



Shopify Ecommerce

Quarter

Qtr 1

Qtr 2

Qtr 3

State

All

161K

Sum of Amount

2008

Sum of Quantity

26K

Sum of Profit

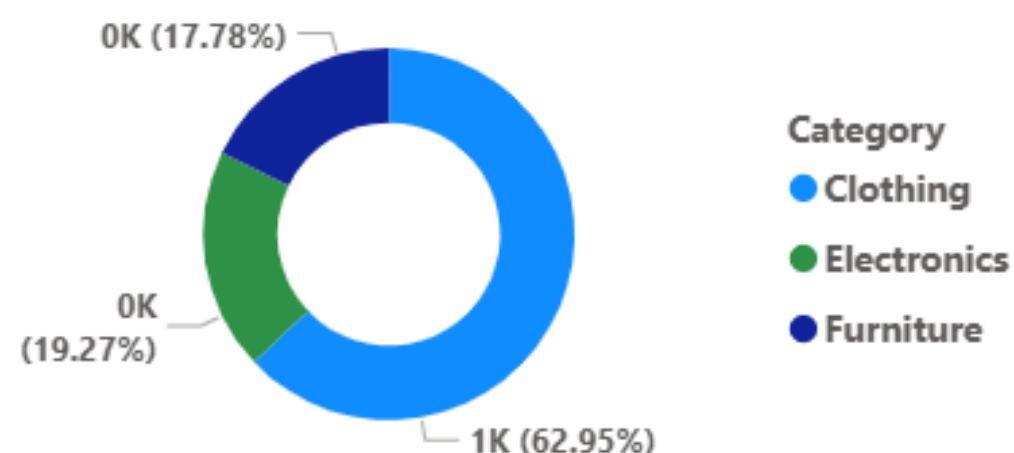
44K

Sum of AOV

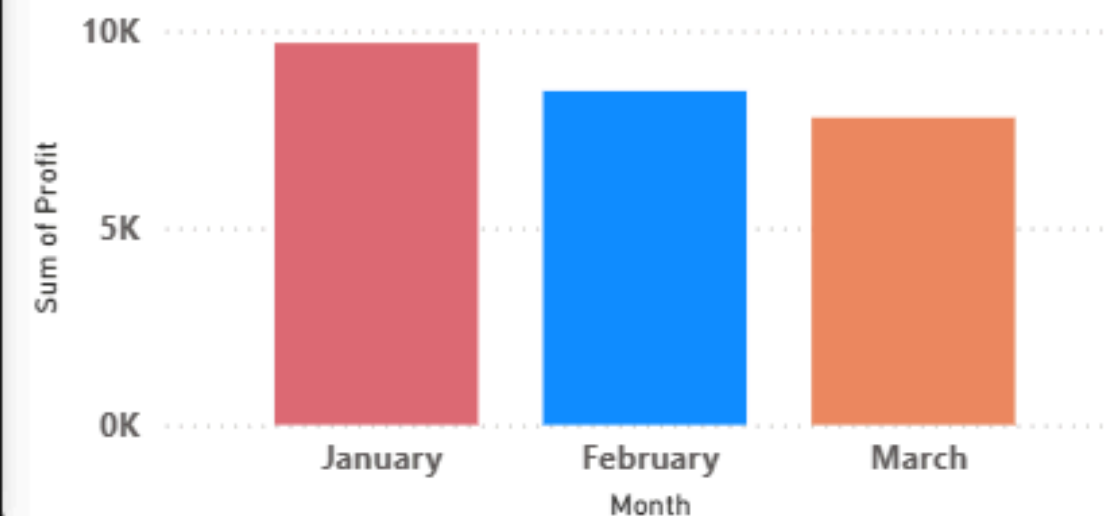
Top 3 State by Amount by State



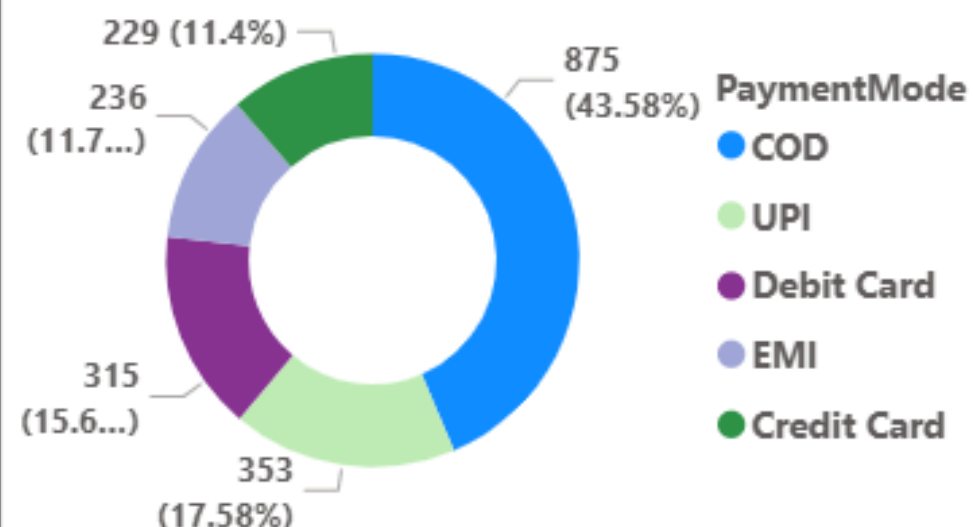
Quantity by Category



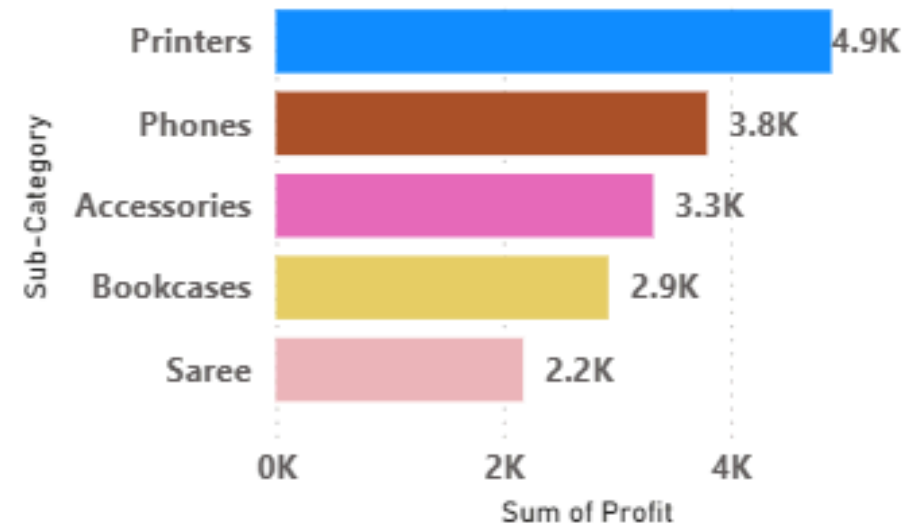
Profit & Loss by Month



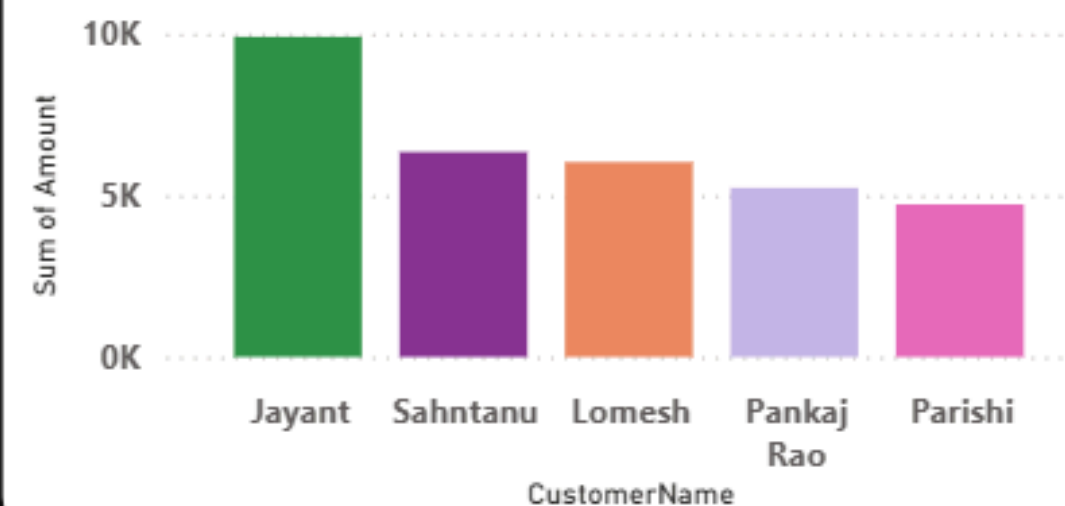
Payment Mode Percentage



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

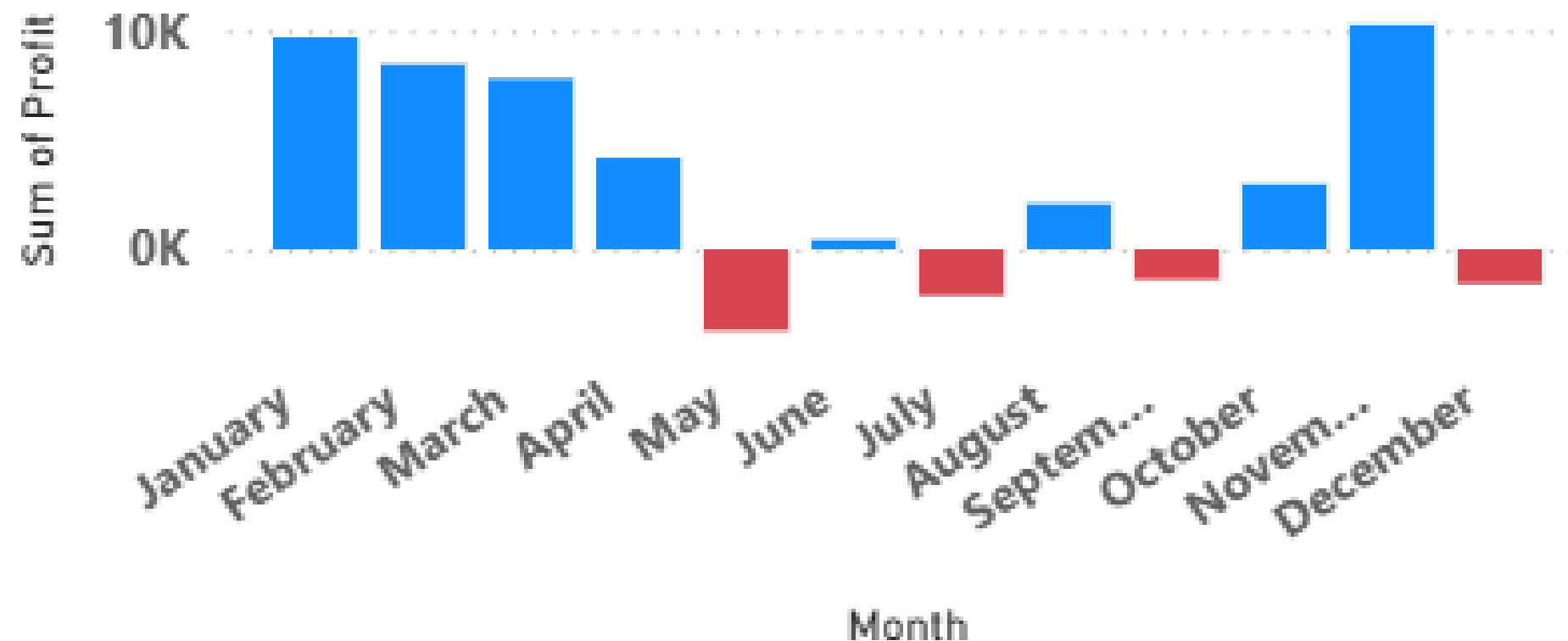
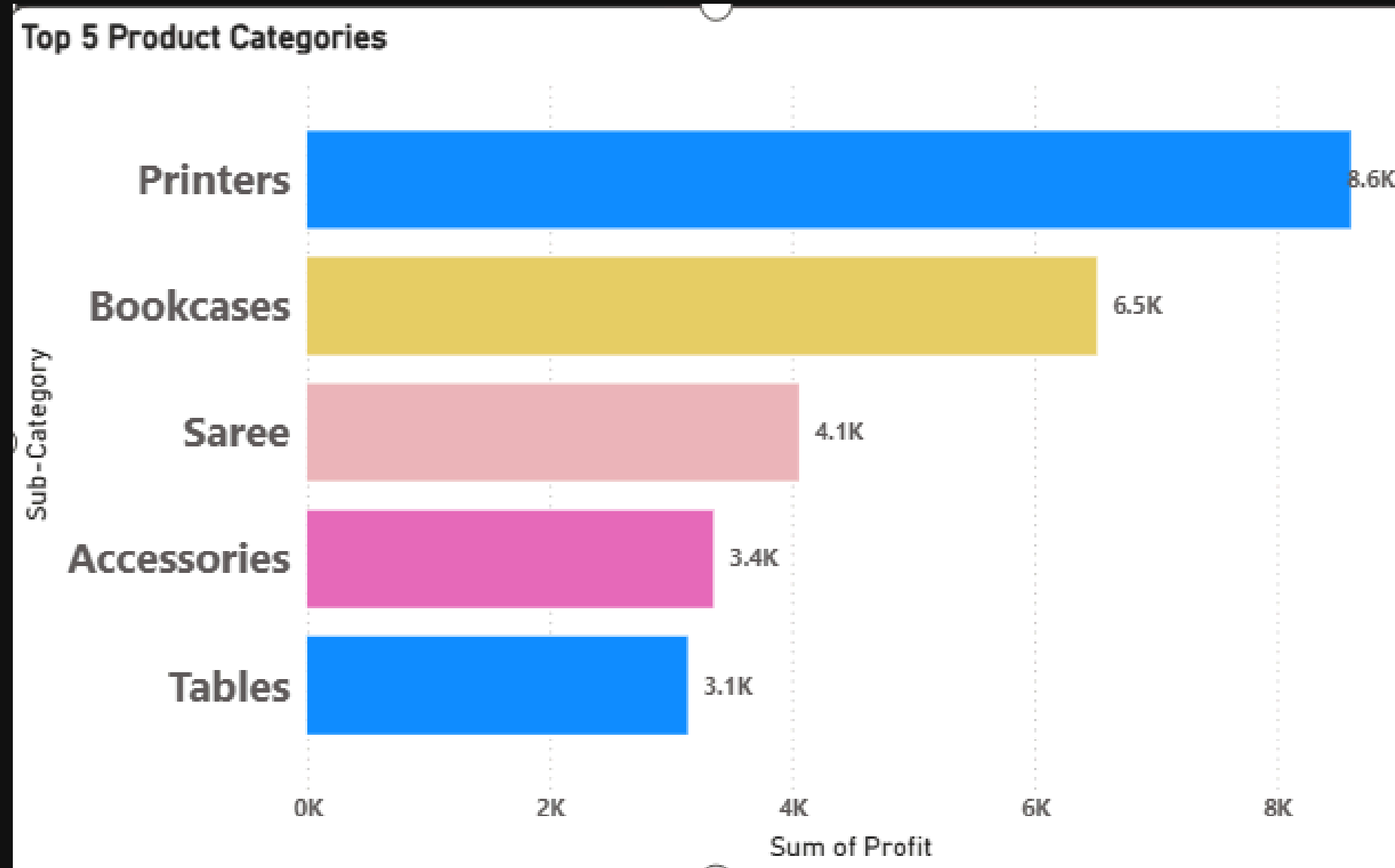


Chart Type: Stacked Column Chart

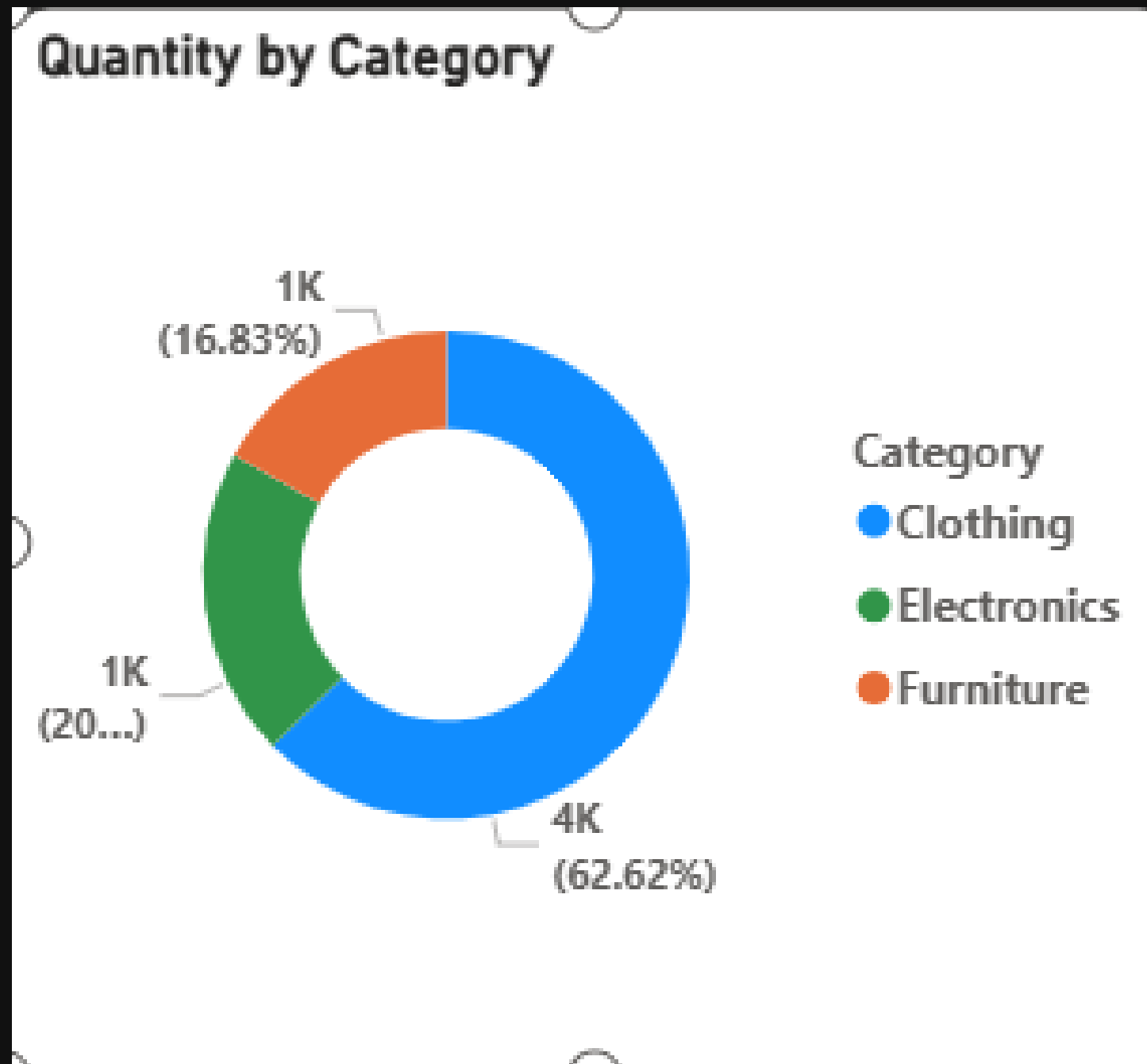
- **X-Axis:** Month
- **Y-Axis:** Profit (positive and negative values for loss)
- **Stacked By:** Product Category (or any sub-category)
- Shows month-wise contribution of each product to overall profit/loss

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

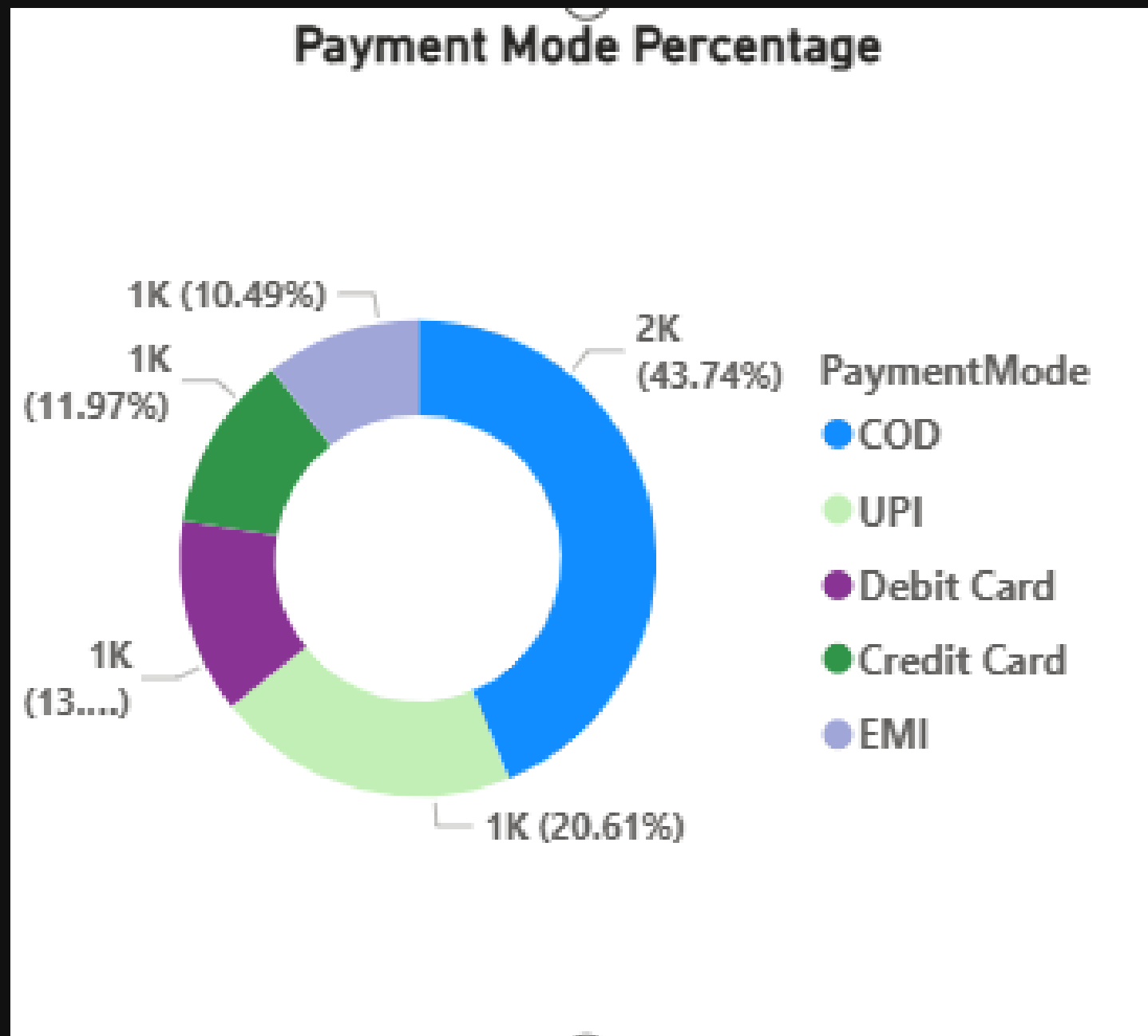


Chart Type: Pie Chart / Donut

Chart Values: Count of transactions or total amount

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

5)Top 3 States By Amount

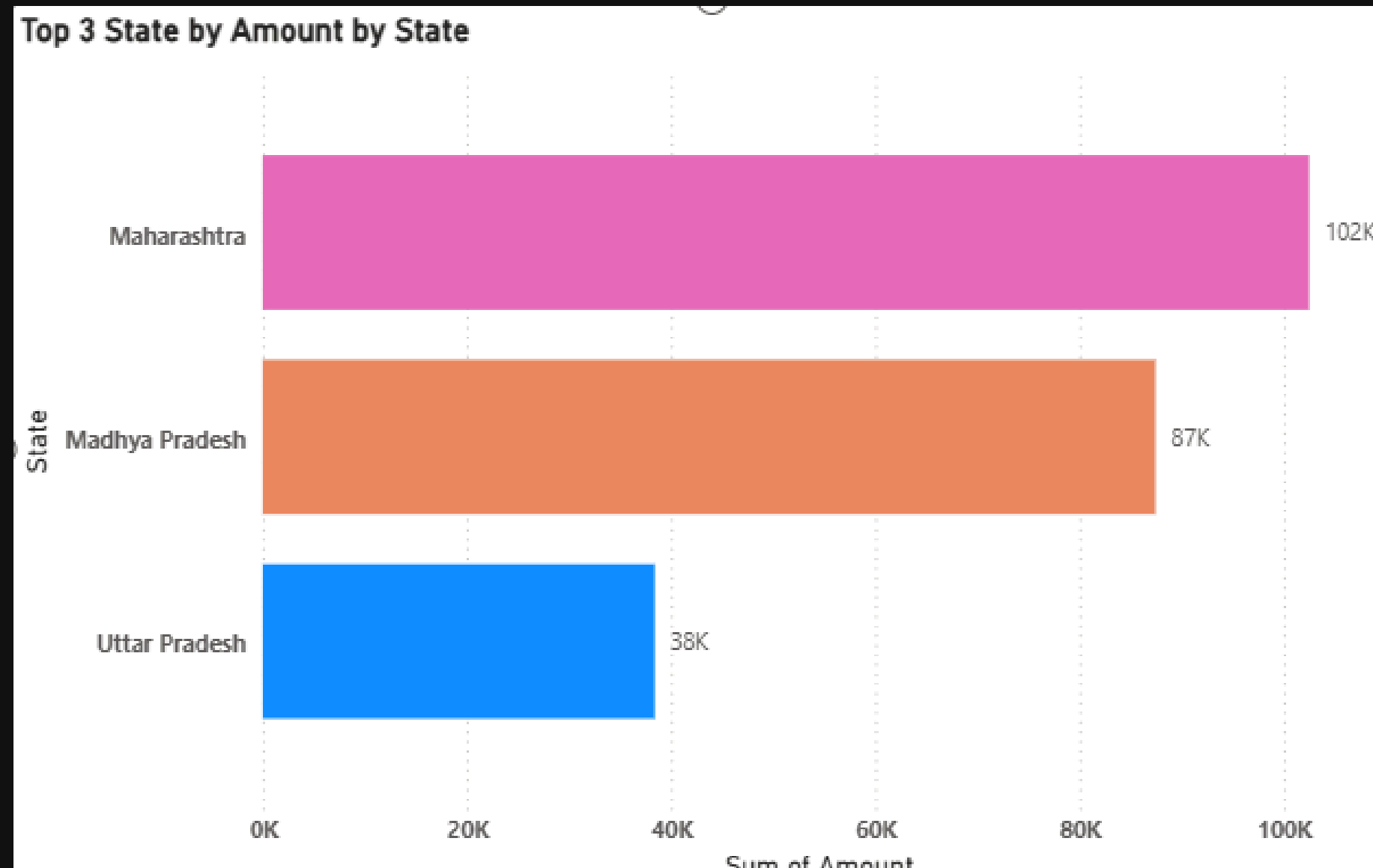


Chart Type: Map (if geo visual is available) or Bar Chart

X-Axis: State Name

Y-Axis: Sales Amount

6)Top 5 Customers

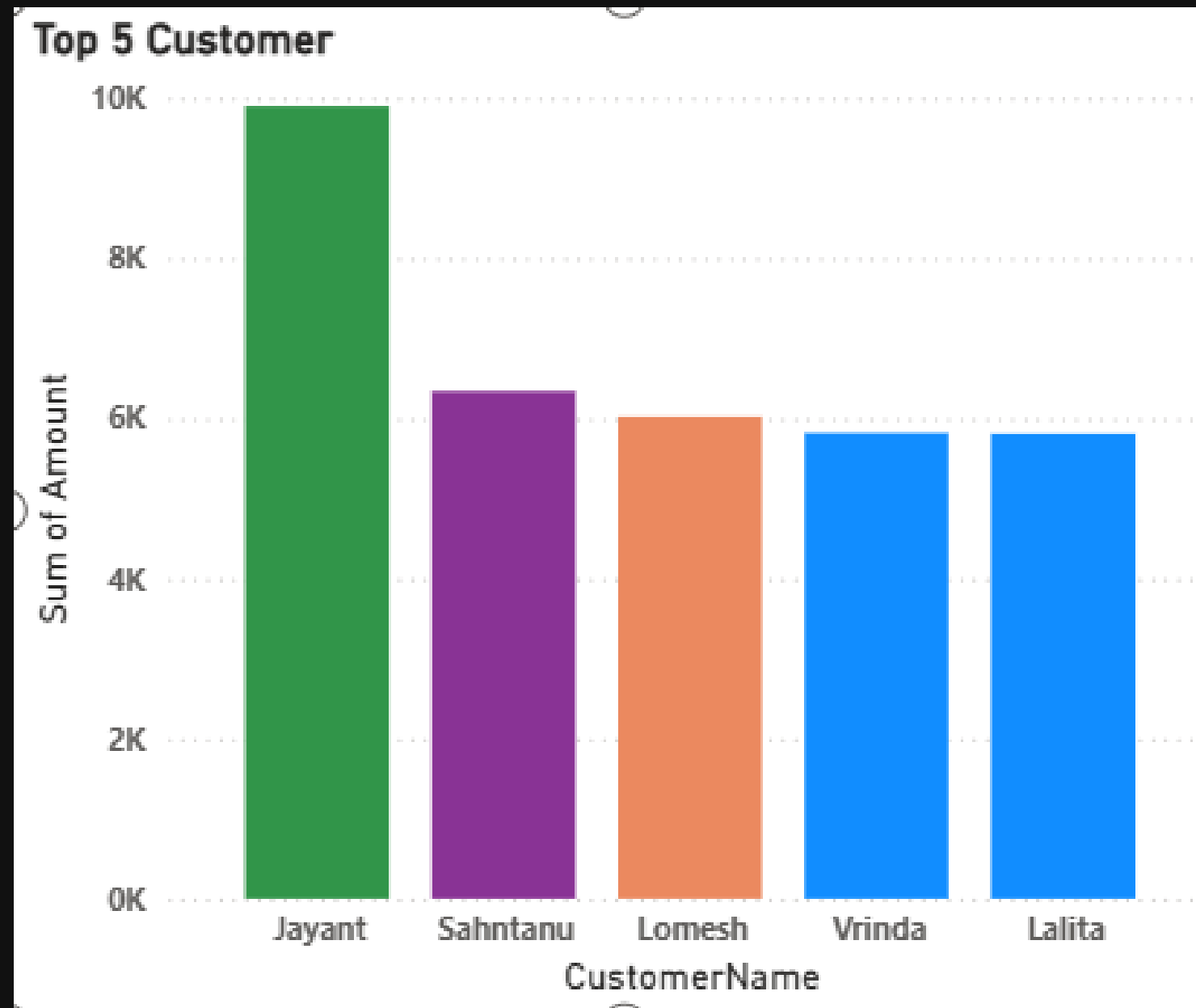


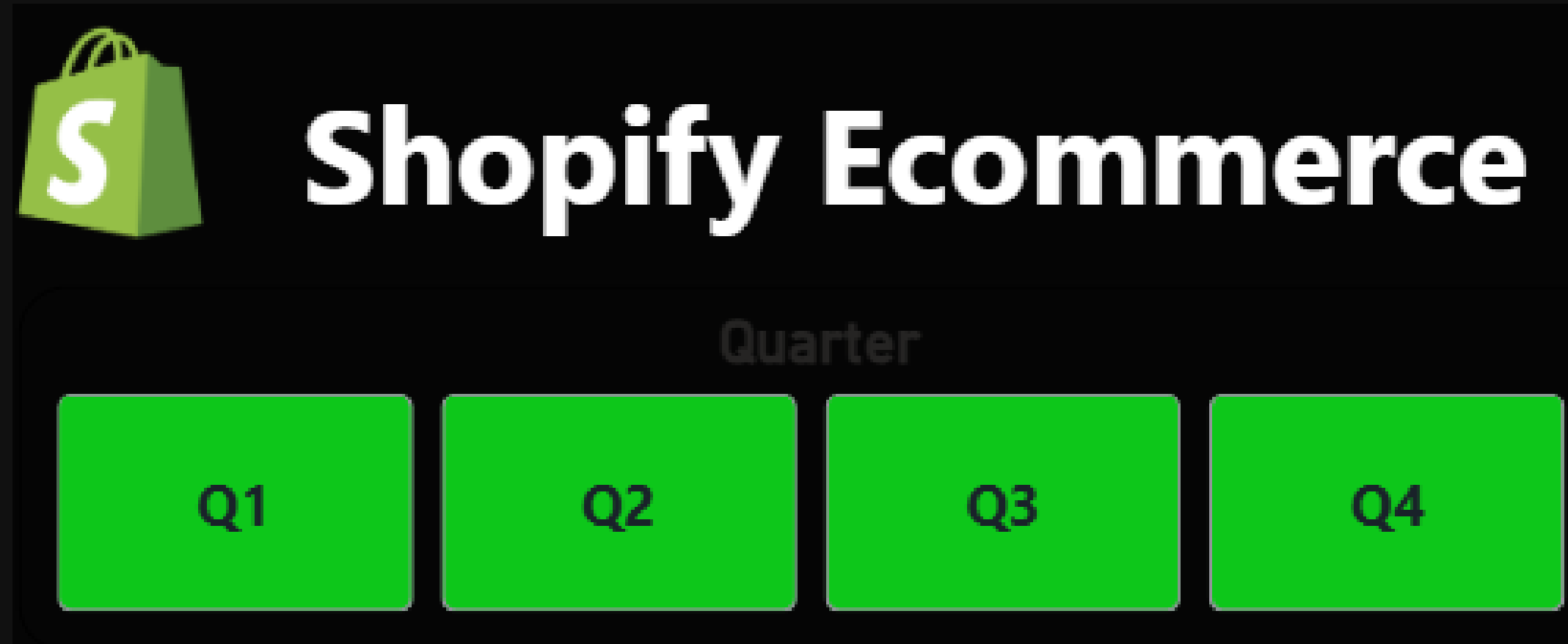
Chart Type: Bar Chart /
Column Chart
X-Axis: Customer Name
Y-Axis: Total Purchase
Amount

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_Quarter



- Created Slicer to show Quarters



Shopify Ecommerce

State

All

438K

Sum of Amount

5615

Sum of Quantity

37K

Sum of Profit

121K

Sum of AOV

Quarter

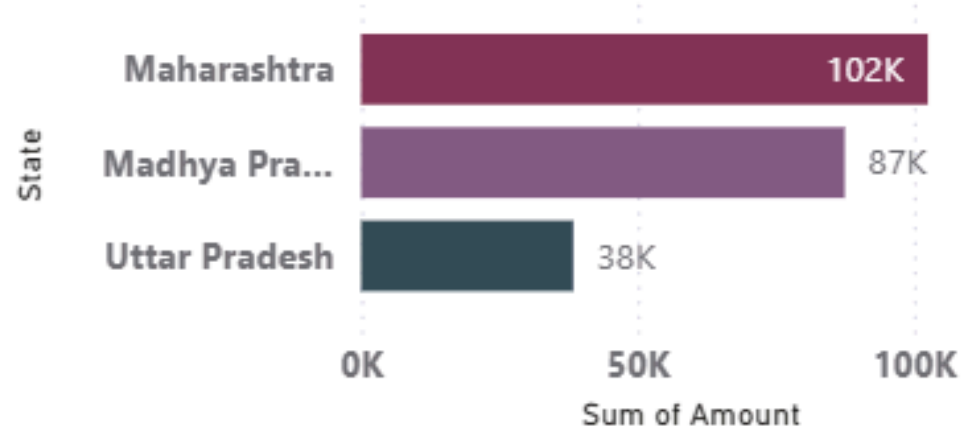
Q1

Q2

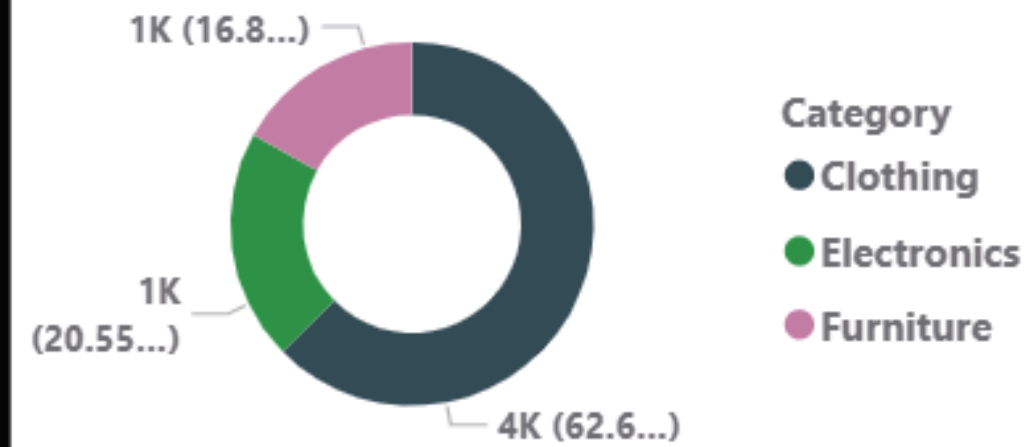
Q3

Q4

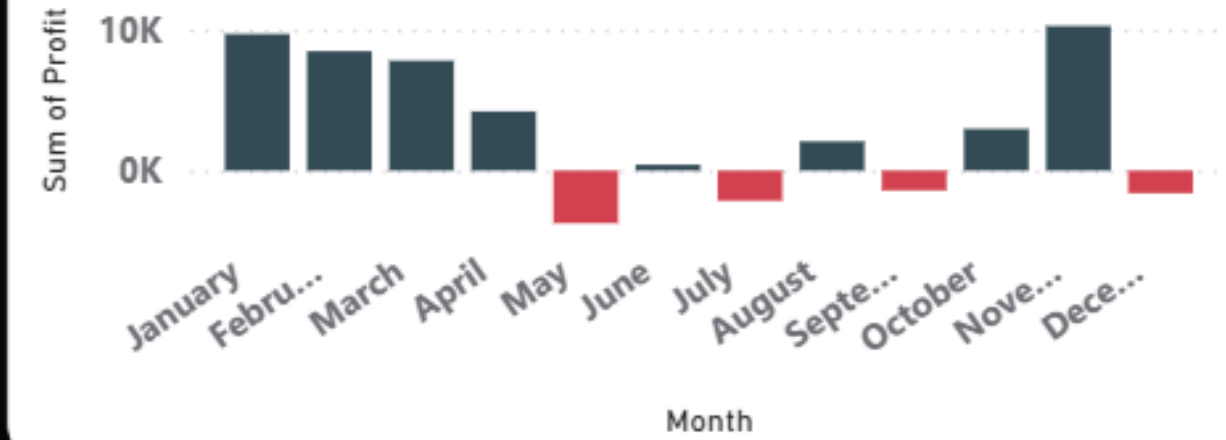
Top 3 State by Amount by State



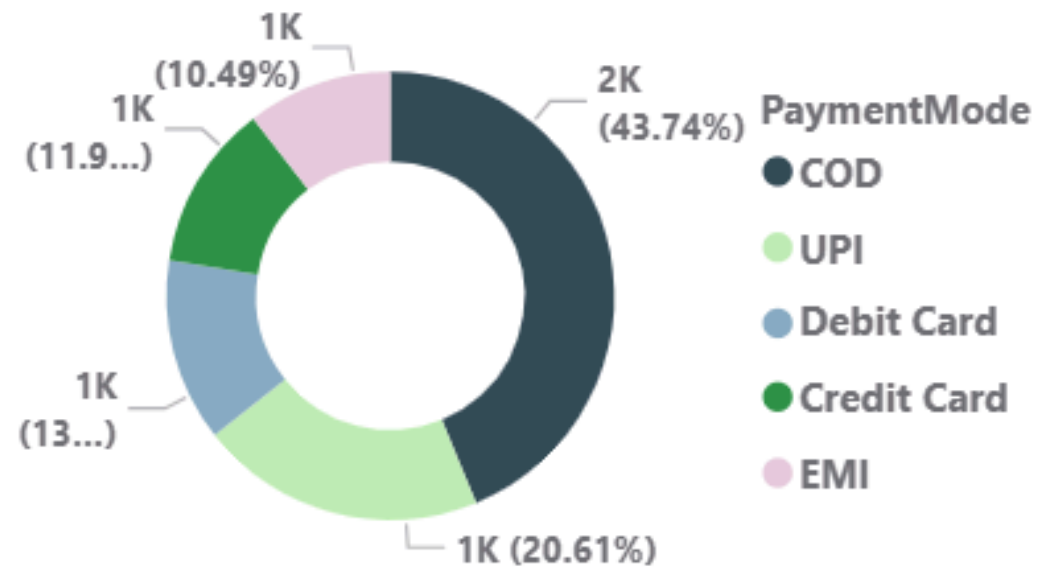
Quantity by Category



Profit & Loss by Month



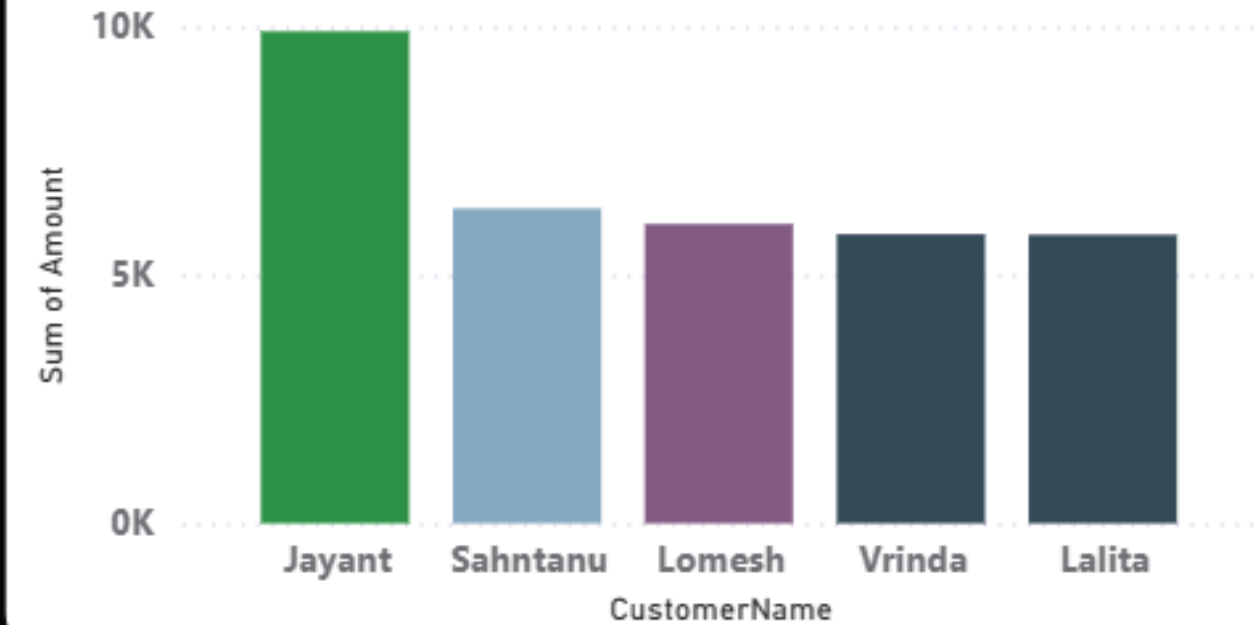
Payment Mode Percentage



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.