Data Analyst and Business Analyst Portfolio

Engineer: Marco Díaz

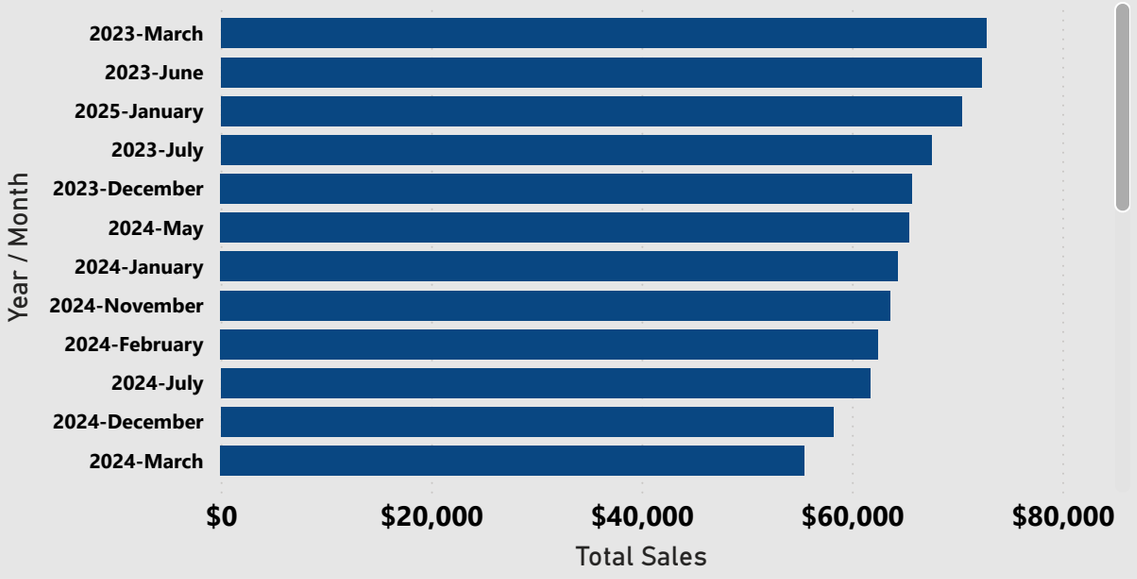
E-commerce Sales Dashboard

$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

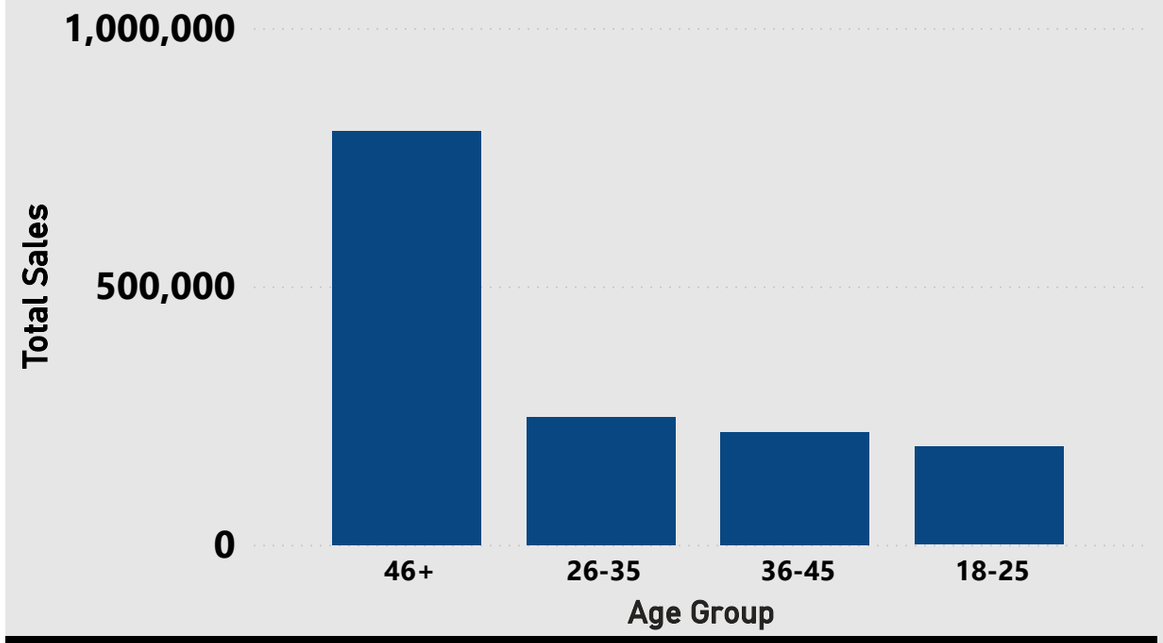
5,654
Total Orders

1.46M
Total Sales

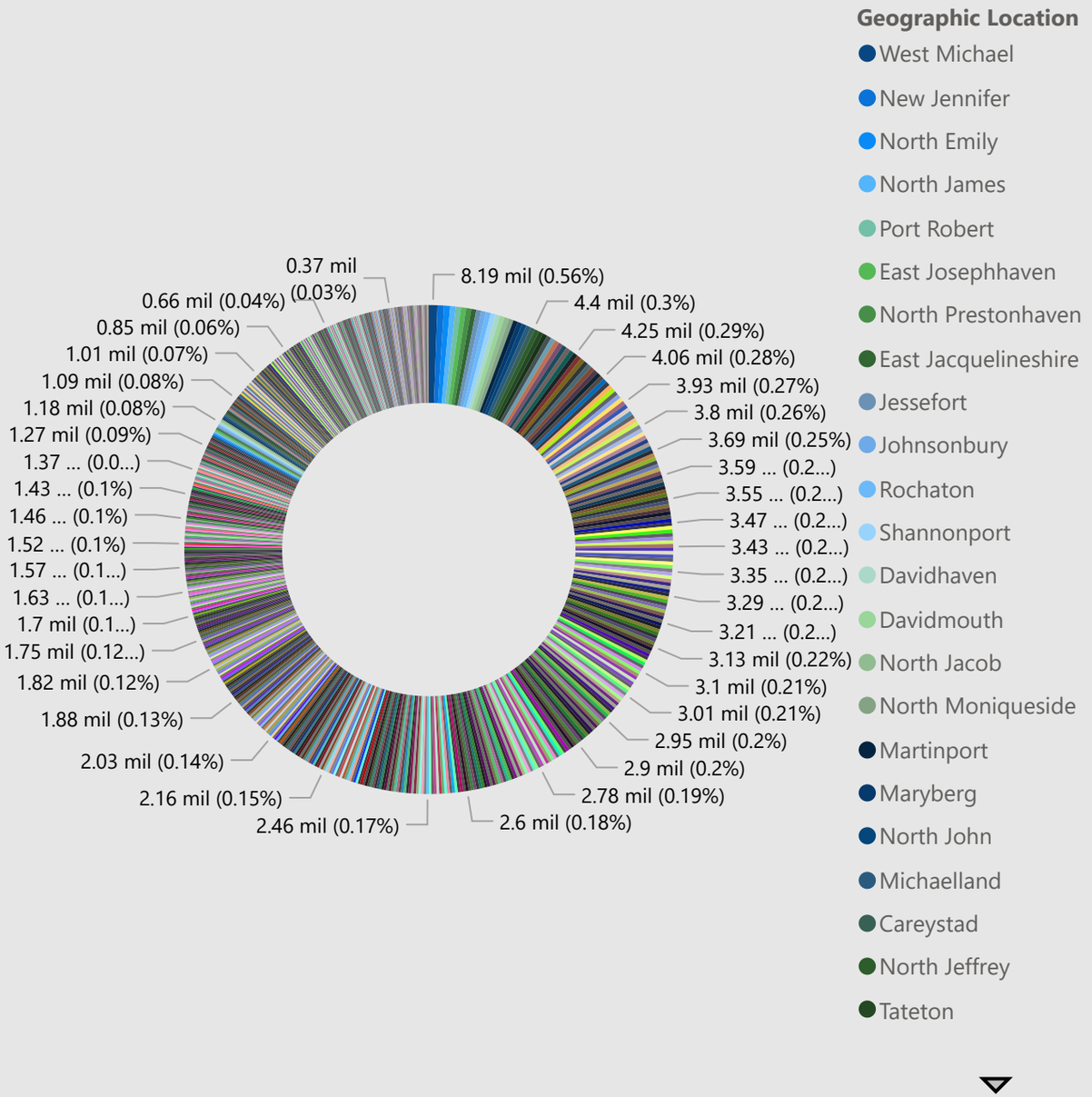
1.456K
Average Order Value

Customer Analysis

Sales by Age Group

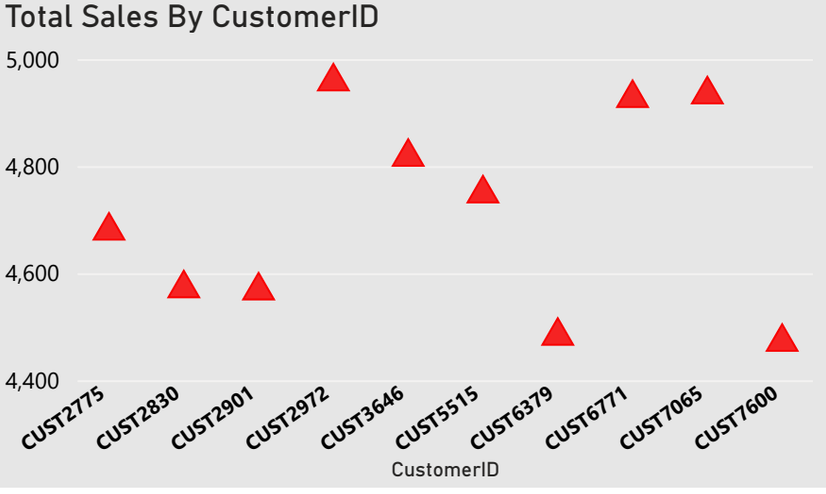


Total Sales By Geograpich Location



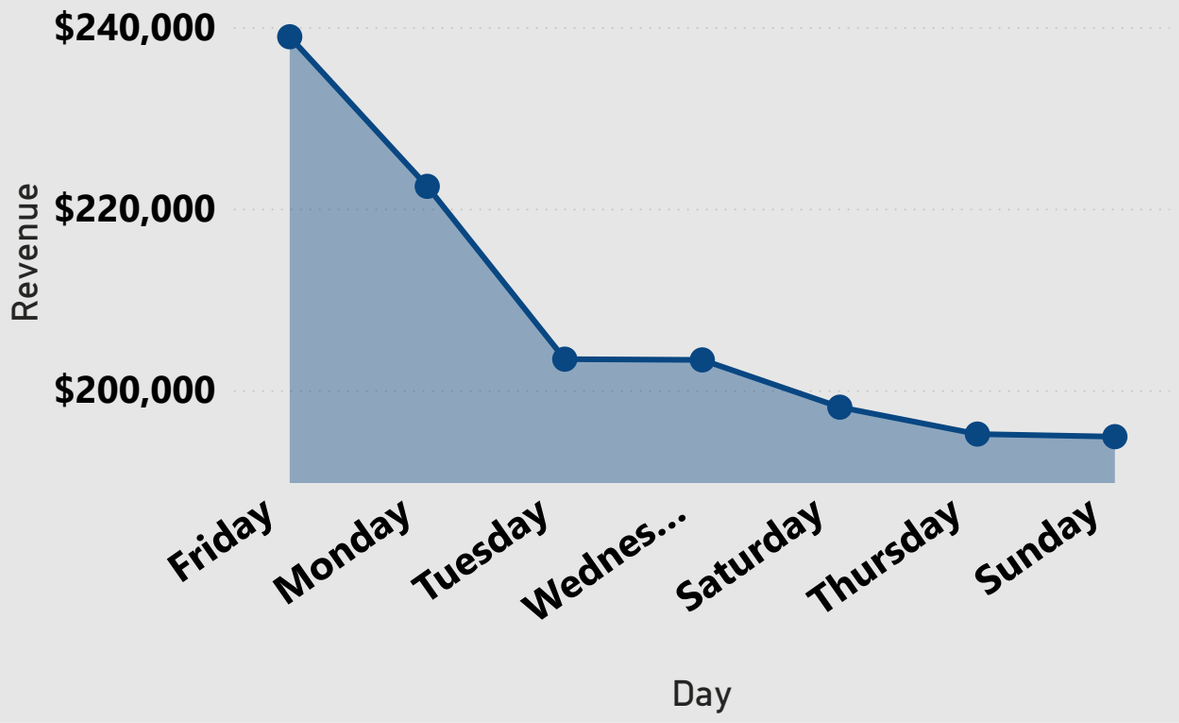
Top 10 Customers account Total Sales

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

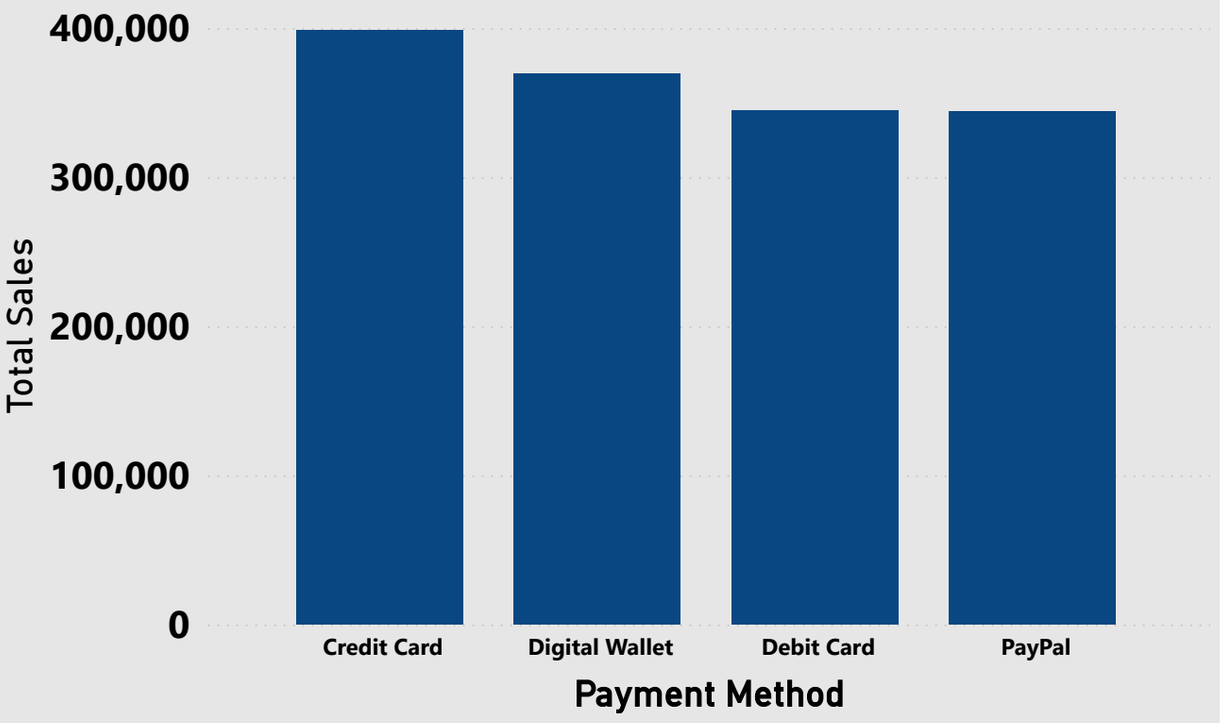


Product Analysis

Sales by Day

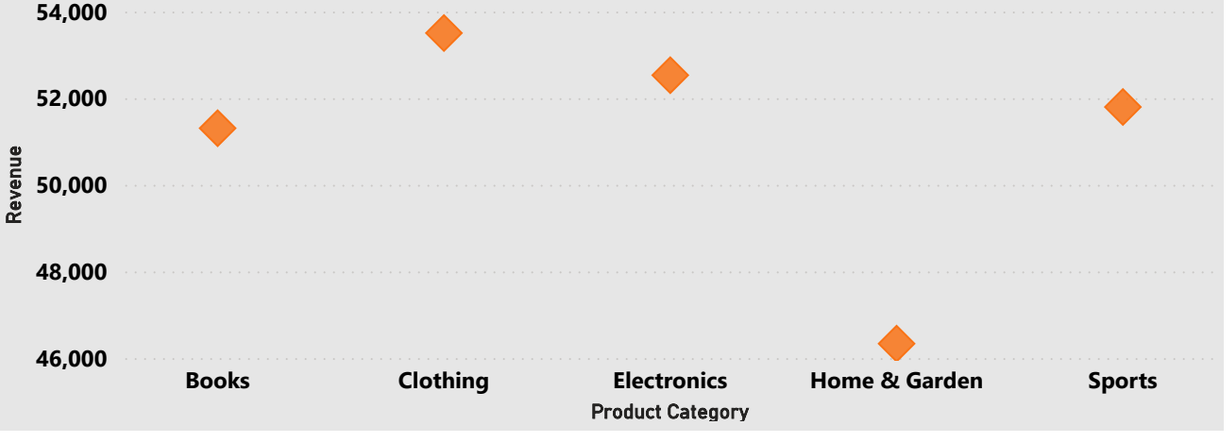


Total Sales By Paymenth Method

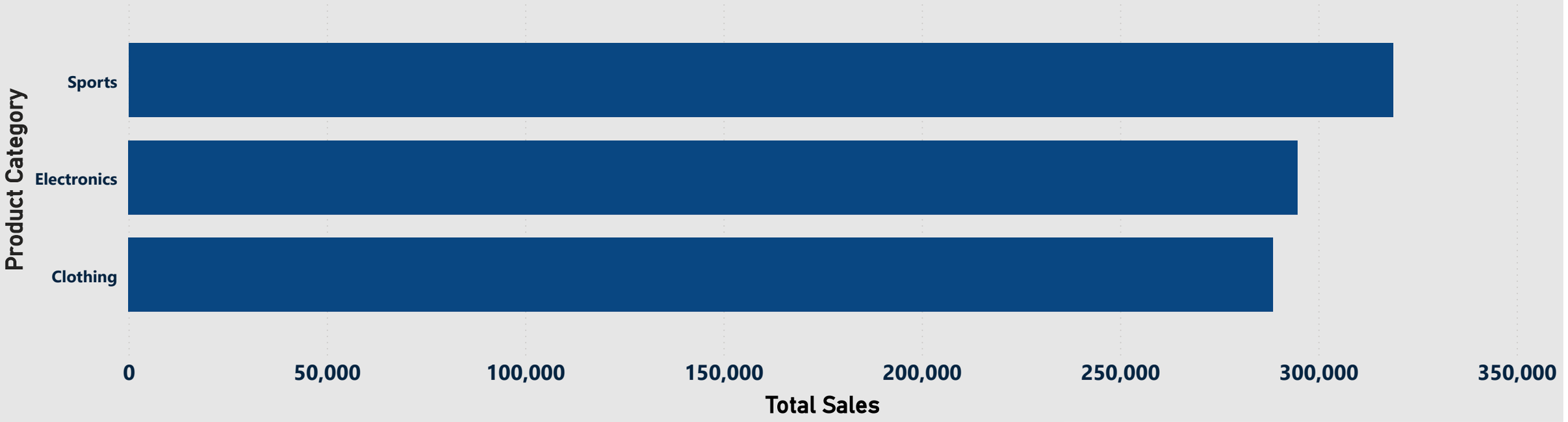


Category	Credit Card	Debit Card	Digital Wallet	PayPal	Total
Home & Garden	56,922.29	60,878.41	90,191.91	62,998.00	270,990.61
Books	99,893.57	64,216.71	45,526.53	73,451.86	283,088.67
Clothing	81,869.09	56,348.77	88,186.67	62,222.89	288,627.42
Electronics	68,160.64	75,934.49	76,938.37	73,736.45	294,769.95
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

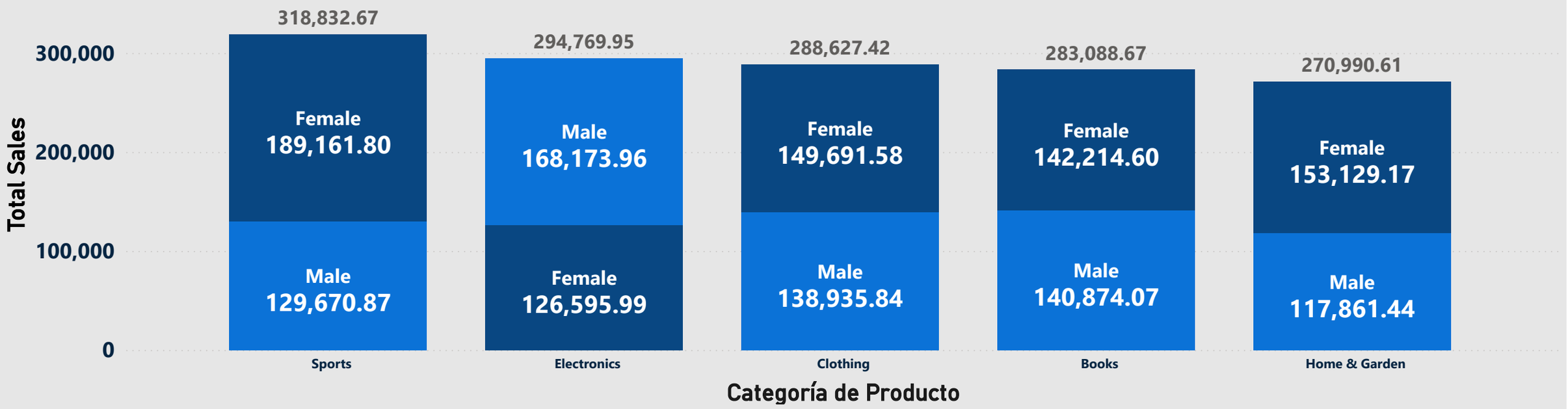


319K
Sports

295K
Electronics

289K
Clothing

Total Sales By Category & Gender

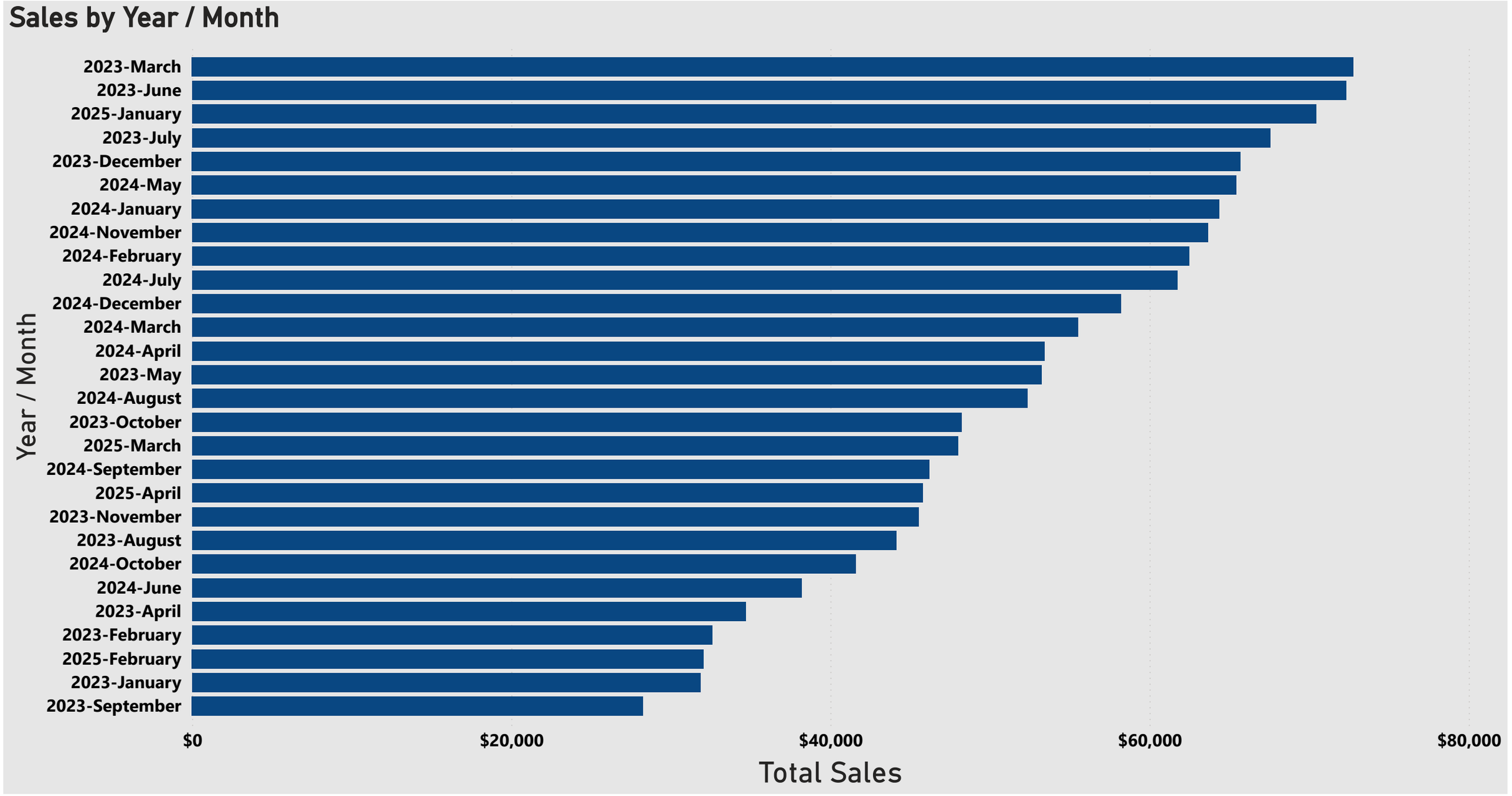


Electronics, Books, Clothing

Top 3 Male Categories

Sports, Home & Garden, Clothing

Top 3 Female Categories


Sales by Year / Month
2023-March
2023-June
2025-January
2023-July
2023-December
2024-May
2024-January
2024-November
2024-February
2024-July
2024-December
2024-March
2024-April
2023-May
2024-August
2023-October
2025-March
2024-September
2025-April
2023-November
2023-August
2024-October
2024-June
2023-April
2023-February
2025-February
2023-January
2023-September
Year / Month
$0
$20,000
$40,000
$60,000
$80,000
Total Sales

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