

E COMMERCE SALES

DASHBOARD ANALYSIS

NEETHU KRISHNA

E COMMERCE SALES DASHBOARD ANALYSIS

Auto & Accessories ▼

TOTAL SALES

8023.38k

TOTAL PROFIT

3729.90k

TOTAL ORDERS

51290

TOTAL QUANTITY

153732

TOP PROFITABLE
CATEGORY

Fashion

2483.85k

TOP SELLING
PRODUCT

T - Shirts

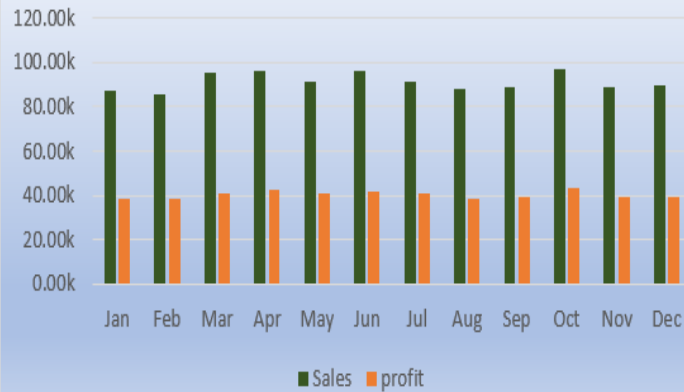
692912

TOP SELLING
REGIONS

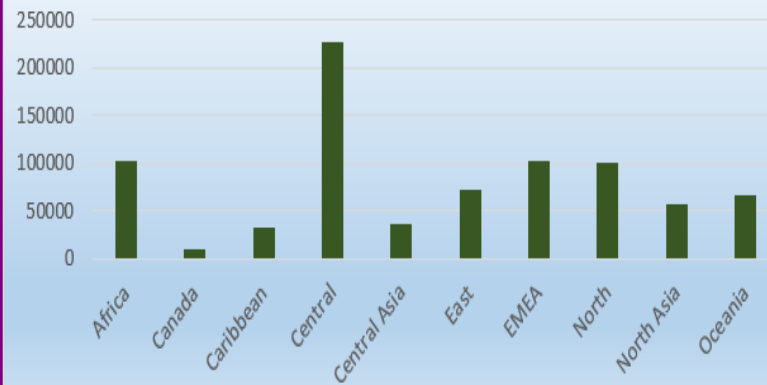
Central

1735.90k

Monthly Profit and Sales Analysis

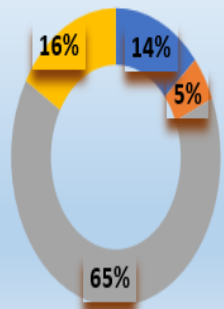


Region wise sales

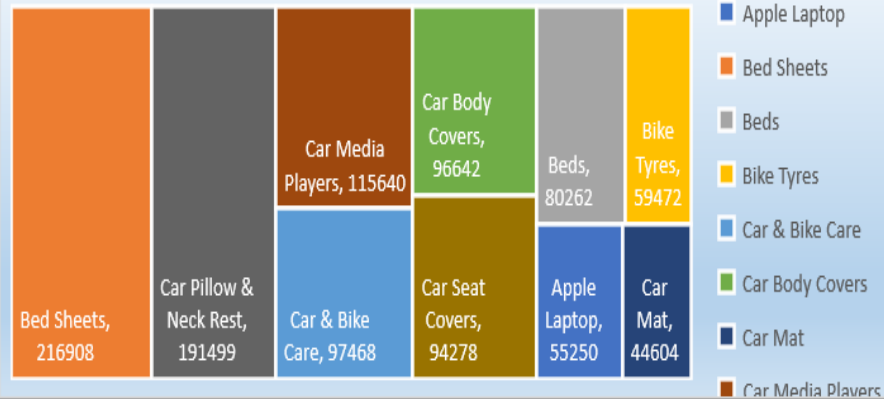


Category wise sales

Auto & Accessories Electronic Fashion Home & Furniture



TOP 10 CATEGORY SALES



Region

Africa

Canada

Caribbean

Central

Central Asia

East

Product

Iron

Jeans

Keyboard

LCD

LED

Mixer/Juicer

Segment

Consumer

Corporate

Home Office

Order Date

All Periods

MONTHS ▼

2016

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

1	
2	
3	Auto & Accessories
4	

Create User Control Combo box for Product Category.

Create pivot table with product category field in rows.

Copy to next cell by giving the column name and drag it

Select developer -> insert -> select combo box.

Now write the code :=OFFSET(O11,Q17,0)

Format Control

Size Protection Properties Alt Text Control

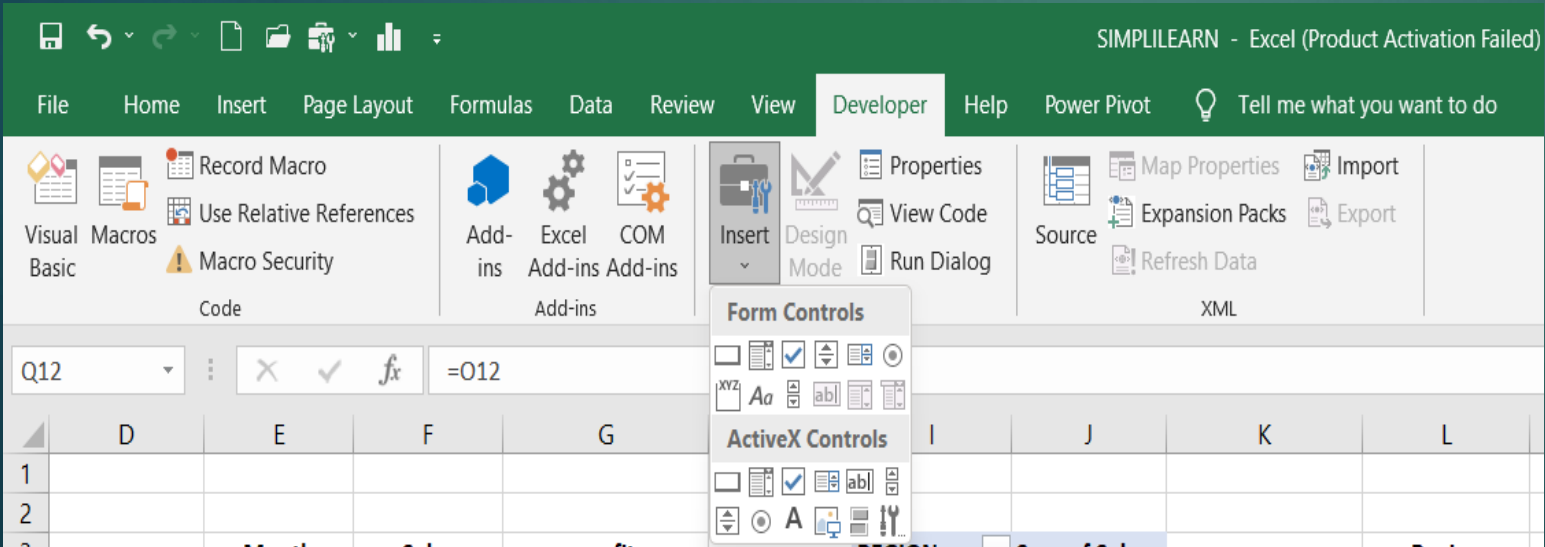
Input range: working!\$Q\$12:\$Q\$15

Cell link: working!\$Q\$17

Drop down lines: 8

☐ 3-D shading

OK Cancel

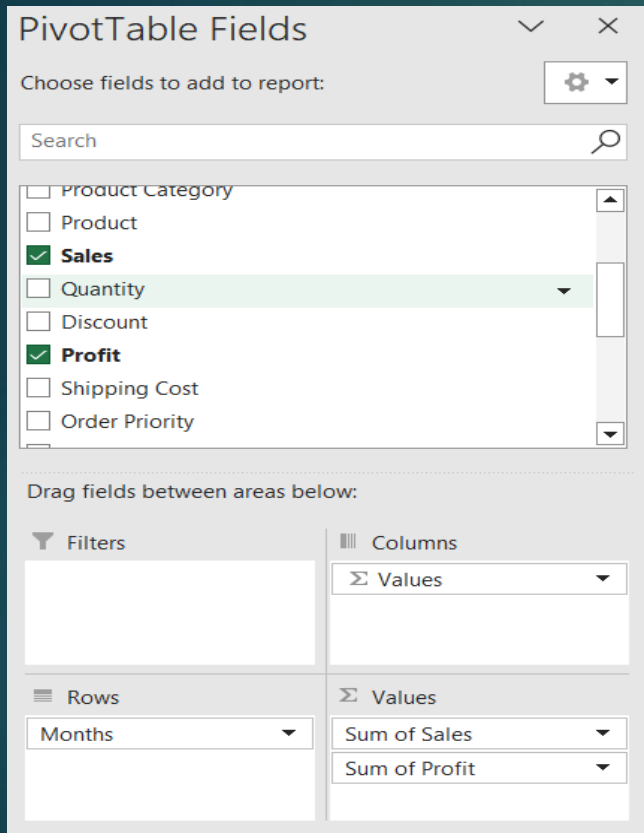


Product category	
Auto & Accessories	Auto & Accessories
Electronic	Electronic
Fashion	Fashion
Home & Furniture	Home & Furniture
Grand Total	
	2
	=OFFSET(O11,Q17,0)

OFFSET(reference, rows, cols)

2.MONTHLY PROFIT AND SALES

- ▶ CREATE PIVOT TABLE WITH FIELDS PROFIT SALES AND MONTH.



3	MONTH	Sum of Sales	Sum of Profit
4	Jan	676.31k	313.57k
5	Feb	610.24k	286.10k
6	Mar	686.68k	317.19k
7	Apr	659.40k	308.36k
8	May	672.55k	313.75k
9	Jun	664.56k	307.59k
10	Jul	685.15k	318.70k
11	Aug	670.79k	310.44k
12	Sep	658.84k	305.33k
13	Oct	689.12k	320.75k
14	Nov	656.66k	304.72k
15	Dec	693.07k	323.40k
16	Grand Total	8023.38k	3729.90k

Month	Sales	profit
Jan	31.28k	14.09k
Feb	29.78k	12.68k
Mar	32.80k	14.17k
Apr	33.42k	14.60k
May	33.71k	15.61k
Jun	30.22k	12.86k
Jul	29.64k	13.38k
Aug	34.09k	14.56k
Sep	33.07k	14.52k
Oct	39.24k	17.42k
Nov	32.60k	15.12k
Dec	34.90k	15.16k
	394.74k	174.18k

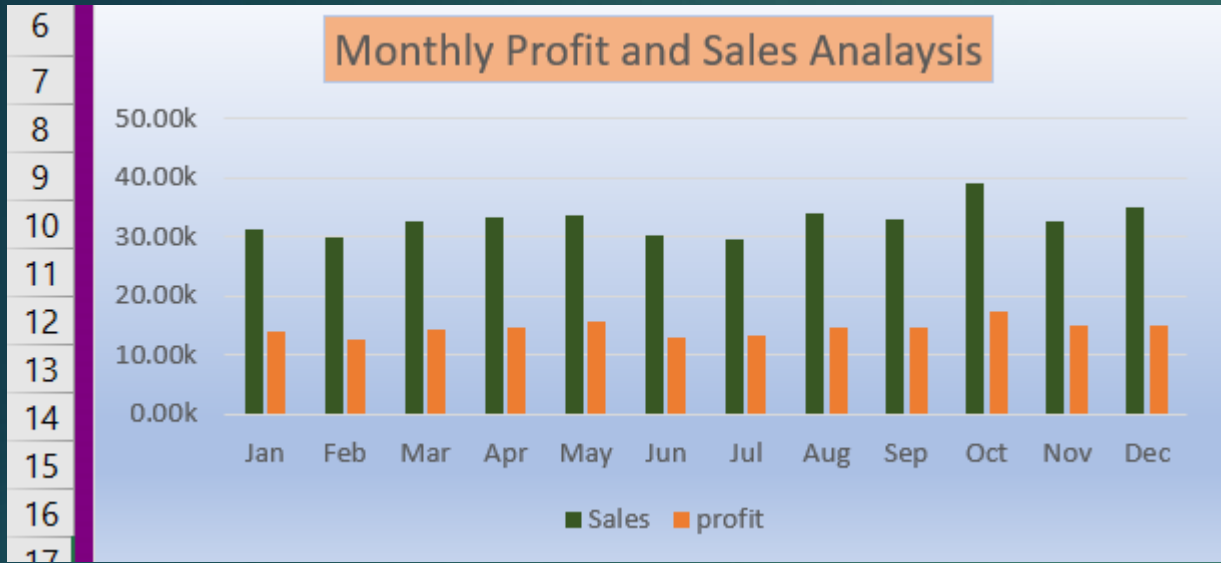
SELECT MONTH FROM PIVOT TABLE .

SUM OF SALES FIELD USE THE FORMULA: ***=SUMIFS('Sales Data'!\$H:\$H,'Sales Data'!\$U:\$U,working!\$E4,'Sales Data'!\$F:\$F,\$Q\$18)***

SUM OF PROFIT FIELD USE THE FORMULA: ***=SUMIFS('Sales Data'!\$K:\$K,'Sales Data'!\$U:\$U,working!\$E4,'Sales Data'!\$F:\$F,\$Q\$18)***

DRAW TILL THE END

Select the rows create a column chart with values

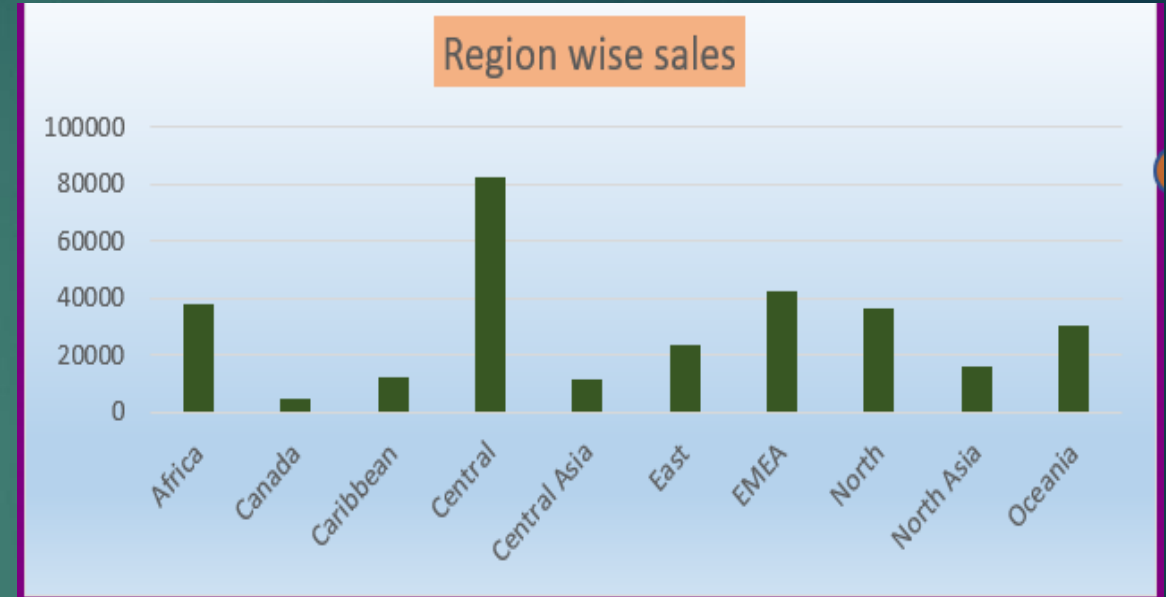


3.Region wise sales

- Create a pivot table with region and sales as fields.

REGION	Sum of Sales
Africa	713074
Canada	60003
Caribbean	260495
Central	1735900
Central Asia	321005
East	446468
EMEA	788072
North	750482
North Asia	369816
Oceania	544827
South	1034884
Southeast Asia	500923
West	497432
Grand Total	8023381

Region	Sales
Africa	37993
Canada	4602
Caribbean	12287
Central	82750
Central Asia	11573
East	23353
EMEA	42527
North	36746
North Asia	16230
Oceania	30575



Use the formula at sales field .

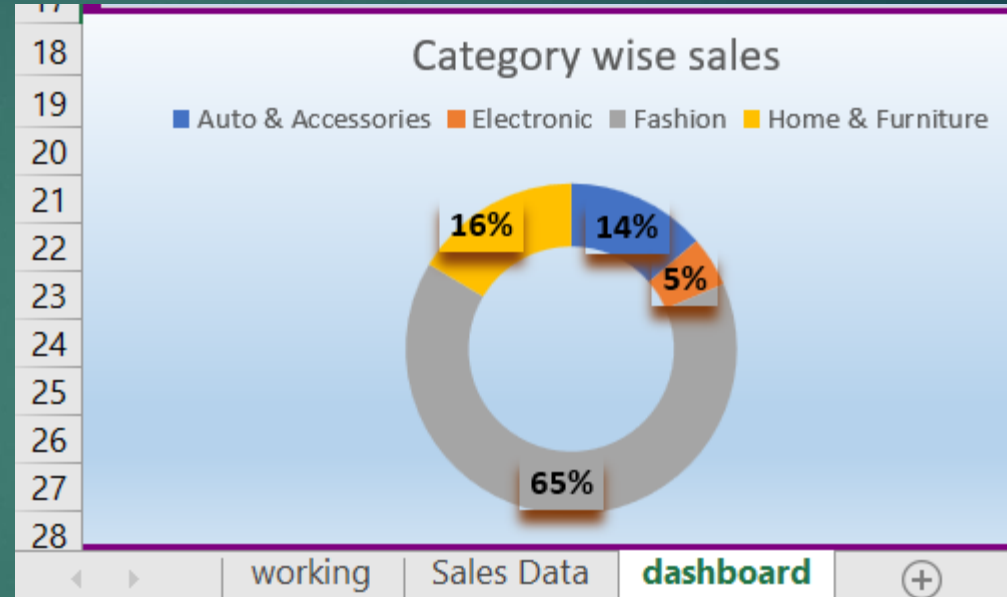
`=SUMIFS('Sales Data'!H:H,'Sales Data'!T:T,working!L4,'Sales Data'!F:F,Q18)`

Now create a column chart using the field selected.

4. Category wise sales

- ▶ Create pivot table with category and sales values. inset a donut chart.

Row Labels	Sum of Sales
Auto & Accessories	1097139
Electronic	394738
Fashion	5212097
Home & Furniture	1319407
Grand Total	8023381



Step 5: Top 10 category

	Sales
Apple Laptop	55250
Bed Sheets	216908
Beds	80262
Bike Tyres	59472
Car & Bike Care	97468
Car Body Covers	96642
Car Mat	44604
Car Media Players	115640
Car Pillow & Neck Rest	191499
Car Seat Covers	94278



SIMPLILEARN - Excel (Product Activation Failed)

PivotTable Tools

Formulas Data Review View Developer Help Power Pivot PivotTable Analyze

Drill Up ↓

Group Selection

Ungroup

Group Field

Group

Insert Slicer

Insert Timeline

Filter Connections

Filter

Refresh

Change Data Source

Data

Clear

Jan

MONTH	Sum of Quantity	MONTH	Count of Order ID
Jan	12985		4365
Feb	11501		3877
Mar	13349		4412
Apr	12314		4176
May	12854		4293
Jun	12851		4211
Jul	13277		4445
Aug	13122		4298
Sep	12568		4197
Oct	13087		4380
Nov	12683		4207
Dec	13141		4429
Grand Total	153732		51290
	153732		51290

Row Labels

Auto & Accessories

Electronic

Fashion

1097139

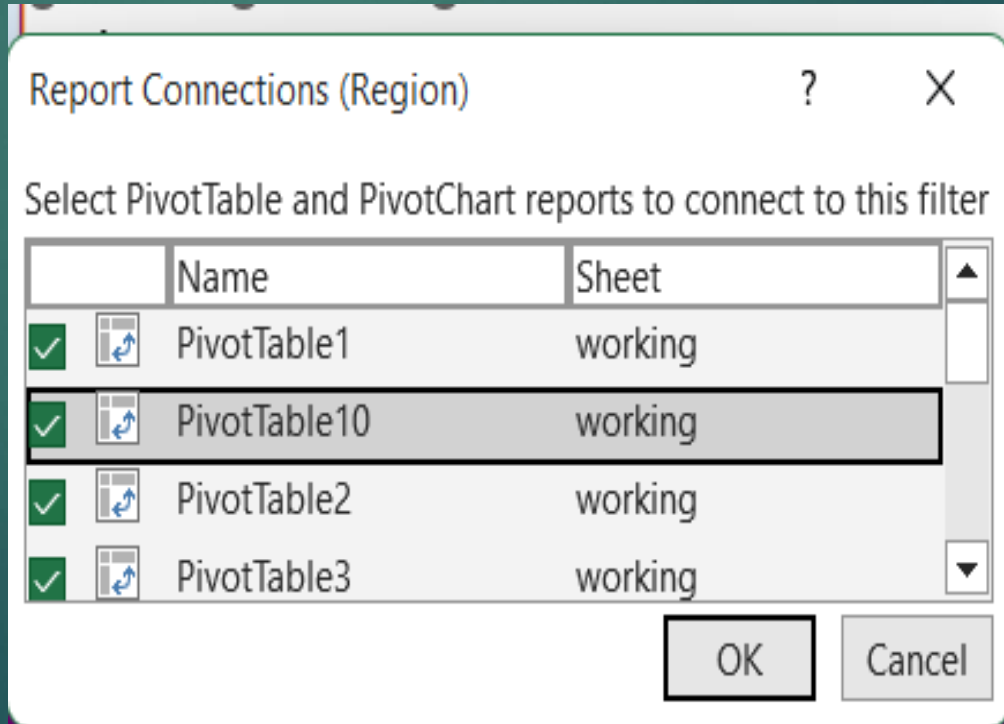
394738

5212097

Insert Slicers

☐ Snip mode
☐ Product Category
☐ Product
☐ Sales
☐ Quantity
☐ Discount
☐ Profit
☐ Shipping Cost
☐ Order Priority
☐ Customer ID
☐ Customer Name
☐ Segment
☐ City
☐ State
☐ Country
☒ Region
☐ Months

OK Cancel



The screenshot shows a PivotTable with a 'Region' column. The 'Region' filter dropdown is open, displaying a list of options. The 'Report Connections...' option is highlighted. The background shows the PivotTable data with columns for Region, Order Date, and All Periods.

Region	Order Date	All Periods
Africa	2016	
Canada	2016	
Caribbean	2016	
Central America	2016	
Central Europe	2016	
East Asia	2016	

7. Timeline

Excel (Product Activation Failed)

File Home Insert Page Layout Formulas Data Review View Developer Help Power Pivot PivotTable Analyze

PivotTable Recommended Table Pictures SmartArt Get Add-ins My Add-ins Recommended Charts PivotChart

Tables Illustrations Add-ins Charts

G21 X ✓ fx Jan

MONTH	Sum of Profit	MONTH	Sum of Quantity
Jan	313566.3467	Jan	12985
Feb	286102.6233	Feb	11501
Mar	317186.0067	Mar	13349
Apr	308364.5133	Apr	12314
May	313751.2467	May	12854
Jun	307585.0233	Jun	12851
Jul	318703.2	Jul	13277
Aug	310442.8433	Aug	13122
Sep	305334.4567	Sep	12568
Oct	320748.67	Oct	13087
Nov	304716.1	Nov	12683
Dec	323401.92	Dec	13141
Grand Total	3729.90k	Grand Total	153732

Insert Timelines ? X

☒ Order Date

☐ Ship Date

OK Cancel

Context menu options:

- Cut
- Copy
- Paste Options:
- Refresh
- Clear Filter from "Order Date"
- Report Connections...
- Remove Timeline
- Group
- Bring to Front
- Send to Back
- Assign Macro...
- View Alt Text...
- Size and Properties...

Order Date

All Periods MONTHS

2016

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

Order Date

All Periods MONTHS

2016

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

8.

E COMMERCE SALES DASHBOARD ANALYSIS				
Electronic	TOTAL SALES	TOTAL PROFIT	TOTAL ORDERS	TOTAL QUANTITY
	8023.38k	3729.90k	51290	153732

[illegible]

