

DATA SCIENCE MINOR PROJECT REPORT

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Other Conventions

- i. **Please note the case of letters in the cover page:** The 3rd line is 16 pt bold and other lines are 12 pt. The page is centred. Department and Institute names are bold.
- ii. All the matter contained in the report should be typed in MS word (1.5 spacing) Times New Roman, 12 pt or equivalent with other software.
- iii. Figures and tables may be inserted in the text as they appear or may be appended in order.
- iv. Table of Content shall be in well hyperlinked
- v. List of figures and tables shall be maintained with captions in MS word.
- vi. List of references shall be appended at the end.
- vii. References shall be in IEEE format
- viii. Total Number of pages with A4 size paper shall be minimum 30 pages and maximum 80 pages.
- ix. Hard copy of report must be available with each student on the day of evaluation.
- x. In addition to Hard copy of reports e-copy shall also be submitted. An e-copy of the report shall be submitted by the student to respective teacher on their emails.

COVER PAGE

INT 217: INTRODUCTION TO DATA MANAGEMENT

PROJECT REPORT

(Project Semester January-April 2025)

STORE ANALYSIS DASHBOARD

Submitted by

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Registration No. – 12314450

Programme and Section – B.Tech CSE and K23WA

Course Code – INT217

Under the Guidance of

Anchal Kaundal (29612)

Discipline of CSE/IT

Lovely School of Computer Science and Engineering

Lovely Professional University, Phagwara

CERTIFICATE

This is to certify that Himanshu Raj bearing Registration no. 12314450 has completed INT217 project titled, **STORE ANALYSIS DASHBOARD** under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

Signature and Name of the Supervisor

Designation of the Supervisor

School of Computer Science and Engineering

Lovely Professional University

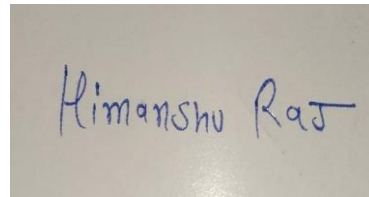
Phagwara, Punjab.

Date:

DECLARATION

I, Himanshu Raj student of B.Tech CSE under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 12-04-2025



Registration No. - 12314450

Himanshu Raj

1. INTRODUCTION

This project is focused on analyzing e-commerce purchase behavior using Excel-based tools. The objective is to derive meaningful insights from sales data and present them via visually rich, interactive dashboards. This approach is ideal for non-programmers looking to gain actionable data insights using simple tools like Excel.

2. SOURCE OF DATASET

The dataset was manually created and compiled into Excel under the file name “INT217DASHBOARDPROJECT.xlsx”. It simulates online purchases from platforms like Myntra, Ajio, and Amazon.

3. DATASET PREPROCESSING

All preprocessing was done inside Microsoft Excel:

- **Formatted Date of Order column and extracted Month**
- **Cleaned text fields (capitalization, standardization)**
- **Created Age Grouping logic**
- **Removed duplicates and corrected null values**
- **Defined named ranges for dashboard use**
- **Prepared data for pivot tables and slicers**

4. ANALYSIS ON DATASET

General Description

The dataset contains fields like:

- **Demographics – Gender, Age, State**
- **Order Info – Category, Channel, Quantity, Size, Amount**
- **Order Status – Delivered, Cancelled, Returned**

Specific Requirements

- **Determine top states and products by order volume**
- **Study gender-wise shopping patterns**
- **Compare platforms: Myntra, Amazon, Ajio**
- **Display monthly trend analysis**
- **Visualize order statuses dynamically**
- **Provide an interactive dashboard**

Analysis Results

Key findings include:

- **Female users made more purchases**
- **Kurtas and Sets are the most popular product categories**
- **Myntra had the highest number of transactions**

- **Majority of orders were successfully Delivered**
- **Peak sales months identified through trend analysis**
- **States like Punjab, Haryana, and West Bengal topped in order count**

Visualizations

The following chart types were created using Microsoft Excel:

- **Pie Chart**
 - **Gender Distribution**
 - **Product Categories**
 - **Channel Usage**
- **Column Chart**
 - **Monthly Order Count**
 - **State-wise Sales Volume**
- **Bar Chart**
 - **Comparison between Male vs Female Purchases**
 - **Top 5 States**
- **Doughnut Chart**
 - **Order Status Overview (Delivered, Cancelled, Returned)**
- **Slicers & Filters**
 - **Used in dashboard for dynamic filtering by gender, channel, and state**

Dashboard Sheets Created:

- **DASHBOARD – Main Summary with Filters**
 - **SALES VS ORDER – Monthly Sales Breakdown**
 - **MEN VS WOMEN – Gender Comparison**
 - **ORDER STATUS – Delivery Analysis**
 - **TOP 5 STATES – Geographic Insights**
 - **CHANNEL WISE – Sales Platform Insights**
-

5. CONCLUSION

Through this Excel-based project, I was able to analyze customer data without using programming. Charts, pivot tables, and slicers helped build an effective dashboard that presents insights clearly and interactively. This showcases how Excel remains a powerful data analysis tool even in the era of programming-heavy solutions.

6. FUTURE SCOPE

- **Integrate Power BI for deeper interactive dashboards**
- **Use Power Query for data cleaning automation**
- **Incorporate forecasting using Excel TREND() and FORECAST() functions**
- **Expand dataset to include real-time inputs from forms**

- **Build dashboards with KPIs and conditional formatting**
-

7. REFERENCES

1.INT217 Minor Project Guidelines – Lovely Professional University

2.Project Excel File – INT217DASHBOARDPROJECT.xlsx (Self-Created)

3.YouTube Resources for Dashboard Design

LinkedIn – [Click Me](#)

GitHub – [Github Account](#)

THE END