

[Date]

PROJECT TITLE:

ANALYSIS OF ECOMMERCE SALES ANALYSIS REPORT AND DASHBOARD USING BUSINESS INTELLIGENCE.

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Branch: CSE-B

Year:4

Project Guide

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Problem Statement

Analysis of Super store Market Analysis to help the organisation take a meaningful right decision and find Insights to excel their business.

Task 1: predict the sales against the market.

Task 2: Find out the Sales against the Shipment.

Task 3: Find out the sum of Sales and Profit by using the order priority.

Task 4: Find out the Sales by using the categories.

Task 5: Find out the sales among the Sub Categories.

Task 6: Find out the top five countries which has highest sales.

Task 7: Find out the bottom five countries which has lowest sales.

Task 8: Find out the top five states which has highest sales.

Task 9: Find out the bottom five states which has lowest sales.

Tools:

1. Excel.
2. PowerBi.

Technology:

1. Sourcing.
2. Data cleaning.
3. Exploratory Data Analysis.
4. Data visualization.

Project methodology as mentioned:

Project Methodology:

- Collect the raw dataset:
 - Collect the raw dataset which is used to perform our project
 - Perform Data Cleaning:
 - Data Cleaning includes removing null values, Duplicates and convert to appropriate Data type
 - Exploratory Data Analysis:
 - In this step we understand the data and find the relationships if there are any non-required columns present then remove
 - Data Visualization:
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- After Exploratory Data Analysis we can convert data into graphical format which is easy to understand

Insights:

- 1.The sales of market is found by using Treemap graph is, APAC Market has the highest sales which is 3.6M and Africa and EMEA has lowest sales that is 0.8M.
- 2.The sales across ship Mode using LineChart graph has the maximum sales stand class which is 7.6M.
- 3.The medium order priority has the maximum sales which is 7.3M and profit 0.9M.
- 4.The technology category has the maximum sales among the categories.
5. The maximum sales in the sub category has for the phones which is 1.7M.
- 6.The top 5 States which has the highest sales are California, England, Ile-de-France, New south Wales and New York.
- 7.The Bottom 5 states with the lowest sales are Bitola, Kabarola, Manicaland, Matabeleland and Pernik.
8. The top 5 Countries which has the highest sales are United States, Australia, France, China and Germany.
9. The top 5 Countries which has the lowest sales are Tajikistan, Macedonia, Eritrea, Armenia and Equatorial Guinea.

Profit

1.47M

Shipping Cost

1.35M

Sales

12.64M

Quantity

178K

category

All

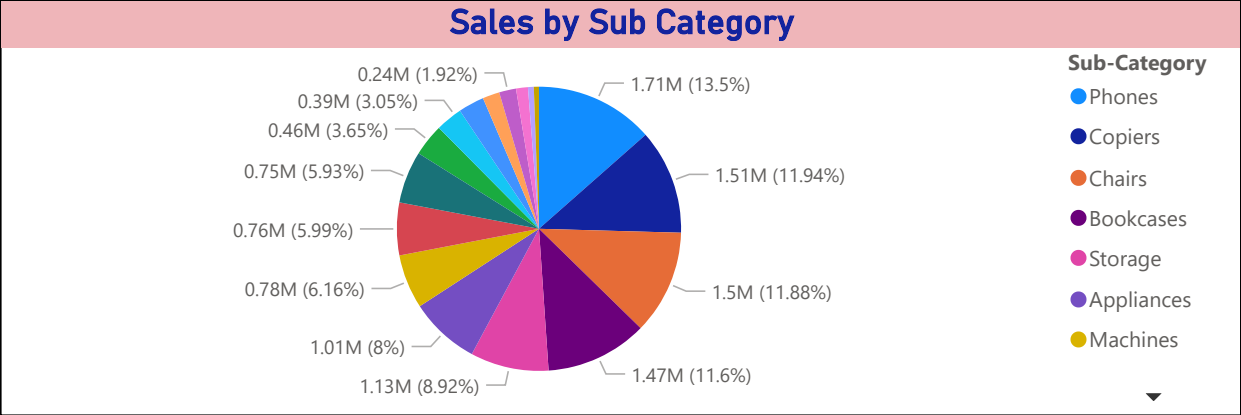
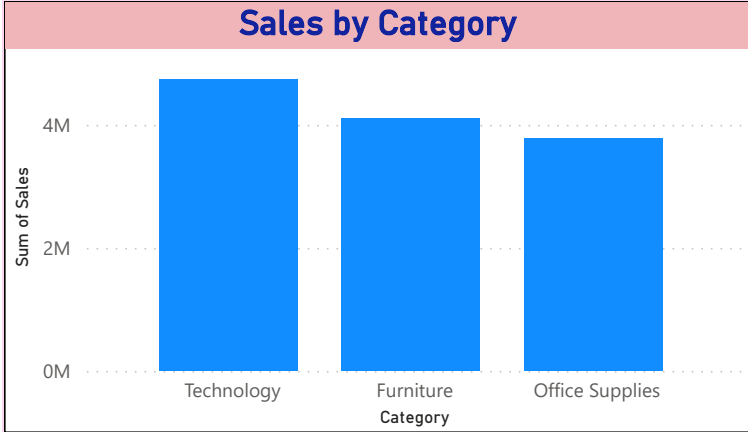
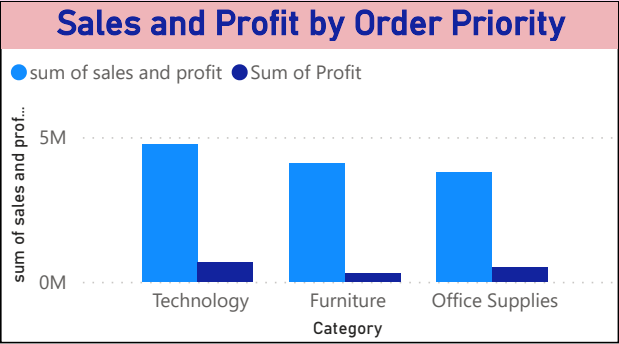
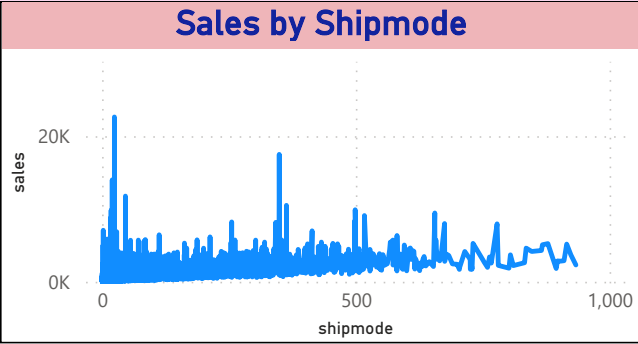
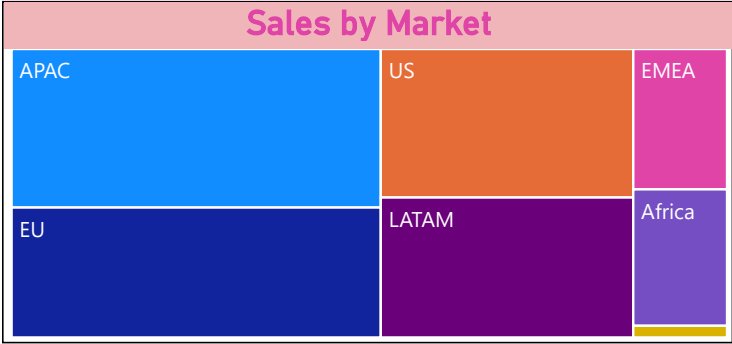
Market

All

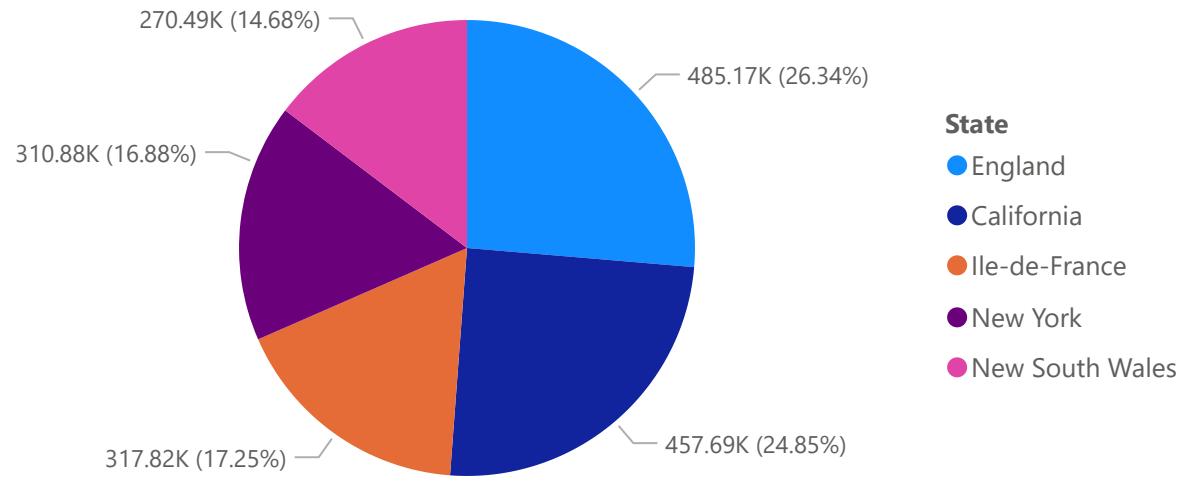
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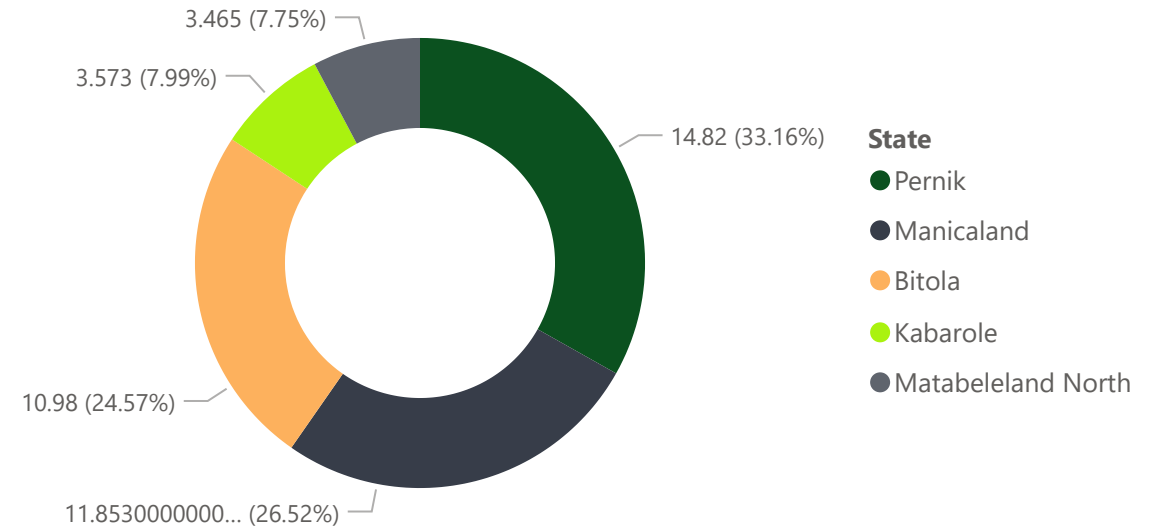
Ecomm Sales Analysis Report



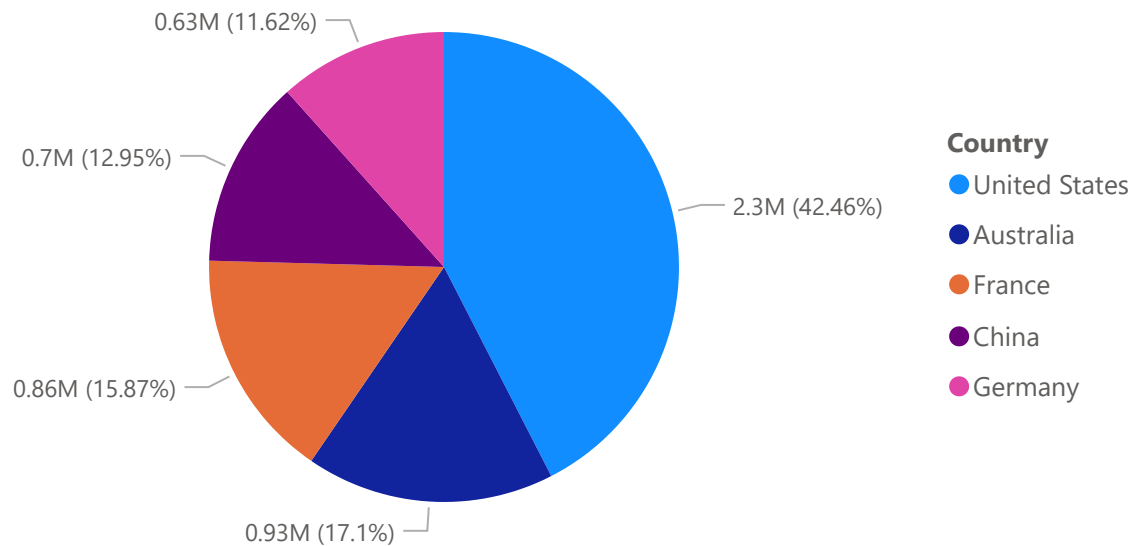
Top 5 Sales by State



Bottom 5 Sales by State



Top 5 Sales by Country



Bottom 5 Sales by Country

