Business Analytics With Excel
E-Commerce Sales Dashboard

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

Business Analytics With Excel
E-Commerce Sales Dashboard

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

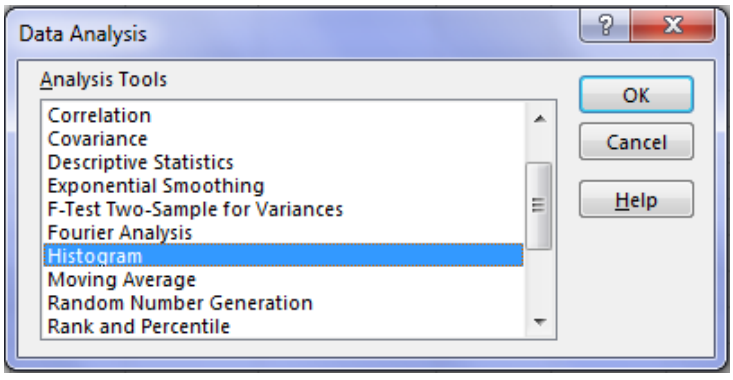
Analysis Tasks

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

Hints Steps Utilised :

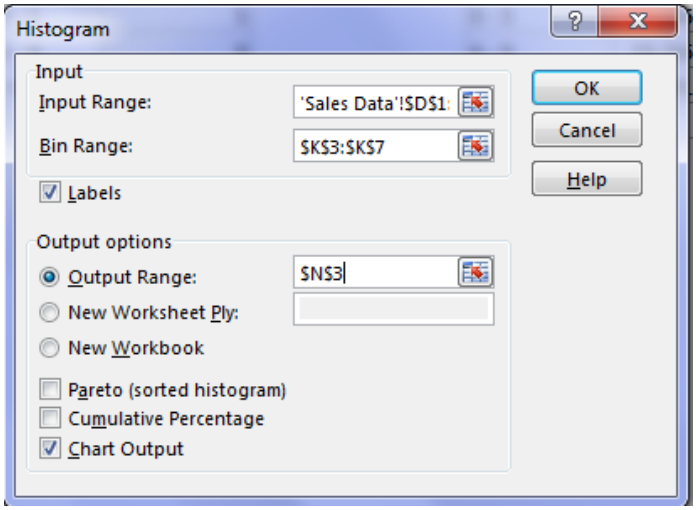
Sample Step Create Histogram for Shipping Days(Aging)

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.

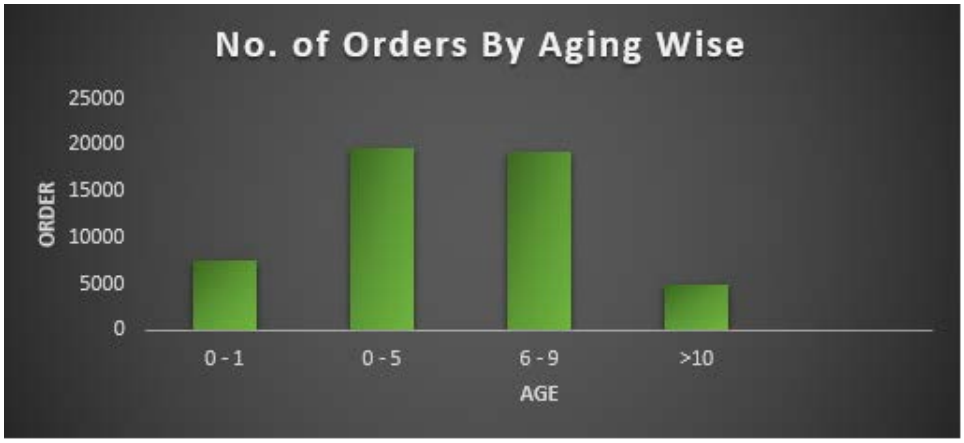


In the histogram dialog box, first, click the Label's Checkbox as we have labels in our data. After that, In the **Input reference box** select the range **("Sales Data!D1: D51291")** of our data and in the **Bin Range Reference box** select **("Working!K3: K7")**.In the **Output section**, select range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

Business Analytics With Excel
E-Commerce Sales Dashboard



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.

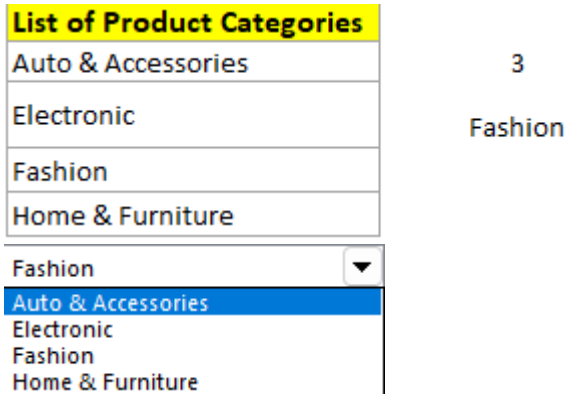
Months	Sales	Profit
Jan	$ 4,39,830.00	$ 2,07,754.84
Feb	$ 3,97,420.00	$ 1,91,681.26
Mar	$ 4,48,584.00	$ 2,12,583.27
Apr	$ 4,22,996.00	$ 2,03,108.44
May	$ 4,39,549.00	$ 2,09,885.79
Jun	$ 4,26,494.00	$ 2,03,840.69
Jul	$ 4,44,723.00	$ 2,11,222.97
Aug	$ 4,41,103.00	$ 2,10,086.00
Sep	$ 4,25,863.00	$ 2,00,984.58
Oct	$ 4,50,840.00	$ 2,15,612.47
Nov	$ 4,22,629.00	$ 2,00,632.06
Dec	$ 4,52,066.00	$ 2,16,460.25
Total	$ 52,12,097.00	$ 24,83,852.63

Business Analytics With Excel
E-Commerce Sales Dashboard

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

Regions	Sales
Africa	4,49,838.0
Canada	33,606.0
Caribbean	1,68,146.0
Central	11,46,920.0
Central Asia	2,17,590.0
East	2,81,855.0
EMEA	5,11,418.0
North	4,92,785.0
North Asia	2,35,414.0
Oceania	3,47,144.0
South	6,72,013.0
Southeast Asia	3,37,010.0
West	3,18,358.0

- 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.

Business Analytics With Excel
E-Commerce Sales Dashboard

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

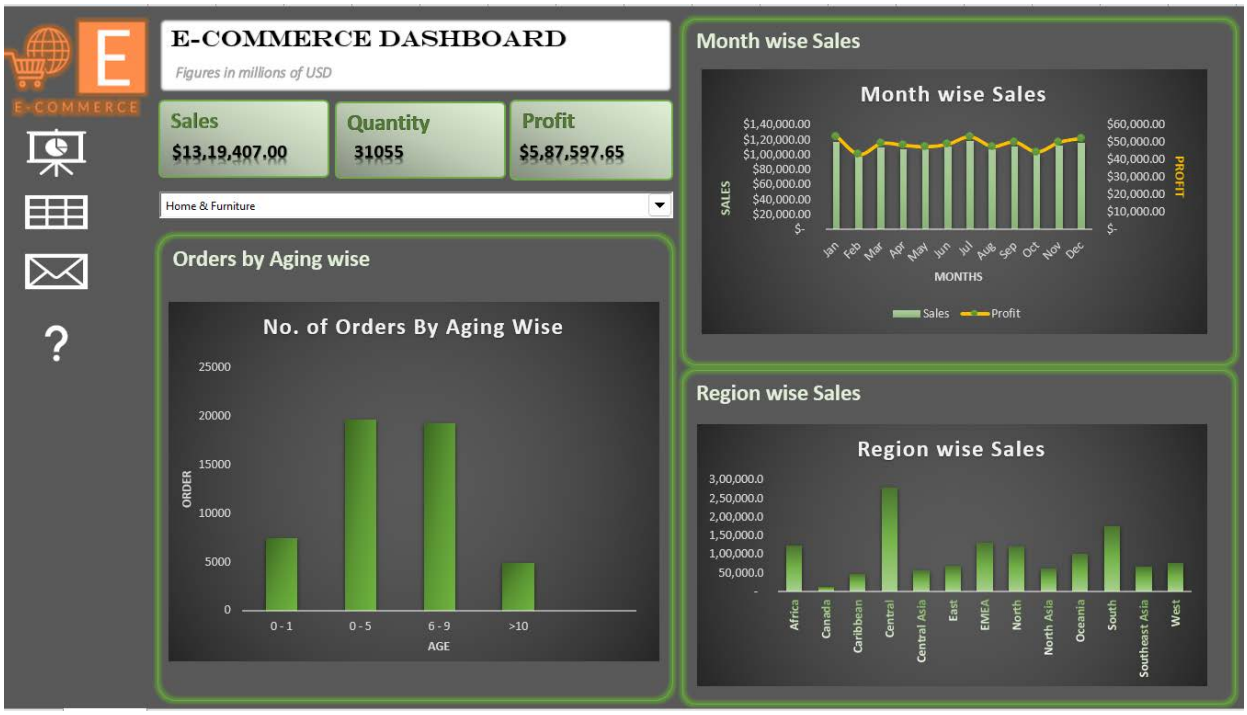
- Link the table with combo box.
  Code Used : Using SUMIFS function and pulling data from sales table
  Sales Box Value = SUMIFS('Sales Data'!$H:$H,'Sales Data'!$F:$F,Working!$F$141)
  Quantity Box Value =SUMIFS('Sales Data'!$I:$I,'Sales Data'!$F:$F,Working!$F$141)
  Profit Box Value = SUMIFS('Sales Data'!$K:$K,'Sales Data'!$F:$F,Working!F141)

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

Business Analytics With Excel
E-Commerce Sales Dashboard

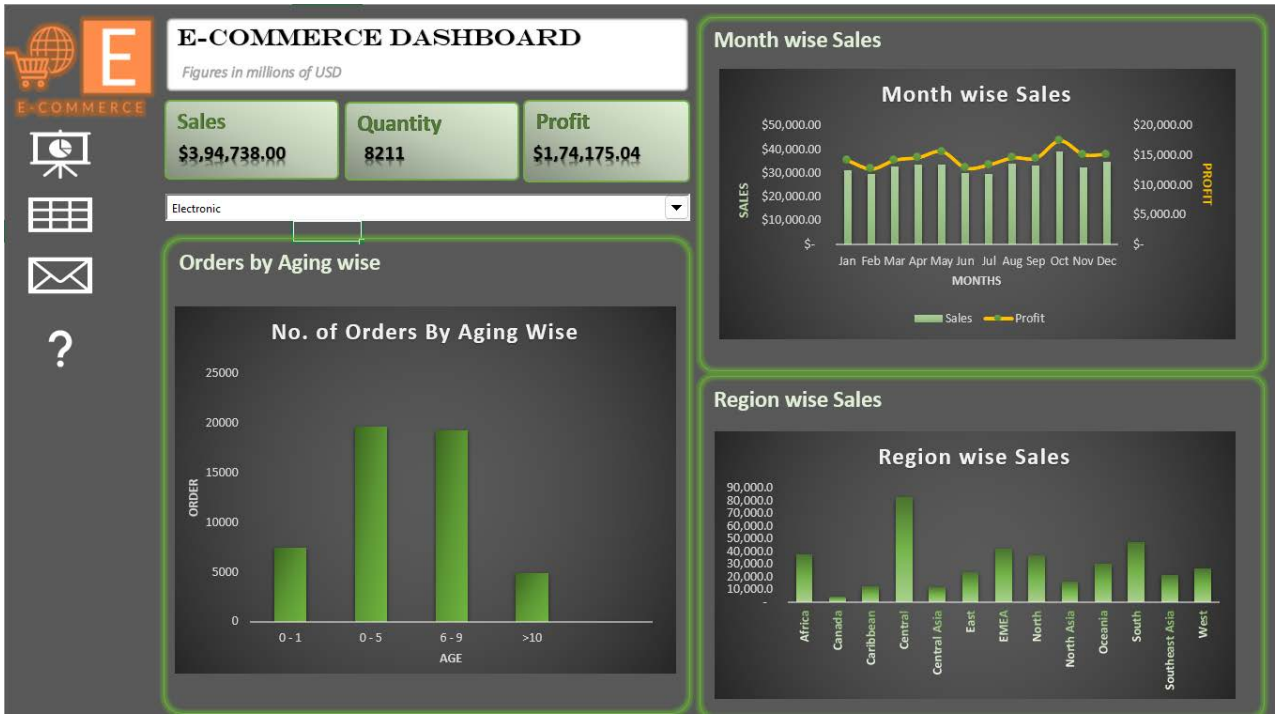
Created As shown Below : Auto & Accecorries

Home & Furniture

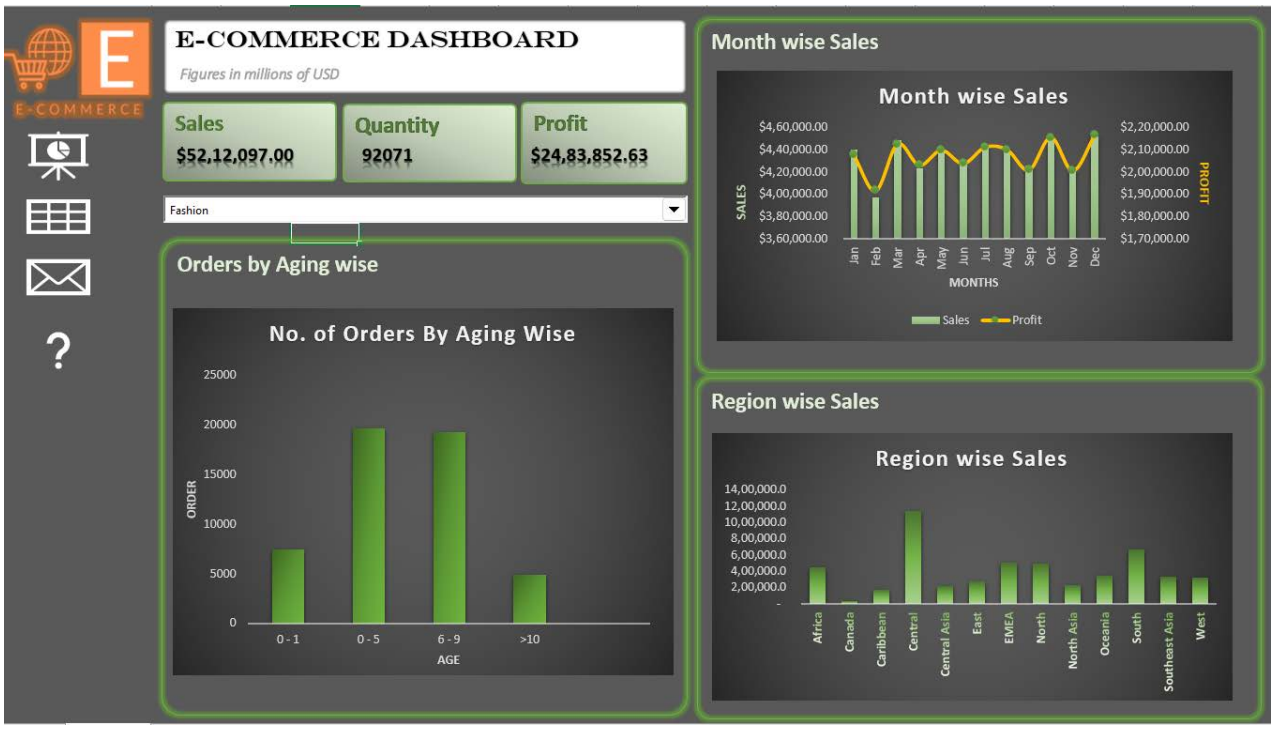


Business Analytics With Excel
E-Commerce Sales Dashboard

Electronics



Fashion



Business Analytics With Excel
E-Commerce Sales Dashboard

Sample Output :

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