Shopify Sales Dashboard Documentation

# Project Title

Shopify Sales and Customer Funnel Dashboard

# Objective

To visualize and analyze sales data from a Shopify store for insights into:

- Regional performance

- Product type revenue contribution

- Payment gateway usage

- Customer funnel by state

- Temporal trends in sales

# Dataset Information

- File Name: Shopify Sales.csv

- Fields Included:

- Order Number

- Invoice Date

- Product Id

- Product Type

- Billing Address Province

- Gateway

- Total Price USD

- Quantity

- City

# Dashboard Features

1. Sales by Billing Address Province:

- Visual: Bar chart

- Insight: Identifies high-revenue regions (e.g., Texas leads).

2. Sales by Gateway:

- Visual: Pie chart

- Insight: Distribution of payment methods.

- Shopify Payments: 58.5%, PayPal: 17.6%, Others: Gift Card, Amazon, Manual

3. Sales by Product Type:

- Visual: Horizontal bar chart

- Insight: Running Shoes, Tennis Shoes are top sellers.

4. Sales Trend Over Time:

- Visual: Line/bar combo chart

- Insight: Shows sales by date and product type.

5. Customer Funnel by State:

- Visual: Funnel chart

- Insight: Engagement by state (Texas 100%, New York 47.69%, etc.)

# Tools Used

- Data Source: Shopify export (Shopify Sales.csv)

- Visualization Tool: Google Looker Studio

- Processing: Basic aggregations and group-by operations

- Presentation: PDF export from Looker Studio

# Key Insights

- Shopify Payments is the dominant payment method.

- Sales are concentrated in key US states.

- Footwear products lead in sales.

- Peak sales in late March 2025.

# Possible Improvements

- Add customer retention and churn analysis.

- Include profit margins and cost of goods sold (COGS).

- Enable interactive date filtering and deeper drilldowns.

# Dashboard Link

https://lookerstudio.google.com/u/0/reporting/e7fe9130-b6ef-4447-9633-961a6fc93c2c/page/dlJKF