**E-commerce Dashboard**

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**INTRODUCTION**

E-commerce played a vital role in all our lives during this pandemic. Lets have a look over the products that were sold over these couple of years by the E-commerce website known as Snapdeal based in India.

We are using Tableau As a tool to visualize the dataset and its various attributes in a analytical manner with ad hoc tools and filters to make the best out of the given data

The reasons for Choosing Tableau as my preferred tools are:

* This software is very prominent in its area because of its accessibility and the students were already provided with its access.
* I found tableau to be a very intelligent tool as it provides simplicity and understanding of the data
* Provides an interpreter which removes the need of cleaning of the dataset.
* It also provides dynamic ad hoc tools for dynamic analysis using filters.

**Why The E-commerce Dataset?**

I chose the Dataset related to E-commerce as it is a industry that is booming like no other and would love to get some insights on what products are majorly sold and are making profit for the companies for this specific case Snapdeal.

Snapdeal came in to the ecommerce biz much time after amazon and flipkart and incurred many ups and downs in this pandemic tenure.

The dataset provides the profit made on various products and their respective sales amount.

It is a rich dataset that can be explored and analyzed in such a manner to get some useful insights.

It has yearly data as well so it makes the data continuous and categorical.

**The Story**

The Dashboard is made from four Visualizations which takes in every aspect of the dataset including the Sales done, Profit made on various product categories.

The main questions I had in mind while making this dashboard were:

1. What products are sold most in the ecommerce market?
2. What products make the most profit for the company?
3. What regions are using these websites the most?

Hence The goal of making these visualizations is to analyze every aspect of the market and try to figure out what is the key performance indicators that makes this online shopping industry such a success.

Hence, I Themed my dashboard to visualize the profit and sales of various products being sold.

**VISUALIZATIONS And its analysis**

Here are the various visualizations I made to include in the dashboard

1. **Categorical Sales Bar Chart**

Chart

Description automatically generated

This Bar chart depicts the sales amount of each product category sold on the website.

As we can see Saree is the most sought-after product in the chart but the most profitable products are not the ones sold the most.so we know the profit is depicted by the darkness of the color Blue

1. **Profit Map Chart**

Map

Description automatically generated

This is a map of India which is colored according to the state-wise segregation .

As mentioned in all of the visualizations the darkness of blue color shows how much profit each state gives to the e-commerce company

1. **Scatter Plot of profit vs Amount**

Chart, scatter chart

Description automatically generated

This scatter plot depicts the spread of various products among there sales and the profit they made. Different shapes are for different categories as well as different color to make the visualization more abstract

1. **Line Chart**

Chart, line chart

Description automatically generated

This chart shows the products sold over the period of 12 months and as usual the darkness of the blue line depicts the profit made in that fiscal month.

## Strategy Analysis

From the visualizations we can understand that some products are sold more than others but don’t create as much profit and some products create profit but aren’t sold popularly

There is a fine median present which is more variety in clothing which might create a plethora of customers.

Snapdeal went spiraling down when they tried to capture various other categories of market which caused them severe loss.

**OUTCOMEs and conclusions**

We can land on various outcomes by the analysis of this visualizations which are:

* The most sold category on the e-commerce is clothing items
* The most profitable category is furniture
* Major metro areas provide the most profit in the E-commerce market

**Video link**

<https://youtu.be/2Hfo1k7V3Do>