DESCRIPTION

Background

E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming commonplace.

Objective

An Online E-Commerce Company wants to design a Sales dashboard to analyze the sales based on various product categories. The company wants to add user control for product category, so users can select a category and can see the trend month-wise and product-wise accordingly.

Domain: E-Commerce

Dataset Description

We will be using E-Commerce Dashboard.xlsx Dataset here.

* **E-Commerce Dashboard which covers Orders data for various Product Category;**

Within this file you will find the following fields:

Field	Description
Order ID	Unique Order ID of a product
Order Date	Order Placement Date
Ship Date	Shipment Date of the placed order
Aging	Used to Create Histogram Bin
Ship Mode	Shipment mode of placed order
Product Category	Product Category
Product	Name of the Product
Sales	Sales Amount
Quantity	The amount or number of a material
Discount	A deduction from the usual cost of something
Profit	Obtain a financial advantage or benefit

Shipping Cost	The amount required to ship the placed order
Order Priority	Precedence of placed order
Customer Id	Unique Customer ID
Customer Name	Name of the Customer
Segment	ProductSegment(i.e.Home Office/Corporate/Consumer etc.)
City	Unique City Name
State	Unique State Name
Country	Unique Country Name
Region	Especially the part of a country
Months	The month of placing the order

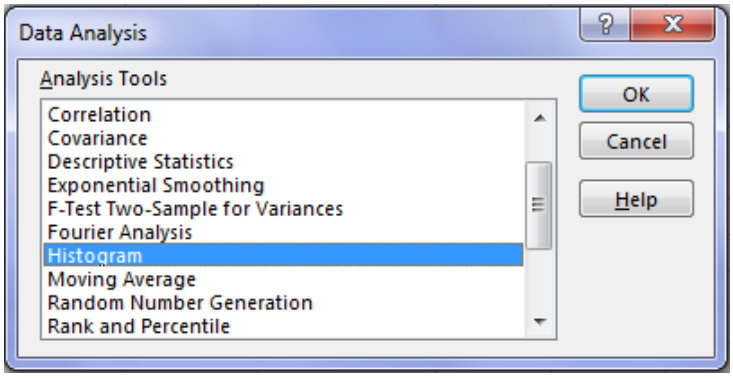
Analysis Tasks

- Use the Saved Sample – E-Commerce database.
- Create a histogram to analyse a number of shipping days.

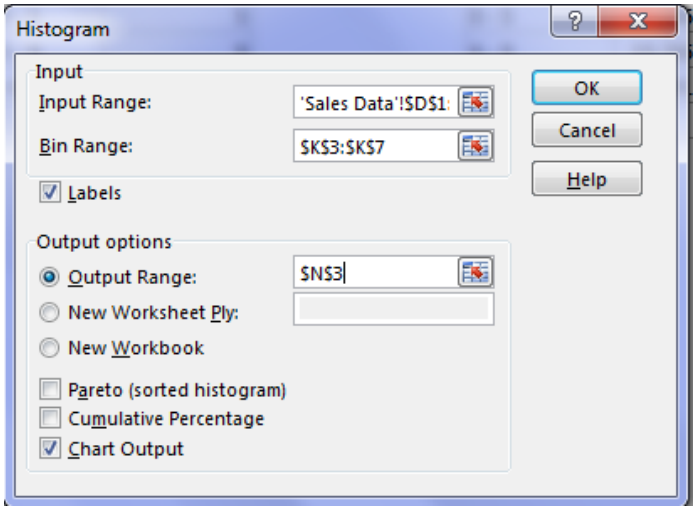
Hints Steps Utilised :

Sample Step Create Histogram for Shipping Days(Aging)

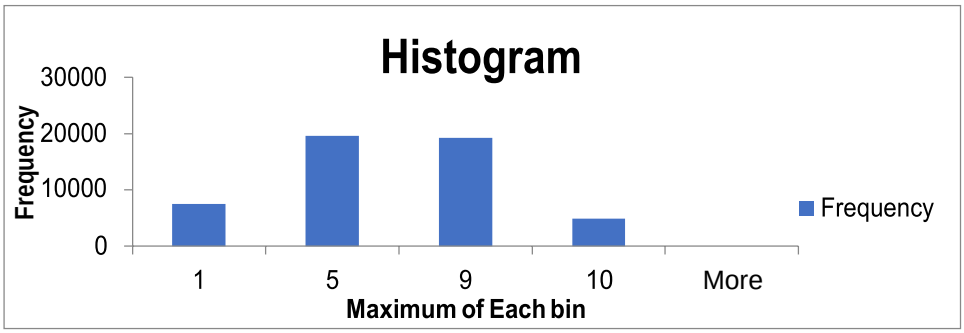
To create a histogram, click the Data Tab, Under Analysis Group (Right Corner), Click Data Analysis. Now, select Histogram and click ok. A histogram dialog box will appear.



In the histogram dialog box, first, click the Label's Checkbox as we have labels in our data. After that, In the **Input reference box** select the range **("Sales Data!D1: D51291")** of our data and in the **Bin Range Reference box** select **("Working!K3: K7")**.In the **Output section**, select range "Working!N3" for a binning table, click Histogram checkbox and then ok.



Created Histogram Using Above mentioned Steps below :



- Prepare a table of Sales and Profit month-wise in one sheet, named it as 'Working Sheet'. Second Table is linked with comb box and made by inserting pivot table using sales table data by dragging appropriate data into various columns.

Months	Sum of Sales	Sum of Profit
Jan	676313	313566.3467
Feb	610240	286102.6233
Mar	686681	317186.0067
Apr	659404	308364.5133
May	672547	313751.2467
Jun	664560	307585.0233
Jul	685152	318703.2
Aug	670788	310442.8433
Sep	658844	305334.4567
Oct	689116	320748.67
Nov	656663	304716.1
Dec	693073	323401.92
Grand Total	**8023381**	**3729902.95**

- Prepare the sales table region-wise in the working sheet. Code Used

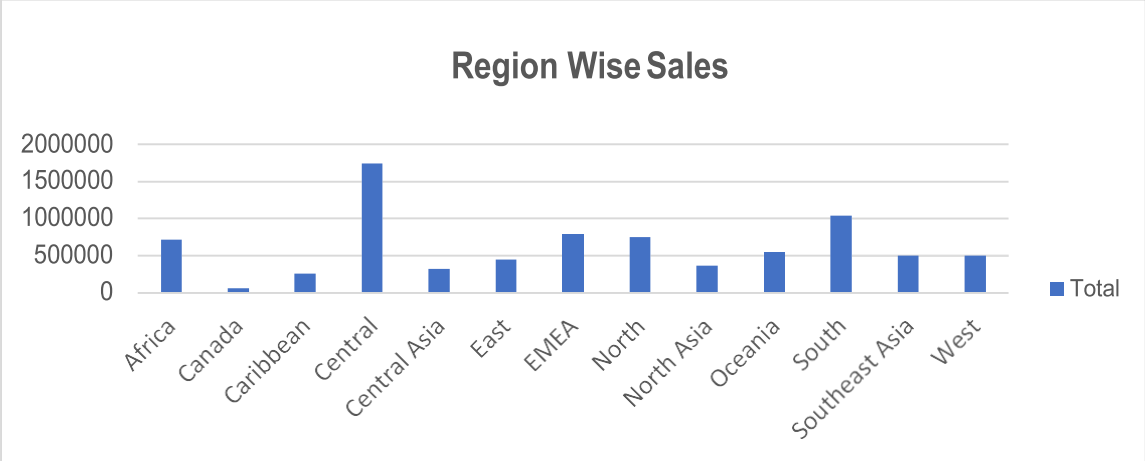
Regions	Sum of Sales
Africa	713074
Canada	60003
Caribbean	260495
Central	1735900
Central Asia	321005
East	446468
EMEA	788072
North	750482
North Asia	369816
Oceania	544827
South	1034884
Southeast Asia	500923
West	497432
Grand Total	**8023381**

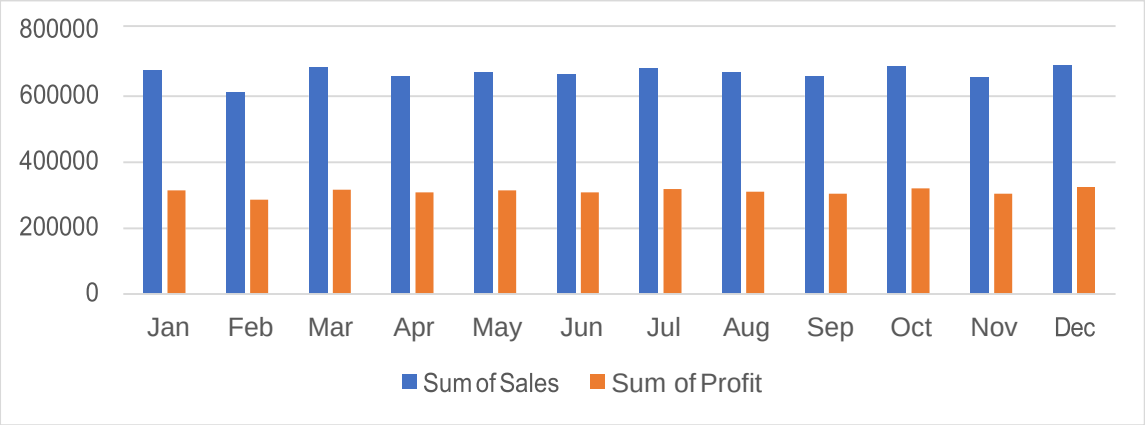
- Create a User Control Combo box for Product Category.

Code Used :
Electronic Box Shown above values gets populated accordingly as 1,2,3,4 respectively from various categories as shown above =OFFSET(Q1,R2,0)

- Create Column Chart of a month-wise table and region-wise table
  Steps Followed :
  Select the column pertaining to month wise sales and profit and region wise sales and then click on Insert-> Data-> Chart and click on clustered 2D Chart to get output as below.

Next Right Click on Chart and format it as per requirements by clicking format fields and axis

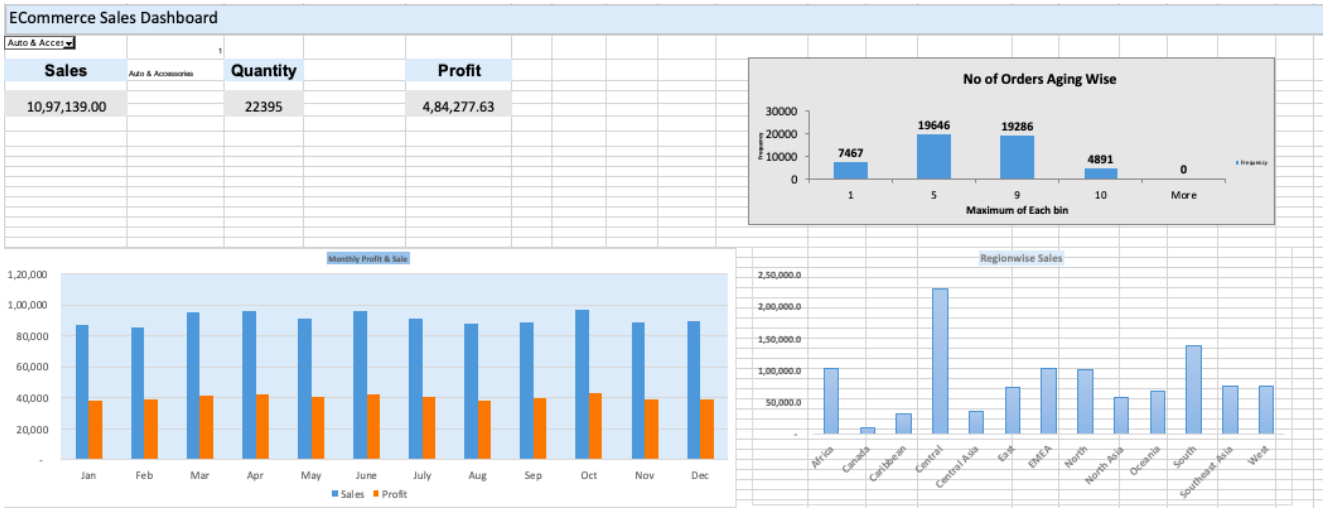




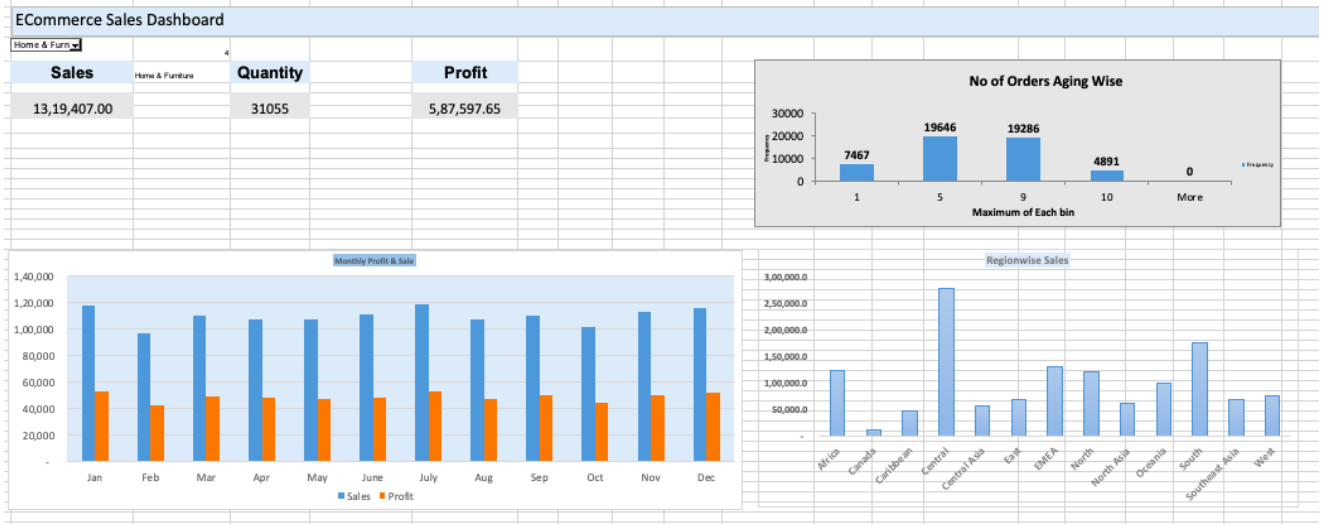
- Link the table with combo box.
  Code Used : Using SUMIFS function and pulling data from sales table
  Sales Box Value = SUMIFS('Sales Data'!$H:$H,'Sales Data'!$F:$F, Working!$R$3)
  Quantity Box Value =SUMIFS('Sales Data'!$I:$I,'Sales Data'!$F:$F, Working!$R$3)
  Profit Box Value = SUMIFS('Sales Data'!$K:$K,'Sales Data'!$F:$F,Working!$R$3)

- Create a dashboard.
  Created as per requirements meticulously designed and it matches with the sample output.

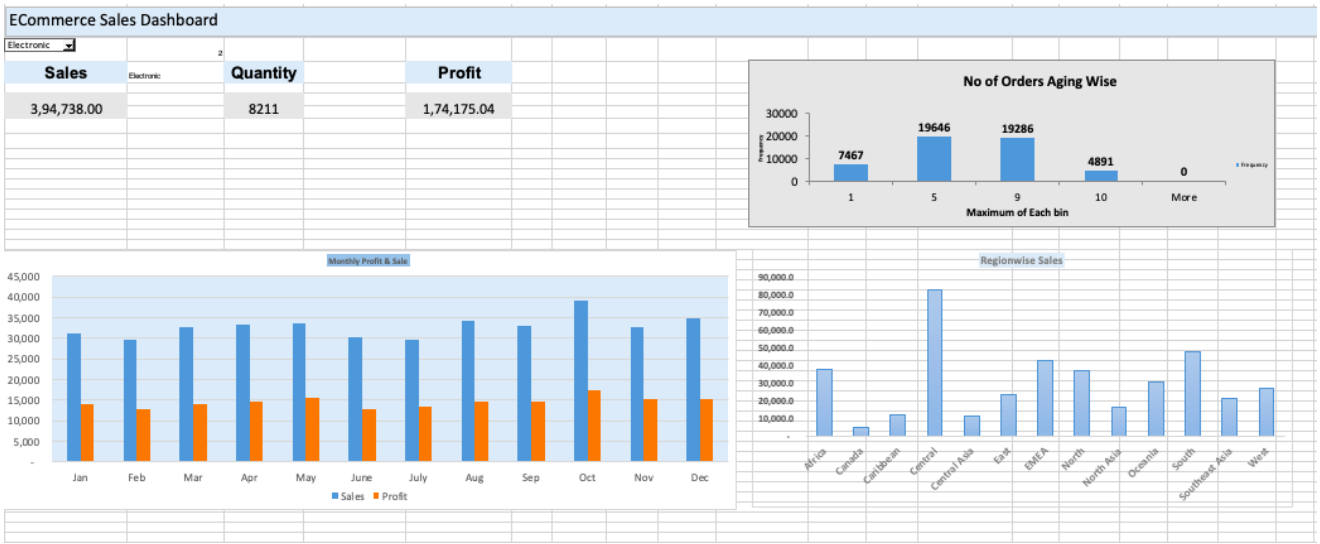
Created As shown Below : Auto & Accecorries



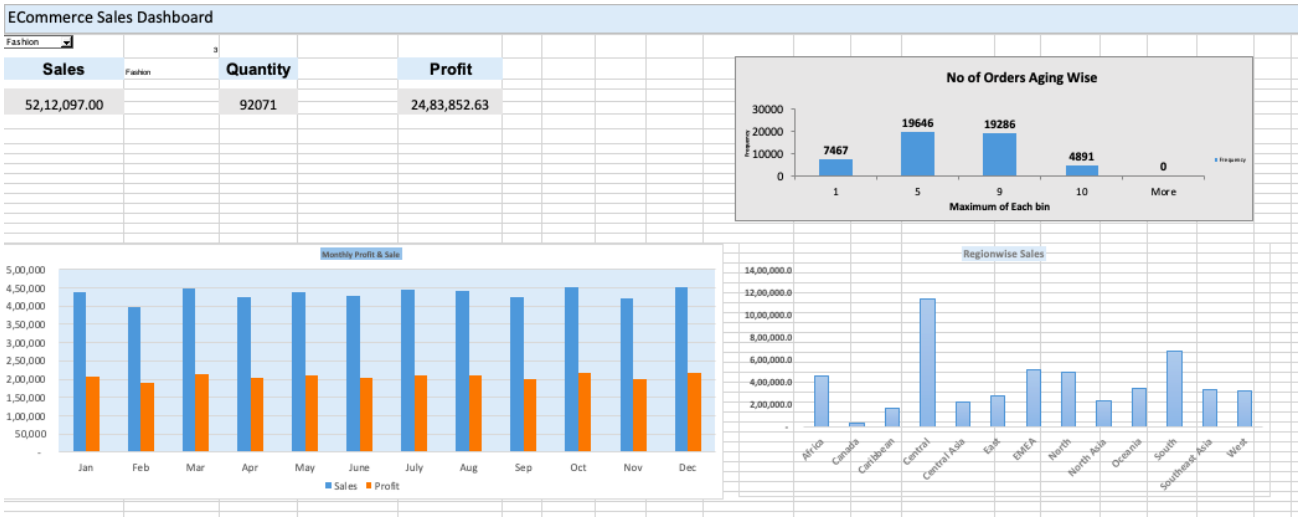
Home & Furniture



Electronics



Fashion



Sample Output :

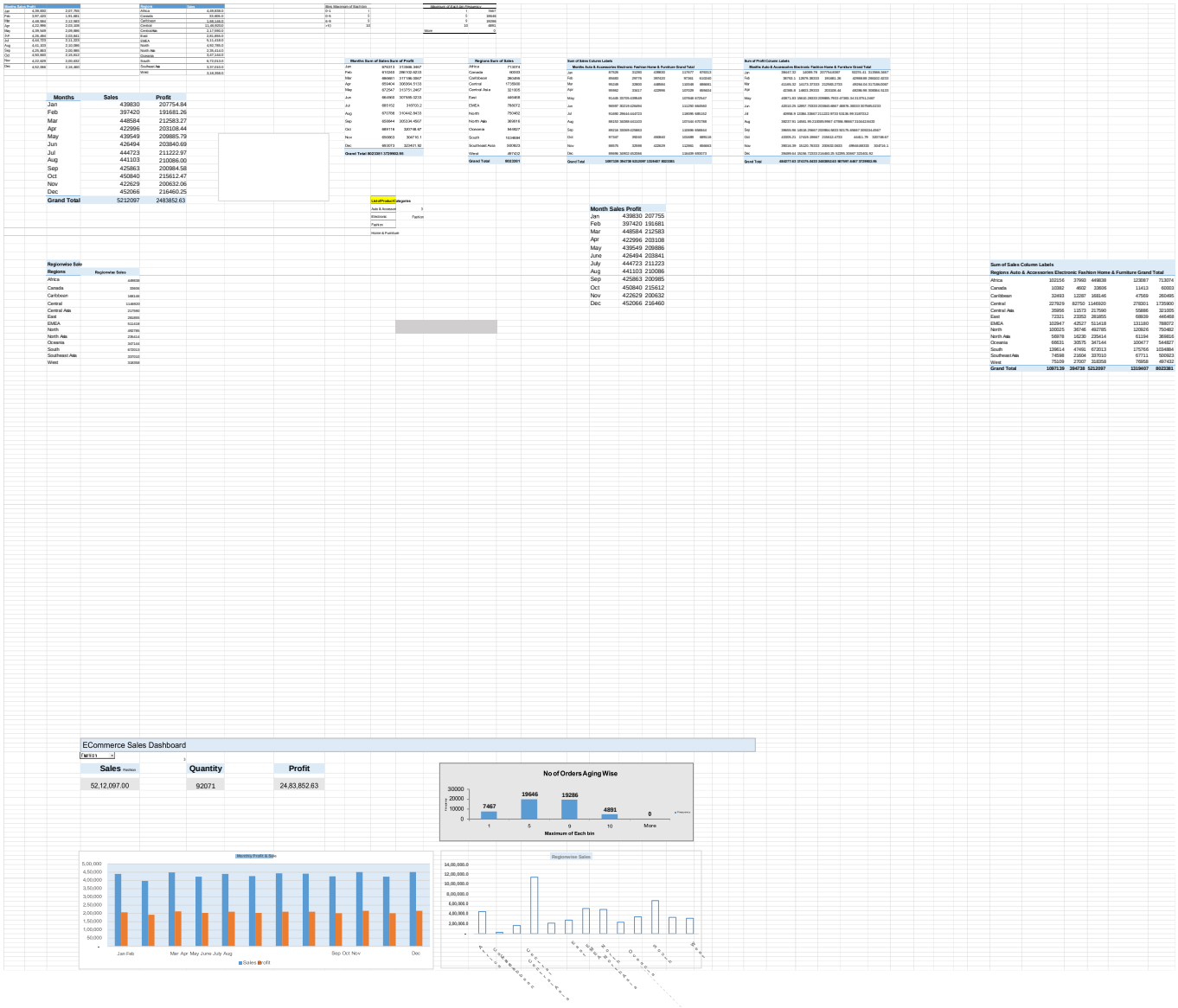
Note: Sample output is given, please make it a meticulous as per the project statement.

Below I have attached my excel sheet too where I have done all the workings and created a dashboard too with all the tables shown as per requirements.

Working Sheet.xlsx

Business Analytics With Excel

E-Commerce Sales Dashboard



Months	Sales	Profit
Jan	439830	207754.84
Feb	397420	191681.26
Mar	448584	212583.27
Apr	422996	203108.44
May	439549	209885.79
Jun	426494	203840.69
Jul	444723	211222.97
Aug	441103	210086.00
Sep	425863	200984.58
Oct	450840	215612.47
Nov	422629	200632.06
Dec	452066	216460.25
Grand Total	**5212097**	**2483852.63**

Month	Sales Profit
Jan	439830 207755
Feb	397420 191681
Mar	448584 212583
Apr	422996 203108
May	439549 209886
June	426494 203841
July	444723 211223
Aug	441103 210086
Sep	425863 200985
Oct	450840 215612
Nov	422629 200632
Dec	452066 216460

EComerce Sales Dashboard

Sales	Quantity	Profit
52,12,097.00	92071	24,83,852.63