

# 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

1,000,000

Total Sales

500,000

0

46+      26-35      36-45      18-25

Age Group

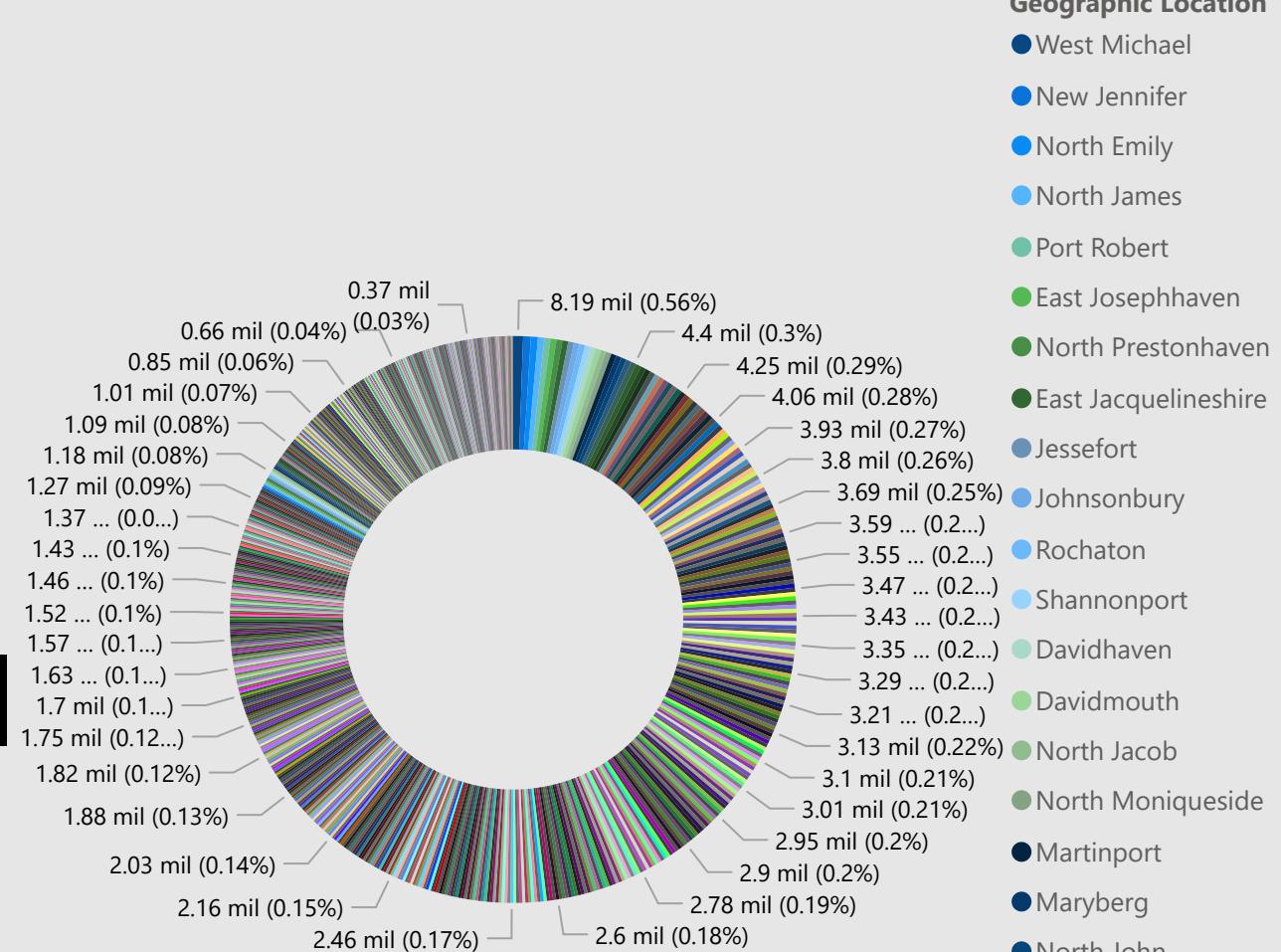
### Top 10 Customers account Total Sales

#### CustomerID   Total Sales

#### Total Sales By CustomerID

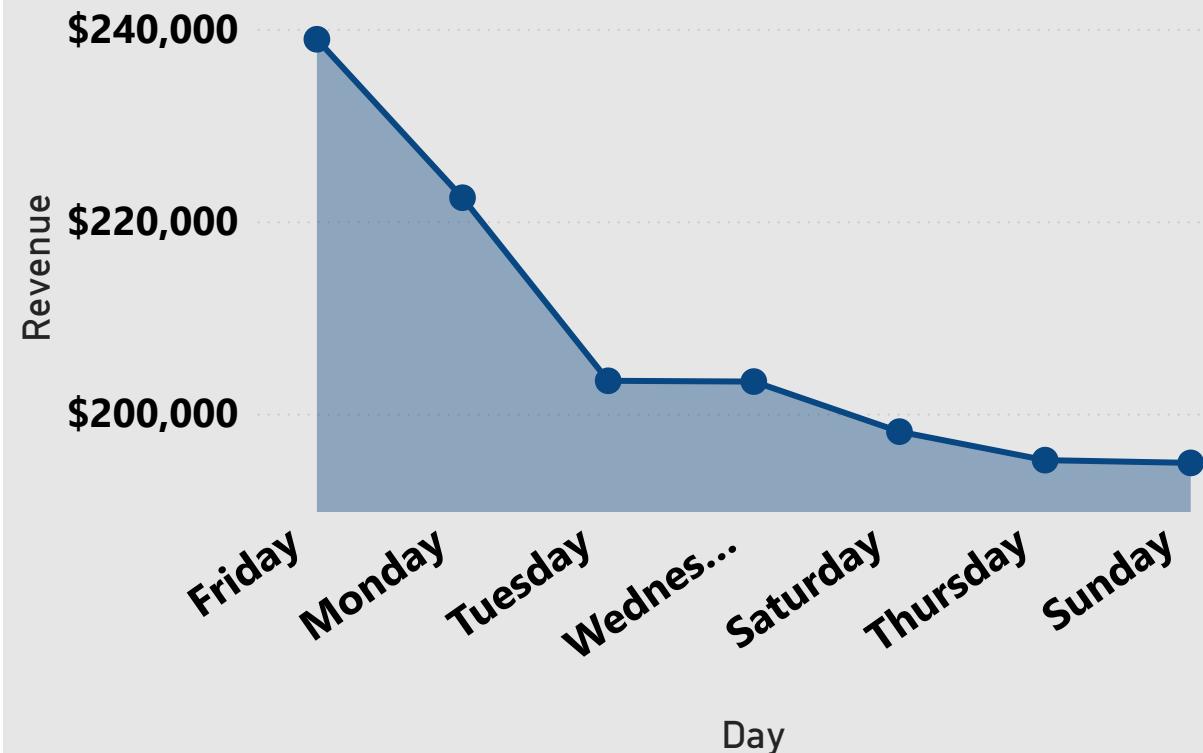
CustomerID	Total Sales
CUST2972	4,958.10
CUST7065	4,933.90
CUST6771	4,927.10
CUST3646	4,817.20
CUST5515	4,748.80
CUST2775	4,679.30
CUST2830	4,571.50
CUST2901	4,567.50
CUST6379	4,482.81
CUST7600	4,471.50
<b>Total</b>	<b>47,157.71</b>

### Total Sales By Geographich Location

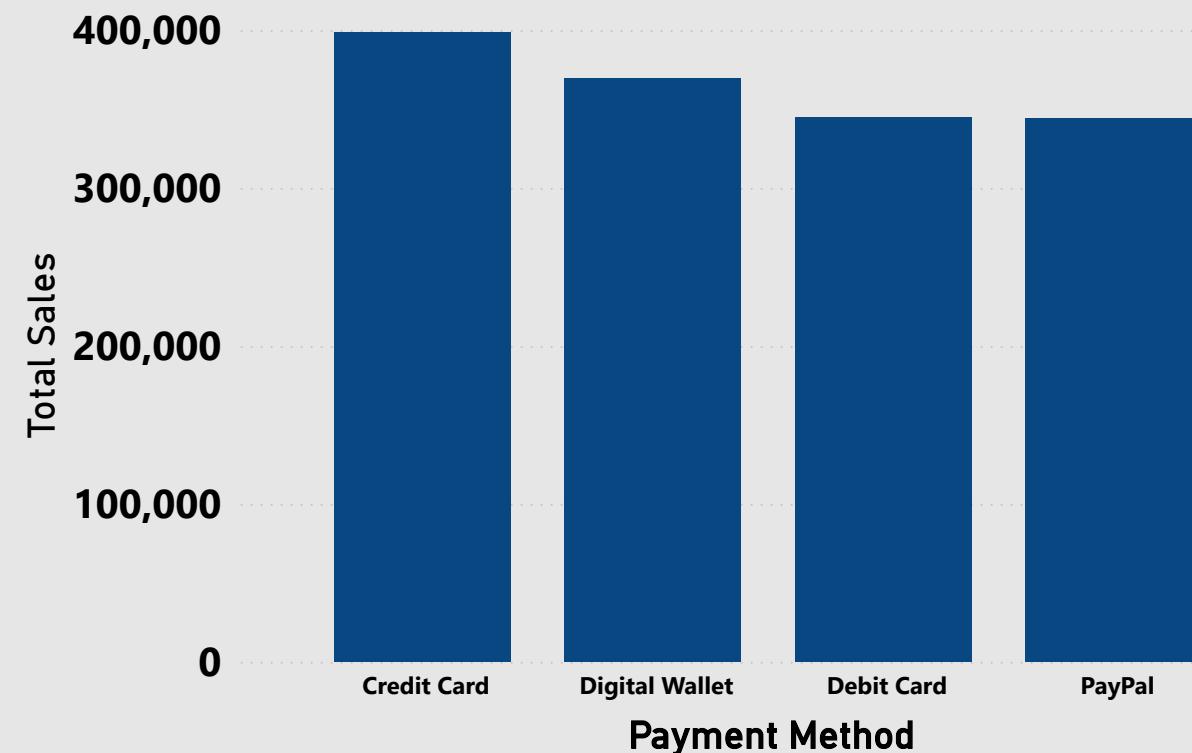


## Product Analysis

### Sales by Day

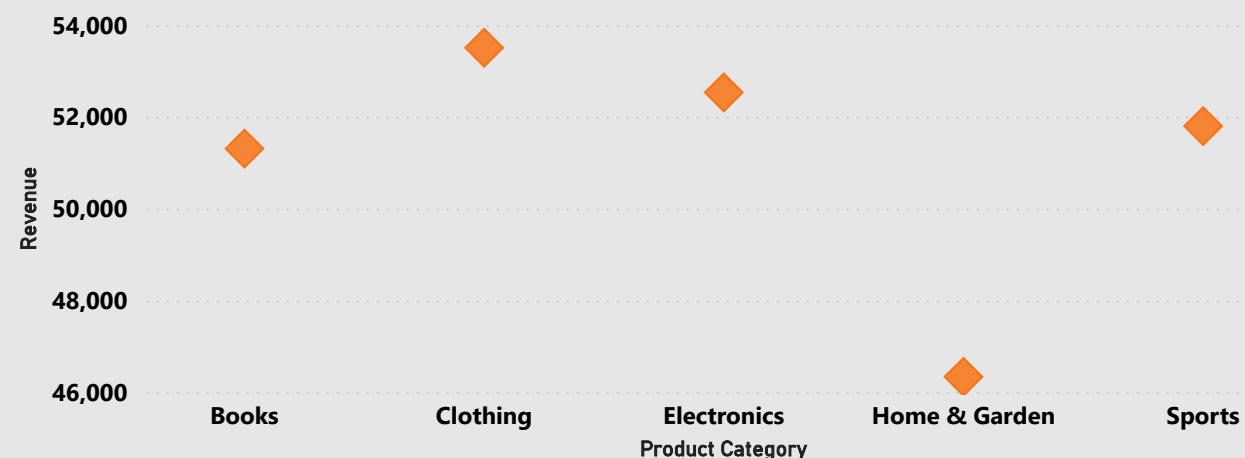


### Total Sales By Payment Method



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>

### Revenue By Category



Engineer: Marco Díaz

Cellphone: (+52)55 6400-3686

Email: marcoad160@gmail.com