



ZENITH E-COMMERCE ANALYTICS REPORT

End-to-End Data Engineering Project

Prepared By: Monivi Hope Ogidi

Key Insights from SQL & Snowflake Data

Date: October 26, 2023

Powered by Power BI



ZENITH ECOMMERCE

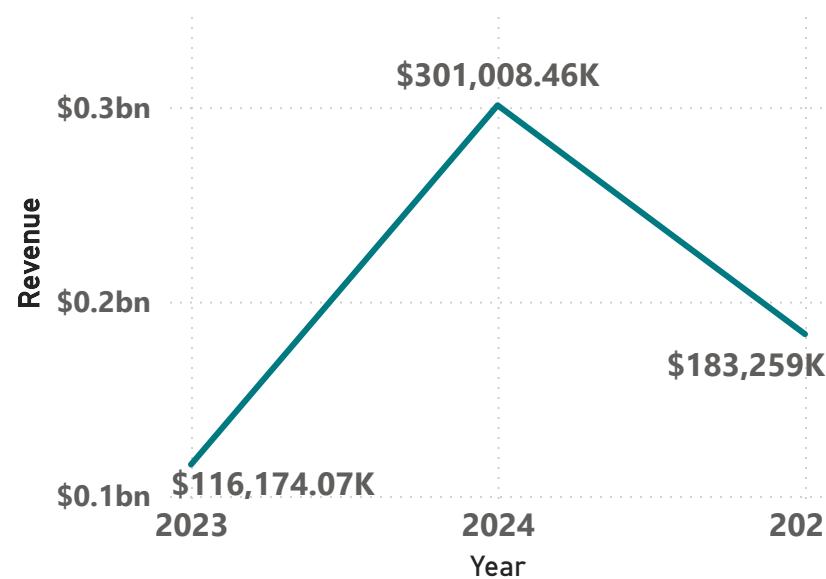
Year

2023

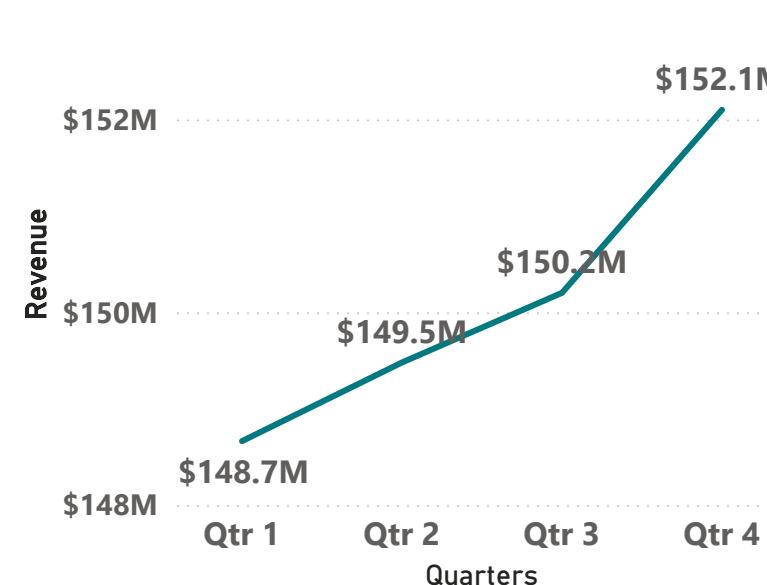
2024

2025

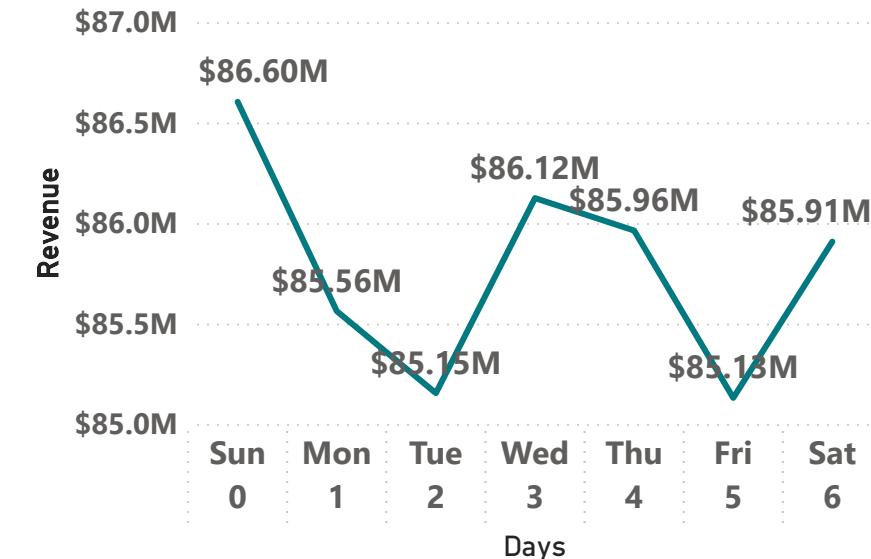
Yearly Sales Trend



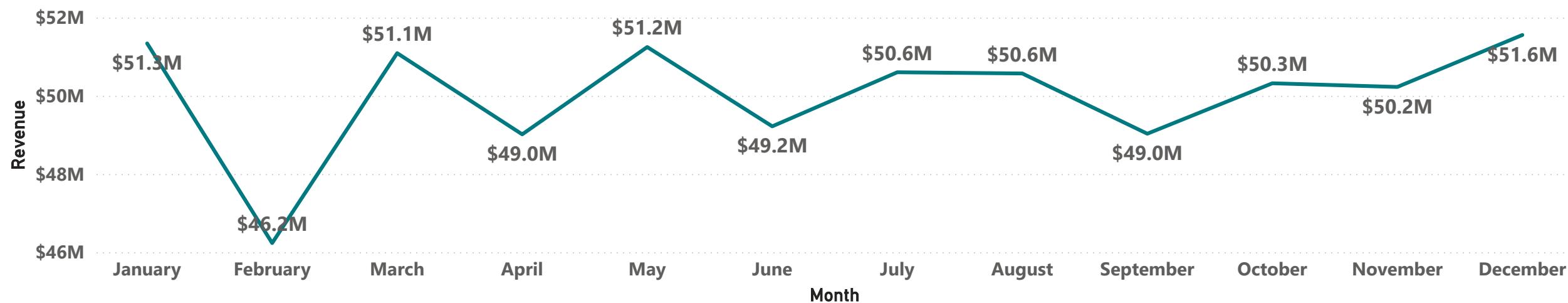
Quarterly Sales Trend



Daily Sales Trend



Monthly Sales Trend





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Month

All ▾

Quarter

All ▾

Year

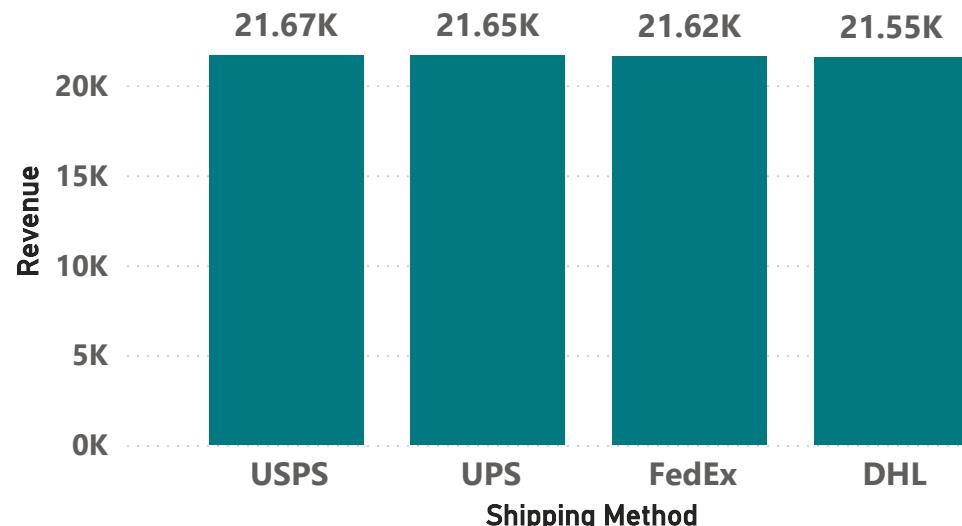
2023

2024

2025

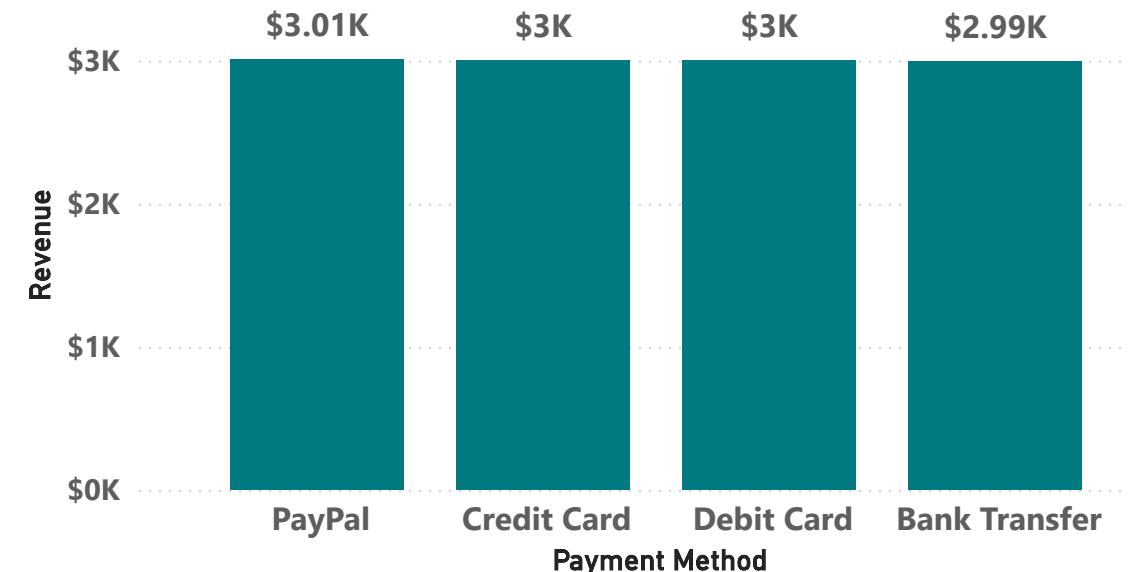
Shipping Method Performance by Order Count

Analysis of total unique transactions processed across all delivery options.



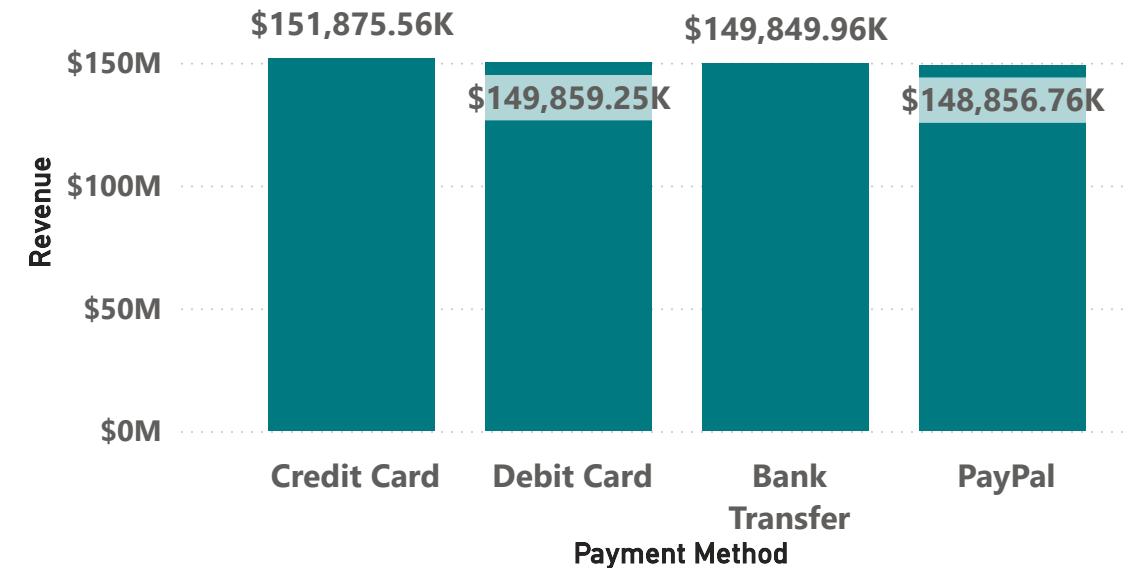
Average Order Value (AOV) by Payment Method

Identifying which payment channels generate the largest single transactions.



Total Revenue by Payment Method

Total sales volume generated by each payment channel.





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Month



Quarter

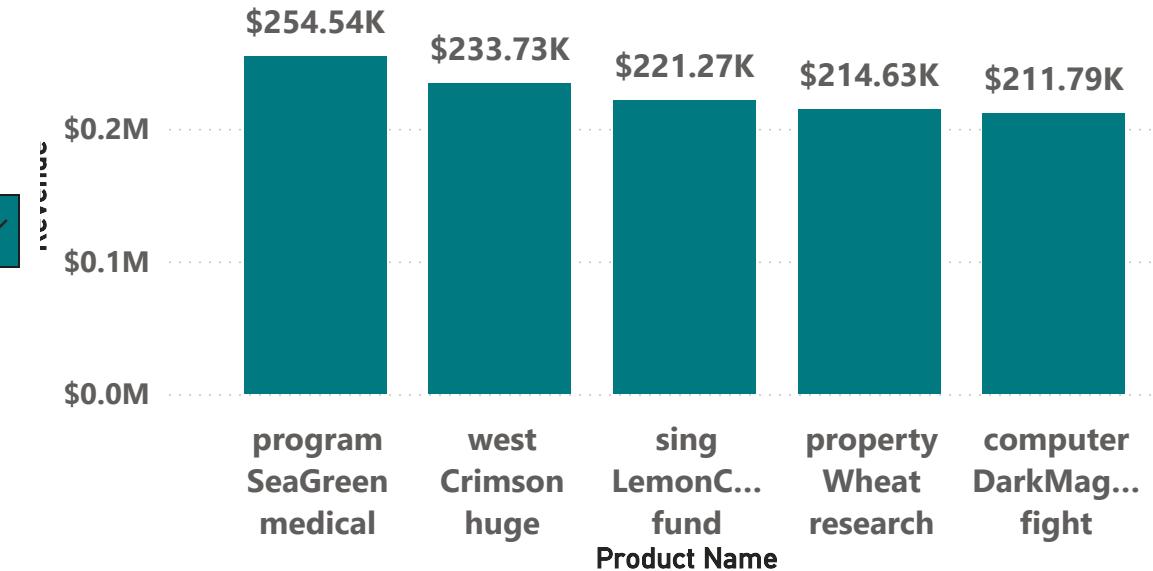
All

Year

2023 2024 2025

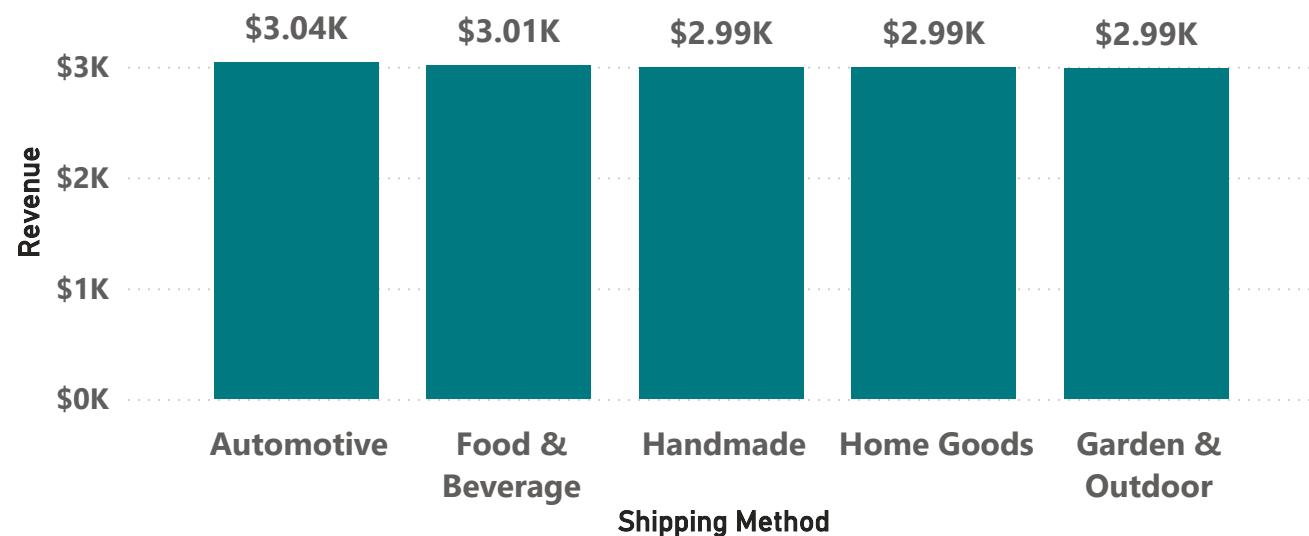
Top 5 Products by Total Revenue

Analysis of gross sales contribution for individual products



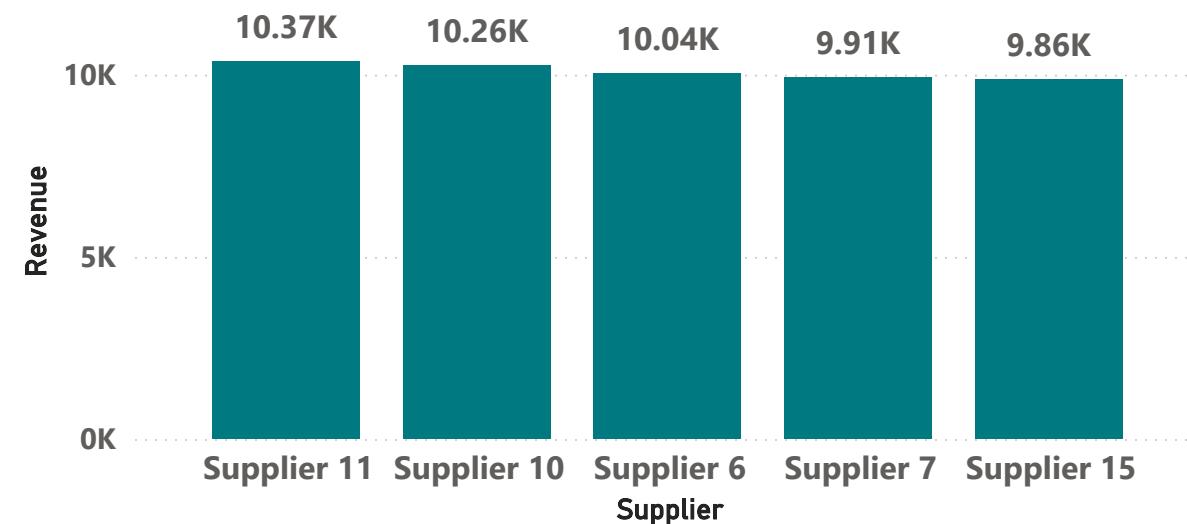
Average Order Value (AOV) by Product Category

Identifying which product categories command the largest customer spend per order.



Top 5 Suppliers by Total Order Volume

Assessing fulfillment share across the most active vendor partnerships.





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Month

All

Quarter

All

Year

2023

2024

2025

Cover Page

Time Series Sales Trend

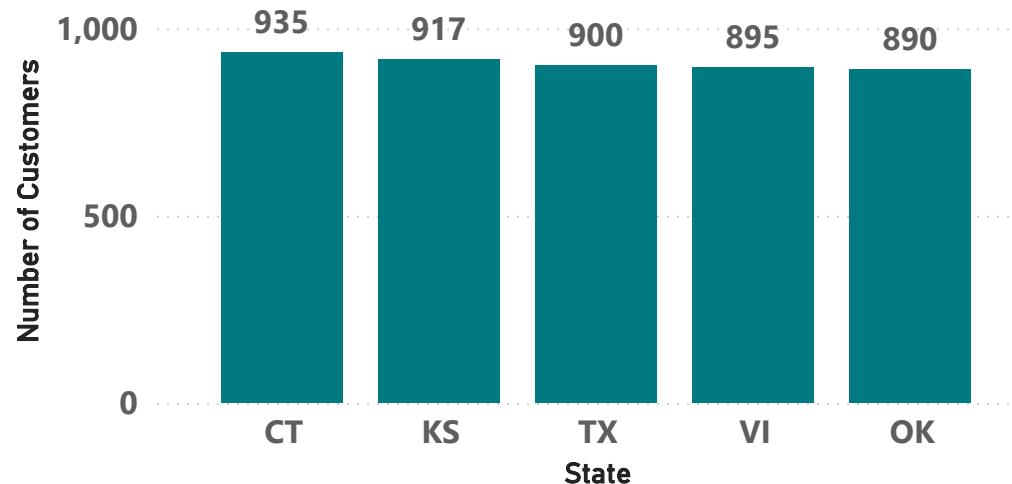
Orders Performance

Product Performance Insights

Geographical & Product Performance

Top 5 States by Unique Customer Base

Identifying primary geographic markets for customer acquisition efforts.



Top 5 Cities by Total Order Volume

Pinpointing high-activity urban centers for targeted logistical support and marketing.

