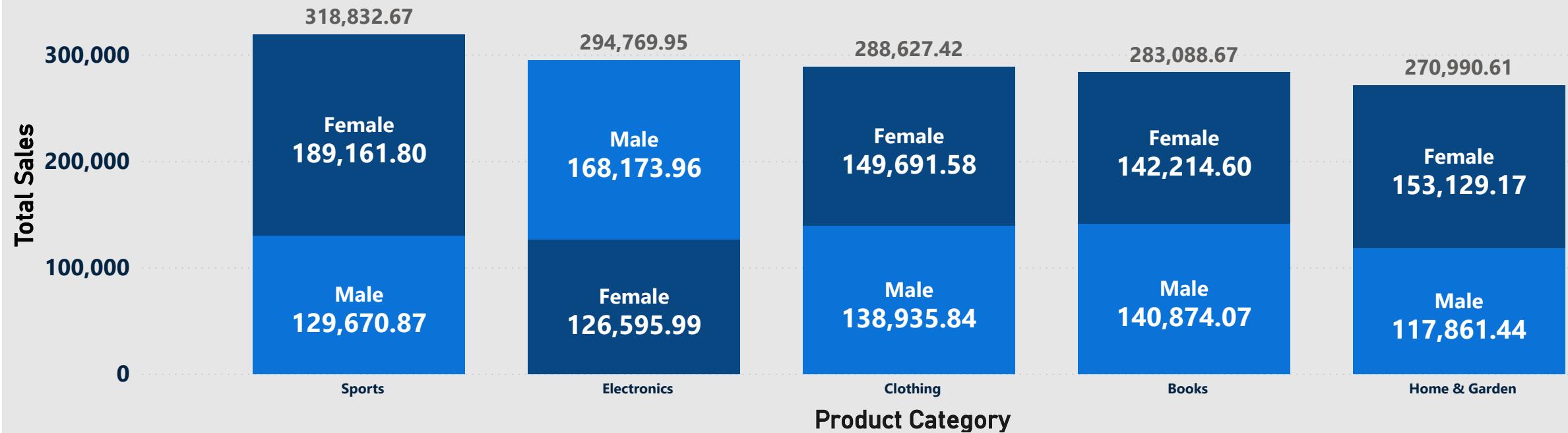
**Electronics**

**289K**

**Clothing**



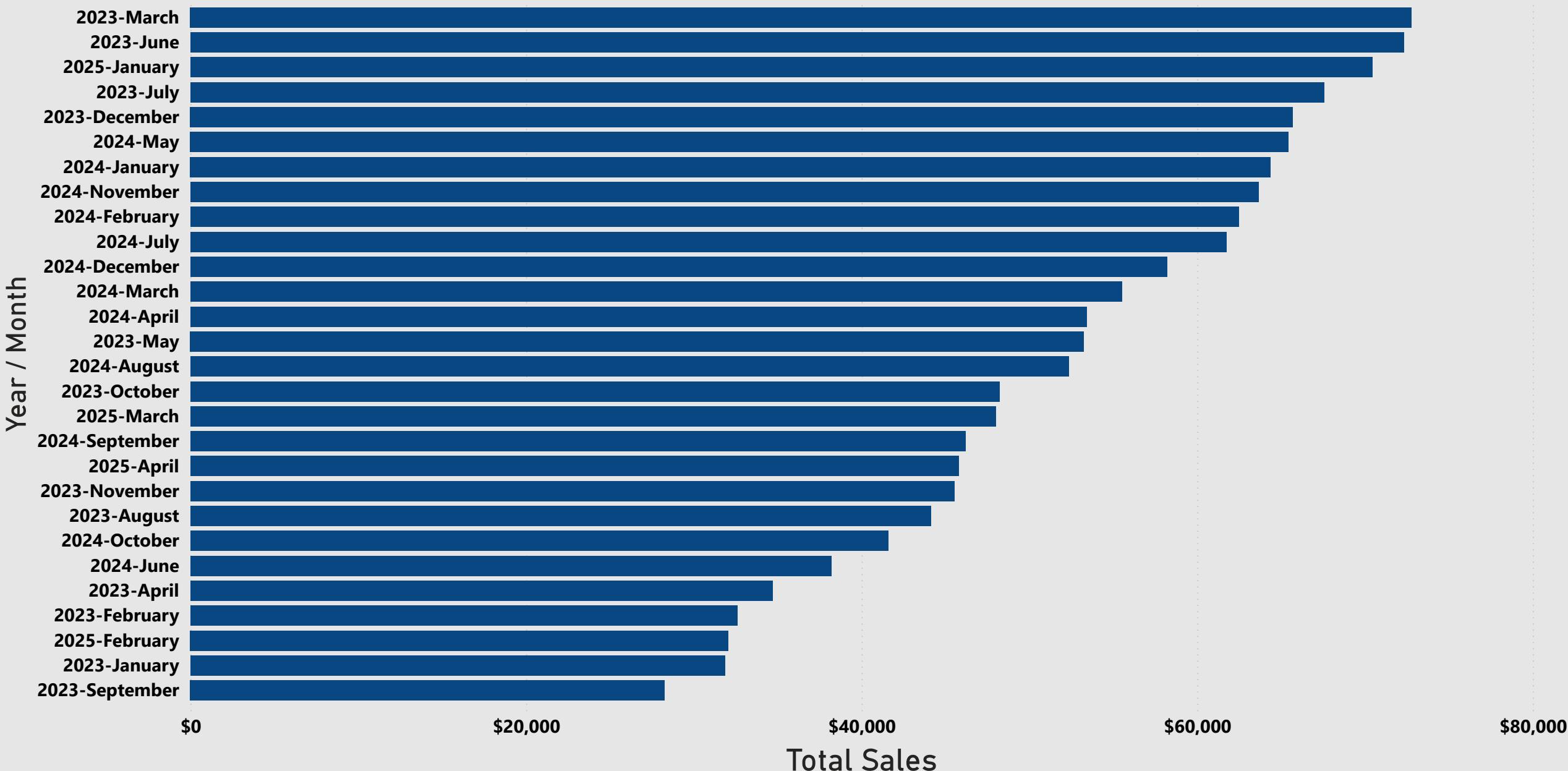
## Total Sales By Category & Gender



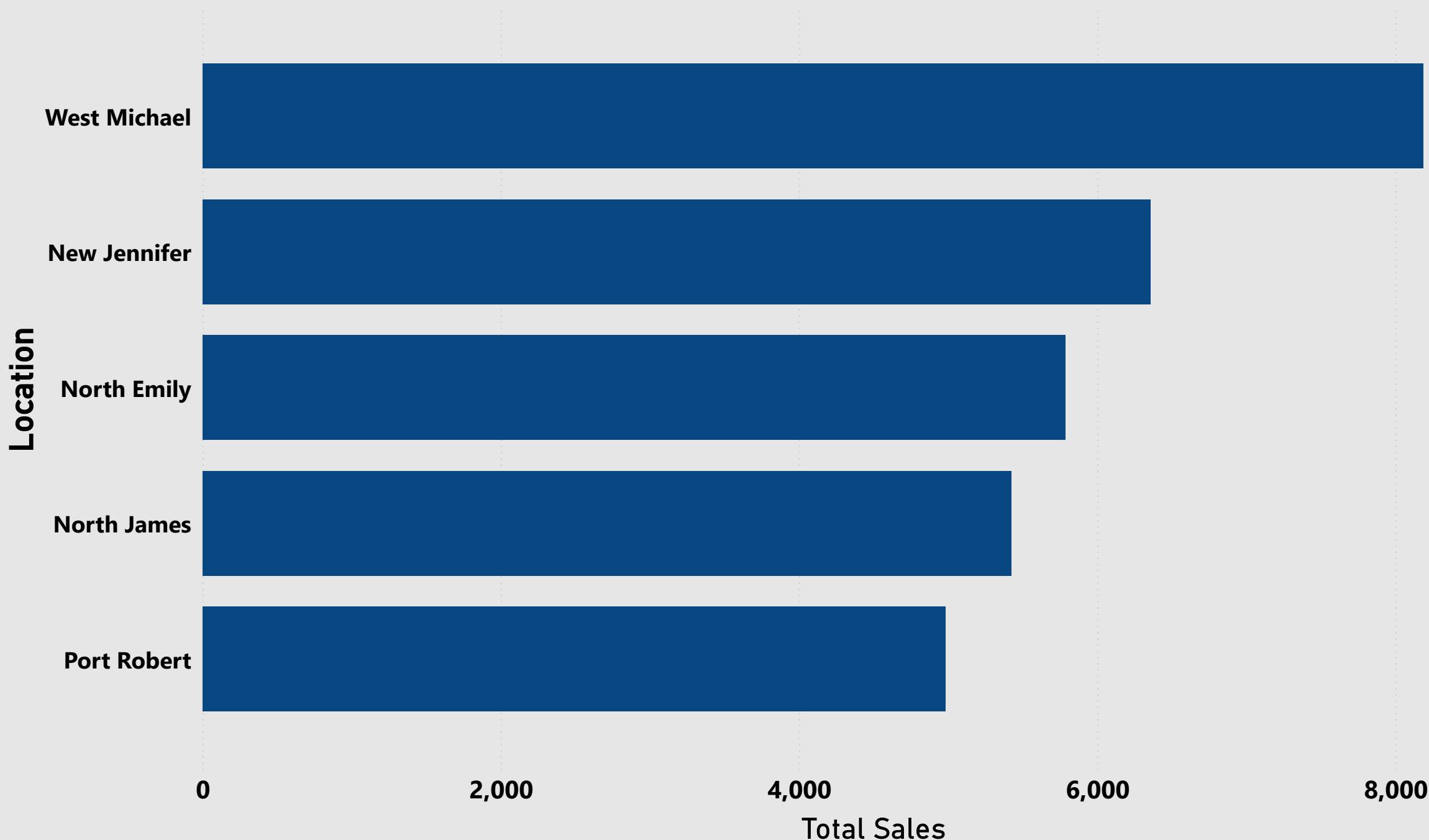
**Electronics, Books,  
Clothing**  
Top 3 Male Categories

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

## Sales by Year / Month



## 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

Average Total Sales

**1.45630932 mil**

High Performance Products

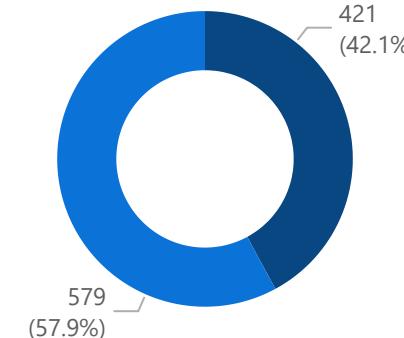
**421**

High Performance Revenue

Total Sales High Performance

**1 mil.**

## Performance Distribution



Low Performance Products

**579**

Low Performance Revenue

Total Sales Low Performance

**359 mil**

Engineer: Marco Díaz

Cellphone: (+52)55 6400-3686

Email: marcoad160@gmail.com