**SHOPIFY | DASHBOARD**

**DOCUMENT**

1. **Admin GraphQL API ID**  
   A globally unique identifier used by systems that support GraphQL APIs. This ID allows precise querying of specific records (like an order or product) within a backend system. It's generally not human-readable and is used programmatically.
2. **Order Number**  
   A unique and typically sequential number or code assigned to each order placed by a customer. This number helps in tracking, referencing, and customer service queries. It's often shown in emails or invoices (e.g., #12345).
3. **Billing Address City**  
   The city listed in the billing address provided by the customer at checkout or registration. This is used for tax calculation, fraud detection, and record-keeping.
4. **Billing Address Country**  
   The country associated with the billing address. It can be useful for tax rules, payment gateway processing, and regional business reporting.
5. **Billing Address First Name**  
   The first name of the person associated with the billing address. Often required for processing payments and generating invoices.
6. **Billing Address Last Name**  
   The last name (surname) of the person on the billing address. Combined with the first name, it provides full identification.
7. **Billing Address Province**  
   The province, state, or region as per the billing address. For example, "California" or "Maharashtra." This is often required for tax calculations and regional reporting.
8. **Billing Address Zip**  
   The postal code (ZIP code) of the billing address. Used in shipping and tax estimation, and sometimes in fraud prevention by validating card transactions.
9. **CITY**  
   Likely a redundant or duplicate field of "Billing Address City," but it could also be intended for a shipping city or a manually entered override field. Needs clarification or cleanup in the dataset.
10. **Currency**  
    The type of currency used in the transaction, represented in ISO format (e.g., USD for US Dollars, EUR for Euros). It indicates the financial context in which the prices are recorded.
11. **Customer ID**  
    A system-generated unique identifier for a customer. Used to link orders, communications, preferences, and order history to a specific customer.
12. **Invoice Date**  
    The date the invoice was created or finalized for the transaction. This can be important for accounting, tax reporting, and determining payment terms.
13. **Gateway**  
    The payment processing service used to complete the transaction. Examples include Stripe, PayPal, Razorpay, etc. This helps in reconciling payments and understanding transaction channels.
14. **Product ID**  
    A unique identifier for the product being purchased. This is used internally to track inventory, pricing, and product performance across sales.
15. **Product Type**  
    A classification or category of the product. For instance, it could be "Software," "Clothing," "Electronics," etc. Helps in reporting and filtering products.
16. **Variant ID**  
    Products may come in multiple variants (e.g., different sizes or colors). The Variant ID uniquely identifies a specific version of the product.
17. **Quantity**  
    The number of units of the product purchased in the order. Important for inventory management and sales volume analysis.
18. **Subtotal Price**  
    The total cost of all items before applying taxes, shipping charges, or discounts. It reflects the base cost of the order.
19. **Total Price USD**  
    The total price paid, including taxes and possibly shipping, converted to USD (if the transaction was in another currency). Useful for standardizing financial reporting across currencies.
20. **Total Tax**  
    The total amount of tax (like VAT or GST) applied to the order. This is important for compliance and reporting in many regions.

The goal of this project is to analyze Shopify sales data in Power BI to uncover meaningful insights into transaction performance, customer purchasing behavior, and long-term customer value. By designing an interactive dashboard, the objective is to help stakeholders identify patterns in revenue generation, customer retention, and engagement trends to support data-driven decision-making.

**1. Transactions Performance**

This section focuses on evaluating the overall health and effectiveness of sales operations by tracking:

* + **Net Sales**: Total revenue generated before tax.
  + **Total Quantity**: The cumulative number of products sold.
  + **Net Avg Order Value**: The average revenue per transaction, excluding tax.

**2. Customer Purchase Behavior**

Understanding how customers interact with the business is critical. This section highlights:

* + **Total Customers**: The count of unique buyers.
  + **Single Order Customers**: Customers who placed only one order.
  + **Repeat Customers**: Customers with more than one order, indicating loyalty.

**3. Retention & Value KPIs**

To evaluate long-term growth and customer value, this section includes:

* + **Lifetime Value (LTV)**: The total revenue generated by a customer over time.
  + **Repeat Rate**: The percentage of customers who return to make another purchase.
  + **Purchase Frequency**: How often customers place orders, on average.

**1. Regional Overview - Province and Cities**

* **Filled Map (Province-Level)**
  + **Purpose**: Display province-wise performance using **color saturation** based on the selected measure.
  + **Interactivity**: Changes dynamically with the measure selector.
* **Bubble Map / Density Map (City Level)**
  + **Purpose**: Visually represent **sales or customer density** at a more granular level.
  + **Bubble Size or Heat Intensity**: Driven by the selected measure.
  + **Tooltip**: Shows all key metrics (Net Sales, Quantity, Total Customers, Repeat Customers).
* **Bar Chart (City-Level Performance)**
  + **Purpose**: Compare **top-performing cities** based on the selected KPI.
  + **Sorted**: Descending order by selected measure.
  + **Dynamic**: Interacts with slicers/filters and responds to the KPI selector.

**2. Sales Trend Over Time**

* **Area Chart – Trend by Day**
  + **Purpose**: Show the **daily trend** of the selected measure (e.g., daily Net Sales or daily Repeat Customers).
  + **Interactivity**: Changes dynamically based on the selected measure.
* **Bar Chart or Line Chart – Trend by Hour**
  + **Purpose**: Display **sales or customer activity by hour of the day** (e.g., 0–23 hrs), revealing peak activity periods.
  + **Use Case:** Helps understand time-of-day behavior, useful for marketing or operational timing decisions.

**3. Gateway Payment Method**

* + Identify the **most and least used payment methods**.
  + Detect **customer preferences** across regions or campaigns.

**4. Product Type**

* + Determine which **product types generate the highest revenue and order volume**.
  + Understand how **customer engagement varies** across different product categories.