

## **E-COMMERCE SALES ANALYSIS**

A US Based Ecommerce Sales Company wants us to create a Sales Dashboard showing information of YTD Sales and generate insights for below scenarios-

- ☐ Create a KPI Banner showing YTD Sales, YTD profit, YTD Quality sold, YTD Profit Margin
- ☐ Find Year on Year growth for each KPI and show a YTD sparkline for each measure in the KPI to understand the monthly trend for each fact.
- ☐ Find YTD Sales, PYTD Sales, YoY Sales growth for different customer categories. Add a trend icon for each category.
- ☐ Find YTD Sales performance by each State.
- ☐ Top 5 and Bottom 5 Product by Sales
- ☐ YTD Sales by Region to know best and worst performing region all over country
- ☐ YTD Sales by Shipping Type to get the best shipping type percentage