PROJECT TITLE
ECOMMERCE SALES DASHBOARD

Date:08/11/24

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INTRODUCTION

I have designed an interactive Sales Ecommerce Dashboard using Power BI. This dashboard offers valuable insights and analytics related to ecommerce sales . Used complex parameters to drill down in worksheet and customization using filters and slicers Created connections, join new tables, calculations to manipulate data and enable user driven parameters for visualizationsUsed different types of customized visualization (bar chart, pie chart, donut chart, clustered bar chart, scatter chart, line chart, area chart, map, slicers, etc.

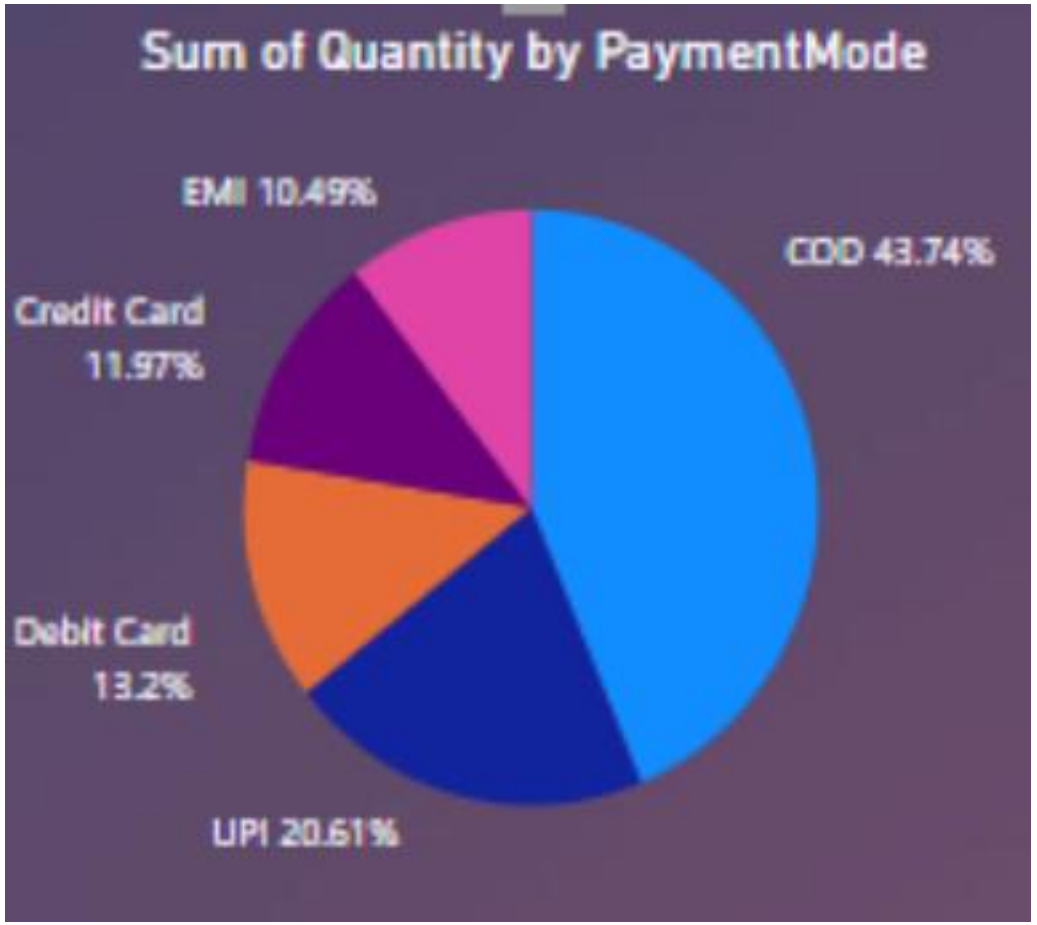
Data Tool

Microsoft Power BI

DATA SOURCE

Kaggle: Ecommerce sales analysis Dashboard

Quantity by PaymentMode using Pie Chart

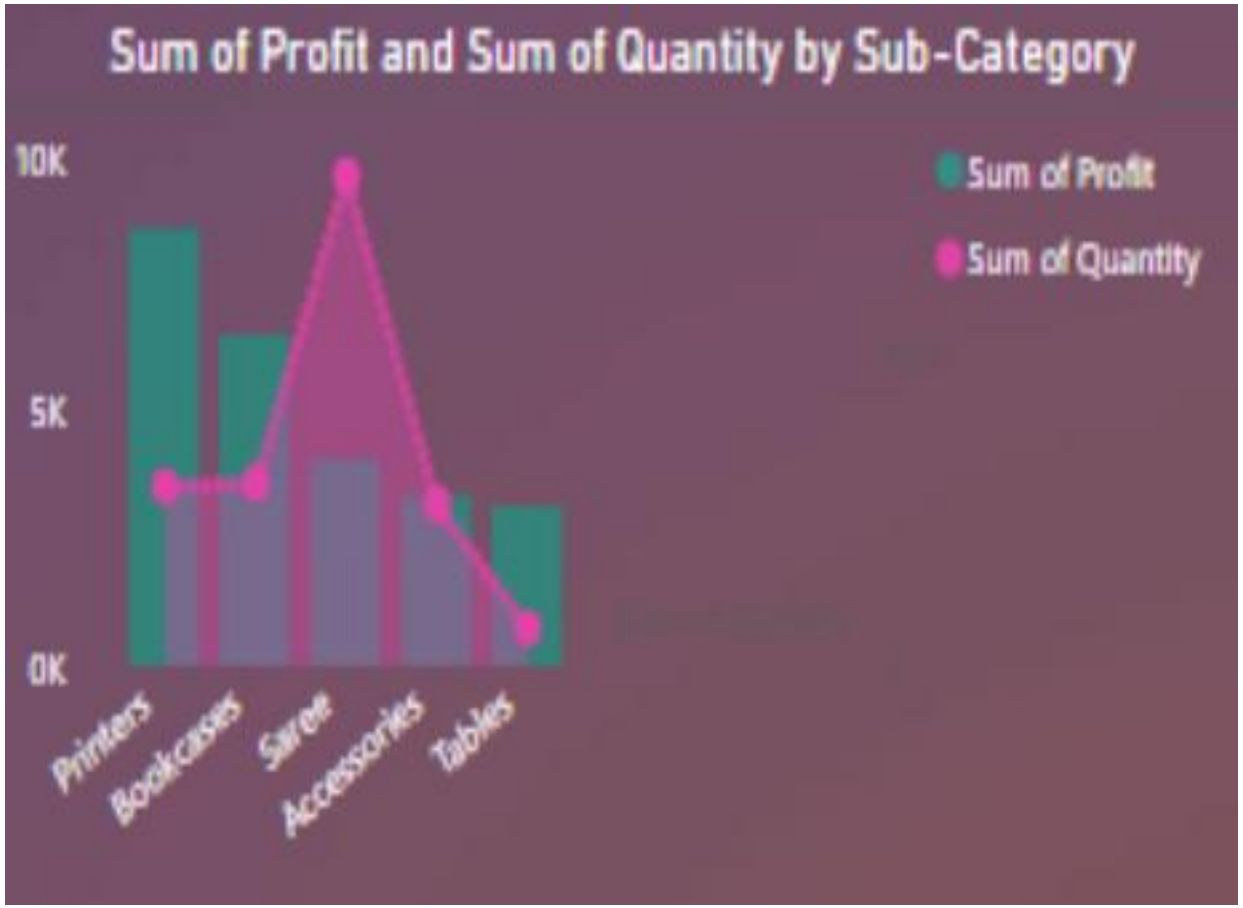


- This pie chart represents the total quantity of items sold, categorized by each payment mode.
- Insert a pie chart displaying the different payment modes (e.g., Credit Card, Cash, Online Payment, etc.) and the corresponding quantities sold through each.
- Ensure each segment of the pie chart has a distinct color to make it visually appealing.
- Include data labels on each segment to display the quantity or percentage for clarity.
- Credit Card and Online Payment modes dominate the sales, indicating a preference for digital payments among customers.

Profit by Month using Line chart

This chart represents the monthly profit trends over the selected period, showing how profits fluctuate month by month.
Insert a line chart that plots Months on the x-axis and Profit on the y-axis.
Label each month (January, February, etc.) clearly on the x-axis.
Show data points on the line to emphasize monthly profit figures.
A decline in profit is observed in may,june,july and December, possibly due to seasonal factors."
Consistent growth is seen from January to March, indicating a positive start to the year.

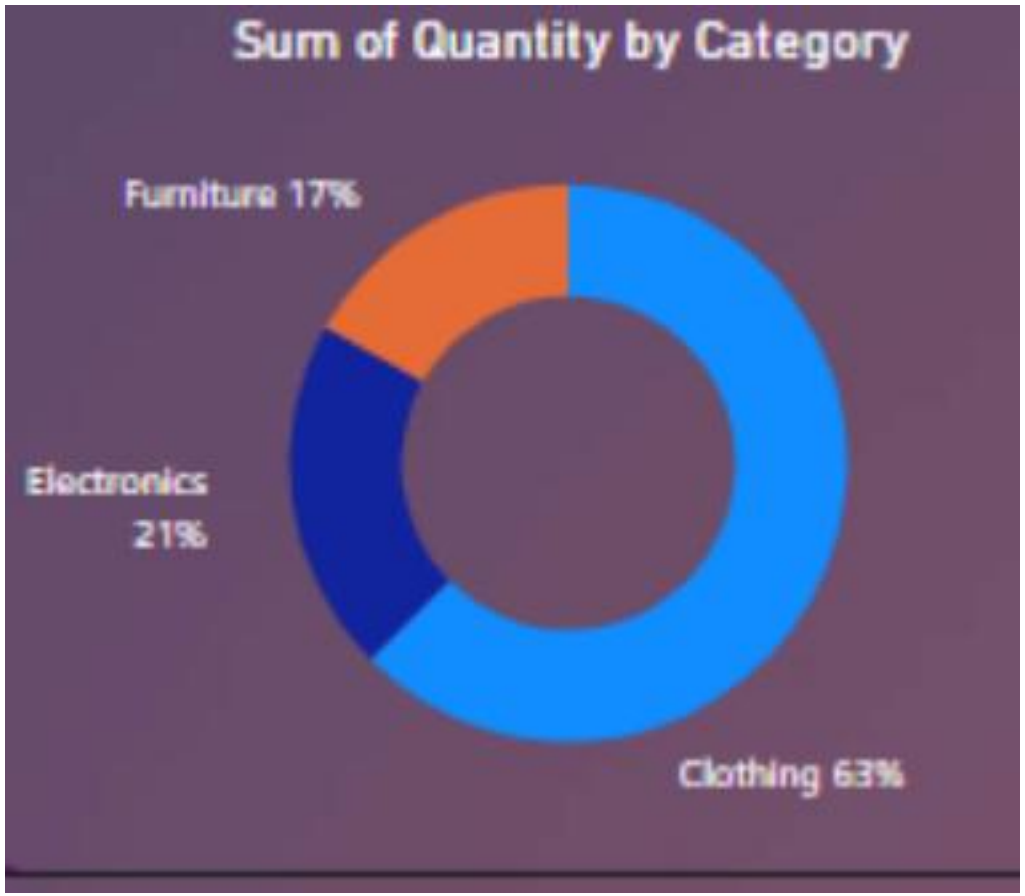
Profit and Quantit by Sub-Category



This chart provides insights into profit and quantity across subcategories within the top 5 categories by profit, helping identify high-performing areas.

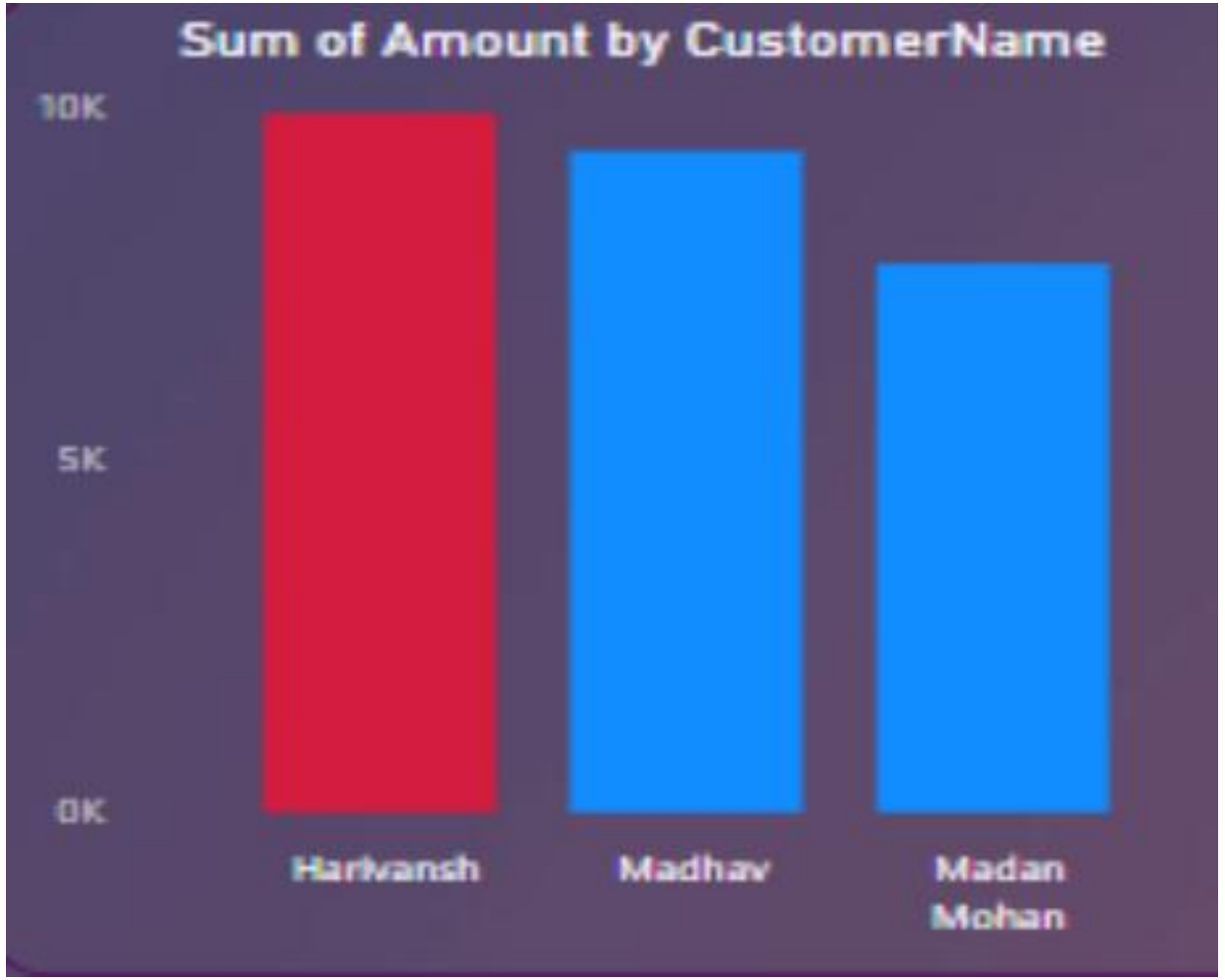
X-axis: List the subcategories under each of the top five categories by profit.
Y-axis (left side): Represents Quantity using a stacked column chart.
Y-axis (right side): Represents Profit using a line chart.

Quantity by Category



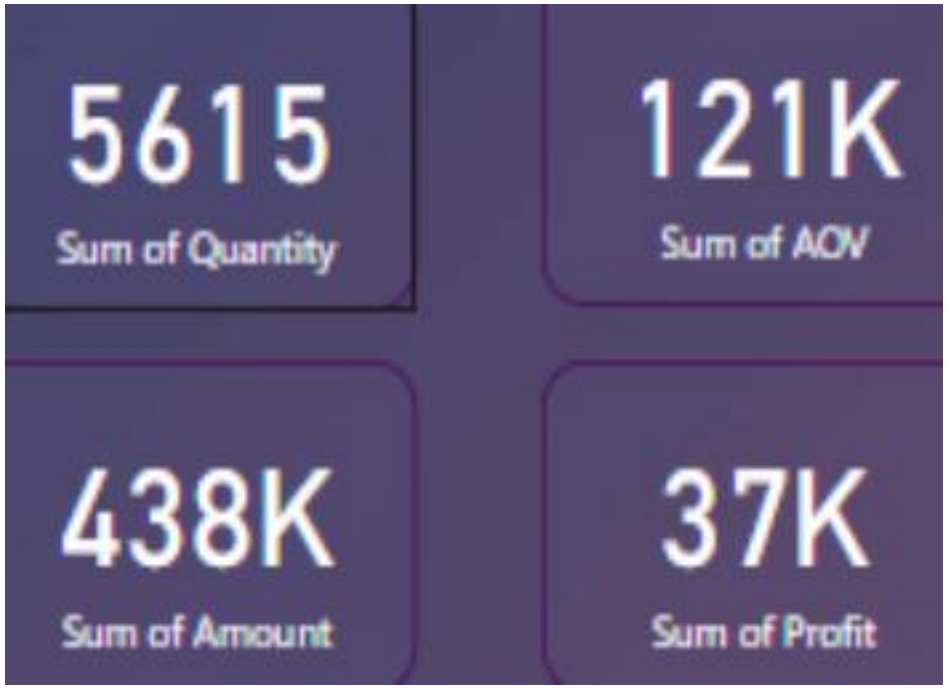
This donut chart illustrates the distribution of quantity sold across different categories.
Create a donut chart with each category represented as a segment of the donut.
Display the quantity of items sold in each category by size, with larger segments representing higher quantities.
Use clear, distinct colors for each segment to differentiate the categories.
Place labels outside the donut to keep the chart uncluttered.
Clothing holds the largest share, representing 63% of the total quantity sold and indicated by blue color
 Electronics 21% of total quantity sold ,indicated with dark blue color.
 Furniture represents the smallest quantity, with only 17% of total sales and indicated with orange color.

Amount by CustomerName

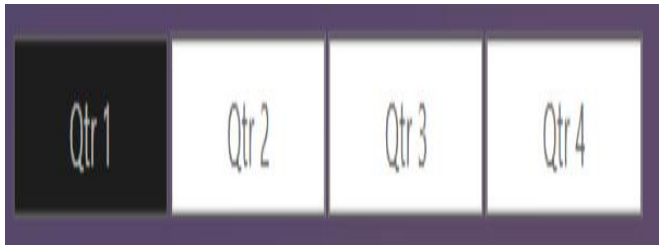


This chart visualizes the amount spent by each customer, categorized by different spending types or transactions.
X-axis: List the Customers individually.
Y-axis: Represents the Amount spent by each customer.
Use distinct colors for each stack within the columns to differentiate spending categories, ensuring they're easily distinguishable.

analysis helps identify high-value customers and spending patterns, potentially guiding customer segmentation and targeted promotions.



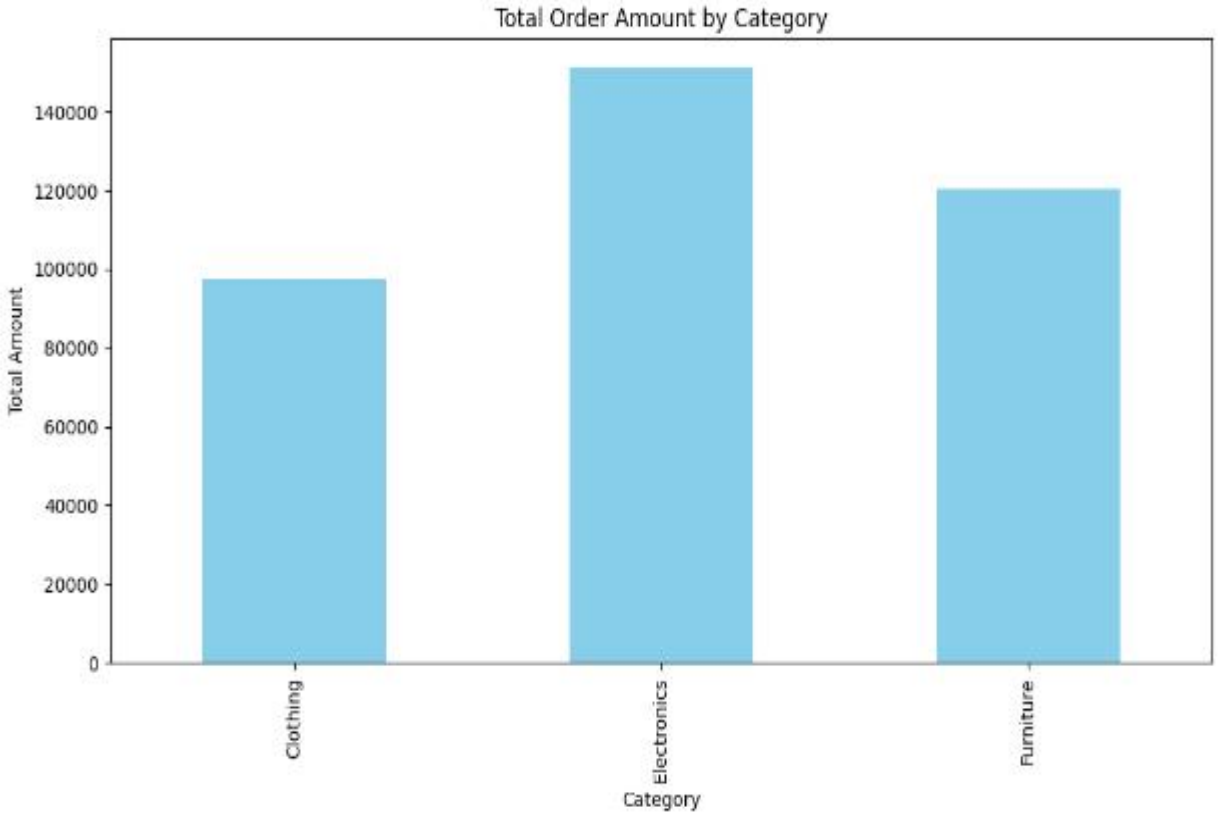
Key Metrics Overview – 2018
Design four individual cards, one for each metric. Each card should have a similar layout and visual style for a cohesive look.
1) Display the total quantity sold in 2018.
2)Show the total sales amount in 2018.
3)Show the AOV for 2018.
4)Display the total profit for 2018.
All key metrics show positive growth, indicating successful strategies and strong customer engagement in 2018



To use a Quarterly Slicer in Power BI
Slicers allow users to filter data easily without modifying the visuals directly.

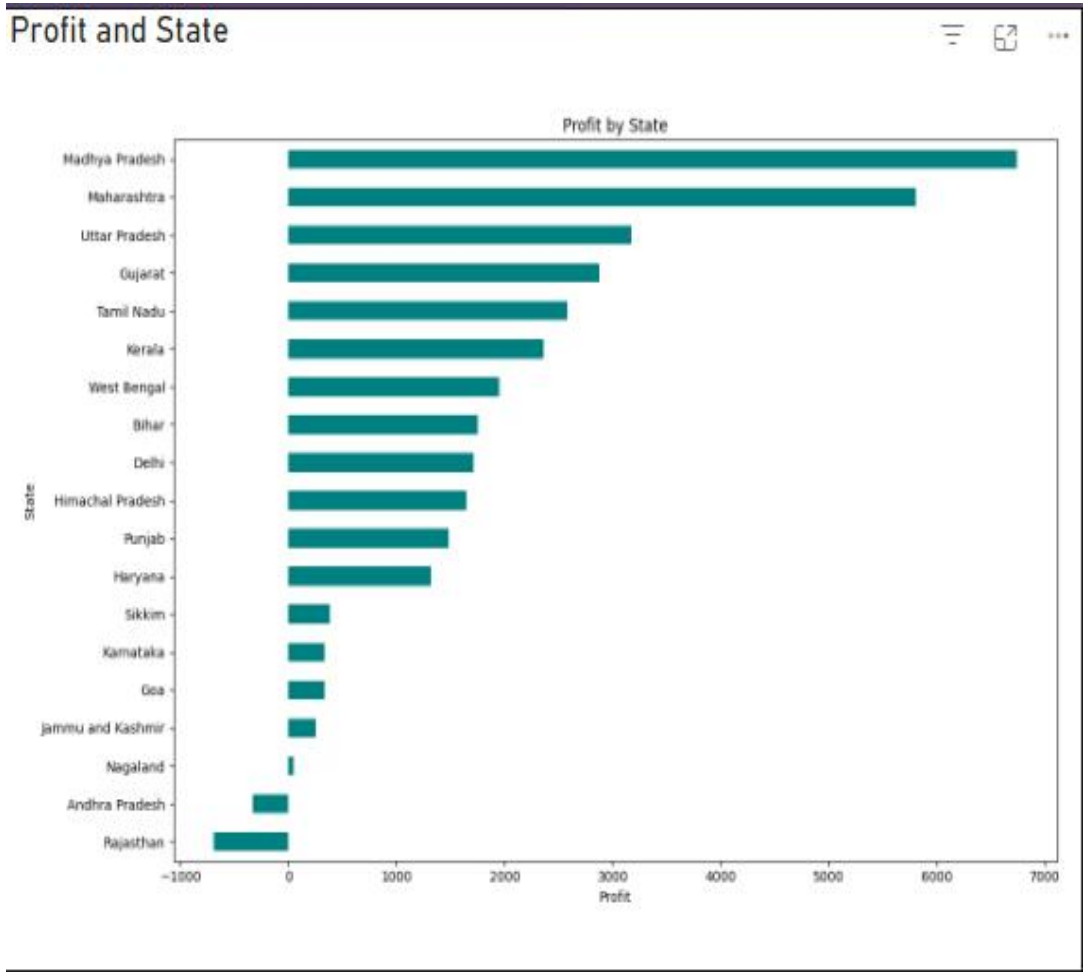
Total Order Amount by Category using python

Category and Amount



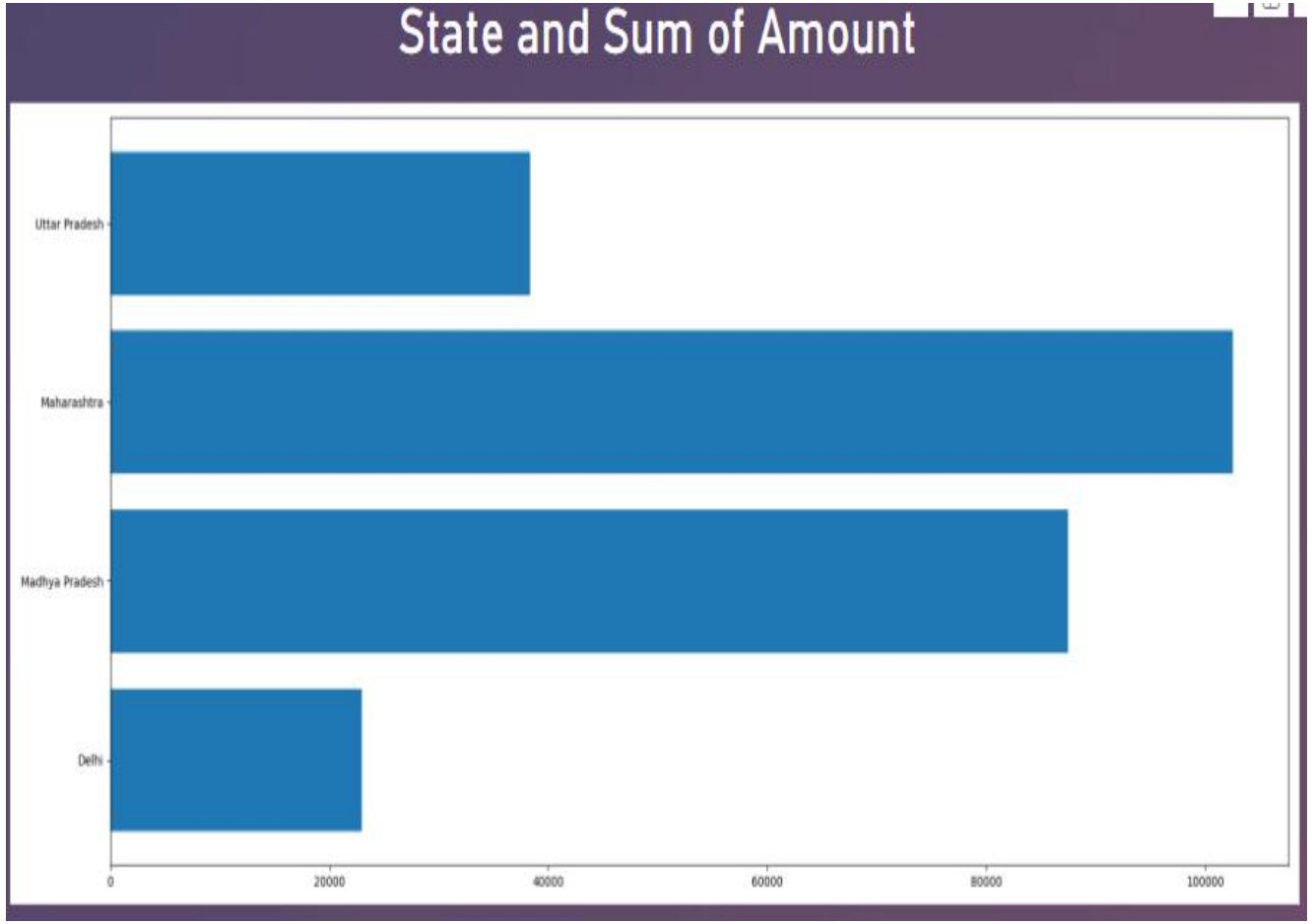
this bar chart is created by using python (pandas ,matplotlib) with in power bi.
bar chart showing the total order amount for each category. Each bar will represent a category, and the height of the bar will indicate the total order amount for that category.

State by profit



I used python to create a horizontal bar chart, where the state names appear along the y-axis, and the profit values are represented along the x-axis and the length of the bar represents the total profit for that state. The states will be ordered from highest to lowest profit.
Here are some states like Nagaland ,andrapradesh,and rajesthan show loss.

Profit and state using bar chart



It's easier to see which state has the highest or lowest total order amount by comparing the lengths of the bars.
X-axis represents the total amount.
Y-axis represents state .
To identify states with the most significant contributions to your total order amount, helping businesses or analysts focus on high-performing regions.