18/09/2024

PROJEC TITLE:

ANALYSIS OF ECOMMERCE SALES ANALYSIS REPORT AND DASHBOARD USING BUSINESS INTELLIGENCE.

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Year:B.Tech 4th Year

Project Guide

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Problem Statement

Analysis of Super store Markek Analysis to help the organization take a meaningful right decision and find Insights to excel their business.

Task 1: predict the sales against the market.

Task 2: Find out the Sales against the Shipment.

Task 3: Find out the sum of Sales and Profit by using the order priority.

Task 4: Find out the Sales by using the categories.

Task 5: Find out the sales among the Sub Categories.

Task 6: Find out the top five countries which has highest sales.

Task 7: Find out the bottom five countries which has lowest sales.

Task 8: Find out the top five states which has highest sales.

Task 9: Find out the bottom five states which has lowest sales.

Organization Name: Amazon India Pvt Ltd.

Tools:

1. Excel.
2. Power Bi.

Technology:

1. Sourcing.
2. Data cleaning.
3. Exploratory Data Analysis.
4. Data visualization.

Project methodology as mentioned:

Project Methodology:
• Collect the raw dataset:
• Collect the raw dataset which is used to perform our project
• Perform Data Cleaning:
• Data Cleaning includes removing null values, Duplicates and convert to appropriate Data type
• Exploratory Data Analysis:
• In this step we understand the data and find the relationships if there are any non-required columns present then remove
• Data Visualization:

• After Exploratory Data Analysis we can convert data into graphical format which is easy to understand

Insights:

1. The sales of market is found by using **Treemap** graph is, APAC Market has the highest sales which is 3.6M and Africa and EMEA has lowest sales that is 0.8M.

2. The sales across ship Mode using **LineChart** graph has the maximum salesstand class which is 7.6M.

3. The medium order priority has the maximum sales which is 7.3M and profit 0.9M.

4. The technology category has the maximum sales among the categories.

5. The maximum sales in the sub category has for the phones which is 1.7M.

6. The top 5 States which has the highest sales are California, England, lle-de-France, New south Wales and New York.

7. The Bottom 5 states with the lowest sales are Bitola, Kabarola, Manicaland, Matabeleland and Pernik.

8. The top 5 Countries which has the highest sales are United States, Australia, France, China and Germany.

9. The top 5 Countries which has the lowest sales are Tajikistan, Macedonia, Eritrea, Armenia and Equatorial Guinea.

Ecomm Sales Analysis Report

PROFIT
1.47M
Sum of Profit

SHIPPING COST
1.35M
Sum of Shipping Cost

SALES
12.64M
Sum of Sales

QUANTITY
178K
Sum of Quantity
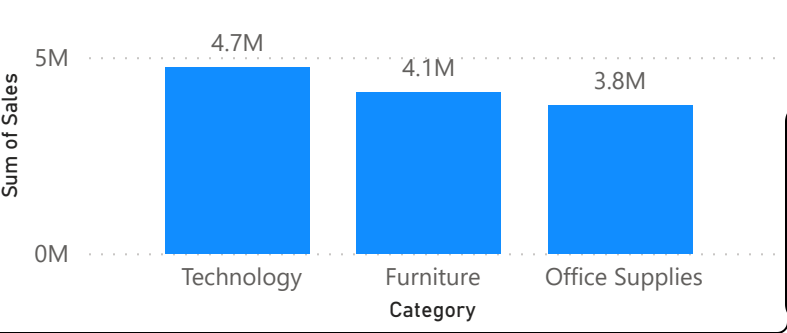
Sum of Sales by Market

Market ● APAC ● EU ● US ● LATAM ● EMEA ● Africa ● Canada

APAC	US	EMEA
3.59M	2.30M	0.81M
EU	LATAM	Africa
2.94M	2.16M	0.78M

Sales by Sub-Category

0.17M (1.35%)
0.37M (2.94%)
0.39M (3.05%)
0.46M (3.65%)
0.75M (5.93%)
0.76M (5.99%)
0.78M (6.16%)
1.01M (8%)
1.13M (8.92%)
1.47M (11.6%)
1.5M (11.88%)
1.51M (11.94%)
1.71M (13.5%)

Sub-Category
● Phones
● Copiers
● Chairs
● Bookcases
● Storage
● Appliances
● Machines
● Tables
● Accessories
● Binders
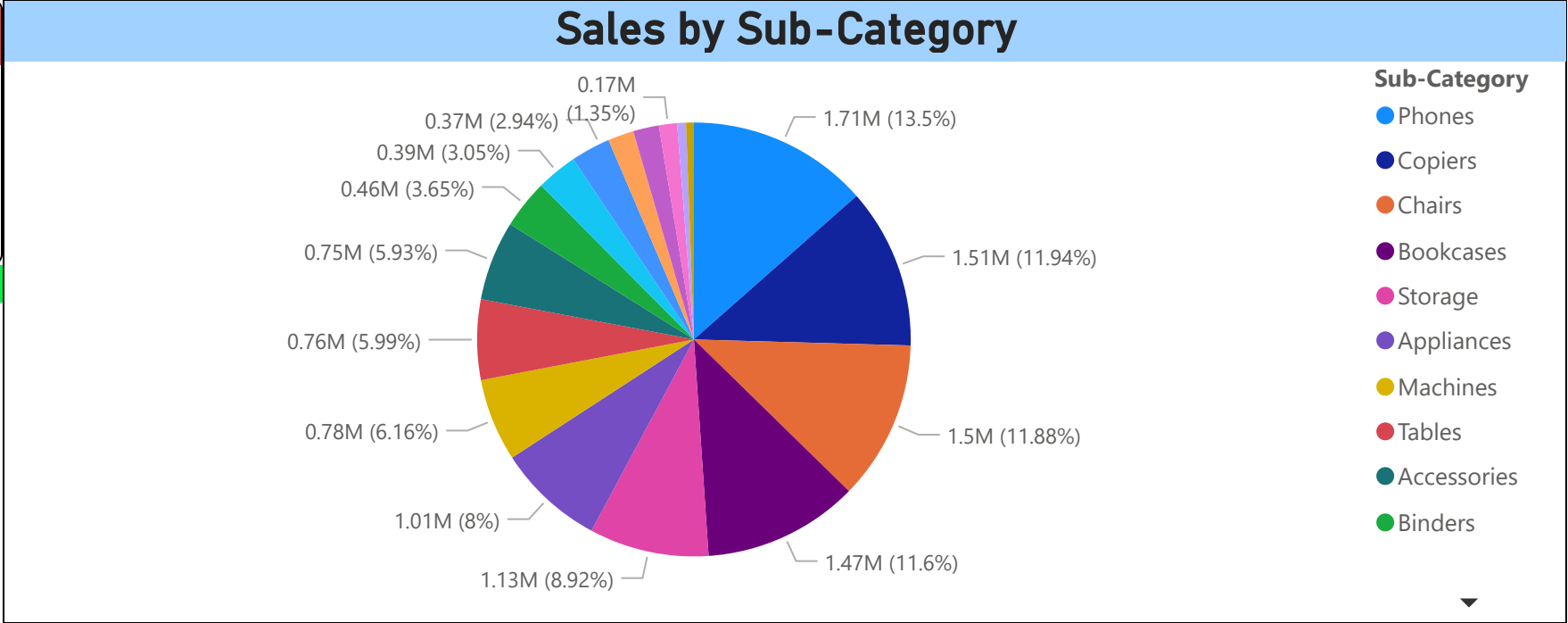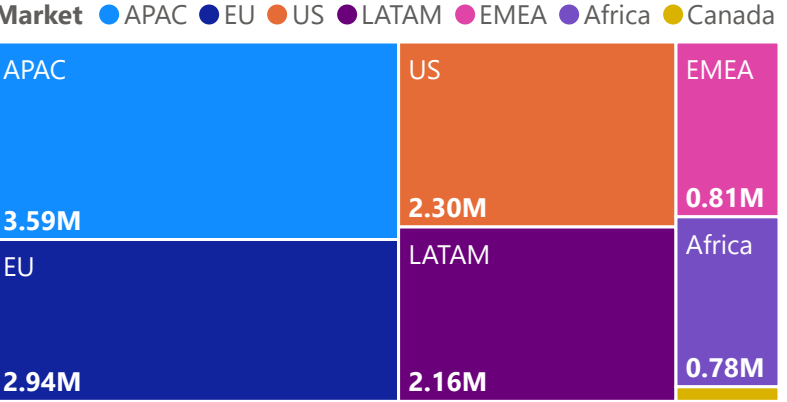
Sum of Sales by Category

Category	Sum of Sales
Technology	4.7M
Furniture	4.1M
Office Supplies	3.8M

Category: All

Market: All

Top 5 Sales by State

- 457.69K (26.28%)
- 485.17K (27.86%)
- 317.82K (18.25%)
- 310.88K (17.85%)
- 170.19K (9.77%)

State
- California
- England
- Ile-de-France
- New York
- Texas

Bottom 5 Sales by State

- 14.82 (33.16%)
- 10.98 (24.57%)
- 3.573 (7.99%)
- 11.853000000... (26.52%)
- 3.465 (7.75%)

State
- Bitola
- Kabarole
- Manicaland
- Matabeleland North
- Pernik

Top 5 Sales by Country

- 2.3M (42.46%)
- 0.93M (17.1%)
- 0.7M (12.95%)
- 0.86M (15.87%)
- 0.63M (11.62%)
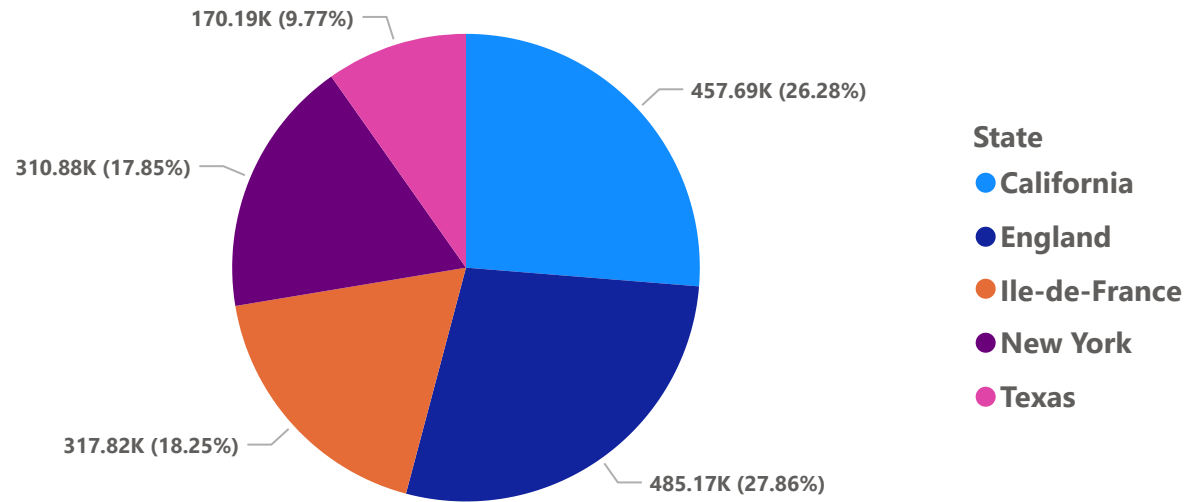
Country
- Australia
- China
- France
- Germany
- United States
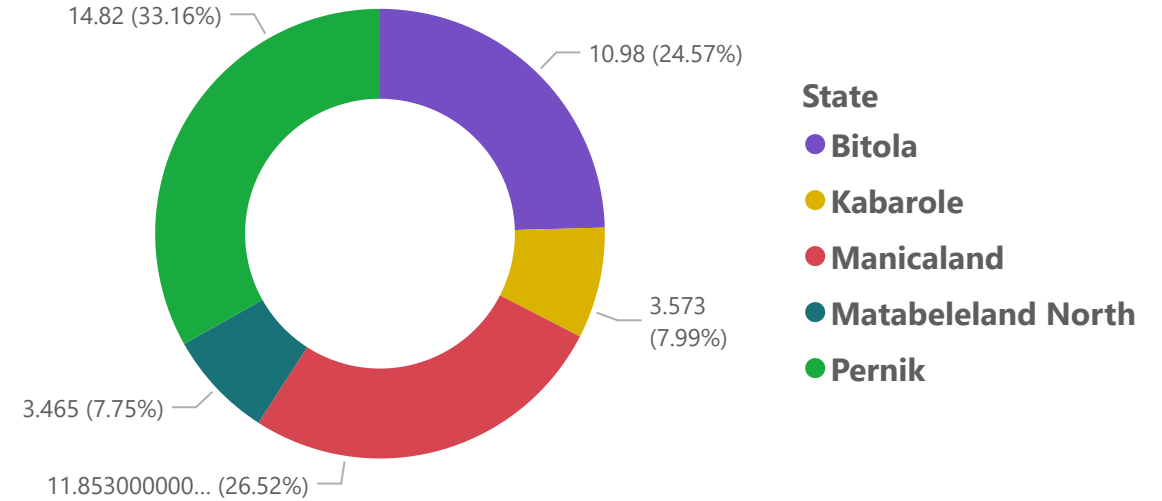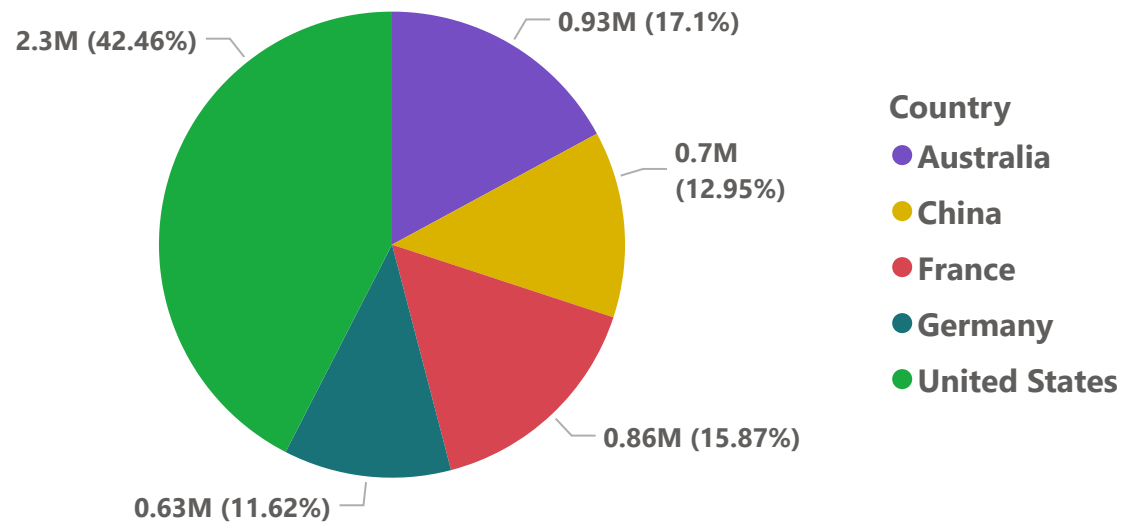
Bottom 5 Sales by Country

- 242.78400... (25.63%)
- 156.75 (16.54%)
- 150.51 (15.89%)
- 187.7399999... (19.82%)
- 209.64 (22.13%)

Country
- Armenia
- Equatorial Guinea
- Eritrea
- Macedonia
- Tajikistan