

# **Business Analytics with Excel**

## **E Commerce Dashboard**



## **DESCRIPTION**

E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming commonplace.

## **OBJECTIVE**

An Online E-Commerce Company wants to design a Sales dashboard to analyze the sales based on various product categories. The company wants to add user control for product category, so users can select a category and can see the trend month-wise and product-wise accordingly.

## **DATA FIELDS**

Field	Description
Order ID	Unique Order ID of a product
Order Date	Order Placement Date
Ship Date	Shipment Date of the placed order
Aging	Used to Create Histogram Bin
Ship Mode	Shipment mode of placed order
Product Category	Product Category
Product	Name of the Product

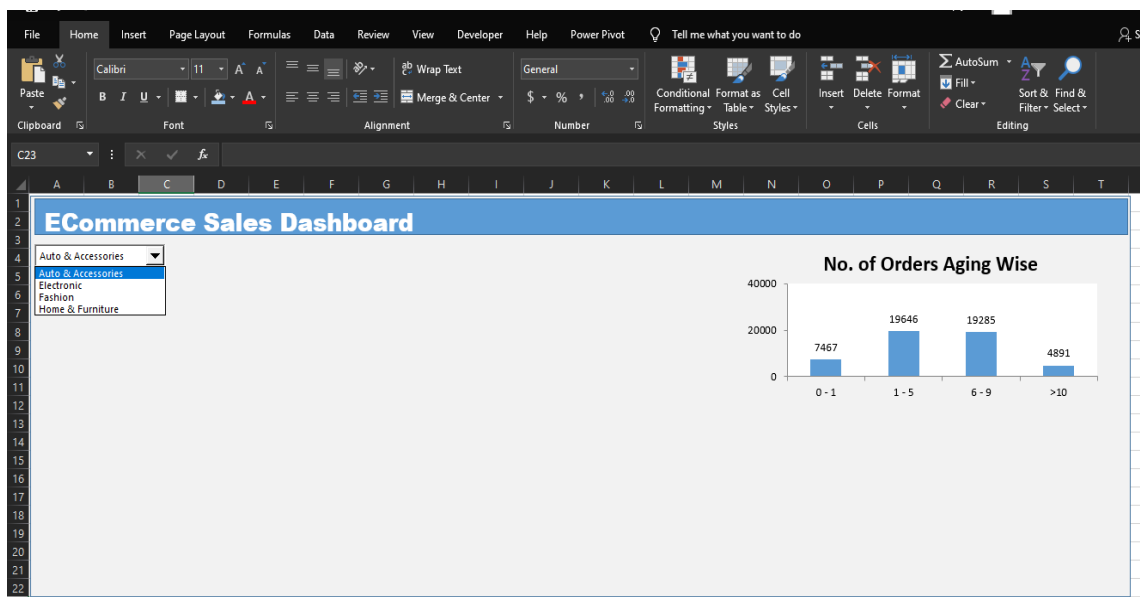
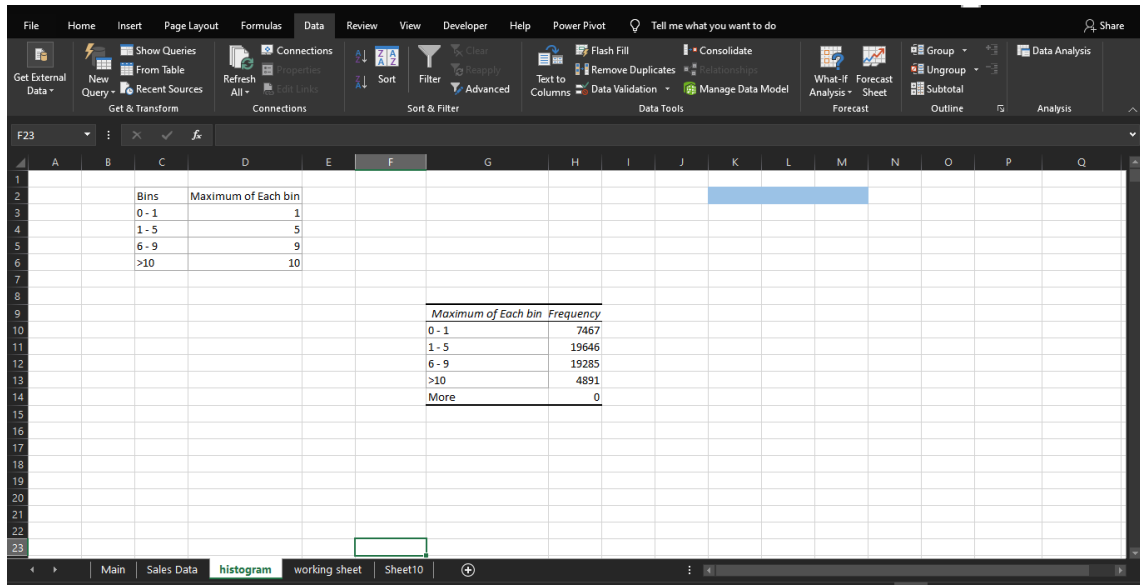
Sales	Sales Amount
Quantity	The amount or number of a material
Discount	A deduction from the usual cost of something
Profit	Obtain a financial advantage or benefit
Shipping Cost	The amount required to ship the placed order
Order Priority	Precedence of placed order
Customer Id	Unique Customer ID
Customer Name	Name of the Customer
Segment	ProductSegment(i.e.Home Office/Corporate/Consumer etc.)
City	Unique City Name
State	Unique State Name
Country	Unique Country Name
Region	Especially the part of a country
Months	The month of placing the order

## **ANALYSIS TASK**

- Use the Saved Sample – E-Commerce database.
- Create a histogram to analyze a number of shipping days.
- Prepare a table of Sales and Profit month-wise in one sheet, named it as 'Working Sheet'.
- Prepare the sales table region-wise in the working sheet.
- Create a User Control Combo box for Product Category.
- Create Column Chart of a month-wise table and region-wise table
- Link the table with combo box.
- Create a dashboard.

# EXECUTION

1. TO create Histogram, create a table with columns (bins, max of each bin). Create histogram from Data analysis under Data ribbon.



2. Preparing sales and profit table month wise & Region wise sales in the “working sheet”.

The screenshot shows an Excel spreadsheet with a PivotTable. The PivotTable is located in the range R3:X17. The PivotTable fields are: Rows: (empty), Columns: (empty), Filters: (empty), and Values: Sum of Sales. The data is summarized by Month and Region.

Month	Sales	Profit	Regions	Sum of Sales
Jan	117677	53274	Africa	123087
Feb	97361	42989	Canada	11413
Mar	110048	49264	Caribbean	47569
Apr	107029	48287	Central	278301
May	107848	47383	Central Asia	55886
Jun	111250	48876	East	68939
Jul	119095	53137	EMEA	131180
Aug	107444	47557	North	120926
Sep	110696	50176	North Asia	61194
Oct	101689	44412	Oceania	100477
Nov	112861	49947	South	175766
Dec	116409	52295	Southeast Asia	67711
			West	76958

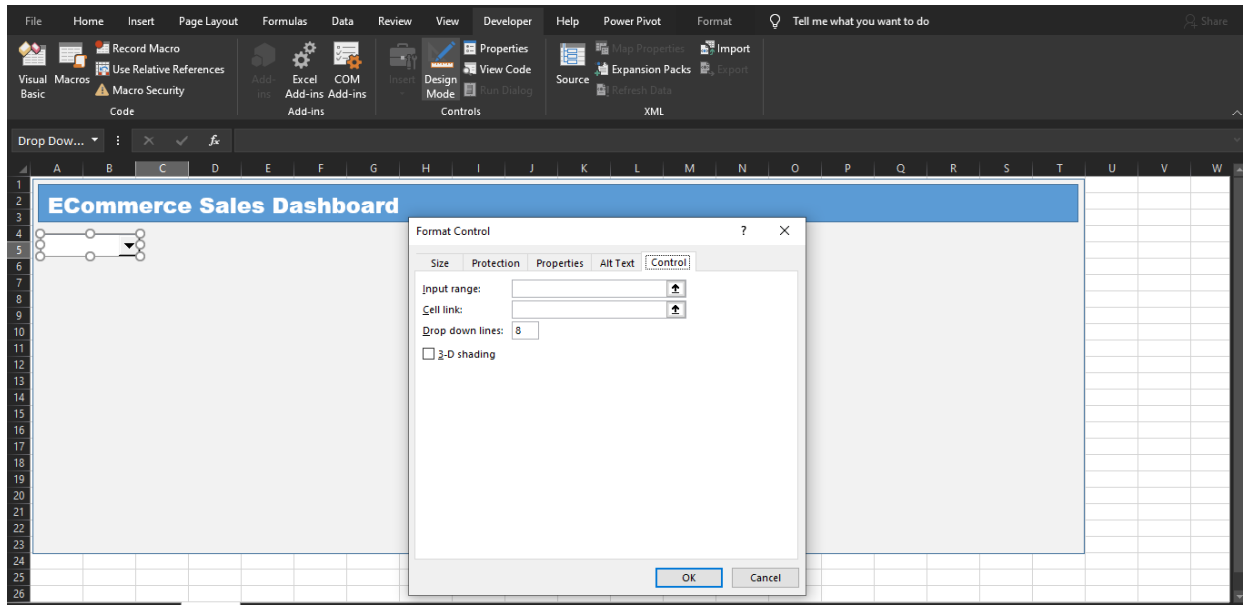
The PivotTable is located in the range R3:X17. The PivotTable fields are: Rows: (empty), Columns: (empty), Filters: (empty), and Values: Sum of Sales. The data is summarized by Month and Region.

3. Create small table consist of Product category and use it in “input range field” and use an empty cell for cell link.

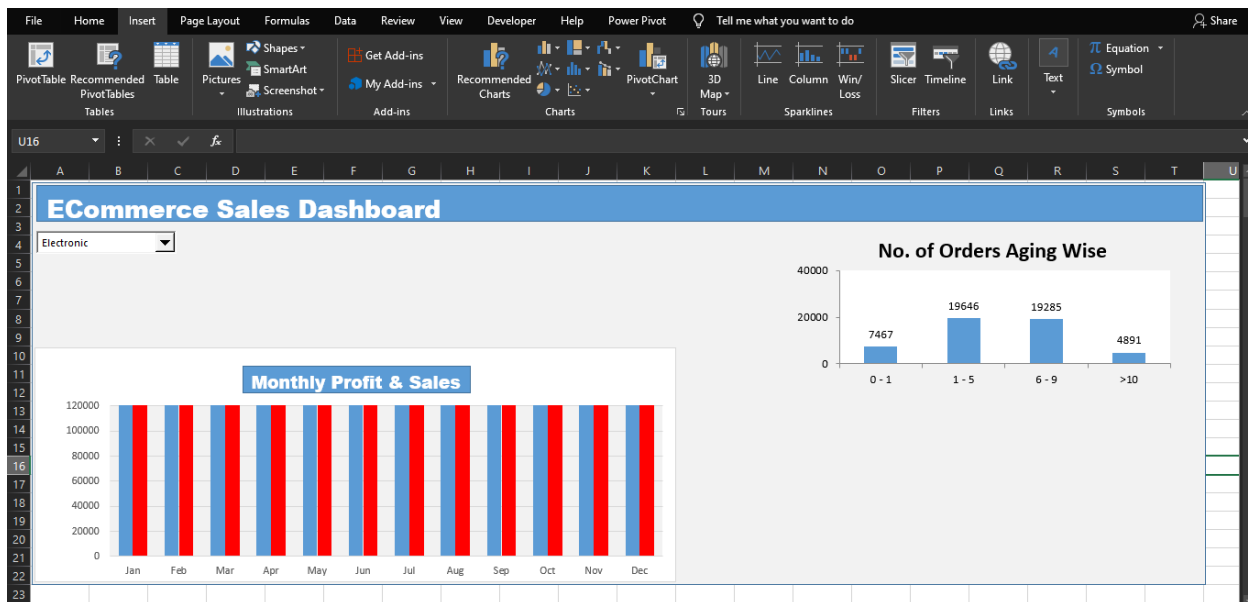
The screenshot shows an Excel spreadsheet with a small table. The table is located in the range B2:D6. The table has two columns: Product Category and a cell link. The data is summarized by Product Category.

Product Category	Cell Link
Auto & Accessories	4
Electronic	
Fashion	
Home & Furniture	

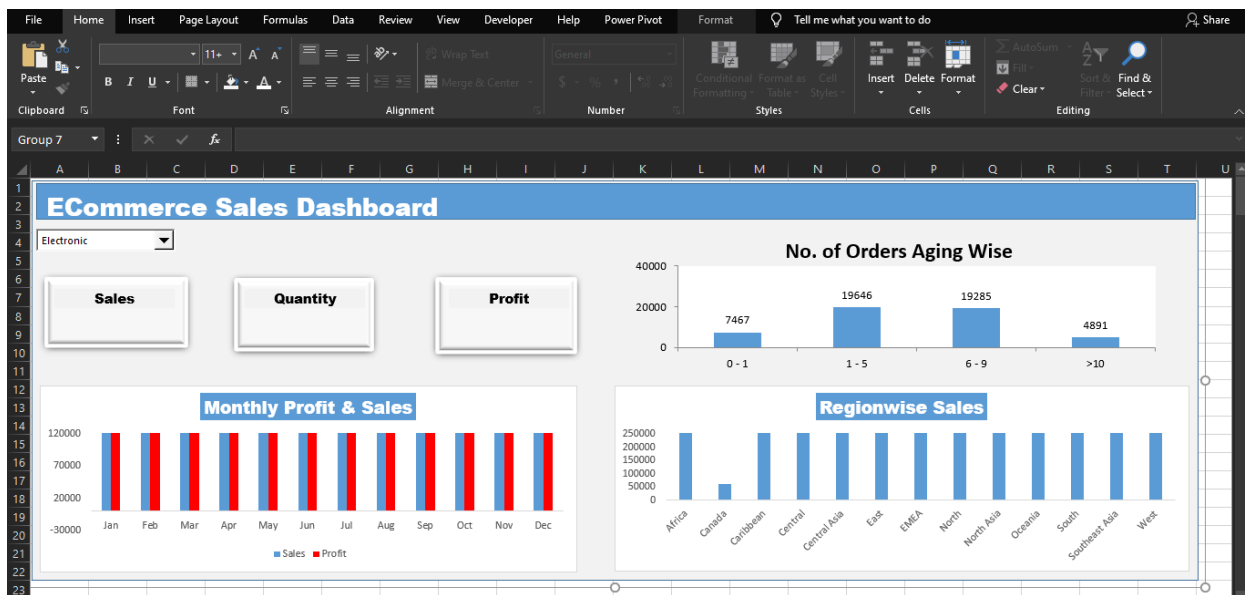
The table is located in the range B2:D6. The table has two columns: Product Category and a cell link. The data is summarized by Product Category.



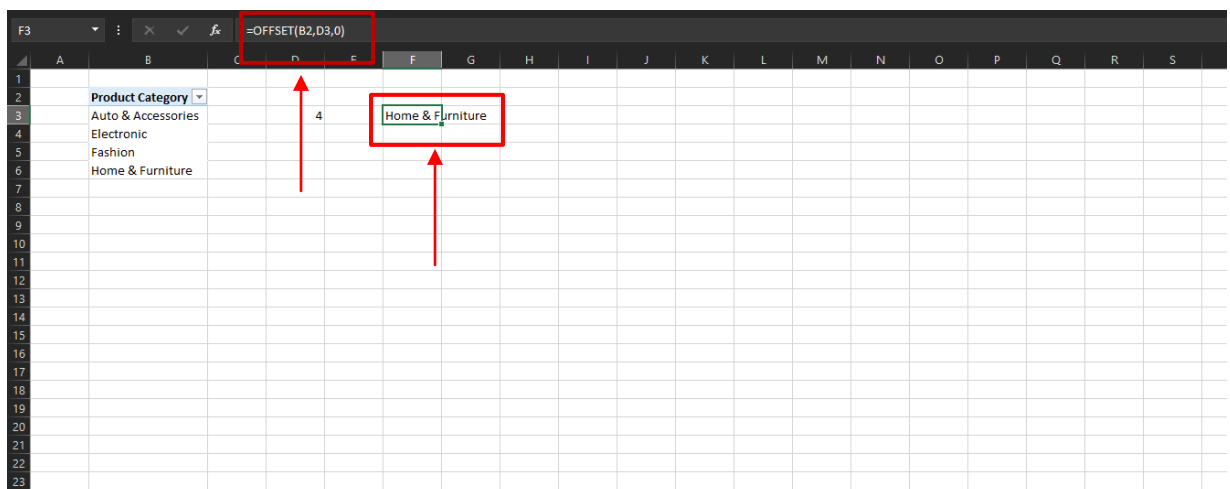
4. Create column chart for sales and profit using recently created table in working sheet. To create column chart, click the charts section under Insert ribbon.



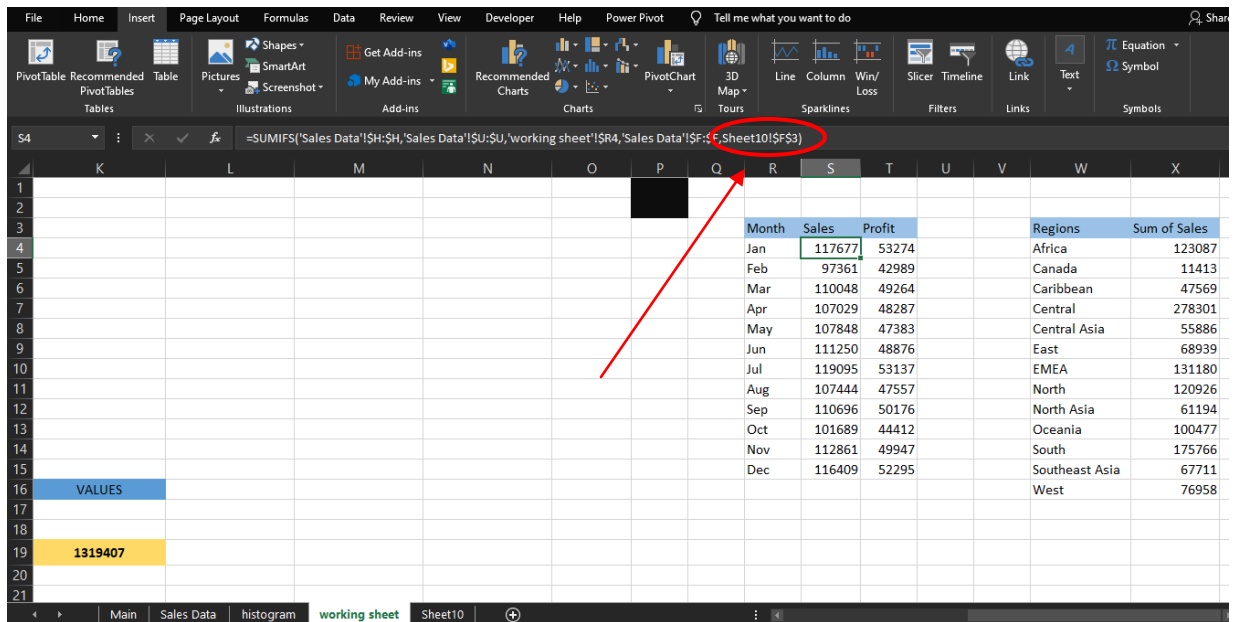
- To create the column chart for region wise sales, use the previously created table.



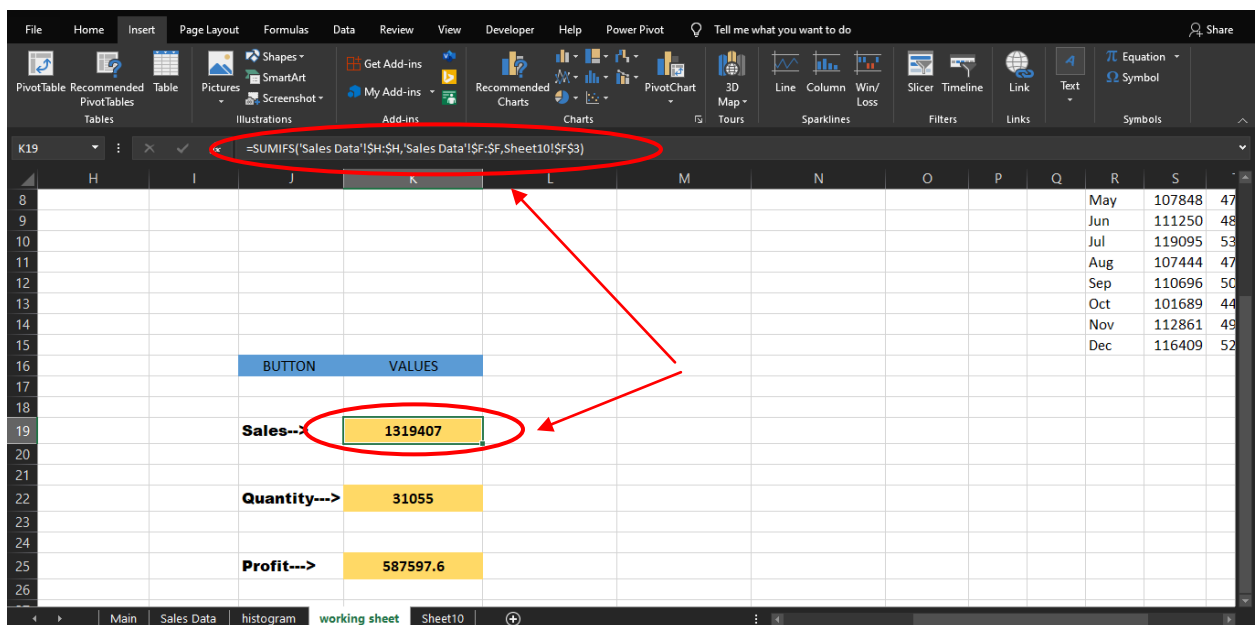
- For linking the combo box use offset () function with product category table. Include this offset function output as the criteria in sales and profit & region wise sales.



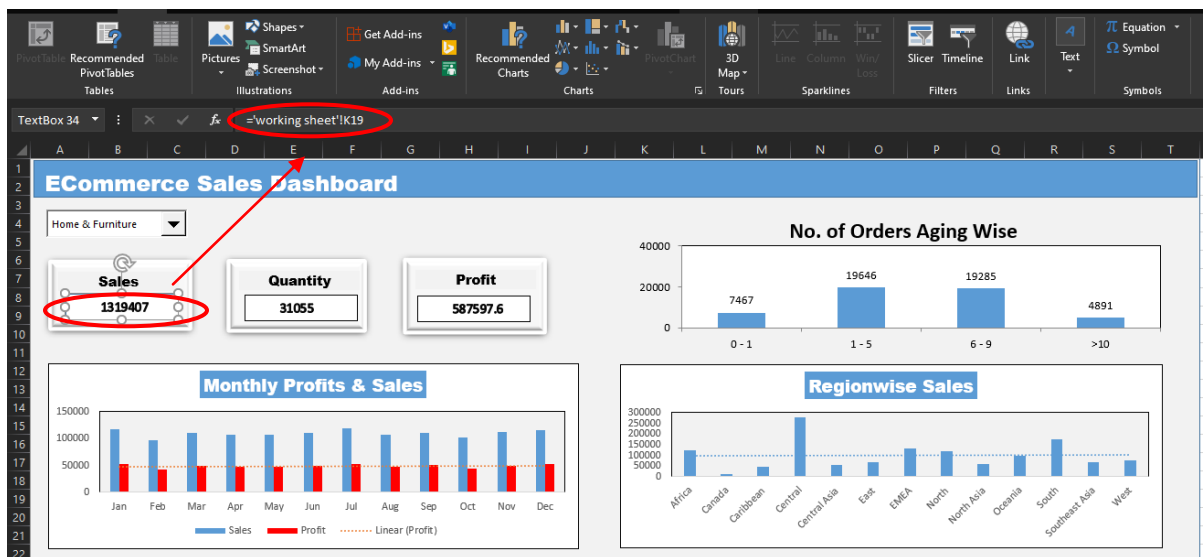




- At last to insert the value into the three tabs named “sales”, “quantity”, “profit”, we will use sumifs () function and output into the empty cell in working sheet.



8. To link the values to the dashboard, we will first select the textbox and put “=” sign into formula bar and select the cells which consist the values in it.



## OUTPUT

The Dashboard gives out 4 varying Data for every Product category



