Ecommerce Analysis

File created on: 12/9/2025 8:26:23 PM

Total Sales

$5.04M

Sum of Total Sales. The data is filtered on Action (Product Category) and Action (City). The Action (Product Category) filter keeps 8 members. The Action (City) filter keeps 10 members.

No of Categories

8

Distinct count of Product Category. The data is filtered on Action (Product Category), which keeps 8 members.

Total Orders

5,000

Count of Order ID.
The data is filtered on
Action (City), which
keeps 10 members.

Total Customers

5,000

Distinct count of Customer ID. The data is filtered on Action (Age Range), Action (Product Category) and Action (City). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members. The Action (City) filter keeps 10 members.

Total Discount

$124K

Sum of Discount Amount. The data is filtered on Action (Product Category) and Action (City). The Action (Product Category) filter keeps 8 members. The Action (City) filter keeps 10 members.

Total Units Sold

11,100

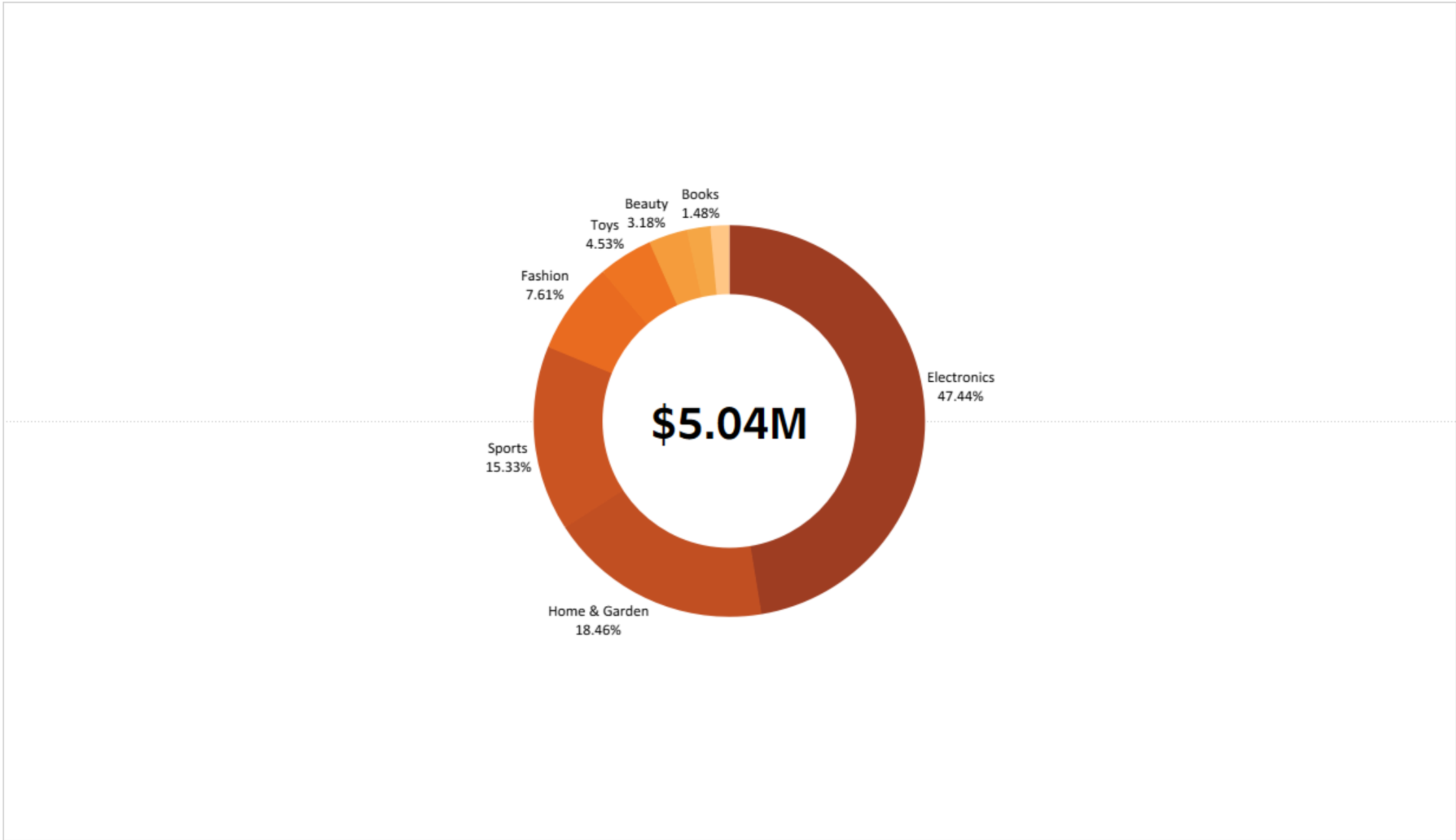
Sum of Quantity. The data is filtered on Action (Product Category), which keeps 8 members.

Net Sales

$4.9M

Sum of Total Amount. The data is filtered on Action (Product Category), which keeps 8 members.

Top Categories



MIN(0) and MIN(0). For pane MIN(0): Color shows details about Product Category. The marks are labeled by Product Category and % of Total Total Sales. For pane MIN(0) (2): The marks are labeled by sum of Total Sales. The data is filtered on Action (Product Category) and Action (City). The Action (Product Category) filter keeps 8 members. The Action (City) filter keeps 10 members.

Top Categories (2)

Product Categ..	% of Total Total Sales ..	Total Sales
Electronics	47.44%	$2.39M
Home & Garden	18.46%	$0.93M
Sports	15.33%	$0.77M
Fashion	7.61%	$0.38M
Toys	4.53%	$0.23M
Beauty	3.18%	$0.16M
Food	1.95%	$0.10M
Books	1.48%	$0.07M

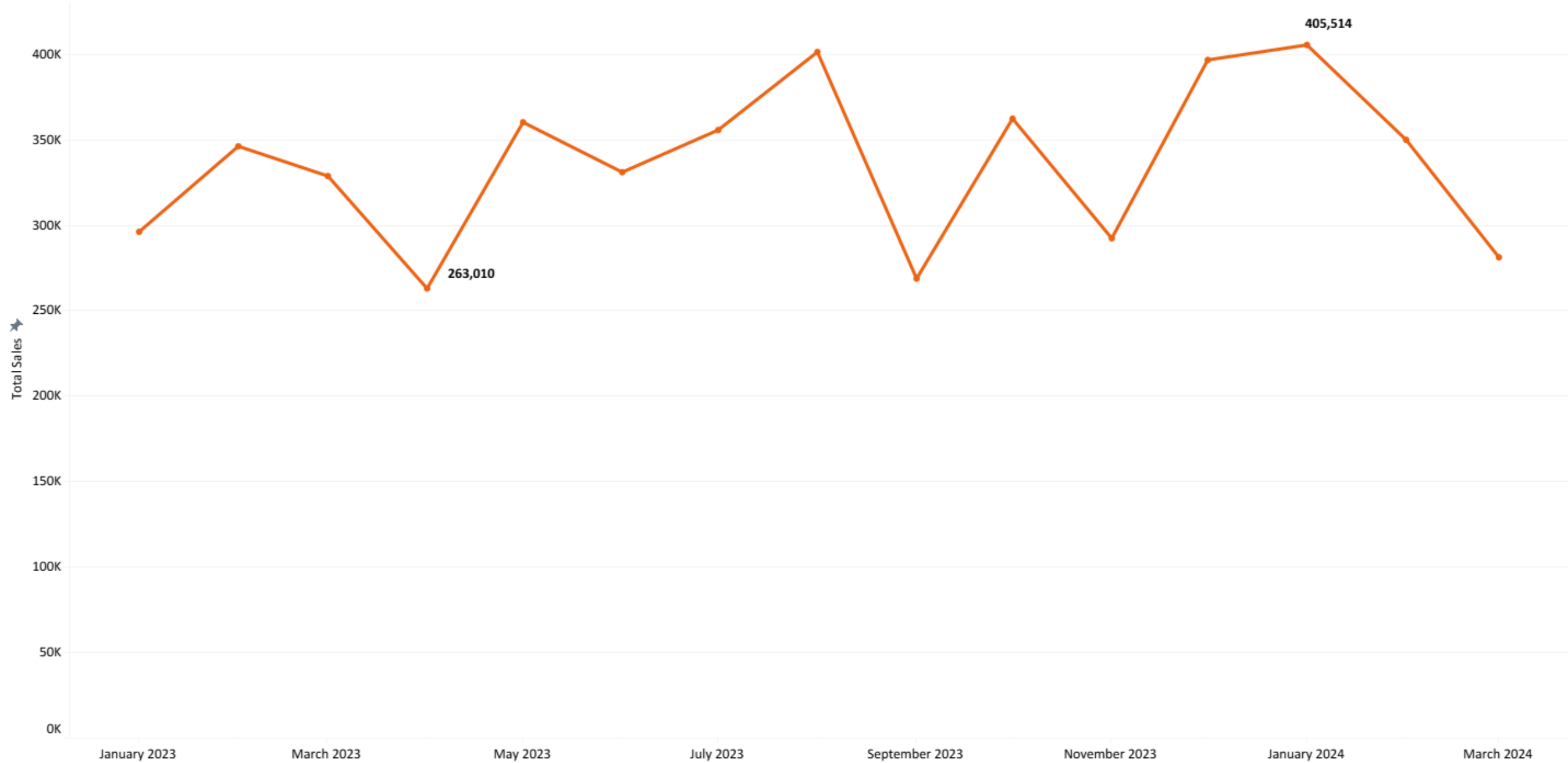
% of Total Total Sales along Product Category and Total Sales broken down by Product Category. The data is filtered on Action (City), which keeps 10 members.

Top Categories (3)

MIN(0)	0
Total Sales	$5.04M

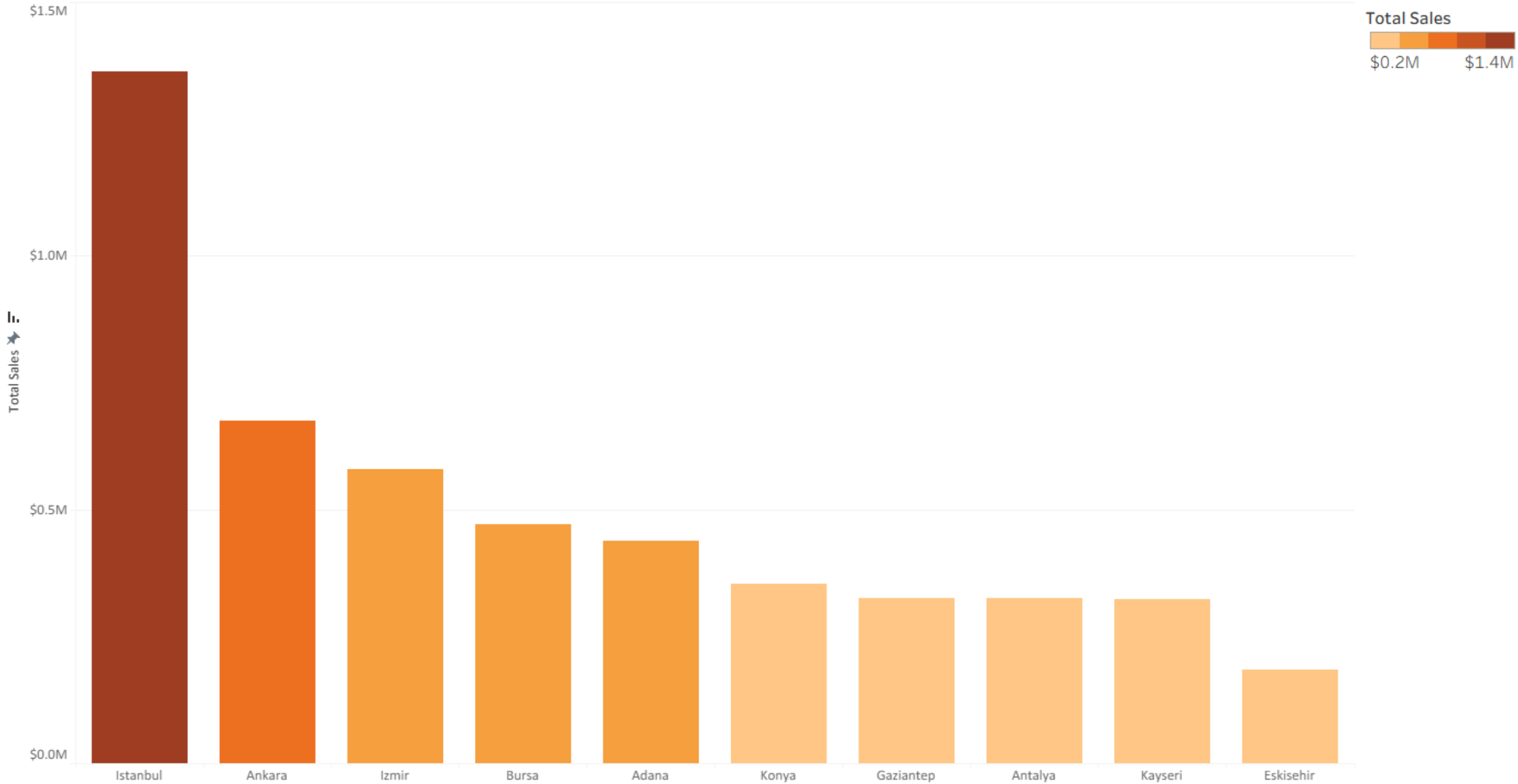
MIN(0) and Total Sales.

Sales by Months



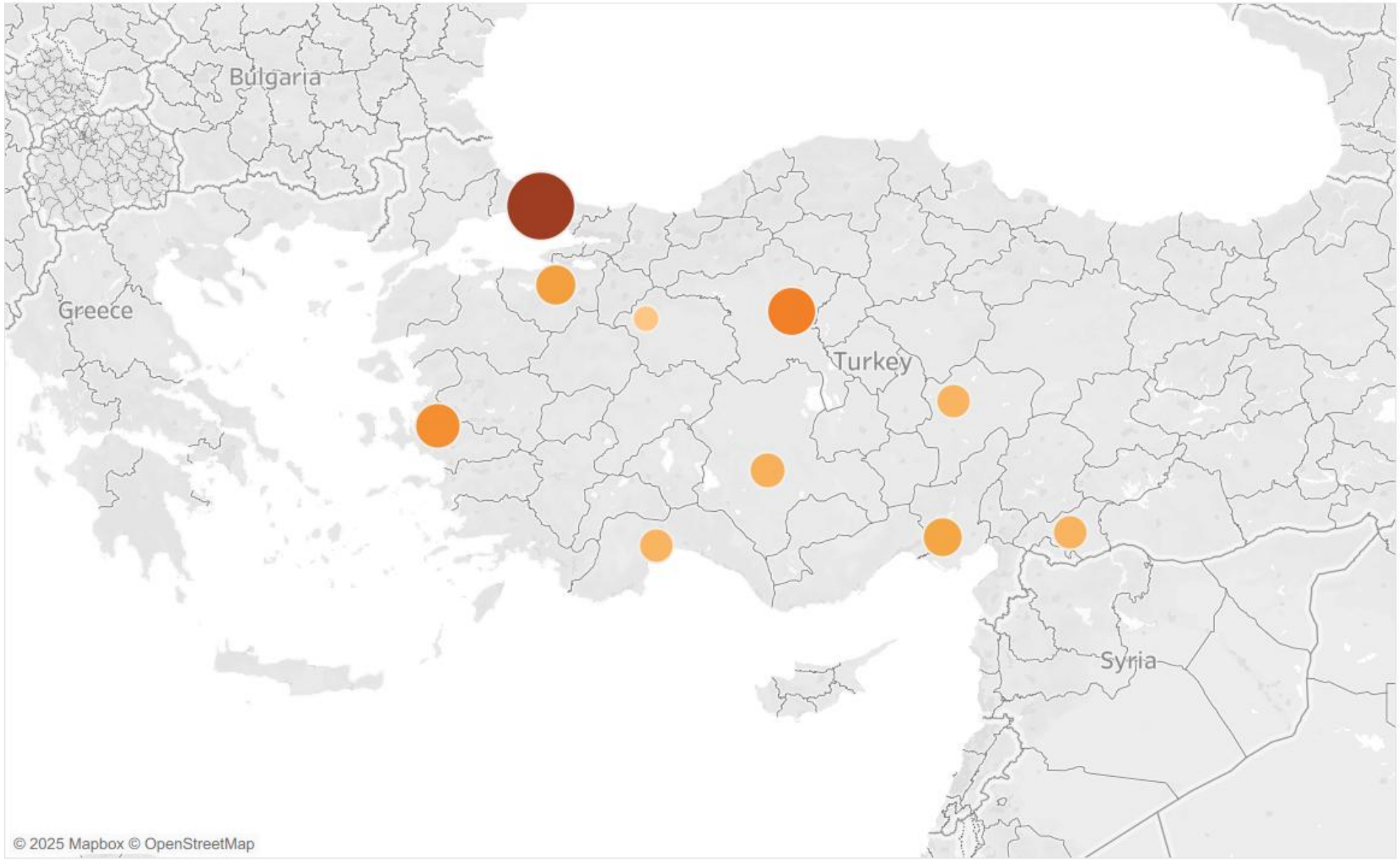
The trend of sum of Total Sales for Date Month. The marks are labeled by sum of Total Sales. The data is filtered on Action (City), which keeps 10 members.

Sales by City



Sum of Total Sales for each City. Color shows sum of Total Sales.

Sales by City - Map



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total Amount. Size shows sum of Total Sales. Details are shown for City. The data is filtered on Action (City), which keeps 10 members.

Recent Activity

Customer ID	Date	Product ..	Total Sales	
CUST_00463	3/26/2024	Food	59.52	Abc
CUST_00841	3/26/2024	Books	279.16	Abc
CUST_00902	3/26/2024	Books	337.2	Abc
CUST_01048	3/26/2024	Beauty	130.35	Abc
CUST_01051	3/26/2024	Beauty	71.55	Abc
CUST_01360	3/26/2024	Toys	99.46	Abc
CUST_01404	3/26/2024	Beauty	241.34	Abc
CUST_02934	3/26/2024	Toys	120.24	Abc
CUST_03209	3/26/2024	Food	50.69	Abc
CUST_03543	3/26/2024	Food	39.38	Abc
CUST_04443	3/26/2024	Fashion	171.19	Abc

The view is broken down by Customer ID, Date as an attribute, Product Category and Total Sales. The data is filtered on Action (City), which keeps 10 members. The view is filtered on Date as an attribute, which keeps 3/26/2024.

Average Rating

3.9

Average of Customer Rating. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Average Spend Per Returning User

$983

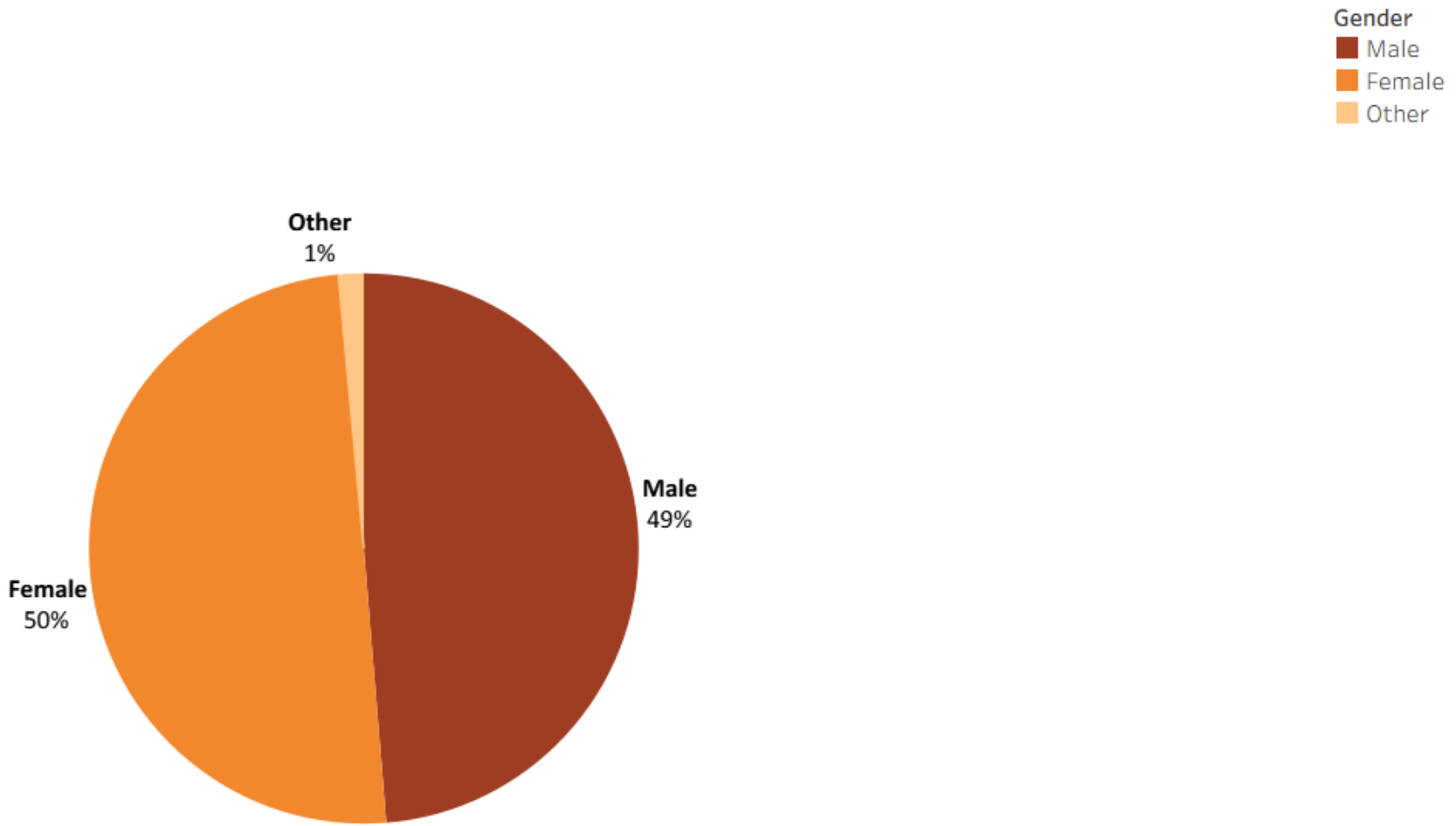
Average of Total Amount. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Average Age

35

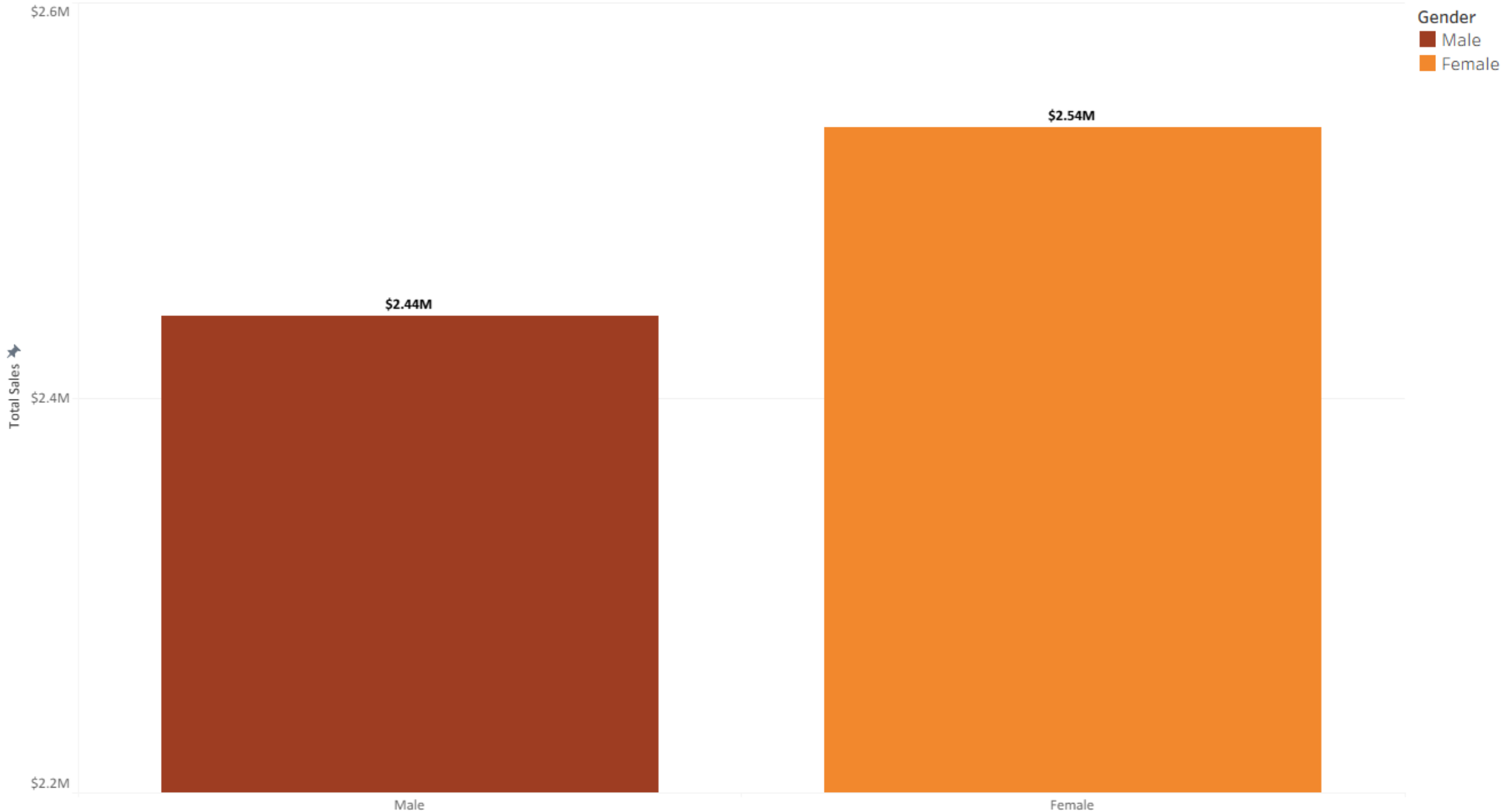
Average of Age. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Gender



Gender and % of Total Count of Customer ID. Color shows details about Gender. The marks are labeled by Gender and % of Total Count of Customer ID. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Sales by Gender

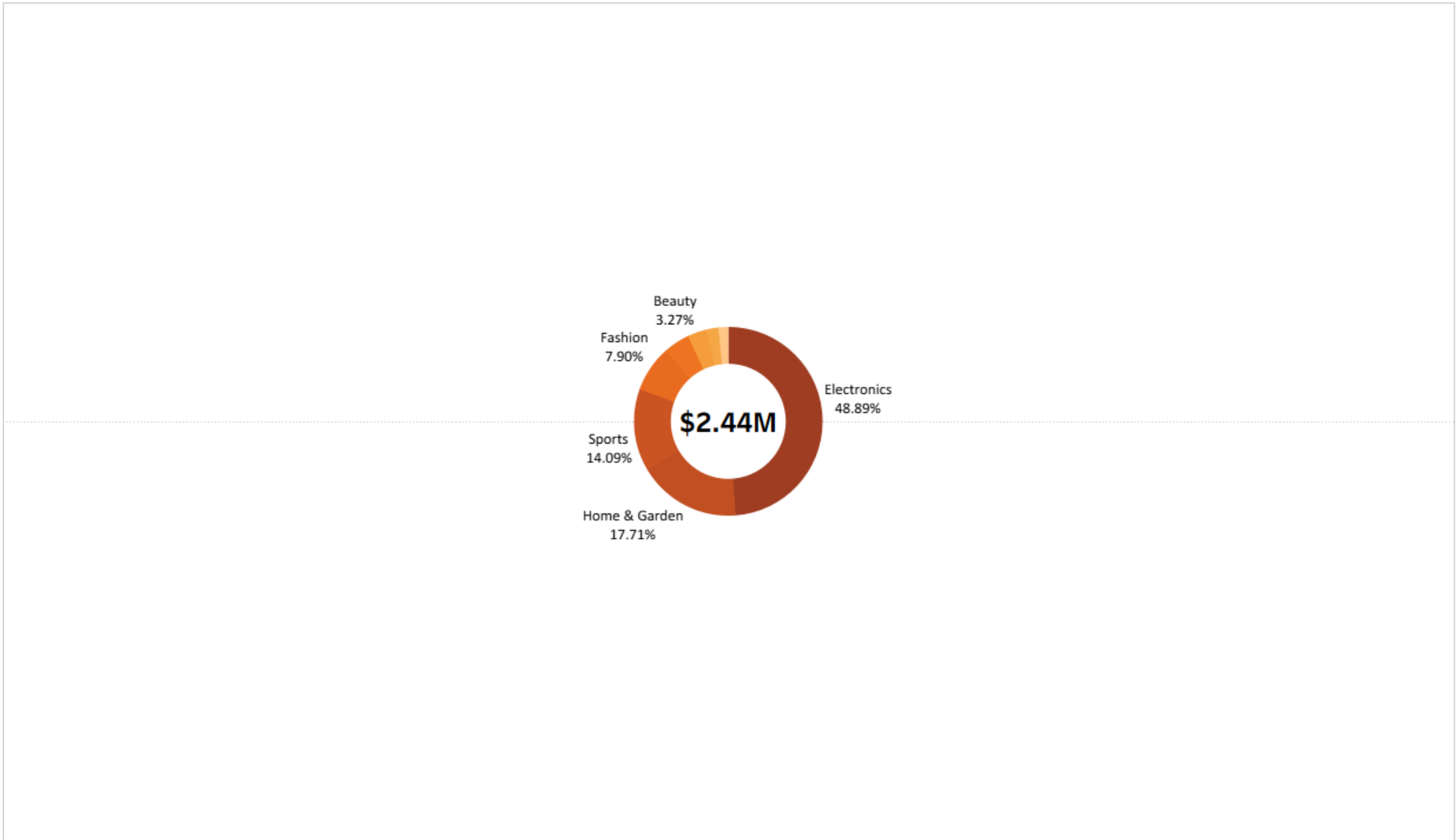


Sum of Total Sales for each Gender. Color shows details about Gender. The marks are labeled by sum of Total Sales. The view is filtered on Gender, which keeps Female and Male.

Sales Trend by Gender

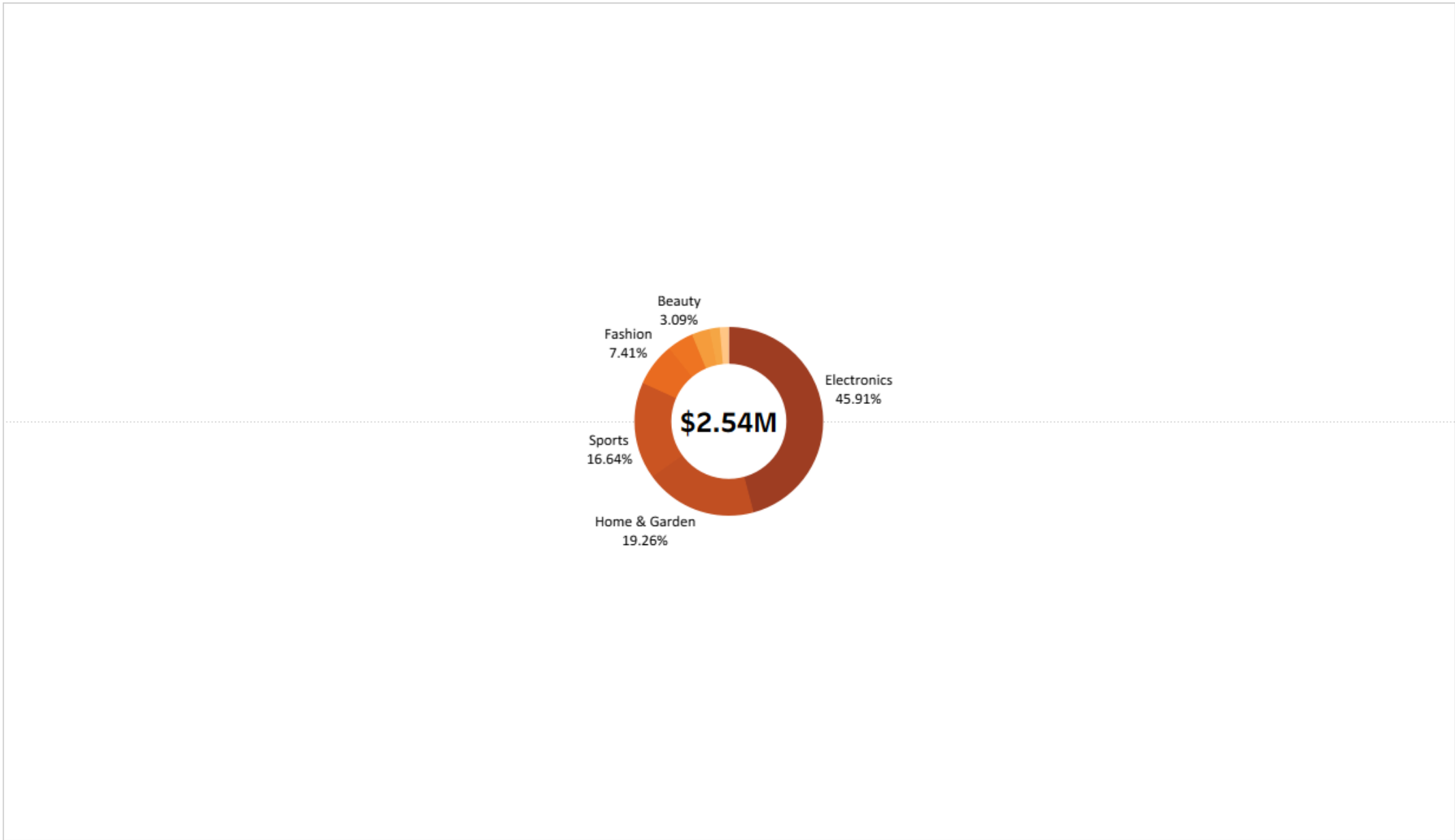
The trend of sum of Total Sales for Date Month. Color shows details about Gender. Details are shown for Gender. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members. The view is filtered on Gender, which keeps Female and Male.

Male Spend by Categories



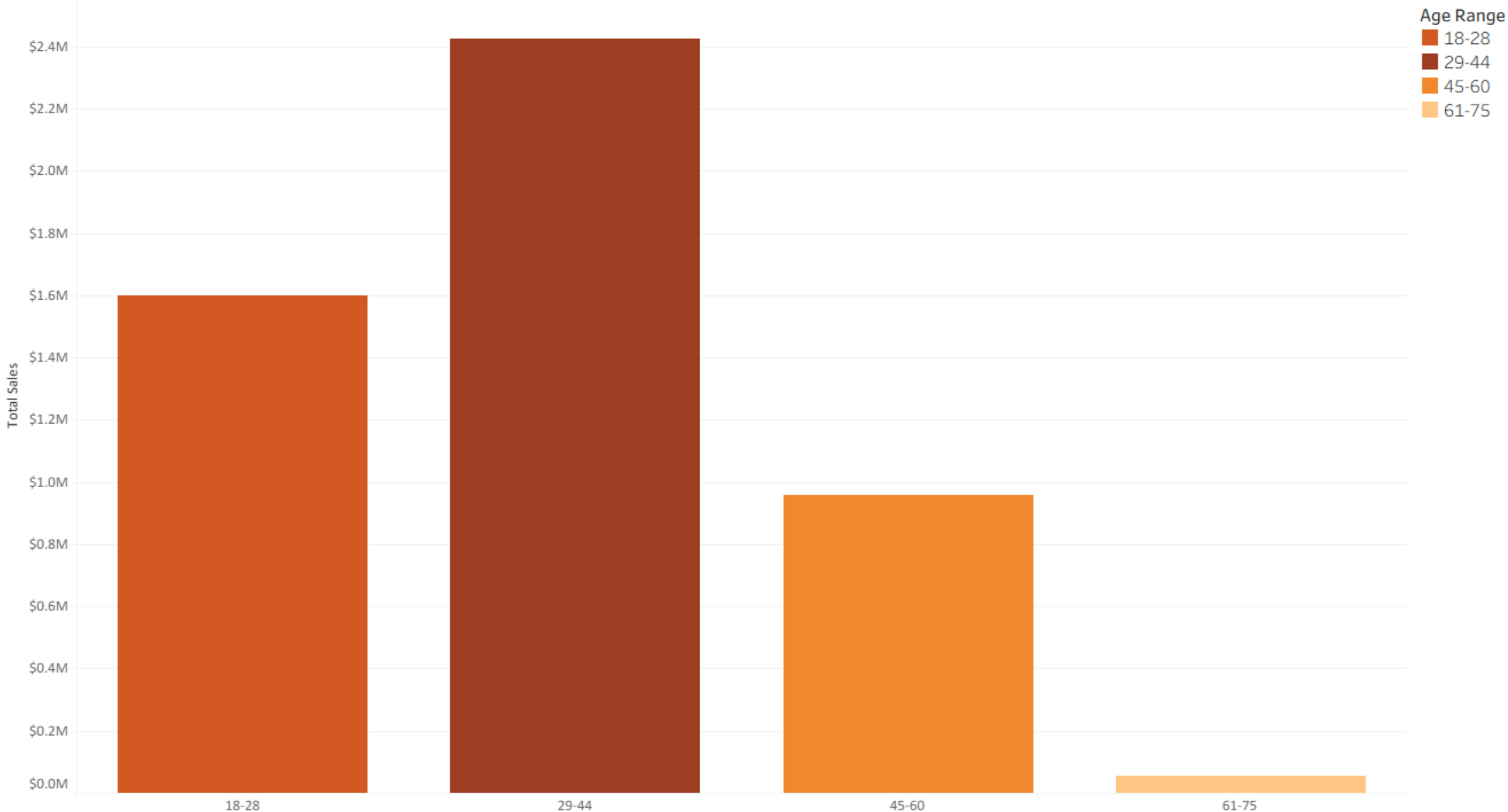
MIN(0) and MIN(0). For pane MIN(0): Color shows details about Product Category. The marks are labeled by Product Category and % of Total Total Sales. For pane MIN(0) (2): The marks are labeled by sum of Total Sales. The data is filtered on Gender, Action (Age Range) and Action (Product Category). The Gender filter keeps Male. The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Female Spend by Categories



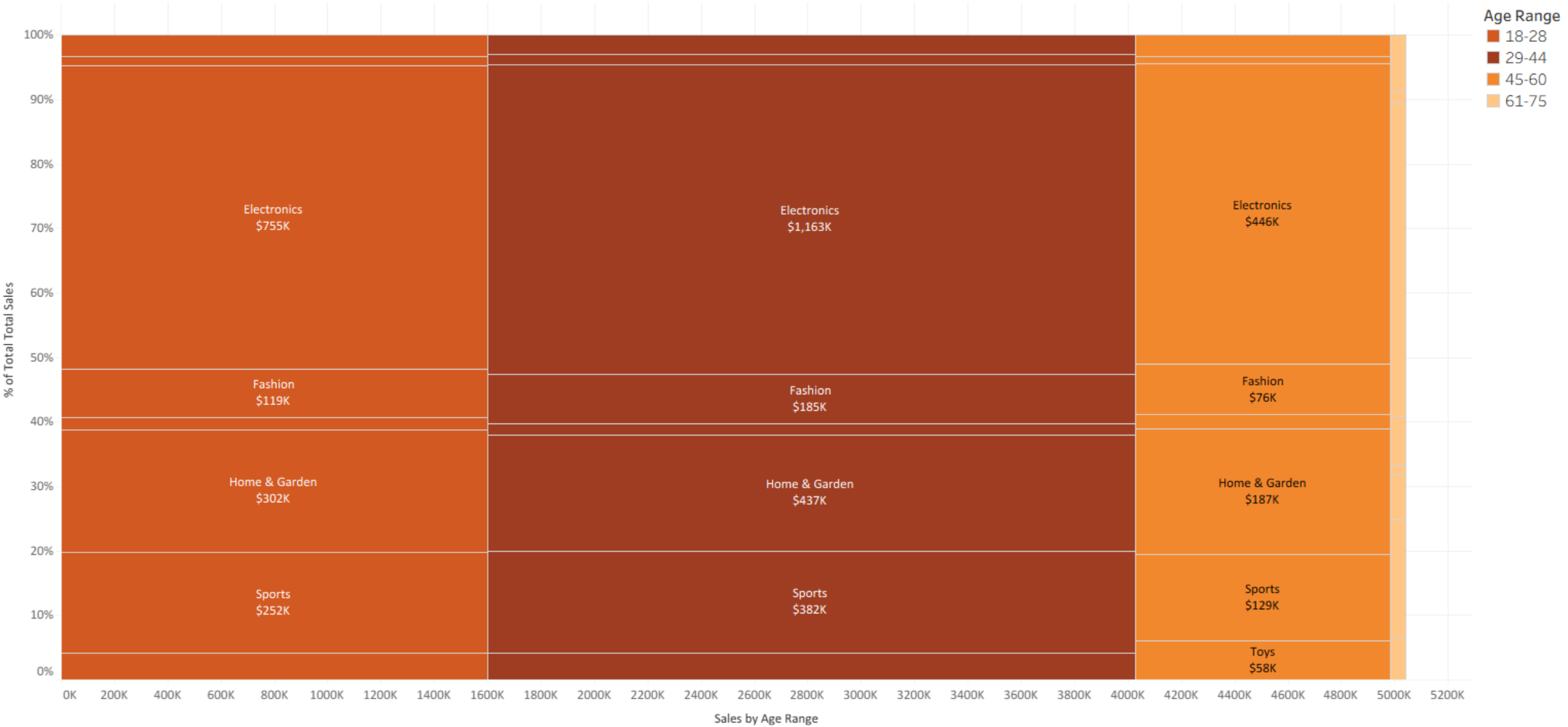
MIN(0) and MIN(0). For pane MIN(0): Color shows details about Product Category. The marks are labeled by Product Category and % of Total Total Sales. For pane MIN(0) (2): The marks are labeled by sum of Total Sales. The data is filtered on Gender, Action (Age Range) and Action (Product Category). The Gender filter keeps Female. The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Sales by Age



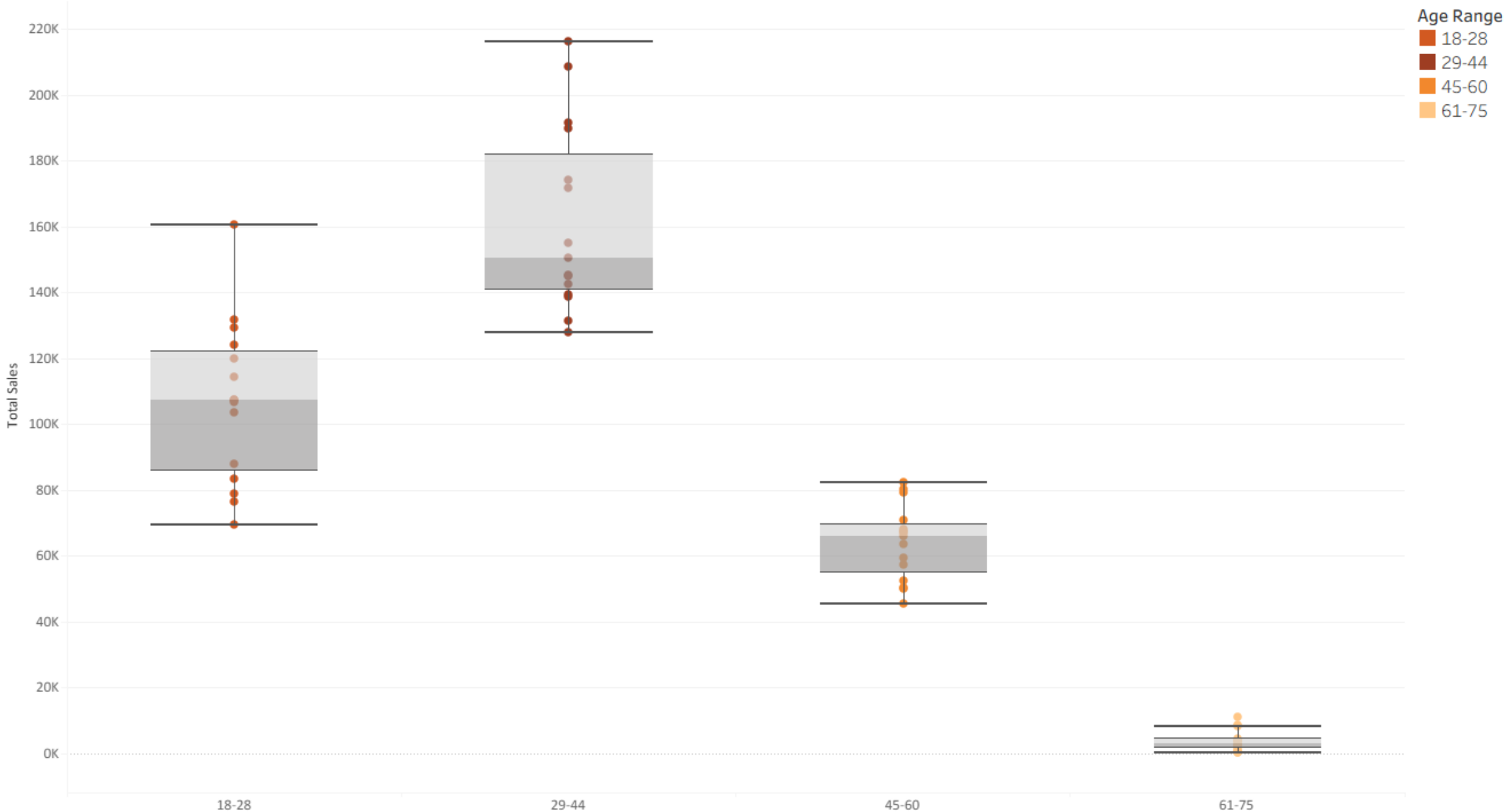
Sum of Total Sales for each Age Range. Color shows details about Age Range. The data is filtered on Action (Product Category), which keeps 8 members.

Age & Categories



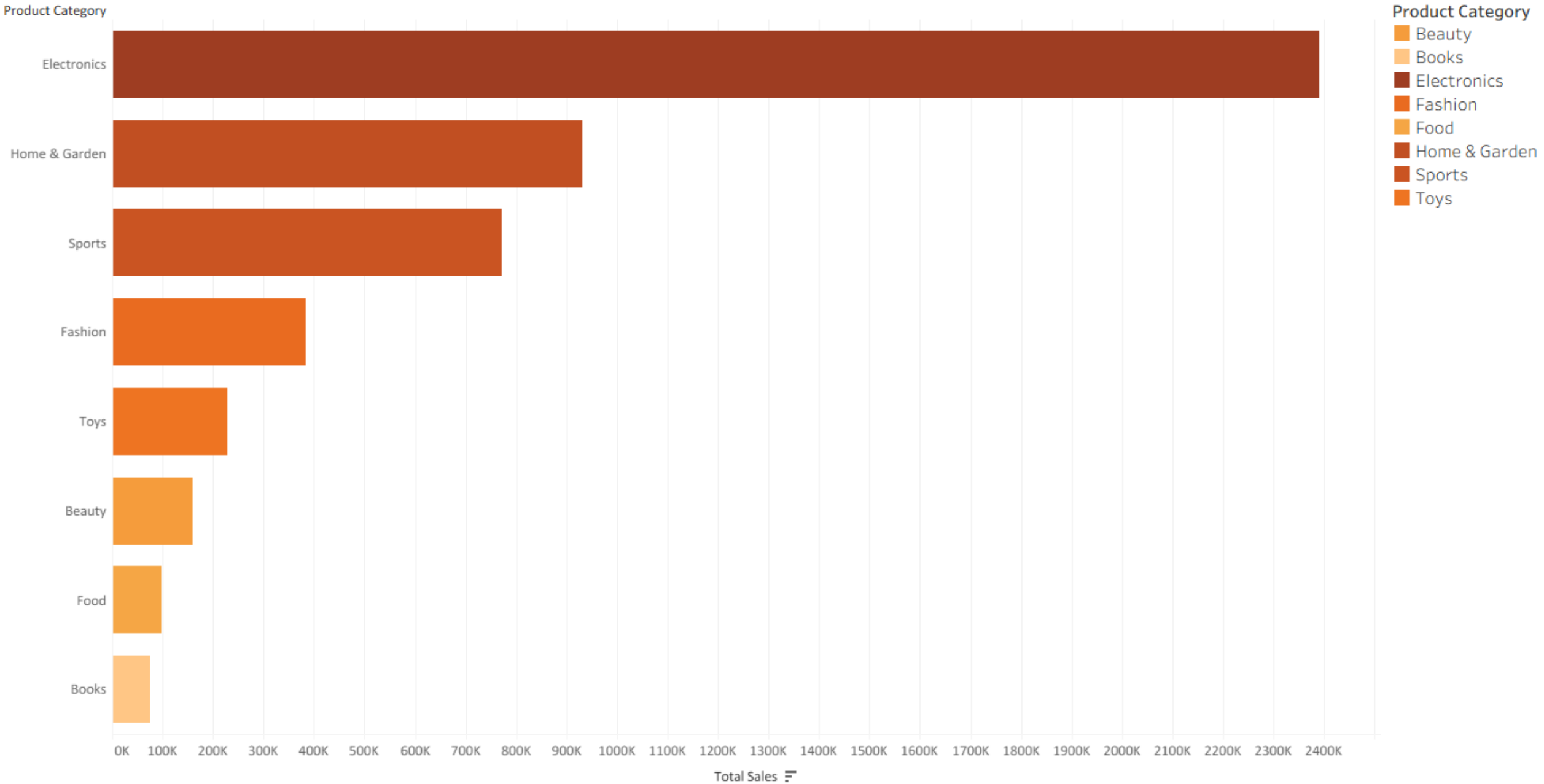
Sales by Age Range vs. % of Total Total Sales. Color shows details about Age Range. Size shows ATTR({EXCLUDE [Product Category]: SUM([Total Sales])}). The marks are labeled by Product Category and sum of Total Sales. Details are shown for Product Category. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Sales Trend by Age



Sum of Total Sales for each Age Range. Color shows details about Age Range. Details are shown for Date Month. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Sales by Categories



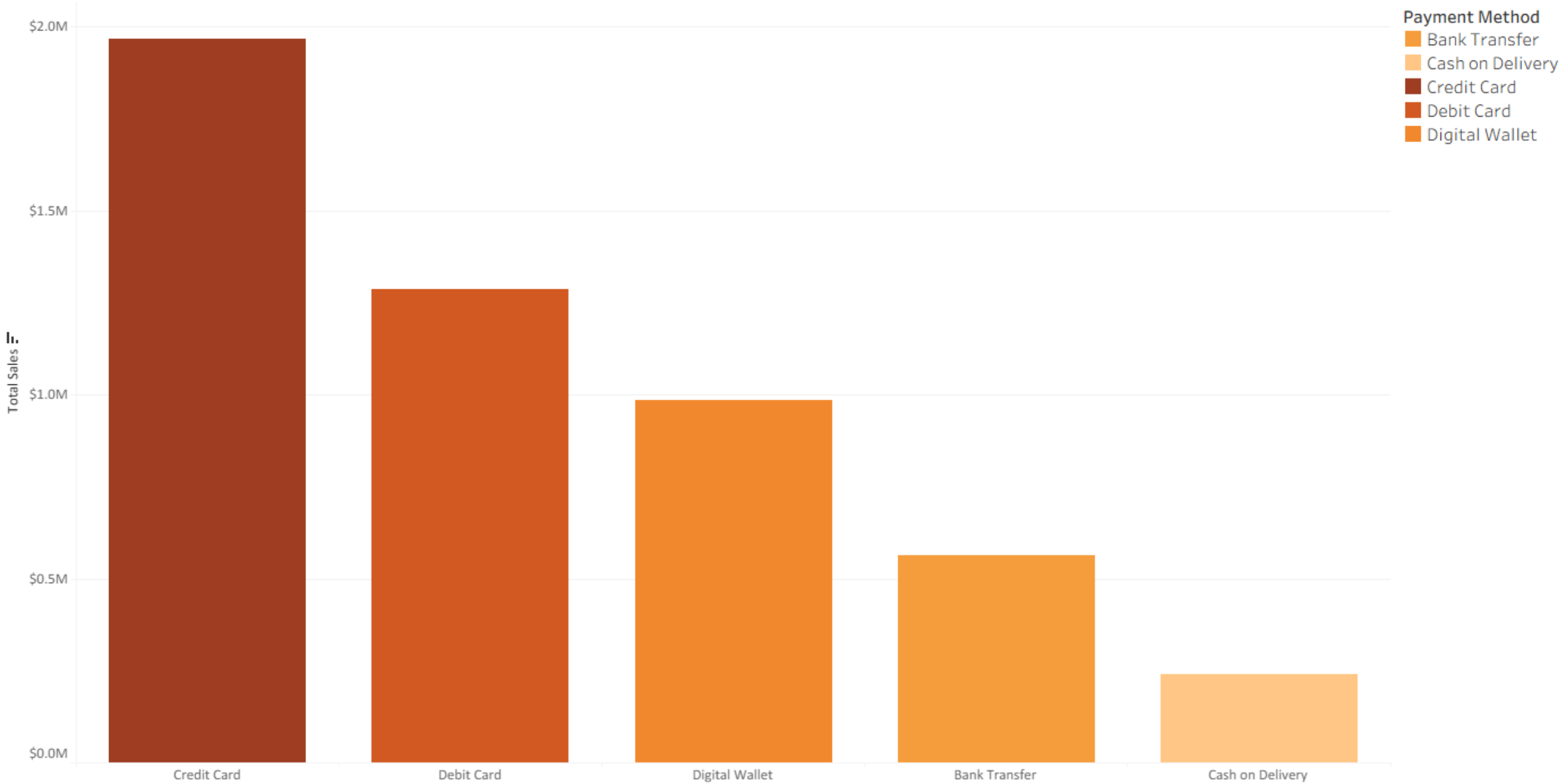
Sum of Total Sales for each Product Category. Color shows details about Product Category. The data is filtered on Action (Age Range), which keeps 4 members.

Top Sales by Customer

Customer ID	Gender	
CUST_04705	Female	$22.0K
CUST_00061	Female	$21.5K
CUST_01984	Female	$21.4K
CUST_00525	Male	$21.3K
CUST_03721	Male	$20.7K
CUST_03174	Male	$18.7K
CUST_02052	Male	$18.7K
CUST_03494	Female	$18.0K
CUST_00472	Male	$17.3K
CUST_00642	Female	$16.2K

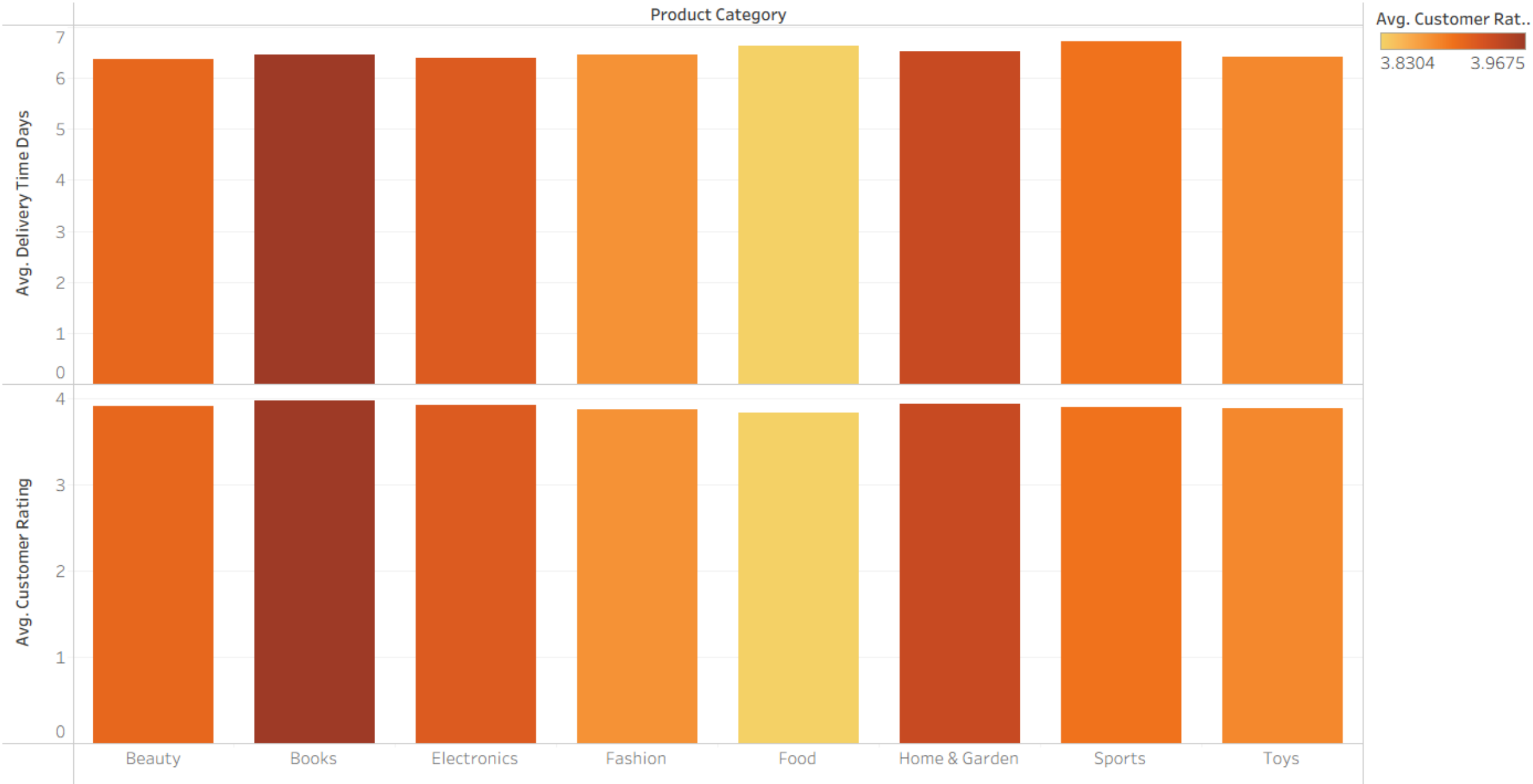
Sum of Total Sales broken down by Customer ID and Gender. The data is filtered on Customer ID Set, Action (Age Range) and Action (Product Category). The Customer ID Set filter keeps 10 members. The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

Sales by Payment Method



Sum of Total Sales for each Payment Method. Color shows details about Payment Method. The data is filtered on Action (Age Range) and Action (Product Category). The Action (Age Range) filter keeps 4 members. The Action (Product Category) filter keeps 8 members.

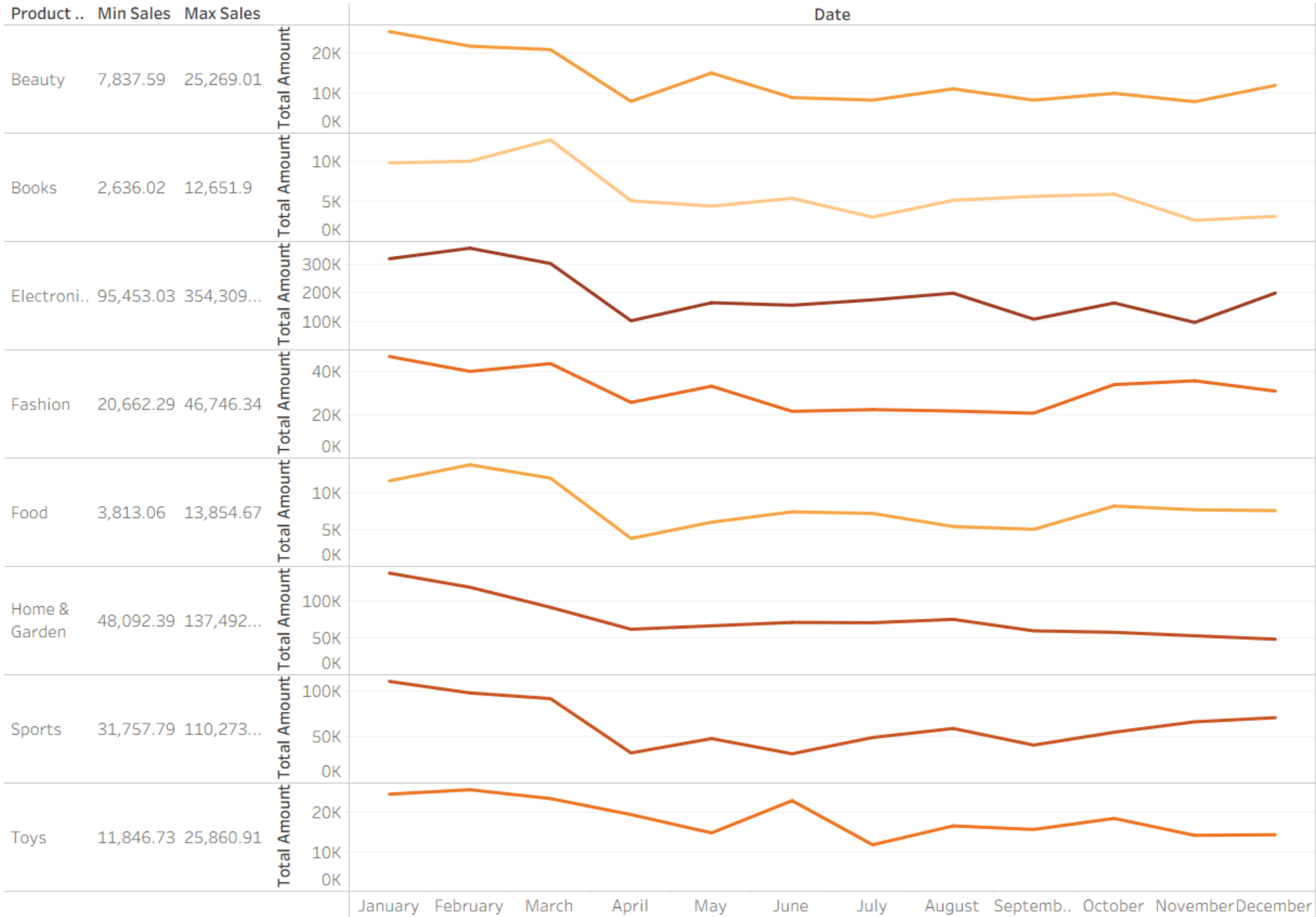
Delivery vs Rating



Average of Delivery Time Days and average of Customer Rating for each Product Category. Color shows average of Customer Rating.

Seasonal Trends

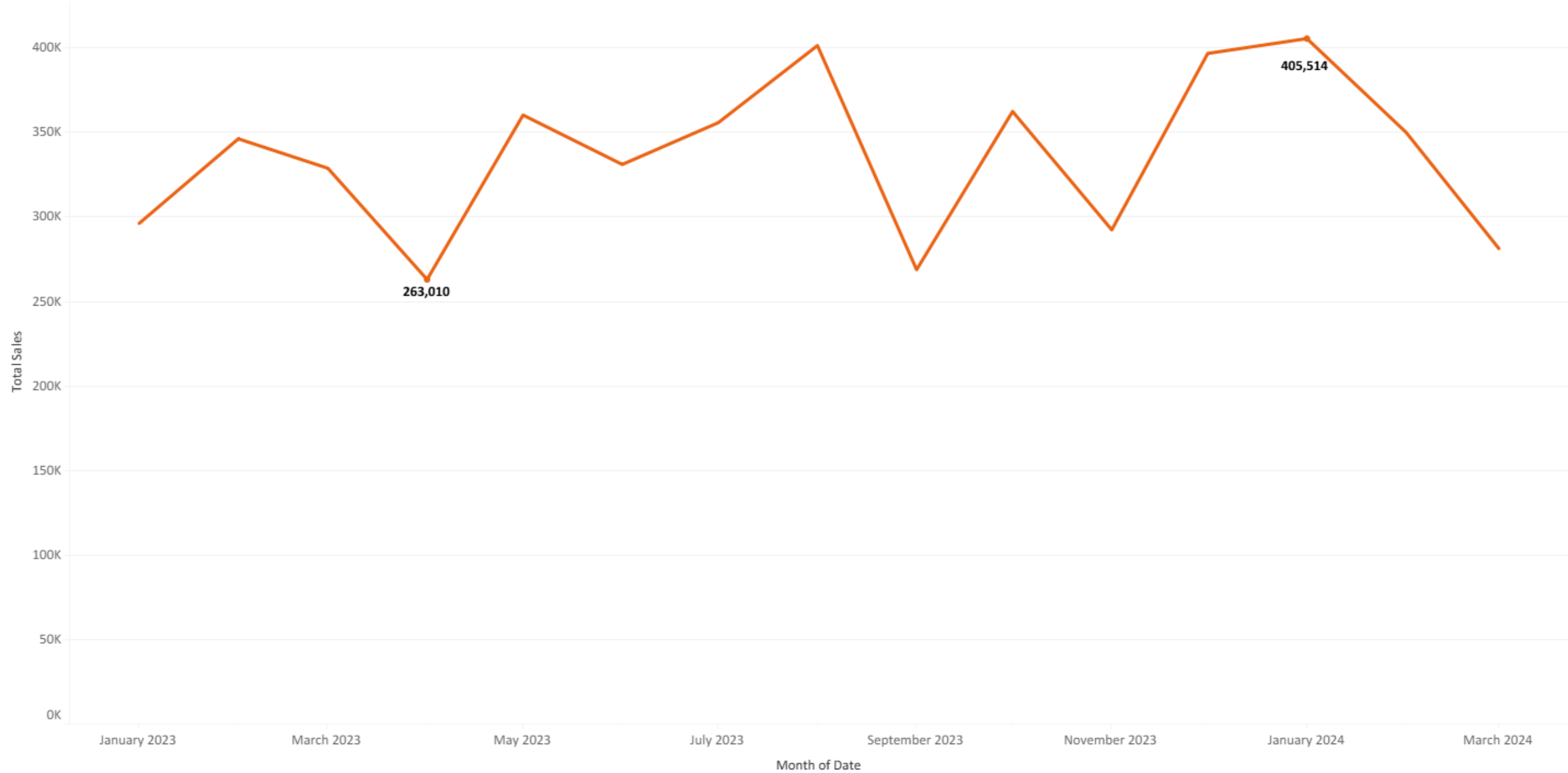
Product ..	Min Sales	Max Sales
Beauty	7,837.59	25,269.01
Books	2,636.02	12,651.9
Electroni..	95,453.03	354,309...
Fashion	20,662.29	46,746.34
Food	3,813.06	13,854.67
Home & Garden	48,092.39	137,492...
Sports	31,757.79	110,273...
Toys	11,846.73	25,860.91



Product Category
- Beauty
- Books
- Electronics
- Fashion
- Food
- Home & Garden
- Sports
- Toys

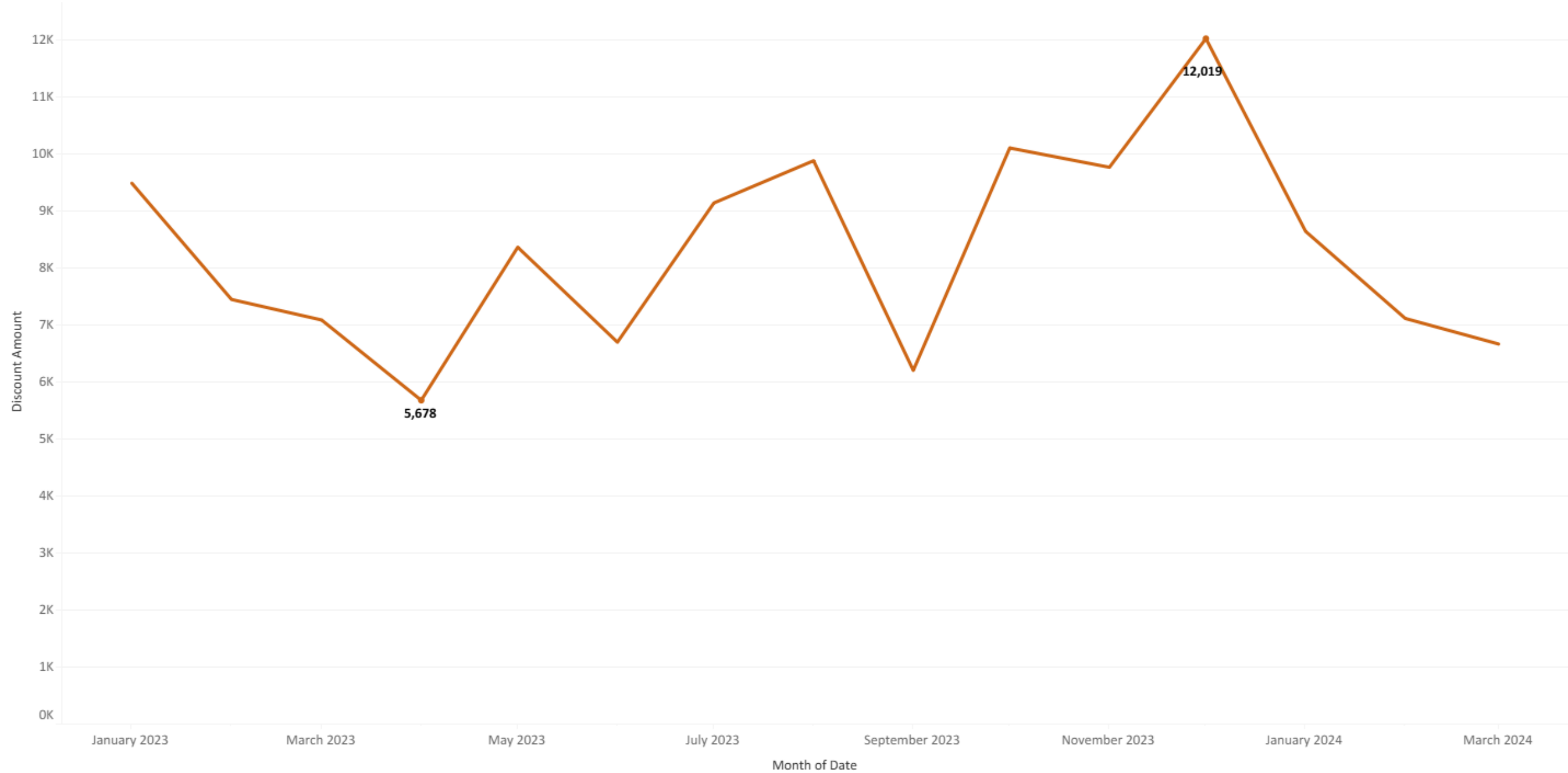
The trends of Min Sales, Max Sales and sum of Total Amount for Date Month broken down by Product Category. Color shows details about Product Category.

Sales Trend



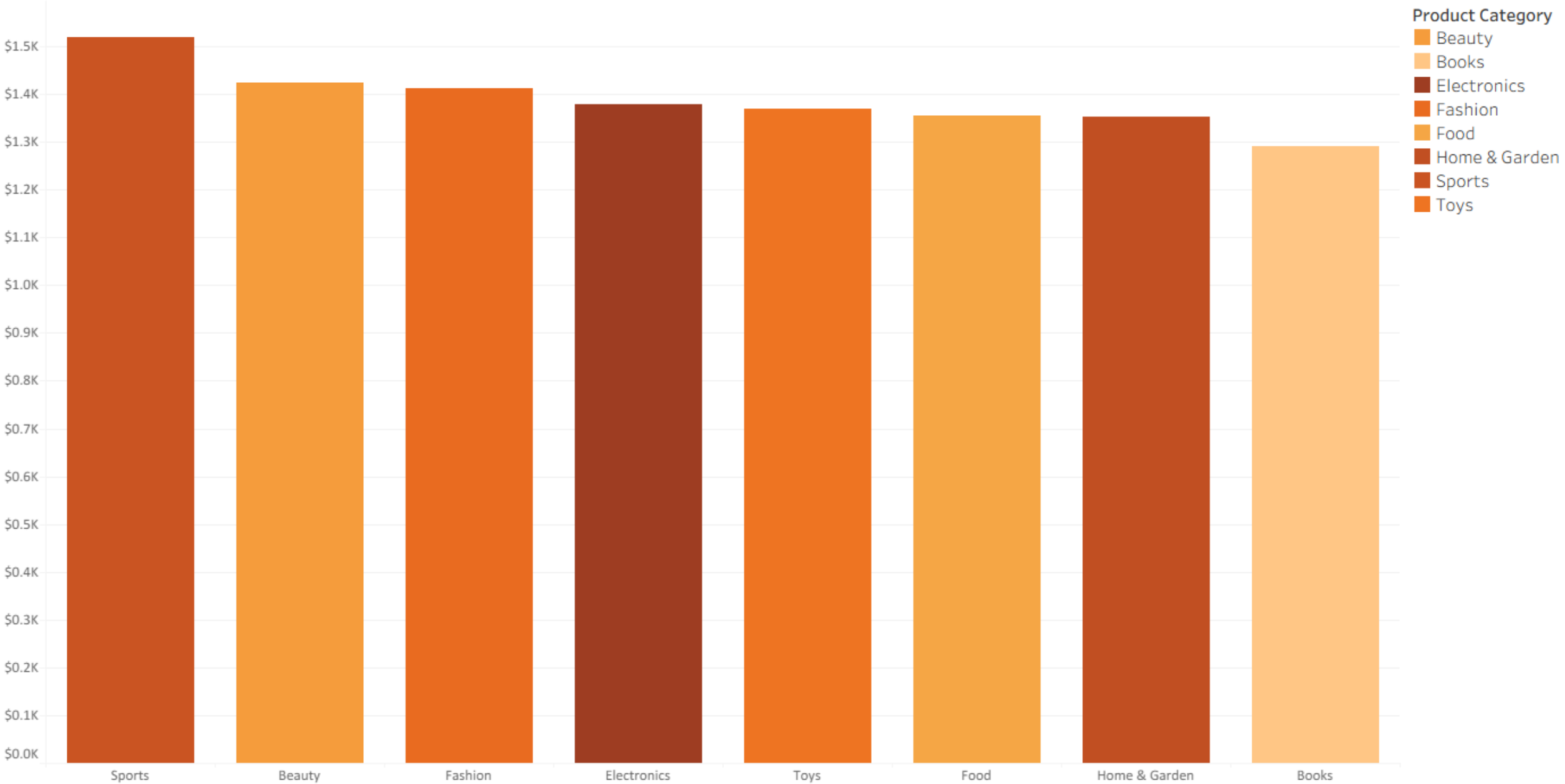
The trend of sum of Total Sales for Date Month. The data is filtered on Action (Product Category), which keeps 8 members.

Discount Trend



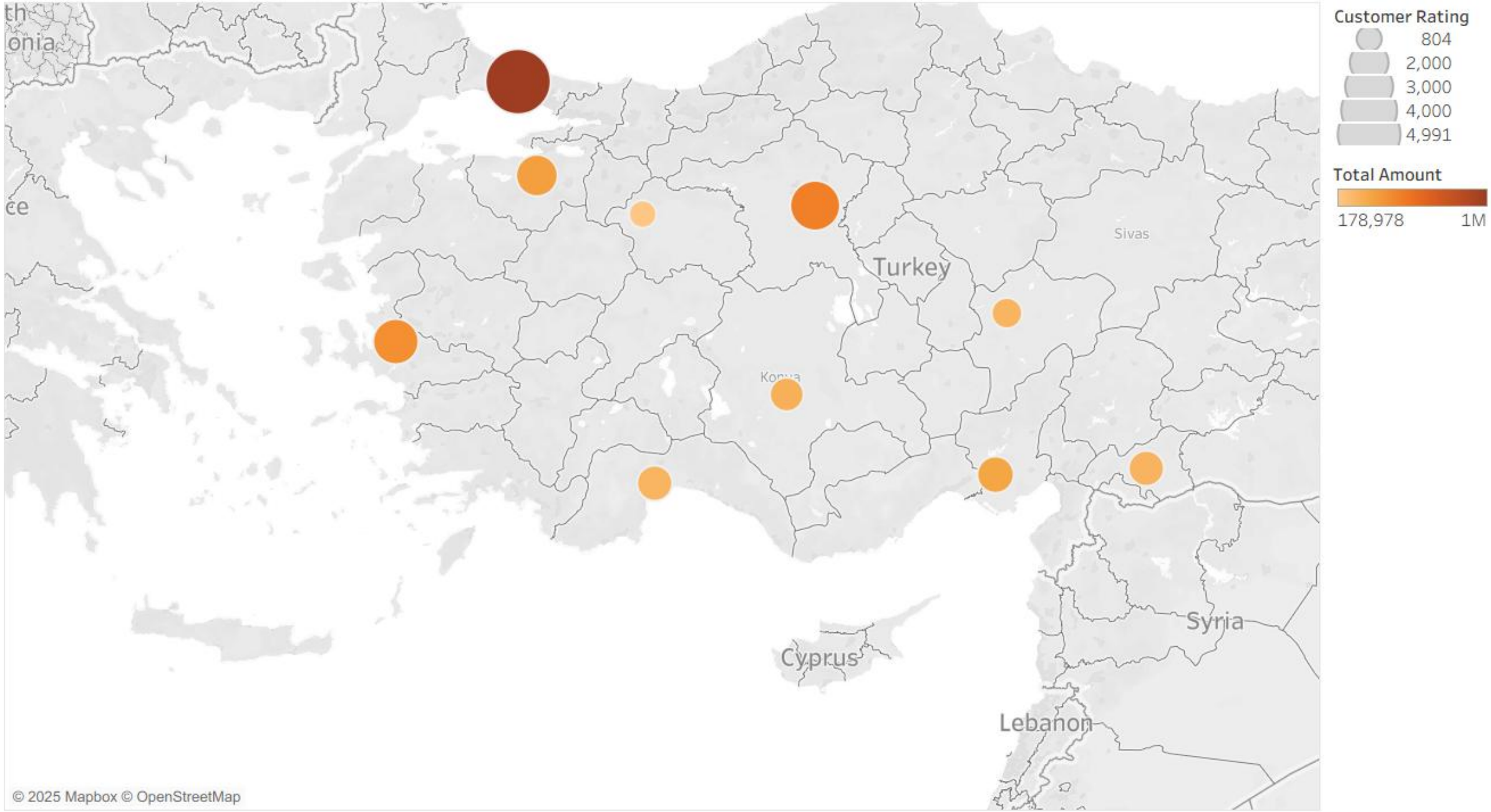
The trend of sum of Discount Amount for Date Month. The data is filtered on Action (Product Category), which keeps 8 members.

Units Sold by Categories



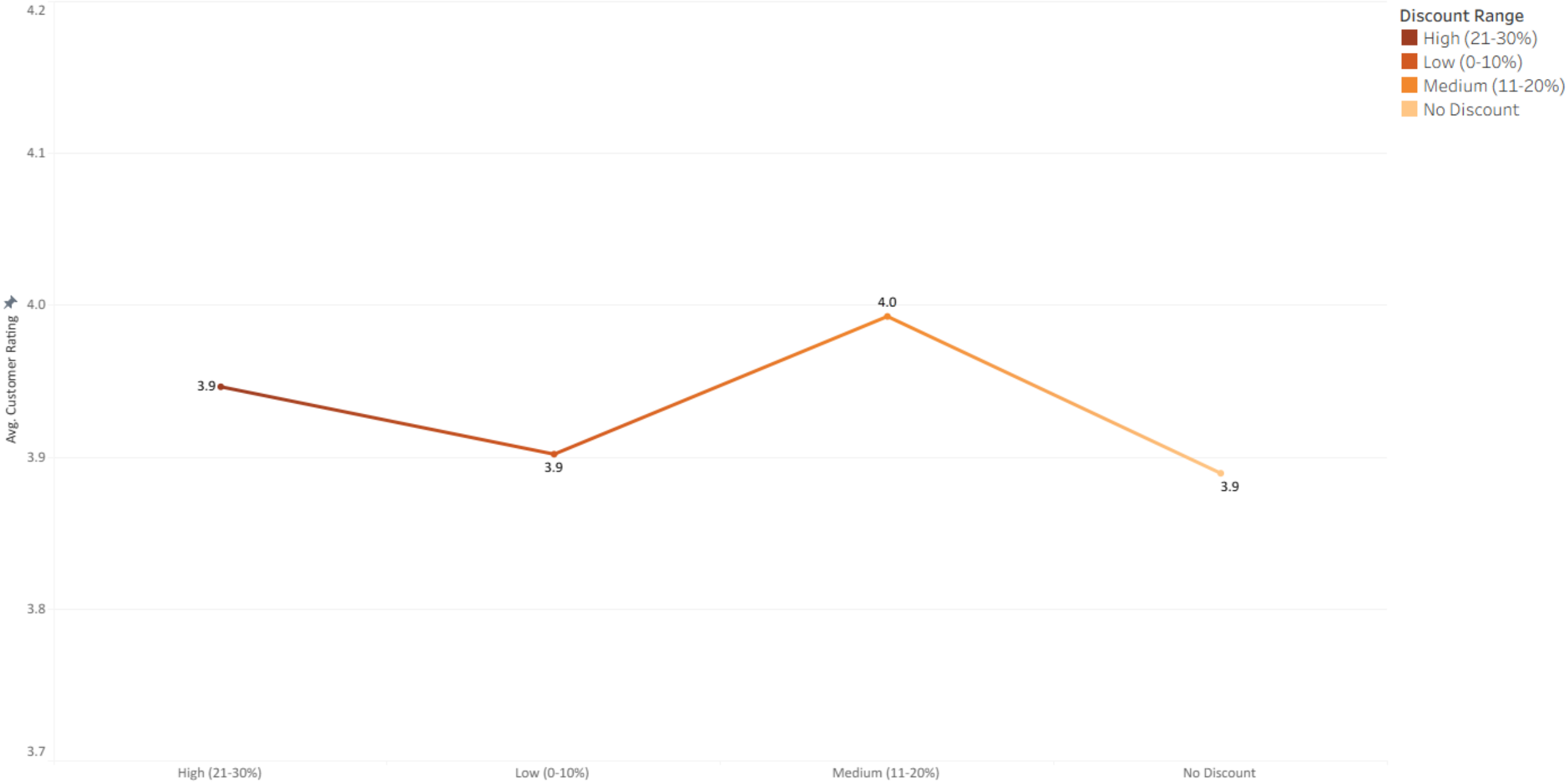
Sum of Quantity for each Product Category. Color shows details about Product Category. The data is filtered on Action (Product Category), which keeps 8 members.

Top Cities by Rating



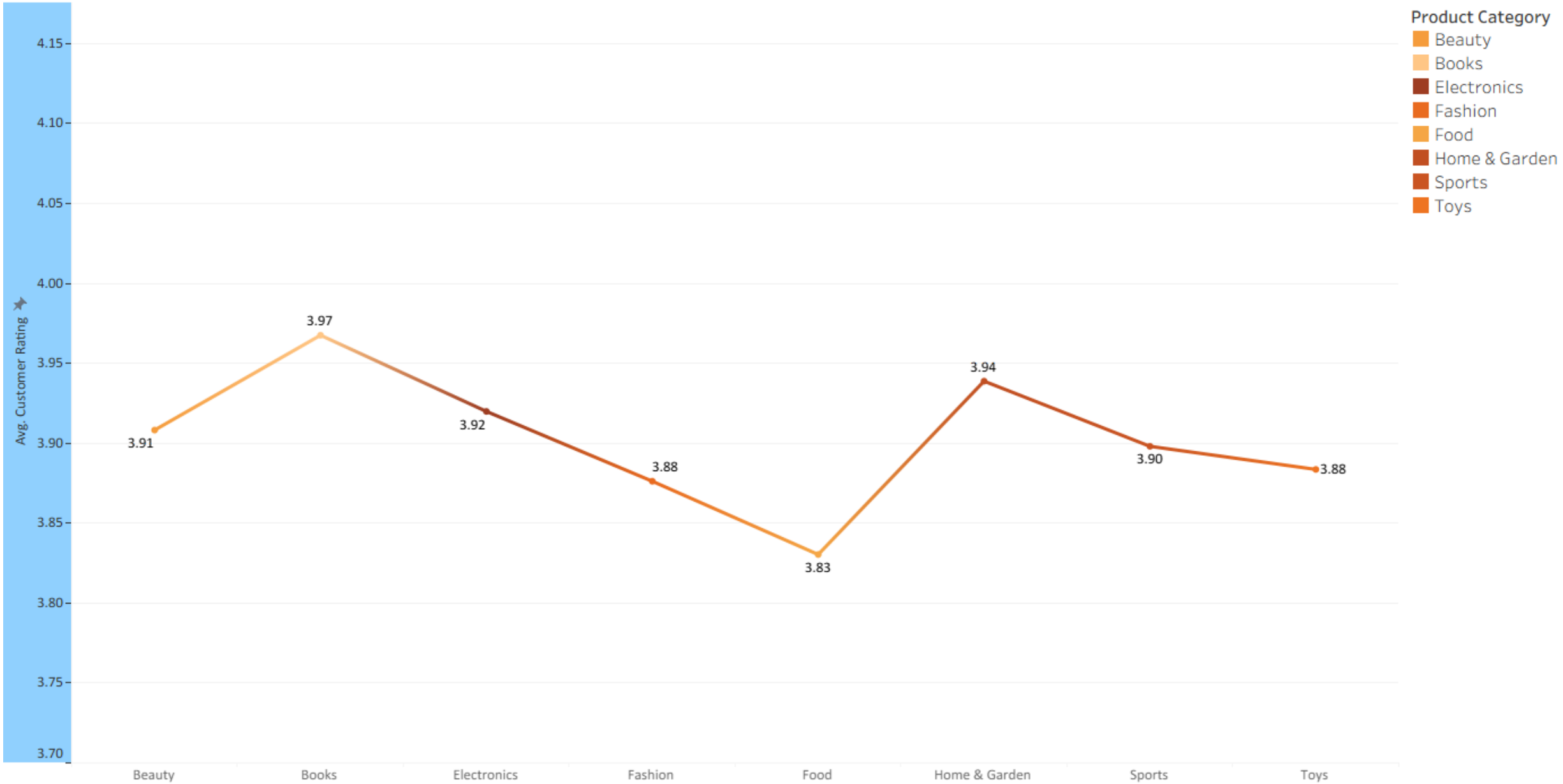
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total Amount. Size shows sum of Customer Rating. Details are shown for City.

Discount vs Customer Rating



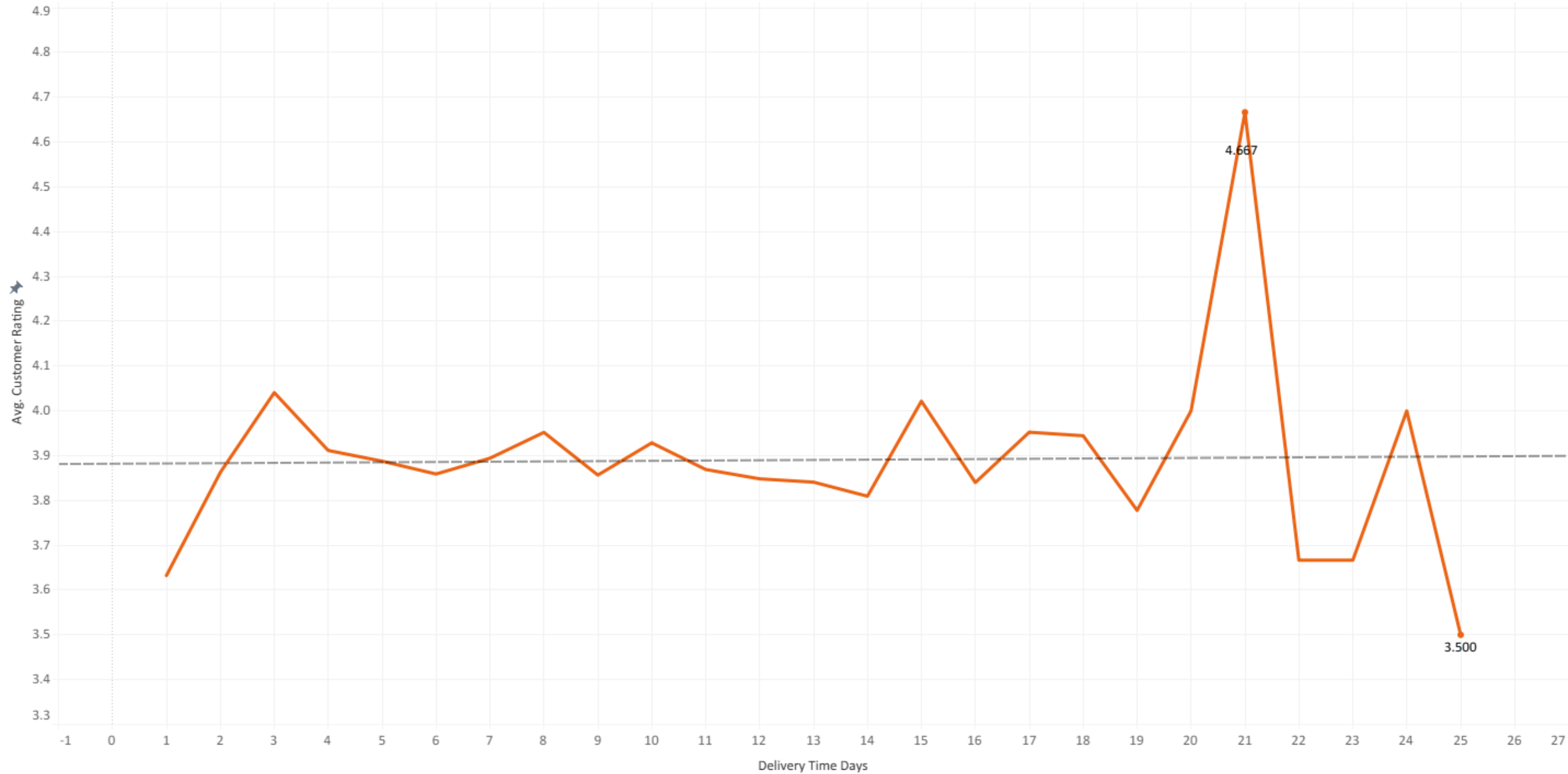
The trend of average of Customer Rating for Discount Range. Color shows details about Discount Range. The marks are labeled by average of Customer Rating. The data is filtered on Action (Product Category), which keeps 8 members.

Product Category vs Customer Rating



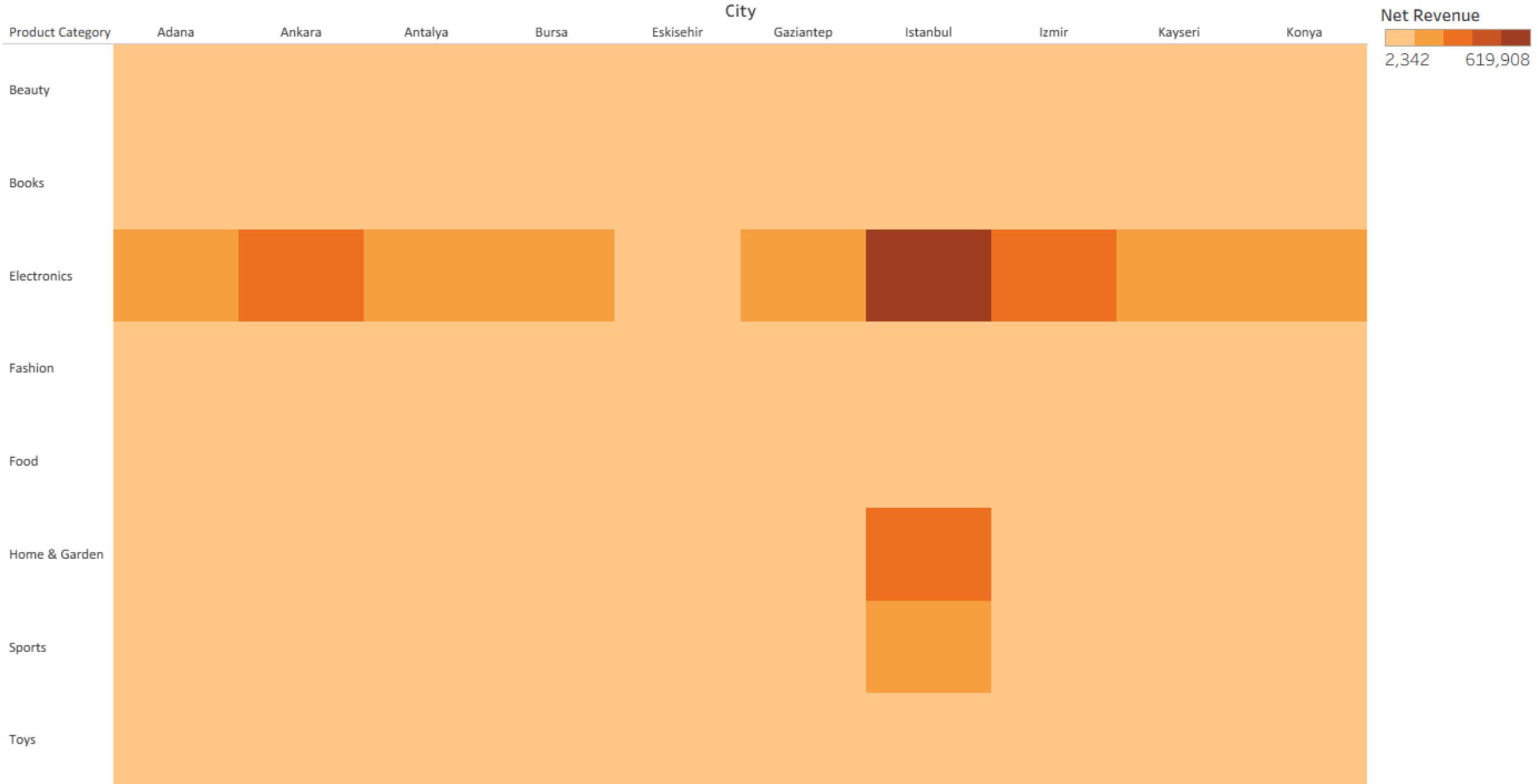
The trend of average of Customer Rating for Product Category. Color shows details about Product Category. The marks are labeled by average of Customer Rating. The data is filtered on Action (Product Category), which keeps 8 members.

Delivery Days vs Customer Rating



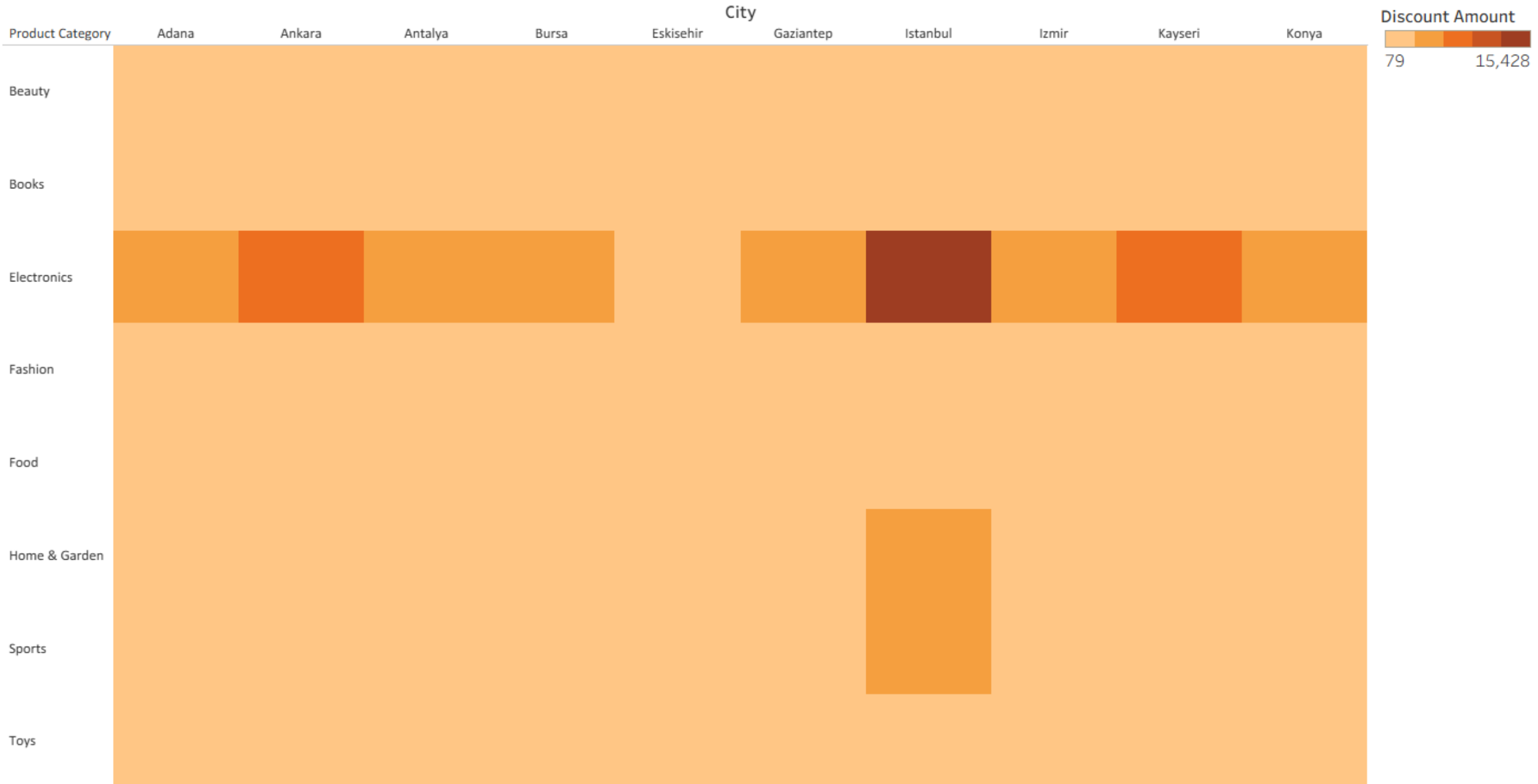
The trend of average of Customer Rating for Delivery Time Days. The data is filtered on Action (Product Category), which keeps 8 members.

Profitability Heatmap



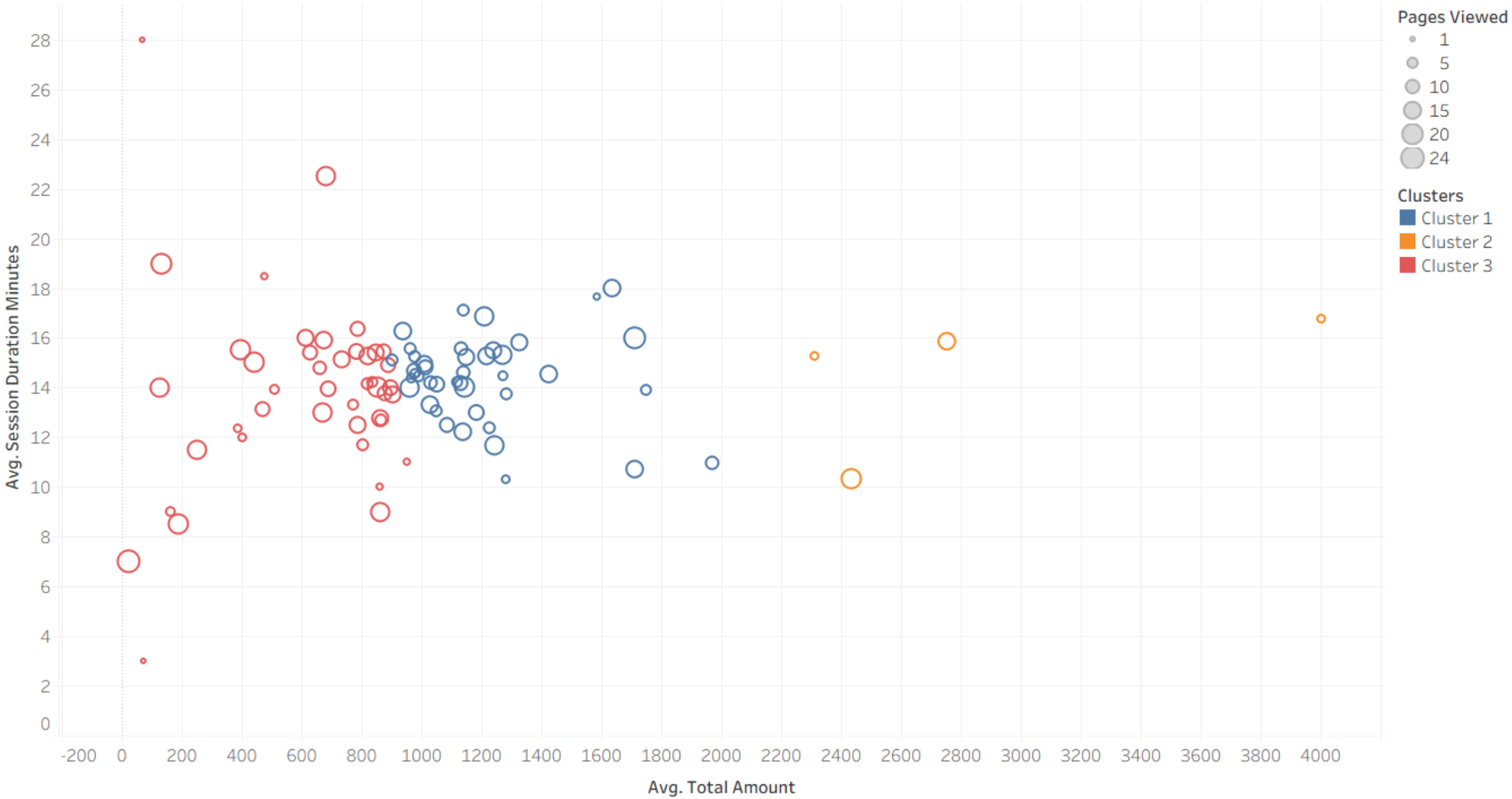
Sum of Net Revenue (color) broken down by City vs. Product Category. The data is filtered on Action (Product Category), which keeps 8 members.

Discount Heatmap



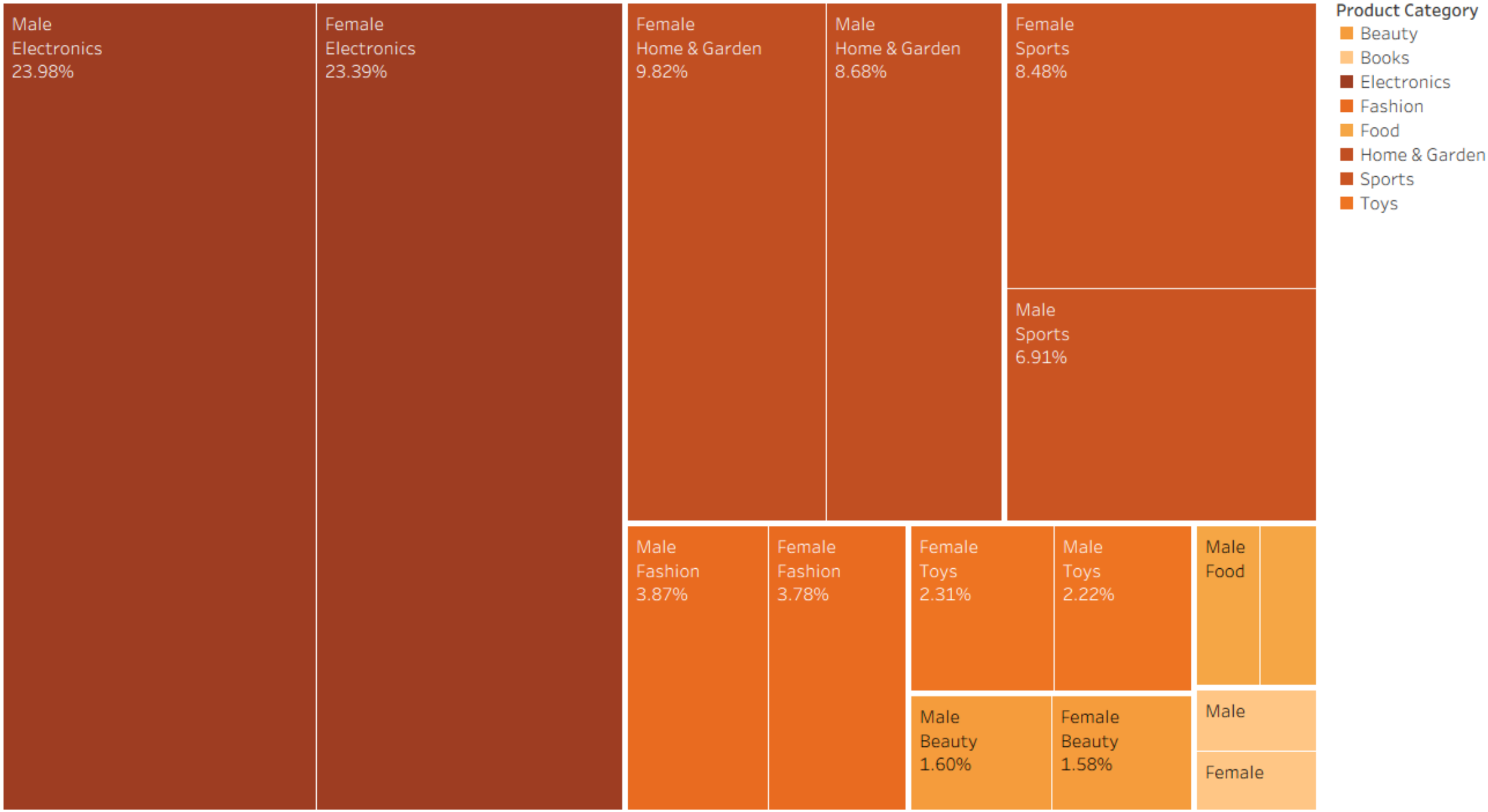
Sum of Discount Amount (color) broken down by City vs. Product Category. The data is filtered on Action (Product Category), which keeps 8 members.

Customer Segmentation Clusters



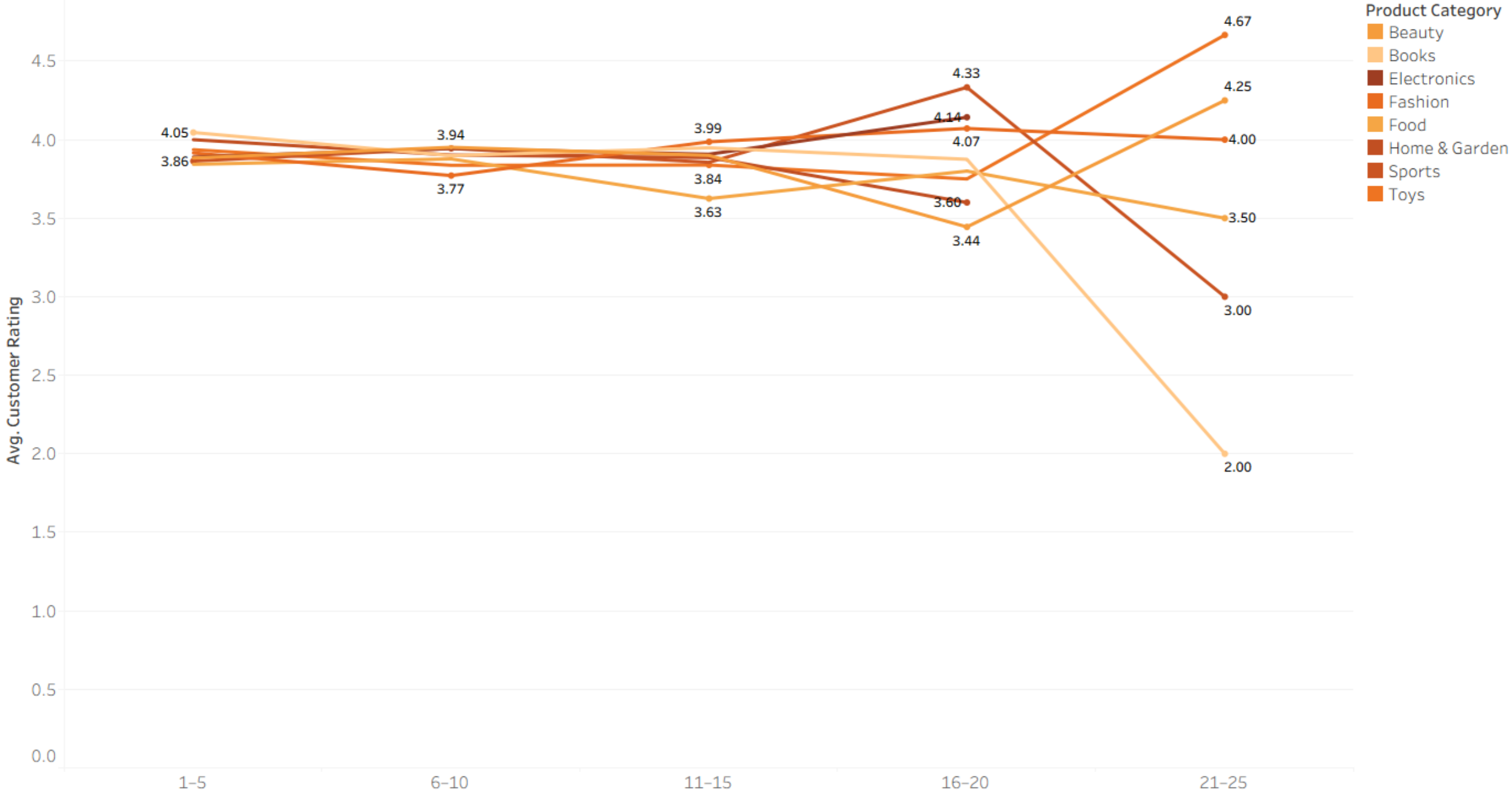
Average of Total Amount vs. average of Session Duration Minutes. Color shows details about Clusters. Size shows details about Pages Viewed. Details are shown for Customer Rating.

% of Revenue by Gender within Product Categories



Gender, Product Category and % of Total Total Sales. Color shows details about Product Category. Size shows sum of Total Sales. The marks are labeled by Gender, Product Category and % of Total Total Sales. The view is filtered on Gender, which keeps Female and Male.

Customer Ratings vs Delivery Time



The trend of average of Customer Rating for Pretty Bins. Color shows details about Product Category. The marks are labeled by average of Customer Rating.

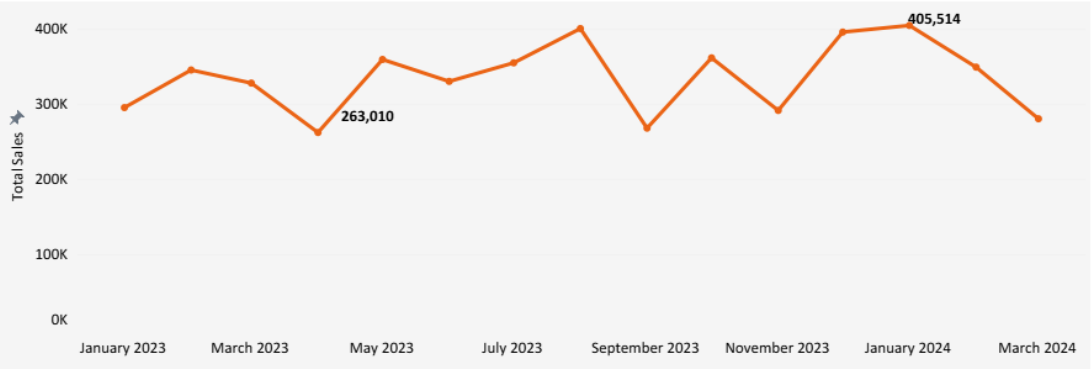
E-Commerce Customer Behavior & Sales Analysis

Dashboard

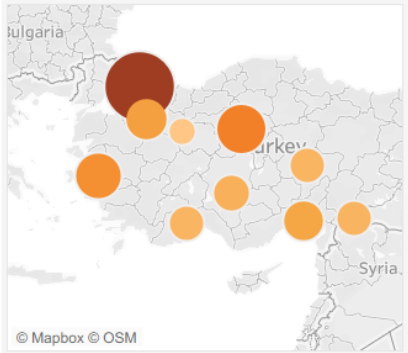
Customer

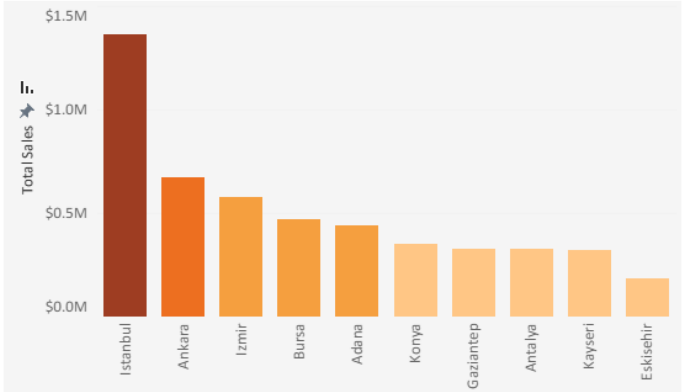
Product

Total Sales	Total Orders	Total Customers	Total Discount
$5.04M	5,000	5,000	$124K

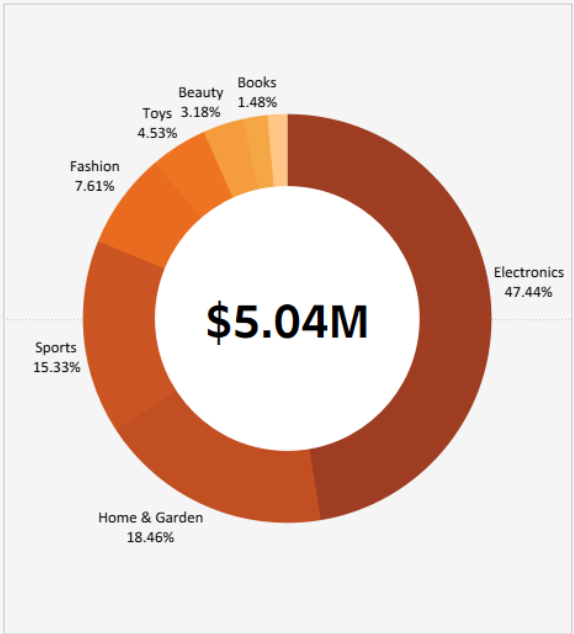


Sales by City





Product Categories



Product Categ..	% of Total Total Sales ..	Total Sales
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E-Commerce Customer Behavior and Sales Dataset

This comprehensive dataset contains 5,000 e-commerce transactions from a Turkish online retail platform, spanning from January 2023 to March 2024. The dataset provides detailed insights into customer demographics, purchasing behavior, product preferences, and engagement metrics.

This project focuses on two main points:

- **Customer Analytics**: Highlights customer demographics (age range, gender), app usage behavior, ratings, returning customers, and potential customer segmentation to understand key user patterns and loyalty drivers.

- **Product Analytics**: Examines how discounts influence sales performance and how delivery duration impacts customer ratings to identify factors affecting overall satisfaction and product success.

Recent Activity

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CUST_00463	3/26/2024	Food	59.52	Abc
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CUST_01051	3/26/2024	Beauty	71.55	Abc
CUST_01360	3/26/2024	Toys	99.46	Abc
CUST_01404	3/26/2024	Beauty	241.34	Abc
CUST_02934	3/26/2024	Toys	120.24	Abc
CUST_03209	3/26/2024	Food	50.69	Abc
CUST_03543	3/26/2024	Food	39.38	Abc
CUST_04443	3/26/2024	Fashion	171.19	Abc

E-Commerce Customer Behavior & Sales Analysis

Dashboard

Customer

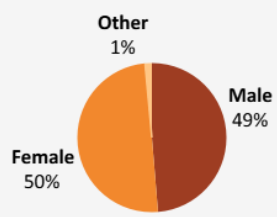
Product

Total Customers	ASPC*	Average Age	Average Rating
5,000	$983	35	3.9

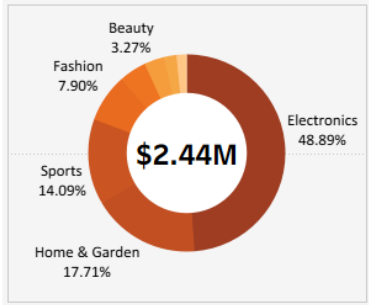
Generation	Age Range
Generation Z	18 - 28
Millennials	29 - 44
Generation X	45 - 60
Baby Boomers	61 - 75

Acronyms
*ASPC: Average Spending per Customer
**: filter

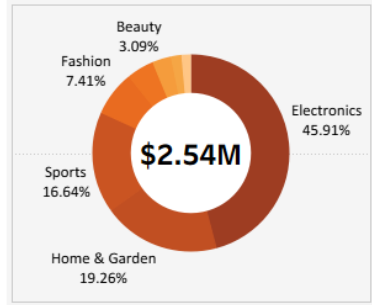
Gender



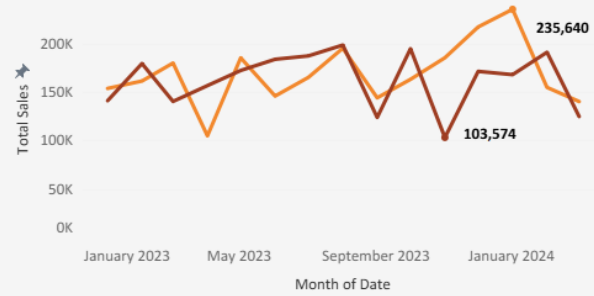
Male Purchases



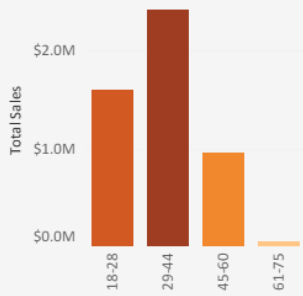
Female Purchases



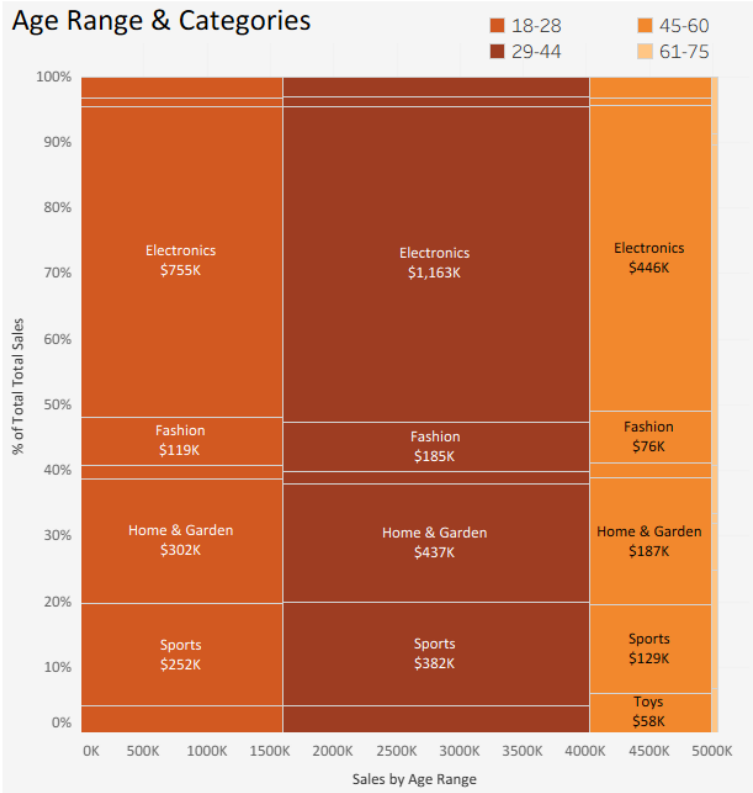
Sales Trend



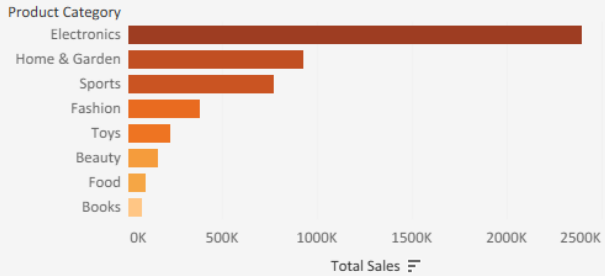
Sales by Age**



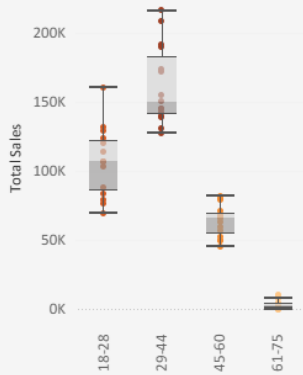
Age Range & Categories



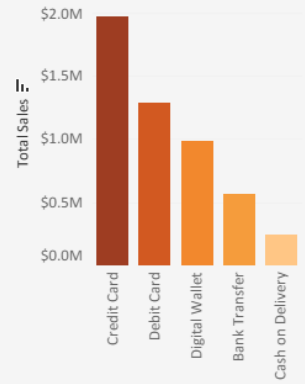
Sales by Categories**



Sales Trend by Age



Payment Method



Top Customers

Customer ID	Gender	
CUST_04705	Female	$22.0K
CUST_00061	Female	$21.5K
CUST_01984	Female	$21.4K
CUST_00525	Male	$21.3K
CUST_03721	Male	$20.7K
CUST_03174	Male	$18.7K
CUST_02052	Male	$18.7K
CUST_03494	Female	$18.0K
CUST_00472	Male	$17.3K
CUST_00642	Female	$16.2K

E-Commerce Customer Behavior & Sales Analysis

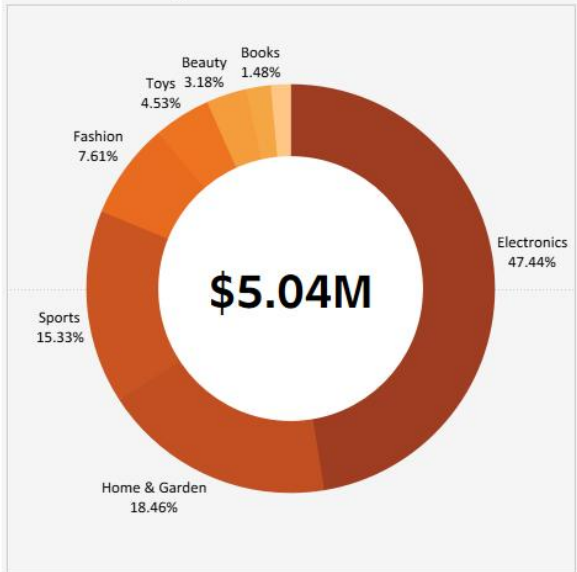
Dashboard

Customer

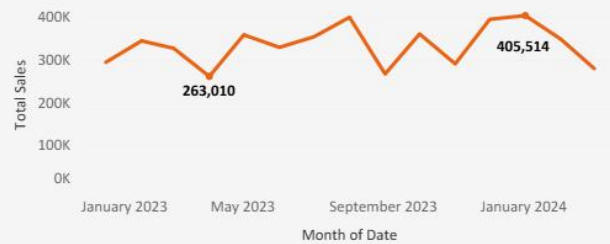
Product

Total Sales	Total Units Sold	Total Discount	Net Sales	Average Rating	No of Category
$5.04M	11,100	$124K	$4.9M	3.9	8

Product Categories**

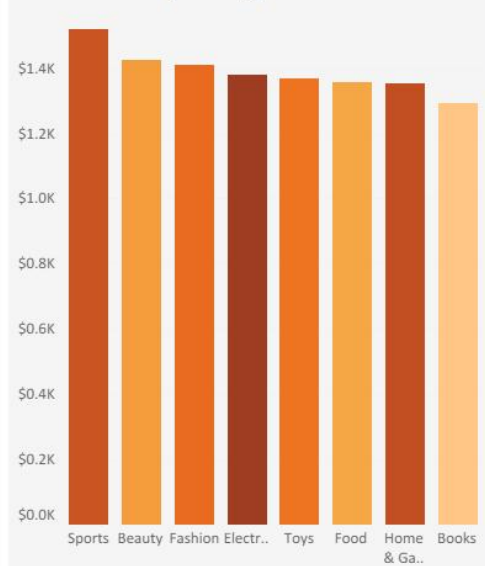


Sales Trend

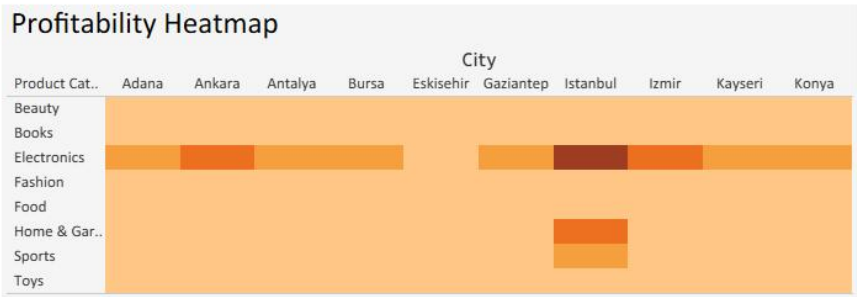


Discount Trend

Units Sold by Categories**

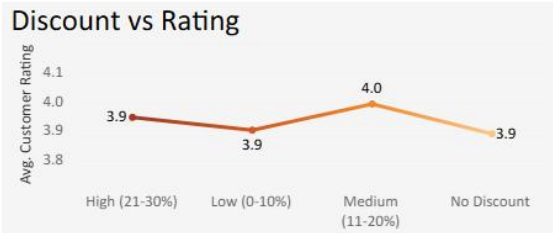


Profitability Heatmap



Discount Heatmap

Discount vs Rating



Product Category vs Rating

Delivery Days vs Rating