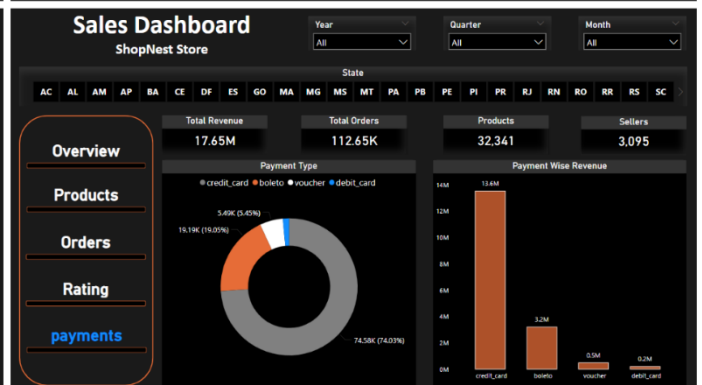
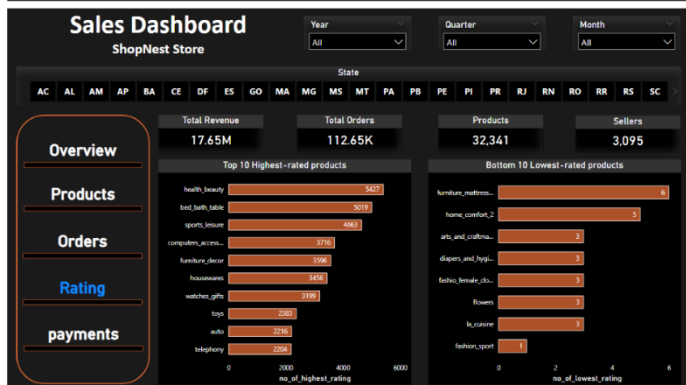
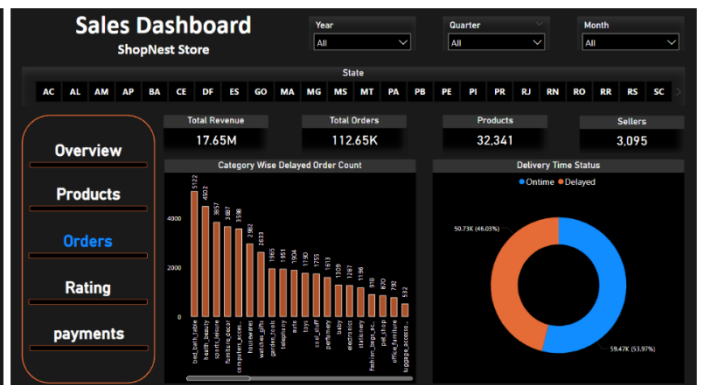
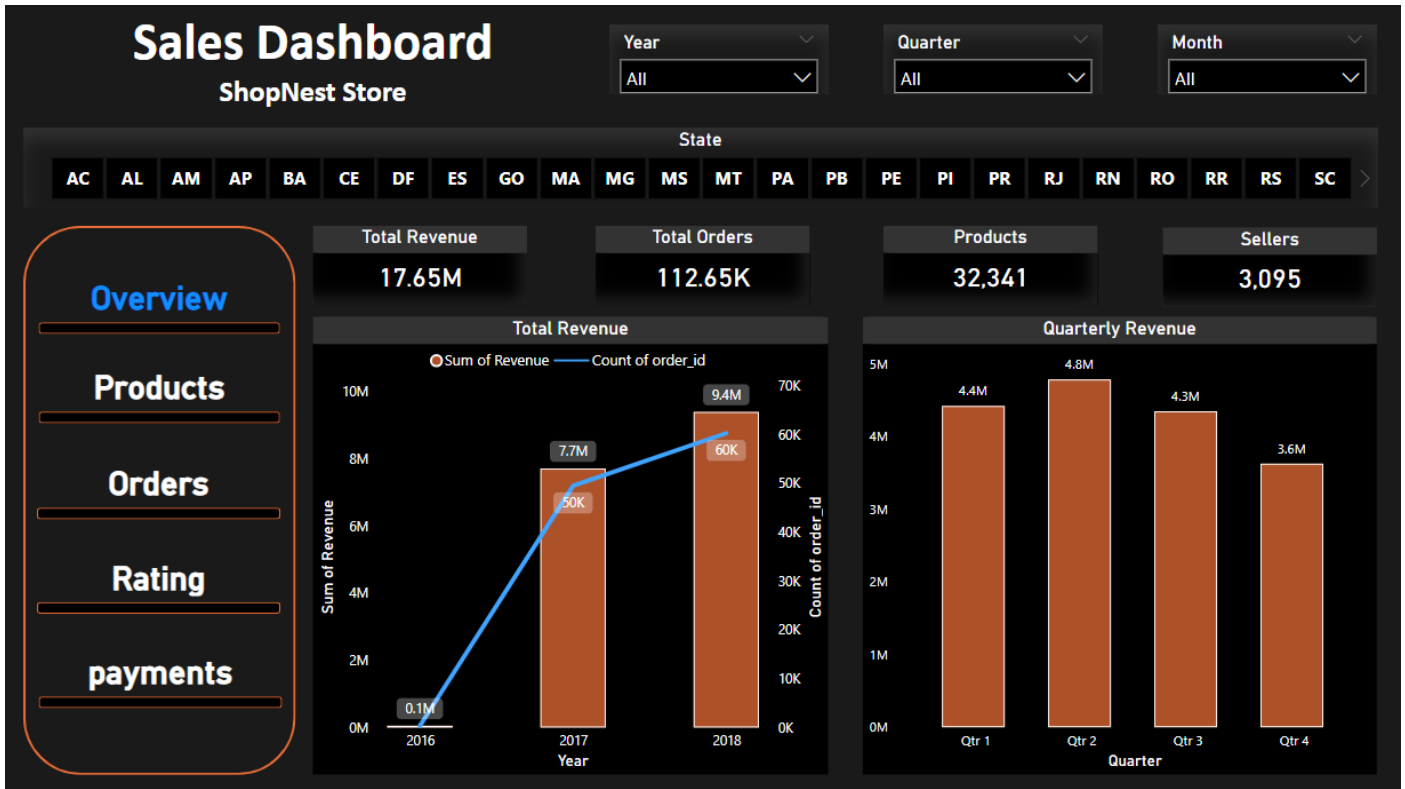


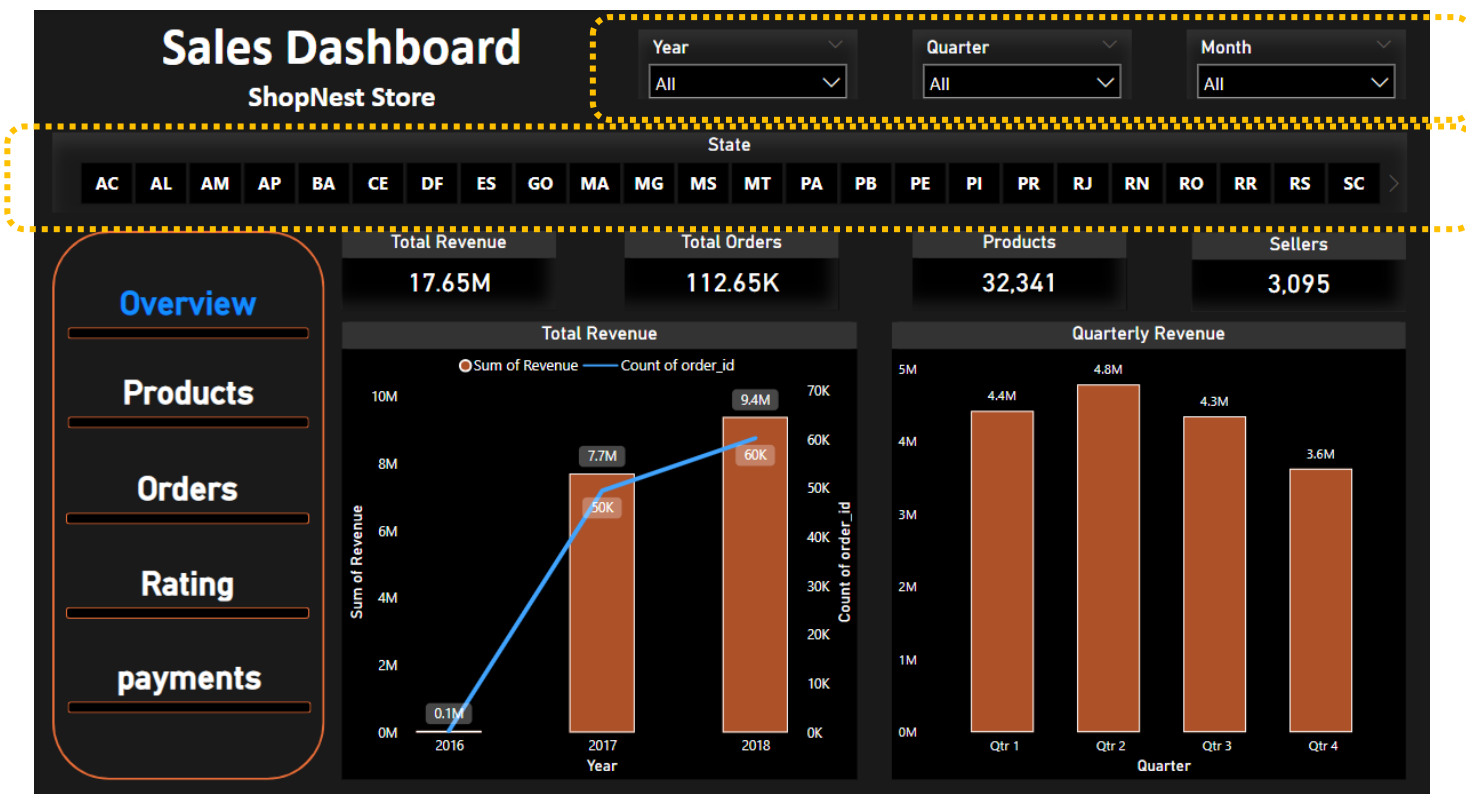
# Sales Dashboard

## ShopNest Store

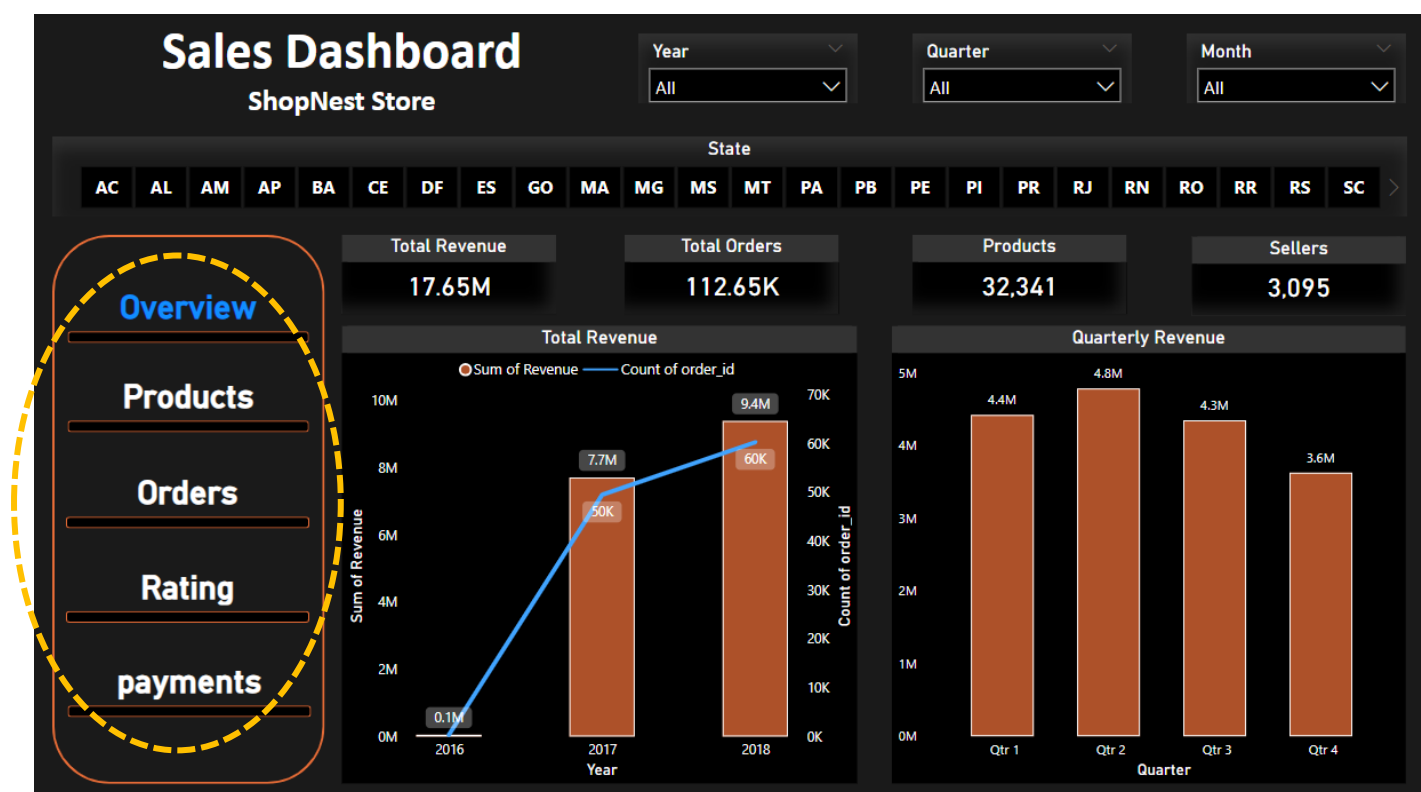


## Slicers Used

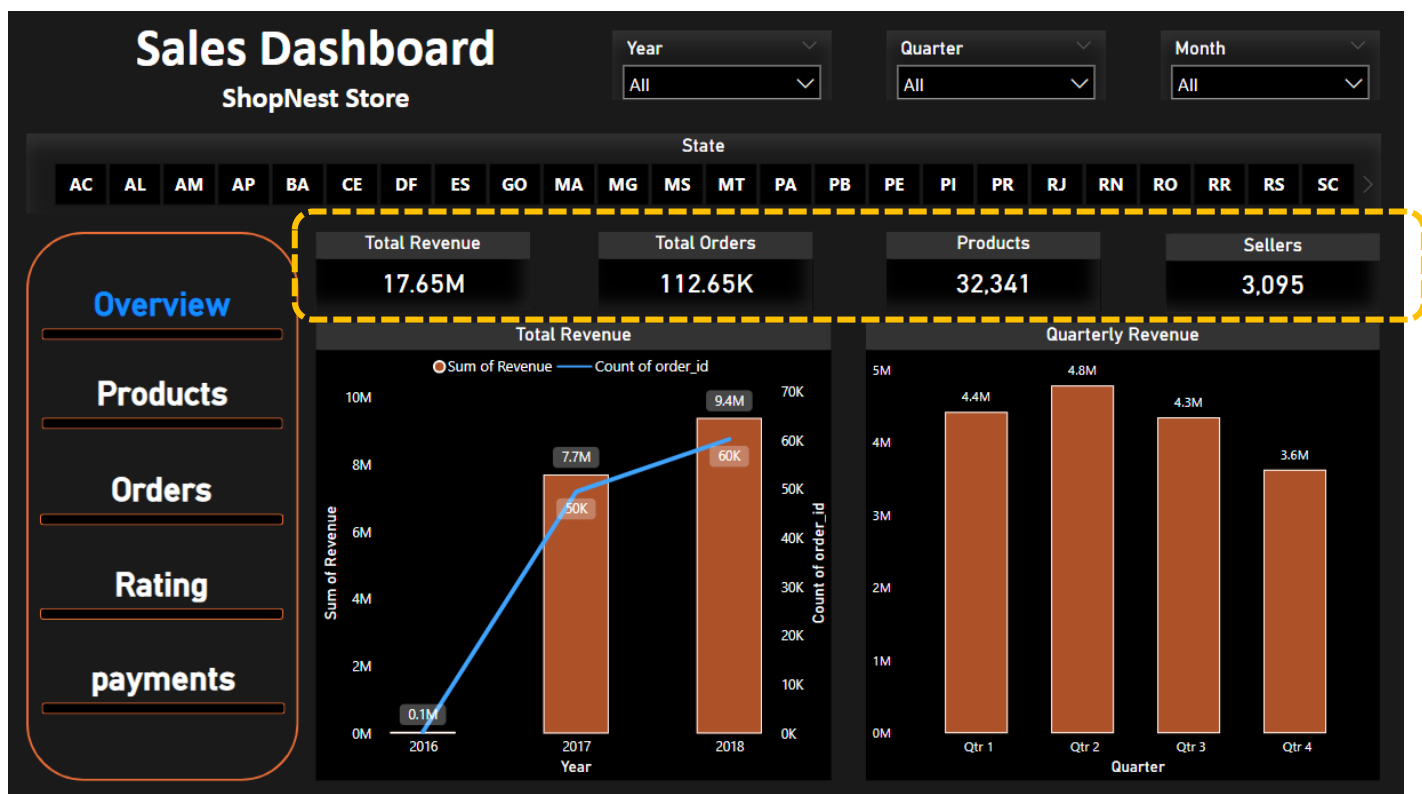
1. Year
2. Quarter
3. Month
4. State



## Buttons Used for Page Navigation



## Cards Used



## Tooltip Used

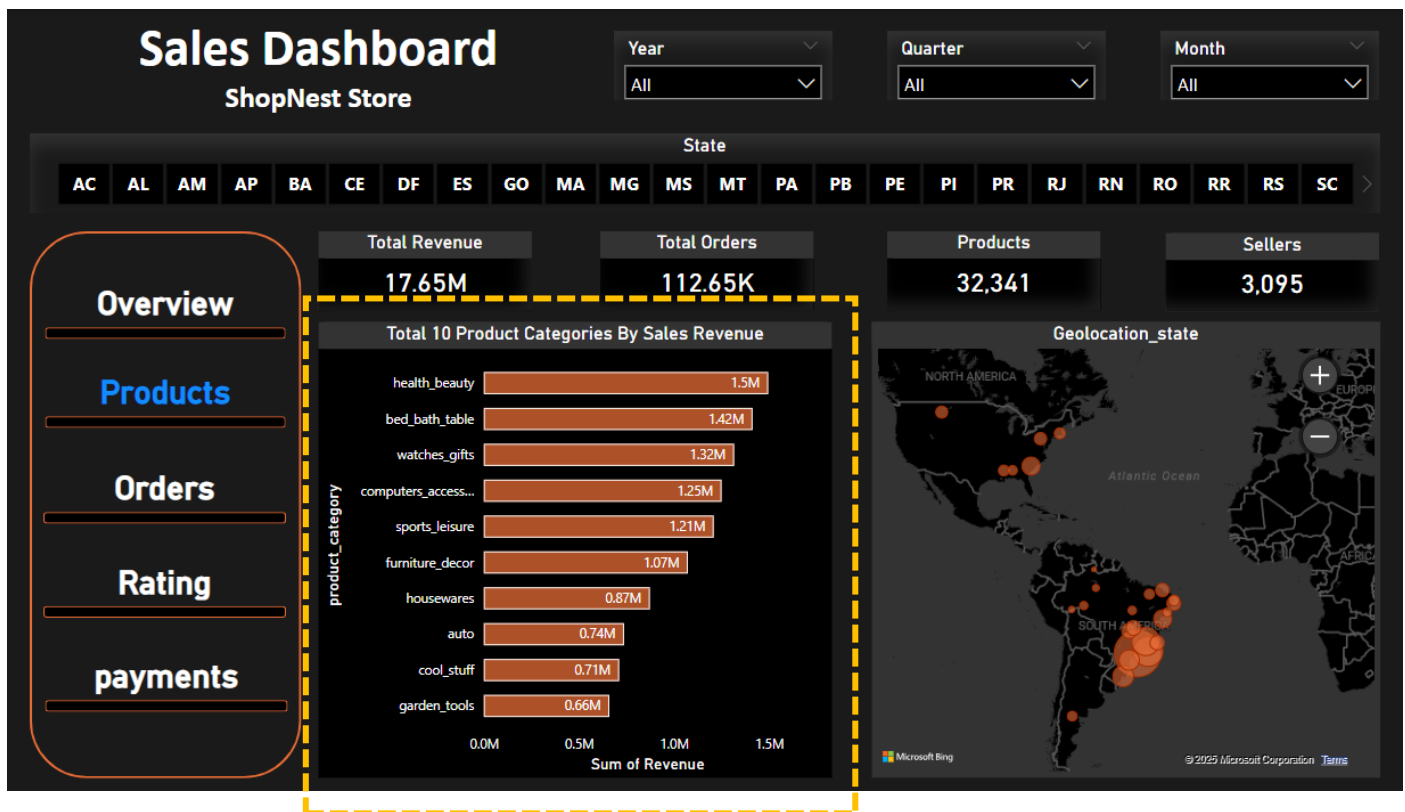
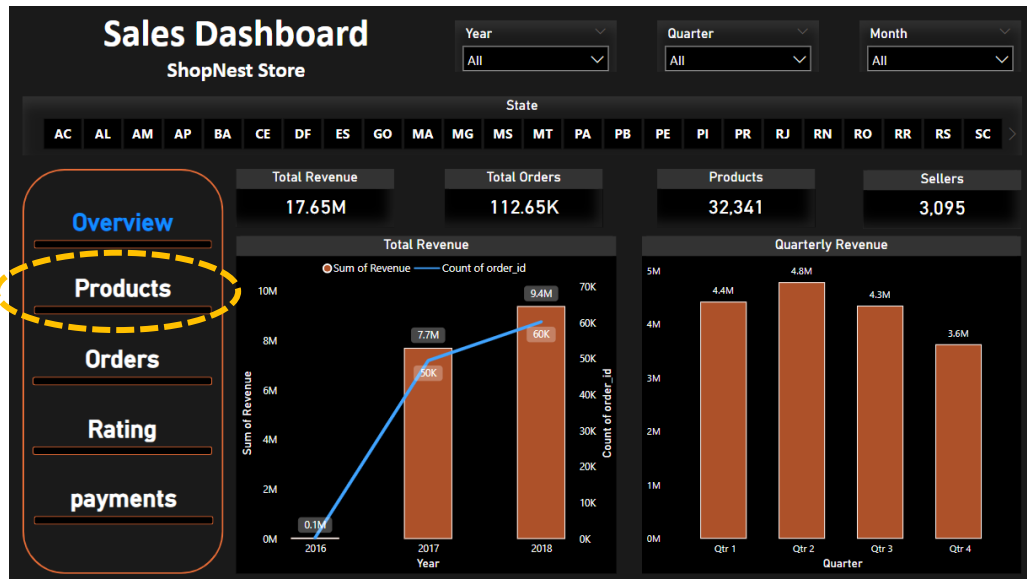
Sales Revenue	
product_category	Sum of Revenue
health_beauty	1,530,035.22
bed_bath_table	1,433,488.50
watches_gifts	1,360,170.51
computers_accessories	1,282,772.72
sports_leisure	1,251,042.93
furniture_decor	1,102,270.25
housewares	896,382.84
auto	755,526.09
Total	17,649,648.15

- It shows Product wise Sales Revenue in descending order.

# Tasks

## 1. Top Categories by Total Price:

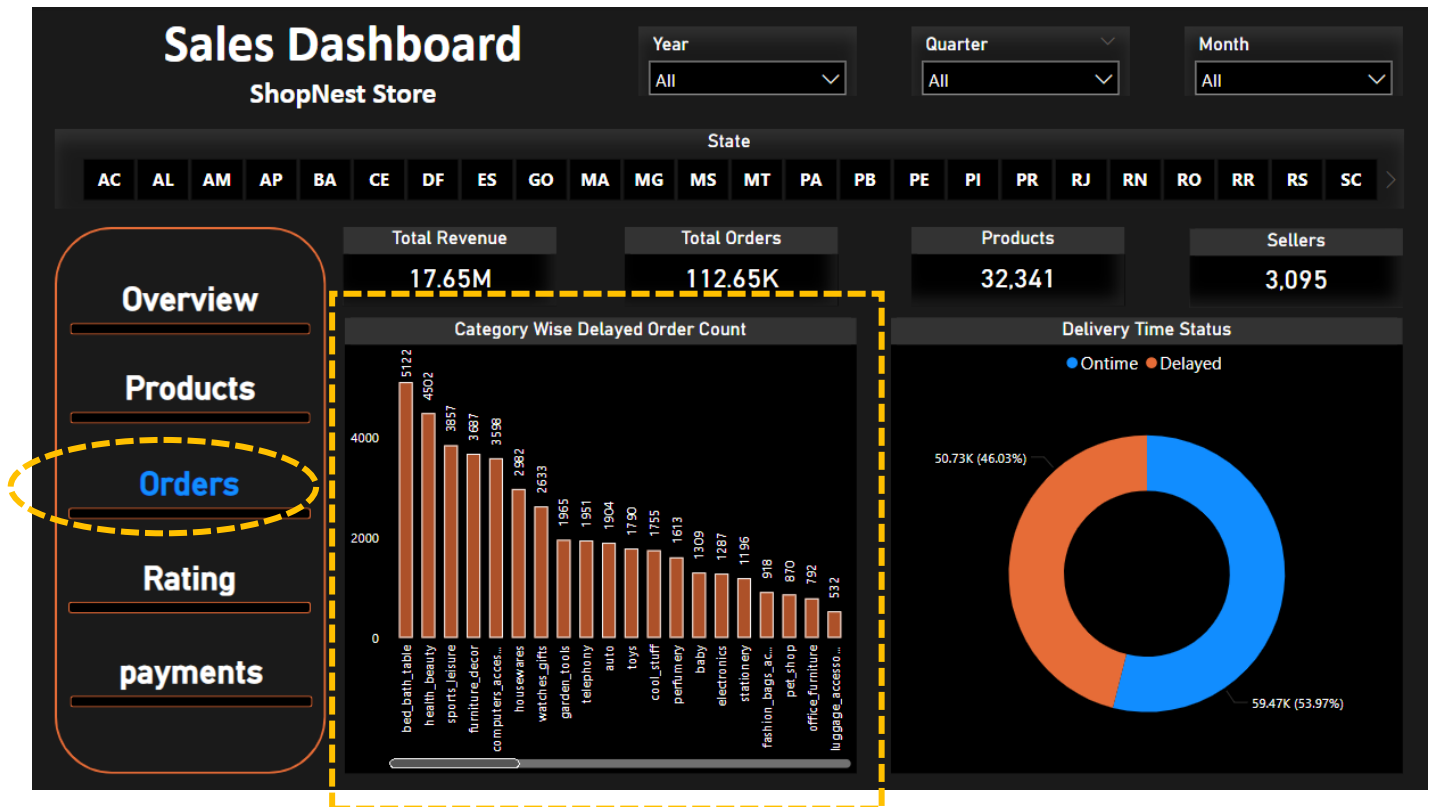
- Identify and visually represent the top 10 product categories by total sales.
- Click on the **Products** Button to navigate to the Products page.



- The highlighted Bar chart represents the top 10 product categories by total sales.

## 2. Delayed Orders Analysis:

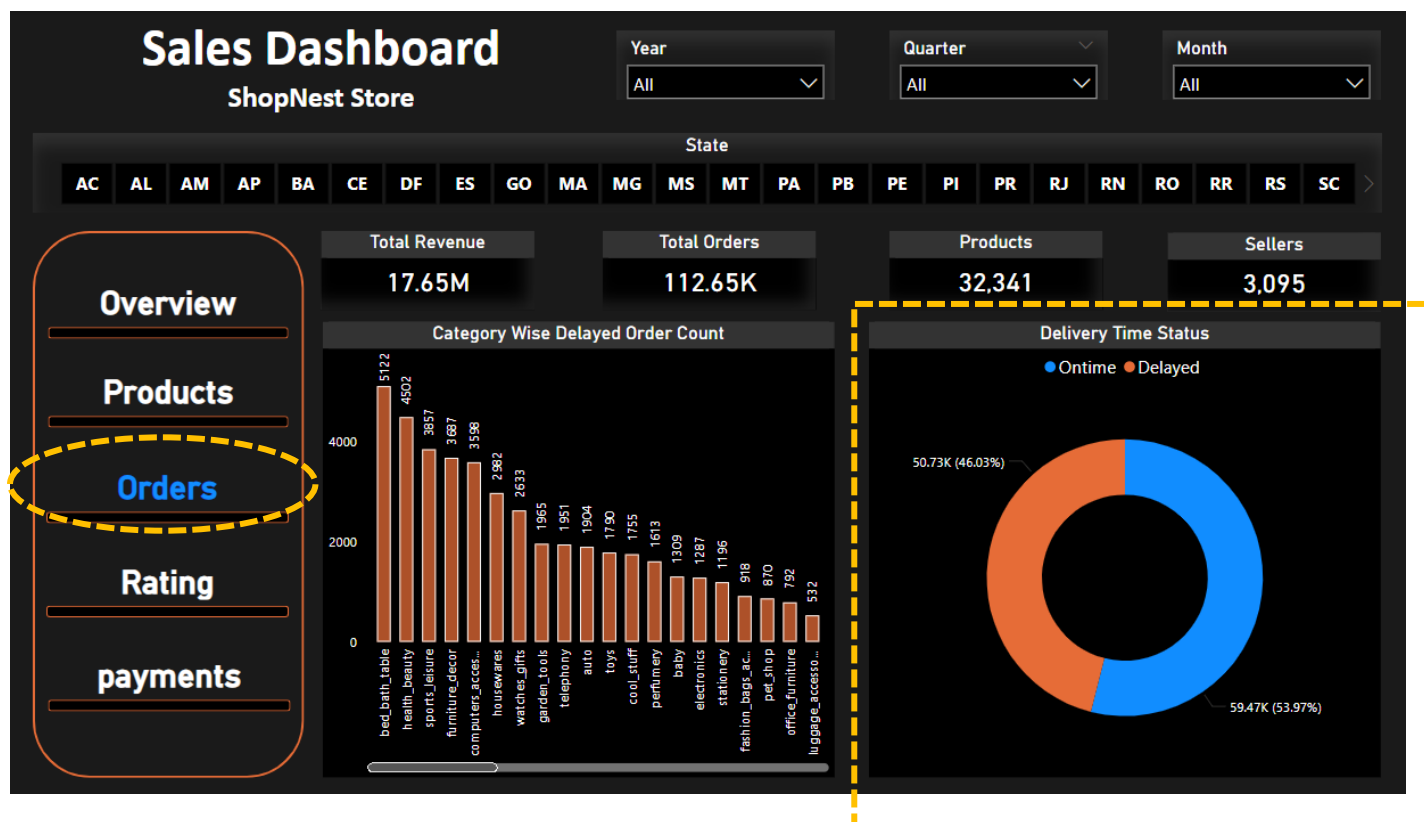
- Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the estimated delivery date.
- Click on the **Orders** Button to navigate to the Order page.



- The highlighted Column chart represents the number of delayed orders in each Product Category.

### 3. Monthly Comparison of Delayed and On-Time Orders:

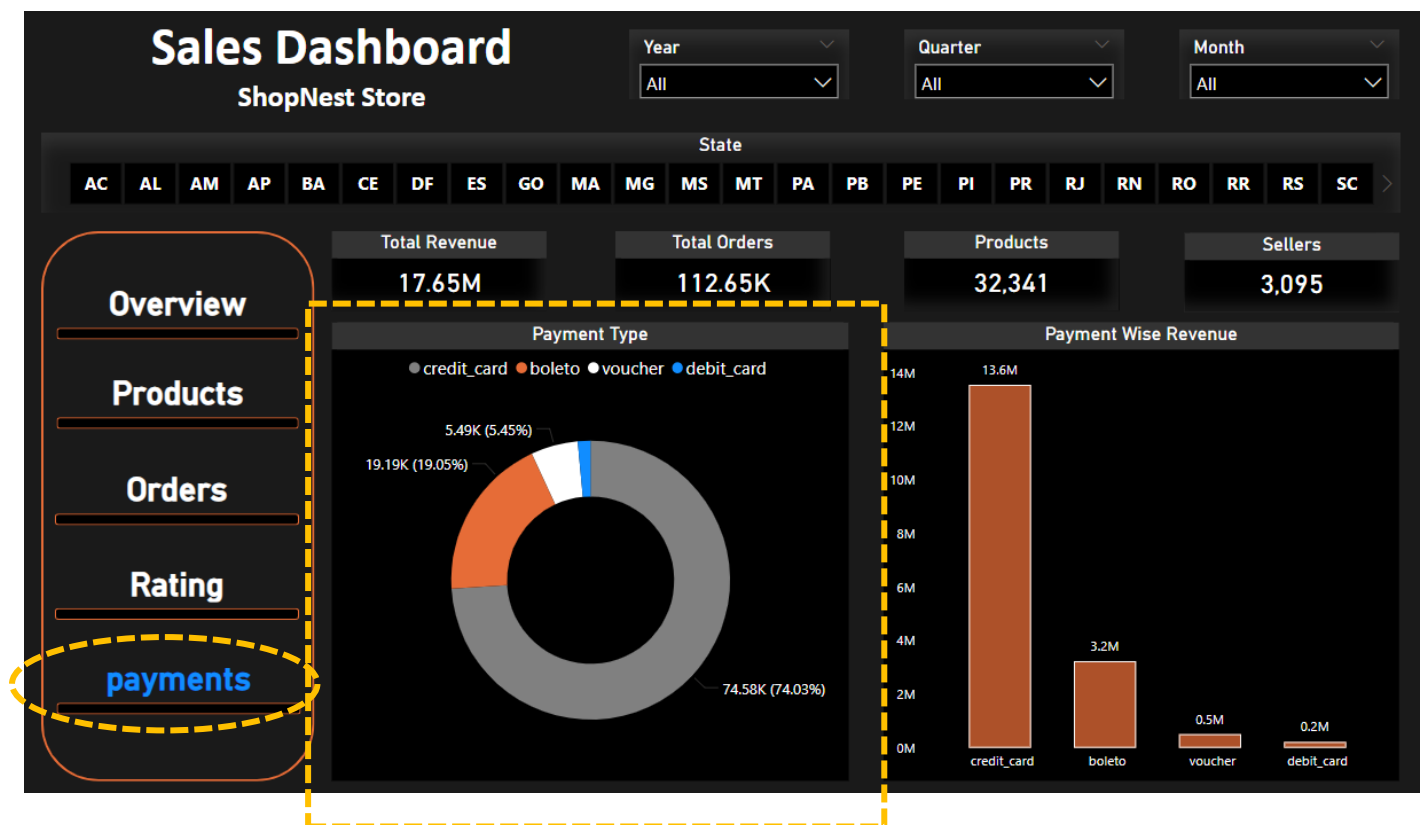
- Create a dynamic visual that compares the number of delayed orders to the number of orders received earlier for each month. Utilize the drillthrough cross-report feature to provide a detailed analysis of late and on-time deliveries.



- The Donut chart represents the number of delayed orders to the number of orders on-time.
- To get monthly basis, we can use the Month slicer.

#### 4. Payment Method Analysis:

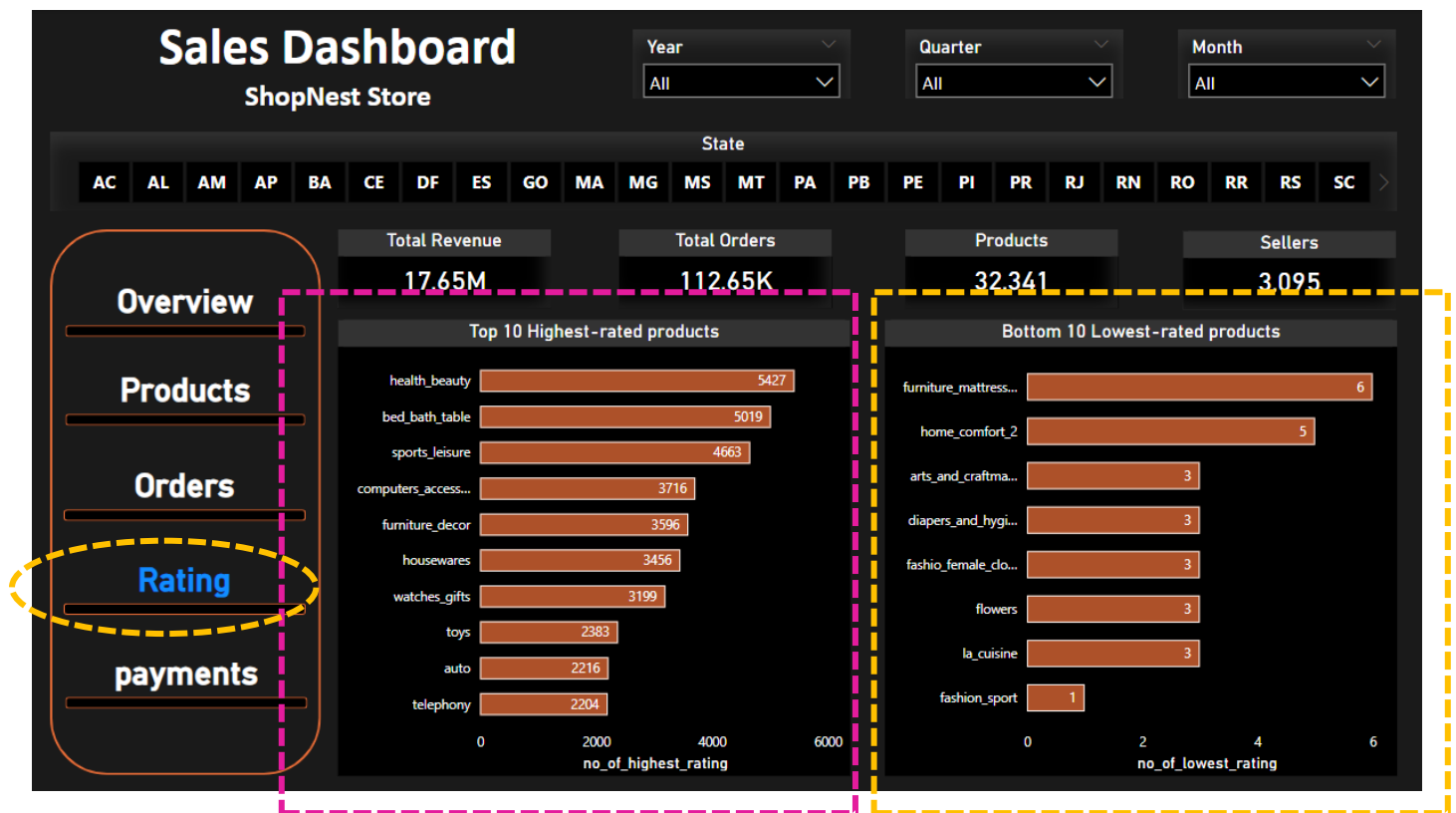
- Analyze the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.



- The Donut chart represents the most frequently used payment methods by customers.

## 5. Product Rating Analysis:

- Determine the top 10 highest-rated products and the bottom 10 lowest-rated products using a bar or column chart.



- The highlighted (Pink colour) Bar Chart represents the **top 10 highest-rated products** (i.e., Products which have a greater number of five-star rating)
- The highlighted (Yellow colour) Bar Chart represents the **bottom 10 lowest-rated products** (i.e., Products which have a smaller number of one-star rating)

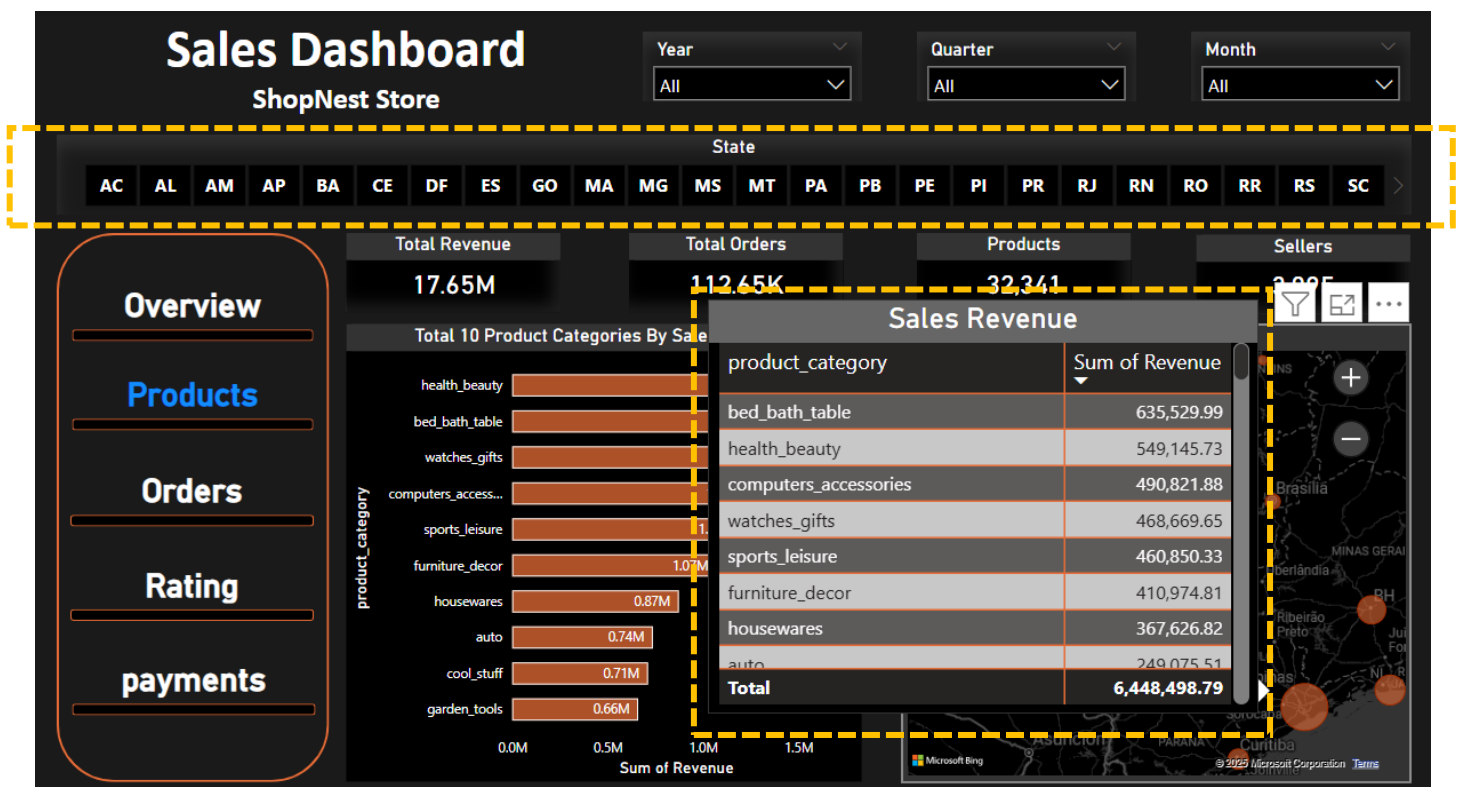


## 6. State-wise Sales Analysis:

- Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.

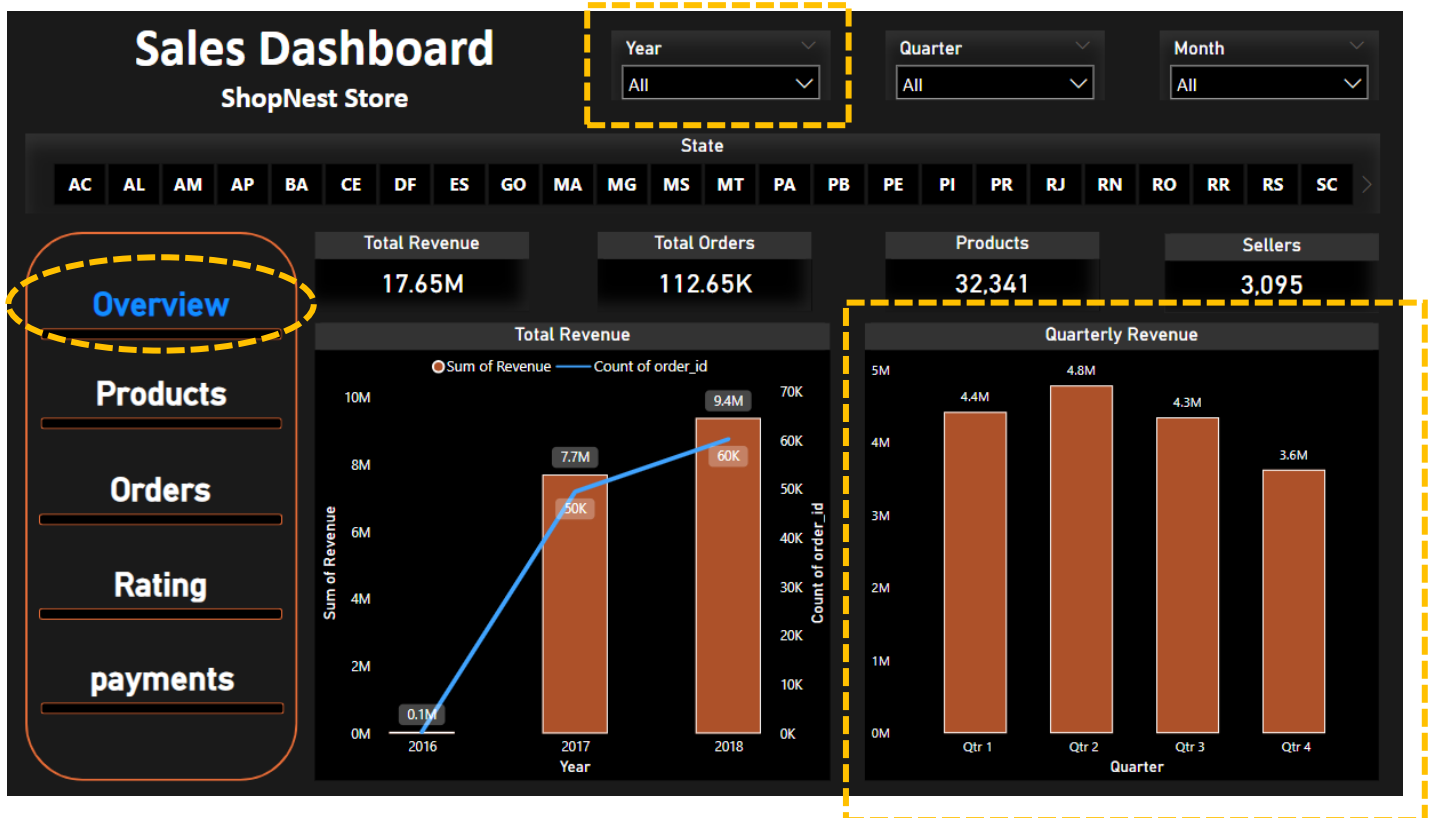


- The Bubbles in the Map represents the state with sales.
- The Bubble Size represents the Magnitude of Sales.
- We can also choose a specific state by using the State slicer.
- A Tooltip is also added, which shows the Product wise Sales Revenue and Total Sales for each state.



## 7. Seasonal Sales Patterns:

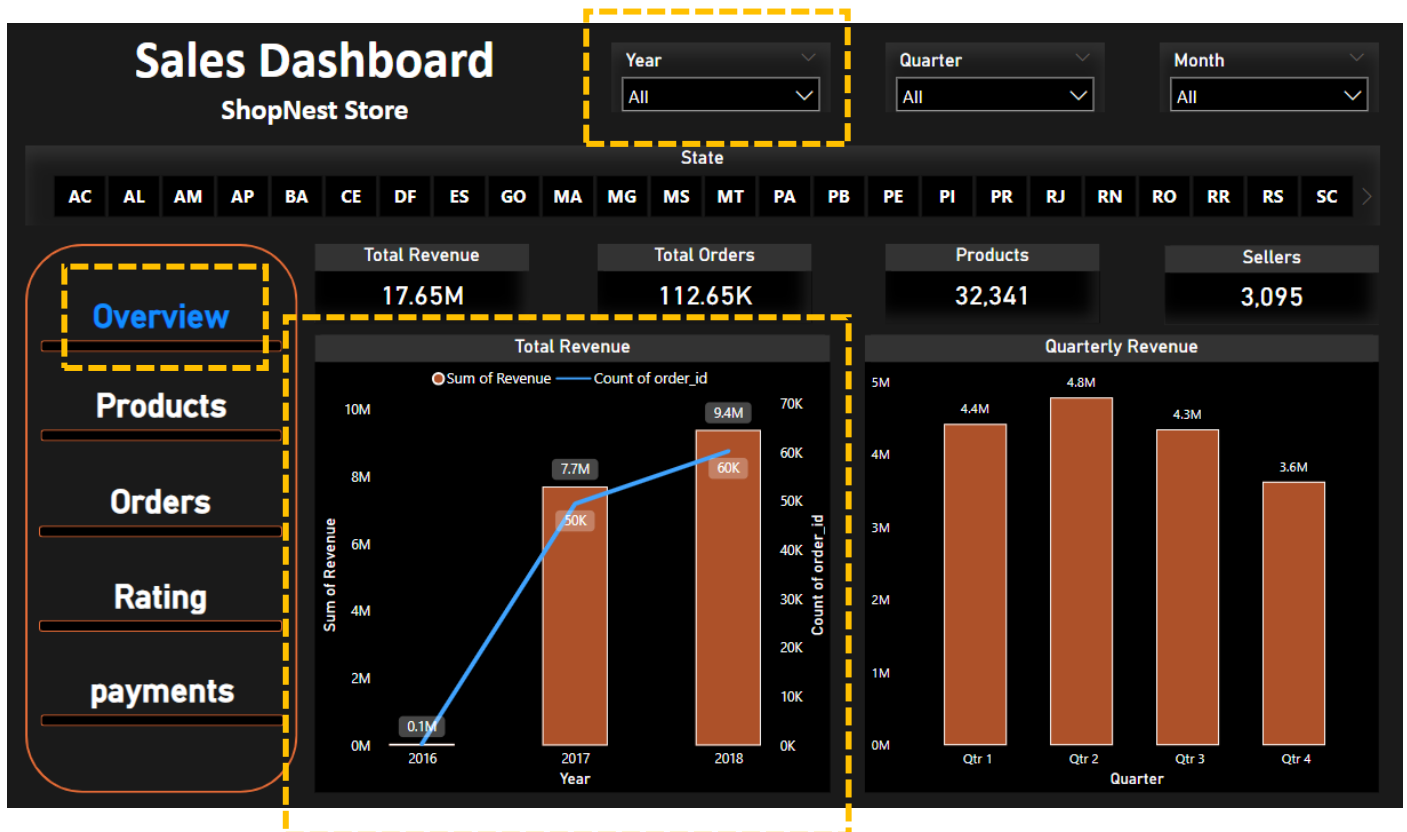
- Investigate and visualize any seasonal patterns (Quarterly) or trends in sales data over the course of the year.



- The Column Chart represents the **Quarterly sales data** over the course of the year.
- By using slicer, we can select the year.

## 8. Revenue Analysis:

- Determine the total revenue generated by ShopNest Store and analyse how it changes over time (Yearly). Represent this information through suitable visuals to highlight trends and patterns.



- The Line and Stacked Column Chart represents total revenue generated by ShopNest Store Yearly.
- The Column represents the Total Revenue while line represents the Number of orders.