

Creating Sales Dashboard for a E-commerce Platform

Tableau Project

DigiComp is a global enterprise that, among other things, caters to designing, developing, manufacturing and marketing products like - clothing materials.

DigiComp has expanded its presence across the globe, and the business wants to get an in-depth analysis of its sales so as to make better sales decisions. So, DigiComp has decided to use Tableau Dashboards to consolidate the data from multiple sources, and carry out the sales analysis. This will help the sales department to access the data from remote locations that would increase the overall timeliness, and make better decisions.

- **The complete project is about E-commerce Platform and using this data came up with valuable insights.**
- **The complete data is from the time period 2014 to 2017. The data has 17 columns and 9994 rows.**
- **The field which the database has are as follows:
Row ID, Order ID, Order Date, Ship Date, Ship Mode, Customer Name, Customer ID, Country, State, City, Region, Product ID, Category, Sub-Category, Product, Sales, Profit, Quantity.**

Problem Statement

- **Comparing current year and previous year**
 1. Sales
 2. Profit
 3. Qty
- **Sales and Profit distribution by State**
- **Monthly Sales by Segment**
- **Yearly Sales by Region**
- **Total Shipment/Mode (Yearly)**
- **Total Sales by Category**

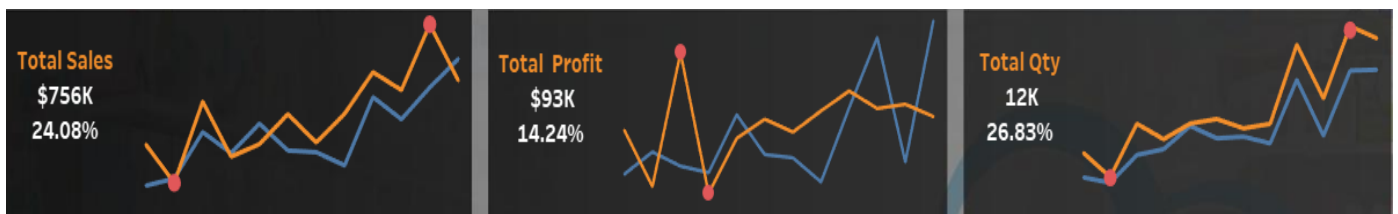
Tableau Public Source

https://public.tableau.com/views/Book1_16826312046000/Dashboard1?:language=enUS&:display_count=n&:origin=viz_share_link

- Dashboard



- Comparing current year and previous year Sales, Profit , Qty

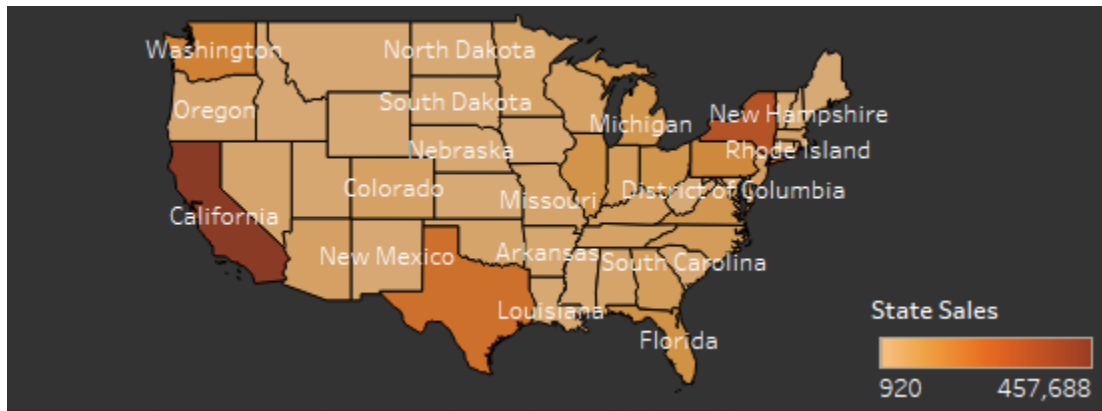


2017 2016 Min Max Value

Insights:

- Total Sales increased by 24.08% compared to previous year.
- Total Profit increased by 14.24% compared to previous year.
- Total Qty increased by 26.83% compared to previous year.

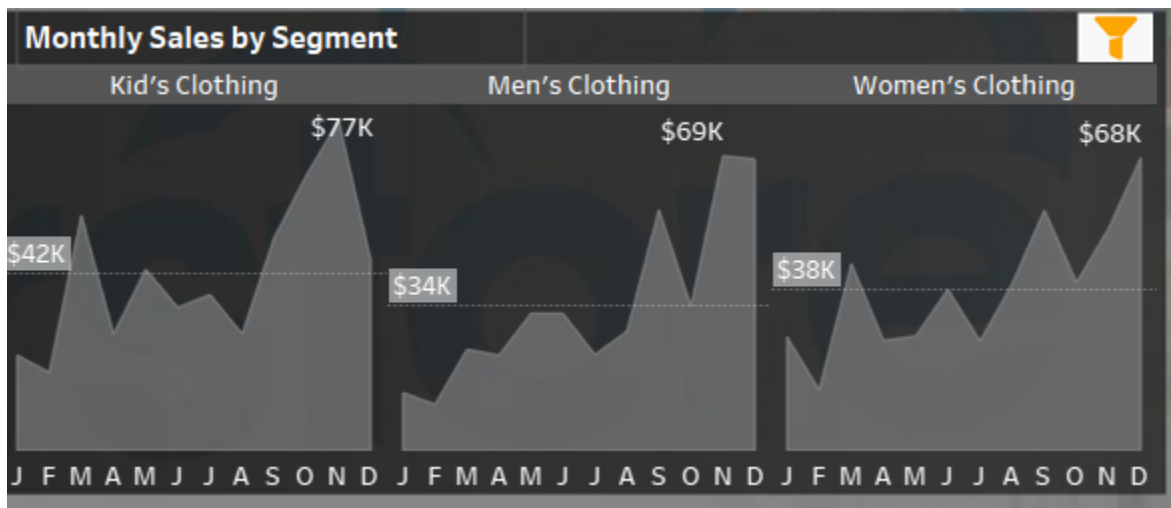
- **Sales and Profit distribution by State**



Insights

The lighter colour indicated low Sales and darker indicates most sales.

- **Monthly Sales by Segment**



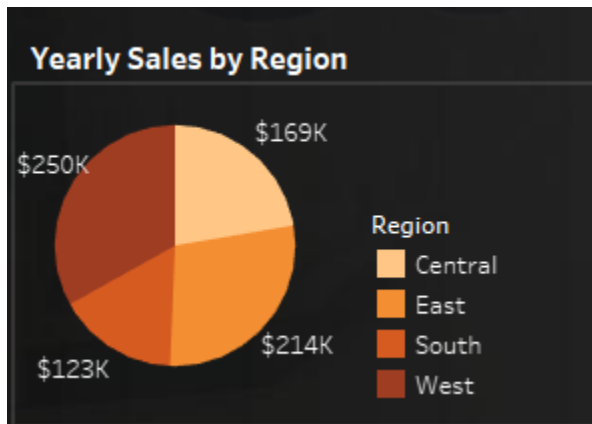
- - - Represents Average Sales

Insights:

In 2017, the highest selling segment was Kids, Mens clothing and lowest were Women clothing.

The Sales from 2014 to 2017 has gradually increased.

- **Yearly Sales by Region**



Insights

In 2017, West region had the highest sales and South region had the lowest sales.

West and East Region had the highest sales from 2014-2017.

South region has lowest Sales from 2014-2017.

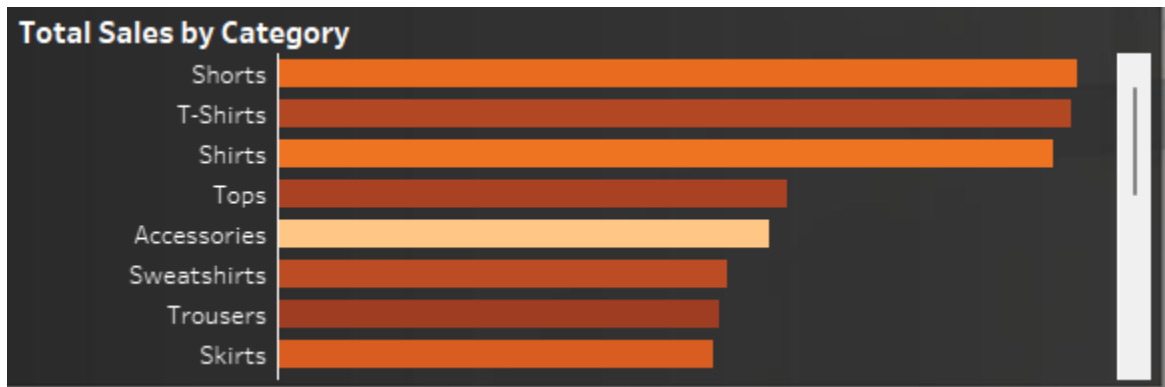
- **Total Shipment/Mode (Yearly)**

Total Shipment	
First Class	572
Same Day	186
Second Class	657
Standard Class	1,897

Insights

Highest shipment mode is standard class and lowest shipment mode is 'Same day'.

- **Total Sales by Category**



Insights

In 2017, the highest selling items were Shorts, T-shirts, Shirts, and more.
From 2014-2017, the highest selling items were Shorts, T-shirts, Shirts.
From 2014-2017, the least selling items were Coats and Jackets, Kurta and dupattas, Tops.