

GJ E-commerce Sales Dashboard (Description)

This project showcases an interactive dashboard created to analyse and track online sales data for an e-commerce platform operating across various parts of India. The data was sourced from Kaggle and includes two files: `details.csv` and `orders.csv`.

1. Project Overview

The primary goal of this project was to create a comprehensive and interactive dashboard to provide insights into the sales data of an e-commerce platform. The data was meticulously cleaned, formatted, and visualized using various charts to enable easy analysis and decision-making.

1.1. Data Cleaning and Preparation

- 1.1.1. Data Source: Kaggle (`details.csv` and `orders.csv`)
- 1.1.2. Data Cleaning: Removed null and duplicate values, formatted text to dates and decimals using Excel.
- 1.1.3. Data Manipulation: Used complex parameters, created connections, joined tables, and performed calculations to prepare the data for visualization.

2. Dashboard Features

The dashboard includes multiple interactive elements, filters, and slicers for customized views. It utilizes various visualization tools to provide a detailed analysis of the sales data:

3. Charts and Visualizations

3.1. Profit vs Order Date

Chart Type: Line Chart

Description: Displays the monthly profit for the year 2018. November 2018 had the maximum profit, while May 2018 had the minimum profit with a negative value of -3730.

3.2. Profit by Sub-Categories

Chart Type: Clustered Column Chart

Description: Shows the sum of profit for different sub-categories of items. Printers generated the most profit, while Furnishings generated the least.

3.3. Sum of Quantity by Categories

Chart Type: Doughnut Chart

Description: Illustrates the percentage of quantities sold across different categories such as Clothing, Electronics, and Furniture.

3.4. Sum of Amount by Customer Name

Chart Type: Pie Chart

Description: Highlights the top 5 customers based on the amount spent on the platform.

3.5. Sum of Quantity by Payment Method

Chart Type: Doughnut Chart

Description: Categorizes the quantities sold by different payment methods. Cash on Delivery (COD) is the most preferred payment method.

3.6. Sum of Amount by State

Chart Type: Funnel Chart

Description: Ranks the top 5 states by the total amount spent, with Uttar Pradesh leading at 38k.

4. Key Metrics

Total Quantity Sold in 2018: 5615

Total Amount Earned in 2018: 438k

5. Filters and Slicers

The dashboard includes filters and slicers to enable users to select specific months, states, and cities for more detailed analysis.

Conclusion

This interactive dashboard provides valuable insights into the sales performance of the e-commerce platform. It highlights key metrics, identifies top-performing categories and customers, and presents data in an easily understandable format.

Skills Demonstrated

- Data Cleaning and Formatting
- Data Visualization
- Interactive Dashboard Creation
- Use of Various Chart Types (Line, Clustered Column, Doughnut, Pie, Funnel)
- Application of Filters and Slicers for Customized Data Views

Tools and Technologies Used

- Microsoft Excel for Data Cleaning and Formatting
- Visualization Tools (Power BI)