# Ecommerce Case study

## Goal of the case study:

Work with data sets using Power BI Tool. You should be able to analyze data and answer the key business questions with the help of dashboards and report and derive insights. Also, you should document & communicate the insights and findings from the data

## Business Case:

As analyst and you are working for leading e-commerce client. The client asked you to create analytical dash boards below themes.

- • Overview about various KPI's
- • Pricing & Promotion
- • Search & Recommendations etc.

While building dashboards, you are expected to clean the data if required. Once you clean the data, you need to answer below questions as part of the documentation

- a. What variables can be derived out of the data which can be helpful?
- b. Who can use this dashboard?
- c. What value would be generated by using this dashboard ?
- d. What additional data can be helpful to add more insights & value to the team?

## Final Deliverables:

- a. Analytics Dashboard using Power BI Tool
- b. Detailed document summarizing the insights

## About Data:

The below data sets were provided by our client (one of leading eCommerce company). This data is about customer behavior which contains data of multiple user events. The duration of the data for two months.

1. Sales_Data_Ecommerce : The entire customer behavior data
2. Promotion: This is promotion data set of special promotions for that day. One product will be promoted in first page of app/website. In addition to that there are many promotions running however the data is limited special promotion.

## Business Questions:

The below are few Sample business questions to be addressed as part of this analysis. However, this is not exhaustive list, and you can add as many as analysis to the dashboards.

1. How is price varying by brand/category/time/channel?
2. Is traffic varied by day/time/channel?
3. Define & calculate high level metrics like (Revenue, potential revenue, products, categories etc…) by month, time, state, channel etc…
4. What is Activity by Brand or category, brad preference, Brand activity by various parameters etc…?
5. How is the search behavior like Brand Search by Category/Category search by Brand?
6. What is effect of Special Promotions?
7. How Pricing fluctuations effecting sales?

Etc…