

# ***Steps of the Clickbank Product Analysis Dashboard***

MADE BY: RUQAIYA ARIF

## **Objective:**

- This dashboard is based on Exploratory Data Analysis of the Clickbank(website) products.
- This dashboard covers the business perspective to promote or invest or analyze which product is better and in which category.

## **Steps for this dashboard:**

1. Get data thorough XML feed.
2. Go to Query Editor and rename the Category\_Name to Subcategory.
3. On Category.Site column, click on the small arrow button at the right and uncheck "Use original name as prefix" ---->this step will open up all the internal tables.
4. Delete Size column.
5. Convert all the % values columns data types as decimal type (by converting into % data type, data number becomes very large).
6. Convert "Activation Date" column as Date.
7. Create two bar graphs.
  - i) Count of ID by Category
  - ii) Count of ID by Subcategory
8. Select a Matrix Chart and add all the columns:
  - i) Category
  - ii) Subcategory
  - iii) Id
  - iv) Title
  - v) Activation Date
  - vi) Commision
  - vii) AvgEarningperSale.
  - viii) Gravity
  - ix) PopularityRank
  - x) Referred
  - xi) TotalRebillAmount
9. Sort the matrix by AvgSalesperEarning.
10. Add a measure Average sale as below:
$$\text{Average Sale} = \text{SUM}(\text{AverageSaleperEarning}) / \text{Count of ID}$$
11. Add a Score Card for "Average Sale" measure.
12. Add a Score Card for count of ID->no need for a measure.
13. Style the Report according to the esthetics.
14. Rename the title of "Count of ID" Score Card as Product Count
15. Add title and arrange it in report.
16. Hit Save.

END OF NOTES