SHOP NEST STORE

Prerequisites:

After Loading the given date, I have created the following measures and calculated custom columns using DAX.

1. Total Revenue = Sum(Price) + Sum(Frieght)
2. Total Orders = Count(Order_id)
3. AOV = Total Revenue/Total Order
4. Is Delayed = if(customer_delivery_date > estimated_delivery_date, "Delayed", "On_time)
5. Average Review Score = Average(review score)
6. Date = Extracted from Purchase date
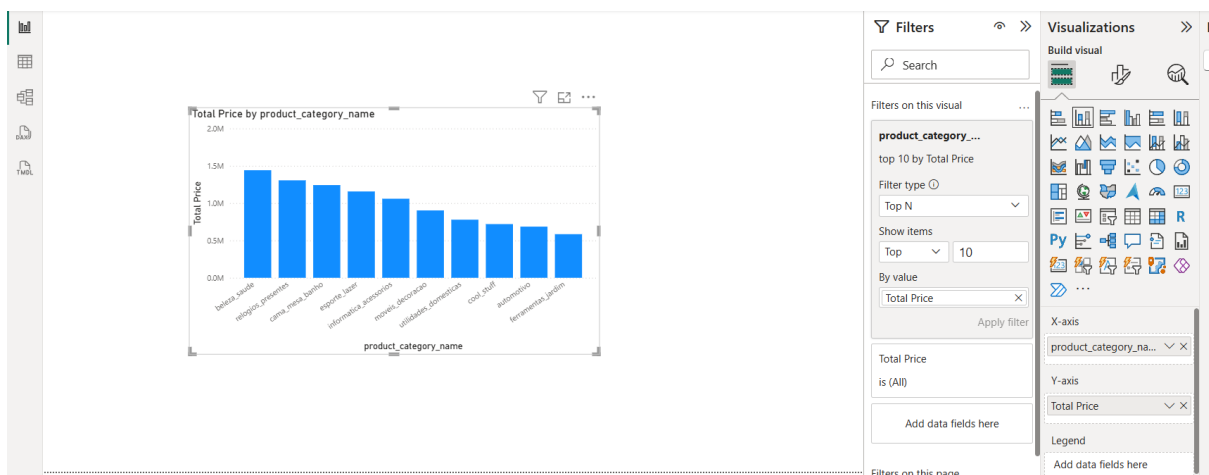
KPI in Cards:

- Total Revenue
- Total Orders
- AOV

Slicers:

- Month
- Is Delayed(Contains Delayed and On Time)

TASK 1: <mark>Top Categories by total Price:</mark> Identify and visually represent the top 10 categories by total sales

Visualization:

Explanation:

Using the column chart, Product Category in the X-axis and total price in the Y-axis. After that, With the help of filter pane Top N feature. Filtered Top 10 Products by Total Price

TASK 2: <mark>Delayed Order Analysis</mark>: Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than estimated delivery date.

Visualization:
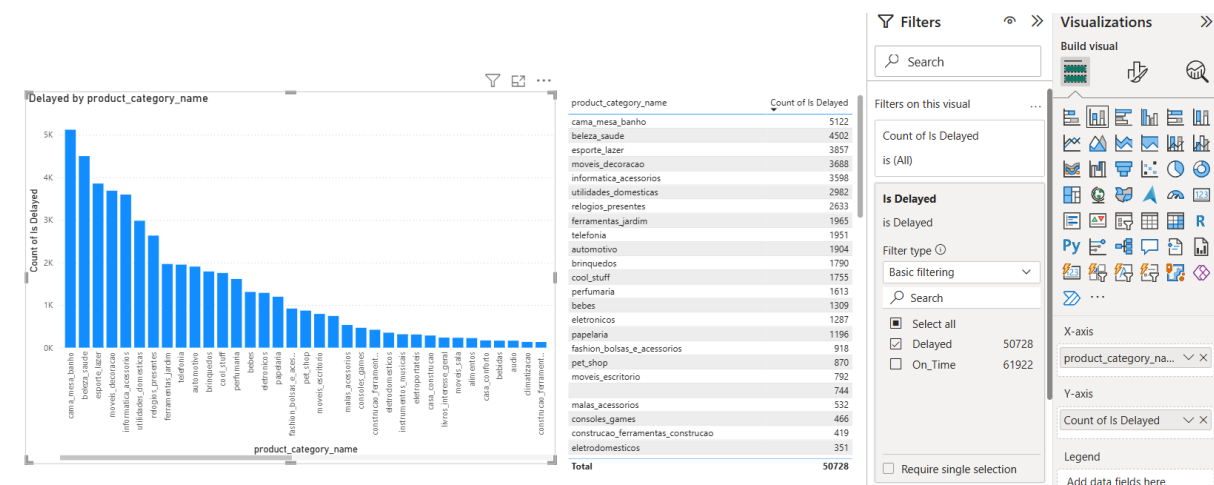
Explanation: I preferred both column chart and table to show the difference between the delayed and on-time deliveries. By Product Category name in X-axis and Count of Is Delayed(Measure). Using filter pane and selected the Delayed option in Basic filtering.

TASK 3: <mark>Monthly comparison of delayed and On-Time orders:</mark> Create a dynamic visual that compares the number of delayed orders to the number of orders received earlier for each month. Utilize the drill though cross report feature to provide a detailed analysis of late and on-time deliveries

Visualization:
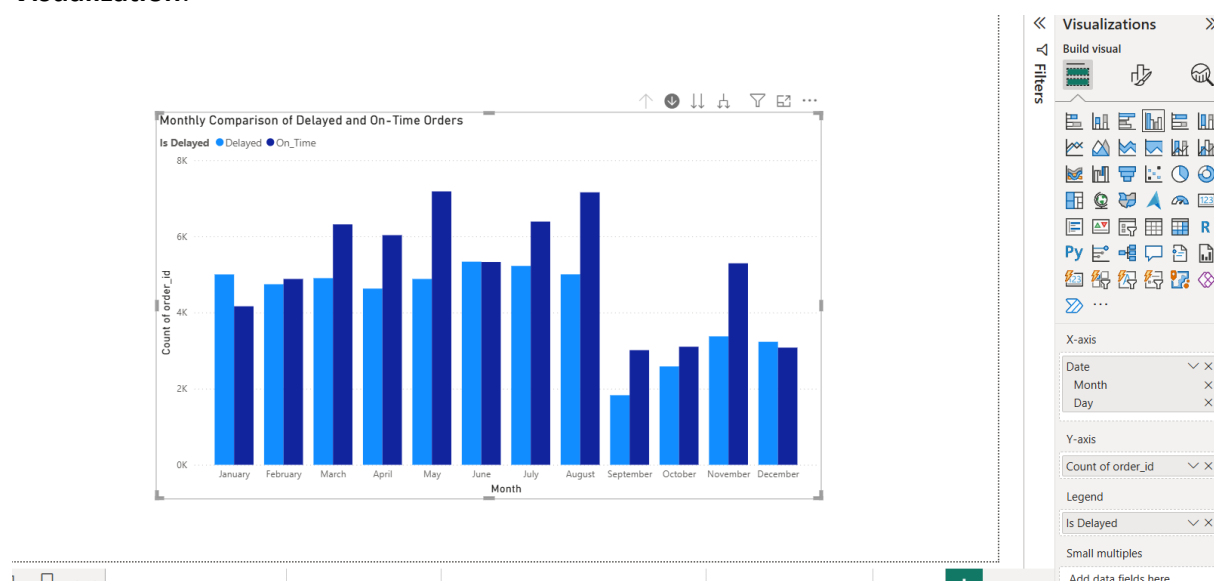
Explanation:

Since the date is not given in the table. I have extracted the date from purchase date and created a custom column. With that data, using a bar chart to differentiate the orders. By

Month in the X-axis and Count(order_id) in Y-axis. Also, enabled drill down option to show the Month, Day wise.

TASK 4: Payment Method Analysis: Analyse the most frequently used payment methods by customers using a visually appealing representation, such as pie chart or other suitable visuals
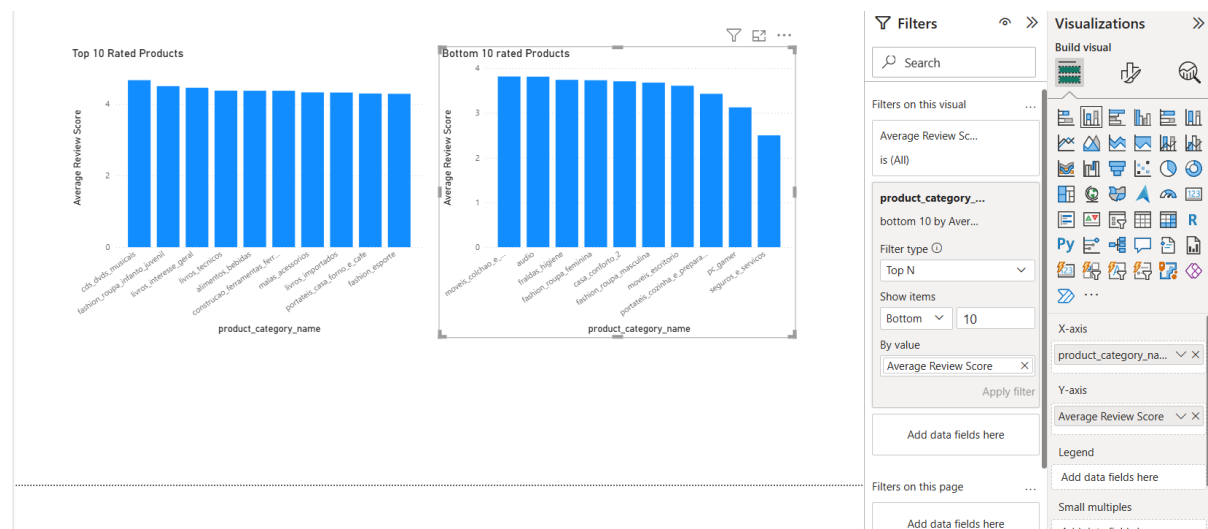
Visualization:
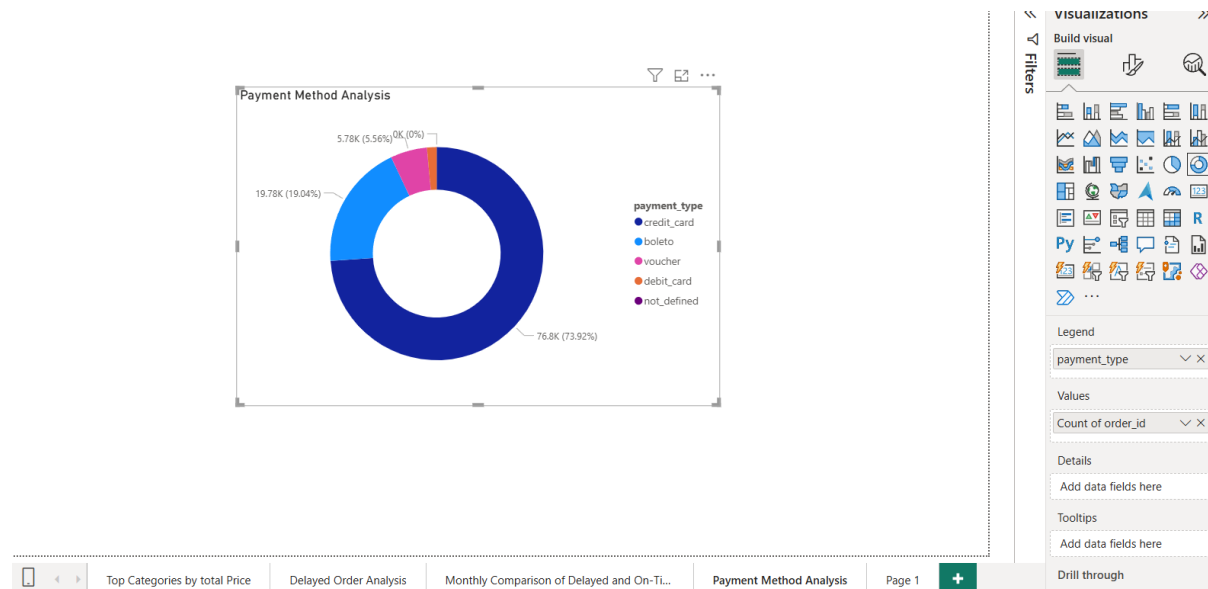
Explanation:
Using Donut Chart present the payment method visuals. By Payment Type in the Legend and Count(order_id) in Values.

TASK 5: Product Rating Analysis: Determine the top 10 highest rated products and the bottom 10 lowest rated products using a bar or column chart
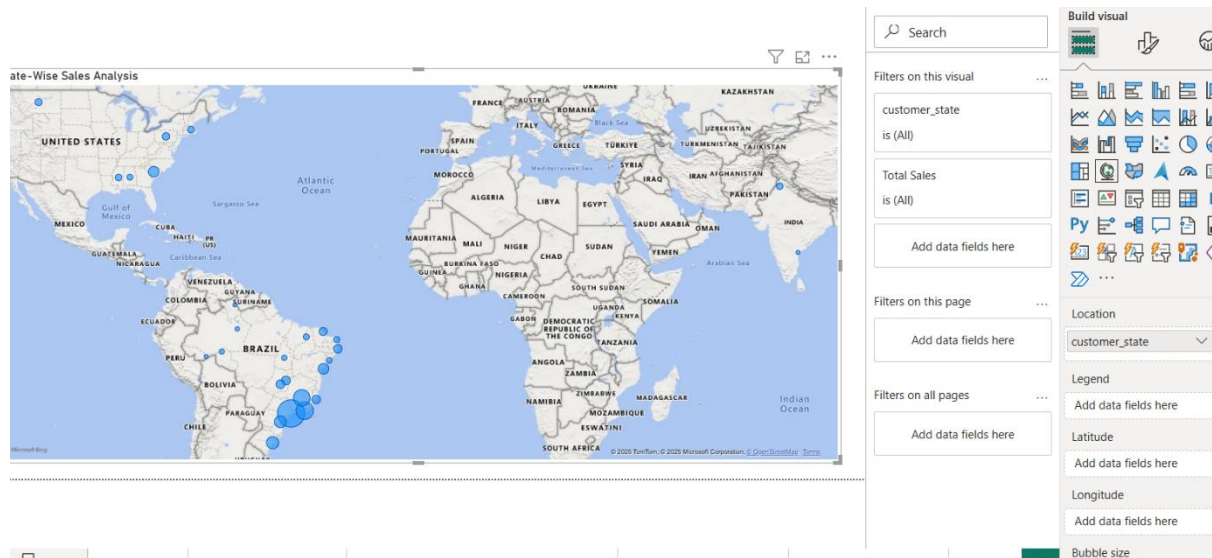
Visualization:

Explanation:

Using Column Chart presented the top 10 and bottom 10 rated products. By Product Category Name in X-axis and Average Review Score in Y-axis. Using Filter pane, Top N feature selected Top and Bottom 10 in the above charts.

TASK 6: State-Wise Sales Analysis: Identify and visually represent states with high and low sales, Providing a clear understanding of regional sales performance
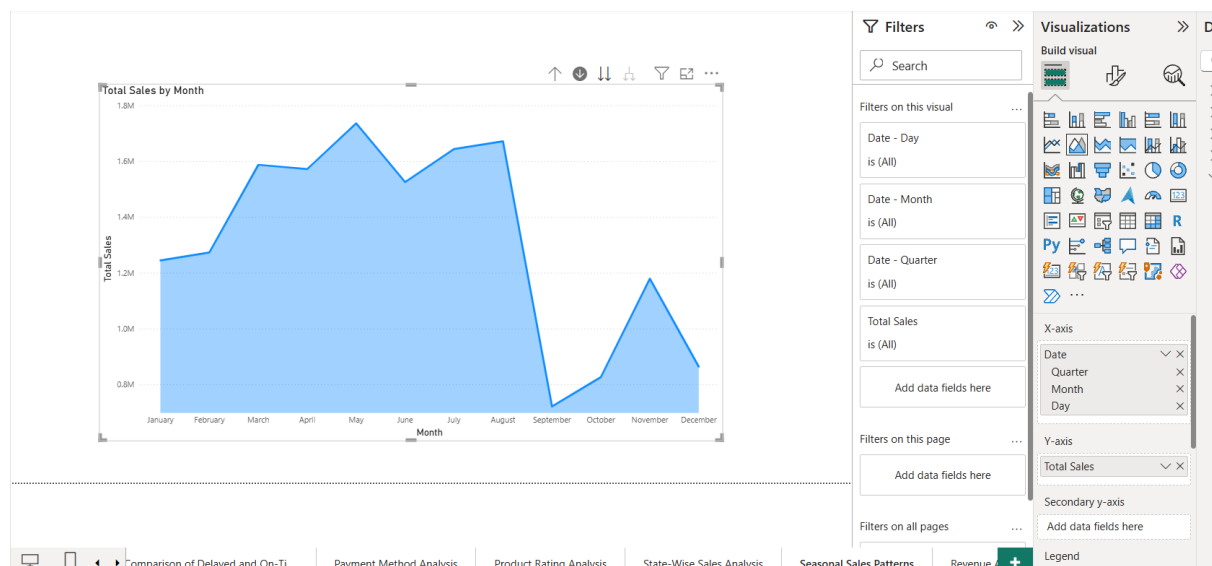
Visualization:

Explanation:

Using map in visualization tool showed the product wise sale. By customer State in the Location and the Bubble size is by Total Sales values.

TASK 7: Seasonal Sales Patterns: Investigate and visualize any seasonal patterns(Quarterly) or trends in sales data over the course of the year
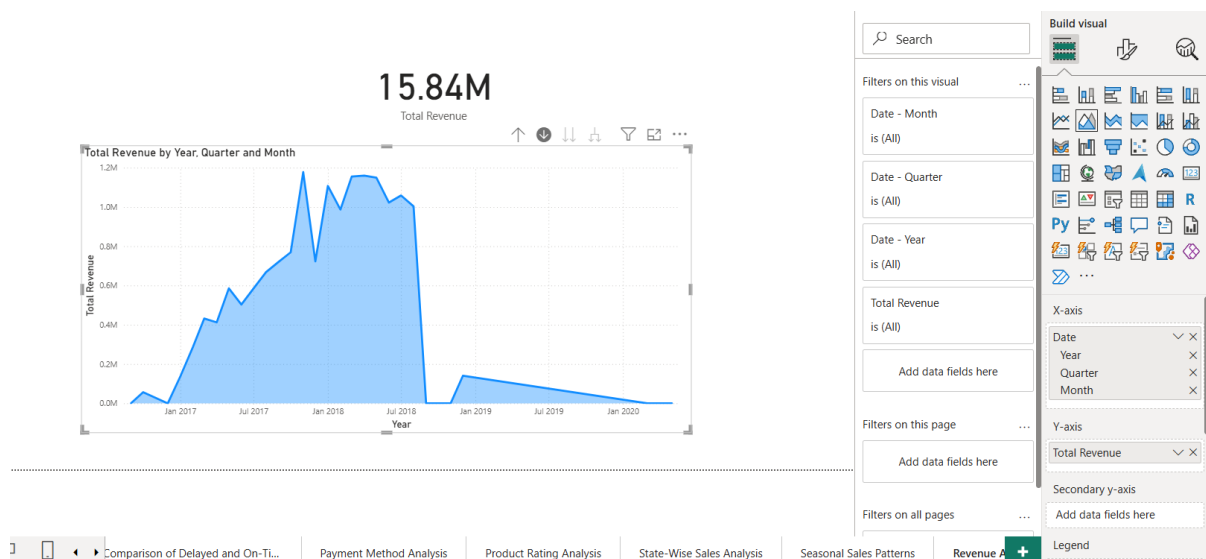
Visualization:

Explanation:

Using the Area Line Chart presented the seasonal sales quarterly, monthly and day wise. By Date hierarchy in X-axis and Total Sales in Y-axis. With the help of Drill down feature we can view the Quarterly, Monthly and Day wise Sales.

TASK 8: <mark>Revenue Analysis:</mark> Determine the total revenue generated by ShopNest Store and analyze how it changes over time(Yearly). Represent this information through suitable visuals to highlight trends and patterns
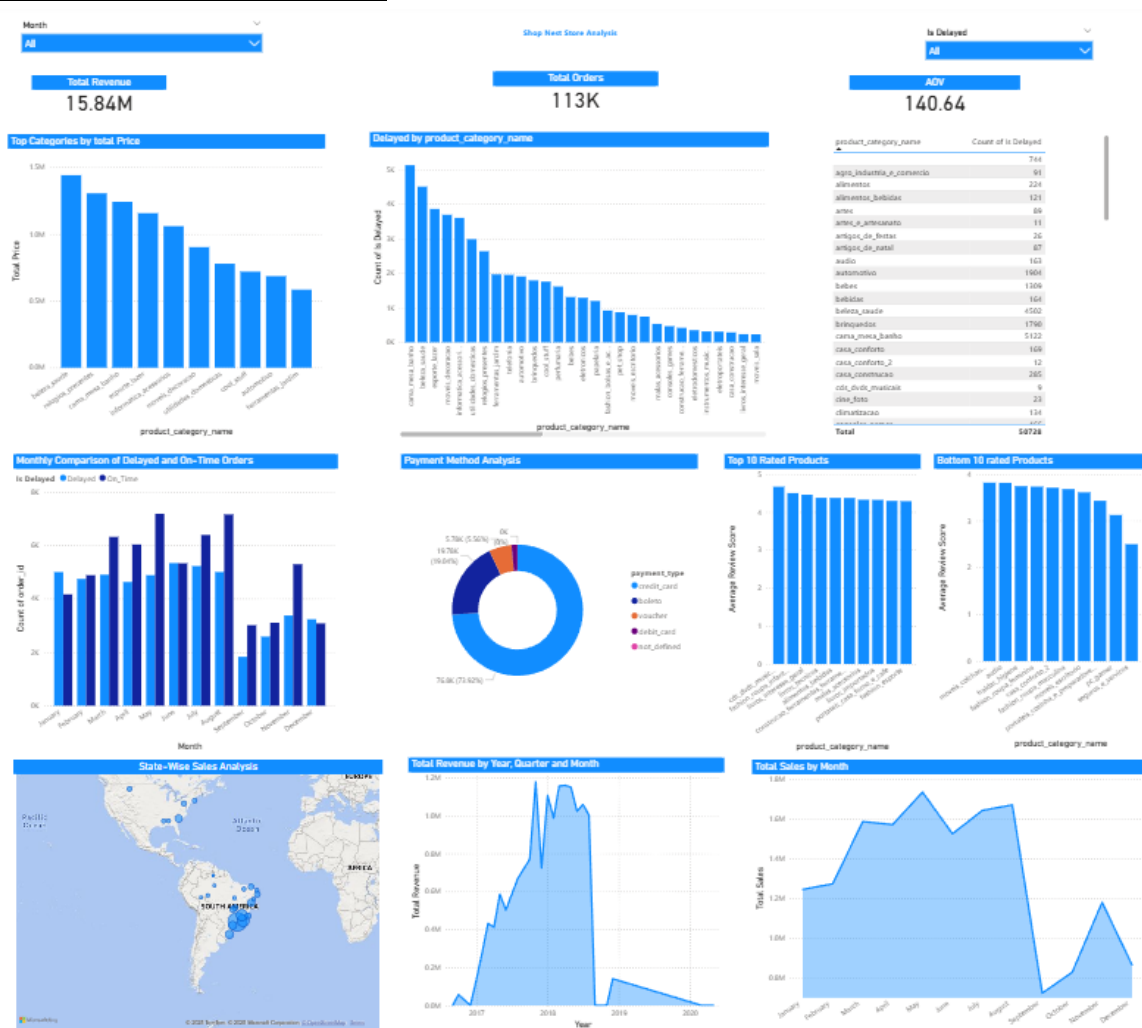
Visualization:

Explanation:

Using Area Line Chart present the Total Revenue over the period. By Date Hierarchy in X-axis and Total Revenue in Y-Axis. Added a card for Total Revenue at the top.

Dashboard URL: https://app.powerbi.com/links/7miSVpx0dQ?ctid=98b1f027-18b1-47d1-82f8-f07a9e46b9f2&pbi_source=linkShare&bookmarkGuid=5b6d6610-7bc1-4953-a3ec-c17a03e0ba51
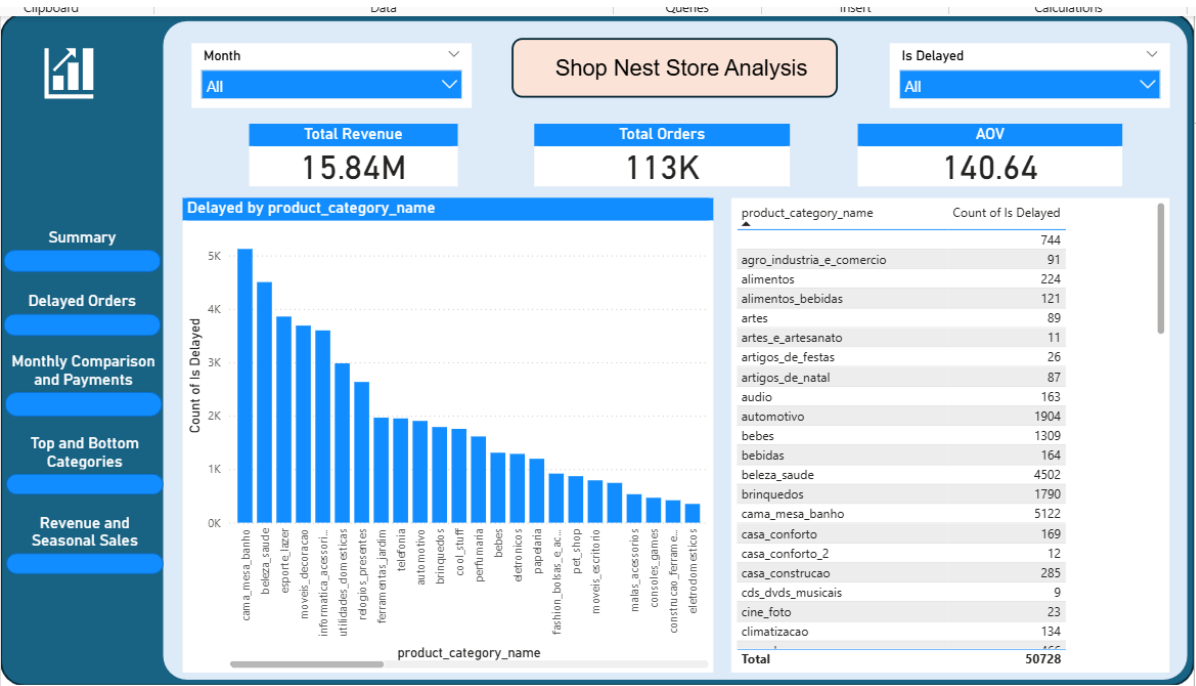
Over-all Analysis Visualization:

With the help of Action in Format Report Page I have navigated through the other pages by clicking the respective named buttons. Following are the screenshots of that visuals
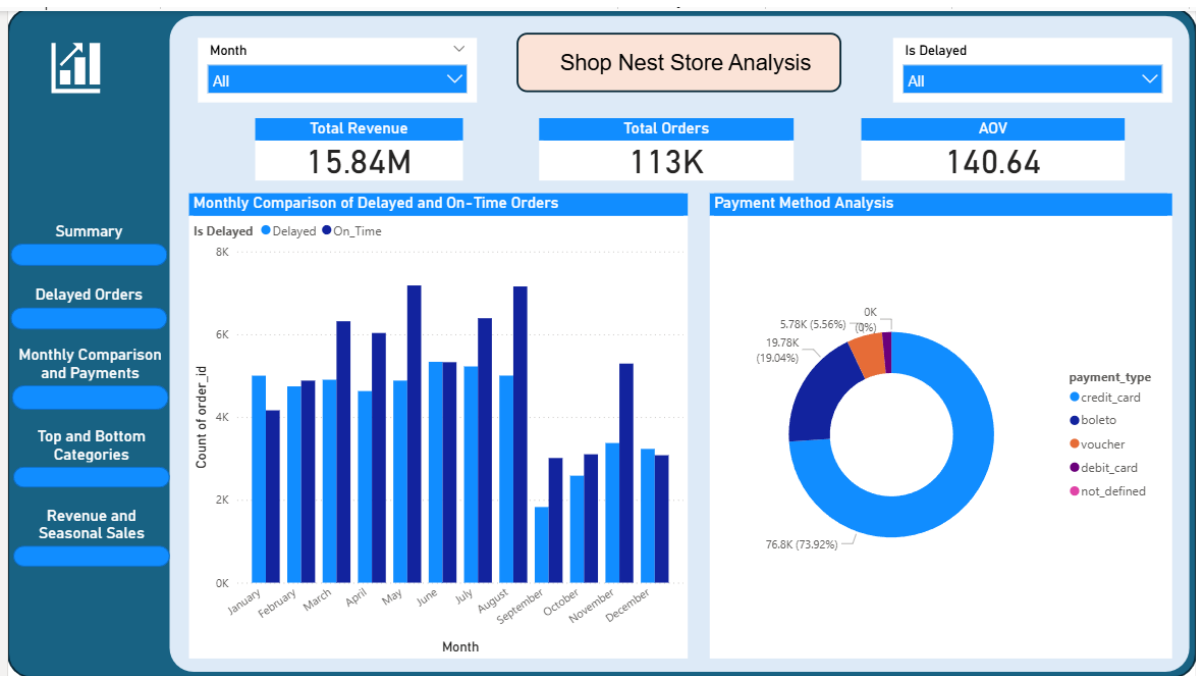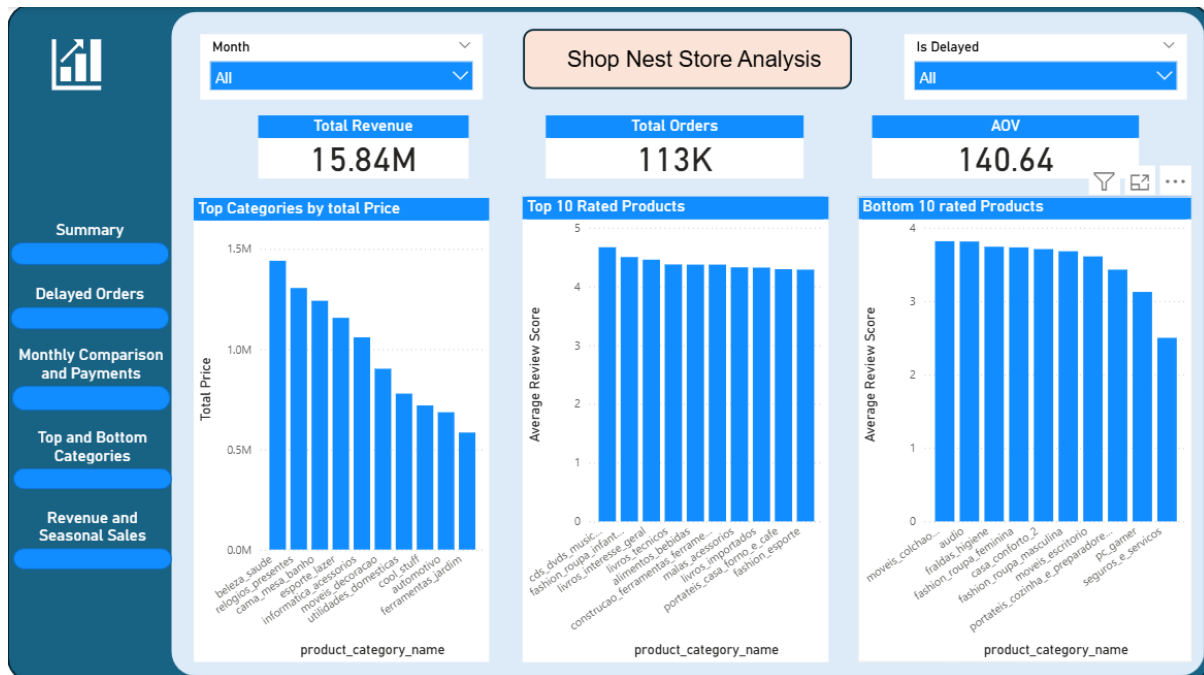
Summary:
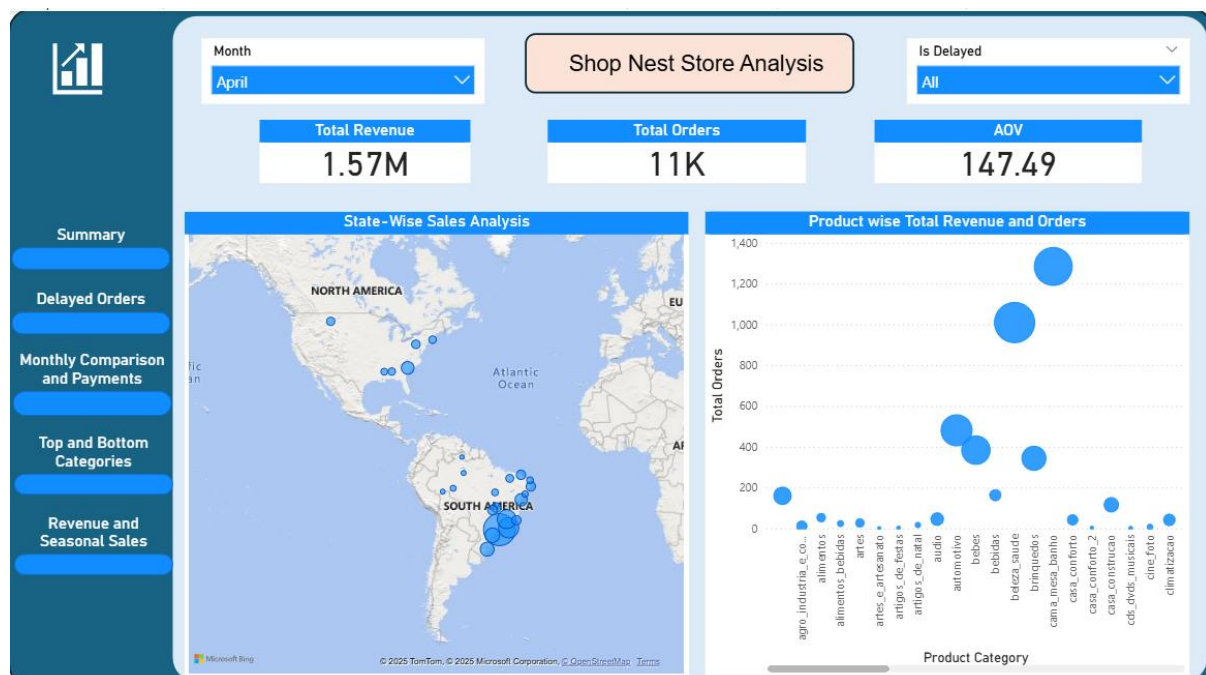
Delayed Orders:

Monthly Comparison and Payment Analysis:

Top and Bottom Categories:

Revenue and Seasonal Sales: