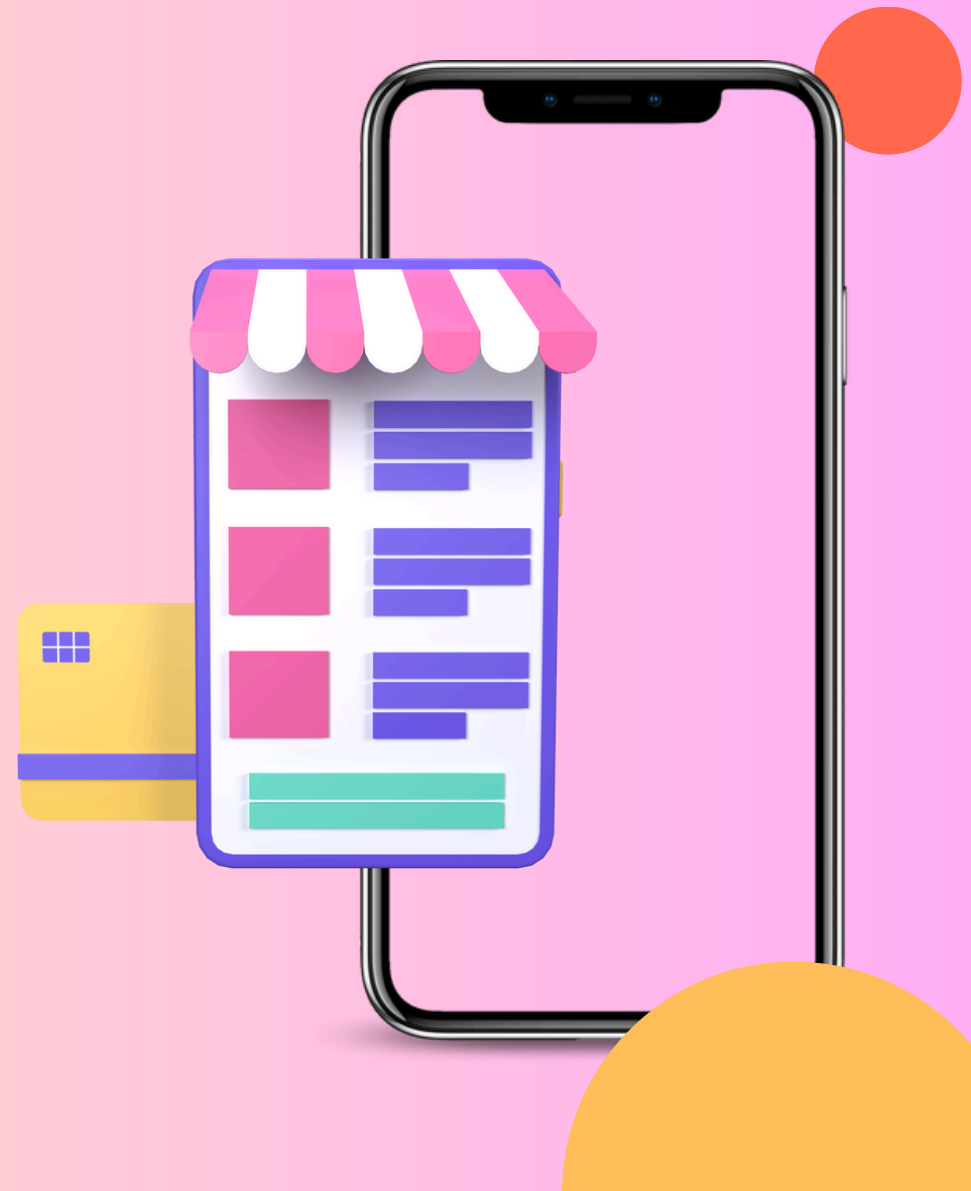




Analyzing Ecommerce Sales

By Mou Sarkar



AGENDA

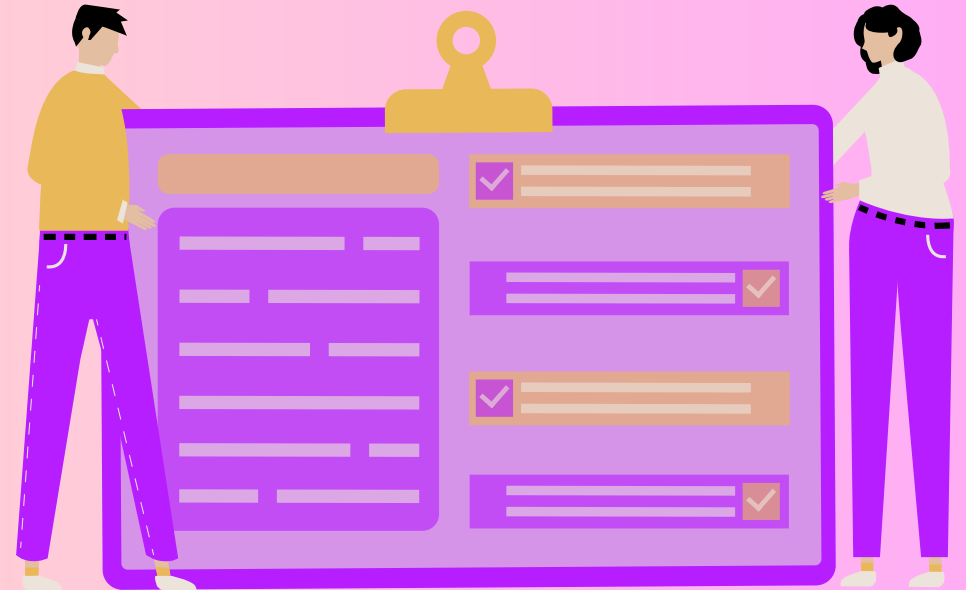
1 Introduction

2 Dataset Modeling

3 Problem Statement

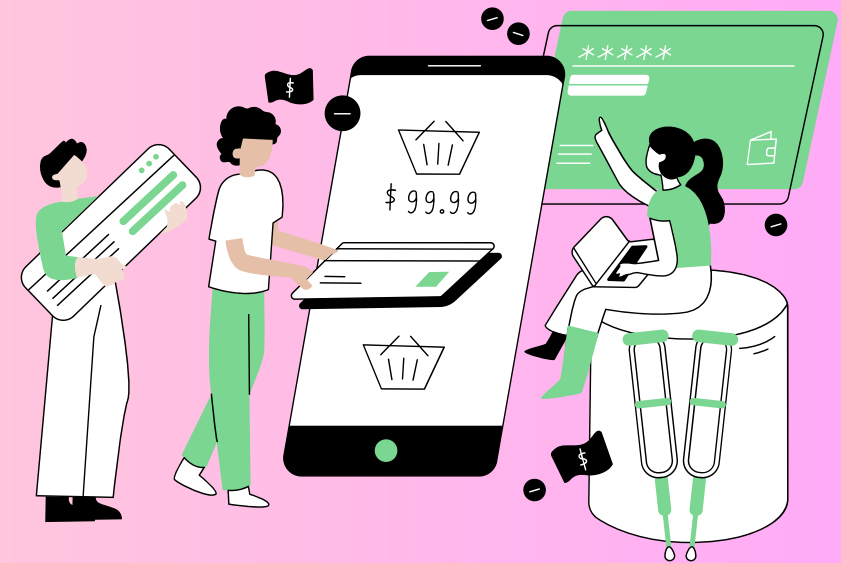
4 Dashboard

5 Insights

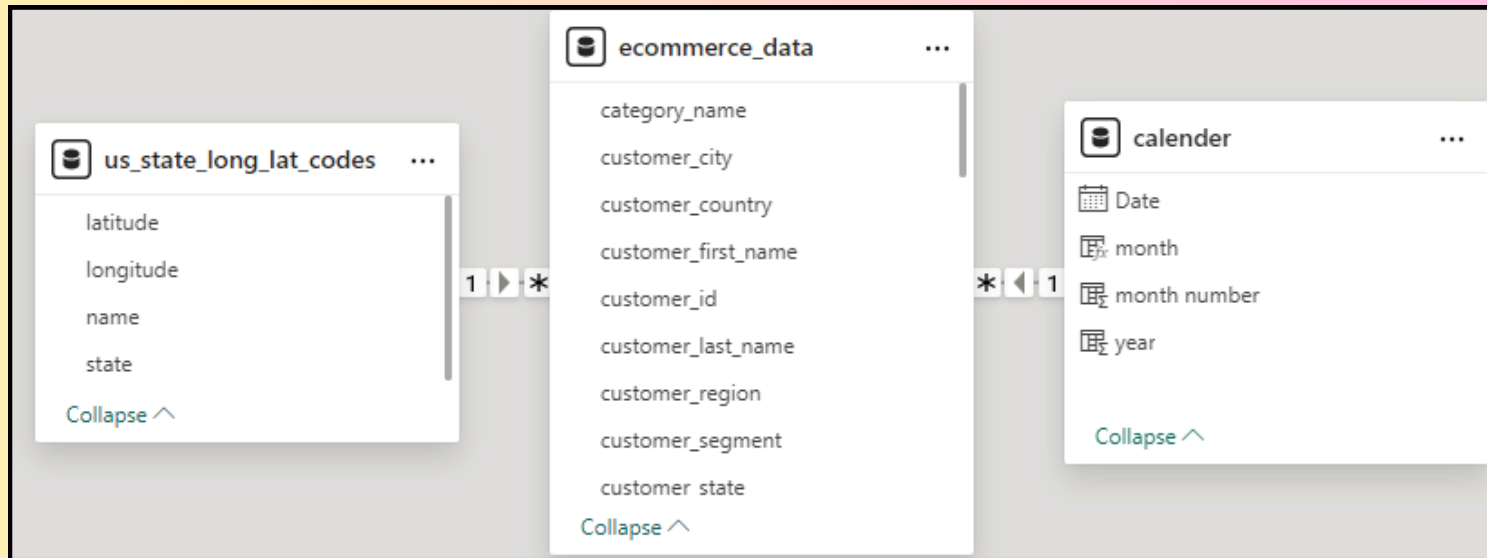


Introduction

The dataset provides a detailed record of ecommerce sales by a US-based company from 2021 to 2022. It includes essential information such as customer names, category names, product names, customer segments, customer states, delivery statuses, order dates, shipping types, order item discounts, sales per order, order quantities, and profit per order. This comprehensive dataset offers valuable insights into the company's sales performance.



Data Modeling



Problem Statement

A US Based Ecommerce Sales Company wants us to create a Sales Dashboard Showing information of YTD Sales and generate insights for below scenarios-

- Create a KPI Banner showing YTD Sales, YTD profit, YTD Quantity sold, YTD Profit Margin.
- Find Year on Year growth for each KPI and show a YTD spark line for each measure in the KPI to understand the monthly trend for each fact.
- Find YTD Sales, PYTD sales, YoY sales growth for different customer category. Add a trend icon for each category.
- Find YTD Sales performance by each state.
- Top 5 and Bottom 5 Products by Sales.
- YTD Sales by Region to Know best and worst performing region all over country.
- YTD Sales by Shipping Type to get the best shipping type percentage.



ECOMMERCE SALES DASHBOARD

Consumer

Corporate

Home Office

YTD Sales

\$11.53M

▼ -0.83%



YTD Profit

\$1.34M

▲ 4.50%



YTD Quantity

107.2K

▼ -7.29%



YTD Profit Margin

11.58%

▲ 5.37%

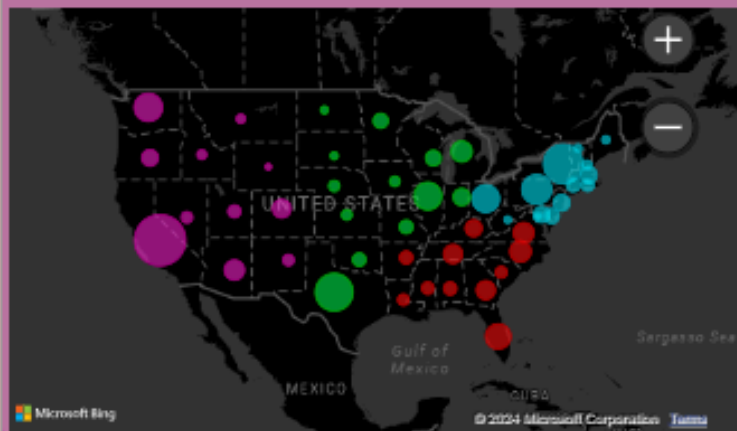


Sales by Category

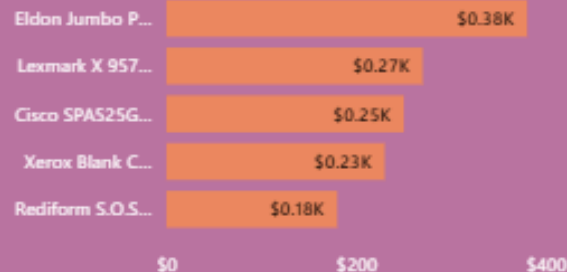
Category	YTD Sales	PYTD Sales	YOY Sales	Trend
Furniture	\$2.52M	2.50M	0.73%	▲
Office Supplies	\$6.92M	7.00M	-1.22%	▼
Technology	\$2.10M	2.13M	-1.37%	▼

Sales by State

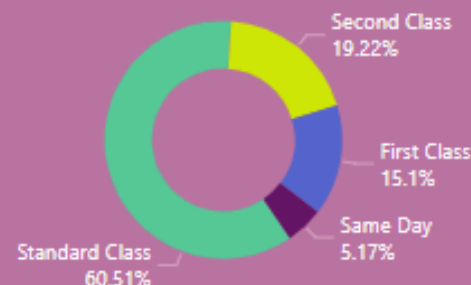
customer_region Central East South West



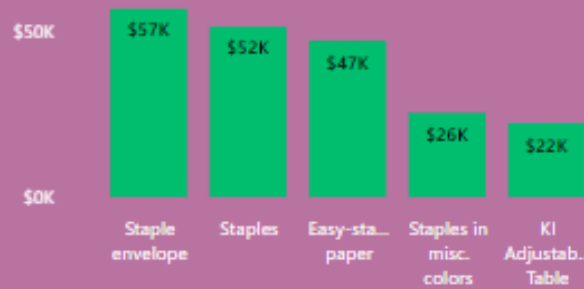
Bottom 5 products by YTD Sales



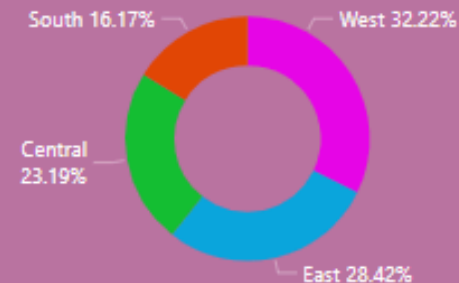
YTD Sales by Shipping Type



Top 5 products by YTD Sales



YTD Sales by Region



Tools Used:

- Power BI
- Power Query
- Dax Query
- Data modeling

Insights

- Sales in 2022 are down compared to 2021, especially in the Office Supplies and Technology categories. The dashboard shows that sales in December are significantly lower than in other months. To increase sales during this time, consider offering more discounts and promotions on products.
- Profit and profit margin increased in 2022 compared to the previous year, despite a decrease in sales quantity.
- Sales of standard class shipping are very high (60.5%), while same-day shipping sales are very low (5.2%).
- Sales in the South region are much lower than in other regions, which have average sales.
- Sales and quantity decreased year over year, with sales down by 0.83% and quantity down by 7.29%, indicating a drop in demand.
- Despite lower sales, profit increased by 4.50% and the profit margin improved to 5.37%, showing better cost management or pricing strategies.



Thank you

