E-COMMERCE ORDERS

Overview:

The dataset contains E-Commerce orders of a company from multiple countries in 2023. It is a mobile accessories E-Commerce company with a global footprint. The company is headquartered in Bangalore in India. The supply chain of the company is very strong: customers are located in 14 countries and they receive orders within a week.
There are various ways in which a customer can order. An order can be placed using the company's app, its website, using WhatsApp and also via other sources (for example: dialing in the 24*7 support helpline number). Customers are divided into 5 categories: A, B, C, D, E.

The sales team in the company is structured into 5 teams: Alpha, Beta, Gamma, Delta and Epsilon. Every team has multiple Sales Managers and a few Sales POCs, typically 3-4. Every sales POC is given individual targets and the sum of the targets of the sales POCs is the target of the Sales Manager.

Problem Statement:

As an analyst, your goal is to help the company derive insights from the data.
These insights will help the company take decisions w.r.t. Orders. Eventually it will help the company increase the number of orders, value of orders and hence revenue. Your manager asks you to perform the following operations and get answers to key questions.

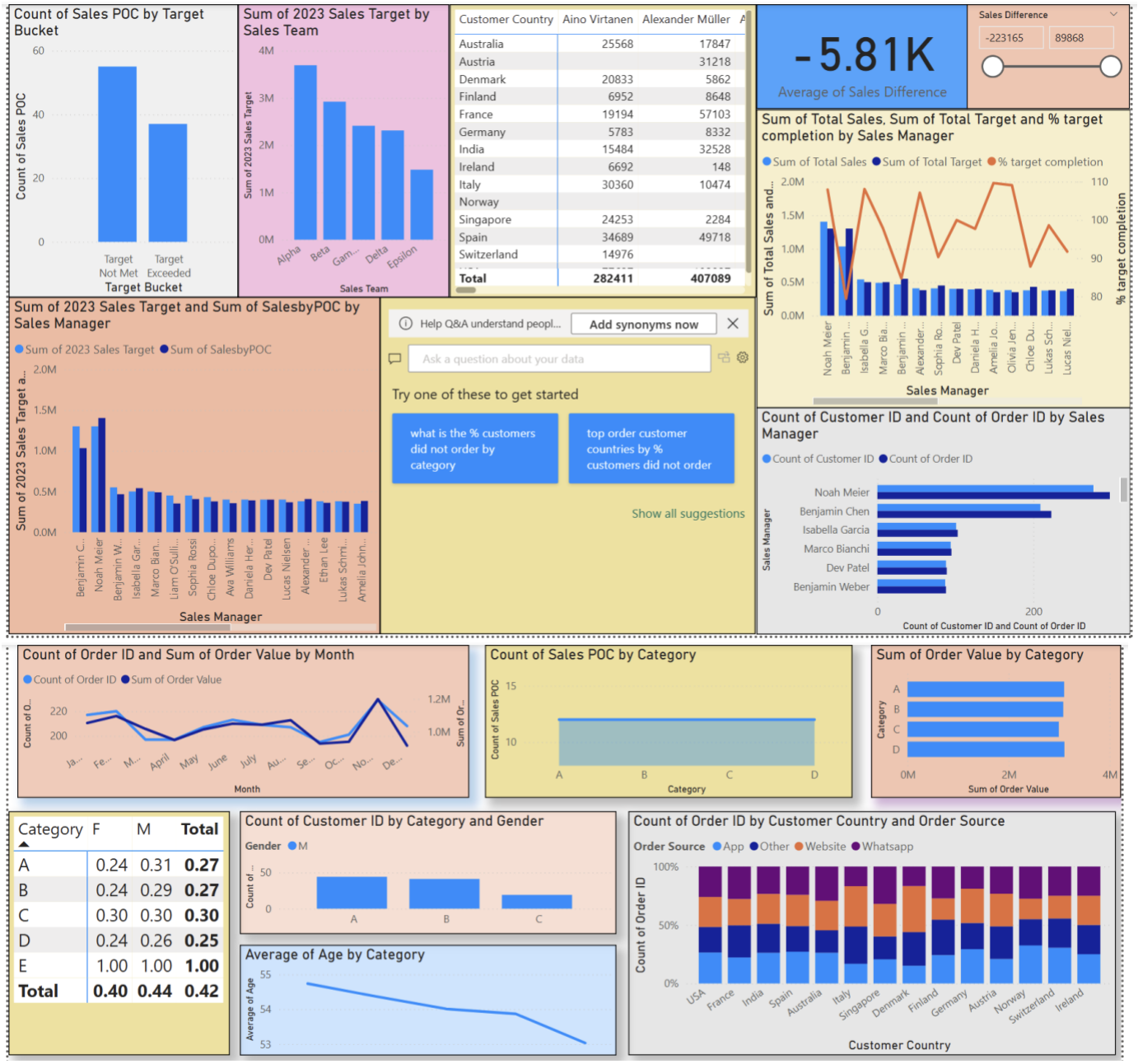
1. Import all the tables in Power BI Desktop.
2. At the start of the new financial year, there was a bug in the system which led to inadequate capturing of the Sales Channel.
1. Identify the first and last timestamps when we weren't capturing this data.
2. Handle these missing values appropriately
3. Why did you use the above approach for imputing the missing values?
3. Combine the first name and last name to create a Sales Manager Column in Power Query
4. Create a Data Model with the three tables
5. We want to understand the Sales Targets and their completion rates.

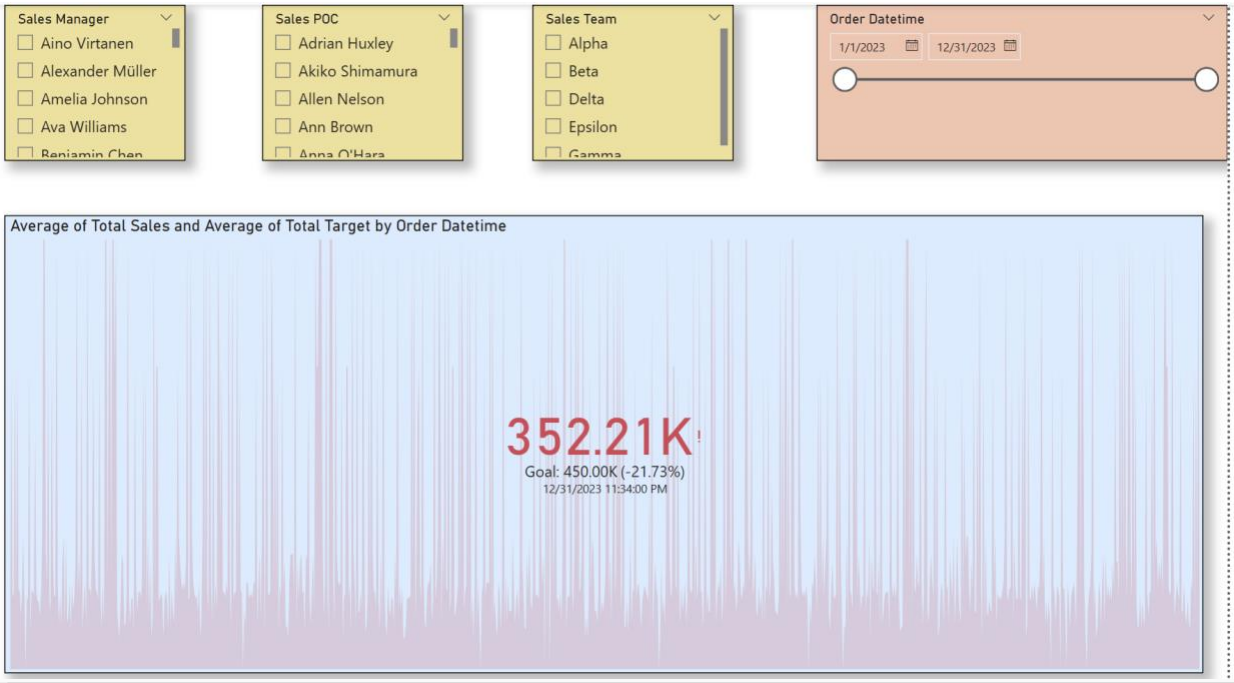
1. Define three buckets: Target not met, Target Met, Exceeded Target for Sales POCs and plot the three categories on an appropriate chart to see the counts.
2. Handle these missing values appropriately
3. Why did you use the above approach for imputing the missing values?

6. Combine the first name and last name to create a Sales Manager Column in Power Query
7. Create a Data Model with the three tables
8. We want to understand the Sales Targets and their completion rates.
1. Define three buckets: Target not met, Target Met, Exceeded Target for Sales POCs and plot the three categories on an appropriate chart to see the counts.
2. Which Sales Teams were given how much total sales targets in total. Plot on a chart to see the comparison. Which sales manager was given the highest target? Did he/she meet that target?
3. On average, how much short were actual sales from targets for the Sales POCs who did not complete them
4. Plot the % target reached per Sales Manager in each team
9. In each country, display which Sales Managers have been most successful
    a) In terms of sales value
    b)In terms of number of orders and customers
10. We want to understand the order patterns to forecast demand better. Create an Orders trend (number of orders as well as value) across months. This will allow us to gauge which months were best for the company from a sales standpoint.
11. We want to understand which country fared how well in terms of number of orders and average order value. Plot both values by country on a map.
12. In each category and gender of customers, what % of customers did not place an order.
13. Which order source proved to be most used by customers across various countries? Plot an appropriate chart to demonstrate the same.
14. The category of customers stores a lot of hidden insights. Which Category of customers:
1. Has most Indian males
2. Is the youngest on average
3. Has the highest sales
4. Has the greatest number of Sales POCs in the Delta team
15. Show all this data using Appropriate Charts. Create a 'Sales Targets' page. Create a KPI chart w.r.t actual sales and target sales. The page must include Sales POC, Sales Manager and Sales Team slicers.
16. Add a Q&A for increasing interactivity of the report
17. Create a Drill Through report from a Map of Total Sales in each country to the Sales Managers' individual sales in those countries.
18. Beautify the report using colours, themes, buttons, borders, shadows and more
19. To present the sales data to stakeholders, create a Slideshow using Bookmarks: a bookmark for each Sales Team.

20. Many of your report viewers will see the report on their mobile. Create a compelling Mobile View for them: it should only include the top 4-5 visuals per page.

21. Save the PBIX File.





Sales Manager	Australia	Austria	Denmark	Finland	France	Germany	India	Ireland	Italy	Norway	Singapore	Spain	Switzerland	USA	**Total**
Aino Virtanen	25568		20833	6952	19194	5783	15484	6692	30360		24253	34689	14976	77627	**282411**
Alexander Müller	17847	31218	5862	8648	57103	8332	32528	148	10474		2284	49718		182927	**407089**
Amelia Johnson	51461	1699	775		77104	11600	31549	7938	24085	8713	6791	43602		118427	**383744**
Ava Williams	16884	5053	19774	13074	63040	4492	60821		3349		13335	29859	8257	117947	**355885**
Benjamin Chen	71967	17625	20440	35714	122626	20791	133768	8148	32918	11732	83304	117924	17606	338017	**1032580**
Benjamin Weber	55946	642	17881	11080	63176	15669	62890	930	3481	1716	4650	66775	7486	153681	**466003**
Charlotte Miller	20220	3650	16993	23852	47750	6266	37348		22747	5886	18816	24002	2713	96997	**327240**
Chloe Dupont	6733	3924	10287	14395	44219	2664	58440		14908			30318		191805	**377693**
Daniela Hernandez	33641	3121		8408	30327	927	45270	1072	8522	35468	25965	36213	2228	159541	**390703**
Dev Patel	12480	15001	19499	7481	68188	13187	42277	5671	19166		19489	42084		135282	**399805**
Emily Dubois	23706	6399	19388	12685	36044	8615	49746		7637	3392	9161	54629	5162	86069	**322633**
Emily Murphy	12059	7497	9829		21434	5900	22140	720	25489		23801	56514	4382	98862	**288627**
Emma Hansen	1327	5113	6117	12261	60685	21843	45668		6578	11685		54455	9636	123066	**358434**
Ethan Lee	38465	6510	4953	8190	12523		40877		8180	6186	38844	43255	9873	142657	**360513**
Isabella Garcia	45277	6030		21308	84002	17355	46521	6063	23288	4019	15070	63903	8024	199550	**540410**
Liam Baumann	8514	6527		10333	33400	21961	5512		24856		8355	30383	576	122603	**273020**
Liam O'Sullivan	13972	9460	3774	10726	67991	2923	56097		13578	14242	13000	28446	6590	111407	**352206**
Lucas Nielsen	24557	37508	6046		50997	11259	32208		26537	10730		32398	8432	126321	**366993**
Lucas Olsen	36736			6807	14316	75	32330		18081		16657	30075	1369	163233	**319679**
Lukas Schmidt	54152		10933	799	54750	15706	35784		7879	4570	5523	59635		124873	**374604**
Marco Bianchi	58957	9085	21758	4854	34539	7173	88555	7588	18000	9467	13655	71134	8390	136112	**489267**
Mia Khan	10611	849	8983		9105		1641		11308			26075		85860	**154432**
Noah Meier	140715	26281	52893	42268	229185	5435	159140	23280	63721	26102	29838	169966	21489	412628	**1402941**
Oliver Kumar	42571			12987	70265		29338	3844	7311	13821	5782	37663	6696	52723	**283001**
Olivia Jensen	30439	5634	18559	1562	75264	8536	27671	3233	8592	5714	26353	31549	7479	131215	**381800**
Priya Kapoor	23812	856		17856	52413	11184	26367	4576	19320	7817	15490	24963	3073	153635	**361362**
Sofia Laine	29165				12781	23526	52316		18467	8116	32816	26275	257	104169	**307888**
Sophia Rossi	39856	7313	4846	17686	35680	26113	17619	12063	44369		20504	31763	11210	137471	**406493**
Sophie Gruber	24504		4370	9537	40711	19616	20920			5853	6296	11257		101332	**244396**
William Brown	2075	6921	2467	4856	51529	2725	54623		16563		6601	27277		88401	**264038**
Total	**974217**	**223916**	**307260**	**324319**	**1640341**	**299656**	**1365448**	**91966**	**539764**	**195229**	**486633**	**1386799**	**165904**	**4274438**	**12275890**