Ecommerce Store Data Analysis

Objective

Owner of an Ecommerce store wants us to help them create a dashboard to track and analyze their sales across India.

Steps involved in building dashboard

1. Data Collection
2. Data Cleaning & Wrangling
3. Data Modeling
4. Data Visualization
5. Dashboard Design
6. Sharing Insights

Project Learnings

- Created interactive dashboard to track and analyze online sales data
- Used complex parameters to drill down in worksheet and customization using filters and slicers
- Created connections, joined new tables, calculations to manipulate data and enable user driven parameters for visualizations
- Used different types of customized visualizations (bar chart, donut chart, clustered bar chart, scatter chart, line chart, area chart, map, slicers, etc.,)