# DASHBOARD ANALYSIS

This document provides a detailed overview of the analysis conducted on the Shop Nest store. The primary objective of this analysis is to uncover key trends, patterns, and insights related to sales performance, customer behaviour, and product dynamics. By examining historical data and performance metrics, this report aims to support data-driven decision-making and identify areas of opportunity for growth and optimization. The findings presented here are intended to offer a clear understanding of Shop Nest's current business landscape and guide strategic improvements.
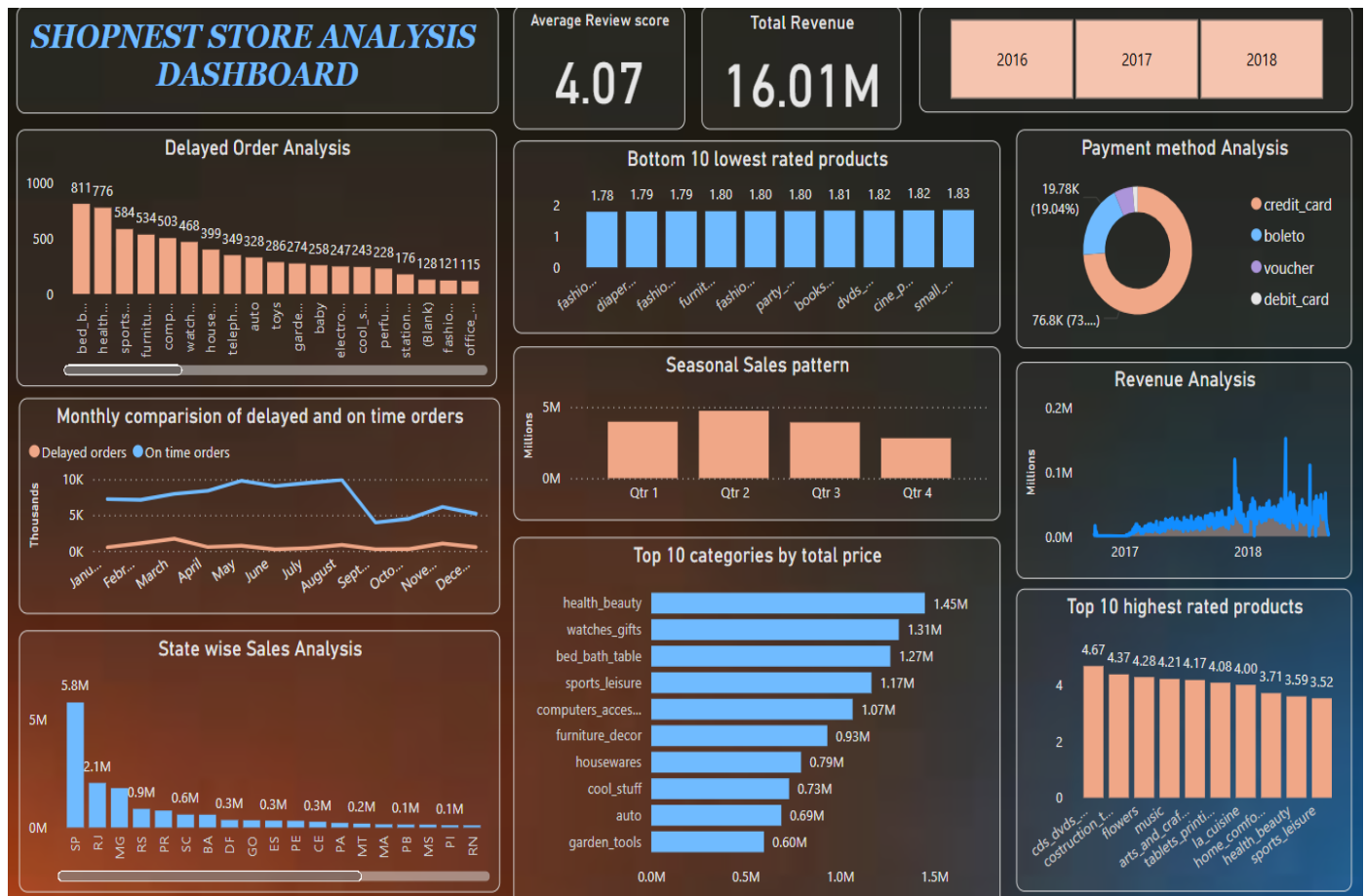


Let's take a detailed look at each of the graphs below, one by one. By analyzing them individually, we can gain a clearer understanding of what they represent. Each graph provides valuable insights that will help us interpret the data more effectively. As we progress through them, we'll highlight key trends and patterns. This step-by-step examination will allow us to draw meaningful conclusions from the graphs. By the end, we'll have a comprehensive understanding of the entire set of data presented

# DASHBOARD ANALYSIS

## 1. TOP CATEGORIES BY TOTAL PRICE :

**Identify and visually represent the top 10 categories by total Sales.**
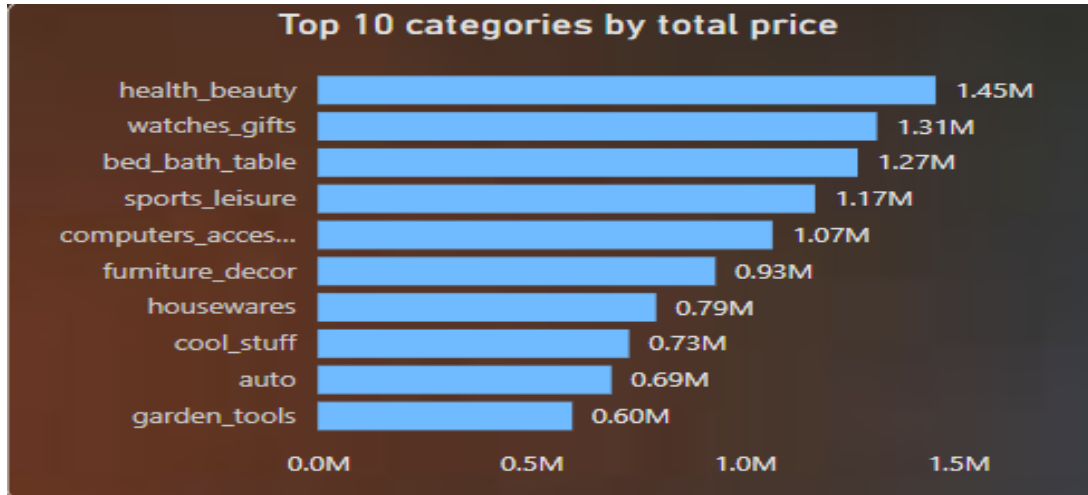


The image above highlights the top 10 product categories based on total sales value, providing insight into the highest-performing segments. We see the health beauty category has the highest sales. Garden_tools are at the 10th position in the image.

## 2. DELAYED ORDER ANALYSIS:

**Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the expected delivery date.**
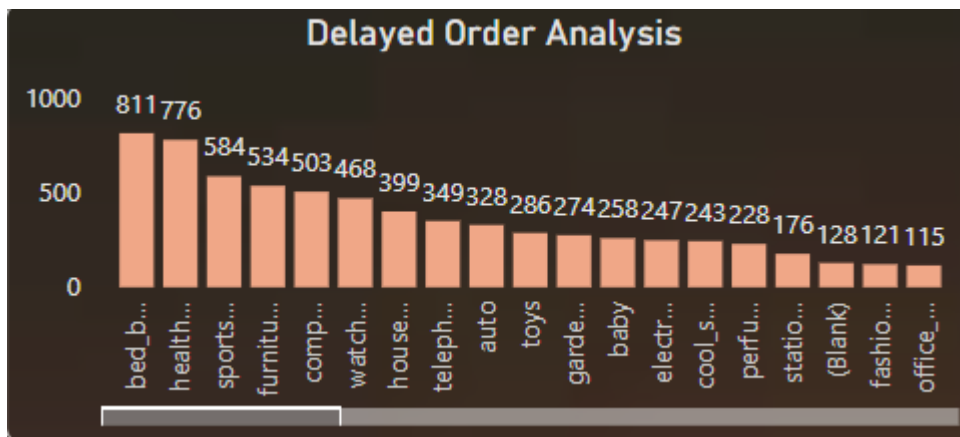


The chart highlights delivery delays across product categories, with bed_bath showing the highest delays. This suggests that shipments in this category face more frequent or severe delivery issues. Addressing these delays could improve customer satisfaction and overall logistics performance.

# DASHBOARD ANALYSIS

### 3.  MONTHLY COMPARISION OF DELAYED AND ON-TIME ORDERS:

**Create a dynamic visual that creates the number of delayed orders to the number of orders received earlier for each month. Utilize the drill through cross-report feature to provide a detailed analysis of late and on-time deliveries.**
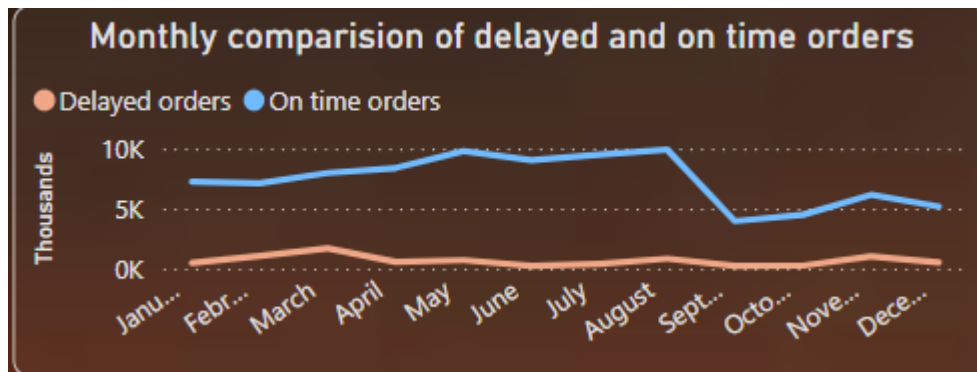


The line chart above illustrates the trends of delayed versus on-time orders over a specific period. Overall, the data shows that on-time deliveries consistently outnumber delayed ones, indicating generally reliable performance in meeting delivery schedules. However, a closer look reveals a significant spike in delayed orders during the month of March, suggesting that some disruption or challenge occurred during this time, impacting the timeliness of deliveries. This temporary rise in delays warrants further investigation to identify underlying causes and prevent similar issues in the future.

### 4.  PAYMENT METHOD ANALYSIS:

**Analyze the most frequently used payment methods by customer using a visually appealing representation, such as a pie chart or any other suitable visuals.**
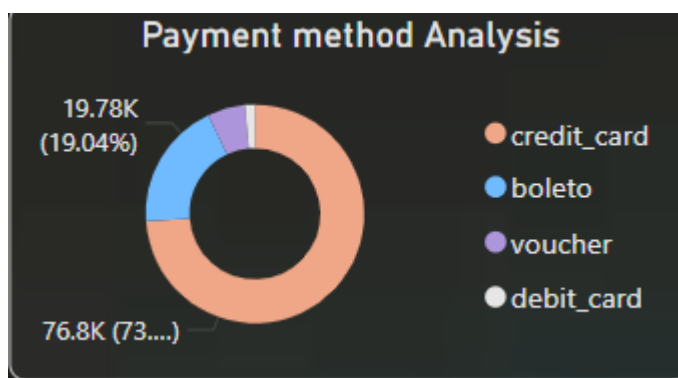


The donut chart shows the distribution of payment methods used by customers. Credit cards are the most popular choice, reflecting their convenience and benefits. Debit cards, on the other hand, are the least preferred payment method. This insight can help tailor payment options to better meet customer preferences.

# DASHBOARD ANALYSIS

## 5. PRODUCT RATING ANALYSIS:

**Determine the top 10 highest rated products and the bottom 10 lowest rated products using a bar or column chart.**
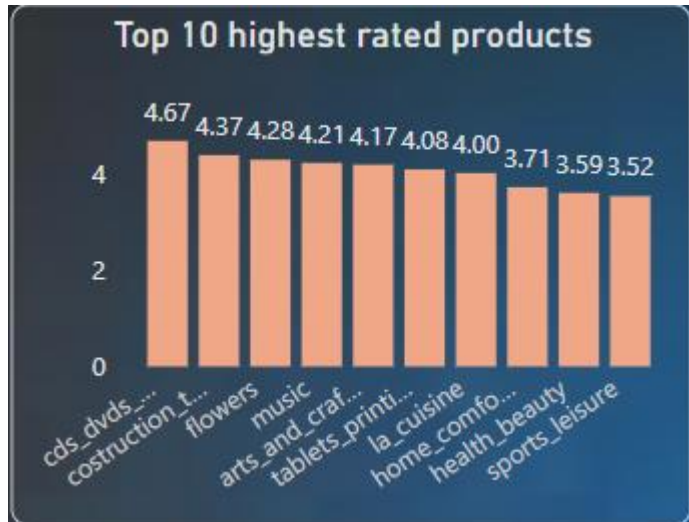


The above column chart displays the top 10 highest-rated products across all categories. Among them, products in the cds_dvds category hold the highest rating. However, the difference in ratings across these top products is minimal, indicating consistent customer satisfaction. This suggests a generally high standard of quality among the leading products.
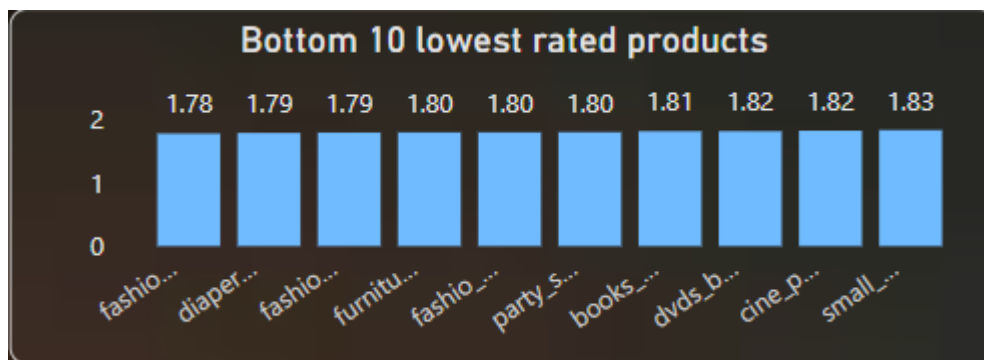


The above chart highlights the bottom 10 lowest-rated products across all categories. Notably, fashion_childrens_clothes ranks the lowest in terms of customer ratings, indicating potential issues with quality, fit, or customer satisfaction. Additionally, the second and third lowest-rated products have identical ratings, suggesting similar performance concerns. Interestingly, the fourth, fifth, and sixth products also share the same rating, pointing to a cluster of products with comparable customer feedback. This pattern can help identify broader areas that may require improvement or further investigation.

# DASHBOARD ANALYSIS

6. **STATE WISE SALES ANALYSIS:**

   **Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.**
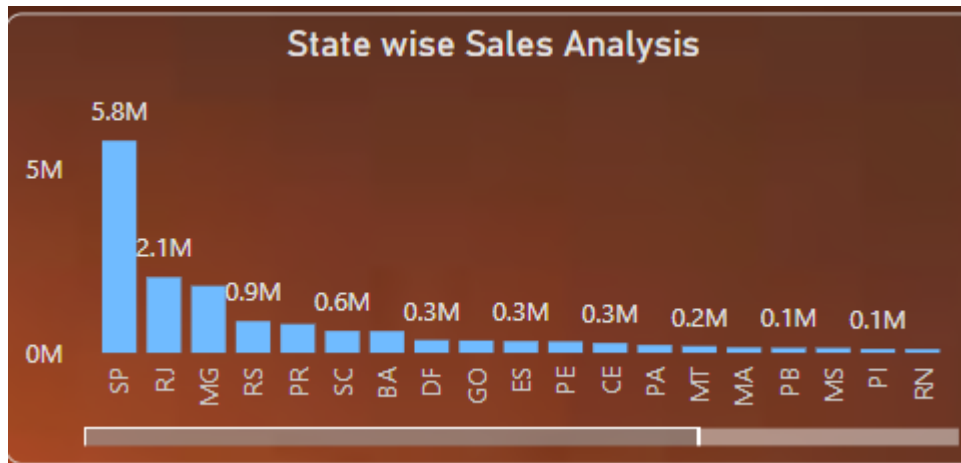


The chart above illustrates the sales trend across various states, providing a clear view of regional performance. From the data, it is evident that São Paulo leads significantly in total sales, indicating strong customer demand or a higher concentration of business activity in that region. This trend highlights São Paulo as a key market for the store, potentially offering further opportunities for targeted marketing and expansion strategies.

7. **SEASONAL SALES PATTERNS:**

   **Investigate and visualize any seasonal patterns (Quarterly) or trends in Sales data over the course of the year.**
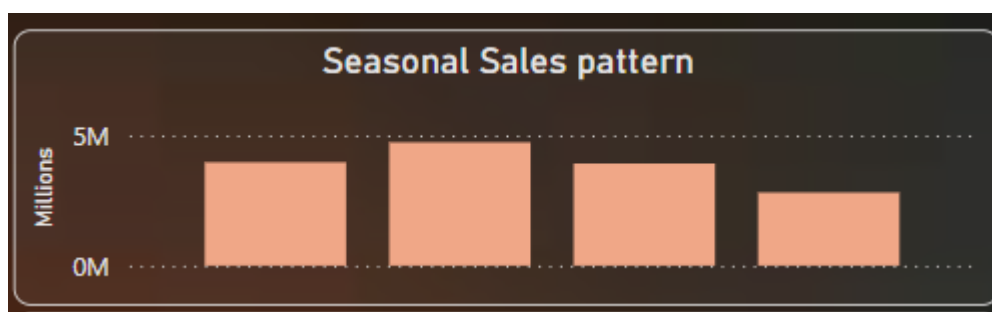


The column chart above displays sales performance across the four quarters of the year. It is evident that Quarter 2 records the highest sales, while Quarter 4 sees the lowest. This indicates that the months of April, May, and June are the peak sales period, suggesting a seasonal trend or successful campaigns during this timeframe that significantly boost revenue. Understanding this pattern can help in planning inventory, promotions, and marketing strategies more effectively.

# DASHBOARD ANALYSIS

8. **REVENUE ANALYSIS:**

**Determine the total revenue generated by Shop Nest Store and analyze how it changes over time (Yearly). Represent this information through suitable visuals to highlight trends and patterns.**
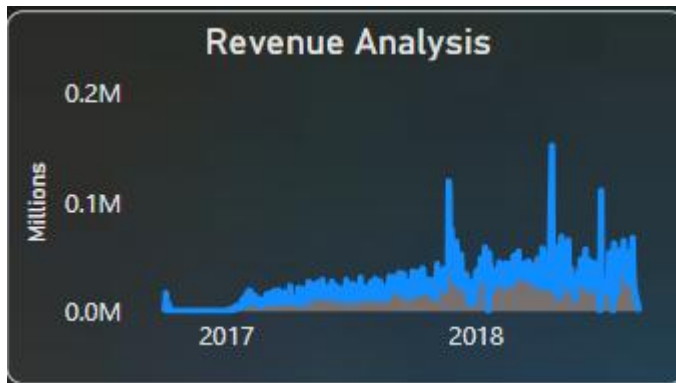


The line chart above illustrates the revenue trends over the span of two years—2017 and 2018—with a small portion of data from late 2016, which is partially visible. The chart reveals a significant increase in revenue throughout 2018, despite experiencing some fluctuations along the way. This upward trend suggests strong business growth during that year, possibly driven by improved sales strategies, market expansion, or increased customer engagement. Recognizing these patterns can provide valuable insights for forecasting and future planning.