



Shopify Ecommerce

Quarter

Qtr 1

Qtr 2

Qtr 3



State

All



161K

Sum of Amount

2008

Sum of Quantity

26K

Sum of Profit

44K

Sum of AOV

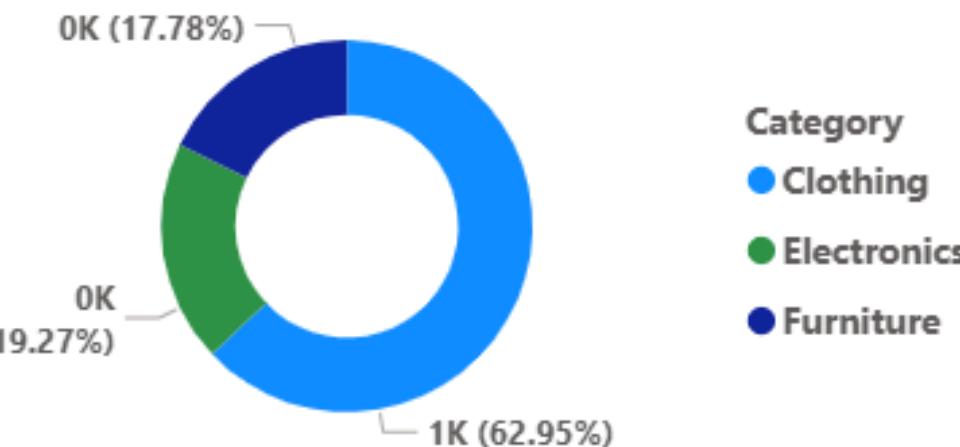


Top 3 State by Amount by State

State



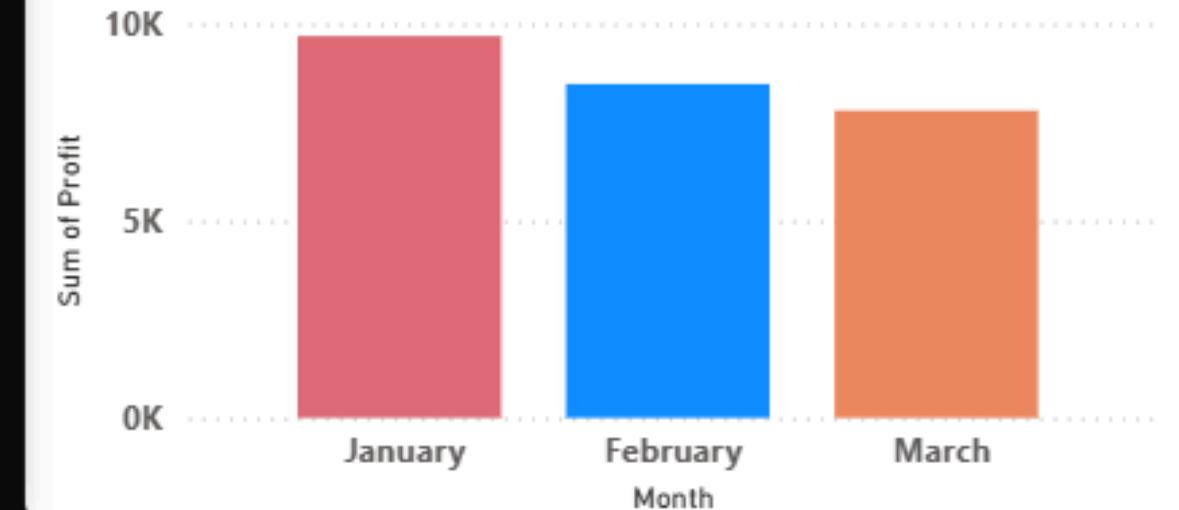
Quantity by Category



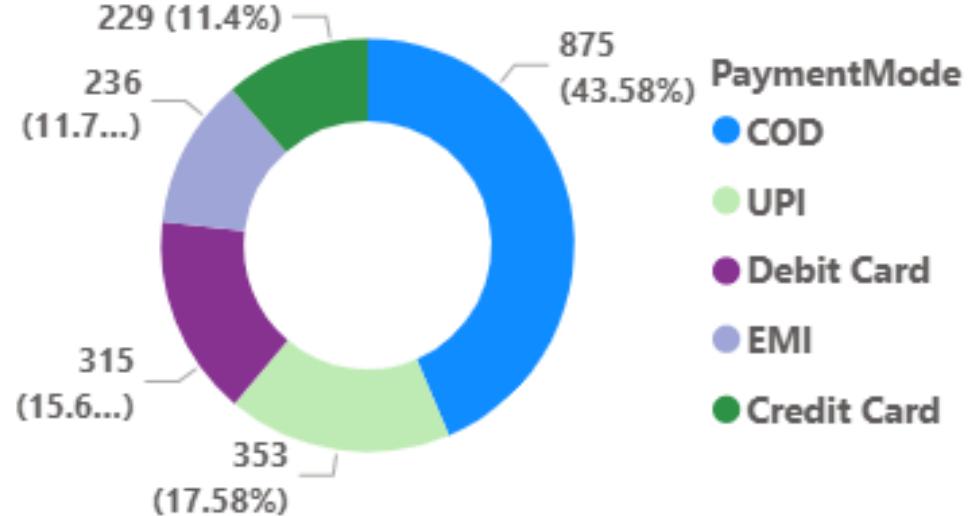
Category

- Clothing
- Electronics
- Furniture

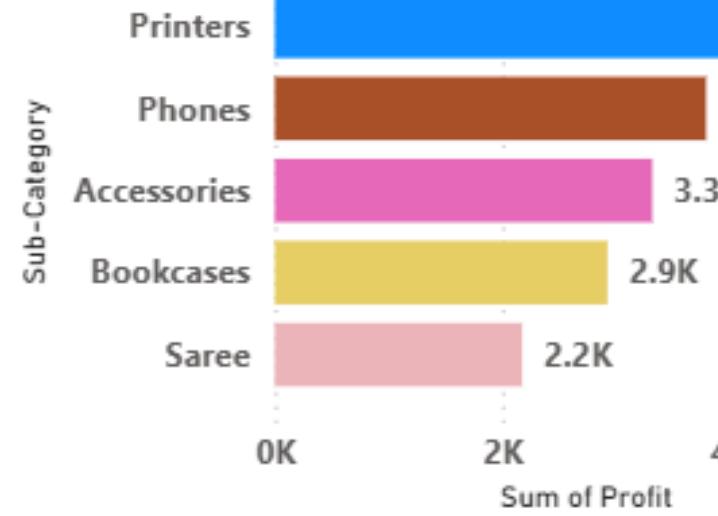
Profit & Loss by Month



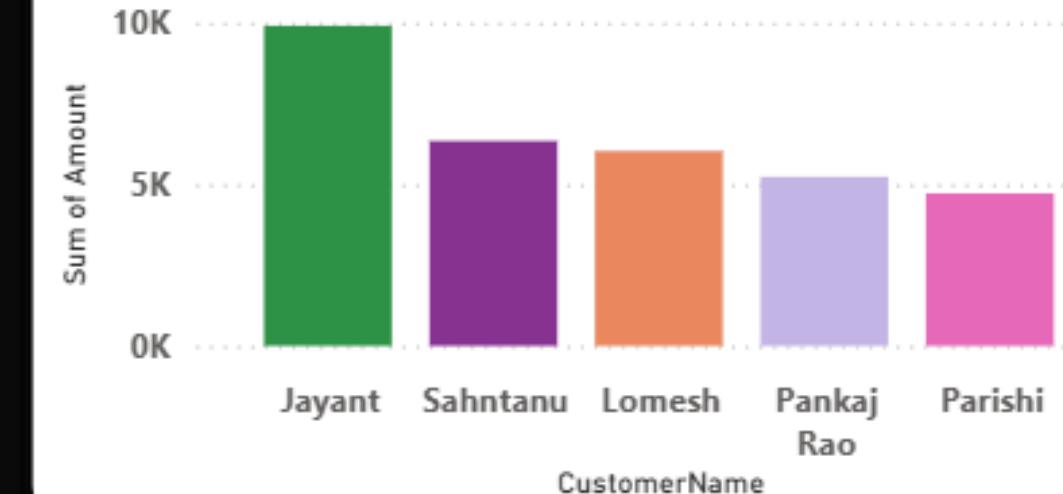
Payment Mode Percentage



Top 5 Product Categories



Top 5 Customer



Filters

Problem Statement:

- 1) Profit and Loss by Month
- 2) Top 5 products Category
- 3) Quantity by Category
- 4) Payment mode by Percentage
- 5) Top 3 States By Amount
- 6) Top 5 Customers
- 7) Highlight cards(KPIS): amount|Quantity|Profit |Average order value
- 8) Create Filter Panel Shows By Quater

1) Profit and Loss by Month

Profit & Loss by Month

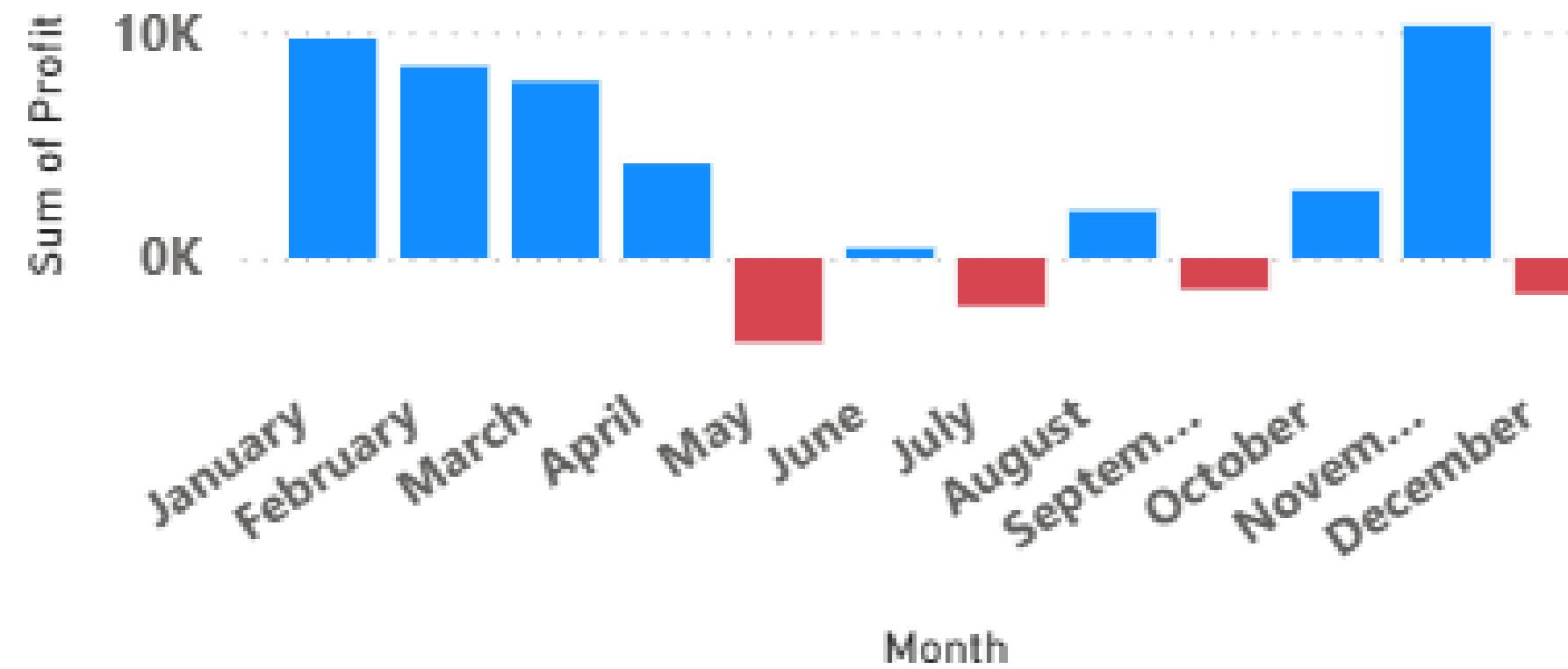
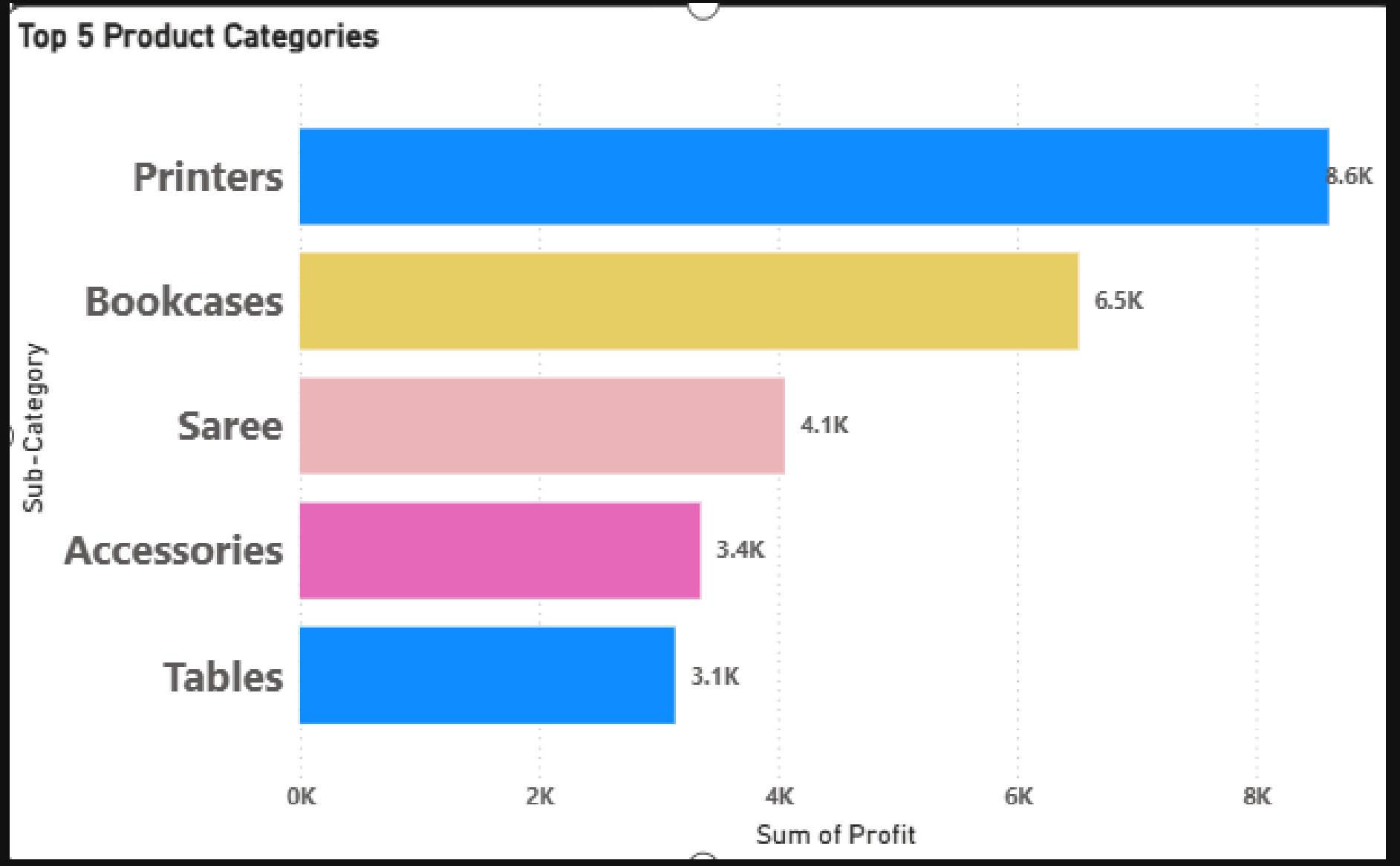


Chart Type: Stacked Column Chart

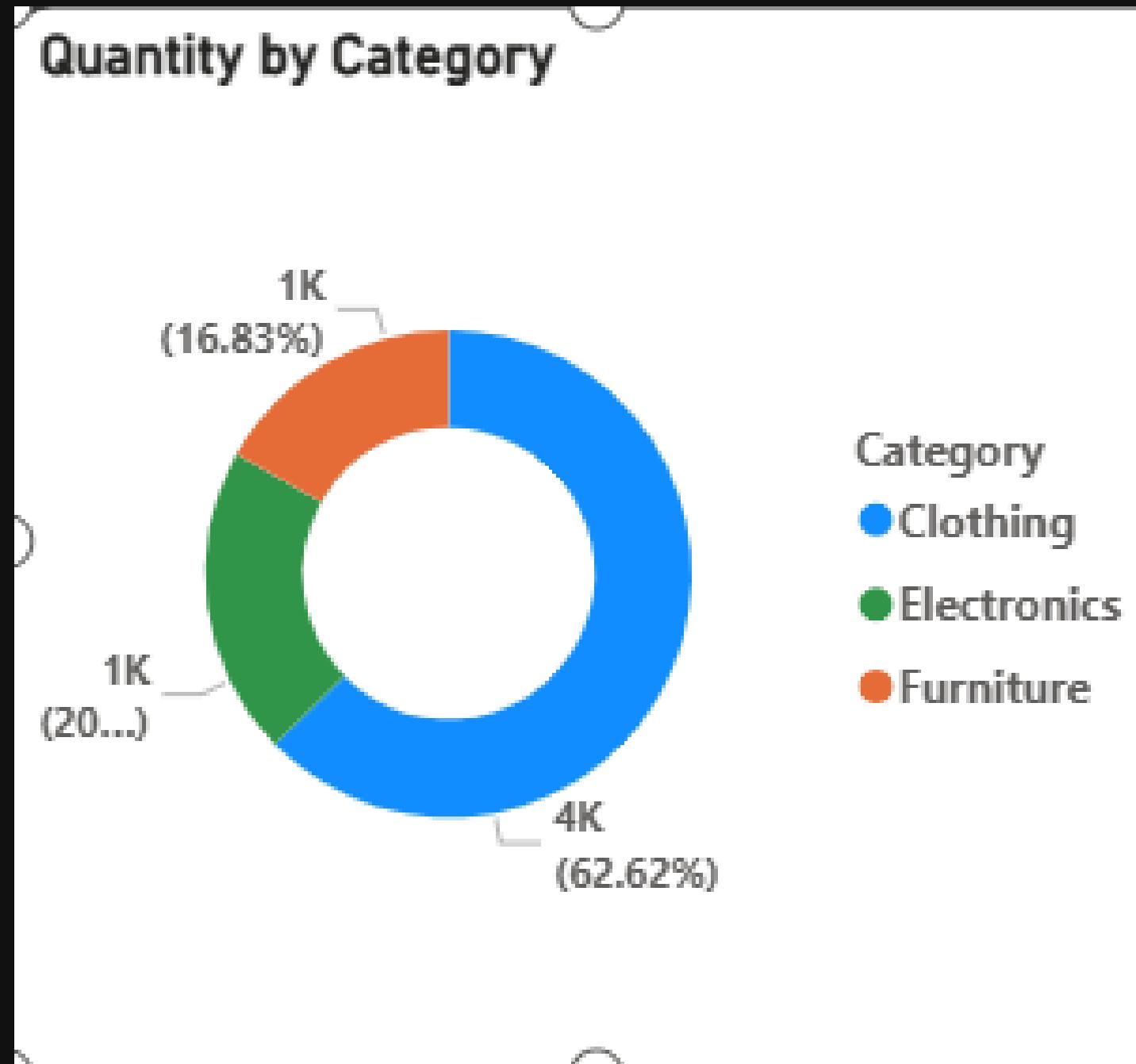
- **X-Axis:** Month
- **Y-Axis:** Profit (positive and negative values for loss)
- **Stacked By:** Product Category (or any sub-category)
- Shows month-wise contribution of each product to overall profit/loss

2) Top 5 products Category



- **Chart Type:** Horizontal Bar Chart or Column Chart
- **X-Axis:** Profit/Revenue/Quantity
- **Y-Axis:** Category
- **Sorted by:** Descending total value

3)Quantity_by_Category.



- **Chart Type:** Donut Chart / Pie Chart / Bar Chart
- **X-Axis:** Product Category
- **Y-Axis:** Total Quantity Sold

4) Payment mode Percentage

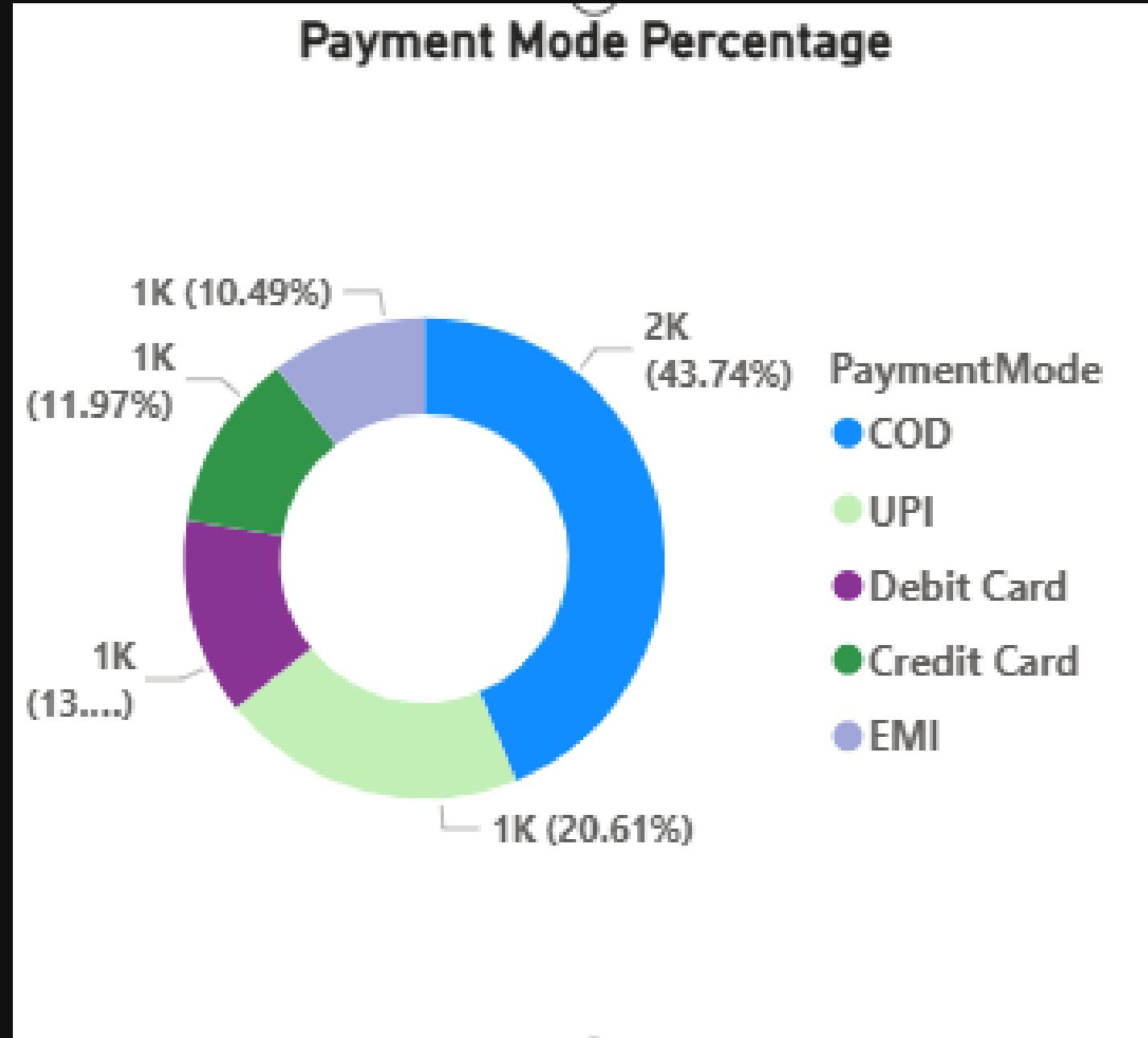


Chart Type: Pie Chart / Donut

Chart Values: Count of transactions or total amount

Legend: Payment Modes (Cash, Credit Card, Online, etc.)

5)Top 3 States By Amount

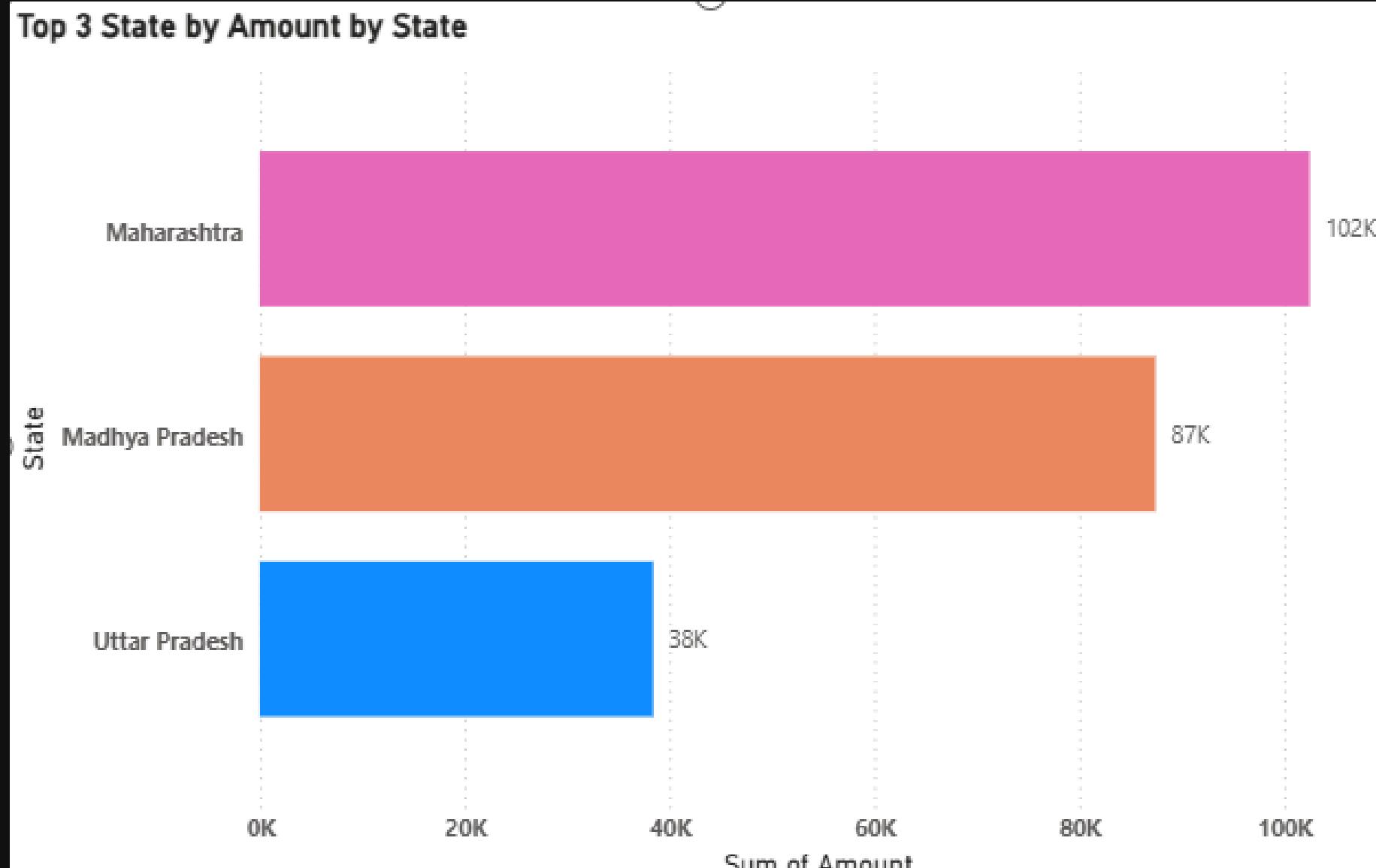


Chart Type: Map (if geo visual is available) or Bar Chart

X-Axis: State Name

Y-Axis: Sales Amount

6) Top 5 Customers

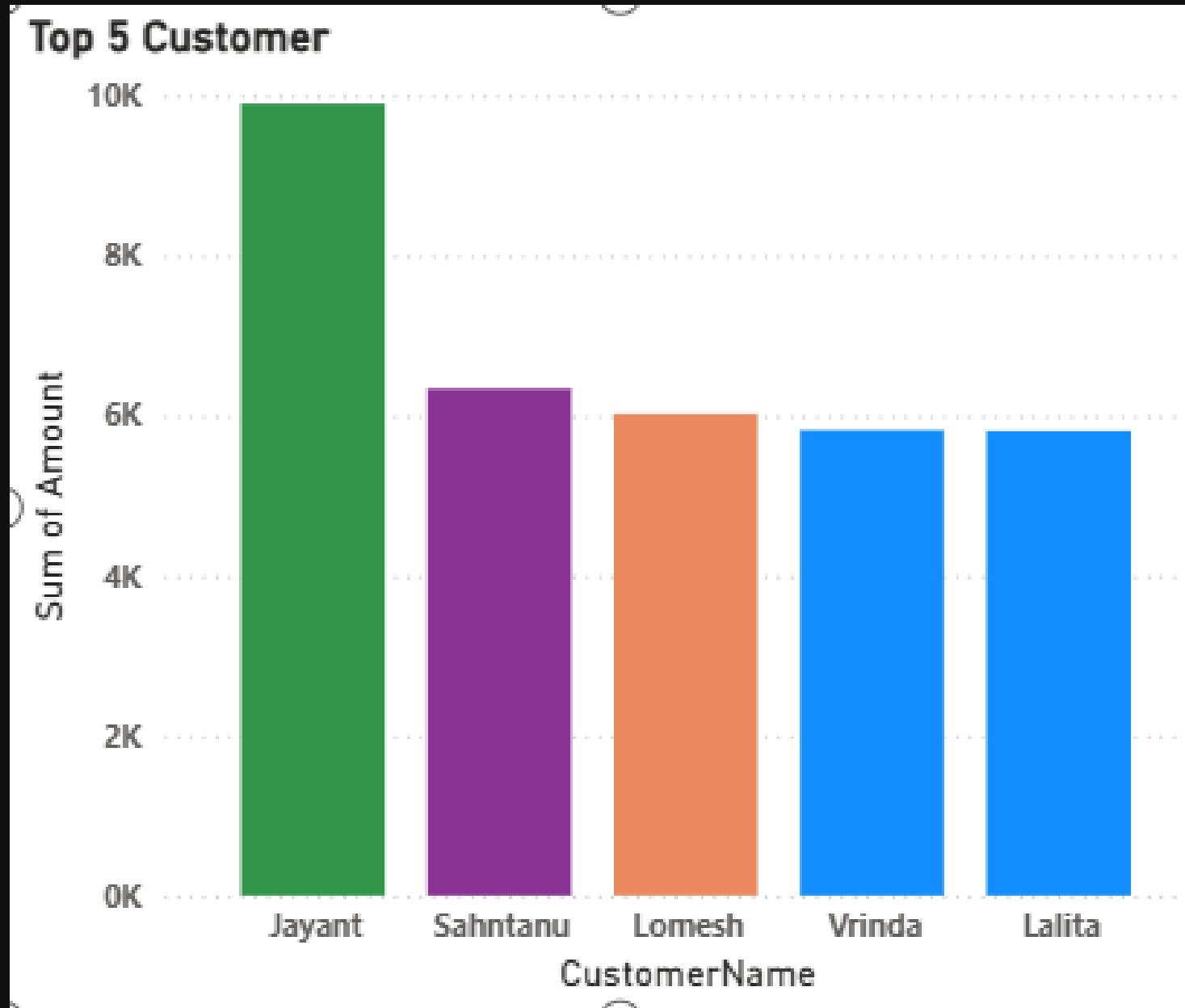


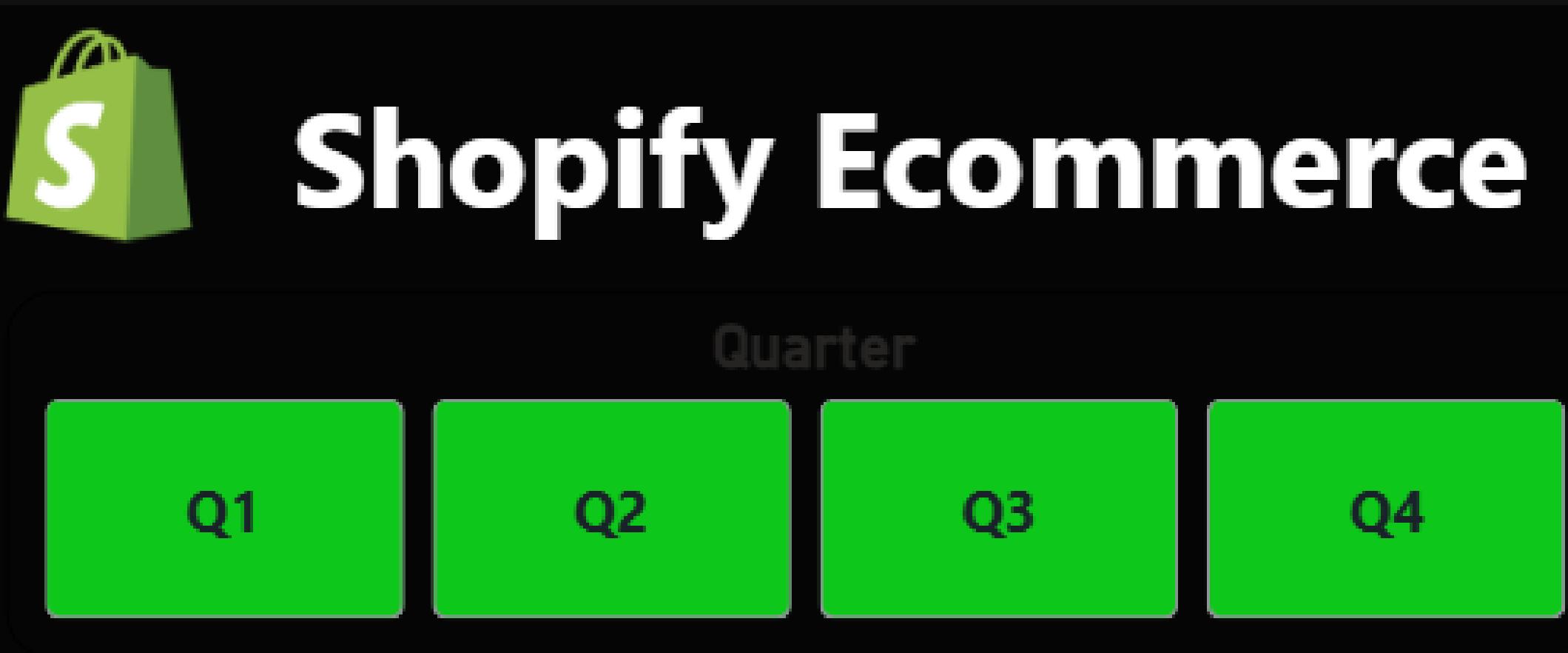
Chart Type: Bar Chart / Column Chart
X-Axis: Customer Name
Y-Axis: Total Purchase Amount

7) Highlight cards(KPIs): amount|Quantity|Profit |Average order value



- Use KPI tiles to display the following metrics: Total Sales Amount, Total Quantity Sold, Total Profit, and Average Order Value (AOV)

8)Create Filter Panel Shows By_Quater



- Created Slicer to show Quarters



Shopify Ecommerce

Quarter



State
All

438K

Sum of Amount

5615

Sum of Quantity

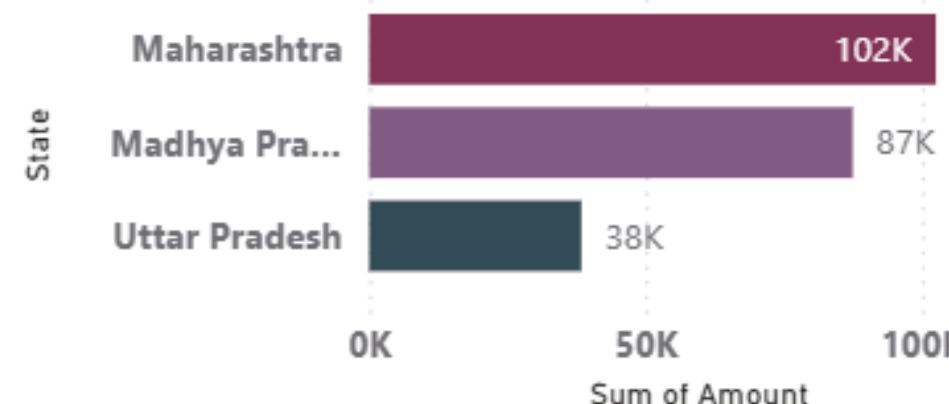
37K

Sum of Profit

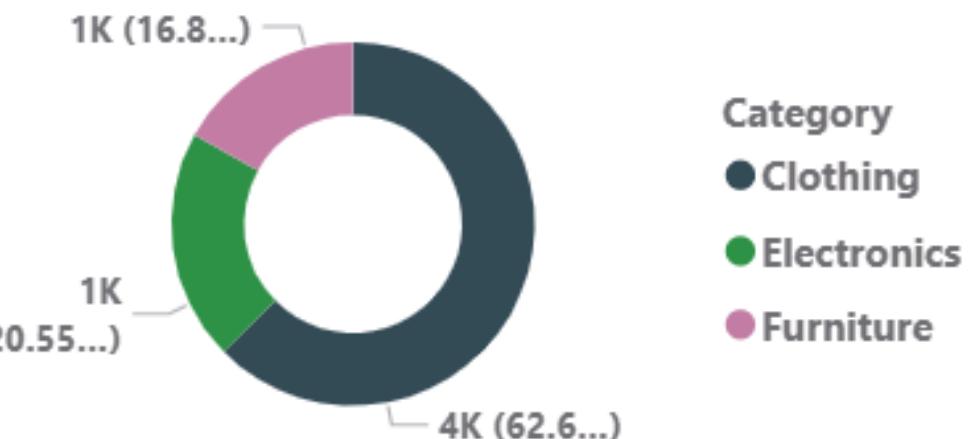
121K

Sum of AOV

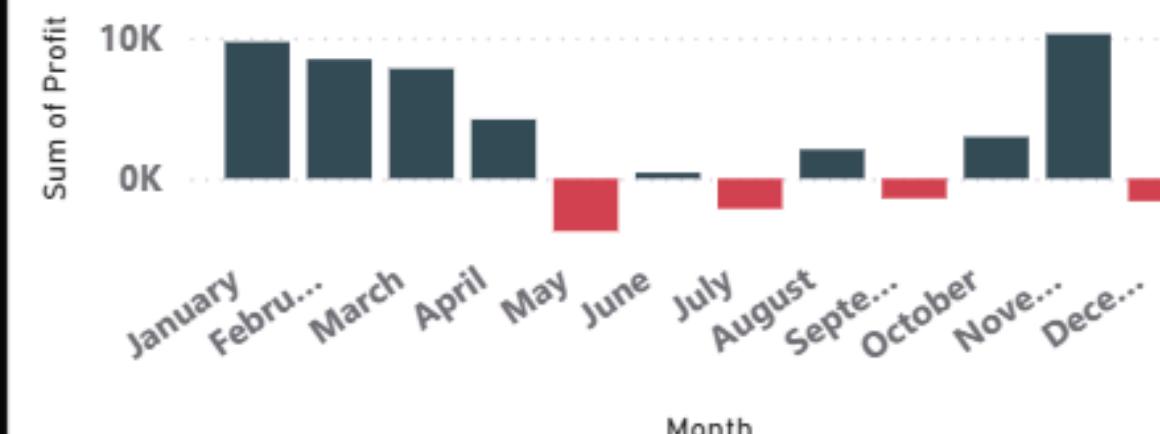
Top 3 State by Amount by State



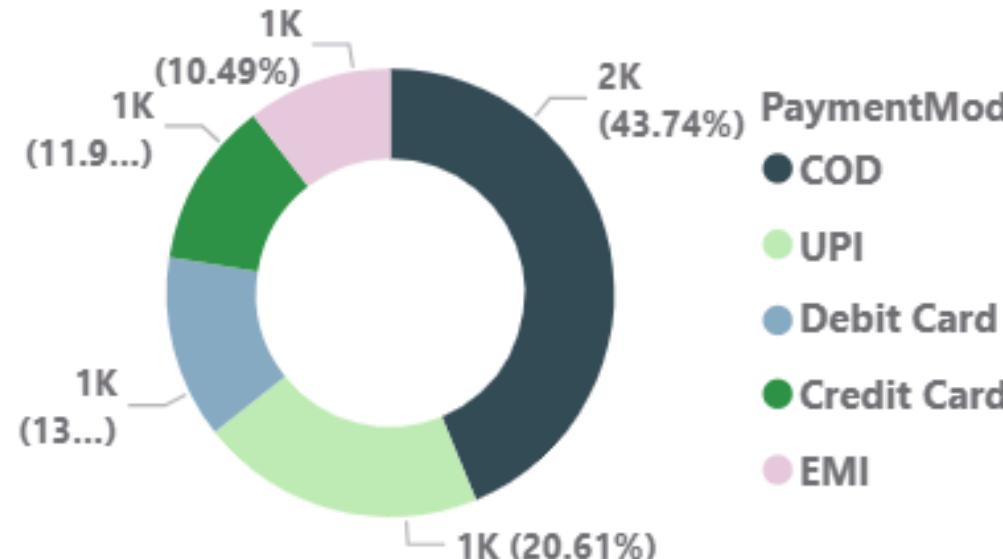
Quantity by Category



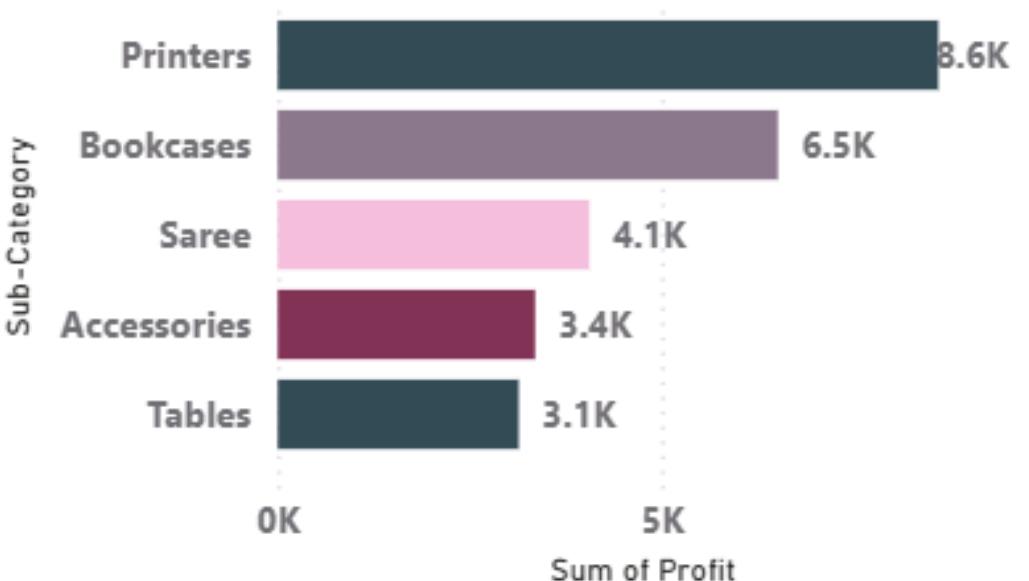
Profit & Loss by Month



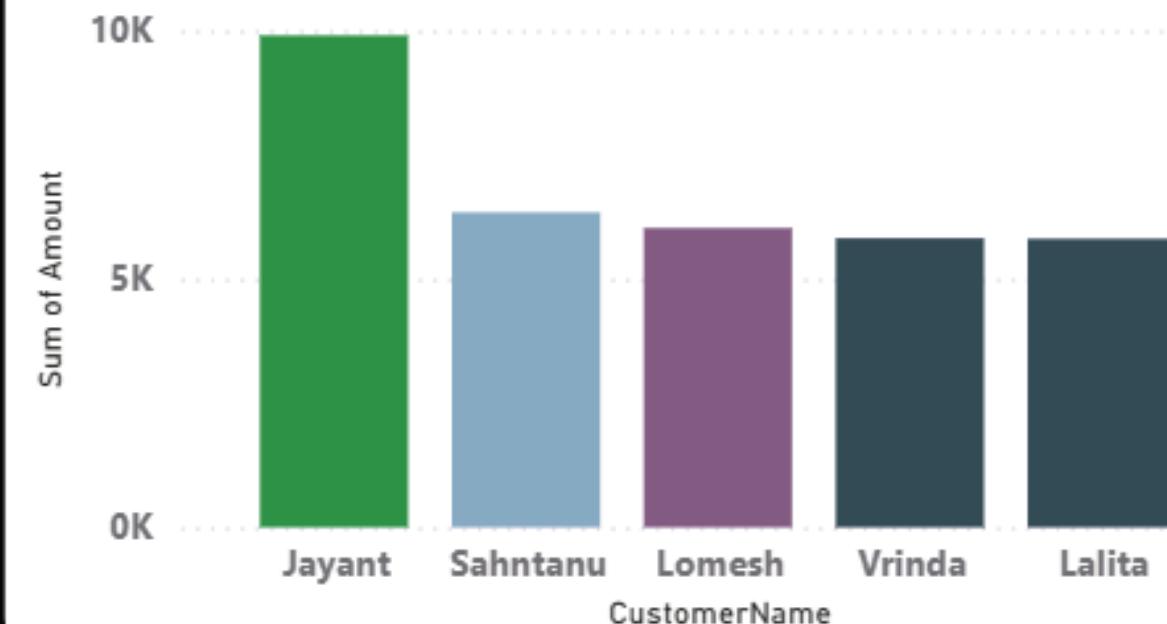
Payment Mode Percentage



Top 5 Product Categories



Top 5 Customer



What I learn From this Ecommerce Dashboard:

Sales & Profit Performance

Total sales: **438K**

Total profit: **37K**

Seasonal trends show strong months in Jan, Feb, Dec, weaker performance in May & July

State-wise Contribution

Maharashtra leads with **102K** in revenue

Madhya Pradesh and Uttar Pradesh follow behind

Customer Insights:

"Jayant" is the highest-value customer with ~10K in purchase amount.

Top 5 customers contribute a major share of total revenue.

Product Category Analysis:

Clothing contributes the highest quantity sold (62%+).

Printers, Bookcases, Sarees are the most profitable sub-categories.

Payment Mode Behavior:

COD is the most preferred payment mode (43%).

UPI and Cards follow, indicating diverse customer preferences.