E-COMMERCE DASHBOARD

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OBJECTIVE

To design a Sales dashboard to analyze the sales based on various product categories. The company wants to add user control for product category, so that users can select a category and can see the trend month-wise and product-wise accordingly.

BENEFITS

- User can easily understand the underlying trends in sales without processing thousands of spreadsheets.

- User can easily understand the month wise sales and profit based on product category.

- User can easily understand the region wise sales based on product category.

DATASET

- Dataset consist of 21 columns with 51291 rows.

- Product category , Sales(in US Dollar), Sales(in USD) , Profits(in USD), Aging (days between order date and ship data), Regions and months are some of the important columns from the dataset

EDA - DATA CLEANING AND PREPROCESSING

Checking the number of rows and columns

The dataset has 21 columns and 51291 rows

- Checking the datatypes of the columns

- Handling Missing Values

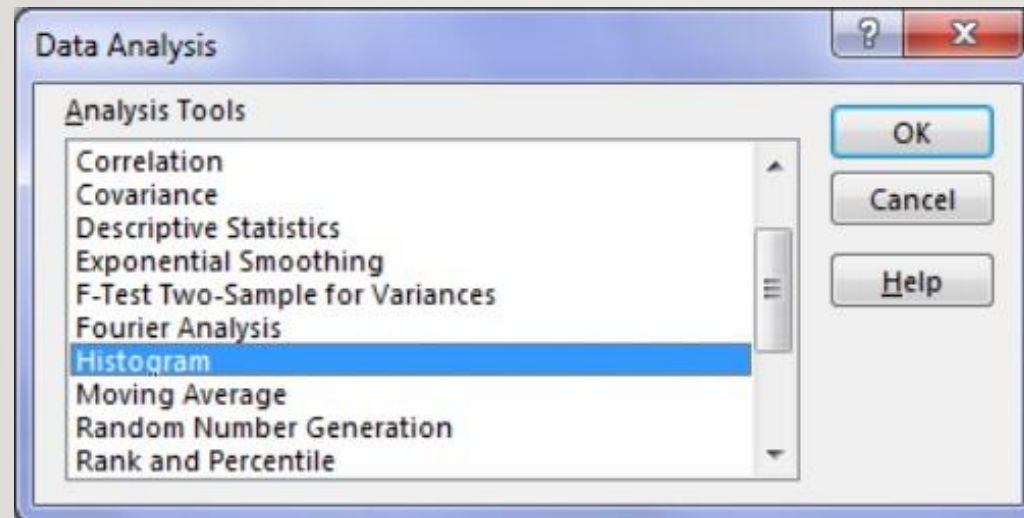- Dataset has no missing values.

CREATING DASHBOARD

- Directly open the file in excel and the following steps are done:

- **Step 1: Create Histogram for Shipping Days(Aging)**

    To create histogram, click the Data Tab, Under Analysis Group (Right Corner), Click Data Analysis.

    Now, select Histogram and click ok. A histogram dialog box will appear.

CREATING DASHBOARD CONT…

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In the histogram dialog box, first click the Label's Check box as we have labels in our data. After that, In the Input reference box select the range ("Sales Data!D1:D51291") of our data and in the Bin Range Reference box select ("Working!K3:K7").

In Output section, select range "Working!N3" for binning table, click Histogram check box and then ok.
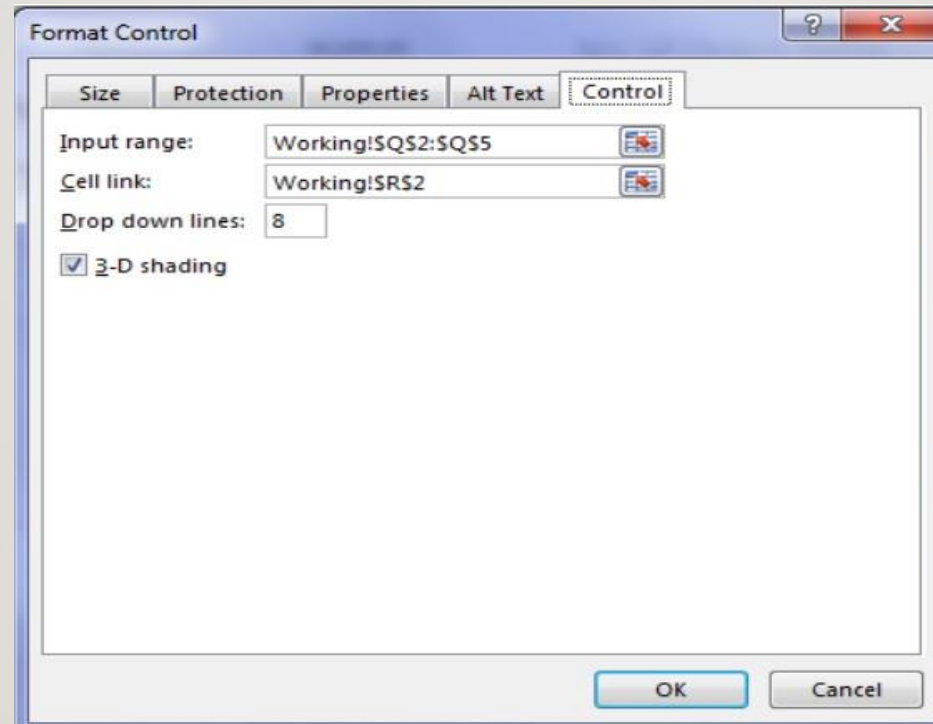
CREATING DASHBOARD CONT...

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- **Step 2- Create Combo box:**

- Insert Combo box for product category list in the Dashboard Sheet.

- Click Developer Tab > Under Controls Panel > Click Combo box and draw. Pass the Input Range and Cell for the Combo box.

- Right-click the country list Combo box > Click Format Control > Under Format Control Panel, Pass Input Range "Working!Q2:Q5" and Cell Link "Working!R2" from the working sheet

CREATING DASHBOARD CONT…

CREATING DASHBOARD CONT…

- Now, write the offset function in cell "R3" to fetch the product category based on the selection in the product category Combo box.

- Write the equal sign and then the function name.

- Pass the first argument as Cell "Q1."

- In the second argument, select the cell link cell "R2."

CREATING DASHBOARD CONT…

- **Step3: SUMIFS formula to calculate Total Sales, Quantity, and Profit**

- Now, write Sumifs formula to calculate Sales, Quantity, and Profit in the Dashboard sheet. Enter the formula in Cell C7:

- • Enter the equal sign and then enter the function name and open parenthesis.

- • Pass the first Argument is Sum_Range, select range 'Sales Data'!$H:$H, and then enter comma.

- • Now, pass the second argument Product Category column "criteria Range1" as 'Sales Data'!$F:$F, enter comma

- • Pass the third argument "criteria1" "Working!R3", and enter comma

CREATING DASHBOARD CONT…

- **Perform the same function to calculate the Quantity in Cell G7.**

- In G7, write the equal sign, and then enter the function name and open parenthesis.

- The first Argument is Sum_Range, select range 'Sales Data'!I:I, and then enter comma.

- Now, pass the second argument Product Category column "criteria Range1" as 'Sales Data'!F:F, and enter comma.

- Pass the third argument "criteria1" "R3," and enter comma.

CREATING DASHBOARD CONT…

- **For Profit**

- In K7, write the equal sign and then enter the function name and open parenthesis.

- The first Argument is Sum_Range, select range 'Sales Data'!K:K, and then enter comma.

- Pass the second argument Product Category column "criteria Range1" as 'Sales Data'!F:F, and enter comma.

- Now, pass the third argument "criteria1" "R3", and enter comma.

CREATING DASHBOARD CONT…

- **Step4: SUMIFS formula to calculate Sales and Profit month wise**

- Now write the sumifs formula to calculate the Sales and profit month-wise and sales region-wise.

CREATING DASHBOARD CONT…

- **Enter formula in Cell C4:**

- Enter the equal sign and then enter the function name and open parenthesis.

- The first Argument is Sum_Range, select range 'Sales Data'!H:H, and then enter comma.

- Pass the second argument month column "criteria Range1" as 'Sales Data'!U:U, and enter comma.

- Now, pass the third argument "criteria1" "B4," and enter comma.

- Pass the fourth argument as Data!F:F product category column, and enter comma

- Pass the fifth argument as "R3." ☐ Now, copy and paste the formula in Range C4:C15.

CREATING DASHBOARD CONT...

- **Enter formula in Cell D4:**

- • Enter Equal sign then enters function name and open parenthesis

- • The first Argument is Sum_Range, select range 'Sales Data'!K:K, and then enter comma.

- • Now, pass the second argument month column "criteria Range1" as 'Sales Data'!U:U, and enter comma.

- • Pass the third argument "criteria1" "B4," and enter comma.

- • Pass the fourth argument as Data!F:F product category column, and enter comma.

- • Enter the fifth argument as "R3."

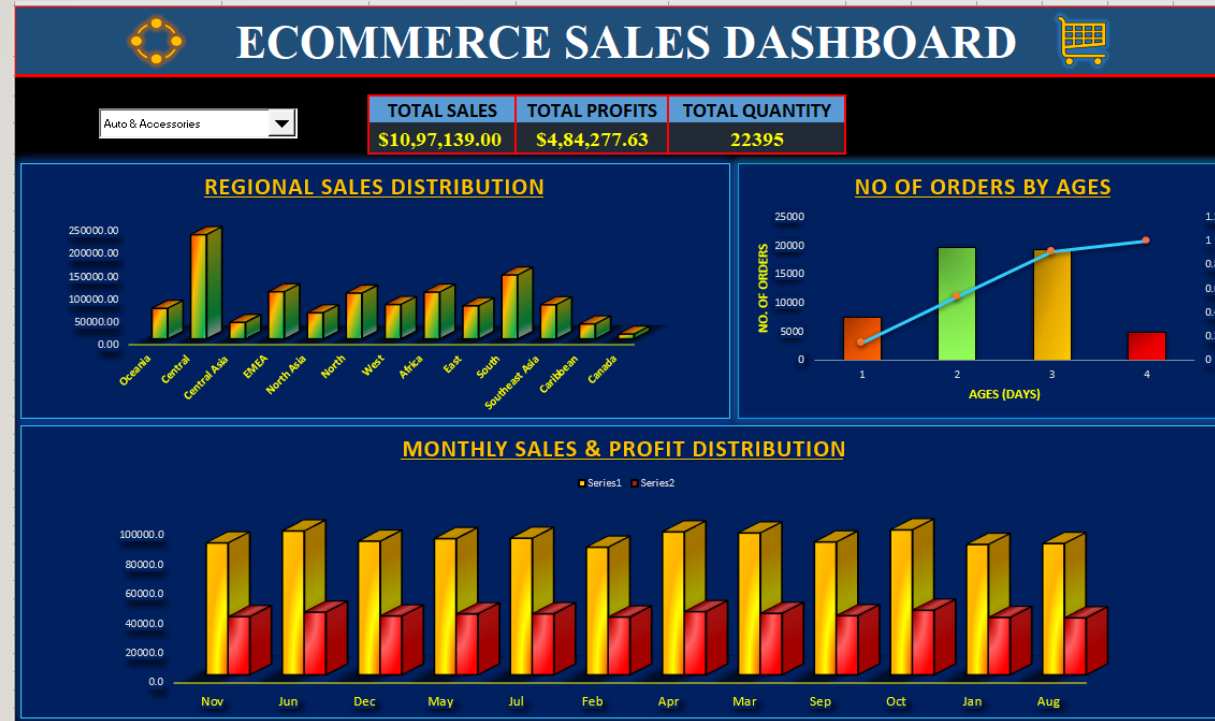- • Now, copy and paste the formula in Range D4:D15.

CREATING DASHBOARD CONT…

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- **Step5: SUMIFS formula to calculate Sales region wise**

- Write the equal sign and then enter the function name and open parenthesis.

- The first Argument is Sum_Range, select range 'Sales Data'!H:H, and then enter comma.

- Pass the second argument region column "criteria Range1" as 'Sales Data'!T:T, and enter comma.

- Now, pass the third argument "criteria1" "F4,"and enter comma.

- Pass, the fourth argument as Data!F:F product category column, and enter comma.

- Pass the fifth argument as "R3."

- Now, copy and paste the formula in Range G4:G15.

CREATING DASHBOARD CONT...

- **Step 6: Create Column Chart**

- Now, create the column chart for both region-wise and month-wise table.

- Select table (B3:D15), click insert tab > under Charts Panel > Insert column chart.

- Cut and Paste the chart in the Dashboard Sheet.

- Perform the same steps for other tables to create chart.

- Now, this is our sales Dashboard, we can apply any color in the interior of cells, and data series to format it.

FINAL DASHBOARD

THANKS