

# E-COMMERCE Dashboard





# Price Varying by Brand/Category/Time/Channel



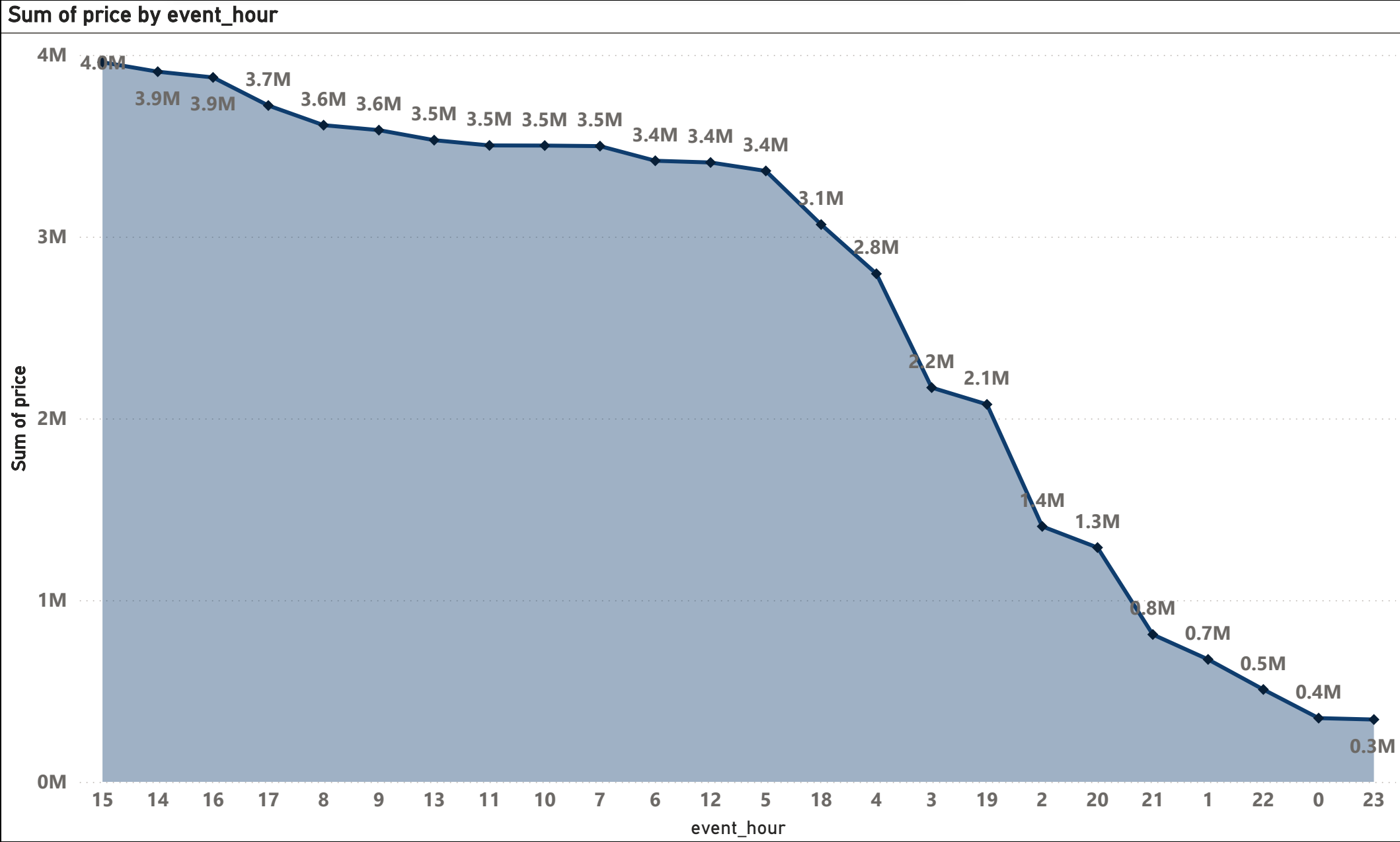
Parameter

☐ brand

☐ Channel

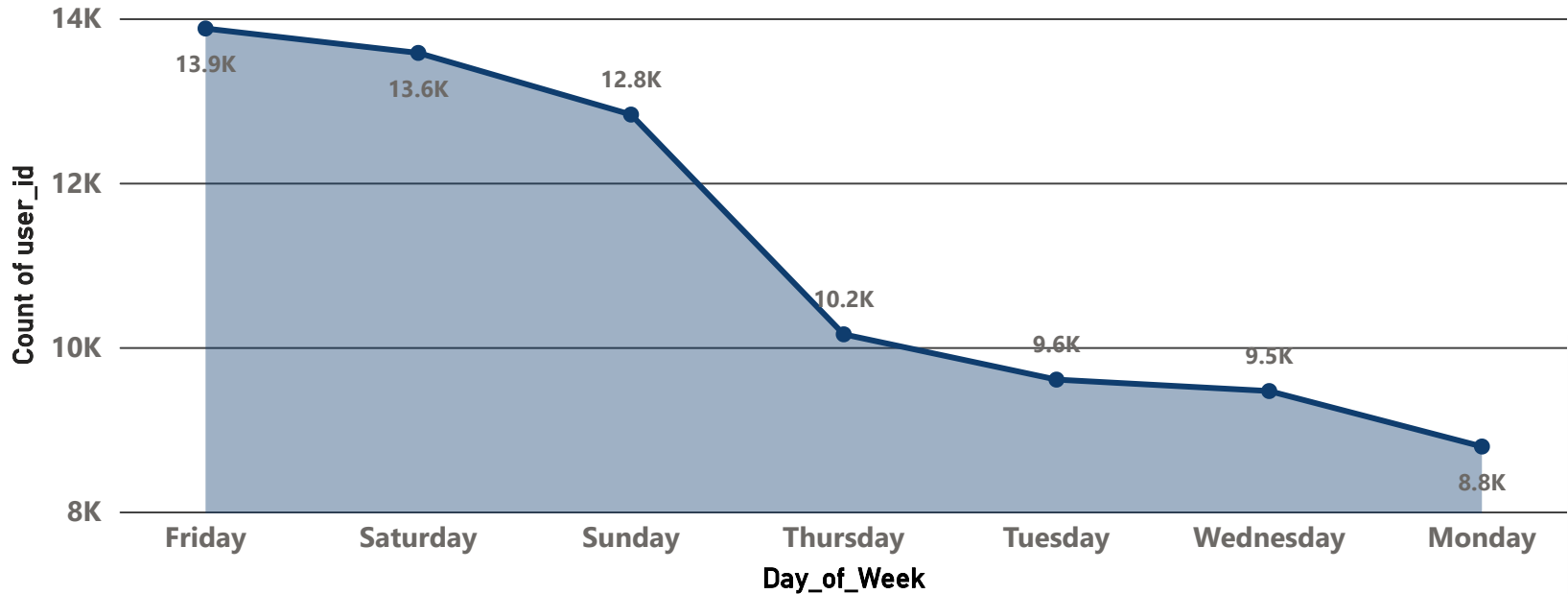
☐ category

☒ event\_hour





Count of user\_id by Day\_of\_Week



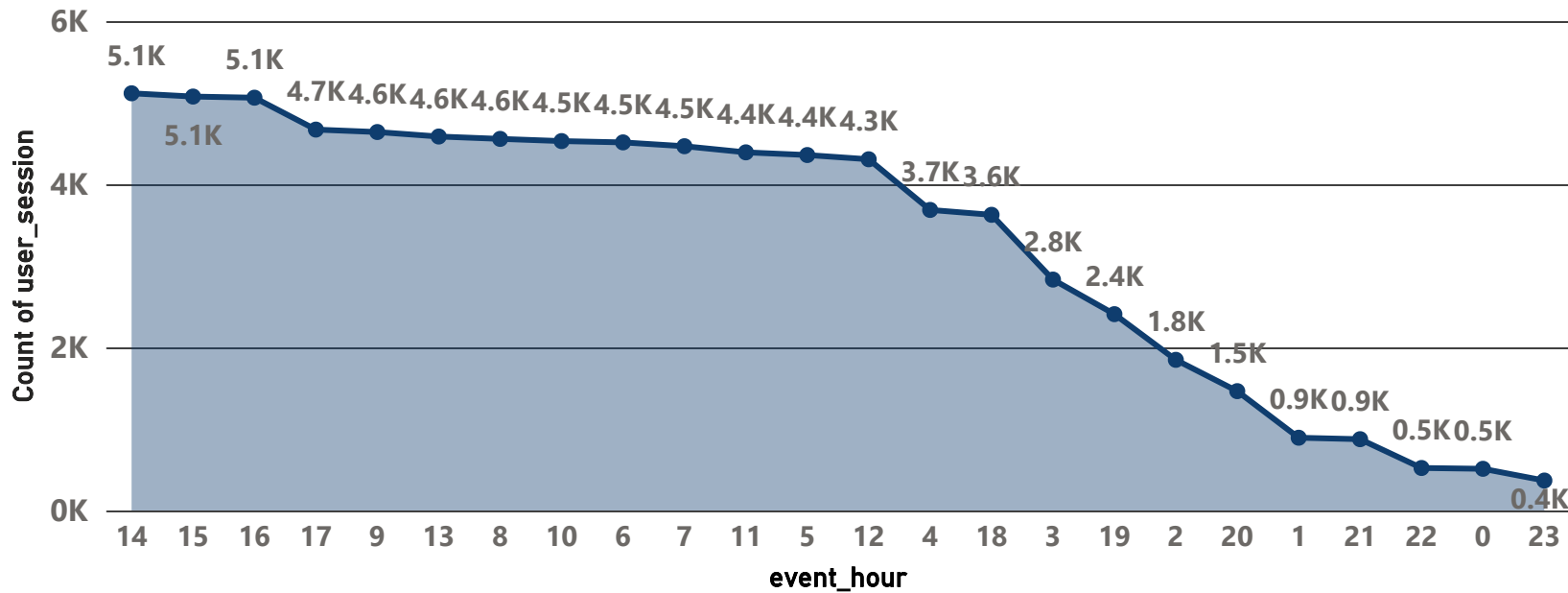
Channel



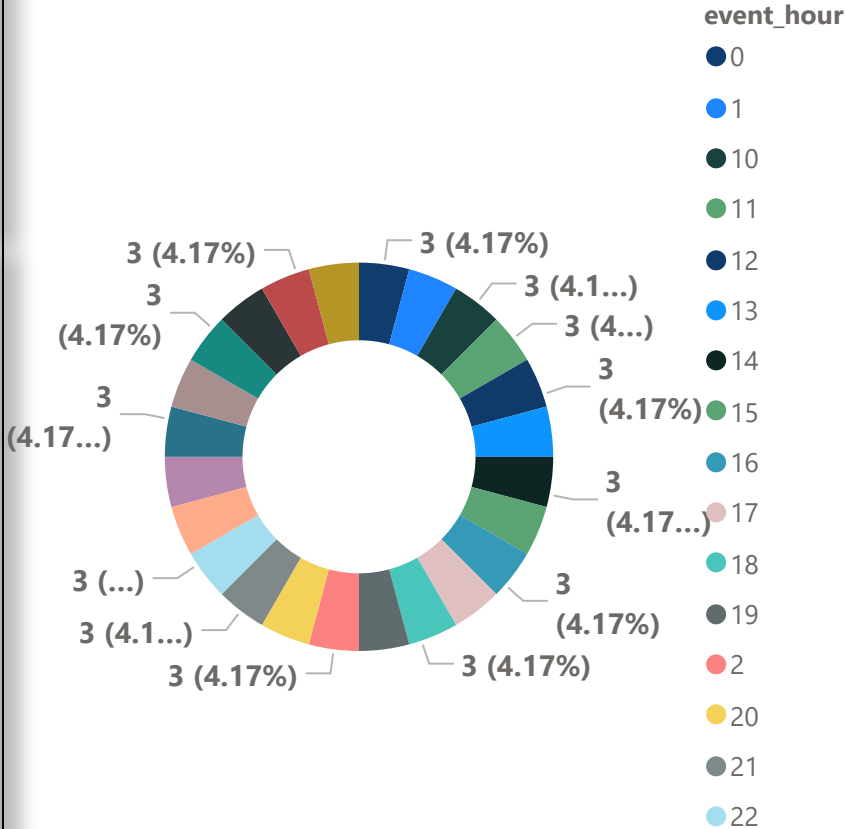
App

Browser

Count of user\_session by event\_hour



Count of event\_type by event\_hour





649.87K

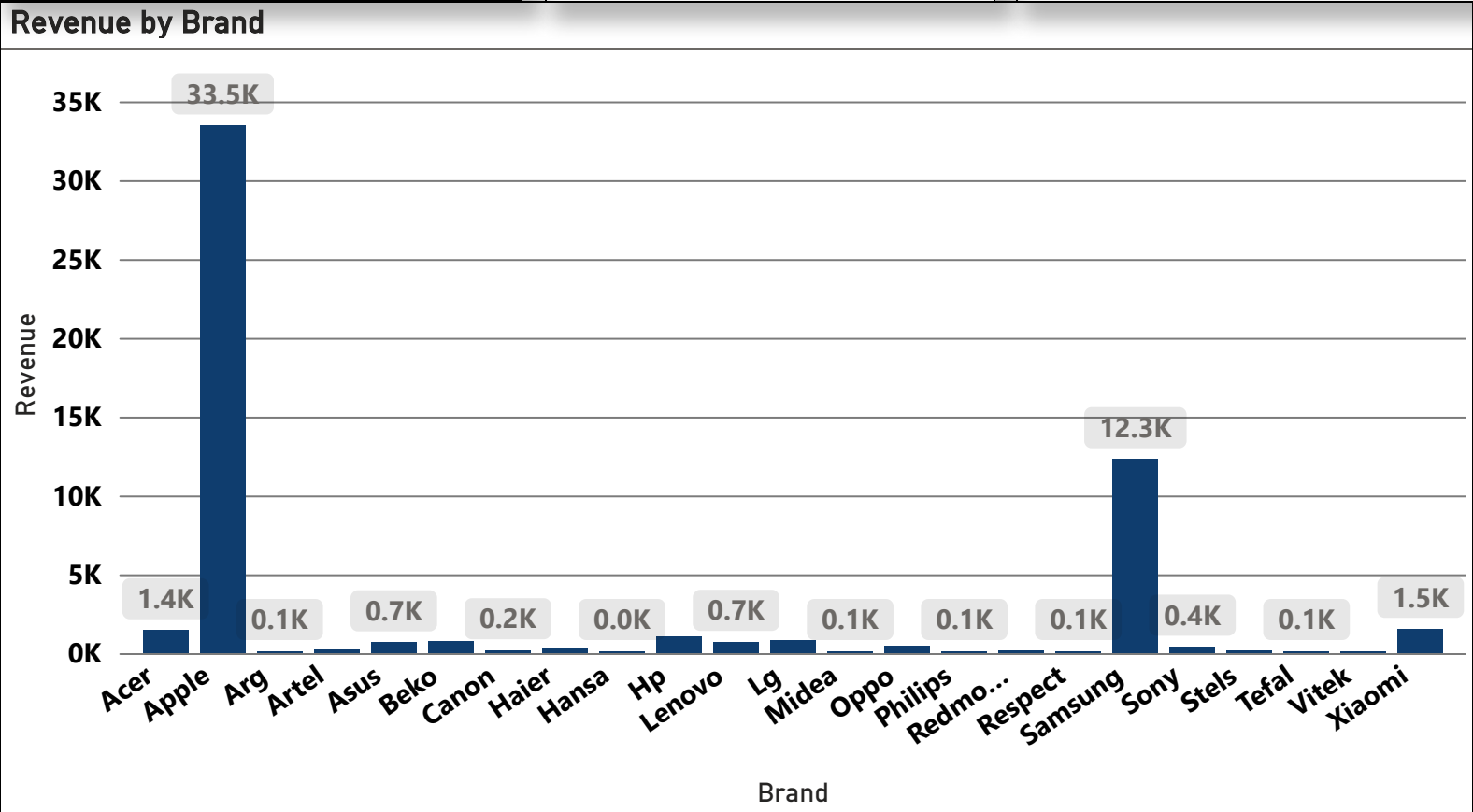
Potential\_Revenue

895

Count of product\_id

649.87K

Sum of price



Channel

☐ App

☒ Browser

State

☐ AK

☐ AL

☐ AR

☐ AZ

☐ CA

☐ CO

☐ CT

☐ DC

☐ DE

☐ FL

☒ GA

☐ HI

Months

Parameter Q3

☐ Brand

☐ Category

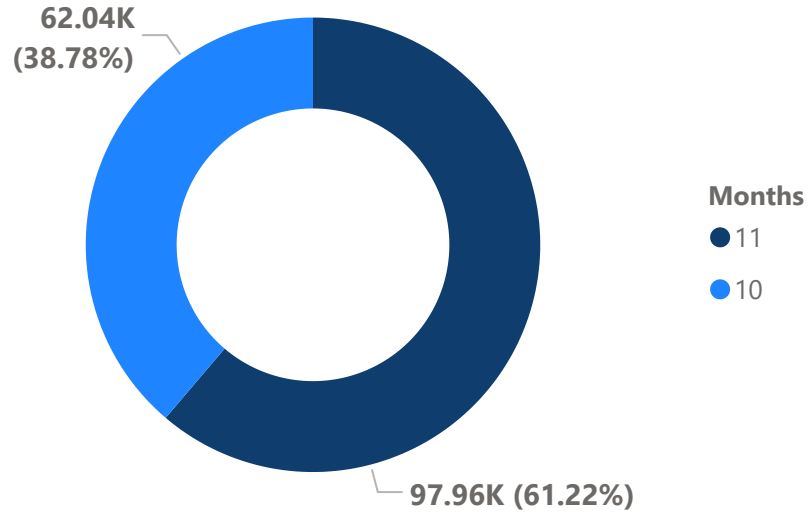
☐ Event\_hour

☐ Event\_time

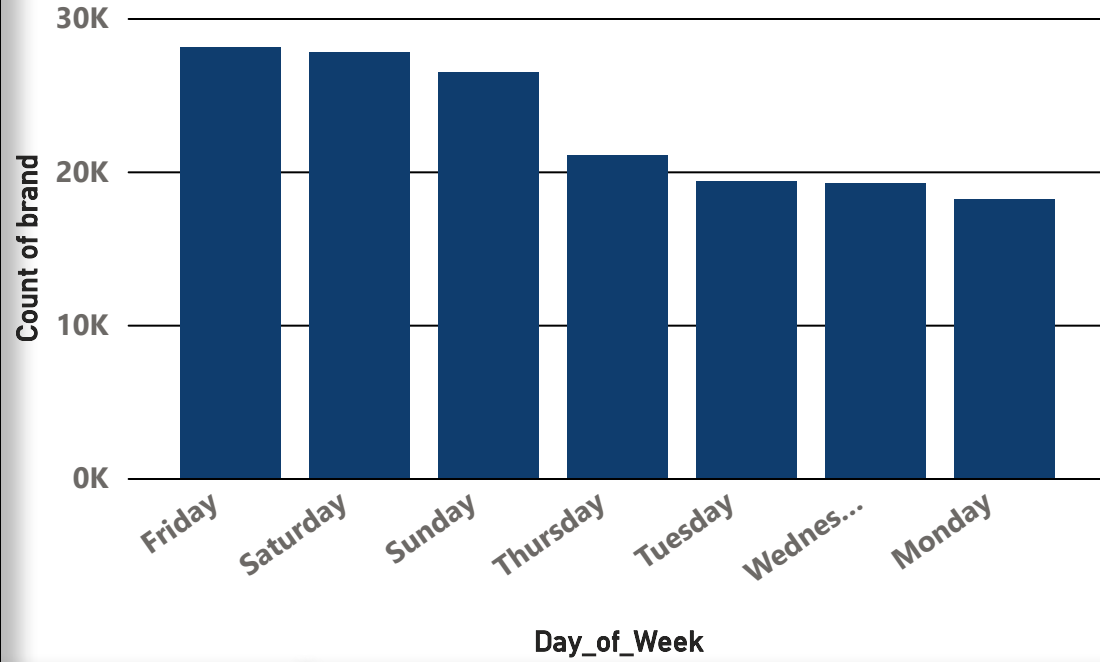
☐ Revenue

☐ Product\_id

Count of category by Months



Count of brand by Day\_of\_Week



Channel

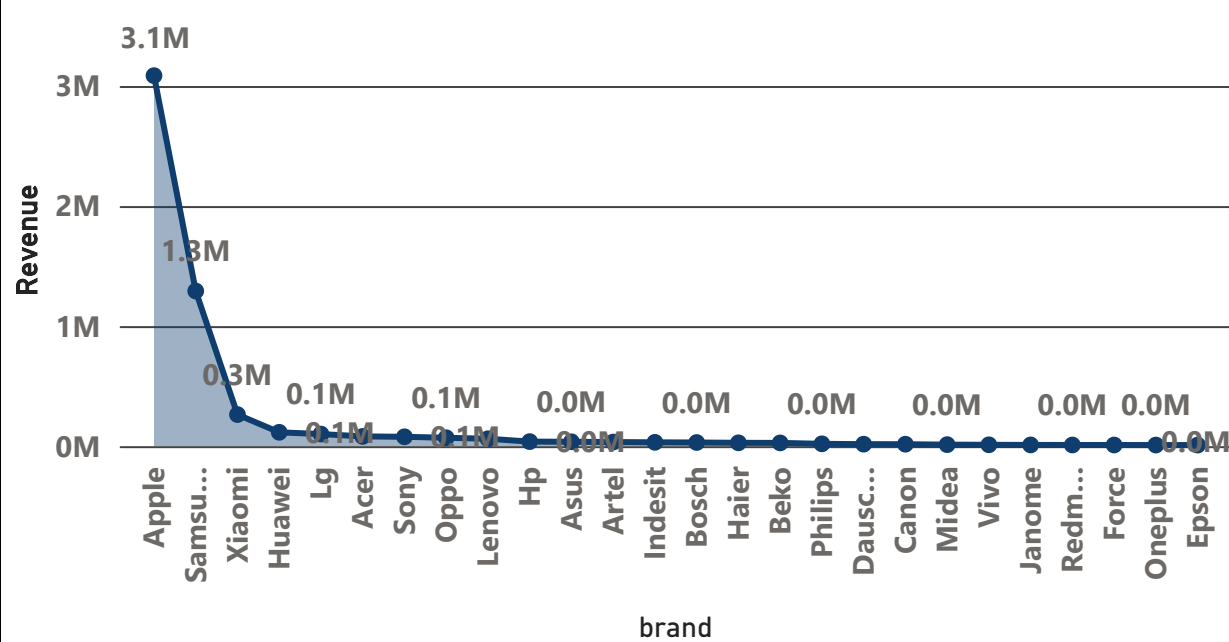


App

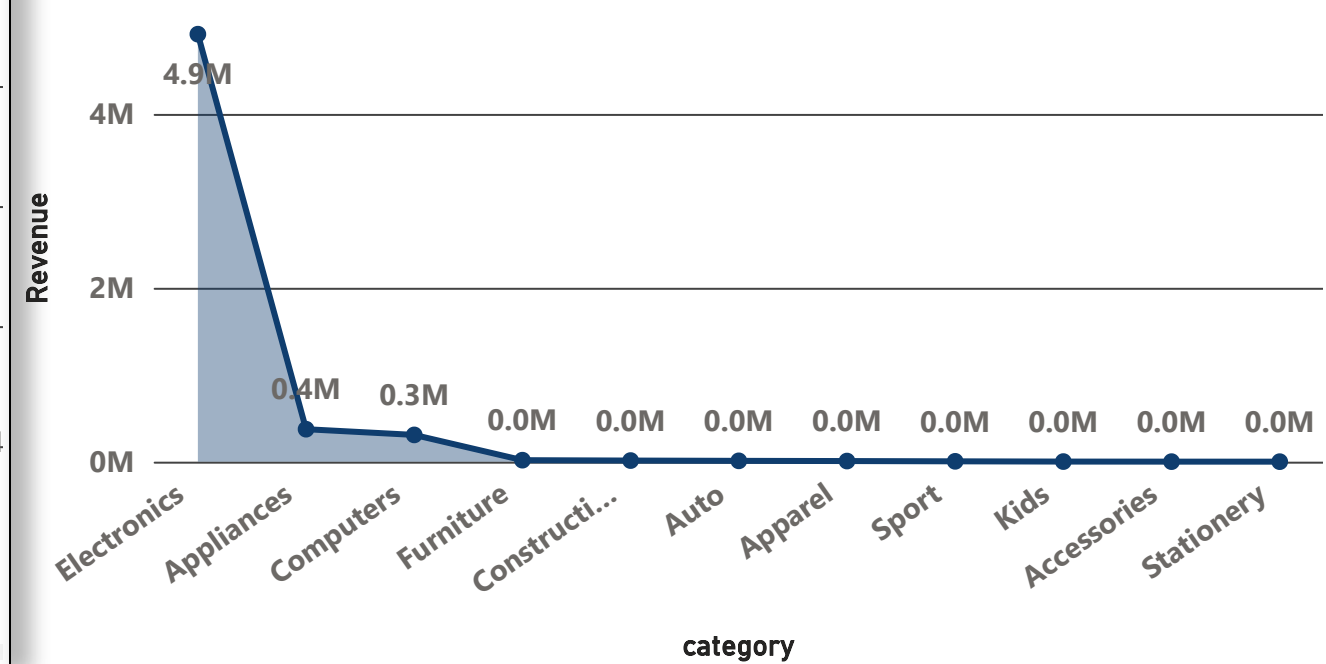


Browser

Revenue by brand



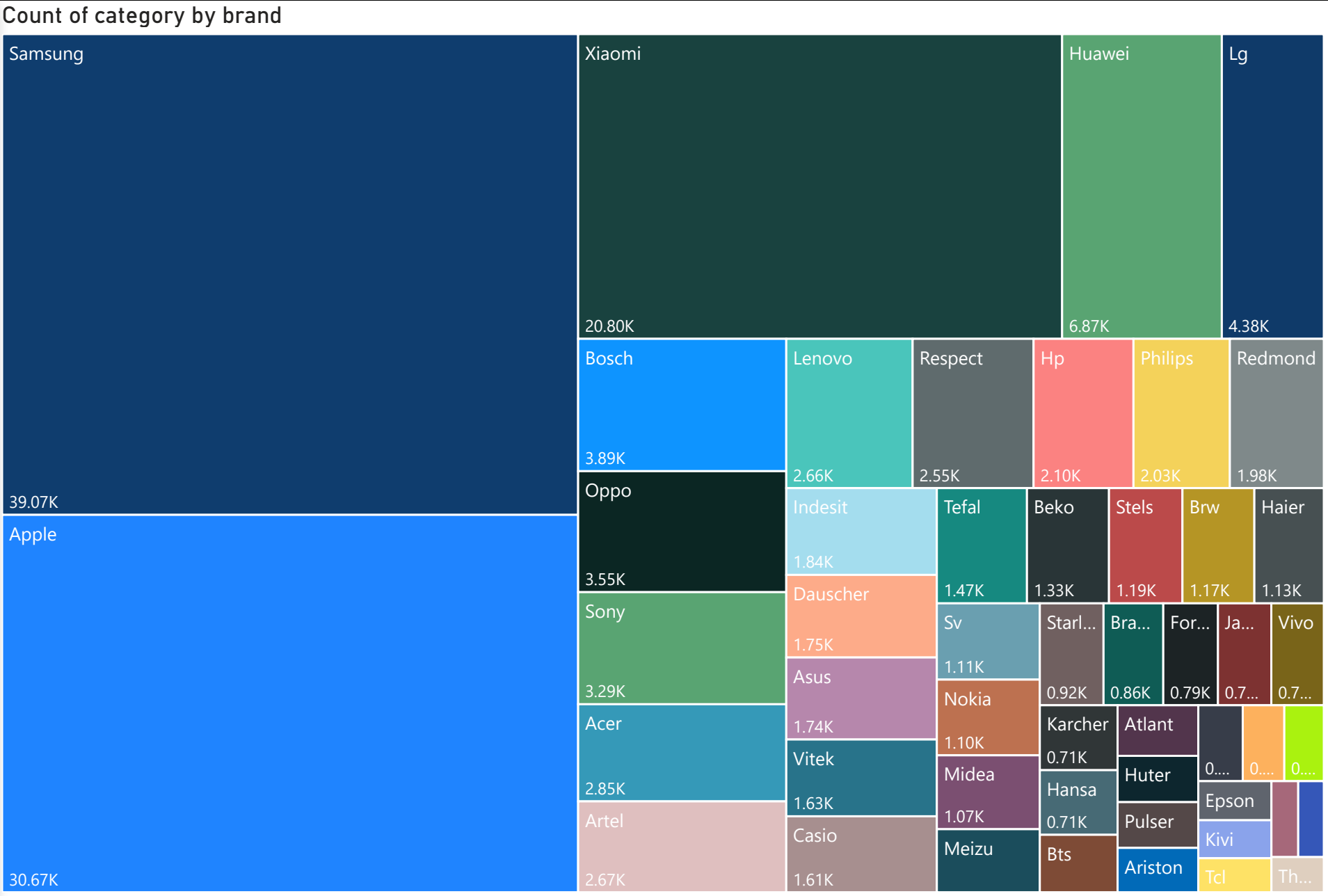
Revenue by category





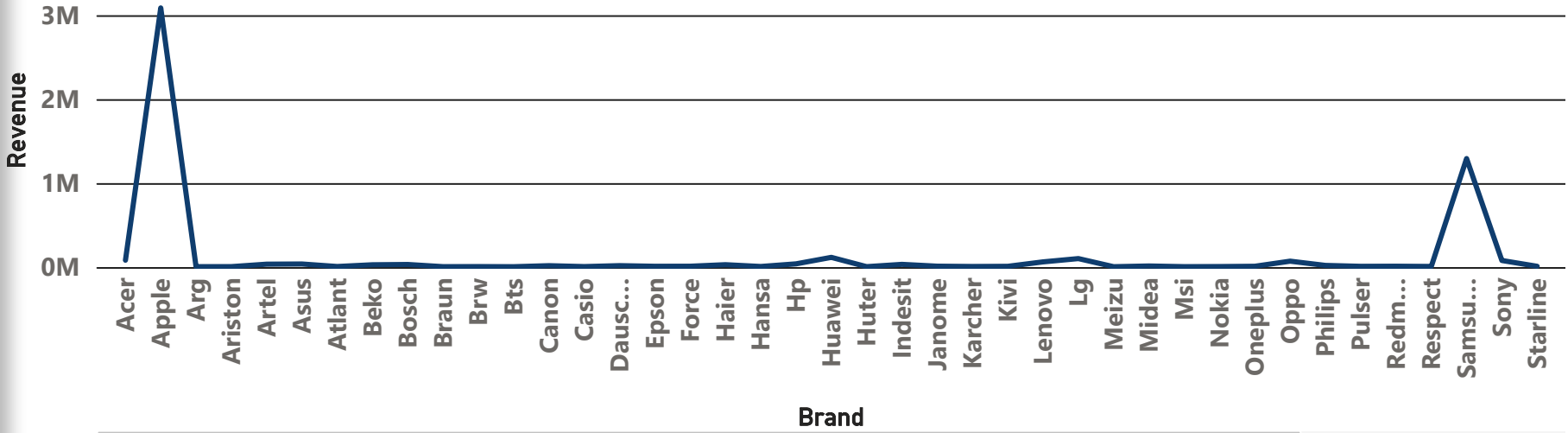
# Brand Search by Category vs. Category Search by Brand

Category search by Brand		
brand	category	Count of category
Samsung	Electronics	34413
Apple	Electronics	29897
Xiaomi	Electronics	19712
Huawei	Electronics	6848
Samsung	Appliances	4341
Oppo	Electronics	3552
Bosch	Appliances	3400
Sony	Electronics	3240
Acer	Computers	2818
Lg	Appliances	2577
Respect	Apparel	2487
Lenovo	Computers	2459
Artel	Electronics	2005
Redmond	Appliances	1979
Hp	Computers	1974
Indesit	Appliances	1843
Dauscher	Appliances	1749
Asus	Computers	1718
Lg	Electronics	1717
Philips	Appliances	1684
Casio	Electronics	1613
Vitek	Appliances	1610
Beko	Appliances	1333
Tefal	Appliances	1285
Brw	Furniture	1169
Nokia	Electronics	1100
Sv	Furniture	1051
Total		160000

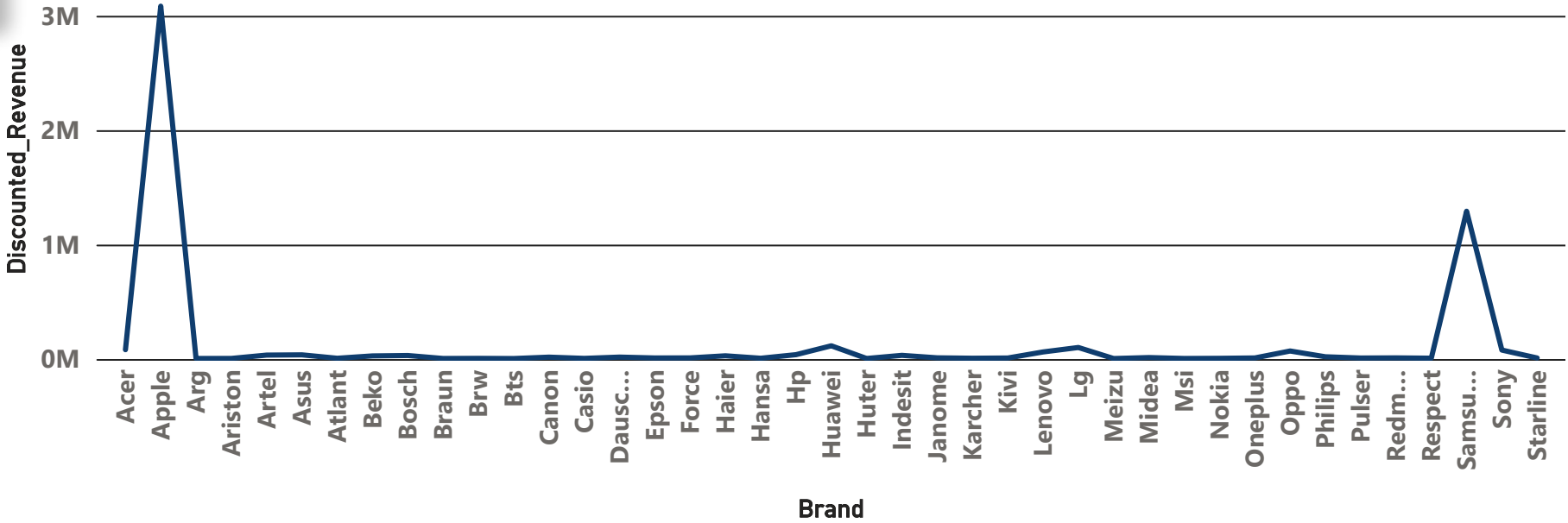


category	Discounted_Revenue	Revenue
Stationery	115.5600	115.5
Sport	3,995.2400	3995.2
Kids	1,169.9400	1169.9
Furniture	17,204.6500	17204.6
Electronics	49,13,956.9340	4917188.1
Construction	12,827.3200	12827.3
Computers	3,07,816.8685	307850.3
Auto	9,574.9600	9574.9
Appliances	3,73,436.9890	373502.3
Apparel	7,134.6600	7134.6
Accessories	413.9500	413.9
Total	56,47,647.0715	5650977.1

Revenue by Brand



Discounted\_Revenue by Brand

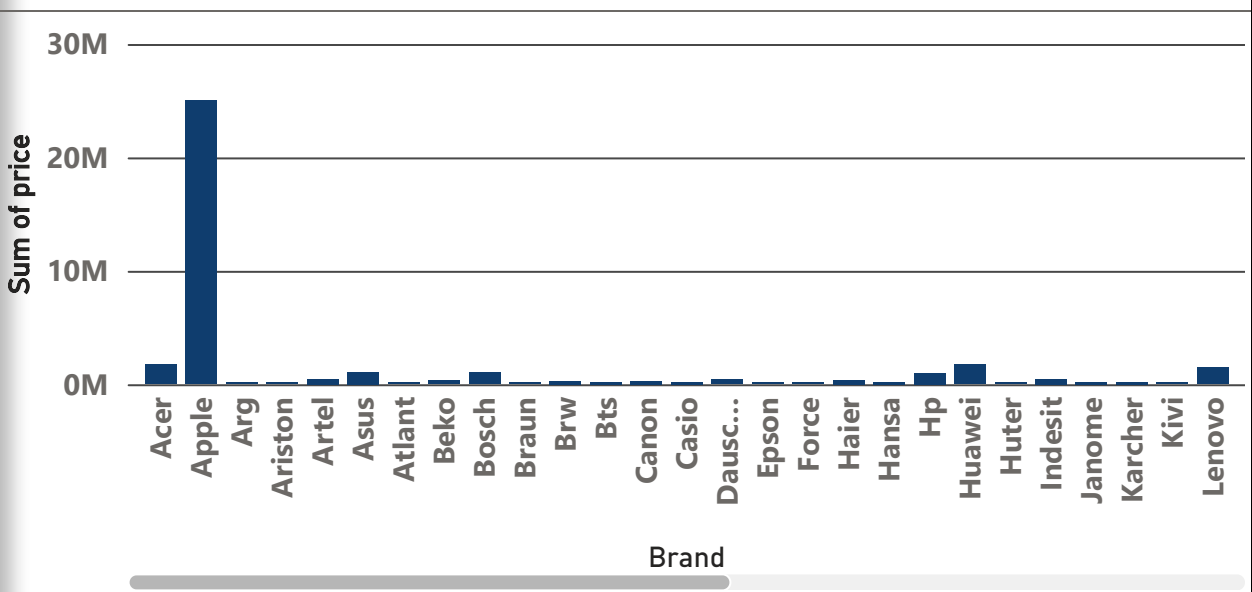


Parameter Q6

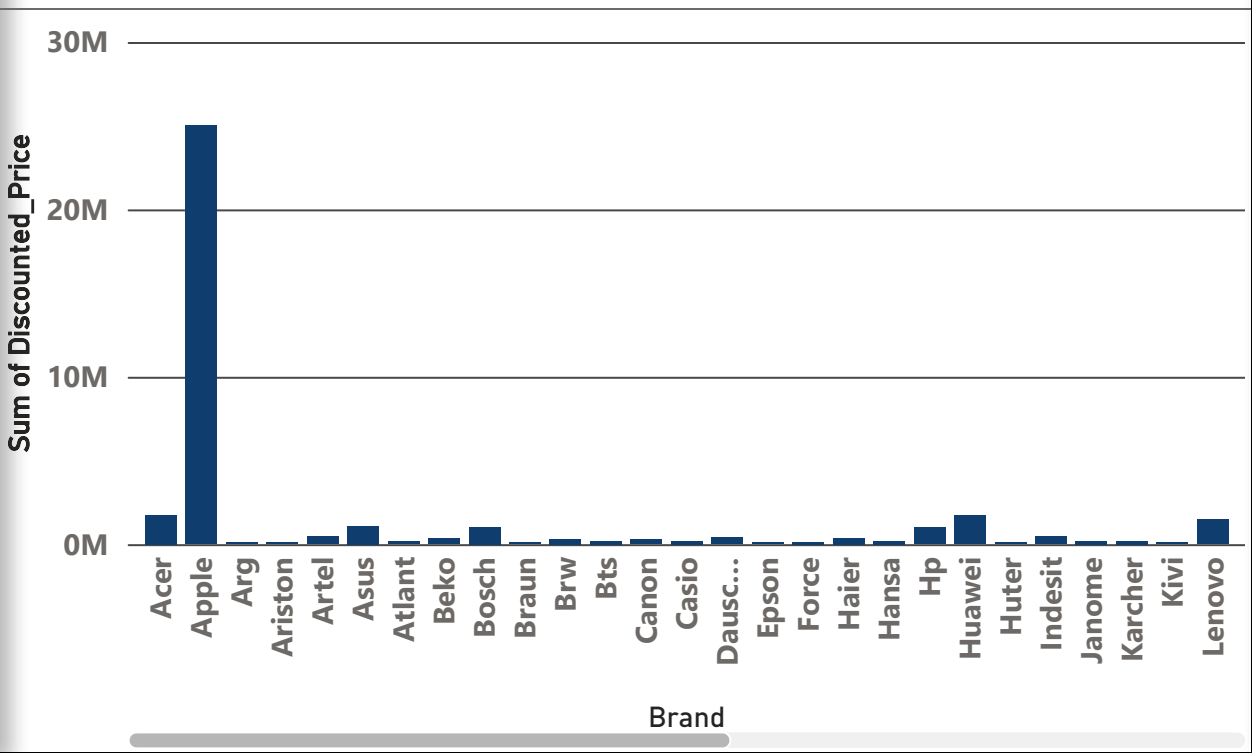
- ☐ Brand
- ☐ Category
- ☐ Channel
- ☐ Months
- ☐ Event\_hour
- ☐ Event\_type

brand	Sum of price	Sum of Discounted_Pr
Arg	55,585.86	55,585
Ariston	73,877.39	73,877
Vitek	75,947.97	75,947
Thomas	86,899.14	86,899
Braun	90,628.51	90,628
Tcl	1,02,756.63	1,02,756
Kivi	1,04,566.90	1,04,566
Epson	1,05,102.00	1,05,102
Huter	1,07,083.00	1,07,083
Stels	1,12,379.41	1,12,379
Force	1,23,953.81	1,23,953
Nokia	1,26,134.35	1,26,134
Yamaha	1,28,654.00	1,28,654
Starline	1,37,419.40	1,37,419
Meizu	1,39,533.83	1,39,529
Atlant	1,56,784.27	1,56,784
Redmond	1,61,327.01	1,61,327
Tefal	1,74,181.26	1,74,181
Bts	1,80,409.27	1,80,409
Karcher	1,86,165.32	1,86,165
Janome	1,92,063.61	1,92,063
Casio	1,95,144.74	1,95,144
Hansa	1,98,653.97	1,98,653
Midea	2,03,955.08	2,03,955
Respect	2,04,946.88	2,04,946
Vivo	2,19,247.58	2,19,247
Msi	2,36,337.56	2,36,337
Canon	2,85,133.08	2,85,133
Oneplus	2,88,332.50	2,88,332
Brw	3,03,217.40	3,03,217
Sv	3,34,734.17	3,34,734
Total	6,23,68,915.88	6,23,48,681.

Sum of price by Brand



Sum of Discounted\_Price by Brand



Parameter Q7

☐ Brand

☐ Category

☐ Product\_id

☐ Event\_type

☐ Channel

☐ Months

☐ State

