Shopify Analysis

STEPS IN PROJECT

- ✓ **Requirement Gathering/ Business Requirements**

- ✓ **Data Walkthrough**

- ✓ **Data Connection**

- ✓ **Data Cleaning / Quality Check**

- ✓ **Data Modeling**

- ✓ **Data Processing**

- ✓ **DAX Calculations**

- ✓ **Dashboard Lay outing**

- ✓ **Charts Development and Formatting**

- ✓ **Dashboard / Report Development**

- ✓ **Insights Generation**

Power BI

Shopify Analysis

BUSINESS REQUIREMENT

The goal of this project is to analyze Shopify sales data in Power BI to uncover meaningful insights into transaction performance, customer purchasing behavior, and long-term customer value. By designing an interactive dashboard, the objective is to help stakeholders identify patterns in revenue generation, customer retention, and engagement trends to support data-driven decision-making.

KPI's Requirements

1. Transactions Performance

This section focuses on evaluating the overall health and effectiveness of sales operations by tracking:

➤ **Net Sales**: Total revenue generated before tax.

➤ **Total Quantity**: The cumulative number of products sold.

➤ **Net Avg Order Value**: The average revenue per transaction, excluding tax.

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BUSINESS REQUIREMENT

KPI's Requirements

2. Customer Purchase Behavior

Understanding how customers interact with the business is critical. This section highlights:

➢ **Total Customers**: The count of unique buyers.

➢ **Single Order Customers**: Customers who placed only one order.

➢ **Repeat Customers**: Customers with more than one order, indicating loyalty.

3. Retention & Value KPIs

To evaluate long-term growth and customer value, this section includes:

➢ **Lifetime Value (LTV)**: The total revenue generated by a customer over time.

➢ **Repeat Rate**: The percentage of customers who return to make another purchase.

➢ **Purchase Frequency**: How often customers place orders, on average.

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BUSINESS REQUIREMENT

Charts Requirements

*This section will support dynamic analysis using a **measure selector** for: **Net Sales, Total Quantity, Total Customers, Repeat Customers***

1. Regional Overview - Province and Cities

❖ **Filled Map (Province-Level)**
  ➤ **Purpose**: Display province-wise performance using **color saturation** based on the selected measure.
  ➤ **Interactivity**: Changes dynamically with the measure selector.

❖ **Bubble Map / Density Map (City Level)**
  ➤ **Purpose**: Visually represent **sales or customer density** at a more granular level.
  ➤ **Bubble Size or Heat Intensity**: Driven by the selected measure.
  ➤ **Tooltip**: Shows all key metrics (Net Sales, Quantity, Total Customers, Repeat Customers).

❖ **Bar Chart (City-Level Performance)**
  ➤ **Purpose**: Compare **top-performing cities** based on the selected KPI.
  ➤ **Sorted**: Descending order by selected measure.
  ➤ **Dynamic**: Interacts with slicers/filters and responds to the KPI selector.

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Charts Requirements

*This section will support dynamic analysis using a **measure selector** for: **Net Sales, Total Quantity, Total Customers, Repeat Customers***

2. Sales Trend Over Time

❖ **Area Chart – Trend by Day**

➢ **Purpose**: Show the **daily trend** of the selected measure (e.g., daily Net Sales or daily Repeat Customers).

➢ **Interactivity**: Changes dynamically based on the selected measure.

❖ **Bar Chart or Line Chart – Trend by Hour**

➢ **Purpose**: Display **sales or customer activity by hour of the day** (e.g., 0–23 hrs), revealing peak activity periods.

➢ **Use Case:** Helps understand time-of-day behavior, useful for marketing or operational timing decisions.

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Charts Requirements

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3. Gateway Payment Method

➢ Identify the **most and least used payment methods**.

➢ Detect **customer preferences** across regions or campaigns.

4. Product Type

➢ Determine which **product types generate the highest revenue and order volume**.

➢ Understand how **customer engagement varies** across different product categories.

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❖ Provide a **dedicated page** to display transaction-level or detailed data.

❖ Allow users to **drill through** from summary visuals (like charts and KPIs) to see underlying records.

❖ Enable users to explore data at a **granular level**, such as individual orders, customers, or product types.

❖ Help explain **summary trends** and **validate aggregated metrics** with raw data.

Power BI