

E-commerce performance analysis 2018-2019 and creating a dashboard using Power BI

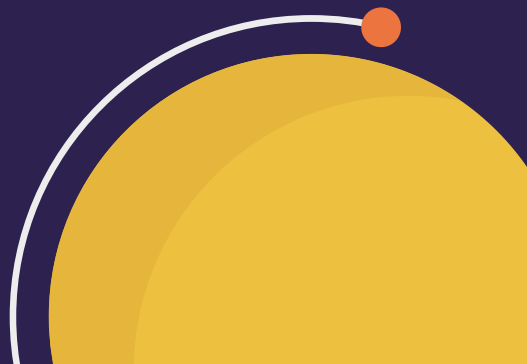
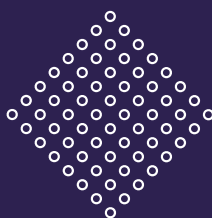


About the writer



Rifqi Arrayan

Hi! I am a third semester student at UPN Veteran Jakarta. I am a fast learner and have a strong interest in data analysis. My organizational experience has equipped me with excellent teamwork and communication skills. I enjoy being involved in various projects in the IT sector, and I continue to look for opportunities to learn and improve my skills through professional organizations, and am currently exploring the data field.



Tools



POWER BI

Helps to create and visualize interactive dashboards to generate useful insights.



Microsoft excel

to view the overall data easily

About the data

- **Sum of Profit (Total Profit)**

This is the total profit generated from the sale of all products or product categories profit is calculated by subtracting the total cost of production and other costs (such as marketing costs, operating costs) from the total sales revenue.

- **Sum of Non-Profit**

Total costs incurred to produce a product or service

This figure shows the total costs incurred to support business operations

- **Sum of Quantity (Total Quantity)**

total number of products or units sold

- **Revenue**

This is the total amount of money received by a business from the sale of goods or services in a given period



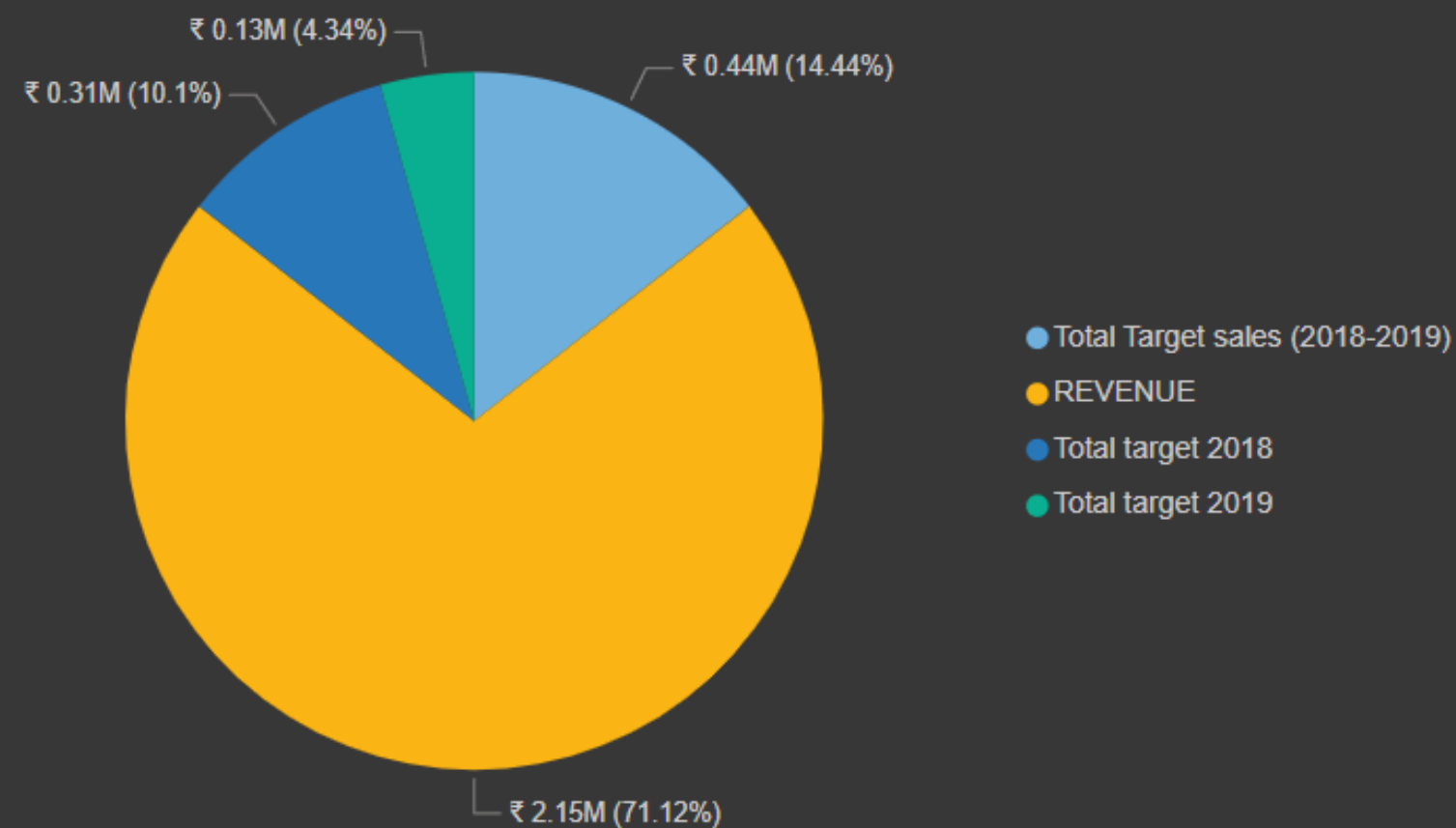


Introduction

- The data used in this analysis comes from kaggle
- This presentation aims to analyze e-commerce performance in 2018-2019, including revenue, profit, product retention, and total quantity.
- E-commerce has seen significant growth in recent years. This analysis was conducted to understand performance trends and identify areas for improvement in the 2018-2019 period.

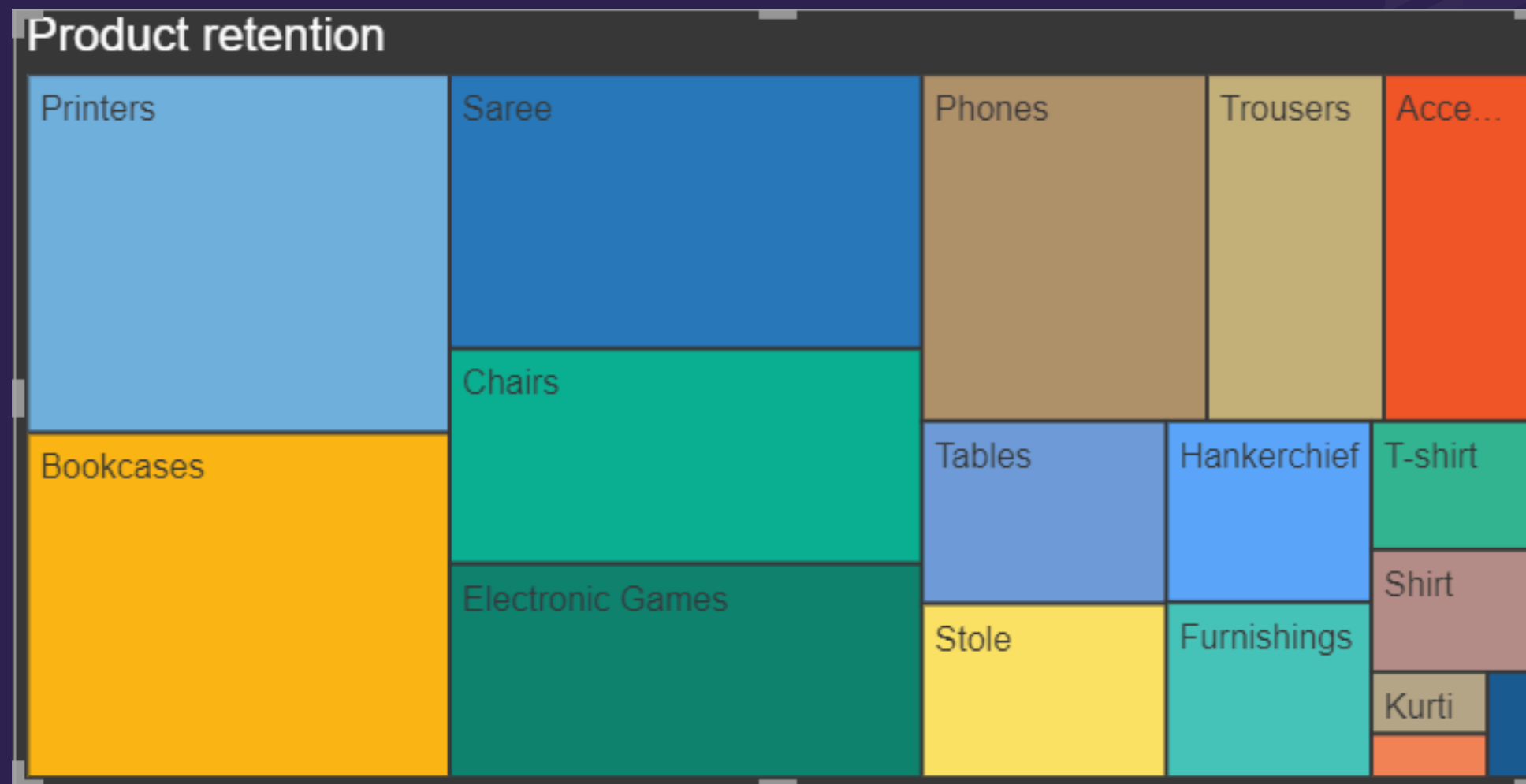
Revenue and Sales Target

Total Target VS Revenue



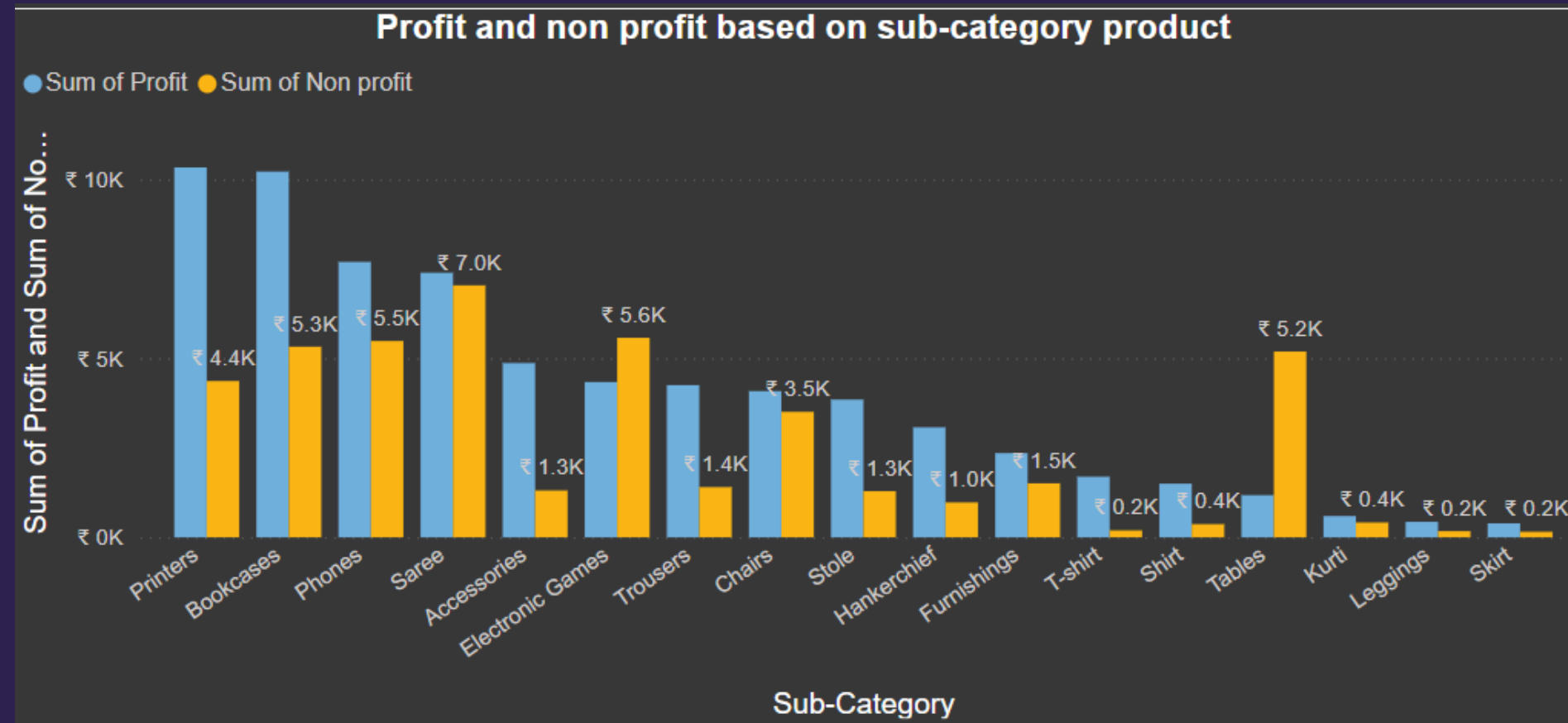
- The sales target for 2018 was ₹305K and for 2019 it was ₹130K with a total target of ₹435K.
- It can be seen in the visualization that the revenue for 2018-2019 was ₹2.15M which shows that this e-commerce company has exceeded its target.

Product Retention

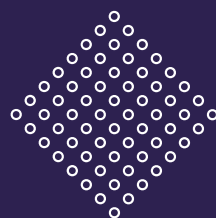


- This diagram shows that the product categories with the highest retention are printers, followed by bookcases, phones, and sarees. Meanwhile, the product categories with the lowest retention are skirts, leggings, and kurtis.
- This shows that customers are more likely to purchase printers, bookcases, phones, and sarees repeatedly compared to skirts, leggings, and kurtis.
- To improve product retention, further analysis is needed to understand the factors that influence retention in each product category.

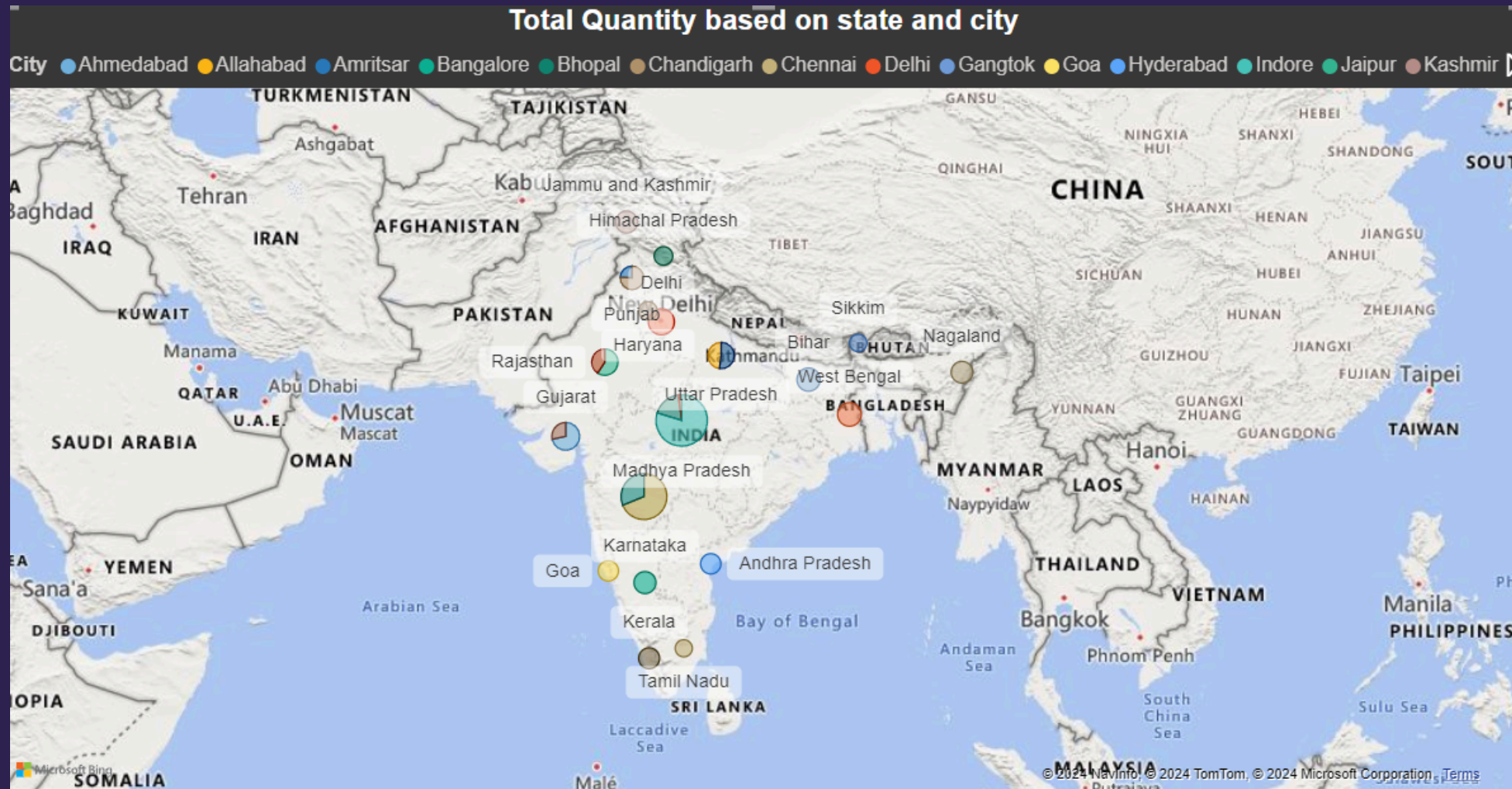
Profit dan Non-Profit



- The graph shows that the highest profit product subcategories are printers, followed by bookcases, phones, and sarees. Meanwhile, the lowest profit product subcategories are skirts, leggings, and kurtis.
- This shows that high profit product subcategories have a higher profit margin compared to low profit product subcategories.
- To increase profitability, further analysis is needed to understand the factors that affect profit in each product subcategory

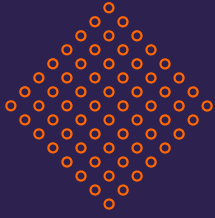


Total Quantity Sold



Map showing total quantity sold by state and city, with markers indicating the highest quantity sold in that area.

- This map shows that the cities with the highest quantity sold are Madhya Pradesh, followed by Marastha, and Uttar Pradesh.
- This shows that the e-commerce market in Madhya Pradesh, followed by Marastha, and Uttar Pradesh has great potential.
- To increase quantity sold, further analysis needs to be done to understand the factors that influence sales in each area.



Dashboard

DASHBOARD E-COMMERCE 2018-2019

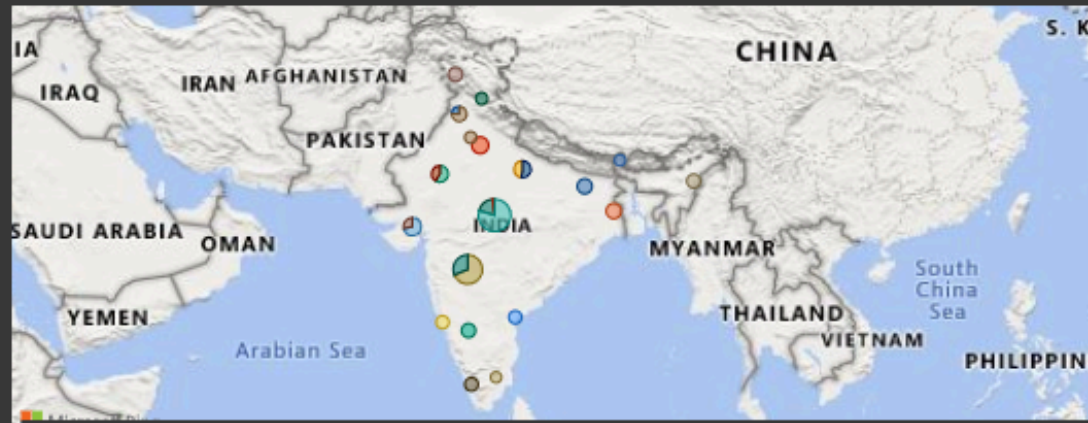
By: Rifqi arrayan

Category

- Category
- ☐ Clothing
 - ☐ Electronics
 - ☐ Furniture

Total Quantity based on state and city

City ● Ahmedab... ● Allahabad ● Amritsar ● Bangalore ● Bhopal ● Chandigarh ▾



Product retention



REVENUE

₹2.15M

Total target 2018 ₹ 305.00K
Total target 2019 ₹ 130.90K
Total Target sales (2018-2019) ₹ 435.90K

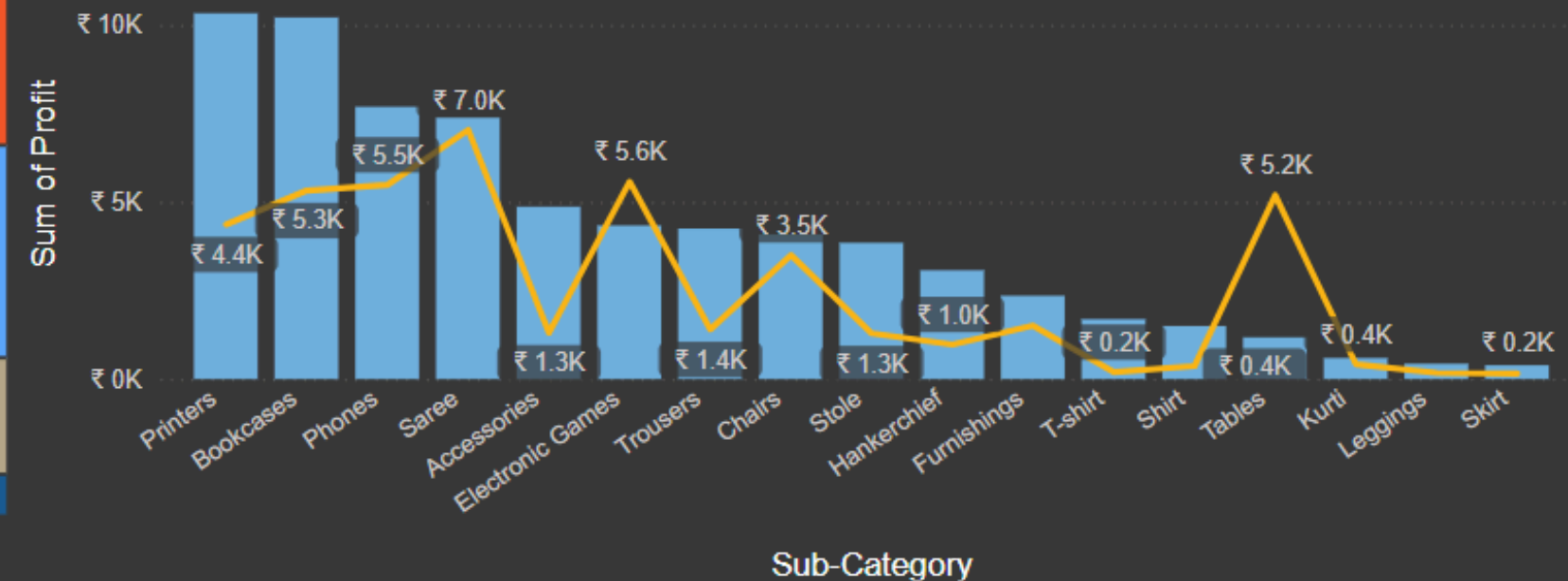
Sum of Profit

₹ 68.19K

Sum of Non profit ₹ 44.24K
Sum of Quantity 6K

Profit and non profit based on sub-category product

● Sum of Profit ● Sum of Non profit



Conclusion

- E-commerce analysis in 2018-19 shows that e-commerce has achieved a total revenue of ₹2.15B.
- Product categories with high retention are printers, bookcases, phones, and sarees.
- Sub-categories with high profits are printers, bookcases, phones, and sarees.
- Cities with the highest quantity sold are Bangalore, Bhc, and Ahmedabad.
- Madhya Pradesh, followed by Marastha, and Uttar Pradesh.



Recommendation

- Focus on product categories with high retention to increase customer loyalty.
- Increase the profitability of low-profit product subcategories by analyzing and optimizing profit margins.
- Improve sales strategies in areas with low quantity sold by analyzing the market and consumer needs in those areas.
- Conduct further analysis to understand the factors that influence retention, profit, and quantity sold in each product category and area



More information about dashboard and dataset

VIEW IN DRIVE



Thank You!

