Revenue Analysis Dashboard

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Domain: E-commerce
Objective: Analyze the purchasing patterns of customers on an e-commerce website.

About Dataset

- This dataset contains information about orders placed by **customers on an e-commerce website**.
- It **includes** details about the orders such as the order ID, order date, order status, item ID, quantity ordered, price, value, discount amount, total, customer ID, year, reference number, age, zip code, and discount percentage.
- The dataset has a total of **286,392** entries with **36** columns.
- The item ID, quantity ordered, price, value, discount amount, total, customer ID, year, reference number, age, zip code, and discount percentage are **numerical data**.
- while the order ID, order date, and order status are **categorical data.**

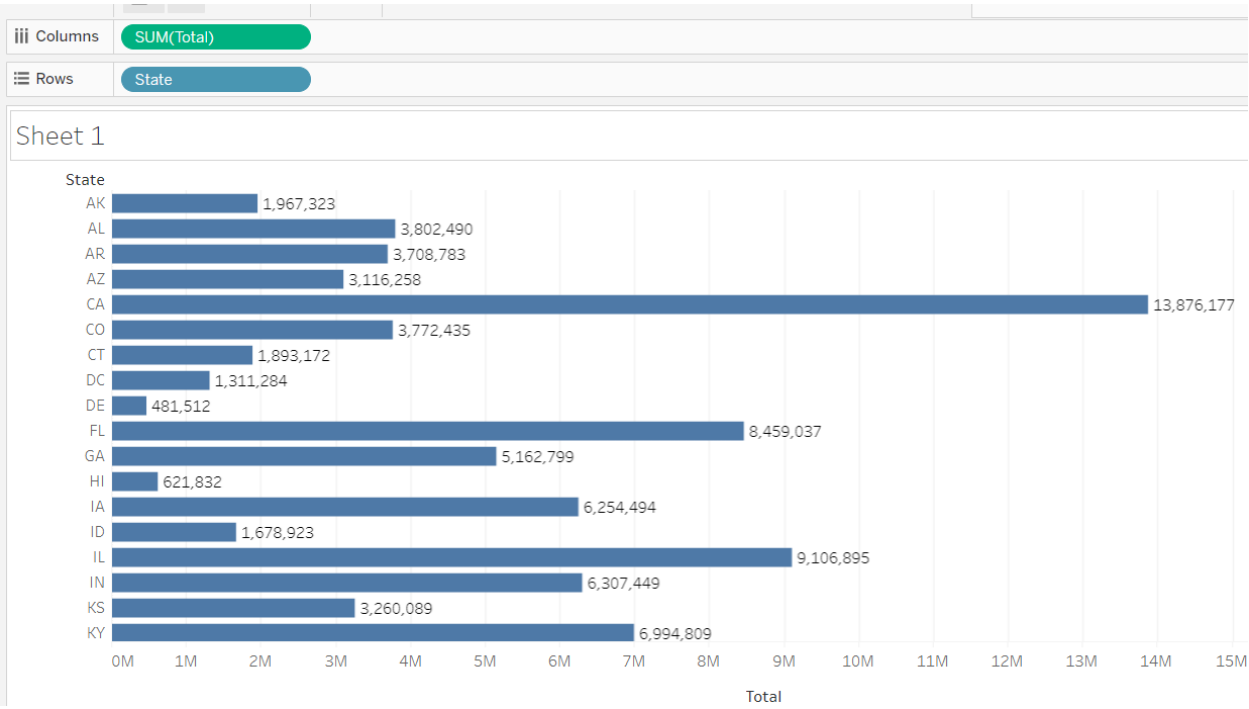
This dataset is useful for analyzing the purchasing patterns of customers on the e-commerce website.
It can help in identifying popular products, customer behavior, and trends in purchasing.

TASKS:-

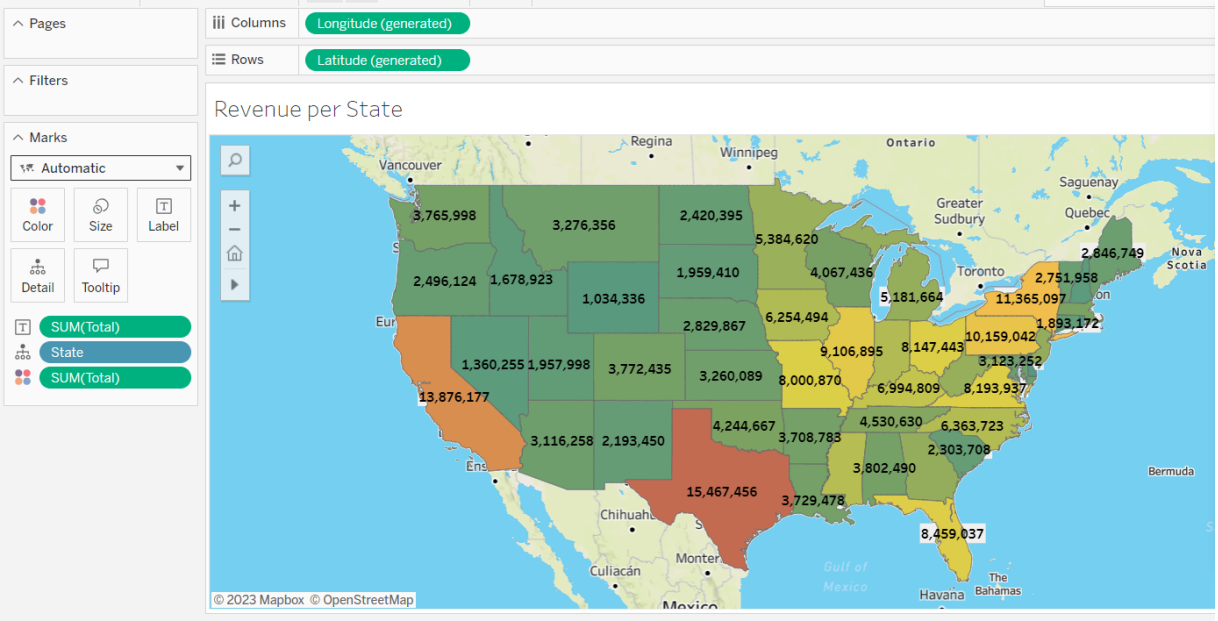
- Revenue per state
- Revenue based on Month of the year
- Revenue Based on Age
- Quantity - Discount % correlation
- Percentage of Revenue per Region
- Revenue per Category per Gender
- Dashboard

A. MAP VIEW

1. Drag and drop the state column into the rows and total column into column.
2. Press control and drag and drop total column into the label panel.

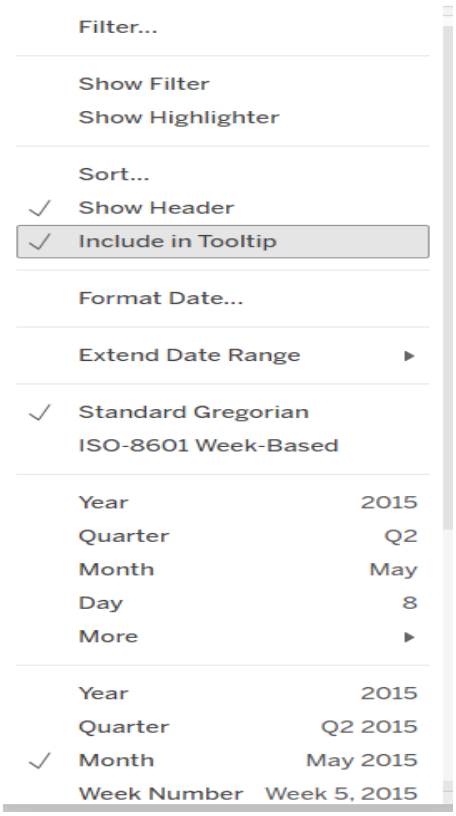


3. After that click on the show me option present on the left corner of desktop and select map view.
4. After that drap and drop the total column into label option and do the necessary formatting and change the sheet name to revenue per state.

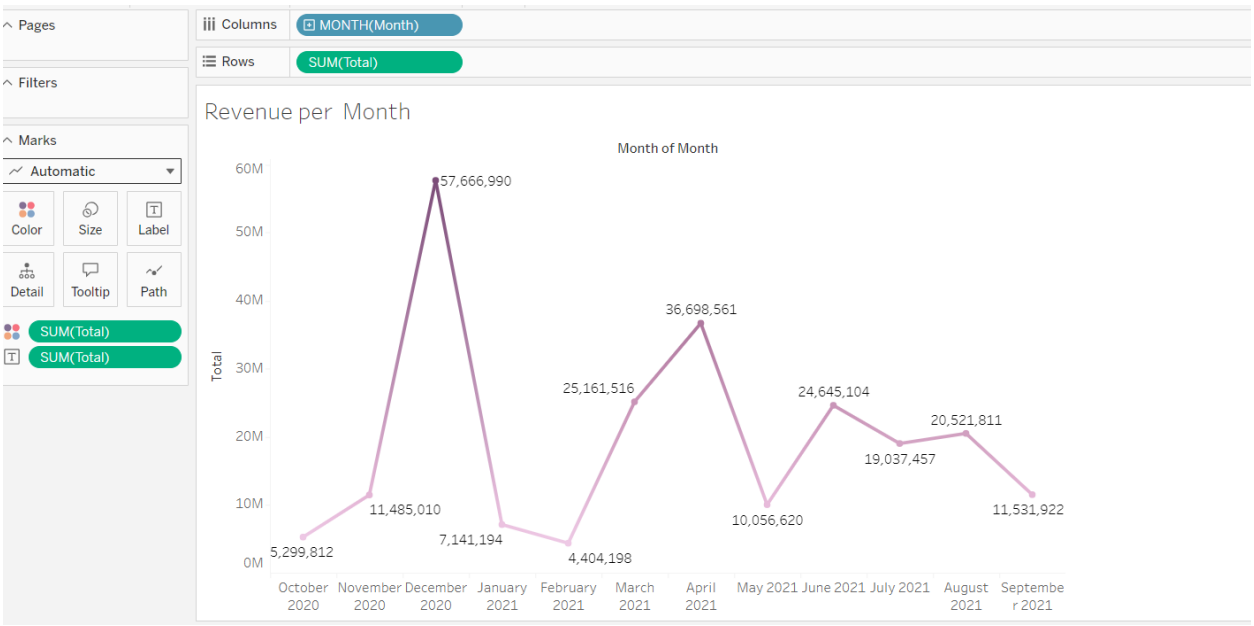


B. Line Chart

1. First change the data type of month from string to date and drag and drop it to the column pane and total in row pane.
2. Right click on the month pane and do the necessary formatting.

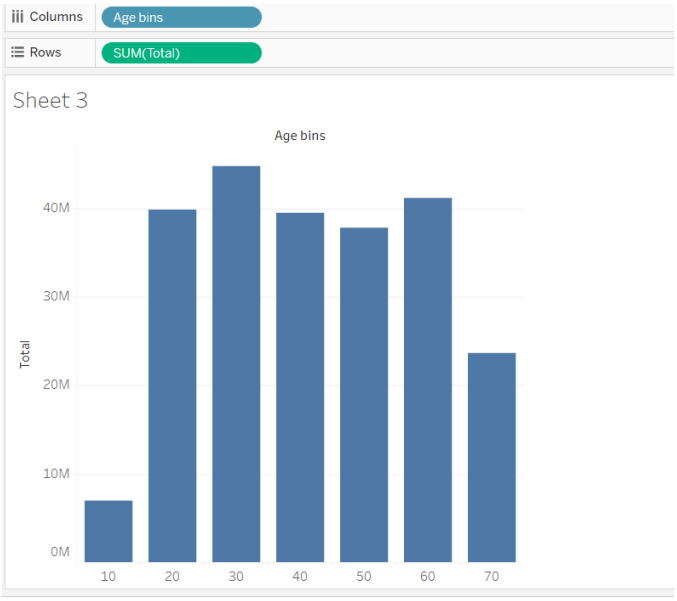


3. Press control and drag and drop the total column in label pane and do the necessary formatting.



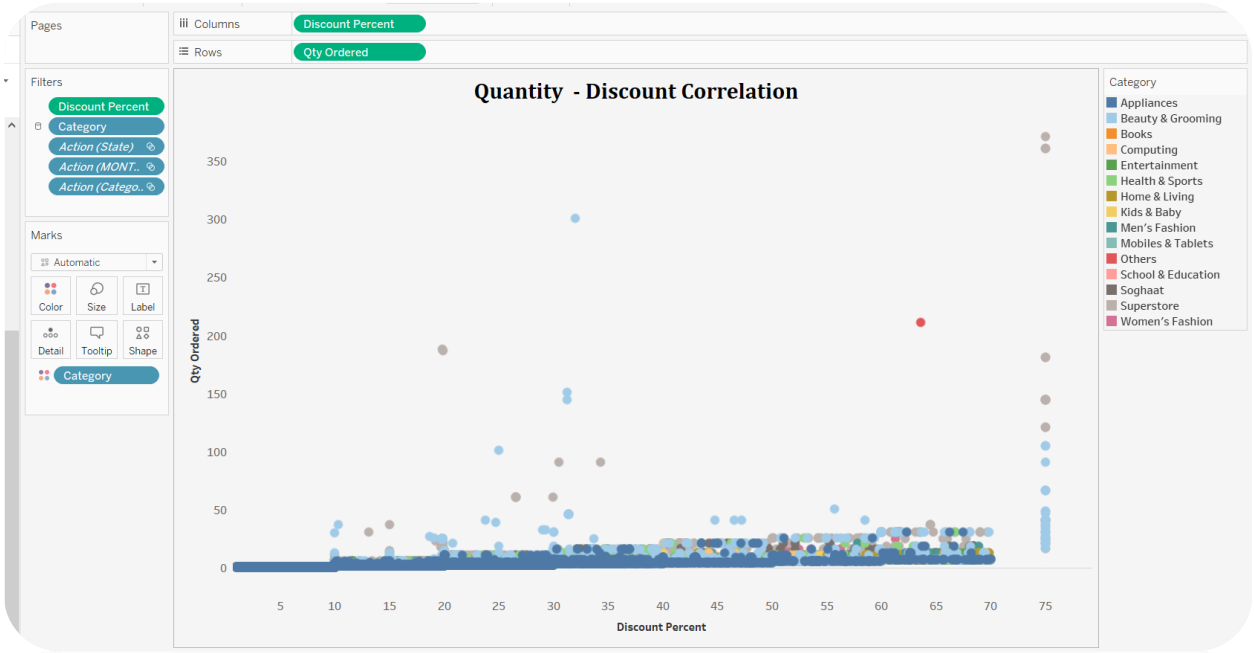
C. Bar graph

1. Drag and drop the age bins column into the column and total in rows.
2. The following bar graph can appear.



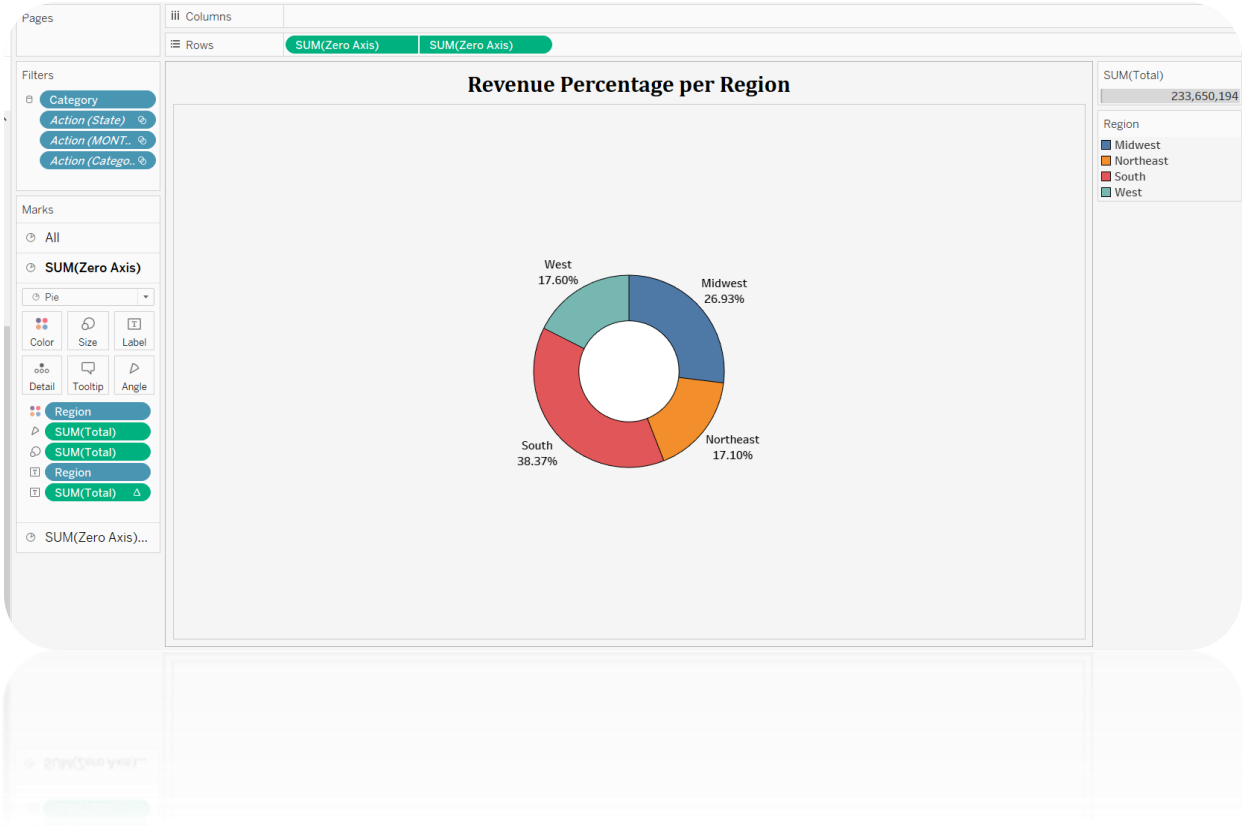
D. Scatter plot

1. We draw a scatter plot between quantity order and discount percent.



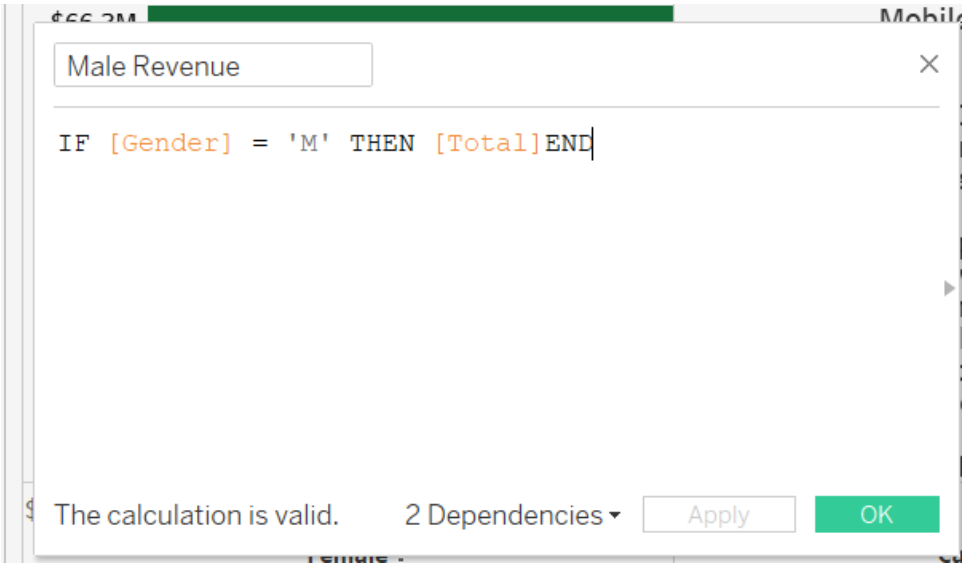
E. Donut Chart plot

1. We create a calculated field first as zero axis name and select pie as mark.
2. This new field we will drop in rows twice.
3. And then formatting for region and total.

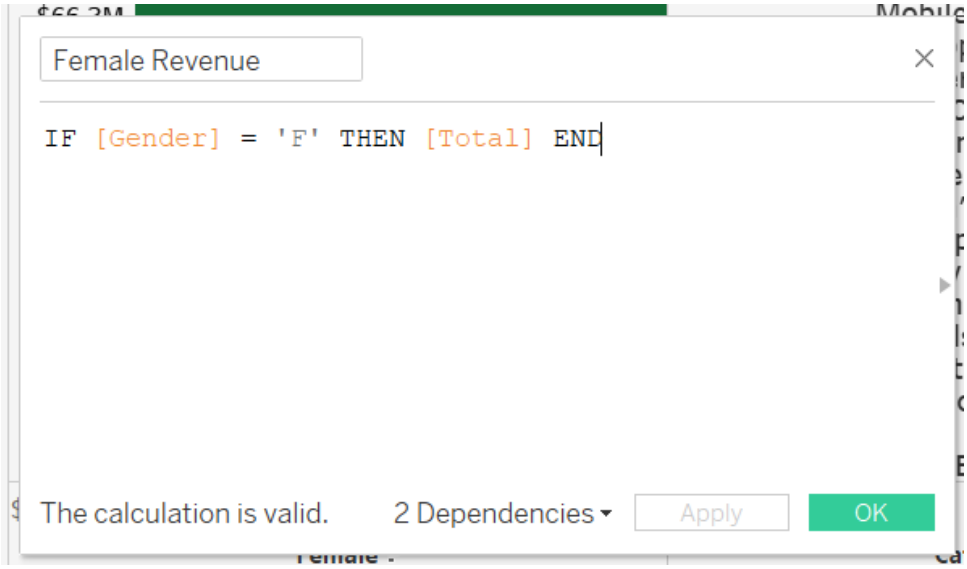


F. Bar chart for category in Female and Male.

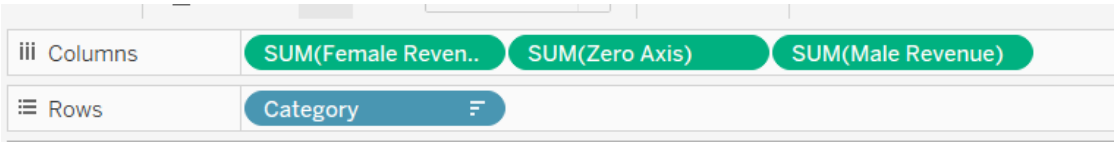
1. We will create a 2 calculated field first for this
2. Male Revenue



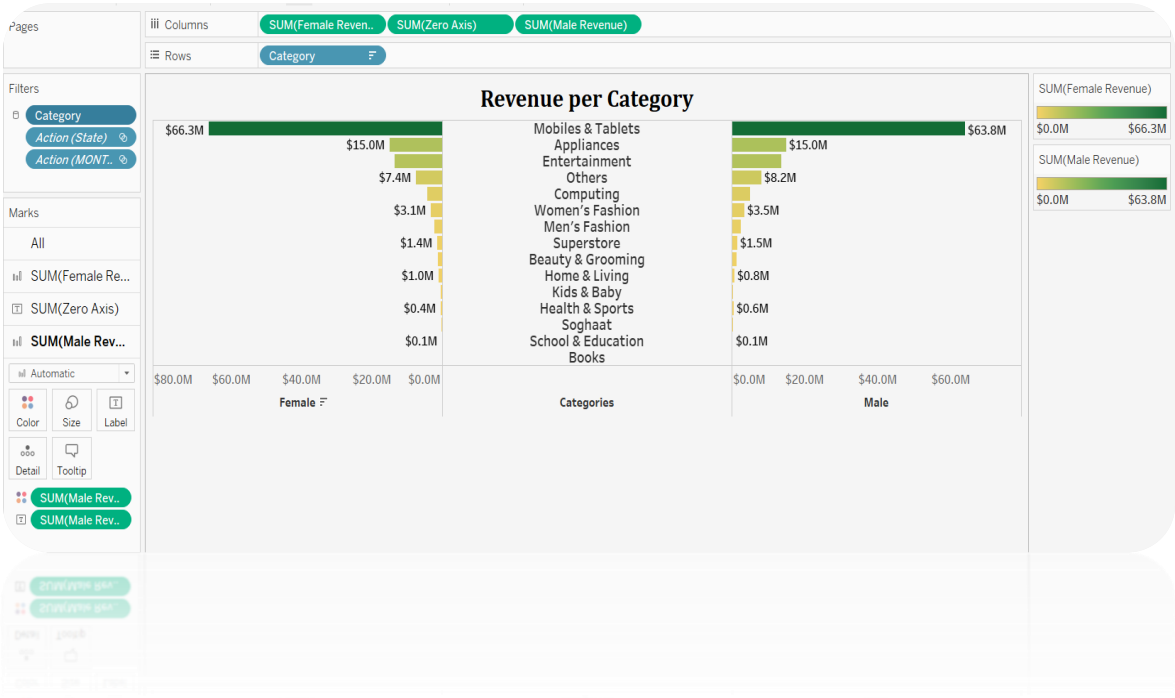
3. Female Revenue



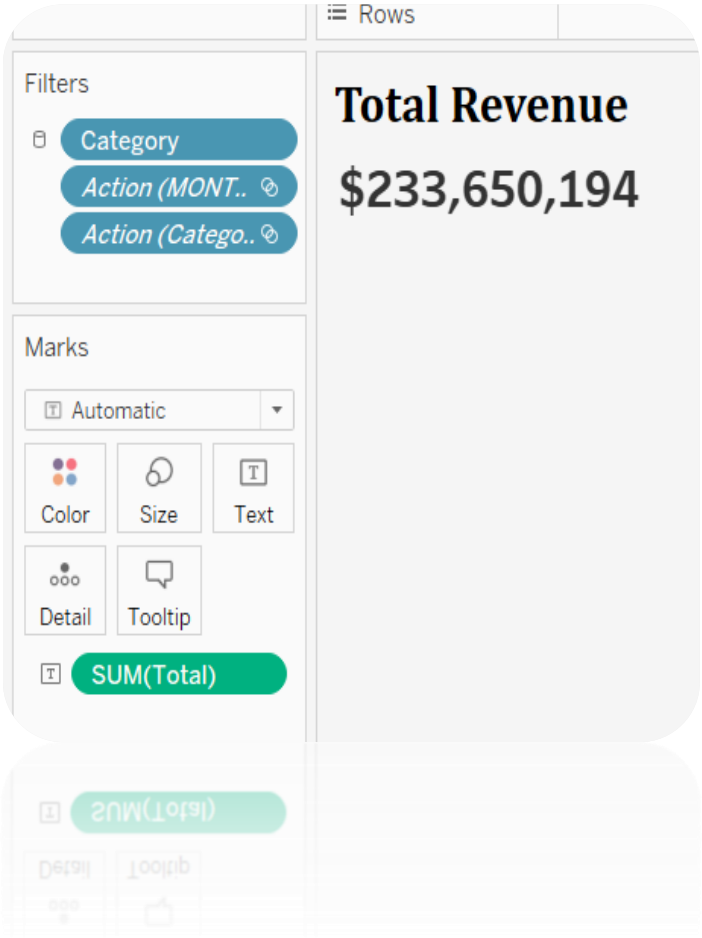
4. Then drag category of product in Rows.



5. We will add in columns and select bar chart and sort.



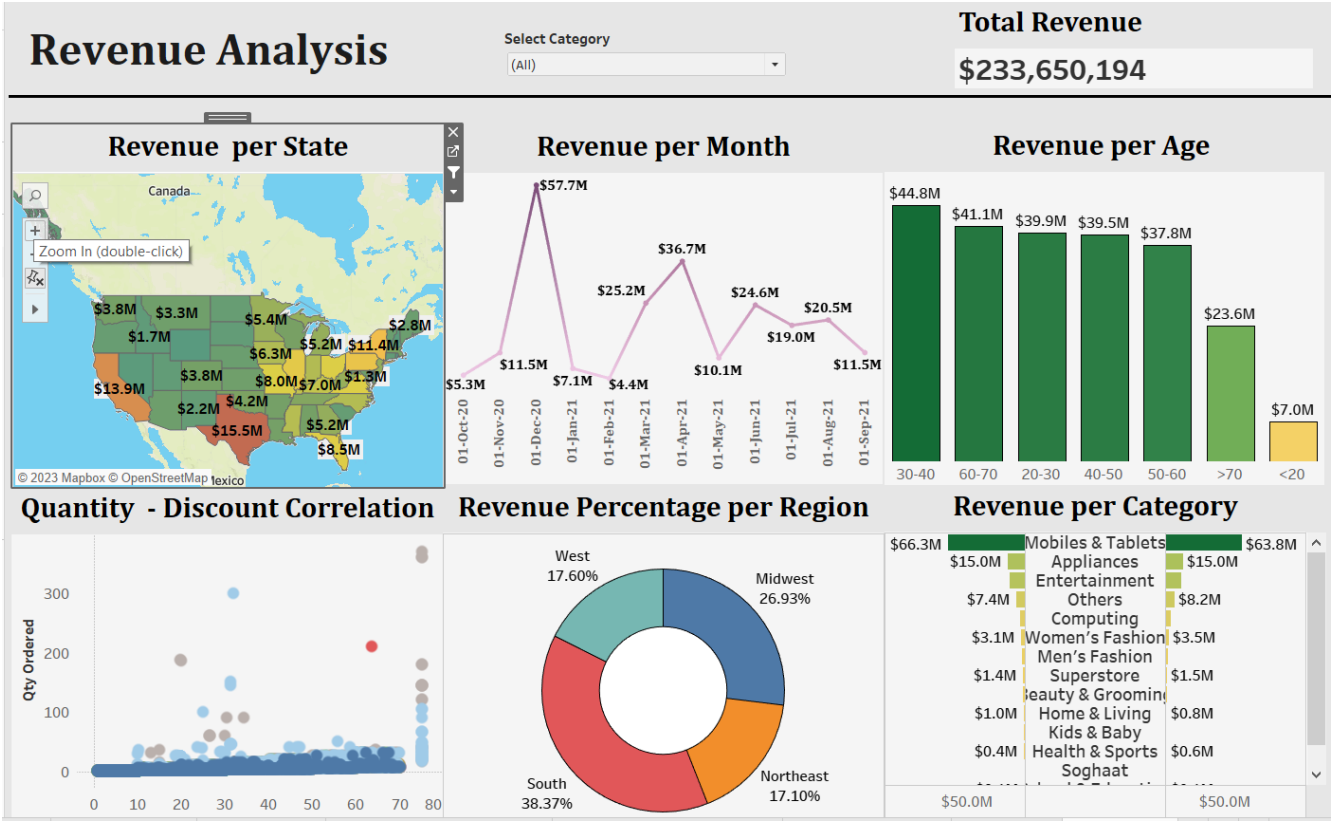
G. Total Revenue Sheet



Conclusion:-

The e-commerce dataset provides valuable insights into the purchasing patterns of customers on the e-commerce website.
By analyzing the data and identifying trends and patterns, businesses can gain a deeper understanding of their customers and develop strategies to improve their sales performance.

DASHBOARD

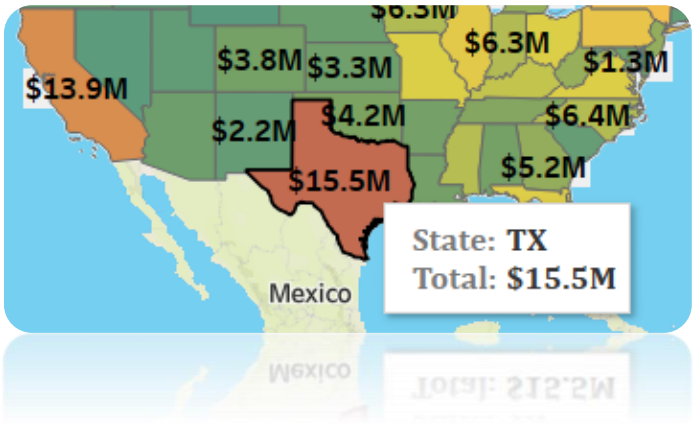


Link for dashboard tableau
https://public.tableau.com/app/profile/abdul.choudhari/viz/RevenueAnalysisDashboardNM/Dashboard1?publish=yes

Interpretation:

- **Revenue per state:**

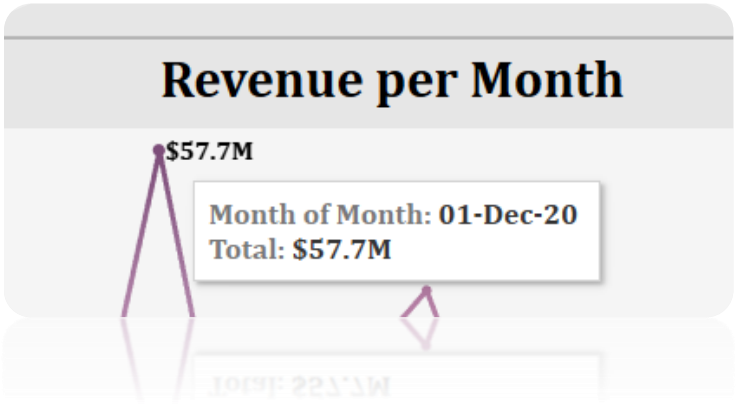
  TX state with high Revenue (15.5 M dollar)



The revenue per state can be calculated by grouping the order data by state and then summing the total value of orders for each state. This information can be used to identify states with the highest and lowest revenue. This information can be used to develop targeted marketing campaigns and allocate resources to the most profitable states.

- **Revenue based on Month of the year:**

  1 Dec 2020 with 57.7 M dollar revenue

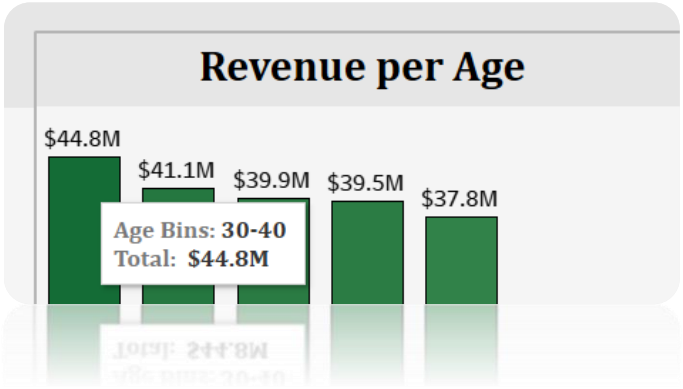


The revenue based on the month of the year can be calculated by grouping the order data by month and then summing the total value of orders for each month. This

information can be used to identify seasonal trends in purchasing. This information can be used to adjust inventory levels and pricing strategies accordingly.

- **Revenue Based on Age:**

  Maximum revenue between age 30-40 with 44.8 M dollar



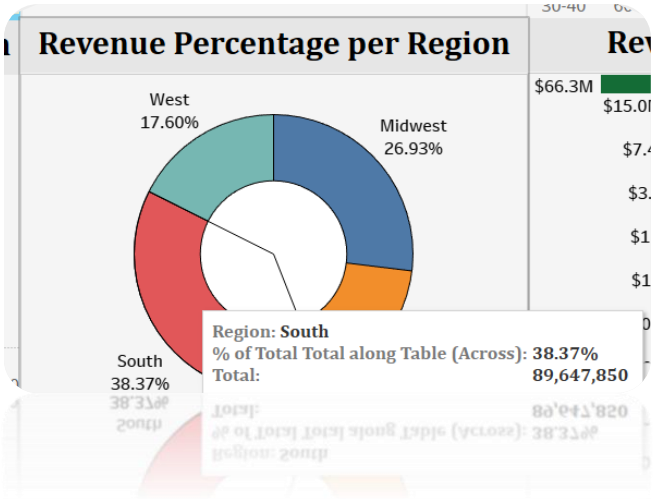
The revenue based on age can be calculated by grouping the order data by age and then summing the total value of orders for each age group. This information can be used to identify the most and least profitable age groups. This information can be used to develop targeted marketing campaigns and product strategies for each age group.

- **Quantity - Discount % correlation:**

The correlation between quantity and discount percentage can be calculated using a statistical analysis tool such as Pearson correlation. This correlation coefficient will indicate whether there is a positive or negative correlation between the two variables. A positive correlation indicates that as the discount percentage increases, the quantity ordered also increases. A negative correlation indicates that as the discount percentage increases, the quantity ordered decreases. This information can be used to develop pricing and discount strategies that maximize revenue.

- **Percentage of Revenue per Region:**

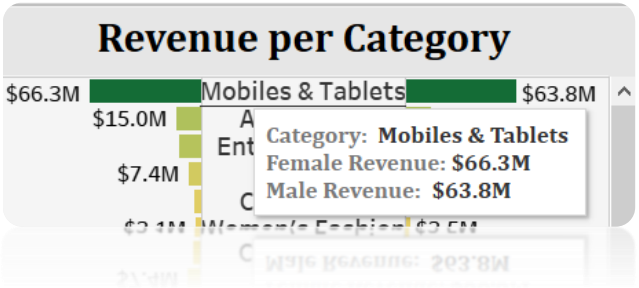
  South Region with highest revenue almost 38.4 %



The percentage of revenue per region can be calculated by grouping the order data by region and then dividing the total value of orders for each region by the total value of orders for all regions. This information can be used to identify regions with the highest and lowest revenue. This information can be used to develop targeted marketing campaigns and allocate resources to the most profitable regions.

- **Revenue per Category :**

  Mobile & Tablets with more than 60 M $ revenue from website.



The revenue per category per gender can be calculated by grouping the order data by category, gender, and then summing the total value of orders for each category-gender combination. This information can be used to identify the most and least profitable product categories for each gender. This information can be used to develop targeted marketing and product strategies for each gender.

THANK YOU>>>