REPORT ON MINI PROJECT

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Project Title: *E-commerce Market and Financial performance data*

Project Domain: *Finance*

Mentor Name: *M. Kumaran*

Raw Dataset link: *https://www.kaggle.com/datasets/ranilnr/finance-ecommerce-dirty-dataset-csv*

Cleaned Dataset link: *https://github.com/NaushinFNB07/MINI-Project*

Submission Date: *10.12.2025*

Purpose of the Project:

➢ *The Purpose of the finance and E-Commerce dataset in a report is to evaluate the financial performance and operational effectiveness of E-commerce business.*

➢ *To perform pictorial representation effectively for easy understanding*

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Objectives of the Project:

➢ *Visualize top performing products and customer lifetime value for marketing strategies.*

➢ *Track Sales performance and optimize pricing via predictive models on transaction data.*

Mission of the Project:

This project analyses e-commerce and finance datasets to uncover actionable insights on sales performance and customer behaviour empowering business to optimize revenue and reduce risks.

Insights:

I Have used pivot table, Quick analysis for calculating sum average. I have made visualizations like line graphs, pie chart, donut chart for category. Highlight actionable findings like top performing markets or inventory optimization.

DATA CLEANING

I have changed datatype. And removed errors and removed duplicates and made data inconsistent.

I have made replaced value in my dataset. And made group by and I filled with null values.

I Have made this chart using Quick analysis.

City	Sum of ExchangeRate
Bengaluru	2765.7893
Chennai	2960.622
Delhi	2624.0258
Gurugram	2948.478
Hyderabad	2052.7444
Jaipur	3533.7853
Kolkata	4782.2719
Mumbai	2786.0789
Noida	2290.6638
Pune	2285.6156
(blank)	1

Sum of ExchangeRate

Sum of ExchangeRate by City

City ▾

I have made conditional formatting.

ansactionID	Date	AccountID	AccountName	TransactionType	Amount	Currency	ExchangeRate	Balance	Merchant	MerchantPhone	MerchantEmail	Category
(101874	10-08-2024	AC8970	Dev Kumar	Debit	159.55	inr	1	-1162429	AutoZone	1856170186	autozone@biz.com	Entertainm
(105440	09-12-2024	AC3521	Asha Das	Debit	16.08	USD	80.4133	-2783810	ShopEasy	2414487847	shopeasy@biz.com	Groceries
(102732	04-08-2024	AC8986	Karan Bose	Credit	65.07	GBP	108.1853	-1604589	Zomato	3427223556	zomato@biz.com	Automotive
(103893	05-03-2025	AC4141	Sana Kumar	Debit	3.35	INR	1	-2119766	Paytm Mall	6495084910	paytmmall@biz.com	Electronics
(100183	12-01-2024	AC2061	Priya Singh	Debit	59.08	USD	72.0087	-160861.6	Starbucks	-4270275891	starbucks@biz.com	Electronics
(104603	08-04-2025	AC8468	Dev Iyer	Credit	159.82	USD	74.2505	-2466131	LocalMart	7401571126	localmart@biz.com	Groceries
(101741	07-08-2024	AC9656	Maya Singh	Refund	27.04	AED	19.5658	-1143251	Paytm Mall	5491777509	paytmmall@biz.com	Dining
(105025	08-10-2024	AC1619	Sam Khan	Refund	7.53	INR	1	-2625259	Flipkart	926567951	flipkart@biz.com	Groceries
(105191	06-08-2025	AC8838	Asha Roy	Debit	31.51	INR	1	-2680026	Amazon	7060587348	amazon@biz.com	Clothing
(101765	08-08-2025	AC5866	Vikram Khan	Credit	12.04	USD	78.3085	-1130089	Zomato	819714338	zomato@biz.com	Entertainm
(100737	08-04-2025	AC1595	Dev Chopra	Credit	107.69	AED	18.6868	-441532.3	ShopEasy	9480044944	shopeasy@biz.com	Utilities
(105550	04-06-2025	AC8647	Dev Singh	Credit	10.31	AED	19.8323	-2867744	ElectroWorld	-2519914355	electroworld@biz.com	Dining
(105707	06-06-2025	AC7639	Maya Gupta	Credit	47.4	INR	1	-2901113	Swiggy	8489373402	swiggy@biz.com	Dining
(100732	12-04-2024	AC8625	Dev Bose	Debit	54.05	USD	74.664	-441485.8	ElectroWorld	6585042040	electroworld@biz.com	Entertainm
(101521	01-02-2024	AC4650	Amit Chopra	Credit	66.59	USD	82.4189	-987576.8	Paytm Mall	1461824180	paytmmall@biz.com	Dining
(105537	04-08-2024	AC3940	Rahul Mehta	Refund	21.66	USD	75.7654	-2867027	Zomato	4631003057	zomato@biz.com	Dining
(100700	02-12-2024	AC2587	Uma Kumar	Debit	17.69	INR	1	-440726.5	Myntra	3672546618	myntra@biz.com	Electronics
(100121	09-06-2025	AC2994	Lina Joshi	Debit	11.12	INR	1	-145906	ShopEasy	6279424396	shopeasy@biz.com	Education
(100807	04-10-2024	AC2670	Raj Patel	Credit	18.64	INR	1	-447389.6	BigBasket	8325657962	bigbasket@biz.com	Education
(102054	08-01-2025	AC2568	Lina Joshi	Debit	6.59	AED	19.2223	-1198971	Reliance	4122112592	reliance@biz.com	Education
(104290	03-02-2025	AC4688	Uma Mehta	Credit	60.97	AED	21.8961	-2308327	Starbucks	3544832538	starbucks@biz.com	Travel
(102810	02-09-2025	AC3741	Ritu Kumar	Debit	28.79	INR	1	-1624757	Starbucks	7613839100	starbucks@biz.com	Entertainm
(104828	09-11-2024	AC3110	Vikram Das	Credit	100.3	GBP	92.5715	-2579830	Swiggy	4648657834	swiggy@biz.com	Electronics
(100510	07-09-2025	AC6442	Anita Iyer	Debit	45.81	USD	79.0075	-260514.9	Starbucks	1485413745	starbucks@biz.com	Automotive
(102219	12-08-2023	AC8103	Vikram Reddy	Credit	24.62	INR	1	-1269625	Paytm Mall	3982669325	paytmmall@biz.com	Utilities
(105421	08-10-2024	AC2713	Asha Desai	Debit	7.94	USD	73.557	-2775599	Paytm Mall	198193266	paytmmall@biz.com	Travel

I have made pivot table.

Sum of Amount	Column Labels				
Row Labels	Credit	Debit	Refund	(blank)	Grand Total
Amit Bose		18.53			18.53
Amit Chopra	66.59	36.65			103.24
Amit Das	134.43		35.13		169.56
Amit Desai	20.32	44.87	72.37		137.56
Amit Gupta	68.3				68.3
amit IYER	335.49	7.65			343.14
Amit Joshi		24.78			24.78
Amit Kumar	106.26	44.61			150.87
amit MEHTA		11.33	1655.27		1666.6
Amit Nair		180.73			180.73
Amit Patel		14.85			14.85
Amit Reddy	57.89		16.04		73.93
Amit Roy	48.18	36.13	65.07		149.38
anita BOSE		67			67
Anita Chopra	12.79	92.57			105.36
Anita Das	106.8		33		139.8
Anita Desai	21.02				21.02
Anita Gupta	406.08	15.33			421.41
Anita Iyer	95.99	56.95			152.94
Anita Joshi		22.52			22.52
Anita Khan		42.74	31.52		74.26
Anita Mehta	41.17	31.82			72.99
Anita Nair		246.07			246.07

Choose fields to add to report:

Search

- ☐ TransactionID
- ☐ Date
- ☐ AccountID
- ☑ AccountName
- ☑ TransactionType
- ☑ Amount
- ☐ Currency
- ☐ ExchangeRate
- ☐ Balance

Drag fields between areas below:

▼ Filters	▥ Columns
	TransactionTy... ▼

≡ Rows	Σ Values
AccountName ▼	Sum of Amou... ▼

I have used descriptive statistics.

| Amount	
Mean	68.24838235
Standard Error	6.352664069
Median	30.925
Mode	11.85
Standard Deviation	157.1562298
Sample Variance	24698.08055
Kurtosis	46.81635693
Skewness	6.110647951
Range	1866.31
Minimum	-243.83
Maximum	1622.48
Sum	41768.01
Count	612

DATA VISUALIZATION

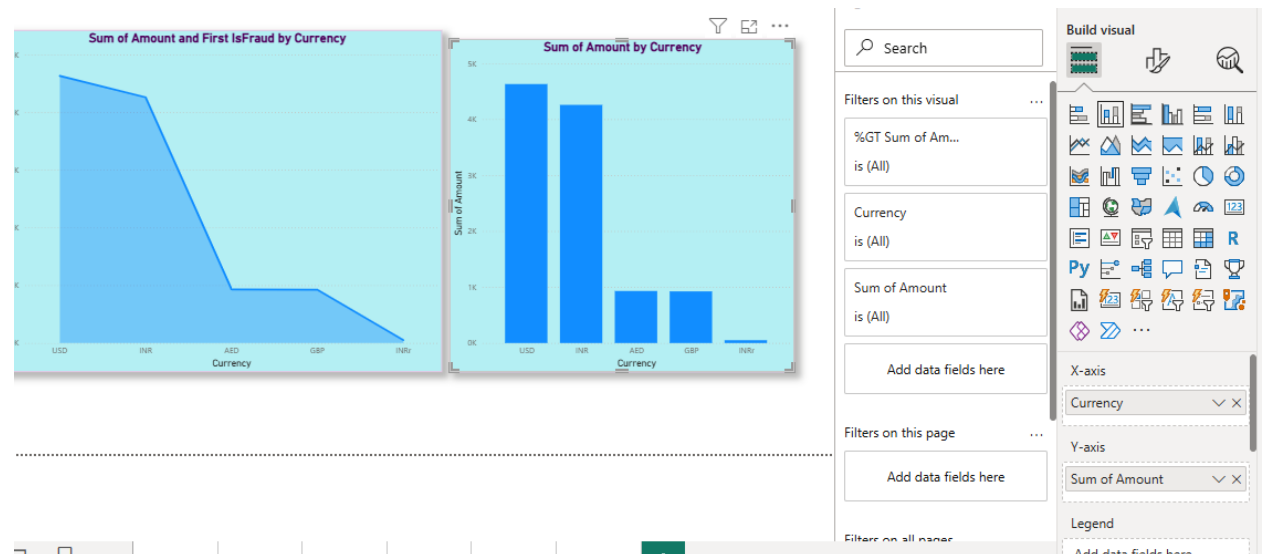*I have made column chart using category and account name.*
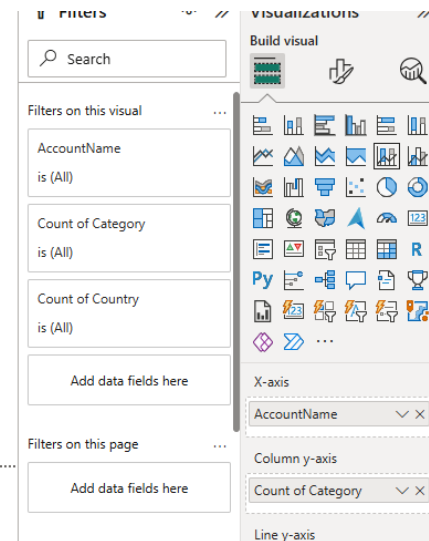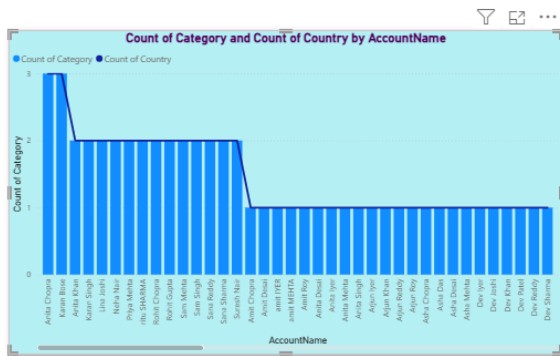
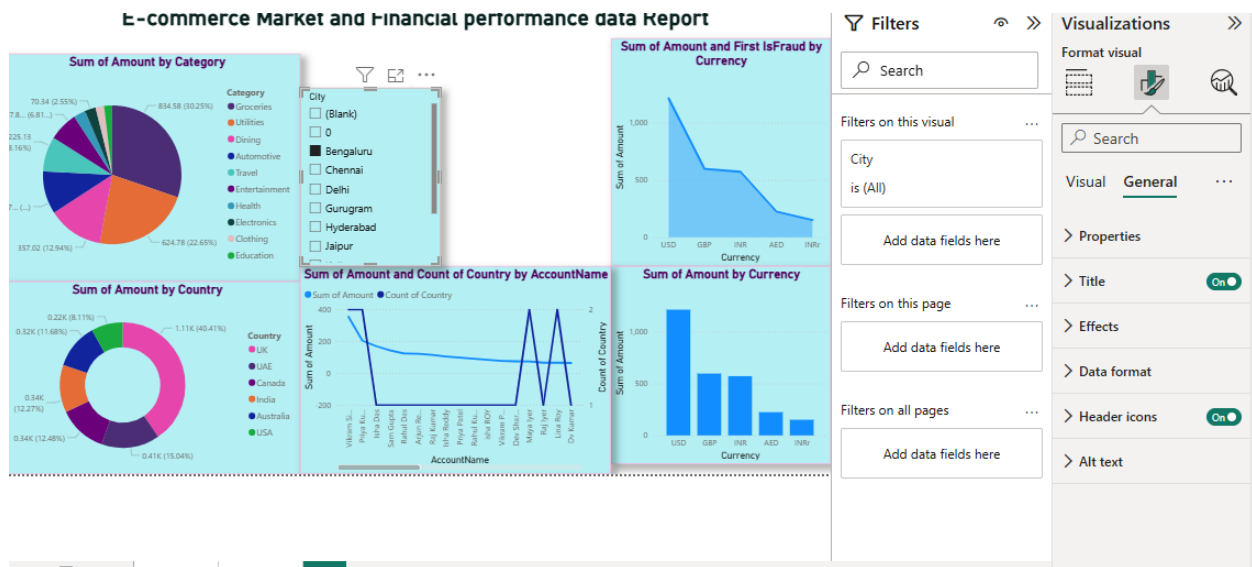*I have made sum of amount by category using pie chart and donut chart*
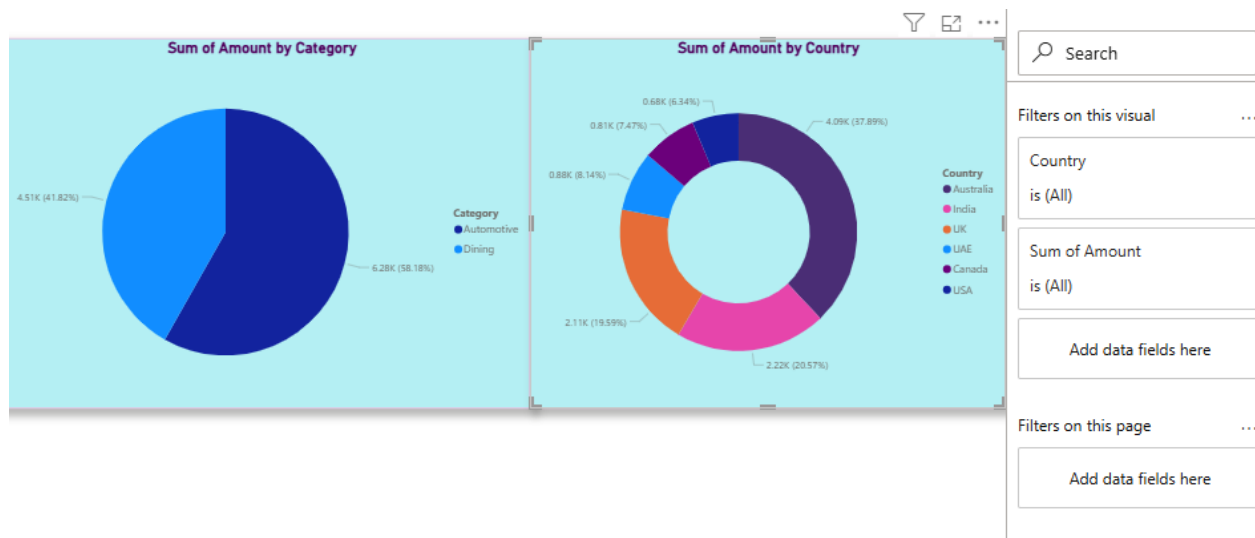
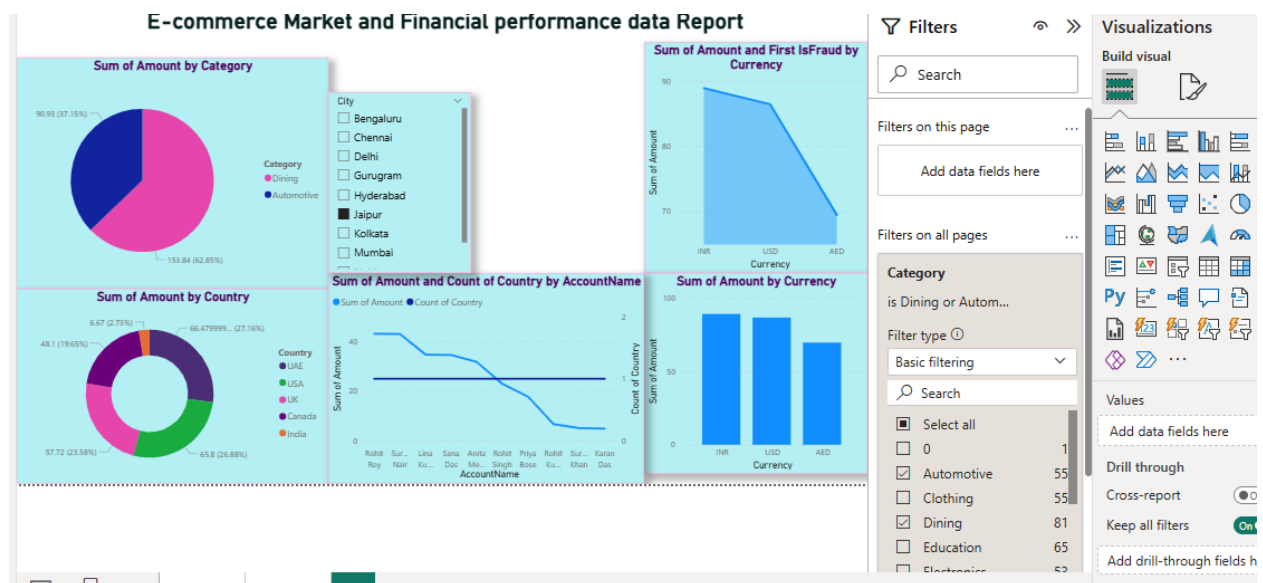*I have made sum of amount using line chart.*
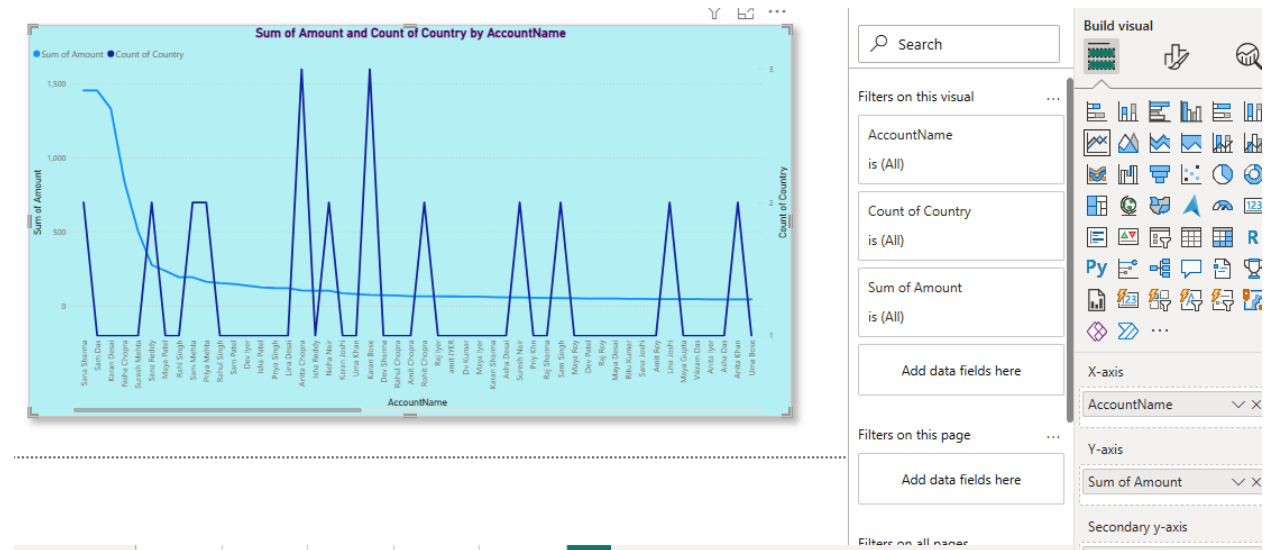
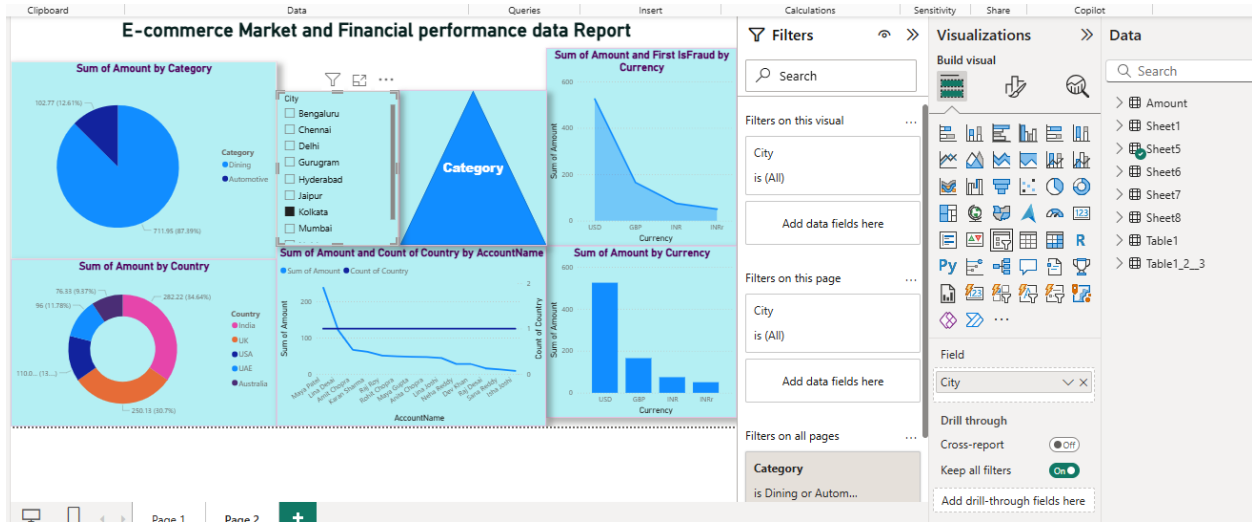*I have used area chart and column chart using currency*

I have organised all the charts and made into a single report

I have used slicer make filter for the city Jaipur. And make filtering options

I have used buttons based on category.

Conclusion:

The E-Commerce Market and Financial performance data Dashboard provides insights into financial performance, calculating amount based on the category. This dashboard helps in monitoring trends, analyzing performance, and identifying areas of improvement.

By this we can we can get city wise performance and category we can easily able to identify which city has invested highest amount, providing insights into responsiveness.