



SwiftCart Hub Market Analysis

Market Analysis using Excel Dashboard



-- Business Introduction --

SwiftCart Hub is an **e-commerce brand** with a fast-growing online retail store specializing in delivering a **wide range of products** efficiently while ensuring **customer satisfaction and profitability**.

Mission & Vision

📌 **Mission:** *To provide a seamless online shopping experience with fast, reliable, and cost-effective delivery.*

📌 **Vision:** *To become a leading e-commerce platform known for efficiency, data-driven decision-making, and exceptional customer service.*

-- PROBLEM STATEMENT --

The company faces challenges in **tracking sales performance**, **optimizing shipping efficiency**, and **maintaining profitability**.

The absence of a **centralized analytics dashboard** has made it difficult to **monitor key performance indicators (KPIs)**, identify trends, and make data-driven decisions.

Without a clear view of important information, SwiftCart Hub risks revenue loss, decreased customer satisfaction, and reduced operational efficiency.

Therefore, this study aimed at developing a **comprehensive Excel dashboard** that provides **actionable insights** into sales, shipping, and **profitability metrics** to **improve decision-making**, enhance customer experience, and drive business growth. 🚀



-- Rationale for the Project—



- **Improved Sales Performance**
- **Enhanced Shipping Efficiency**
- **Better Profitability Insights**
- **Data-Driven Customer Engagement**
- **Operational Excellence**

--Specific Objectives--

Sales Analysis & Performance Tracking

- Identify top-selling products, categories, and regions.
- Track sales trends.
- Evaluate the impact of discounts on revenue and profitability.

Shipping Efficiency & Delivery Performance

- Analyze average delivery duration by region and shipping mode.

Profitability & Cost Management

- Calculate profit margins across different product categories and customer segments.
- Assess the relationship between cost of goods sold (COGS) and revenue.

Customer Segmentation & Behavior Insights

- Categorize customers.
- Identify high-value customers for targeted marketing strategies.

Dashboard Development & Business Intelligence

- Design an interactive Excel dashboard with data visualizations
- Make the dashboard user-friendly for management and decision-makers.

-- Data Description --

Column Name	Description
Row ID	Unique identifier for each row in the dataset.
Order ID	The date of when the order was placed
Order Date	The date when the order was made
Ship Date	The date when the order was shipped
Delivery Duration	The number of days between the order date and ship date
Ship Mode	The shipping method used
Customer ID	Unique identifier for each customer
Customer Name	Name of the customer
Segment	Customer category
Country	The Country where order was placed
City	The city where the order was delivered
State	The state where the order was delivered
Postal Code	Postal code of delivery address
Region	Geographic region for delivery

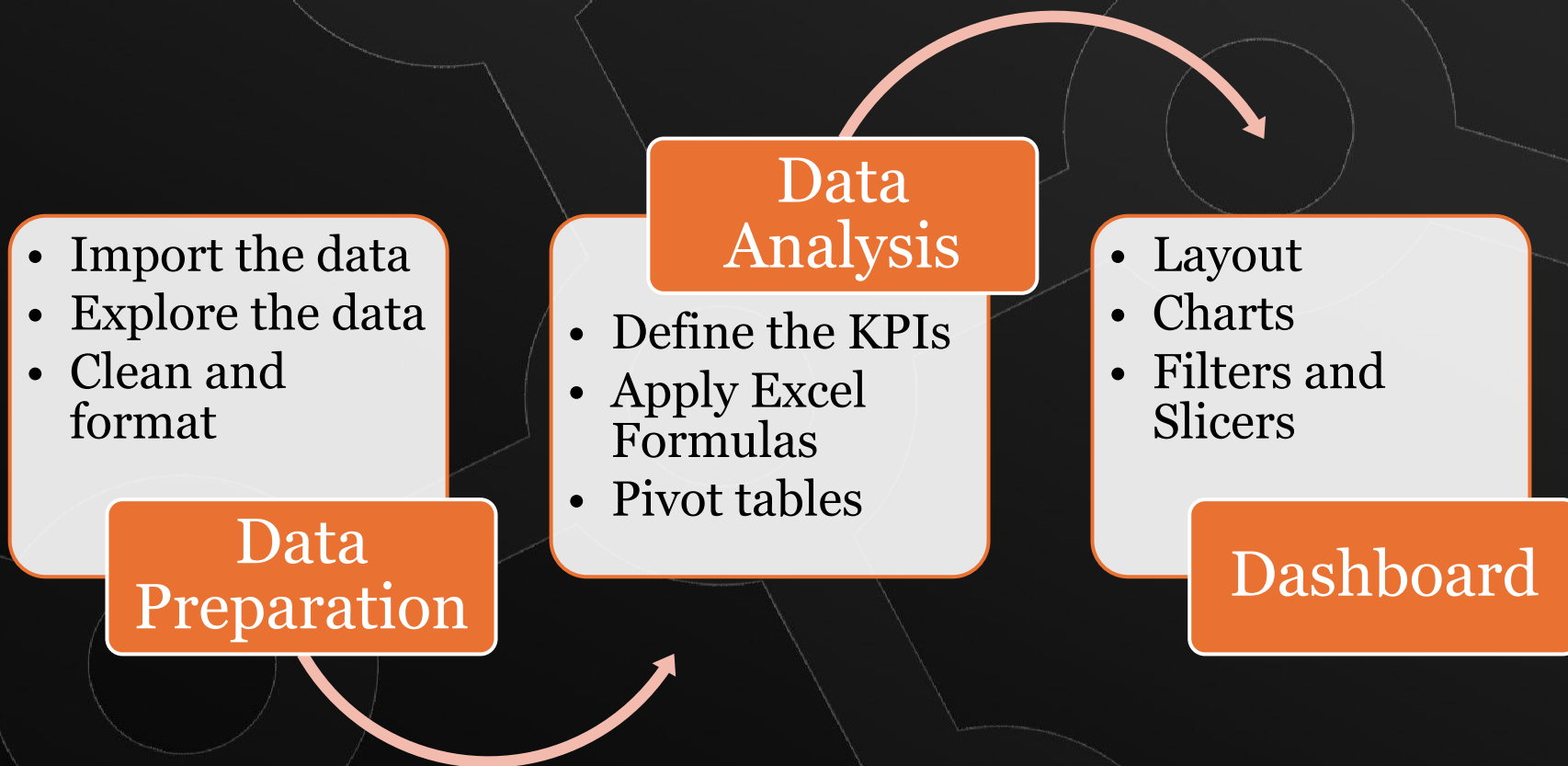


-- Data Description --

Column Name	Description
Product ID	Unique ID for each product
Category	The broader product category
Sub-Category	The Sub-classification of products
Product Name	The name of the specific product
Sales	Total Sales Revenue generated
Quantity	The number of units sold in the order
Discount	The percentage discount applied to the order
Discount Value	The monetary value of the discount
COGS	The direct cost to produce product
Profit	The total profit from the sale
Index	System generated index for reference
Modulo	Another reference
Index.1	Duplicate or additional indexing



Project Workflow



SwifCart Hub Dashboard



\$2 M

Revenue



\$286 K

Profit



4

Delivery Time



9,994

Orders



4

Order qty

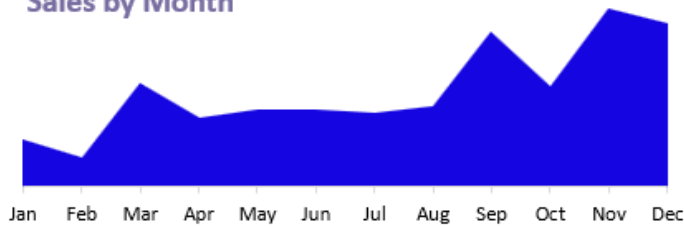
2014

2015

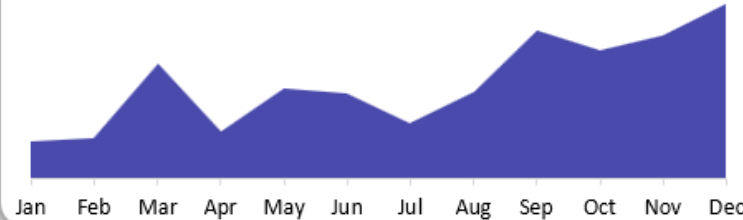
2016

2017

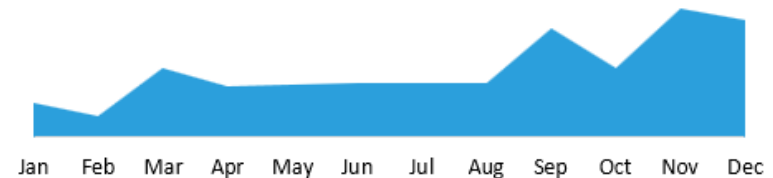
Sales by Month



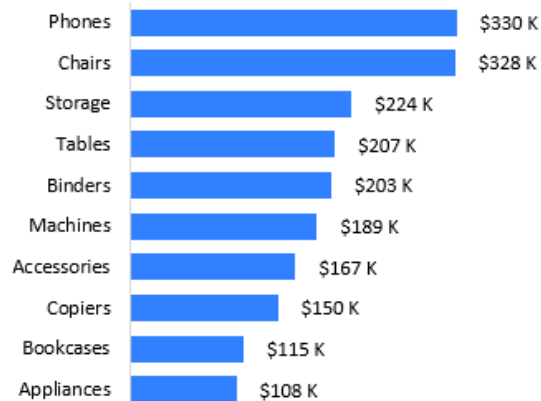
Profit Trend by month



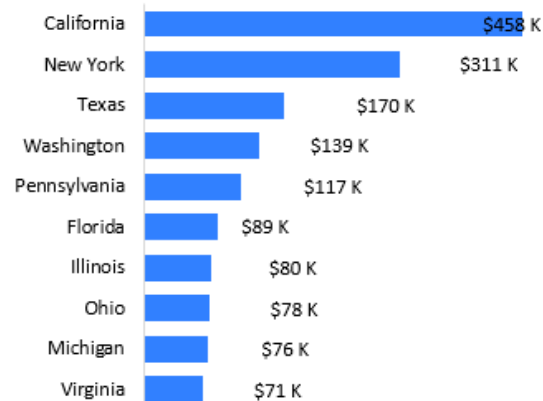
COGS by Month



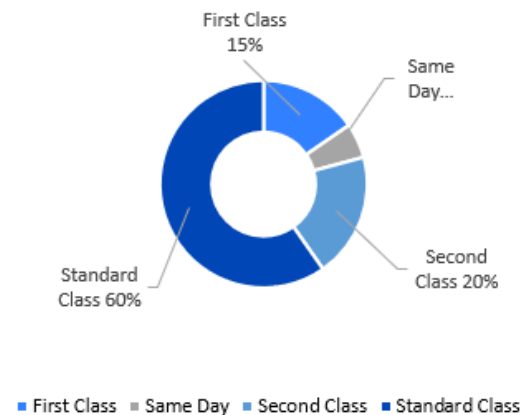
Top Selling Products



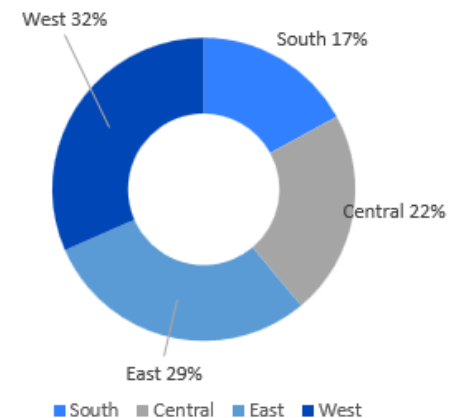
Top Sales States



Shipping Mode



Regional Sales



Colours Used

Item	Hex Colour code
Header Background	1F4893
KPI background	000E26
Area Chart 1	1405e1
Area chart 2	4A4AAC
Area Chart 3	2B9FDC
Chart Title	796EA2