

SwiftCart Hub Excel Dashboard Project



Introduction to the SwiftCart Hub Excel Dashboard Project.



Focus on data-driven insights for e-commerce.



Presented by [Your Name] on [Insert Date].





SWIFTCART HUB IS A FAST-GROWING E-COMMERCE BRAND.



OFFERS A WIDE RANGE OF PRODUCTS WITH A FOCUS ON EFFICIENT DELIVERY AND HIGH CUSTOMER SATISFACTION.



MISSION: SEAMLESS SHOPPING & COST-EFFECTIVE DELIVERY.



VISION: TO BECOME A LEADER IN DATA-DRIVEN E-COMMERCE OPERATIONS.

Problem Statement

Lack of centralized analytics made it difficult to:

Impact: Revenue loss, customer dissatisfaction, and operational inefficiencies.

Track KPIs

Identify trends

Make data-driven decisions

Defining Our Project Goals

- Enhance overall sales performance metrics and targets.
- Streamline shipping processes for faster delivery times.
- Gain insights into profitability through data analysis.
- Foster customer engagement using data-driven strategies.
- Achieve excellence in operations to maximize efficiency.



Key Focus Areas for SwiftCart Hub

- Sales objectives include analyzing product trends and discounts.
- Shipping focuses on evaluating delivery times by region.
- Profitability involves calculating margins and analyzing costs.
- Customer segmentation targets high-value groups for better service.
- Dashboard design aims to create an interactive user experience.



Project Workflow



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graph TD; A[Project Workflow] --> B[Step 1: Data Import & Cleaning]; B --> C[Step 2: KPI Definition & Analysis (Formulas, Pivot Tables)]; C --> D[Step 3: Dashboard Development (Charts, Filters, Slicers)];
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Step 1: Data Import & Cleaning

Step 2: KPI Definition & Analysis (Formulas, Pivot Tables)

Step 3: Dashboard Development (Charts, Filters, Slicers)

SwiftCart hub dashboard



\$2.3 M

Revenue



\$.29 K

Profit



4

Delivery Time



9,994

Orders



4

Order Quantity

Year

2014

2015

2016

2017

Sales by Month



Profit Trend by Month



COGS by Month



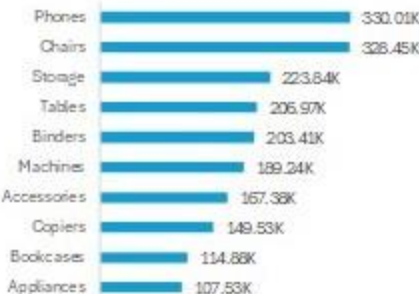
Segment

Consumer

Corporate

Home Office

Top Selling Product



Top Selling States



Shipping Mode



Sales Region



PROFIT MARGIN

12%



CUSTOMER RETENTION

99%



Insights & Findings

Phones and Chairs are top-selling products.

California and New York lead in sales.

Standard Class dominates shipping mode (60%).

West region has the highest sales (32%).

Profit and COGS show clear seasonal trends.

Conclusion & Recommendation

Dashboard supports real-time decision-making.

Clear visibility into performance metrics.

Recommending periodic dashboard updates.

Extend analysis to customer behavior for better marketing.

- **Thank You**

