

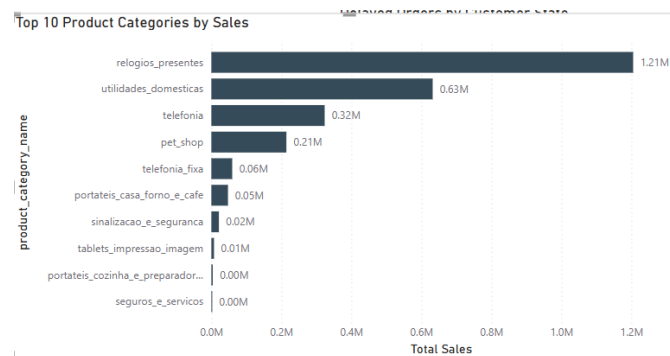
ShopNest Store Power BI Capstone Dashboard Report

Overview:

This Power BI dashboard presents key insights for ShopNest's sales and customer metrics. It answers eight major analytical questions using dynamic visualizations like cards, bar charts, pie charts, maps, line graphs, and slicers.

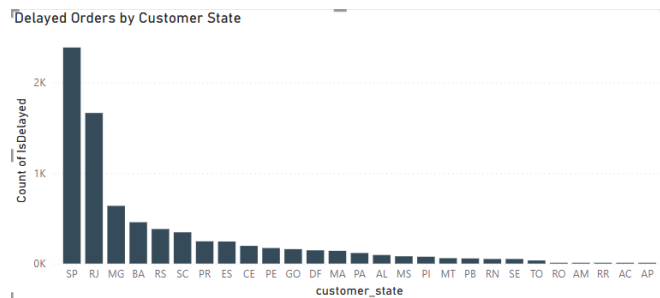
1. Top Categories by Total Price

- **Chart Used:** Stacked bar chart.
- **Insight:** Categories like relatorios_presente generated the highest sales (1.21M+).
- **New Measure Created:**
- **Total Sales:** $\text{TotalSales} = \text{SUM}(\text{'Nexusgoods_order_items_dataset'}[\text{price}])$
- **Visual:** “Top 10 Product Categories by Sales” – Filtered to top 10 categories by Total Sales.



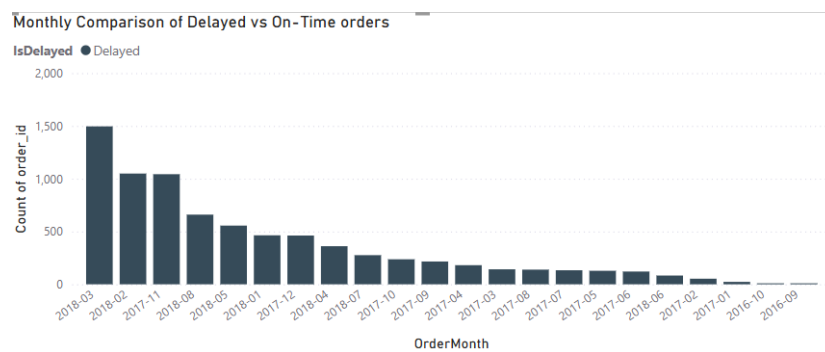
2. Delayed Orders Analysis

- **Chart Used:** Bar chart of delayed orders by state.
- **Insight:** Most delayed orders are from SP and RJ.
- **New Column Created:**
 - IsDelayed: $\text{IsDelayed} = \text{IF}(\text{'Nexusgoods_orders_dataset'}(1)[\text{order_delivered_customer_date}] > \text{'Nexusgoods_orders_dataset'}(1)[\text{order_estimated_delivery_date}][\text{Date}], \text{"Delayed"}, \text{"On Time"})$
- **Visual:** “Delayed Orders by Customer State” – Filtered by IsDelayed = "Delayed".



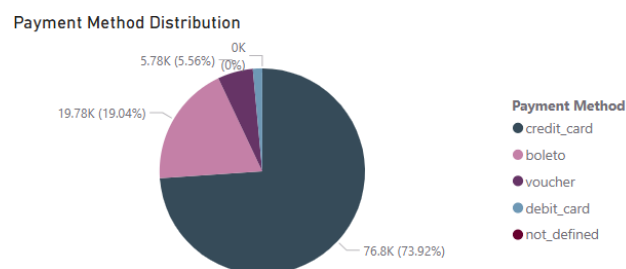
3. Monthly Comparison of Delayed and On-Time Orders

- **Chart Used:** Clustered column chart with delivery status.
- **Insight:** High delays in early 2018; trend improves over time.
- **New Column Created:**
 - **OrderMonth:** OrderMonth = FORMAT('orders_dataset'[order_date], "YYYY-MM")
- **Visual:** “Monthly Comparison of Delayed vs On-Time Orders” grouped by IsDelayed and OrderMonth.



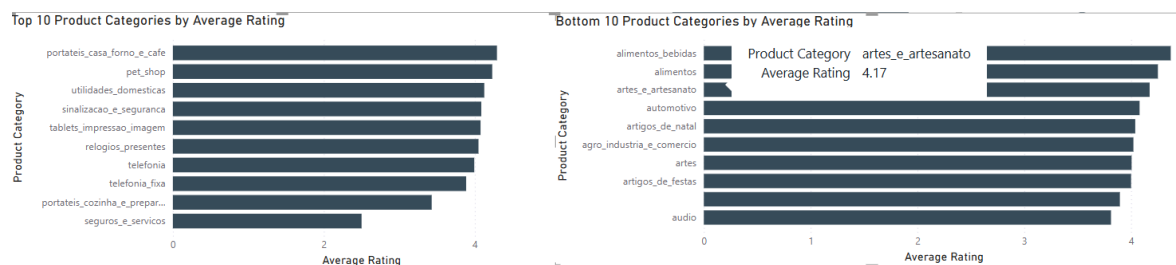
4. Payment Method Analysis

- **Chart Used:** Pie chart showing payment methods.
- **Insight:** Credit card accounts for ~74% of all payments
- **Visual:** “Payment Method Distribution”.



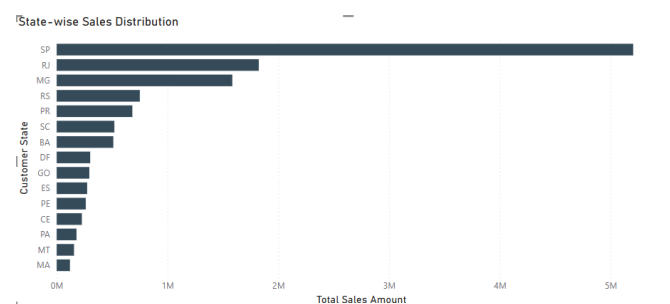
5. Product Rating Analysis

- **Chart Used:** Two bar charts.
 - Top 10 highest-rated product categories.
 - Bottom 10 lowest-rated product categories.
- **New Measure Created:**
 - **Average Rating:** Average Rating = AVERAGE('orders_dataset'[review_score])
- **Visuals:**
 - “Top 10 Product Categories by Average Rating”
 - “Bottom 10 Product Categories by Average Rating”



6. State-wise Sales Analysis

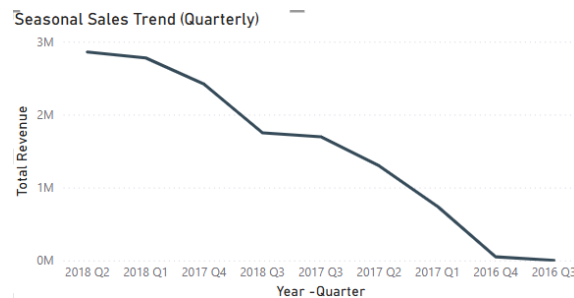
- **Chart Used:** Horizontal bar chart.
- **Insight:** SP leads with almost 5M in sales.
- **Measure Reused:** Total Sales (from Task 1).
- **Visual:** “State-wise Sales Distribution” – Grouped by customer_state.



7. Seasonal Sales Patterns

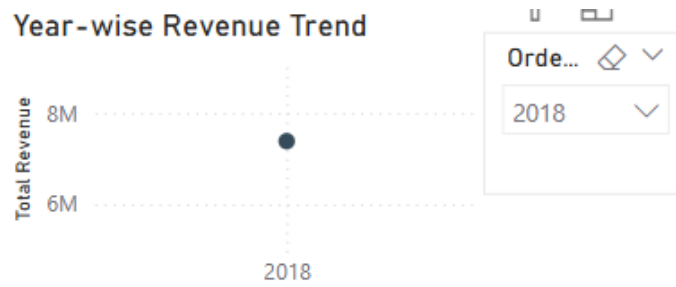
- **Chart Used:** Line chart of sales by quarter.
- **Insight:** Sales peaked in Q1 2018, followed by steady decline.
- **New Column Created:**

- **OrderQuarter:** OrderQuarter = FORMAT('orders_dataset'[order_date], "YYYY Q")
- **Visual:** “Seasonal Sales Trend (Quarterly)”.



8. Revenue Analysis

- **Chart Used:** Line chart with year slicer.
- **Insight:** Highest revenue in 2018 (over 7M).
- **New Column Created:**
 - **OrderYear:** OrderYear = YEAR('orders_dataset'[order_date])
- **Measure Used:** Total Sales
- **Visual:** “Year-wise Revenue Trend” – with a slicer on OrderYear.



ShopNest Power BI Dashboard Summary:

- Created visuals for sales trends, customer behavior, and delivery performance.
- Built **4 new columns** (IsDelayed, OrderMonth, OrderQuarter, OrderYear) for time and delivery analysis.
- Defined **3 key measures** (Total Sales, Average Rating) for dynamic visualizations.
- Identified top-selling categories, high-delay states, seasonal sales peaks, and payment preferences.
- Dashboard is interactive, meeting all 8 business objectives efficiently.