

# ECOMMERCE SALES DASHBOARD

**Project by**

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# ABSTRACT

This project focuses on data analytics and business analytics to build an online Ecommerce company's sales dashboard.

# INTRODUCTION

In this project we build an Ecommerce company sales dashboard to see trends in sales region wise or month wise.

# PROBLEM STATEMENT

The Analytics team of an Online E-Commerce Company wants to design a Sales dashboard to analyze the sales based on various product categories.

# PROBLEM SOLUTION

We build a sales dashboard to analyze the sales based on various product categories and also make that dashboard user control for product category, so users can select a category and can see the trend month-wise and product-wise accordingly.

# TOOLS

- MS Excel

# DESIGN DETAILS

## **Optimization:**

- Your data strategy drives performance
- Reduce the marks (data points) in your view
- Limit your filters by number and type
- Optimize and materialize your calculations



# KPI

Key indicators displaying a summary of the Ecommerce and its relationship with different metrics:

- Sales based on various product categories
- Add user control for product category to see the trends
- Sales based on month-wise
- Sales based on product-wise
- Create a histogram to analyze number of shipping days

# CONCEPTS


- **Analyze Data**
- **Visualize Data**
- **Story-telling**

# CONCLUSION

Data Analytics is essential to see trends and patterns in data and nowadays, it's so important because of data is everywhere and if you want to pick some important analytics from your data, then there comes data analytics and business analytics.

So, we build a dashboard to analyze the sales based on various product categories. And add user control for product category, so users can select a category and can see the trend month-wise and product-wise.

# CONTACT DETAILS

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*Thank You*