

ORDERS PROJECT

INDEX

1. Introduction
2. Methodology
3. Requirement Analysis
4. Other Parameters depending upon the Projects
5. All Visualization like All Charts which is there in the Dashboards
6. Insights from the Charts as well as Dashboards
7. Conclusion

Introduction

The orders department in a company that orders different products and needs their data to be analysis. For their order team to be able to make the right decisions based on the trends of the product's order and analysis customer behaviour in this project, we going to accomplish orders Analysis and other different tasks only using Power BI.

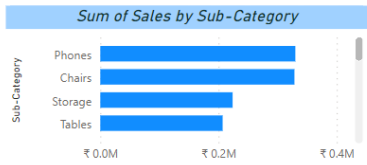
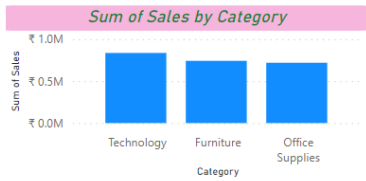
Methodology

The problem addressed in this project is to analysis the orders data of a superstore In different cities and states of united states and gain valuable insights to drive business decisions. The challenges include cleaning and transforming the raw data, and creating dashboards for analysing the data.

Requirement Analysis

orders Analysis is to be done to identify total sales month wise, category wise, segment wise etc Also the product sold city wise and profit generated from it.

All Visualization like All Charts which is there in the Dashboards



year,quarter,month,day

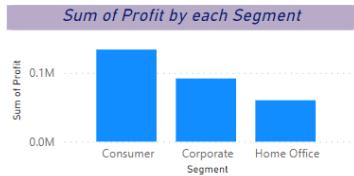
Year, Quarter, Month, Day

☐ 2014

☐ 2015

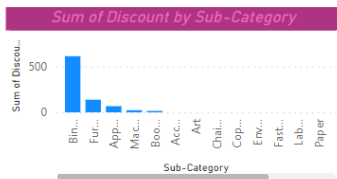
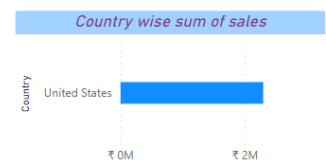
☐ 2016

☐ 2017



City-wise Sum of Sales

Country	Region	State	City	Sum of Sales
United States	Central	Illinois	Arlington Heights	₹ 1.1M
United States	Central	Illinois	Aurora	₹ 7.57M
United States	Central	Illinois	Bloomington	₹ 96M
United States	Central	Illinois	Bolingbrook	₹ 21M
Total				₹ 22,97,201.07



Date OrderID, Customer Name, Sum of Sales, Sum of Profit, Sum Of quantity

Year	Quarter	Month	Day	Order ID	Customer Name	Sum of Sales by Year	Sum of Profit	Sum of Qua
2014	Qtr 1	January	2	CA-2014-140795	Bradley Drucker	₹ 468.9	₹ 468.9	
2014	Qtr 1	January	3	CA-2014-104269	Dave Brooks	₹ 457.57	₹ 457.57	
2014	Qtr 1	January	3	CA-2014-113880	Vicky Freymann	₹ 651.59	₹ 651.59	
2014	Qtr 1	January	3	CA-2014-131009	Shahid Collister	₹ 574.19	₹ 574.19	
2014	Qtr 1	January	3	CA-2014-168213	Julietta Weimer	₹ 512.96	₹ 512.96	
Total						₹ 22,97,201.07	₹ 22,97,201.07	31

Sum of Profit

₹ 22,97,201.07

Minimum Profit

₹ 0.44

Maximum Profit

₹ 22,638,48

Targetvalue

500

Sum of Sales by City and Category

City	Furniture	Office Supplies	Technology	Total
New York City	₹ 75,691.03	₹ 71,361	₹ 1,09,316.09	₹ 2,56,368.12
Los Angeles	₹ 54,000.06	₹ 48,821.48	₹ 73,029.79	₹ 1,75,851.33
Seattle	₹ 40,995.88	₹ 36,038.49	₹ 42,506.37	₹ 1,19,540.74
San Francisco	₹ 36,357.32	₹ 42,253.14	₹ 34,058.63	₹ 1,12,669.09
Philadelphia	₹ 36,495.54	₹ 30,658.2	₹ 41,923.35	₹ 1,09,077.09
Houston	₹ 23,183.2	₹ 16,369.52	₹ 24,951.99	₹ 64,504.71
Chicago	₹ 12,495.24	₹ 13,860.25	₹ 22,184.1	₹ 48,539.59
San Diego	₹ 30,034.74	₹ 7,732.63	₹ 10,764.70	₹ 47,531.07
Total	₹ 7,41,999.98	₹ 7,19,046.99	₹ 8,36,154.1	₹ 22,97,201.07

Sum of Sales by State and Region

State	Central	East	South	West
Alabama			₹ 19,510.64	
Arizona				₹ 3,110.13
Arkansas			₹ 11,678.13	
California				₹ 4,510.13
Colorado				₹ 3,110.13
Connecticut		₹ 13,384.36		
Delaware		₹ 27,451.07		
Total	₹ 5,01,239.88	₹ 6,78,781.36	₹ 3,91,721.9	₹ 7,25

Sum of Sales by State

State	Sum of Sales
Alabama	₹ 19,510.64
Arizona	₹ 35,282.02
Total	₹ 22,97,201.07

Show the table of Year, Profit, and Sales

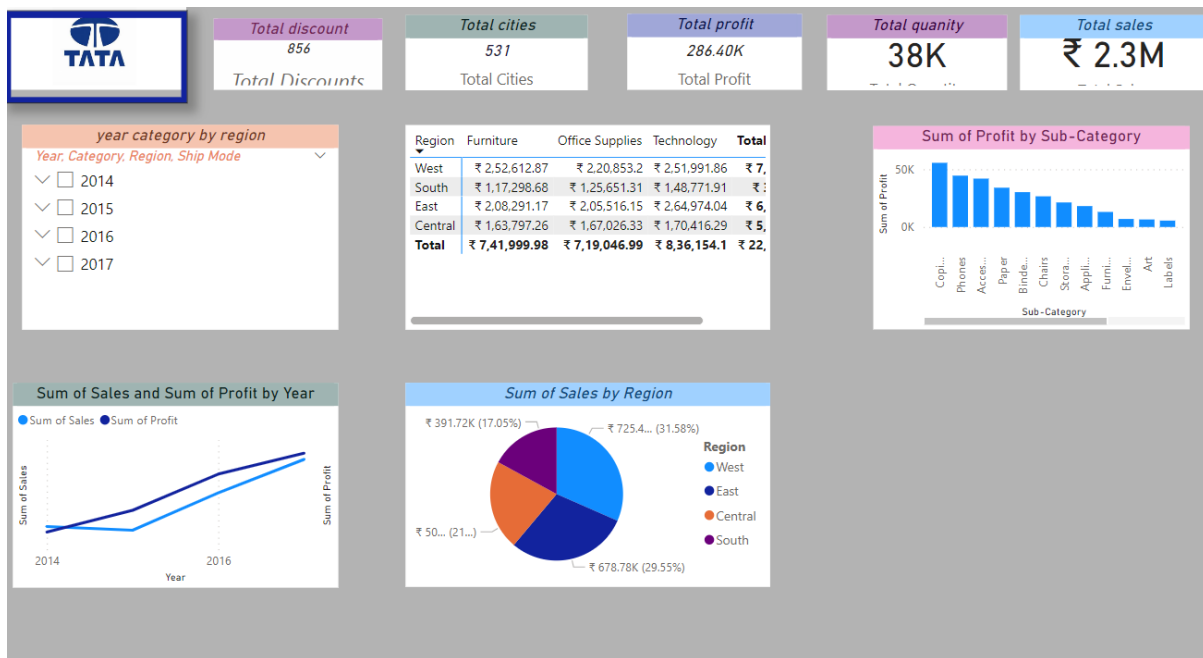
Sum of Year	Sum of Profit	Sum of Sales
20145128	2,86,397.62	₹ 22,97,201.07

Show Sum of sales and target by Year

Year	Sum of Sales by Year	Targetval
2017	₹ 7,33,215.19	500
Total	₹ 22,97,201.07	500

Sum of Sales by year

Year	Sum of Sales by Year
2014	₹ 4,84,247.56
2015	₹ 4,70,532.46
Total	₹ 22,97,201.07



Insights from the Charts as well as Dashboards

Orders of Consumer is more compared to Corporate and home office Sum of orders is 2.3M, Total Profit is 286.40K Quantity is 38k, total discount given is 856 Insights shows daily profit Sales in the last month is more.

Conclusion

1. Increase marketing efforts for Office Supplies and Corporate products
2. Focus on Furniture, Technology and Office Supplies
3. Promote Technology products, especially phones, as Christmas gifts during November and December.
4. Focus on increasing sales and profits in states with low performance such as South Dakota, District of Columbia, Kansas, Maryland, Nevada, North Carolina, Arkansas, Oregon.
5. Increase efforts to improve profits in the South region and the Furniture category.
6. Conduct market research to understand the needs and preferences of customers in

states, Montana, North Dakota, Idaho, and Wyoming. Develop a targeted