

**DATA ANALYTICS**

AUTHOR: ULIAN DAUD

MATECART



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# PURCHASE TRENDS ANALYSIS

**FINAL PROJECT**

DATE: SEPTEMBER 9 2025

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# **INTRODUCTION**

This project analyzes an e-commerce business, MATECART, with nationwide coverage, aiming to evaluate delivery time compliance, measure logistical efficiency, and understand customer purchasing patterns and behavior. The dataset, covering the period from May 2023 to May 2025, includes information on orders, shipments, inventory, product categories, user data such as addresses, payment methods, and reviews, as well as shopping cart behavior and website visits. The analysis will allow the identification of delays and potential fines, assessment of the economic impact of deliveries, generation of metrics to optimize operations, improvement of customer experience, and obtaining insights into consumption trends and online behavior.

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## **THEME:**

As a company managing an online sales channel, MateCart seeks to analyze customer behavior and the top-selling products across different time periods. This analysis will allow the identification of purchase patterns, seasonal trends, and opportunities to enhance sales and marketing strategy.

## **HYPOTHESIS:**

It is established that, by analyzing historical purchase data, one can identify popular products, peak demand periods, and the behavior of most active customers. This information facilitates business decision-making, such as preparing promotions, adjusting inventory, and planning more effective campaigns.

## **JUSTIFICATION:**

Understanding how customers purchase over time allows identifying what works and what doesn't, optimizing inventory, improving customer experience, and maximizing the efficiency of e-commerce operations, generating insights that enable more informed and strategic decisions.

# DATASET STRUCTURE

USUARIO	
INT	UsuarioID
VARCHAR	Nombre
VARCHAR	Apellido
VARCHAR	Email
VARCHAR	Contraseña
DATETIME	FechaRegistro
DATE	FechaNacimiento
VARCHAR	Pais
VARCHAR	Provincia/Estado
VARCHAR	Ciudad
VARCHAR	CodigoPostal
ENUM	Genero
VARCHAR	Telefono

## USERS

Contains personal user information (4,000 records)

Productos	
INT	ProductosID
VARCHAR	Nombre
VARCHAR	Descripcion
DECIMAL	Precio
INT	Stock
VARCHAR	Marca
DECIMAL	Peso
VARCHAR	Dimesiones
DATETIME	FechaCreacion
VARCHAR	Estado
INT	CategorialD

## PRODUCTS

Description of the product type (20 records)

Categorias	
INT	CategorialD
VARCHAR	NombreCategoria
VARCHAR	Descripcion

## CATEGORIES

Detailed information of the product type (4,000 records)

DetalleOrden	
INT	DetalleID
INT	OrdenID
INT	ProductID
INT	Cantidad
DECIMAL	PrecioUnitario
DECIMAL	DescuentoAplicado

## ORDER DETAILS

Describes quantity, unit price, and discounts applied to orders

CARRITO COMPRAS	
INT	CarritoID
INT	UsuarioID
DATETIME	FechaCreacion
VARCHAR	Estado

## SHOPPING CART

Shopping cart of each user

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Ein Produkt als eine erzeugte Ware oder Dienstleistung ist ein Begriff in der Betriebswirtschaft. Insbesondere im Marketing wird allerdings explizit

DireccionesEntrega	
INT	DireccionEntregaID
INT	UsuarioID
VARCHAR	Calle
VARCHAR	Numero
VARCHAR	Ciudad
VARCHAR	Pais
VARCHAR	Provincia/Estado
VARCHAR	CodigoPostal
TEXT	Indicaciones

## DELIVERY ADDRESSES

Stores the address associated with each user for order delivery purposes.

InventarioMovimientos	
INT	MovimientoID
INT	ProductoID
DATETIME	Fecha
VARCHAR	TipoMovimiento
INT	Cantidad
VARCHAR	Motivo

## INVENTORY MOVEMENTS

Tracks inventory inflows and outflows, allowing monitoring of stock updates and product movement.

VISITAS WEB	
INT	VisitID
DATETIME	Fecha
INT	UsuarioID
VARCHAR	FuenteTrafico
VARCHAR	Medio
VARCHAR	Campaña
VARCHAR	Dispositivo
INT	Sesiones
INT	PaginasVistas
INT	TiempoEnSitio
VARCHAR	EventoConversion

## WEBSITE VISITS

Records of website visits and traffic sources

ORDENES	
INT	OrdenesID
INT	UsuarioID
DATETIME	FechaOrden
DECIMAL	Total
VARCHAR	Estado
INT	DireccionEntregaID
INT	MetodoPagoID

## ORDERS

Records all purchases made by users within the online store, including transaction details and order status.

CARRITO DETALLE	
INT	CarritoDetalleID
INT	CarritoID
INT	ProductoID
INT	Cantidad

## CART DETAILS

Lists the products added to the shopping cart, including selected quantities for each item.

Pagos	
INT	PagosID
INT	OrdenID
VARCHAR	MetodoPago
DECIMAL	Monto
DATETIME	FechaPago
VARCHAR	EstadoPago

## PAYMENTS

Contains payment details and transaction status information for each order.

RESENA PRODUCTO	
INT	ReseñaID
INT	UsuarioID
INT	ProductoID
INT	Calificacion
TEXT	Comentario
DATETIME	FechaReseña

## PRODUCT REVIEWS

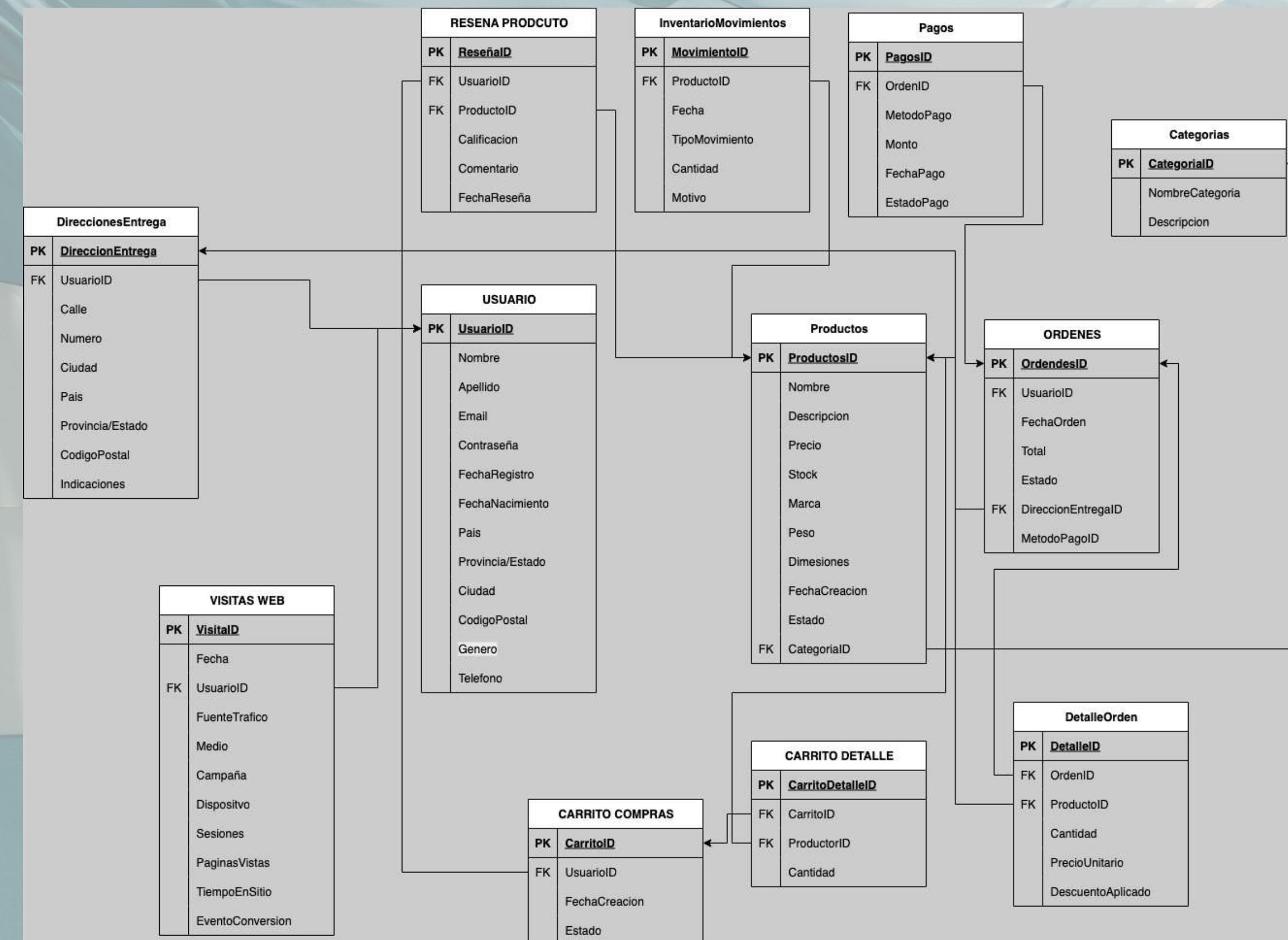
Includes customer feedback and ratings about products purchased through the platform.

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# SQL ENTITY-RELATIONSHIP MODEL



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## **DATA MODIFICATIONS WITH POWER BI**

1. **Change Data Types:** Converted columns to number, date, or datetime to ensure data consistency.
2. **Filter Rows:** Removed null or empty values to clean the table.
3. **Combine Tables:** Performed joins with other tables to link information.
4. **Expand Nested Columns:** Converted nested data into regular columns to view all information.
5. **Rename Columns:** Changed column names to make them clear and easy to interpret.
6. **Create Charts:** Generated visualizations to analyze data more clearly.



# SHOPPING CART

```

let
    Origen = Excel.Workbook(File.Contents("C:\Users\Julian\Downloads\Ecommerce.xlsx"), null, true),
    CarritoCompras_Sheet = Origen{[Item="CarritoCompras",Kind="Sheet"]}[Data],
    #"Encabezados promovidos" = Table.PromoteHeaders(CarritoCompras_Sheet, [PromoteAllScalars=true]),
    #"Tipo cambiado" = Table.TransformColumnTypes(#"Encabezados promovidos",{{"FechaCreación", type date}}),
    #"Columnas reordenadas" = Table.ReorderColumns(#"Tipo cambiado",{"CarritoID", "UsuarioID", "Estado", "FechaCreación"})
in
    #"Columnas reordenadas"

```

**Step 1 - Source / Navigation**  
Shows the data imported from the Excel file before applying any transformations.

**Step 2 - Reordered Columns (Final Step)**  
Shows the final table after applying all transformations: promoted headers, data type changes, and column reordering.



# ORDERS

let

```

Origen = Excel.Workbook(File.Contents("C:\Users\Julian\Downloads\Ecommerce.xlsx"), null, true),
Ordenes_Sheet = Origen{[Item="Ordenes",Kind="Sheet"]}[Data],
#"Encabezados promovidos" = Table.PromoteHeaders(Ordenes_Sheet, [PromoteAllScalars=true]),
#"Tipo cambiado" = Table.TransformColumnTypes(#"Encabezados promovidos",{{"OrdenID", Int64.Type}, {"UsuarioID", Int64.Type}, {"FechaOrden", type datetime},
 {"Total", type number}, {"Estado", type text}, {"DirecciónEntregaID", Int64.Type}, {"MetodoPagoID", Int64.Type}}),
#"Consultas combinadas" = Table.NestedJoin(#"Tipo cambiado", {"MetodoPagoID"}, Pagos, {"PagID"}, "Pagos", JoinKind.LeftOuter),
#"Se expandió Pagos" = Table.ExpandTableColumn(#"Consultas combinadas", "Pagos", {"MetodoPago"}, {"Pagos.MetodoPago"}),
#"Columnas con nombre cambiado" = Table.RenameColumns(#"Se expandió Pagos",{{"Pagos.MetodoPago", "Tipo-MetodoPago"}})
in
#"Columnas con nombre cambiado"

```

**Step 1 – Source / Navigation**  
Shows the data imported from the Excel file before applying any transformations. The table contains the original columns: OrderID, UserID, OrderDate, Total, Status, DeliveryAddressID, and PaymentMethodID.

**Step 2 – Columns with Changed Names (Final Step)**  
Shows the final table after applying all transformations: promoted headers, data types adjusted, queries combined, Payments expanded, and columns renamed according to the final dataset format.

# PRODUCTS

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let

```
Origen = Excel.Workbook(File.Contents("C:\Users\Julian\Downloads\Ecommerce.xlsx"), null, true),
Productos_Sheet = Origen{[Item="Productos",Kind="Sheet"]}[Data],
#"Encabezados promovidos" = Table.PromoteHeaders(Productos_Sheet, [PromoteAllScalars=true]),
#"Tipo cambiado" = Table.TransformColumnTypes(#"Encabezados promovidos",{{"ProductID", Int64.Type}, {"Nombre", type text}, {"Descripción", type text}, {"Precio", type number}, {"Stock", Int64.Type}, {"Marca", type text}, {"Peso", type number}, {"Dimensiones", type text}, {"FechaCreación", type datetime}, {"Estado", type text}, {"CategoriaID", Int64.Type}}),
#"Consultas combinadas" = Table.NestedJoin(#"Tipo cambiado", {"CategoriaID"}, Categorias, {"CategoriaID"}, "Categorias", JoinKind.LeftOuter),
#"Se expandió Categorías" = Table.ExpandTableColumn(#"Consultas combinadas", "Categorias", {"NombreCategoria"}, {"Categorias.NombreCategoria"}),
#"Columnas con nombre cambiado" = Table.RenameColumns(#"Se expandió Categorías",{{"Categorias.NombreCategoria", "TipoCategoria"}})
```

in

```
#"Columnas con nombre cambiado"
```

	ABC Column1	ABC Column2	ABC Column3	ABC Column4	ABC Column5	ABC Column6	ABC Column7	ABC Column8	ABC Column9	ABC Column10	ABC Column11
1	ProductID	Nombre	Descripción	Precio	Stock	Marca	Peso	Dimensiones	FechaCreación	Estado	CategoriaID
2	1	Yerba Mate	Producto típico argentino de excelente calidad.	3638,23	116	Sancor		78x41x29 cm	10/01/2024 0:00:00	Activo	14
3	2	Queso Cremoso	Producto típico argentino de excelente calidad.	2309,87	169	Tía Maruca		47x58x87 cm	12/08/2023 0:00:00	Inactivo	5
4	3	Aceite de Girasol	Producto típico argentino de excelente calidad.	2241,99	362	Ilolay		45x21x31 cm	18/12/2022 0:00:00	Activo	15
5	4	Galletitas	Producto típico argentino de excelente calidad.	1752,34	199	Ilolay		67x54x98 cm	09/01/2023 0:00:00	Activo	7
6	5	Yerba Mate	Producto típico argentino de excelente calidad.	2201,97	104	La Serenísima		11x54x9 cm	13/05/2022 0:00:00	Activo	3
7	6	Galletitas	Producto típico argentino de excelente calidad.	4356,34	186	Sancor		86x91x27 cm	03/02/2024 0:00:00	Activo	20
8	7	Fideos	Producto típico argentino de excelente calidad.	1494,66	44	Sancor		70x41x50 cm	15/02/2024 0:00:00	Inactivo	15
9	8	Alfajor	Producto típico argentino de excelente calidad.	279,16	356	La Serenísima		88x75x99 cm	16/01/2023 0:00:00	Inactivo	19
10	9	Leche Entera	Producto típico argentino de excelente calidad.	2278,47	130	Bagley		32x48x39 cm	09/07/2022 0:00:00	Activo	2

## Step 1 - Source / Navigation

Shows the data imported from the Excel file before applying any transformations. The table contains the original columns.

	ABC ProductID	ABC Nombre	ABC Descripción	1.2 Precio	1.2 Stock	ABC Marca	1.2 Peso	ABC Dimensiones	ABC FechaCreación	ABC Estado	1.2 CategoriaID	ABC TipoCategoria
1	1	Yerba Mate	Producto típico argentino de excelente calidad.	3638,23	116	Sancor		78x41x29 cm	10/01/2024 0:00:00	Activo	14	Tecnología
2	10	Galletitas	Producto típico argentino de excelente calidad.	272,24	179	Arcor		88x5x22 cm	01/05/2025 0:00:00	Activo	14	Tecnología
3	15	Yerba Mate	Producto típico argentino de excelente calidad.	2415,6	446	Paty		10x44x75 cm	27/09/2022 0:00:00	Activo	1	Electrónica
4	2	Queso Cremoso	Producto típico argentino de excelente calidad.	2309,87	169	Tía Maruca		47x58x87 cm	12/08/2023 0:00:00	Inactivo	5	Deportes
5	9	Leche Entera	Producto típico argentino de excelente calidad.	2278,47	130	Bagley		32x48x39 cm	09/07/2022 0:00:00	Activo	2	Ropa
6	3	Aceite de Girasol	Producto típico argentino de excelente calidad.	2241,99	362	Ilolay		67x54x98 cm	18/12/2022 0:00:00	Activo	15	Accesorios
7	7	Fideos	Producto típico argentino de excelente calidad.	1494,66	44	Sancor		11x54x9 cm	13/05/2022 0:00:00	Activo	3	Hogar
8	5	Yerba Mate	Producto típico argentino de excelente calidad.	2201,97	104	La Serenísima		70x41x50 cm	15/02/2024 0:00:00	Inactivo	15	Accesorios
9	4	Galletitas	Producto típico argentino de excelente calidad.	1752,34	199	Ilolay		88x5x22 cm	01/05/2025 0:00:00	Activo	7	Mascotas
10	13	Salsa Lista	Producto típico argentino de excelente calidad.	1284,94	267	Baggio		52x15x31 cm	07/09/2022 0:00:00	Inactivo	7	Mascotas
11	16	Alfajor	Producto típico argentino de excelente calidad.	2310,05	370	Baggio						

## Step 2 - Columns with Changed Names (Final Step)

Shows the final table after applying all transformations: promoted headers, data types adjusted, combined with the Categories table, category column expanded, and final column renamed as CategoryType.

# VISITAS WEB



let

```

Origen = Excel.Workbook(File.Contents("C:\Users\Julian\Downloads\Ecommerce.xlsx"), null, true),
VisitasWeb_Sheet = Origen{[Item="VisitasWeb",Kind="Sheet"]}[Data],
#"Encabezados promovidos" = Table.PromoteHeaders(VisitasWeb_Sheet, [PromoteAllScalars=true]),
#"Tipo cambiado" = Table.TransformColumnTypes(#"Encabezados promovidos",{{"VisitID", Int64.Type}, {"Fecha", type datetime}, {"UsuarioID", Int64.Type}, {"FuenteTráfico", type text}, {"Medio", type text}, {"Campaña", type text}, {"Dispositivo", type text}, {"Sesiones", Int64.Type}, {"PáginasVistas", Int64.Type}, {"TiempoEnSitio", Int64.Type}, {"EventoConversion", type text}}),
#"Consultas combinadas" = Table.NestedJoin(#"Tipo cambiado", {"UsuarioID"}, Usuarios, {"UsuarioID"}, "Usuarios", JoinKind.LeftOuter),
#"Se expandió Usuarios" = Table.ExpandTableColumn(#"Consultas combinadas", "Usuarios", {"UsuarioID"}, {"Usuarios.UsuarioID"}),
#"Columnas quitadas" = Table.RemoveColumns(#"Se expandió Usuarios", {"Usuarios.UsuarioID"})
in
#"Columnas quitadas"

```

● Válido	100 %	● Válido	100 %	● Válido	100 %	● Válido	100 %	● Válido	100 %
● Error	0 %	● Error	0 %	● Error	0 %	● Error	0 %	● Error	0 %
● Vacío	0 %	● Vacío	0 %	● Vacío	0 %	● Vacío	0 %	● Vacío	0 %
1. Usuarios	Table	Usuarios	Sheet				FALSE		
2. Categorías	Table	Categorías	Sheet				FALSE		
3. Productos	Table	Productos	Sheet				FALSE		
4. Órdenes	Table	Órdenes	Sheet				FALSE		
5. DetalleOrden	Table	DetalleOrden	Sheet				FALSE		
6. Pagos	Table	Pagos	Sheet				FALSE		
7. DireccionesEntrega	Table	DireccionesEntrega	Sheet				FALSE		
8. CarritoCompras	Table	CarritoCompras	Sheet				FALSE		
9. CarritoDetalle	Table	CarritoDetalle	Sheet				FALSE		
10. ReseñasProducto	Table	ReseñasProducto	Sheet				FALSE		
11. InventarioMovimientos	Table	InventarioMovimientos	Sheet				FALSE		
12. VisitasWeb	Table	VisitasWeb	Sheet				FALSE		

Nombre: VisitasWeb  
Todas las propiedades

▲ PASOS APLICADOS

- Origen
  - Navegación
  - Encabezados promovidos
  - Tipo cambiado
  - Consultas combinadas
  - Se expandió Usuarios
  - Columnas quitadas

	123 VisitID	123 Fecha	123 UsuarioID	A8C FuenteTráfico	A8C Medio	A8C Campaña	A8C Dispositivo	123 Ses	PROPIEDADES
● Válido	100 %	● Válido	100 %	● Válido	100 %	● Válido	100 %	● Válido	Nombre: VisitasWeb Todas las propiedades
● Error	0 %	● Error	0 %	● Error	0 %	● Error	0 %	● Error	▲ PASOS APLICADOS
● Vacío	0 %	● Vacío	0 %	● Vacío	0 %	● Vacío	0 %	● Vacío	Origen <ul style="list-style-type: none"> <li>Navegación</li> <li>Encabezados promovidos</li> <li>Tipo cambiado</li> <li>Consultas combinadas</li> <li>Se expandió Usuarios</li> <li>Columnas quitadas</li> </ul>
1.	578	18/12/2023 0:00:00	2	Organic	CPC	monetize web-enabled supply-chains	Tablet		
2.	502	17/01/2024 0:00:00	3	Referral	Email	matrix bleeding-edge initiatives	Mobile		
3.	5	16/02/2025 0:00:00	192	Referral	Display	mesh compelling users	Tablet		
4.	756	27/09/2023 0:00:00	192	Paid	Email	syndicate efficient interfaces	Mobile		
5.	112	19/12/2024 0:00:00	5	Paid	Social	revolutionize impactful partnerships	Desktop		
6.	6	14/12/2023 0:00:00	524	Organic	Social	strategize dynamic supply-chains	Desktop		
7.	8	22/01/2025 0:00:00	907	Organic	Display	innovate value-added partnerships	Mobile		
8.	408	07/02/2024 0:00:00	8	Organic	Display	syndicate innovative channels	Tablet		
9.	9	09/07/2024 0:00:00	992	Organic	Display	redefine real-time channels	Mobile		
10.	885	19/11/2023 0:00:00	992	Organic	Social	harness bricks-and-clicks action-items	Desktop		
11.	569	15/10/2023 0:00:00	9	Referral	CPC	incentivize ubiquitous e-tailers	Mobile		
12.	10	30/10/2024 0:00:00	787	Organic	Display	maximize cross-platform users	Mobile		
13.	586	22/03/2025 0:00:00	787	Direct	CPC	leverage plug-and-play e-business	Desktop		

Nombre: VisitasWeb  
Todas las propiedades

▲ PASOS APLICADOS

- Origen
  - Navegación
  - Encabezados promovidos
  - Tipo cambiado
  - Consultas combinadas
  - Se expandió Usuarios
  - Columnas quitadas

## Step 1 - Source / Navigation

Shows the data imported from the Excel file before applying any transformations. The table contains the original columns.

## Step 2 - Columns Removed

Shows the final table after applying all transformations: promoted headers, adjusted data types, merged with the Users table, and removed unnecessary columns to keep only the relevant website visit data.

# **TRANSFORMATIONS WITH DAX**

## **SHOPPING CART**

Activo - Inactivo = COUNTROWS(CarritoCompras)  
CantidadCarrito = COUNT(CarritoCompras[CarritoID])  
CantidadUsuario = DISTINCTCOUNT(CarritoCompras[UsuarioID])

## **INVENTORY MOVEMENT**

Cantidades = DISTINCTCOUNT(InventoryMovimientos[Cantidad])  
CantidadProductosID = DISTINCTCOUNT(InventoryMovimientos[ProductoID] )  
MovimientoTipo = COUNTROWS(InventoryMovimientos)

## **PAYMENTS**

CantidadOrdenID = DISTINCTCOUNT(Pagos[OrdenID])  
CantidadPagos = COUNT(Pagos[PagoID])  
EstadoPagos = COUNTROWS(Pagos)  
MontoTotalCompras = SUM(Pagos[Monto])  
TipoPago = COUNTROWS(Pagos)

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## TABLA MEDIDAS

Created to gather all the calculated metrics of the dashboard, allowing for a quick and comprehensive analysis of performance, monitoring of operations, and evaluation of key sales, inventory, and movement indicators.

```

1 CantidadCarrito = COUNT(CarritoCompras[CarritoID])
1 MontoTotalCompras = SUM(Pagos[Monto])
1 CantidadUsuario = DISTINCTCOUNT(CarritoCompras[UsuarioID])
1 CantidadOrdenID = DISTINCTCOUNT(Pagos[OrdenID])
1 MovimientoTipo = COUNTROWS(InventoryMovimientos)

```

TablaMedidas	
<input type="checkbox"/>	Activo - Inactivo
<input type="checkbox"/>	CantidadCarrito
<input type="checkbox"/>	Cantidades
<input type="checkbox"/>	CantidadMovimientos
<input type="checkbox"/>	CantidadOrdenID
<input type="checkbox"/>	CantidadPagos
<input type="checkbox"/>	CantidadProductosID
<input type="checkbox"/>	CantidadUsuario
<input type="checkbox"/>	EstadoPagos
<input type="checkbox"/>	MontoTotalCompras
<input type="checkbox"/>	MovimientoTipo
<input type="checkbox"/>	TipoPago

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## TABLA CALENDARIO

```

Calendario =
ADDCOLUMNS (
    CALENDAR (DATE(2023,1,1), DATE(2025,12,31)),
    "Año", YEAR([Date]),
    "Mes", FORMAT([Date], "MMMM"),
    "NombreMes", FORMAT([Date], "MMMM"),
    "MesNumero", MONTH([Date]),
    "Trimestre", "Q" & FORMAT([Date], "Q"),
    "Año-Mes", FORMAT([Date], "YYYY-MM")
)

```

Calendario	
<input type="checkbox"/>	Σ Año
<input type="checkbox"/>	Año-Mes
<input checked="" type="checkbox"/>	Date
<input type="checkbox"/>	Mes
<input type="checkbox"/>	Σ MesNumero
<input type="checkbox"/>	NombreMes
<input type="checkbox"/>	Trimestre

Step 2 - Columns Removed

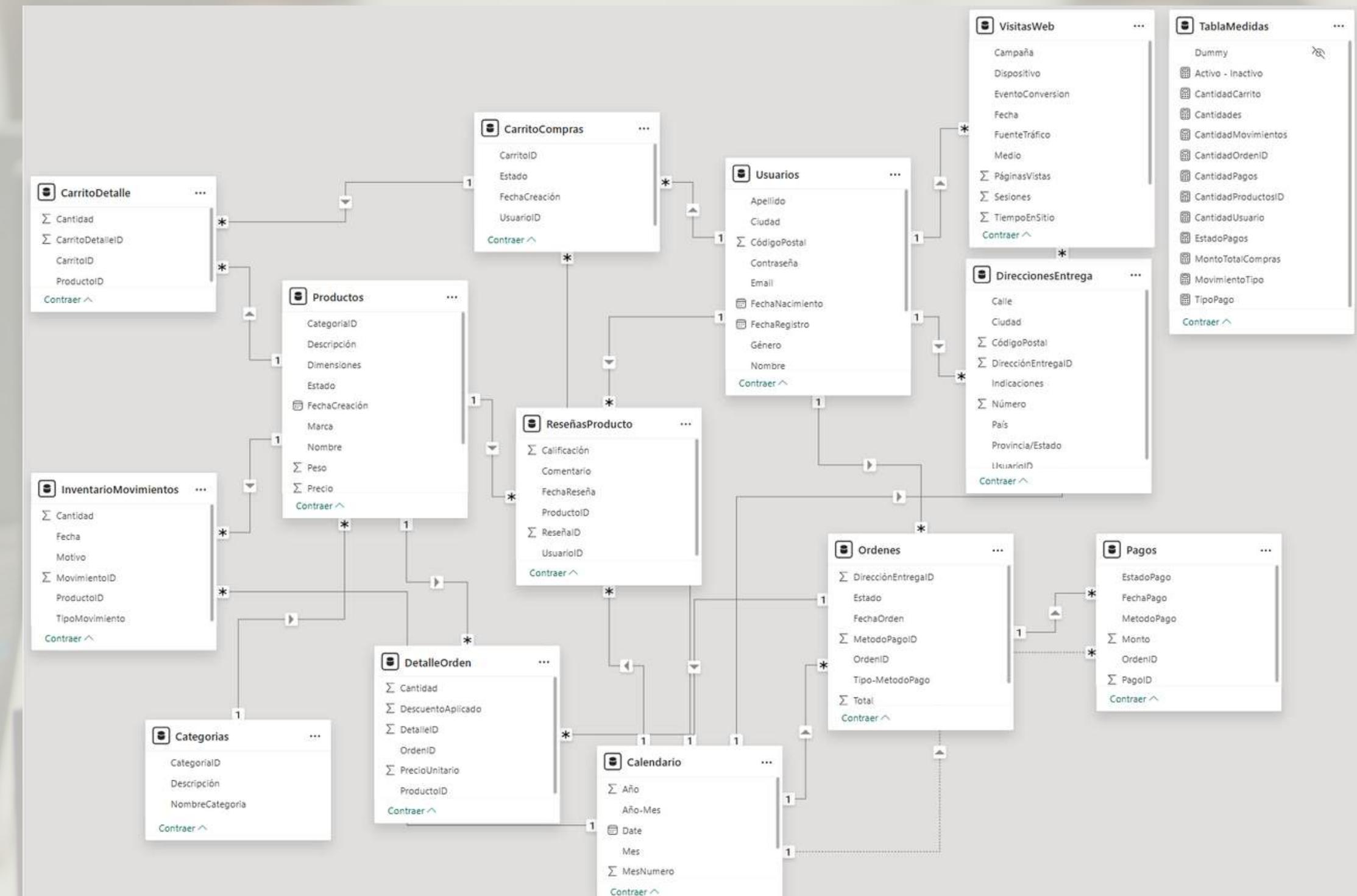
Shows the final table after applying all transformations: promoted headers, adjusted data types, merged with the Users table, and removed unnecessary columns to keep only the relevant website visit data.

# MODIFIED ER MODEL IN POWER BI

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The ER model in Power BI reflects the updated structure of the dataset, showing all tables and relationships defined for analysis. Unlike the initial SQL model, this version includes newly created tables, such as Calendar and Measures. This model provides a clear view of how the different entities interact, facilitates the creation of dynamic visualizations, and ensures that calculated metrics are applied correctly throughout the MateCart project.

# DATA SLICERS

## PCIA-ESTADO

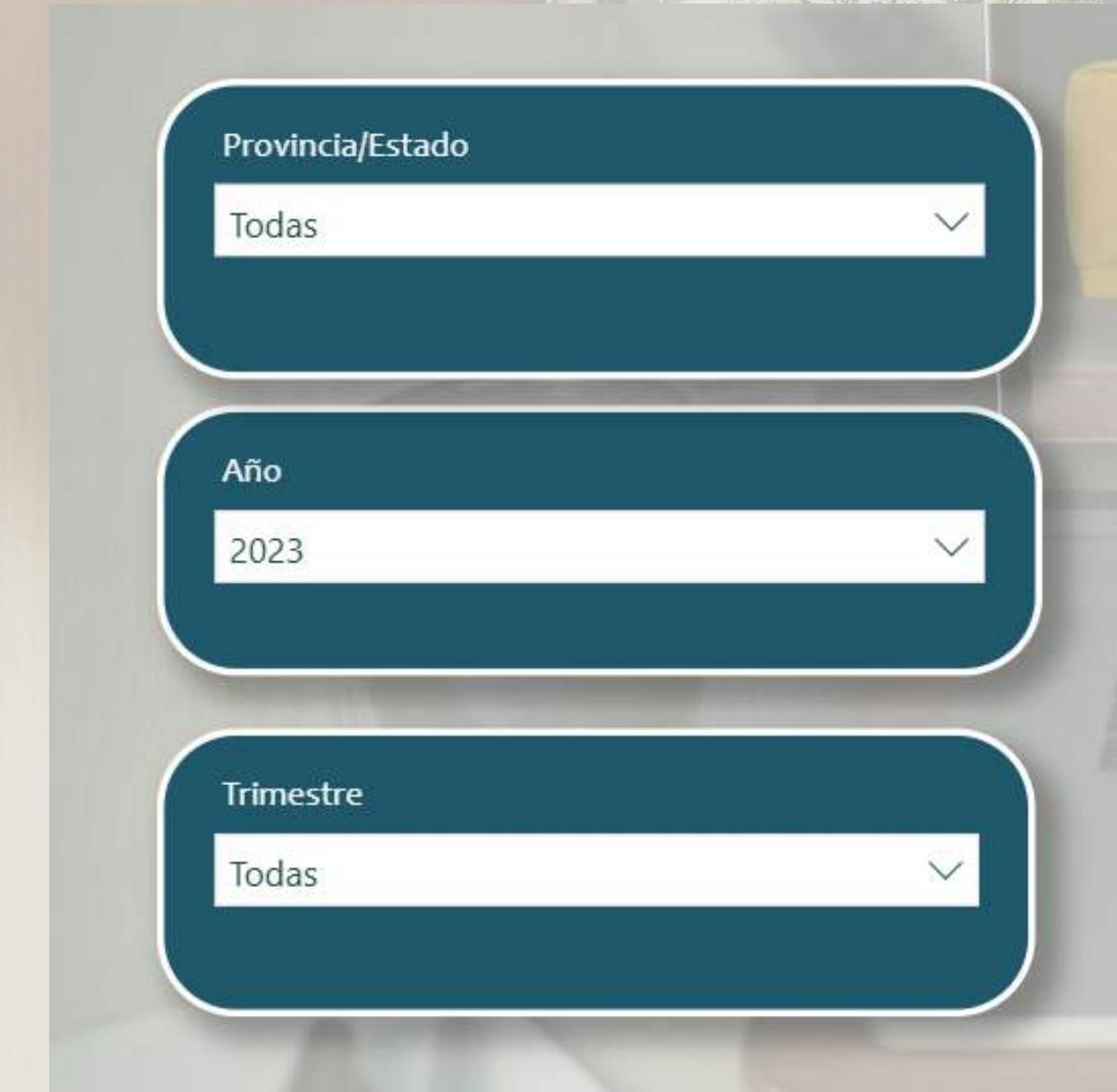
Allows filtering data based on the customer's or delivery location, making it easier to analyze by region.

## AÑO

Allows selecting a specific year to analyze trends and metrics over time.

## TRIMESTRE

Allows filtering data by quarter, helping to identify seasonal patterns and compare periods within a year.



A tooltip was created on the last page of the project, connected to the Orders Analysis table. Hovering over the ProductQuantityID card displays the number of products per brand, providing quick and detailed information without cluttering the main visualization.

## TOOLTIP



# POWER BI VISUALIZATIONS

This Power BI project was designed following MateCart's visual identity, maintaining consistency in **colors, theme, and images** representing the company. The presentation aims to convey **clarity, organization, and a brand-aligned aesthetic**, while providing an interactive visual analysis of the most relevant data for management and decision-making.

## PORTADA



MATECART

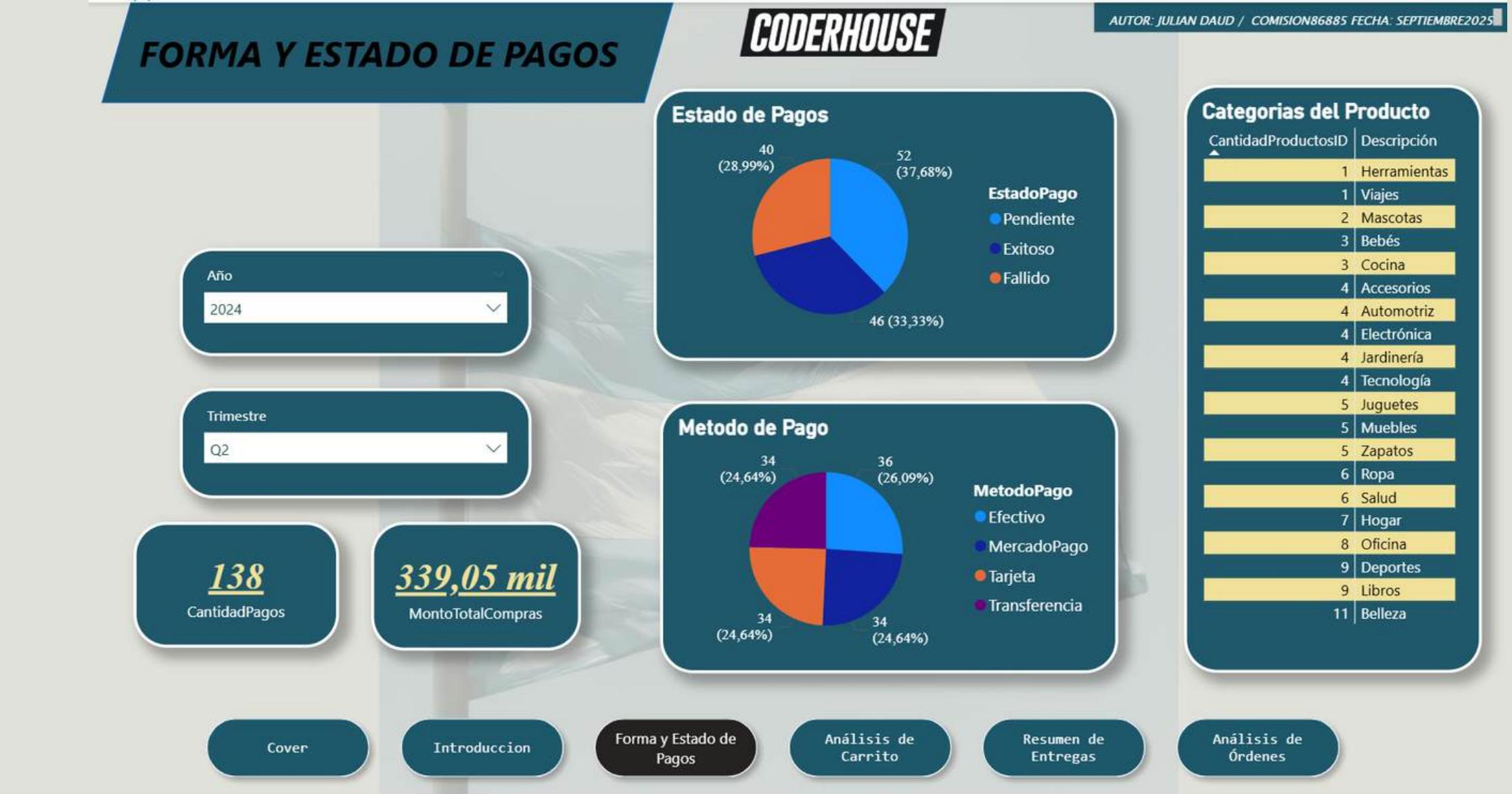


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# PAYMENT METHOD AND STATUS

This **MateCart Power BI** page shows the distribution of payments by product category, indicating the **total number of payments and the method used (cash, Mercado Pago, card, or transfer)**. It also allows viewing the status of each payment (successful, failed, or pending), providing **clarity and organization** to facilitate information interpretation and transaction tracking for the company.



# CART ANALYSIS

This **MateCart Power BI** page presents the shopping cart analysis, **showing product review information, the total number of items in the cart, and the total number of users**. It includes a chart distinguishing active and inactive users, as well as two other charts showing the **number of carts per month and the creation date of each cart**, providing a clear and organized view of customer behavior.



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This MateCart Power BI page presents the delivery summary, showing the total purchase amount, number of orders, total cart quantity, and total users. It also includes a chart that allows viewing detailed customer information, such as user ID, last name, first name, street, and delivery instructions, facilitating clear and organized data interpretation and delivery tracking.

## DELIVERY SUMMARY

The dashboard features a header with the MateCart logo and navigation links: Cover, Introducción, Forma y Estado de Pagos, Análisis de Carrito, Resumen de Entregas, and Análisis de Órdenes. The main content area includes a section for 'INFORMACION DE USUARIOS' with a table:

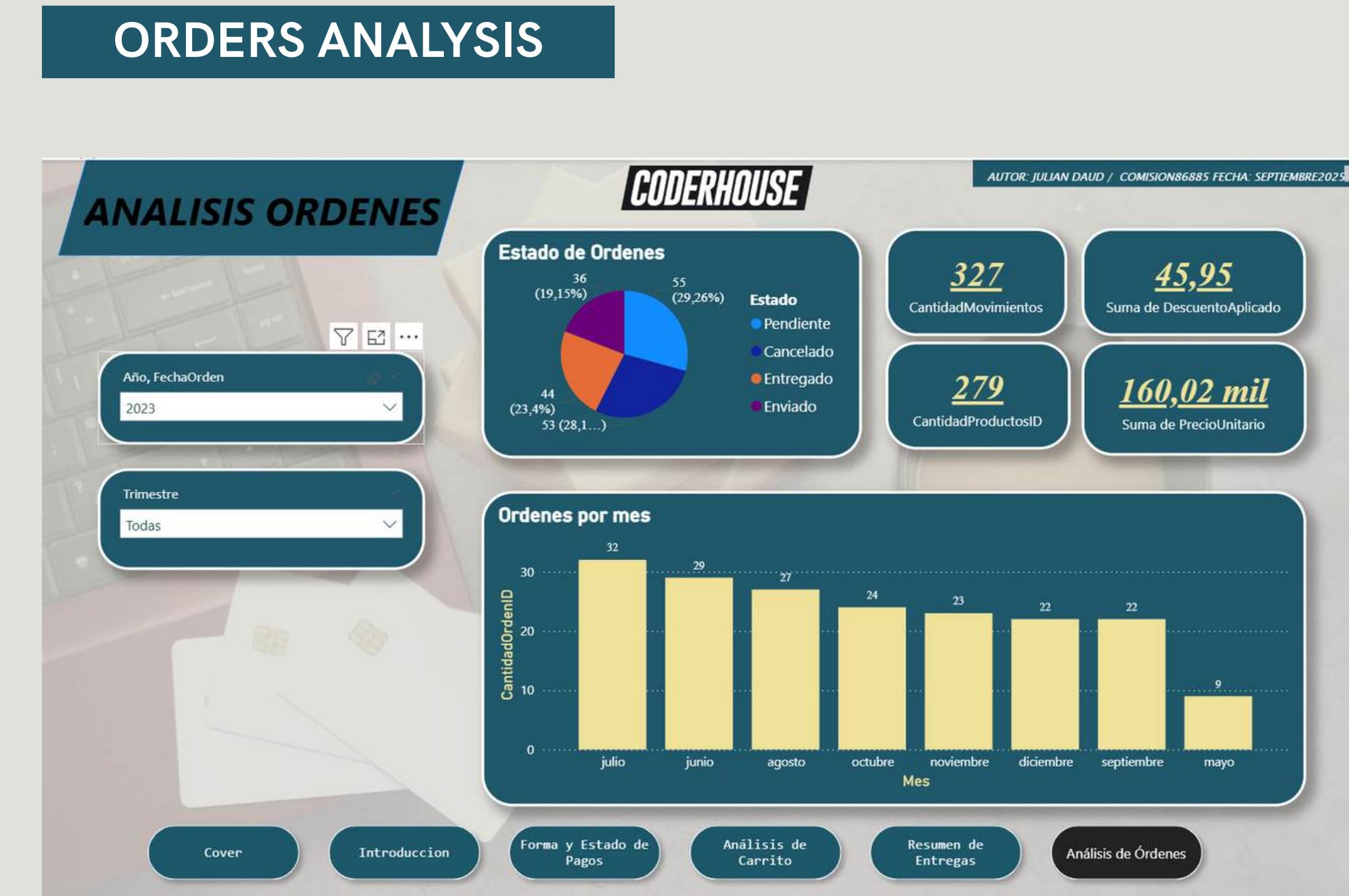
UsuarioID	Apellido	Nombre	Indicaciones	Calle	Número
199	Díaz	Benjamín	Subir al 2º piso	Calle Mitre	5599
211	Díaz	Benjamín	Timbre rojo	Calle Mitre	96506
696	Díaz	Benjamín	Puerta blanca	Av. Belgrano	404
696	Díaz	Benjamín	Subir al 2º piso	Calle Maipú	138
696	Díaz	Benjamín	Dejar en portería	Calle Mitre	3358
696	Díaz	Benjamín	Frente al supermercado	Calle San Martín	14888
704	Díaz	Benjamín	Puerta blanca	Av. Belgrano	767
704	Díaz	Benjamín	Tocar bocina al llegar	Av. Córdoba	5157
704	Díaz	Benjamín	Frente al supermercado	Av. Santa Fe	56494
704	Díaz	Benjamín	En la esquina	Calle Lavalle	217
704	Díaz	Benjamín	Frente al supermercado	Calle Maipú	8819
69	Díaz	Camila	Tocar bocina al llegar	Av. Santa Fe	7327
129	Díaz	Camila	Subir al 2º piso	Calle San Martín	9488
455	Díaz	Camila	Dejar en portería	Av. Diagonal	6921

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In MateCart's Orders Analysis, there is first a pie chart showing the status of orders: **pending, canceled, delivered, or shipped**. Additionally, cards display the number of movements, the total sum of discounts applied, the number of products, and the total sum of unit prices. Finally, an **additional chart shows the number of orders per month**, facilitating interpretation and tracking of the company's operations.



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# CONCLUSIONS

The analysis of payment methods in MateCart shows that card, Mercado Pago, transfer, and cash payments are fairly balanced. The percentage of successful payments in 2023 was **37.90%**, remaining stable. In the first three quarters of **2024**, there was a decline, with **30.53%, 33.33%, and 26.32%**, the latter being the lowest, before recovering in the last quarter to **36.69%**. Compared to failed and pending payments, there is noticeable variability in effectiveness. In **2025**, the first two analyzed quarters show a lower peak, with a total effectiveness of **28.22%**, indicating the need to monitor and manage payment methods to improve success rates. Considering these trends, it would be important to evaluate the possibility of adjusting or testing new payment methods to increase success rates and optimize company processes.

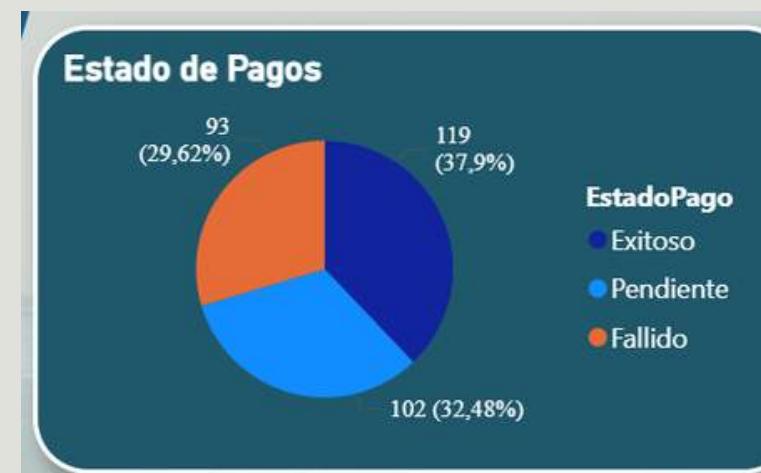
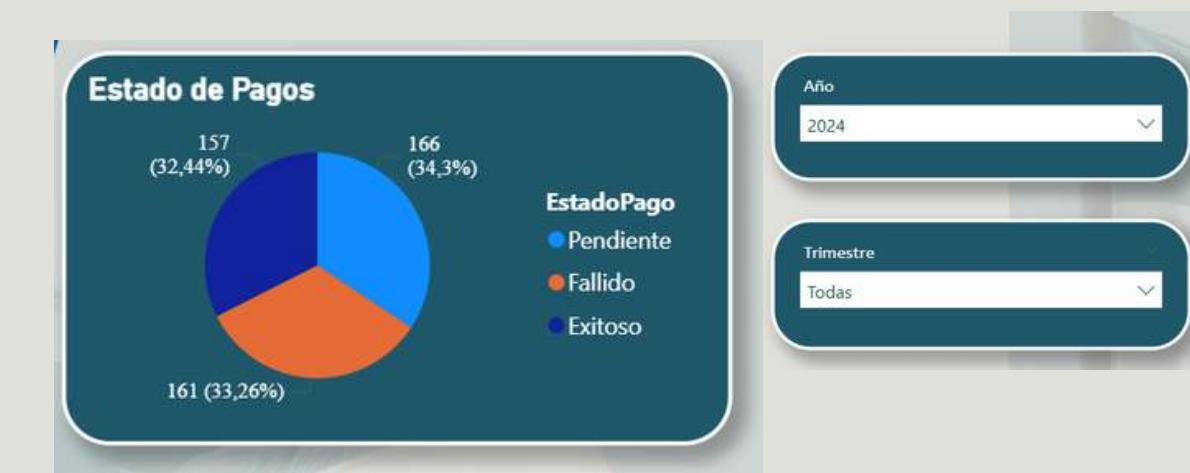
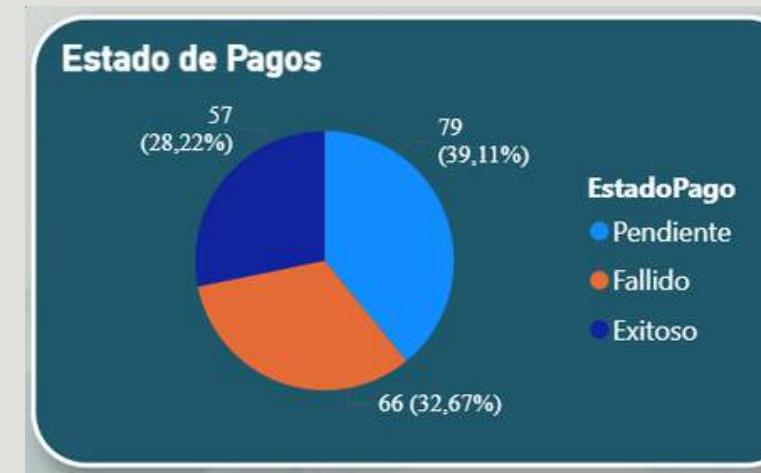


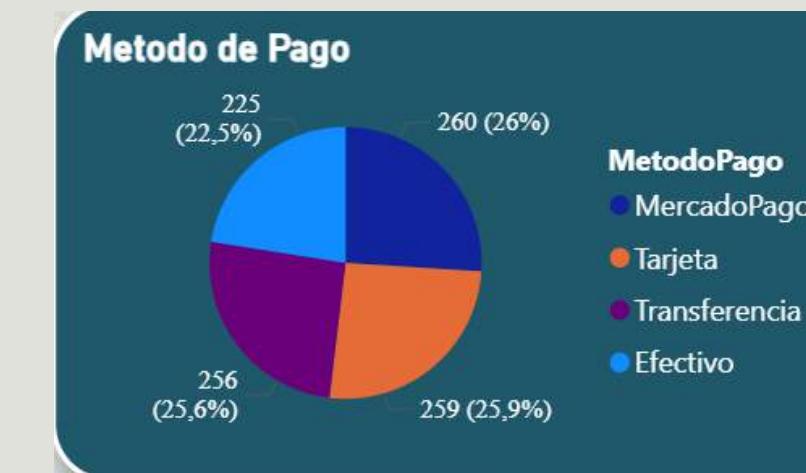
Grafico que refleja el porcentaje total de Pagos de 2023 donde podemos ver el gran porcentaje de Pagos Exitosos



2024 muestra una caida en el porcentaje de Pagos Exitosos especialmente en el tercer quatrimestres.



Para el año 2025 ya se puede reconocer la baja de porcentaje de los pagos Exitosos.



Los metodos de pagos se mantienen parejos durante todo el transcurso de los años

## **FUTURE LINES**

1. Optimize payment methods, aiming to maintain the effectiveness observed in 2023 and part of 2024, when successful payments were higher, to ensure stability in transactions.
2. Deepen the analysis of order status (delivered, pending, canceled, and shipped), considering that the percentages are relatively balanced, in order to improve delivery efficiency and order management.
3. Implement strategies to increase cart conversion, encouraging that added products are actually purchased, preventing carts from remaining abandoned.
4. Incorporate additional metrics and enhance dashboards, facilitating data interpretation and supporting real-time strategic decision-making.

