

Business Analytics With Excel

E-Commerce Sales Dashboard

DESCRIPTION

Background

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.

Domain: E-Commerce

Dataset Description

We will be using E-Commerce Dashboard.xlsx Dataset attached.

- E-Commerce Dashboard which covers Orders data for various Product Category; Within this file you will find the following 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 Product Segment(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 Tasks

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.

Sample Step Create Histogram for Shipping Days(Aging) To create a histogram, click the Data Tab, Under Analysis Group (Right Corner), Click Data Analysis. Now, select Histogram and click ok. A histogram dialog box will appear.

In the histogram dialog box, first, click the Label's Checkbox as we have labels in our data. After that, In the Input reference box select the range ("Sales Data!D1: D51291") of our data and in the Bin Range Reference box select ("Working!K3: K7").In the Output section, select range "Working!N3" for a binning table, click Histogram checkbox and then ok.

Note: Sample output is given, please make it a meticulous as per the project statement.