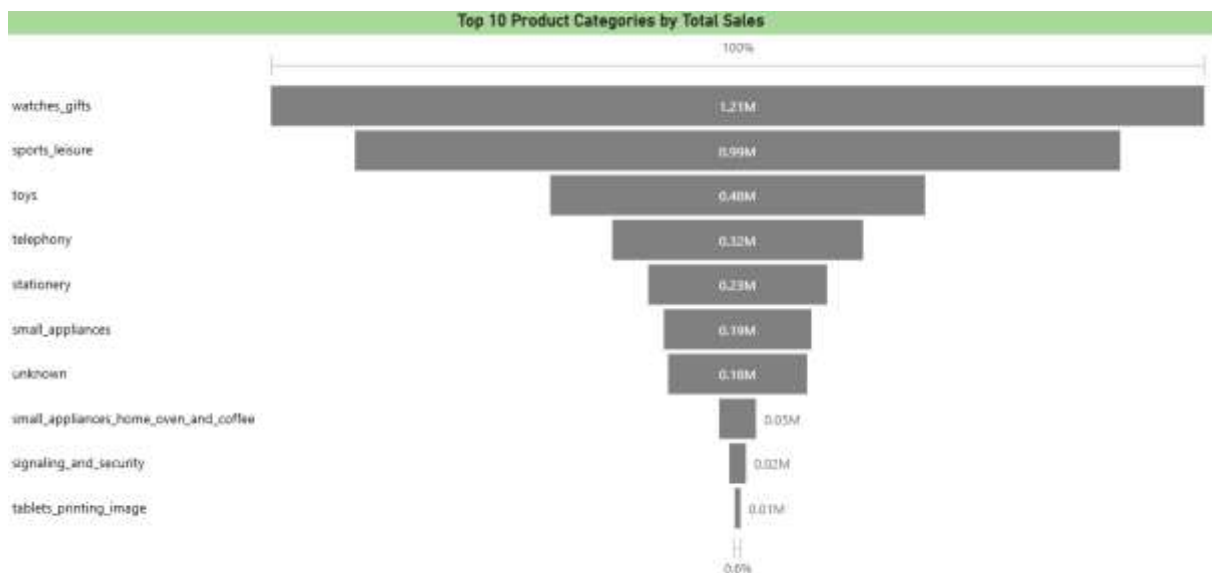**Retail Performance Dashboard for ShopNest Store Capstone**

SECTION 1 : **Top Categories by Total Price**

Question Statement :

Identify and visually represent the top 10 product categories by total sales.
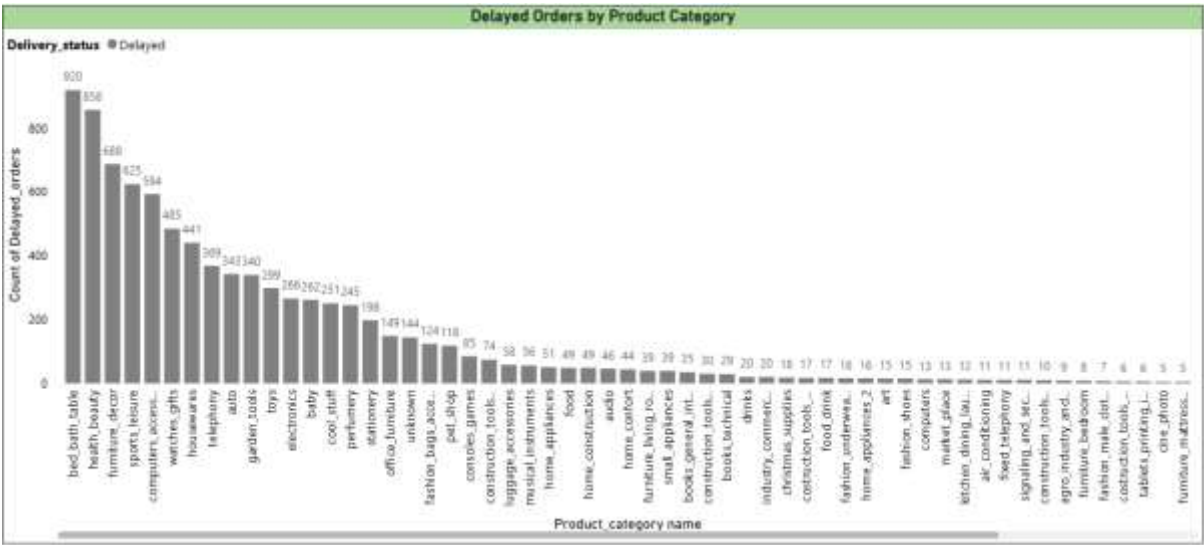
Visualization :

Explanation :

Watches and gifts, sports and leisure and toys are the top performing product categories in terms of total sales. These insights help optimize product inventory, promotional focus and future investments.

SECTION 2 : Delayed Orders Analysis

Question Statement :

Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the estimated delivery date.

Visualization :

Delayed Orders by Product Category

Explanation :

Bed, bath, and table products have the highest count of delayed deliveries, followed by health & beauty and furniture. Tracking these product categories helps the company identify where delays are happening in the supply chain or delivery process, so they can fix issues and improve efficiency.

SECTION 3 : Monthly Comparison of Delayed and On-Time Orders

Question Statement :

Create a dynamic visual that compares the number of delayed orders to the number of orders received earlier for each month. Utilize the drillthrough cross-report feature to provide a detailed analysis of late and on-time deliveries.

Visualization :

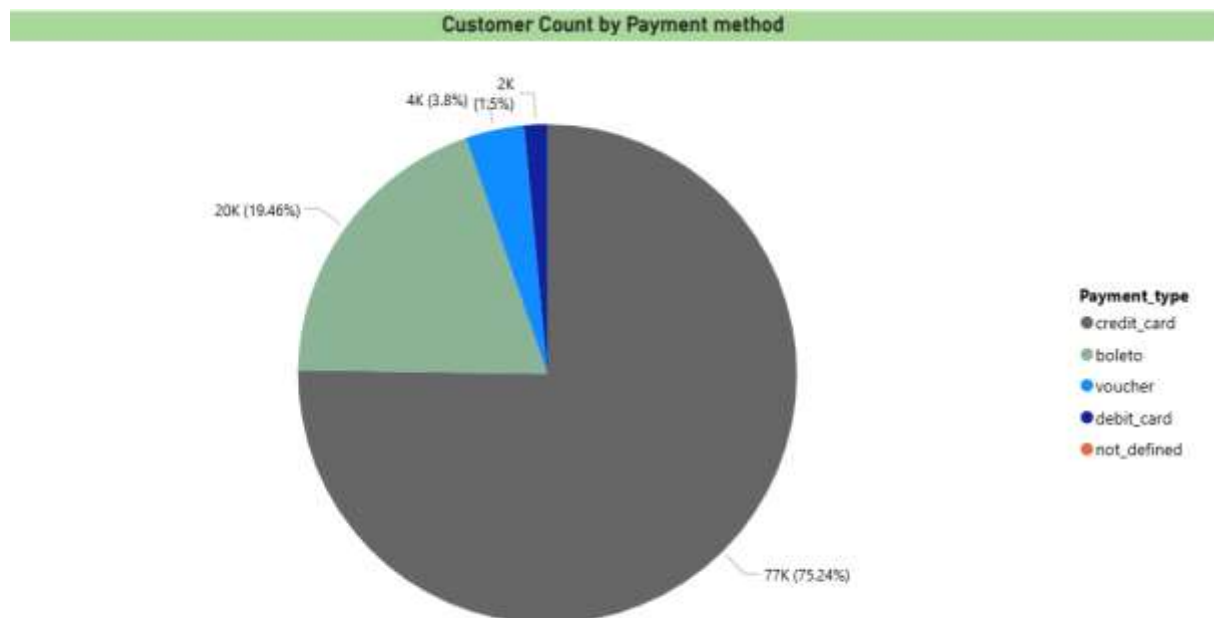Monthly Comparison of Delayed vs On-Time orders

Explanation :

The month of August had the highest order volume (12.4K on-time deliveries), while delay rates remained relatively low across most months. This trend suggests effective fulfillment practices with seasonal peaks in mid-year.

SECTION 4 : Payment Method Analysis

Question Statement :

Analyze the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.
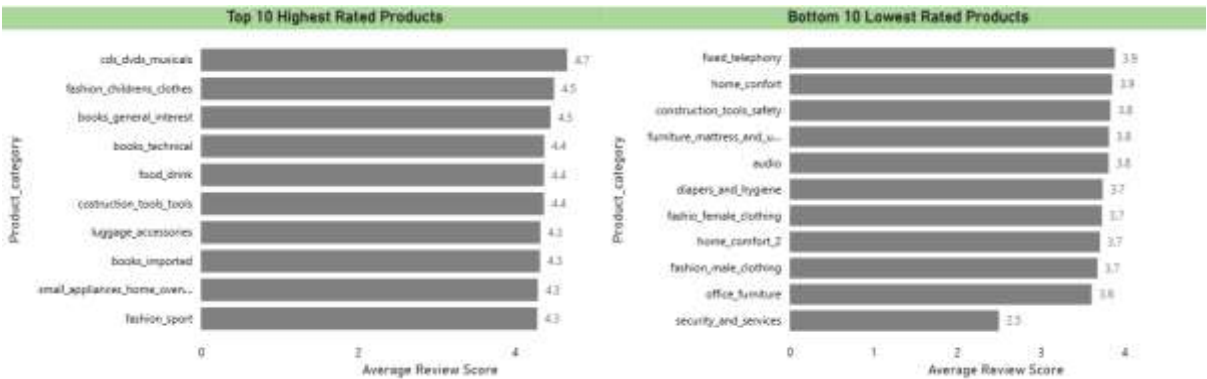
Visualization :

Explanation :

The majority of transactions (75.24%) were made using credit cards, followed by boleto at 19.46%. Understanding preferred payment types is important for improving checkout options and reducing cart abandonment.

SECTION 5 : Product Rating Analysis

Question Statement :

Determine the top 10 highest-rated products and the bottom 10 lowest-rated products using a bar or column chart.

Visualization :

Explanation :

Products like CDs and DVDs, fashion accessories, and books received high customer ratings (~4.7), while fixed telephony and construction tools were rated lower (~3.8–3.9). This informs product quality assessments and guides improvements or discontinuation decisions.

SECTION 6 : State-wise Sales Analysis

Question Statement :

Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.

Visualization :

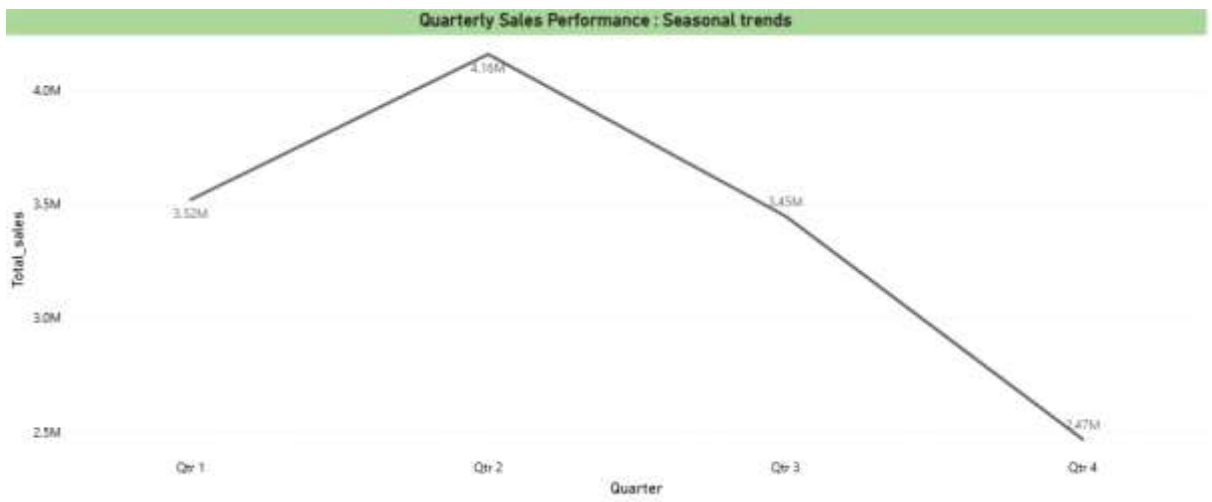State-wise Sales Performance

Explanation :

The chart shows Sao Paulo (SP) leading with over 5.2M in sales, followed by Rio de Janeiro (RJ) and Minas Gerais (MG). These states represent major customer bases and are critical for regional marketing and logistics strategies.

SECTION 7 : Seasonal Sales Patterns

Question Statement :

Investigate and visualize any seasonal patterns(Quarterly) or trends in sales data over the course of the year.

Visualization:

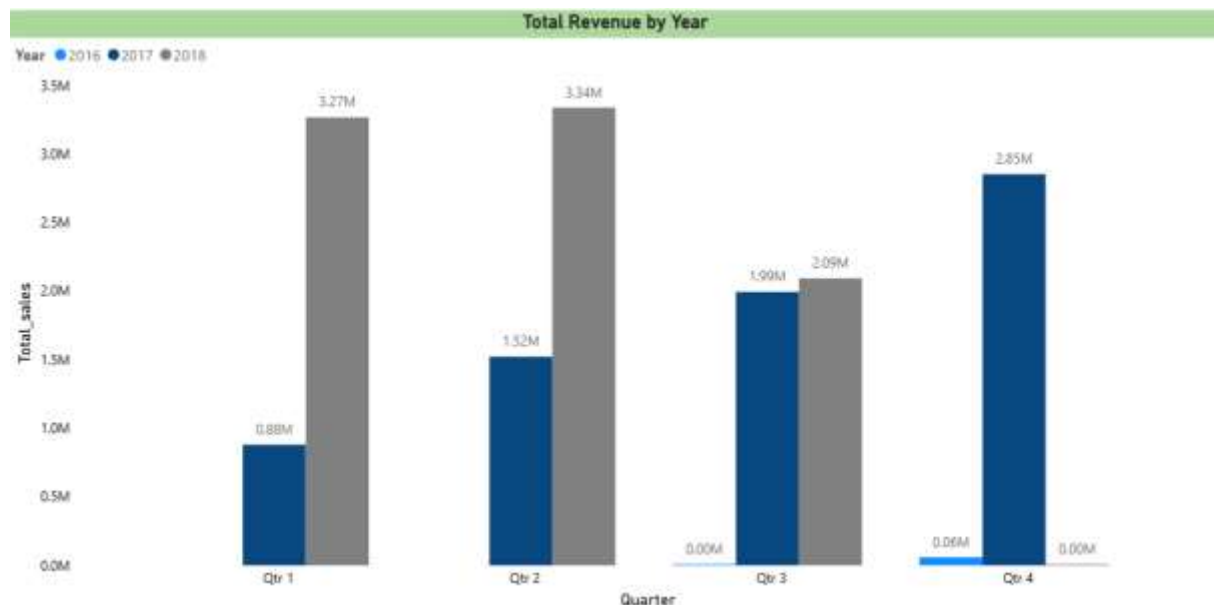Quarterly Sales Performance : Seasonal trends

Explanation:

Sales peak in Q2 (4.16M) and gradually decline through Q3 (3.45M) to Q4 (2.47M). Understanding these trends can help in planning inventory, marketing efforts, and staffing more effectively throughout the year.

SECTION 8 : Revenue Analysis

Question Statement :

Determine the total revenue generated by ShopNest Store and analyze how it changes over time(Yearly). Represent this information through suitable visuals to highlight trends and patterns.

Visualization :

Total Revenue by Year

Explanation :

Revenue in 2018 was highest overall, peaking in Q2 (3.34M). 2017 showed strong Q3 and Q4 growth (2.85M in Q4), while 2016 had minimal revenue. 2016 likely represents the early phase of operations, with inconsistent performance and low total revenue might be due to limited data or business ramp-up that year. 2017 showed considerable improvement over 2016. The consistent quarterly growth shows better market presence, increased sales and improved operational efficiency. 2018 was the strongest year overall in terms of revenue, especially in the first half. The drop in Q4 could skew the yearly average and should be investigated further to understand the cause.

SECTION 9 : Total Revenue, Total Sales and Average Order Value(AOV)

Question Statement :

Total Revenue, Total Sales and Average Order Value(AOV)

Visualization :

Total Revenue	Total Sales	AOV
16.01M	13.59M	160.99

Explanation :

The business has generated a total revenue of 16.01 million across all years. This metric serves as a key indicator of the business's financial performance over the analyzed period. It has generated 13.59 million in total sales, with an AOV of 160.99. A high AOV can indicate effective upselling strategies or customer preferences for higher-priced products.