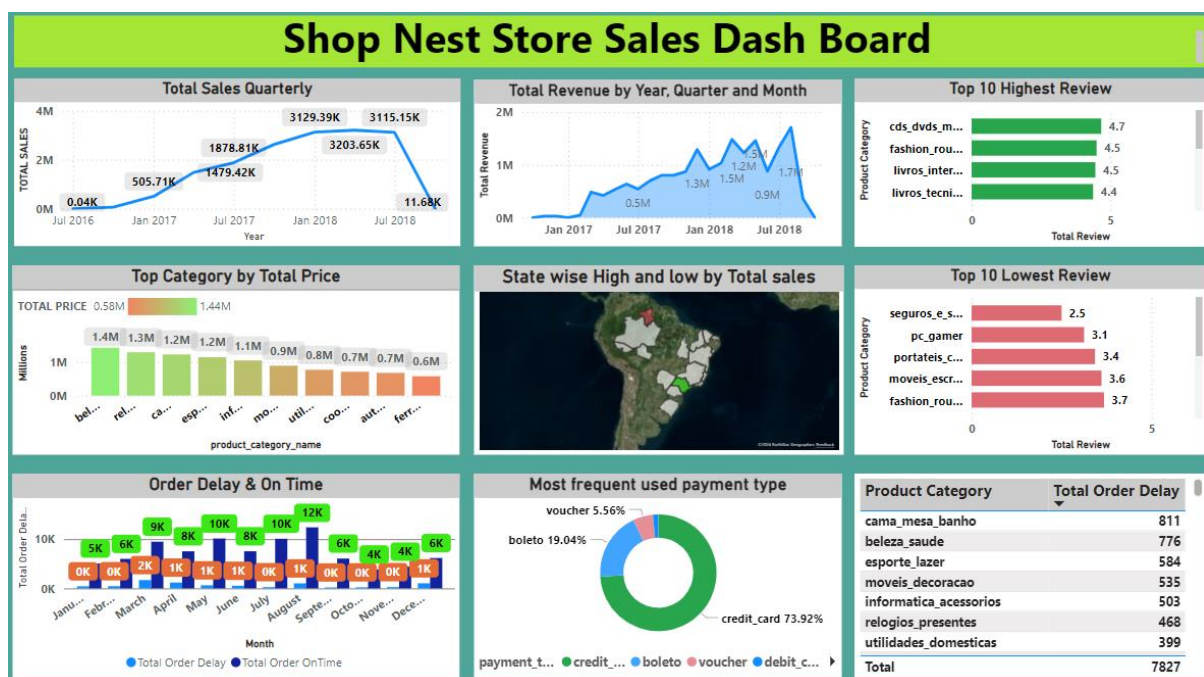# ShopNest Store Capstone

INTRODUCTION

ShopNest stands as the leading department store in the e-commerce marketplaces in Portugal. Serving as a seamless link, it connects small businesses from various regions in Portugal to channels, streamlining the process with a single point of contact. Through the ShopNest Store, these merchants can showcase and sell their products, with the added convenience of direct shipment to customers facilitated by ShopNest logistics partners. The provided data represents authentic commercial information that has undergone the process of anonymization.

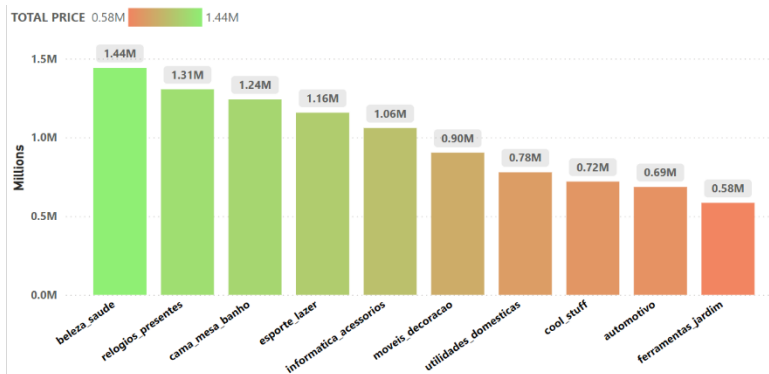**ShopNest Store Dashboard**

Relation Ship Between Two Table

- **If the Relation Ship is many to many**
  I applied bridge relationship, prepared one table C in that unique of table A and Unique of Table B than union distinct of table A and table B.
- **If the Relation Ship is One to One**
  I merge both table and created one table.

1. Top Categories by Total Price:

Identify and visually represent the top 10 product categories by total sales.

Ans –

- In above chart it represents top 10 categories by total sales.
- I represent the chart with green and red shade.
- Proper green represents highest category by total sales & proper red represent lowest sales value from top 10 product category.

2. Delayed Orders Analysis:

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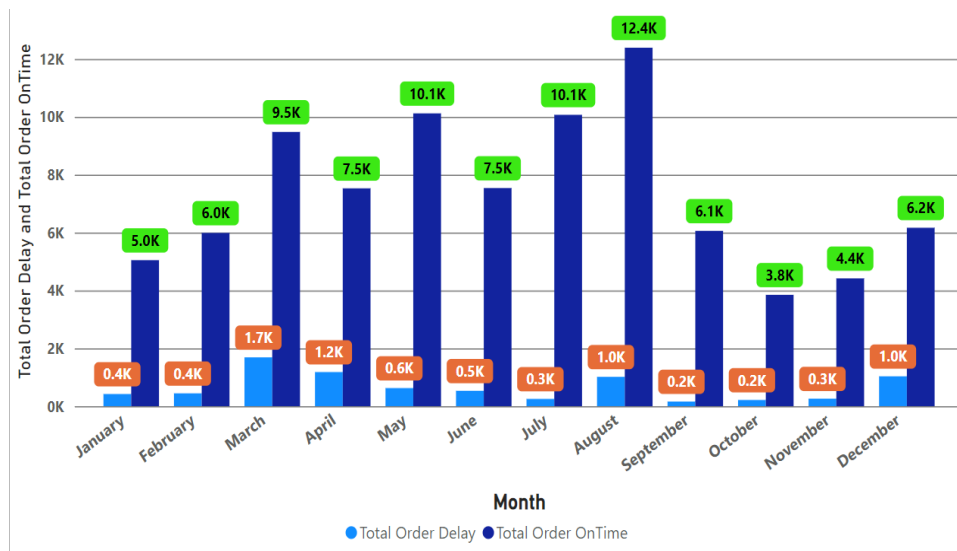
Ans –

Product Category	Total Order Delay
cama_mesa_banho	811
beleza_saude	776
esporte_lazer	584
moveis_decoracao	535
informatica_acessorios	503
relogios_presentes	468
utilidades_domesticas	399
telefonia	349
automotivo	328
brinquedos	286
ferramentas_jardim	274
bebes	258
eletronicos	247
cool_stuff	243
perfumaria	228
papelaria	176
	127
fashion_bolsas_e_acessorios	121
Total	**7827**

- Here I used table to represent this number of delayed orders in each category.
- Cama_mesa_banho to Informatica_acessorios has highest delay order which is more than 500.
- And remaining product categories are less than 500 delays.

3. Monthly Comparison of Delayed and On-Time Orders:

Create a dynamic visual that compares 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.
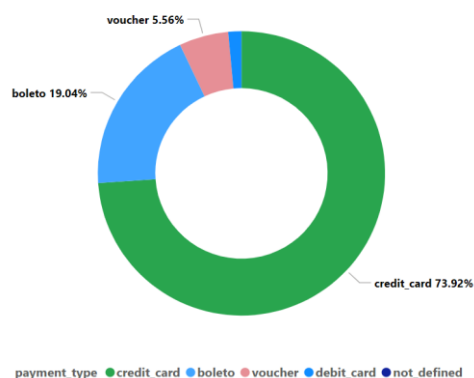
Ans –

- Here I used clustered column chart to represent the delay and on time delivery of each month.
- I also put Drill through cross-report feature in above chart that directly due to next page where I prepared table with product category, delay order, Ontime order.
- In March, April, August, December Delay order is very high which is more than 1k.
- And rest of the month delay delivery order is low which is lower than 1k.

4. Payment Method Analysis:

Analyse the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.
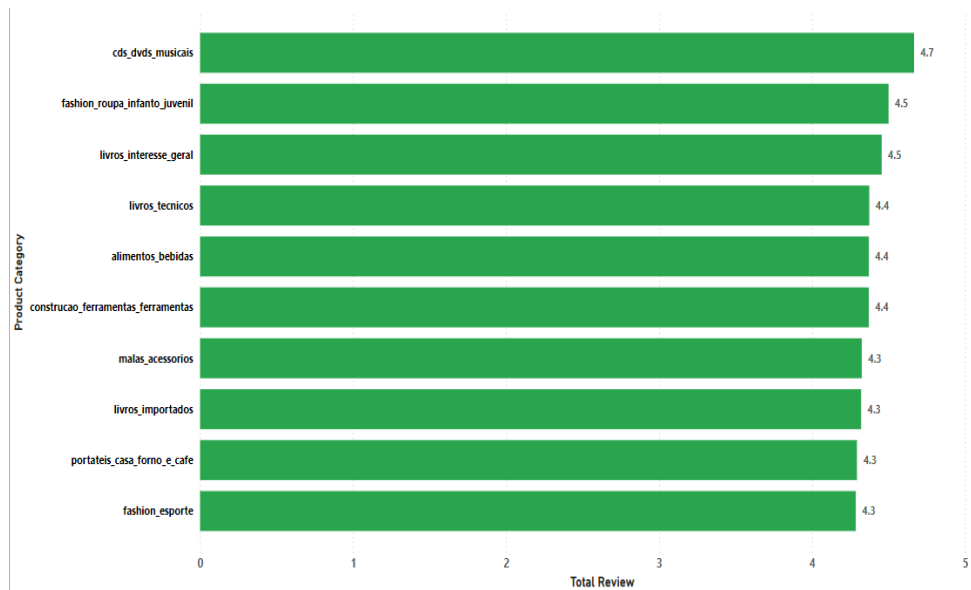
Ans-

- Here I used Donut chart to represent most frequently used payment methods by customer.
- 73.92% of customer prefer to use credit card.
- 19.04% of customer prefer to use boleto.
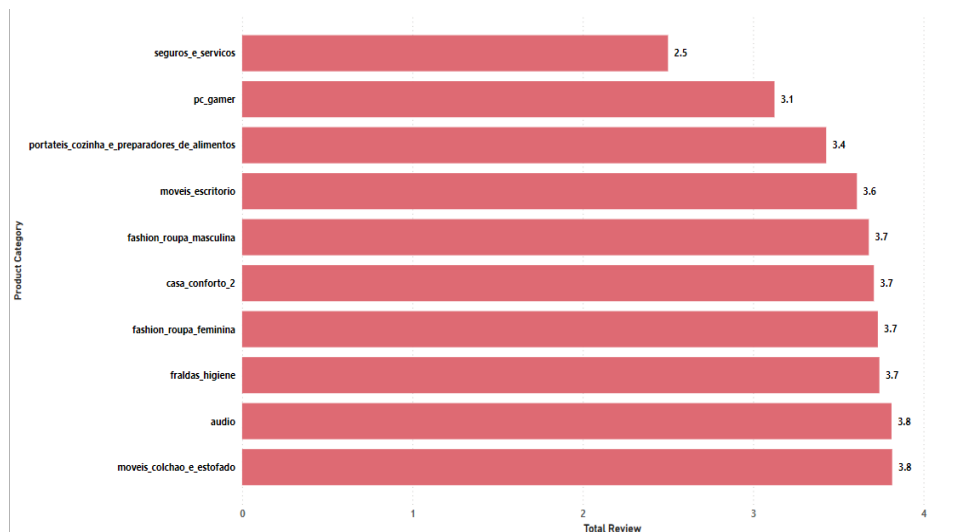- 5.56% of customer prefer to use voucher.

5. Product Rating Analysis:

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

Ans –

- Here I used clustered bar chart to represent top 10 highest rated product.
- Highest rated review is from 4.3 to 4.7 out of 5.

- Here I used clustered bar chart to represent bottom 10 lowest rated product.
- Highest rated review is from 2.5 to 3.8 out of 5.

6. State-wise Sales Analysis:

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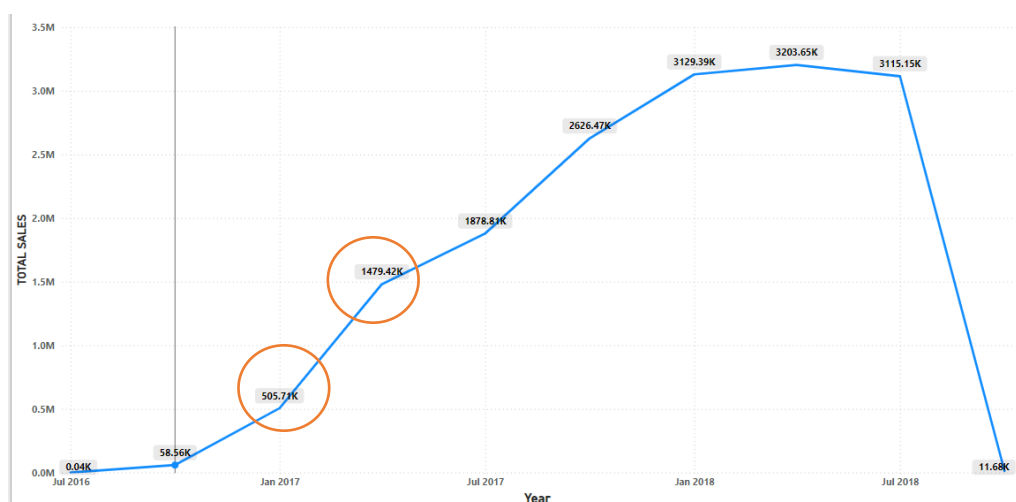
Ans –

- Here I used filled map to represent the states with high and low sales.
- In above picture red represent lowest sales and green represent highest sales
- Light yellow represents in between high and low sales.
- RR state has 10,064 sales which is <mark>lowest.</mark>
- SP state has 59,69,050 which is <mark>highest.</mark>

7. Seasonal Sales Patterns:

Investigate and visualize any seasonal patterns (Quarterly) or trends in sales data over the course of the year.
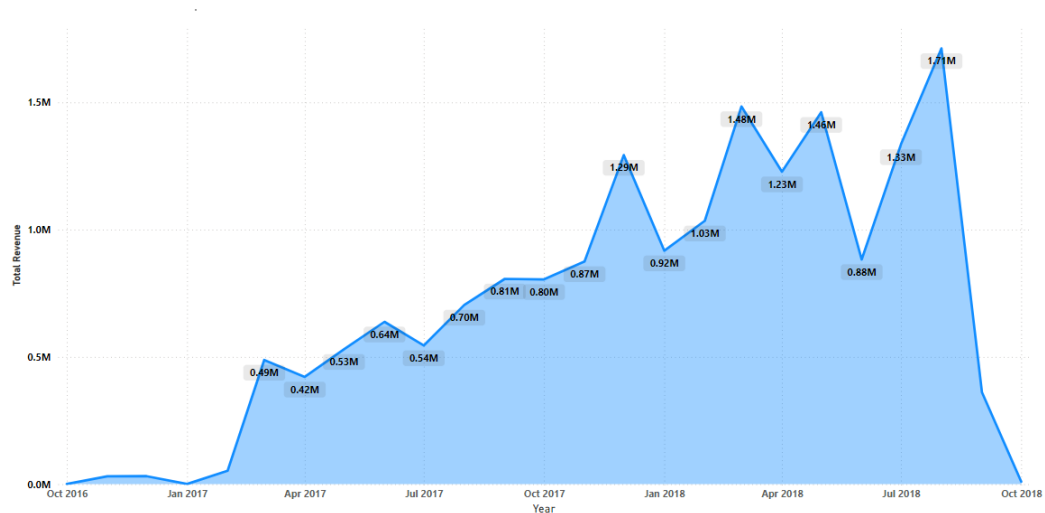
Ans –

- Here I used line chart to represent trends in sales data quarterly.
- On every point (orange circle) in line chart represent quarter.

- So, from July 2016 sales was increasing till 2018 Quarter 2 and was highest.
- I found while increase in sales delay order was also increasing, highest increased in delay order was in 2018 Quarter 1 it was 2453 orders delayed.
- Sales decrease drastically at the end of the quarter 4 2018.
- It may be due to customer is not happy with delay order and at the end of the quarter, any new company entered in market that giving a delivery at given or before time.
- Customer shifted new competitor that's why there is drastically change in 2018 quarter 4.

8. Revenue Analysis:

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

Ans -

- Here I used Stacked area chart to represent total revenue generated by shop nest.
- Has, I told you in previous chart sales and revenue pattern is same you can consider the same logic.
- I found one more observation it shows at the end of oct – 2018, In review part livros_tecnicos product category only have review rest of the product category don't have review.
- The reason may be some external issue, shop nest store is facing issue in supply chain.
- As per filter map, its shows only few states' business was running, the reason may be some war like situation, covid pandemic, etc.

THANK YOU

_____END_____