Power BI Project Amazon E-Commerce

Customer Centric Enhancement

Agenda

Overview

Get a high-level understanding of the project objectives and key focus areas.

Problems to solve

Identify the key challenges that need to be addressed through data analysis and insights.

Project objective

Clearly define the goals and desired outcomes of the Power BI project.

Market trends

Analyze the current market landscape and identify emerging trends that can inform strategic decisions.

Objective

- To analyse top products across different product category.

- To identify Top selling and under performing products to make new and effective marketing strategies.

- Look into the geographical sales diversity & sale cycle over the year to build targeted marketing strategy

- To understand customer choice based on location & age group.

- Maximise customer satisfaction by looking into return status and its possible reasons to find and implement effective solution.

Technique to solve Problems

Power Query Editor

Using power query editor to find, remove, and replace anomalies in the data, such as black rows, duplicate rows, blank columns etc.

DAX Functions

Using different DAX function to find key insights like Total revenue, total returned revenue, total quantity, total product, unique customers etc.

Data Visualization

Using different visualization to generate relationship between different data to support problem solving such as market trend, most and least popular items, choice, variety among different age group and

Stakeholder Strategies

Finalizing and helping strategies for the stakeholder backed by logical visual data representation.

Understanding the market

To gain a comprehensive understanding of the e-commerce market, we will conduct an in-depth analysis of the available data. This will involve exploring key trends, identifying top-selling products, and understanding customer preferences and behavior. By leveraging these insights, we can develop effective strategies to drive growth and maximize customer satisfaction.

Exploratory Data Analysis (EDA)

I utilized Power BI features such as Power Query Editor, DAX, Field Parameters, visualizations, and Drill Through to extract valuable insights and drive data-driven decision-making. Gaining insights into the underlying structure of the data, identifying outliers, and generating hypotheses for further analysis.

QUIK TIP

Try right clicking on a photo and using "Replace Image" to show your own photo.

Top Selling Products

In the individual product Tab there has a vivid description of the top selling products in every product category. To analysis that I use DAX function.

Used a slicer over the product category to understand the category wise trending Top product.

And also mention the geographically top selling product according to customer age group, and to analyze that used visualization charts.

Total Revenue Sale by Product
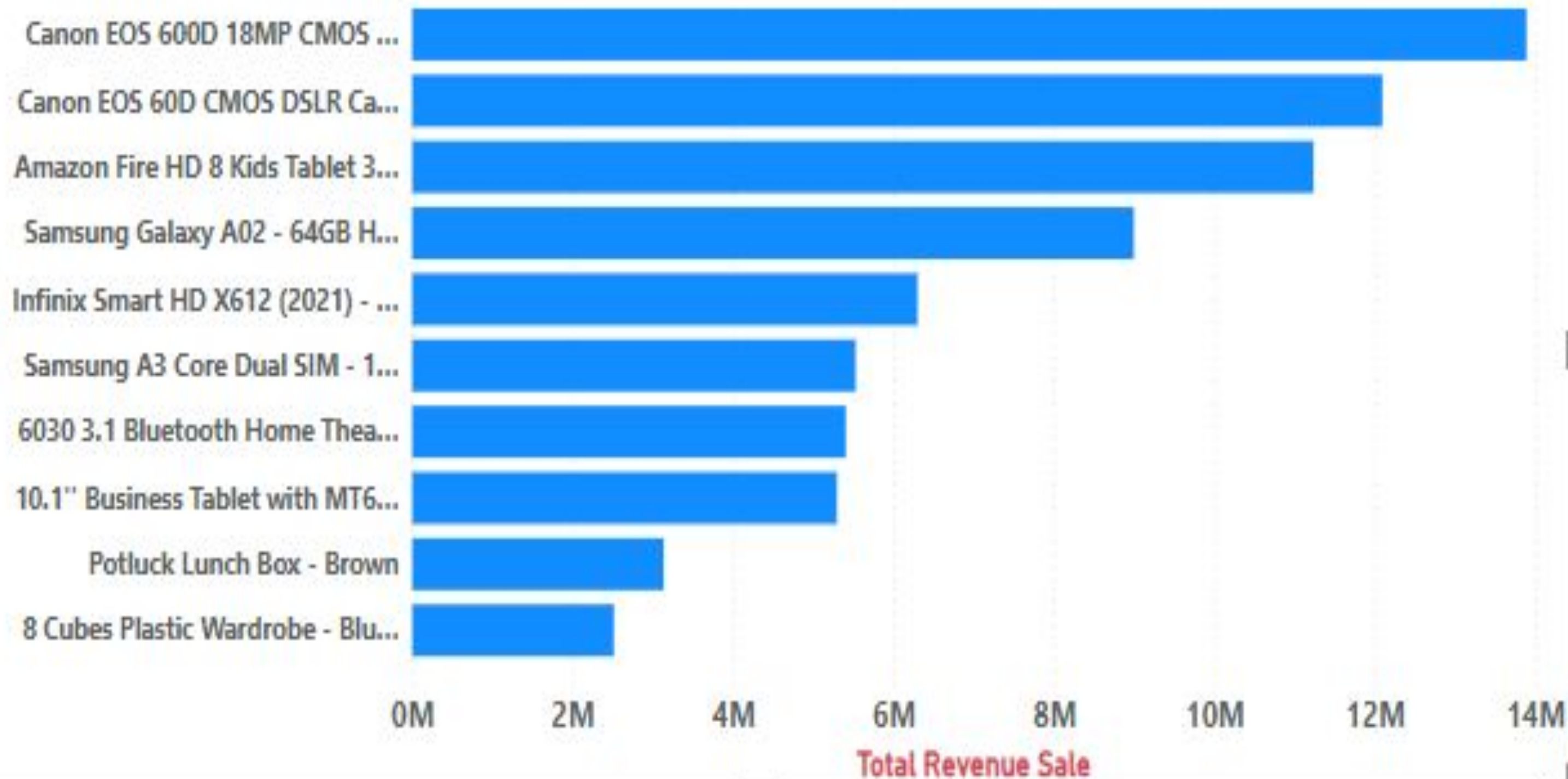
Sales Trend analysis over Time

1

Analysis of sales trends over a specified period

I conducted an in-depth analysis of the sales trends over a specified period to uncover valuable insights and identify opportunities for growth.

2

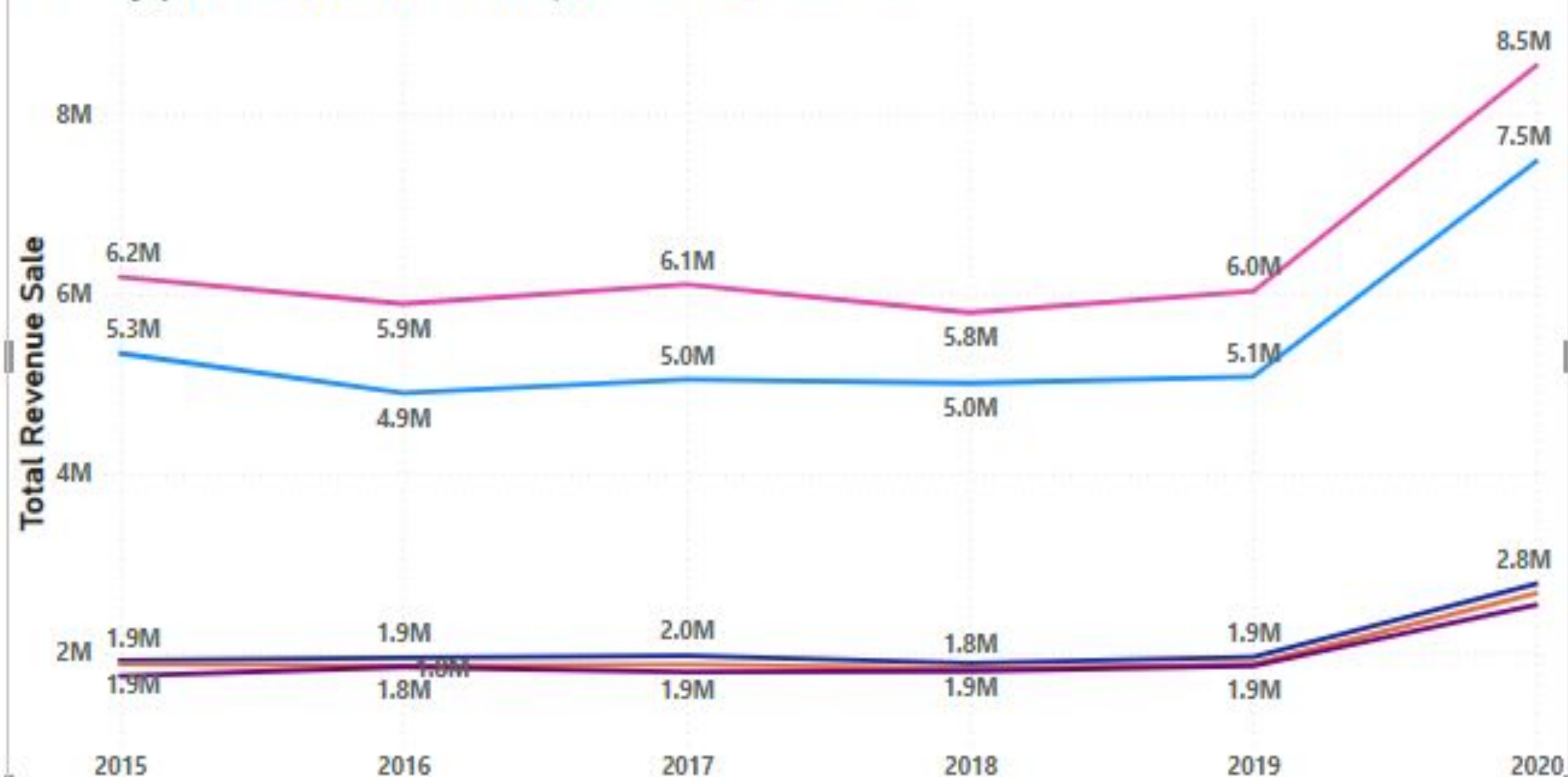**Line chart showing sales trends over months/years**

I created a line chart to visually represent the sales trends over the months and years, allowing us to identify patterns and fluctuations in the data.

3

Yearly revenue growth

I also analyzed the yearly revenue growth to understand the overall performance and identify any significant changes or trends in the business.

4

Product Performance over time and the reasons of retuning products

Additionally, I examined the product performance over time and investigated the reasons behind the returning products, providing valuable insights to optimize our product strategies.

Total Revenue Sale by Year and Product Category

Product Category ● Electronics ● Fashion ● Health and beauty ● Home and Office ● Phones and Tablet

Total Revenue Sale

8.5M

8M

7.5M

6.2M   6.1M   6.0M

5.3M   5.9M   5.0M   5.8M   5.1M

4.9M   5.0M

4M

2.8M

1.9M   1.9M   2.0M   1.8M   1.9M

2M   1.0M

1.9M   1.8M   1.9M   1.9M   1.9M
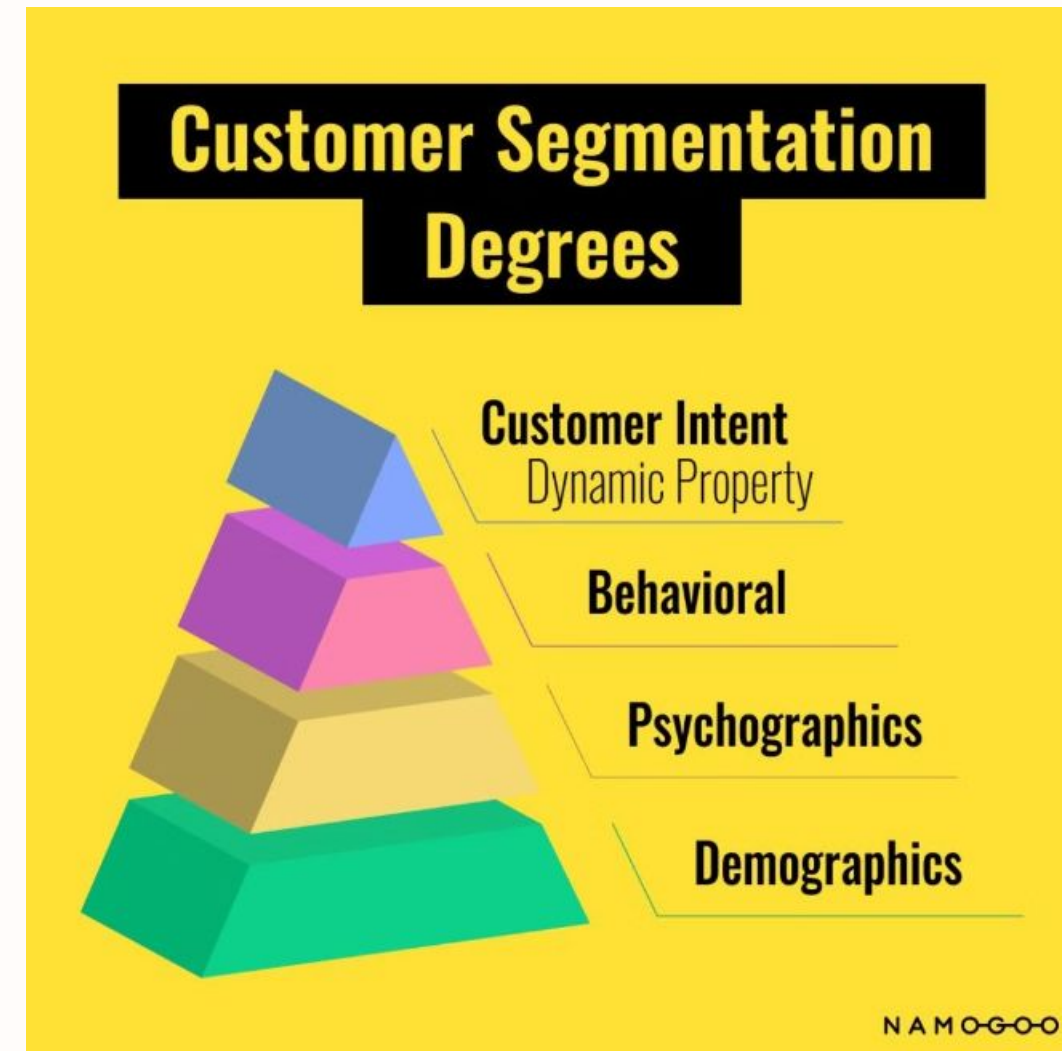
2015   2016   2017   2018   2019   2020

Customer Growth

Customer Segmentation

Segmentation of customers based on demographics or purchase behavior

- Visual representation (Line chart & bar chart)

Promotional Strategies

1 **Tailored Promotional Strategies** insights from sales trends, I recommended tailored promotional strategies for specific months to maximize revenue.

2 **Optimized Discounting** optimized discounting strategies to drive sales for top revenue-generating products.

3 **Bundling Strategies**

I also recommended bundling strategies to drive sales for top revenue-generating products.

Customer Growth

Customer Segmentation

Segmentation of customers based on demographics or purchase behavior. This can be visually represented using line charts and bar charts to gain insights into customer trends and behaviors.

Promotional Strategies

Leveraging Insights

Leveraging insights from sales trends, I recommended tailored promotional strategies for specific months to maximize revenue.

Optimized Discounting and Bundling

I proposed optimized discounting and bundling strategies to drive sales for top revenue-generating products.

Product Strategies

1 **Expand Product Offerings**

My recommendations included strategies to expand product offerings, adjust unit prices, and optimize marketing efforts for enhanced profitability.

2 **Loyalty Program and Discounts**

To address products with high prices but low sales volumes, I suggested implementing a loyalty program along with targeted discounts and bundling incentives. This approach aims to boost customer engagement and loyalty while increasing sales.

3 **Automated Returns Filter**

My proposed solution involved implementing an automated filter mechanism to streamline the customer experience and mitigate returns.

Deliverables

44 Unique Products

Experience lightning-fast delivery with 44 unique products reaching your doorstep in just 10 days, delighting our 113k strong customer base!

10 Day Average Delivery

Experience lightning-fast delivery with 44 unique products reaching your doorstep in just 10 days, delighting our 113k strong customer base!

113K Happy Customers

Experience lightning-fast delivery with 44 unique products reaching your doorstep in just 10 days, delighting our 113k strong customer base!

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Data

Transform data | Refresh
Queries

New visual | Text box | More visuals
Insert

New measure | Quick measure
Calculations

Sensitivity
Sensitivity

Publish
Share

Total Sale Price	Total Revenue	Average Rating	Return Project
107.24M	77.87M	2.73	31K

Collapse or expand the filter pane while editing. This also determines how report readers see it

31K

Gross Revenue by Product Category

Main

11.53M (10.75%)
11.94M (11.13%)
38.54M (35.93%)
12.41M (11.57%)
32.83M (30.61%)

Product

Individual Product

Total Revenue by Year

12400199 11952652 12173614 11876823 12084117 17385321

2015 2016 2017 2018 2019 2020

Unique Product

44

Average shipping Fee

11.50

Total Revenue by Product Category

8.28M (10.63%)
8.79M (11.28%)
27.86M (35.78%)
8.99M (11.55%)
23.95M (30.75%)

Average of Rating by Product Category

2.75

Phones and Tablet | Fashion | Home and Office | Electronics | Health and beauty

Date
All

Product Categroy
All

Product
All

Filters Visualizations Data

Main Product Individual Product Q1 Q2 Q.4 Q.5 Q.6 Q.7 Q.8 Q 9 SQ1 SQ2 Sq.3 SQ4 S.Q5

71% Update available (click to download)

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EN

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30/03/2024

Thank You