

Background Information:

Operating from its central hub in Bangalore, a prominent Indian e-commerce enterprise specializes in offering a diverse array of fashion apparel. Recognizing the significance of efficient inventory management and targeted marketing campaigns, the company remains dedicated to optimizing sales performance. Collaborating with major online retail platforms including Amazon, Ajio, Myntra, Flipkart, and Snapdeal, the enterprise strategically leverages partnerships to expand its market presence and glean valuable insights into market trends.

Problem Statement:

The goal of this E-commerce Analytics project is to develop a comprehensive dashboard for different marketplaces to optimize sales performance and marketing effectiveness across various online marketplaces. By analysing sales trends, evaluating ad campaign impact, and understanding marketplace dynamics, the aim is to drive revenue growth and improve decision-making. Through advanced analytics, including data visualization and predictive modelling, the organization seeks to enhance market position, increase sales revenue, and drive growth in the e-commerce sector.

Questions to address in the Power BI:

1. How does each marketplace contribute to overall sales revenue?
2. Calculate year wise growth% by Sales for each marketplace.
3. Display the top 10 products by sales for each marketplace separately.
4. Enable dynamic selection of the top N products by sales using a slicer in the analysis for Q3.
5. How does the average delivery time vary across different marketplaces for our products?
6. Analyse the correlation between ad spend and product sales.
7. Which ad campaigns contributed the most to sales?
8. How does the distribution of sales vary across different product categories on each marketplace?
9. Which sellers are performing the best on each marketplace in terms of units sold?
10. How does our market share on each marketplace compare to competitors?
11. How does the sales trend vary over different months/quarters/years?

Key Metrics Definition:

- **Market Share:** Market share represents the proportion of total market sales revenue captured by a particular company or brand. It can be calculated using the formula:

$$\text{Market Share} = (\text{Total Sales Revenue on the Marketplace}) / (\text{Total Sales Revenue across all Marketplaces})$$