

Streamline & Spotlight: Unraveling the Narrative of Supply Chain Excellence and Digital Footprints

Introduction

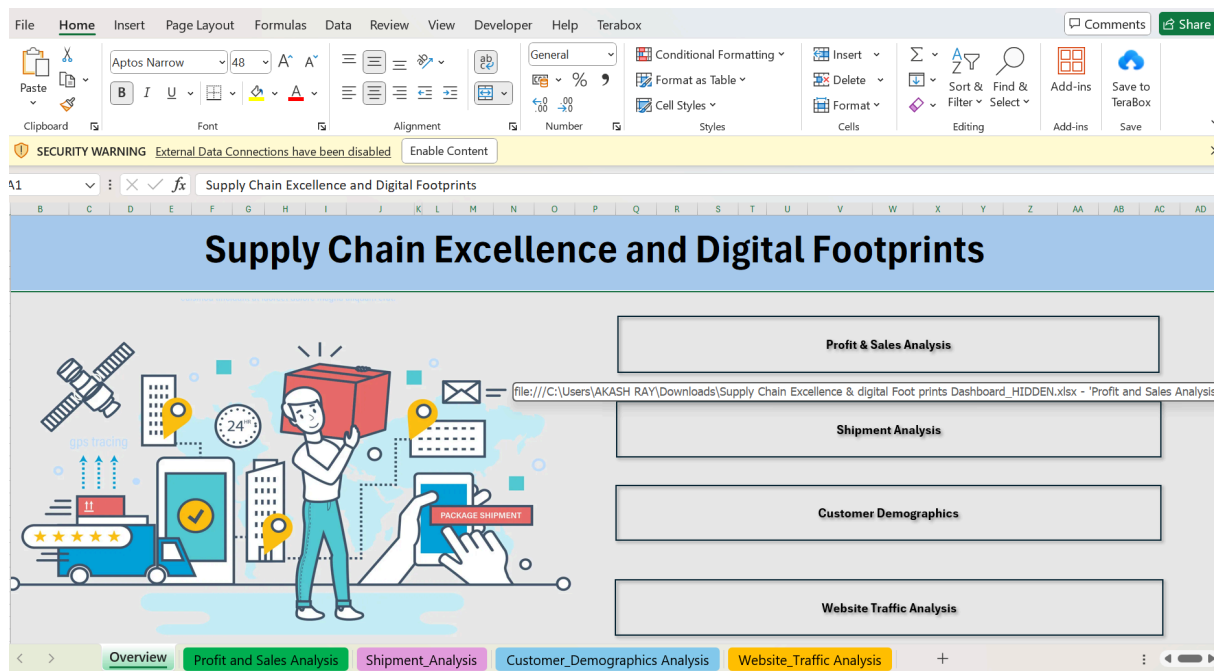
The **E-commerce Dashboard Analysis** project leverages Excel to provide insightful visualizations and analyses of an e-commerce business. This project includes four main dashboards: Profit and Sales Analysis, Shipment Analysis, Customer Demographic Analysis, and Website Traffic Analysis. Each dashboard helps stakeholders make data-driven decisions to enhance business performance.

Link of Excel File:-

<https://drive.google.com/drive/folders/1lahoGe-OT8QTSeRbTVxcFjzyactUEUL4>

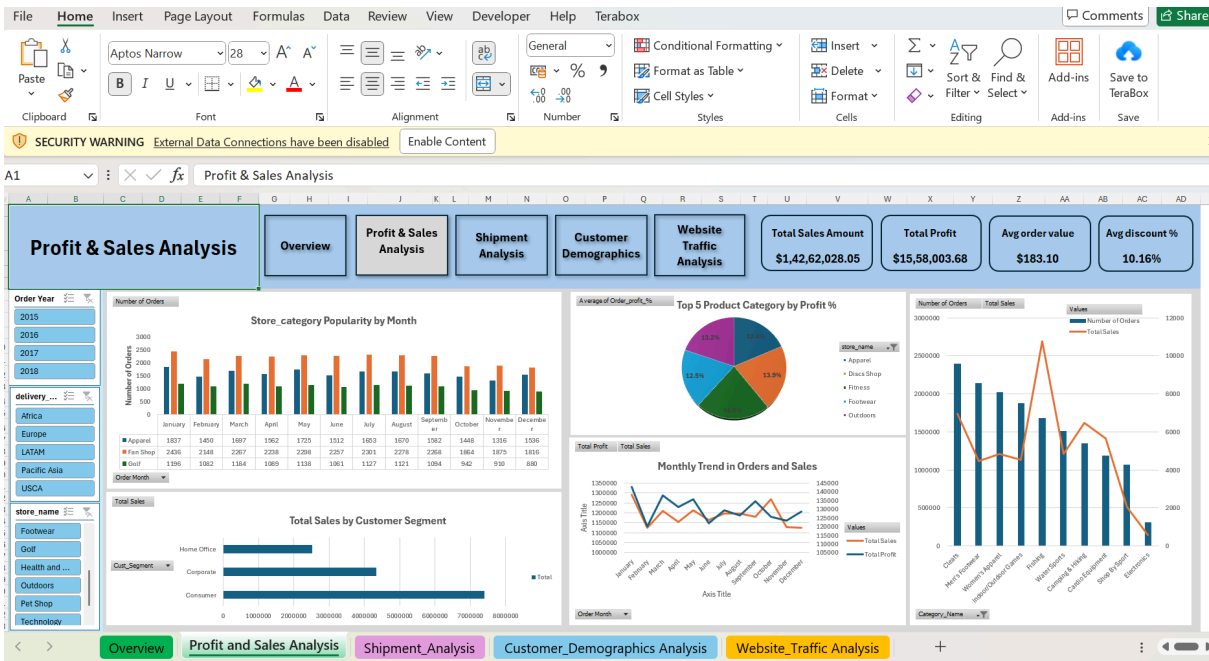
Dashboards

Home page



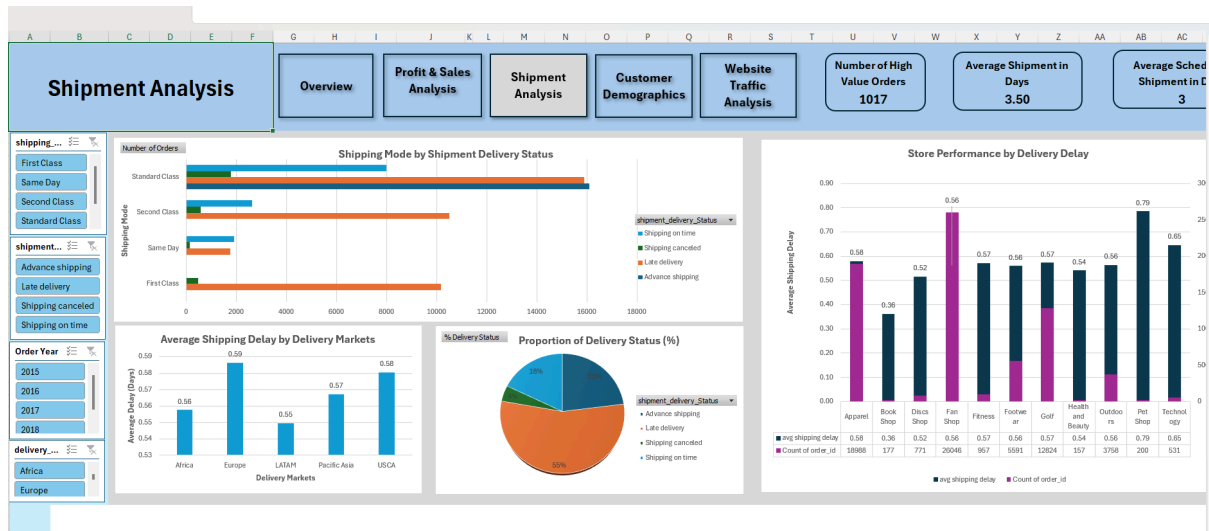
Profit and Sales Analysis

This dashboard provides a comprehensive view of the company's profitability and sales performance. It includes metrics such as total sales, profit margins, top-selling products, sales trends over time, and regional sales distributions.



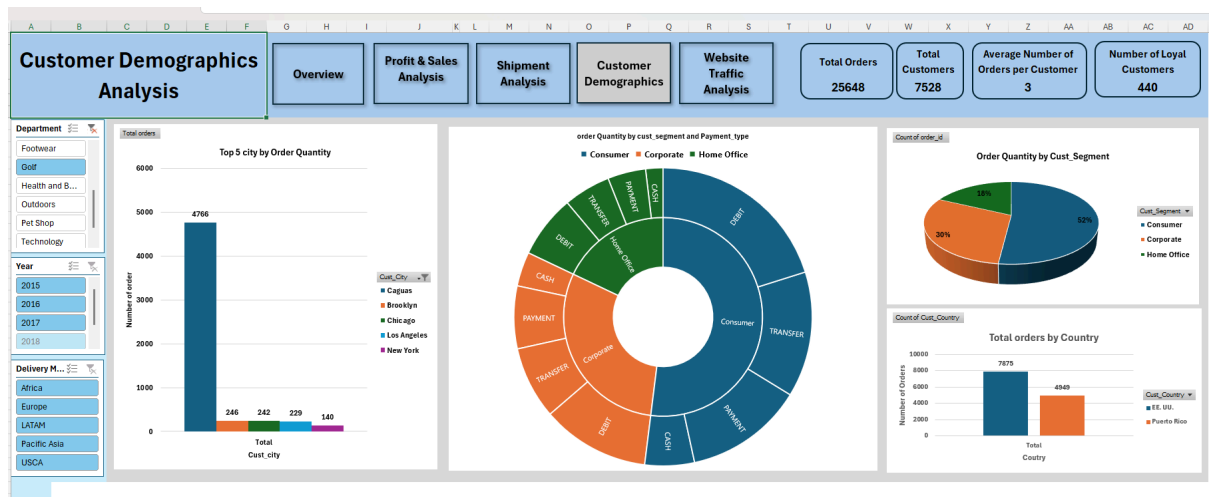
Shipment Analysis

The Shipment Analysis dashboard focuses on the logistics and delivery aspects of the business. It includes metrics like shipment times, delivery success rates, shipping costs, and analysis of delays or issues in the delivery process.



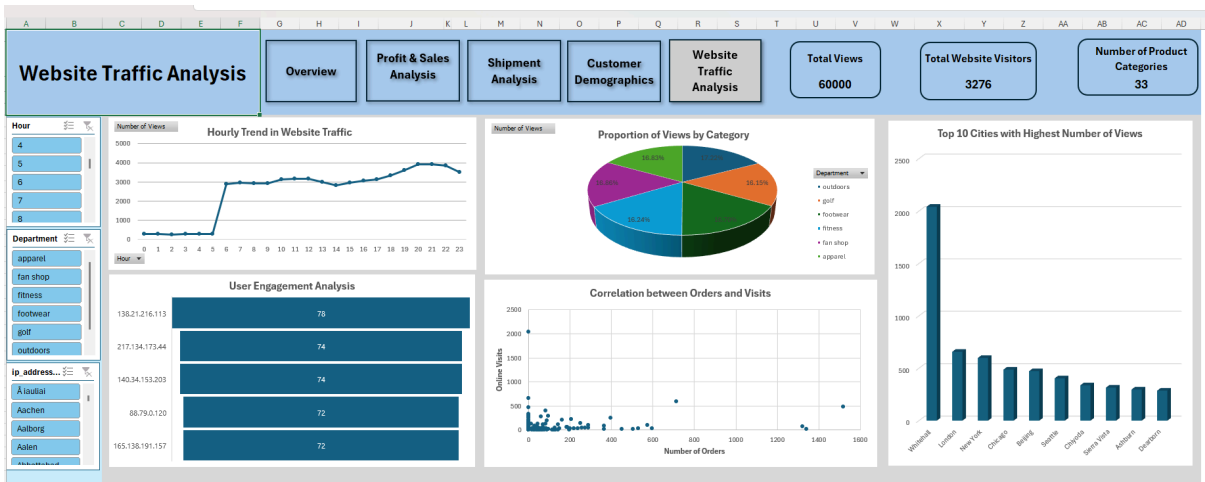
Customer Demographic Analysis

This dashboard offers insights into the demographics of the customer base. It includes data on customer age, gender, location, purchasing behavior, and customer segmentation to help tailor marketing strategies and improve customer satisfaction.



Website Traffic Analysis

The Website Traffic Analysis dashboard examines the online presence and performance of the e-commerce site. It includes metrics such as visitor numbers, page views, bounce rates, traffic sources, and conversion rates to optimize the website and improve user experience.



Conclusion

The **E-commerce Dashboard Analysis** project demonstrates the power of Excel in visualizing and analyzing business data. By providing clear and actionable insights through four main dashboards, this project helps stakeholders make informed decisions to improve various aspects of the e-commerce business, from sales and shipments to customer demographics and website performance.