**theLook eCommerce – Business data analysis and Dashboard**

Project Summary:

Data cleaning and visualization skills applied to theLook eCommerce business dataset to identify key trends and insights within the business activities.

Project Link:

<https://www.dropbox.com/scl/fo/hovbu993orddyy0esswt8/h?dl=0&rlkey=ysrtnekxd4k42kha8vboq8kv7>

Tools employed:

Microsoft Power Bi, Power Query

Dataset description:

theLook is a fictitious eCommerce clothing site developed by the [**Looker**](https://cloud.google.com/looker?_gl=1*13ncfx6*_ga*MjAwNTMzNzMyOS4xNjcyNDkzOTcy*_ga_WH2QY8WWF5*MTY3NTA4NDc2Mi43LjEuMTY3NTA4NTkxNy4wLjAuMA..&_ga=2.109109510.-2005337329.1672493972) team. The dataset contains information about customers, products, orders, logistics, web events and digital marketing campaigns. The contents of this dataset are synthetic, and are provided to industry practitioners for the purpose of product discovery, testing, and evaluation. This public dataset is hosted in **Google BigQuery**.

Data source:

<https://console.cloud.google.com/marketplace/product/bigquery-public-data/thelook-ecommerce?project=gda-capstone1>