

Data Analyst and Business Analyst Portfolio

Engineer: Marco Díaz

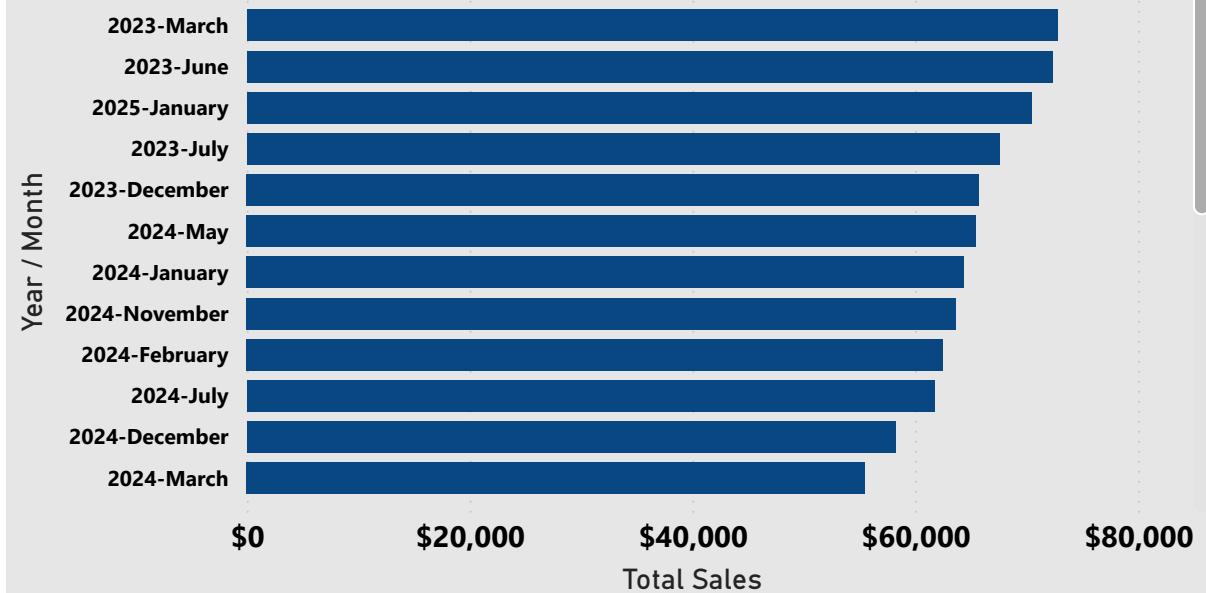
E-commerce Sales Dashboard

\$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

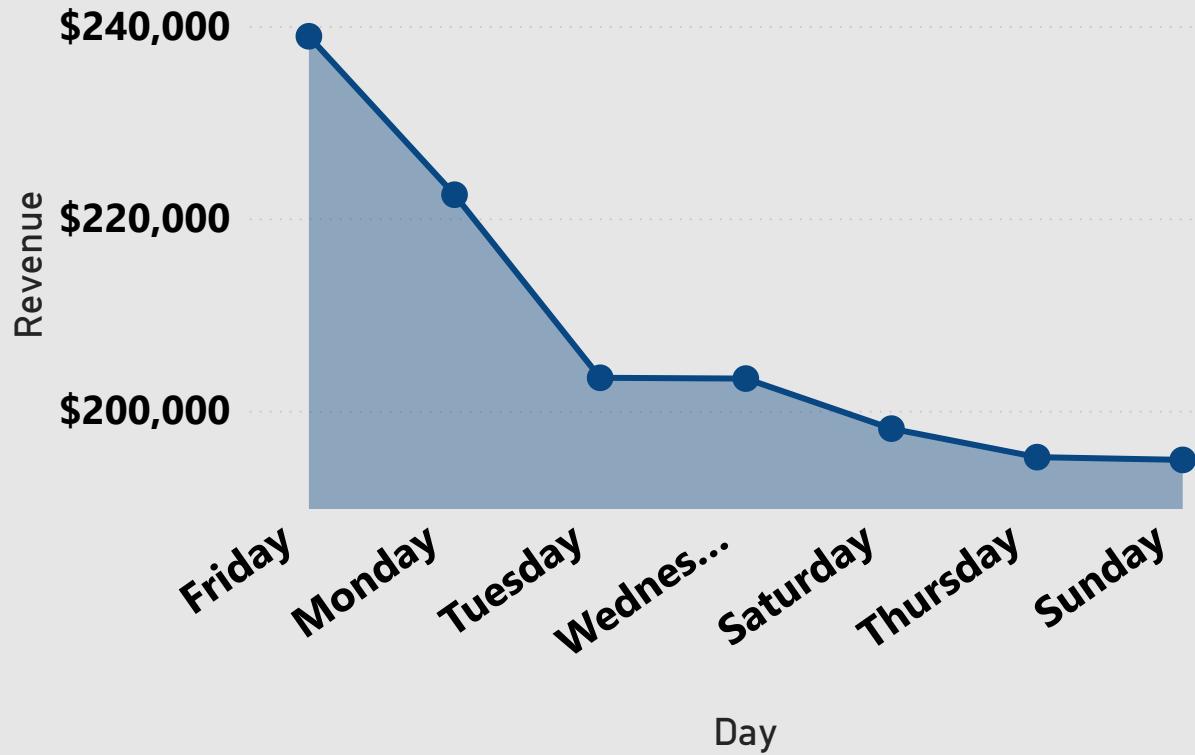
1,000,000

Total Sales

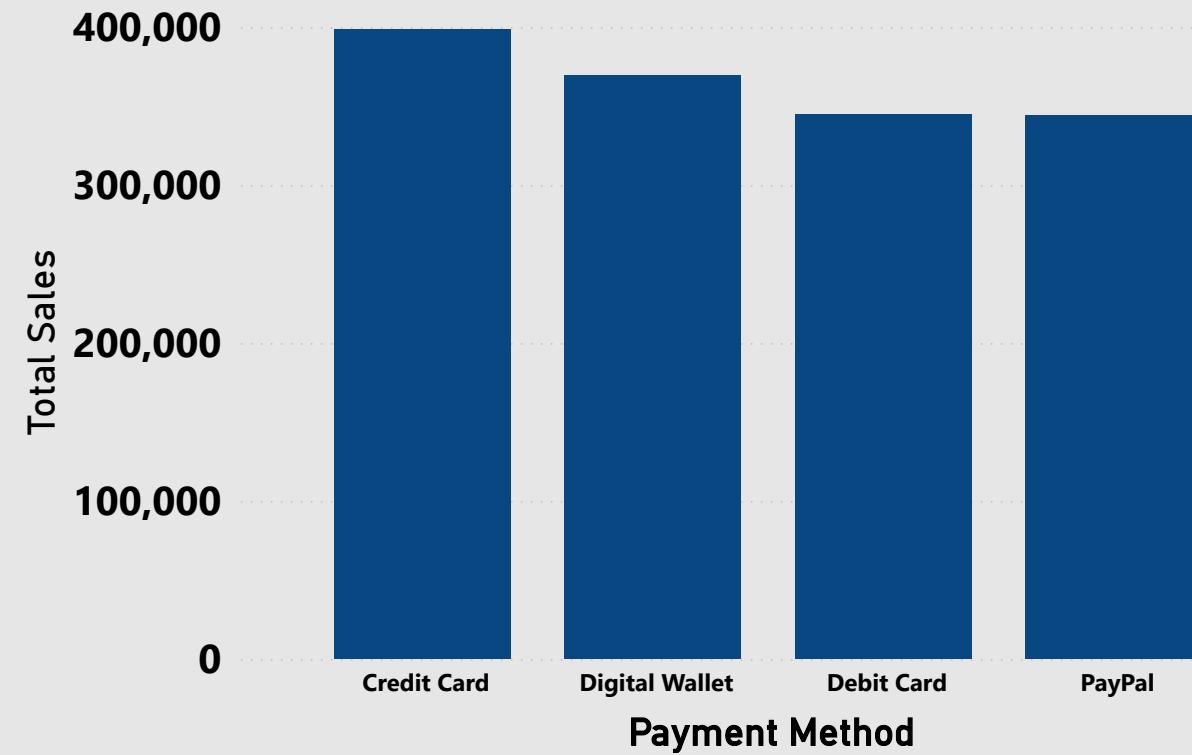
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Product Analysis

Sales by Day

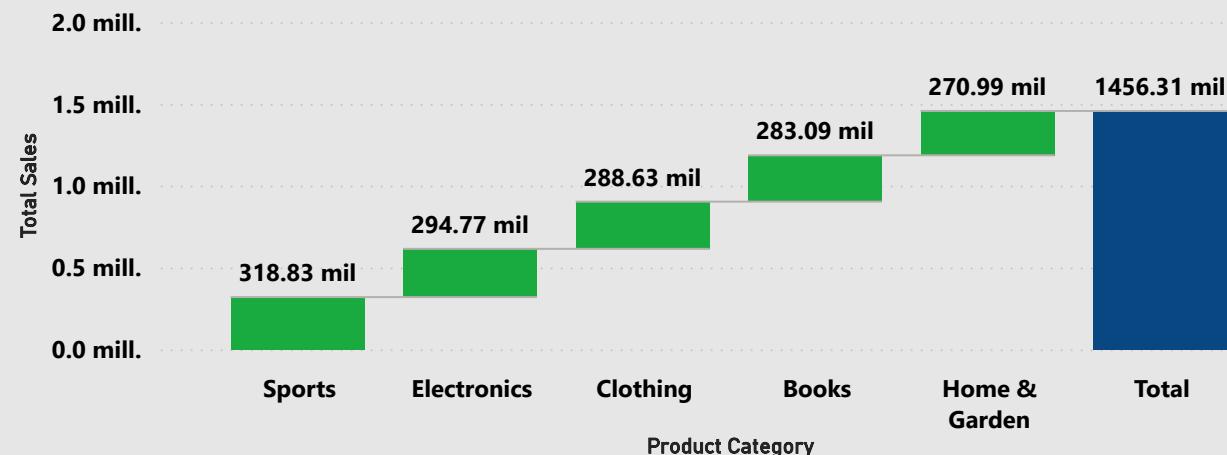


Total Sales By Payment Method



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

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

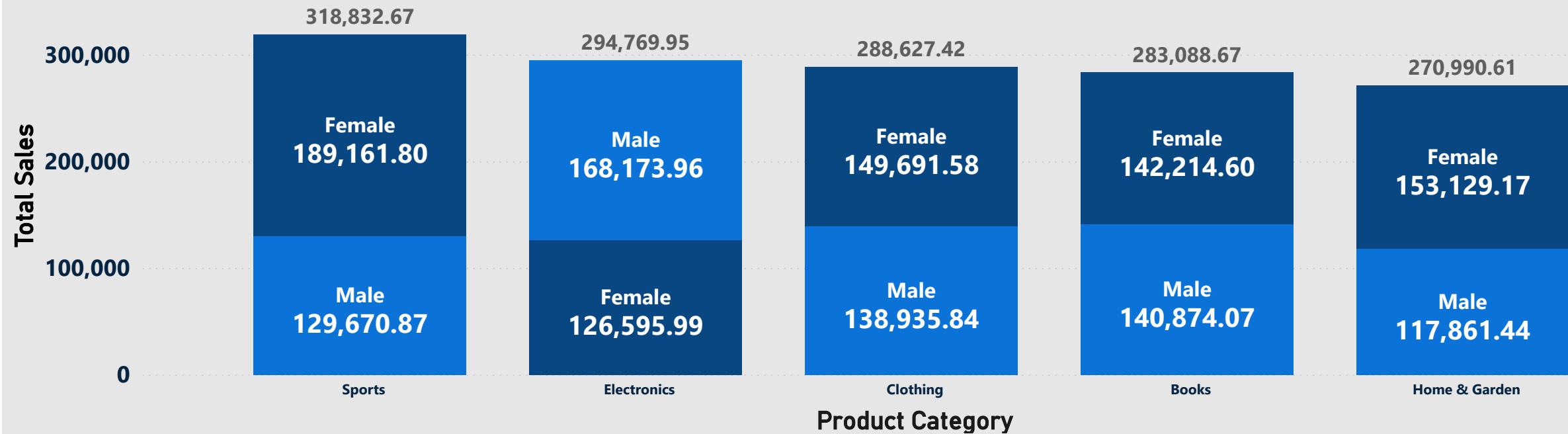
Electronics

289K

Clothing



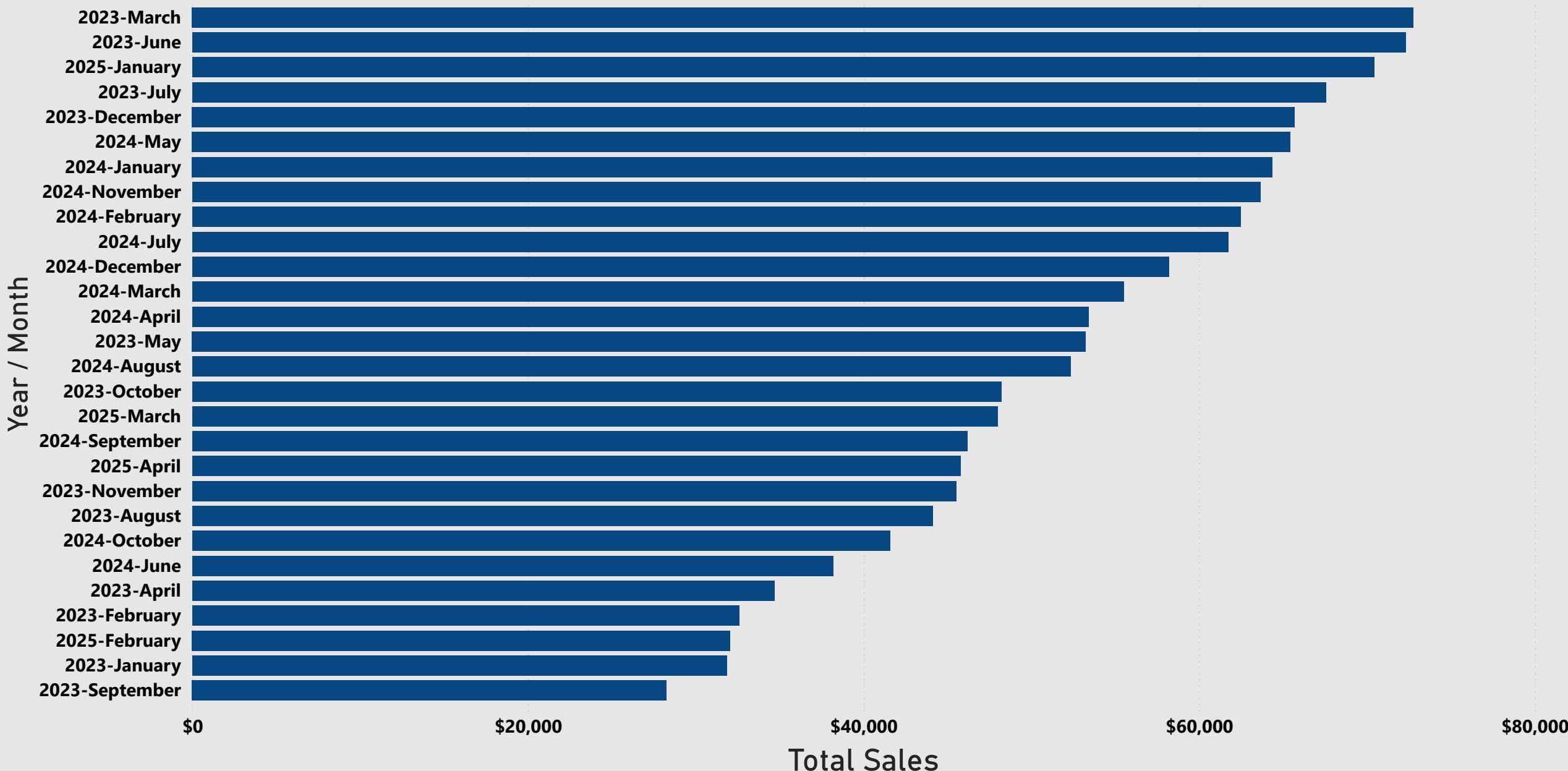
Total Sales By Category & Gender



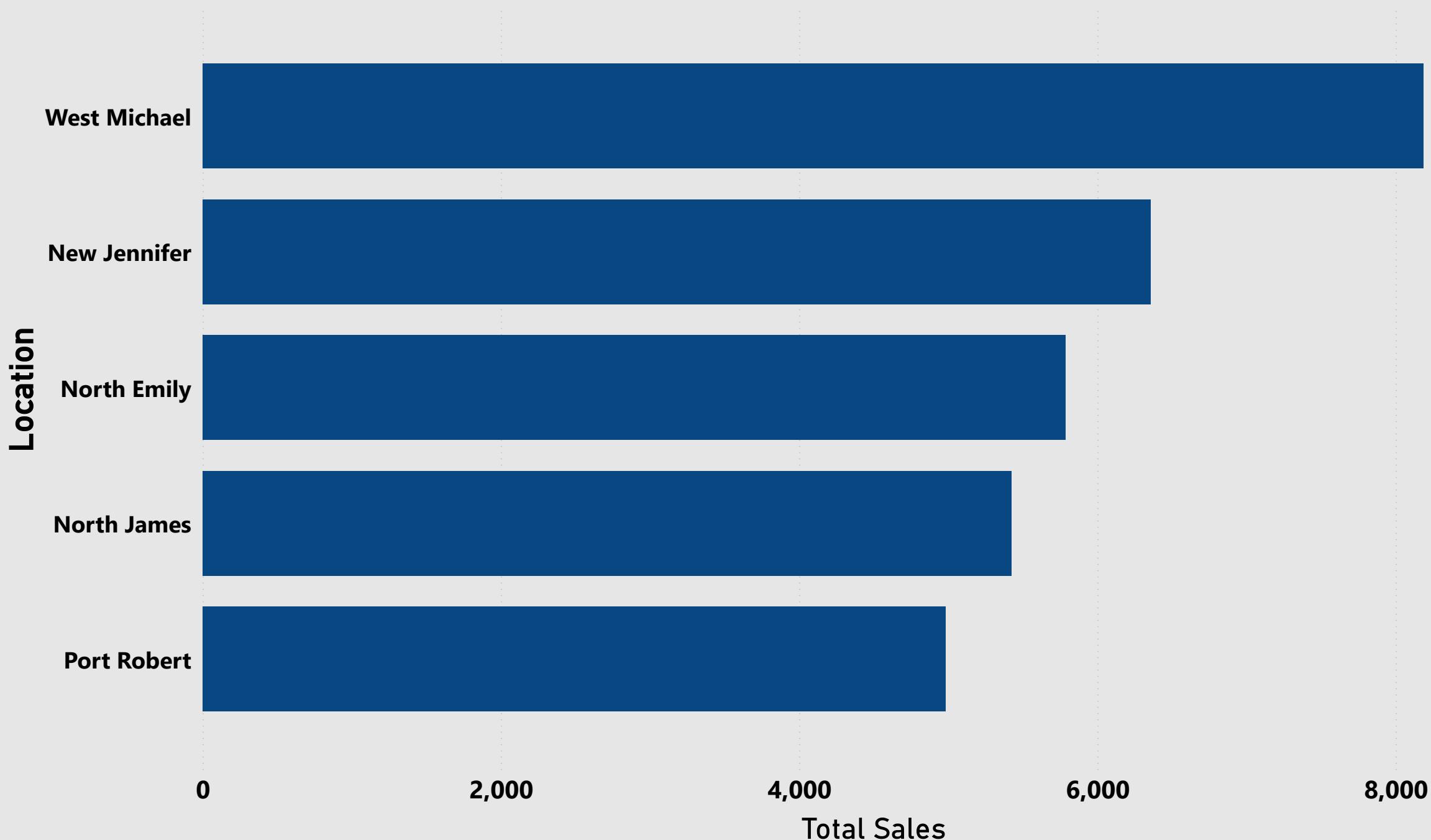
**Electronics, Books,
Clothing**
Top 3 Male Categories

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

Sales by Year / Month



Top 5 Location Total Sales



Product Performance Analytics

Product Rank

Product Rank	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

Average Order Value

1.456K

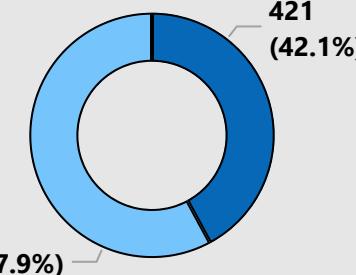
High Performance Products

421

High Performance Revenue

1.098M

Performance Distribution



Low Performance Products

579

Low Performance Revenue

358.515K

Perf.
● High...
○ Low ...

Engineer: Marco Díaz

Cellphone: (+52)55 6400-3686

Email: marcoad160@gmail.com