

Business Analytics With Excel

E- Commerce sales dashboard

E-commerce:

"E-Commerce: The Future of Shopping. Discover a world of convenience and choice at your fingertips. Browse, select, and purchase products with ease from the comfort of your home. With secure transactions and door-to-door delivery, experience the evolution of retail in the digital age."

Objective:

To leverage the power of E-Commerce as a dynamic and scalable platform for businesses to expand their reach, connect with a global audience, and streamline transactions. By harnessing technological innovation, data-driven insights, and user-centric design, our objective is to create a seamless online marketplace that enhances customer satisfaction, boosts sales, and fosters sustainable growth for both established enterprises and emerging ventures."

Domain: E-commerce

Data set Description:

E-Commerce Dashboard which covers Orders data for various Product Category;

Within this file you will find the following fields:

Order ID	Unique Order ID of a product
Order Date	Order Placement Date
Ship Date	Shipment Date of the placed order
Aging	Used to Create Histogram Bin
Ship Mode	Shipment mode of placed order
Product Category	Product Category
Product	Name of the Product
Sales	Sales Amount
Quantity	The amount or number of a material
Discount	A deduction from the usual cost of something
Profit	A financial advantage or benefit
Shipping Cost	The amount required to ship the placed order
Order Priority	Precedence of placed order
Customer ID	Unique Customer ID
Customer Name	Name of the Customer
City	Unique City Name
State	Unique State Name
Country	Unique Country Name
Region	Especially the part of a country
Months	The month of placing the order

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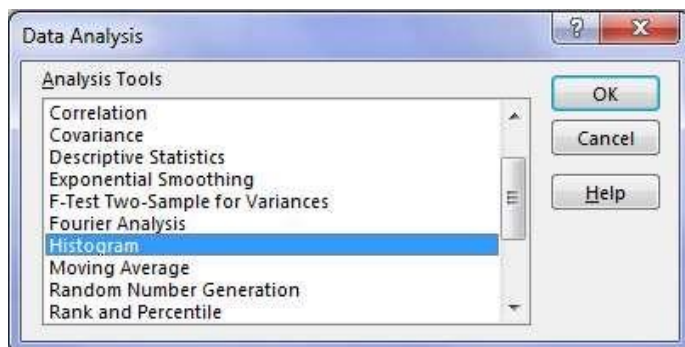
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Analysis Tasks:

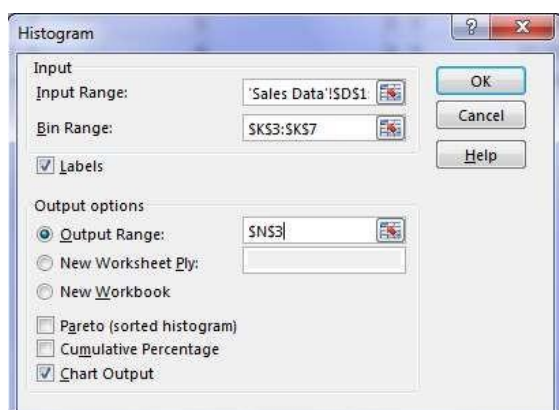
- Use the saved Sample E-Commerce database
- Prepare a table of Sales and Profit month-wise in a working sheet
- Prepare the sales table region-wise in the working sheet
- Create User Control Combo box for Product Category
- Create a Column Chart of the month-wise table and region-wise table
- Link the table with a combo box
- Create a dashboard.

Sample steps for to create histogram (aging)

To create a histogram, click the Data Tab, Under Analysis Group (Right Corner), Click Data Analysis. Now, select Histogram and click ok. A histogram dialog box will appear.



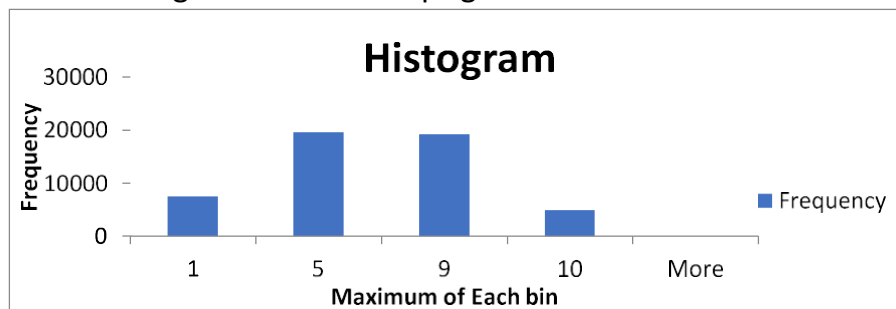
In the histogram dialog box, first, click the Label's Checkbox as we have labels in our data. After that, In the **Input reference box** select the range (“Sales Data!D1: D51291”) of our data and in the **Bin Range Reference box** select (“Working!K3: K7”).In the **Output section**, select range “Working!N3” for a binning table, click Histogram checkbox and then ok.



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Created histogram with the steps given above



Prepare a table of Sales and Profit month-wise in one sheet, named it as 'Working Sheet'.

Code Used:

=SUMIFS('Sales Data'!H:H,'Sales Data'!U:U,'working sheet new'!B16)

=SUMIFS('Sales Data'!K:K,'Sales Data'!U:U,'working sheet new'!B16)

month	sales	profit
jan	676313	313566.3467
feb	610240	286102.6233
mar	686681	317186.0067
apr	659404	308364.5133
may	672547	313751.2467
jun	664560	307585.0233
jul	685152	318703.2
aug	670788	310442.8433
sep	658844	305334.4567
oct	689116	320748.67
nov	656663	304716.1
dec	693073	323401.92
grand total	8023381	3729902.95

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Prepare the sales table region-wise in the working sheet.

Code Used:

=SUMIFS('Sales Data'!H:H,'Sales Data'!T:T,'working sheet new'!K19)

region	sum of sales
Africa	713074
Canada	60003
Caribbean	260495
Central	1735900
Central Asia	321005
East	446468
EMEA	788072
North	750482
North Asia	369816
Oceania	544827
South	1034884
Southeast Asia	500923
West	497432

Create a User Control Combo box for Product Category

Code Used

Electronic Box Shown above values gets populated accordingly as 1,2,3,4 respectively from various categories as shown above =OFFSET(L33,F140,0)

P	Q	R
	List of Product Categories	
	Auto & Accessories	2
	Electronic	Electronic
	Fashion	
	Home & Furniture	

Electronic

Auto & Accessories

Electronic

Fashion

Home & Furniture

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Create Column Chart of a month-wise table and region-wise table

Steps Followed :

Select the column pertaining to month wise sales and profit and region wise sales and then click on Insert -> Data -> Chart and click on clustered 2D Chart to get output as below

Next Right Click on Chart and format it as per requirements by clicking format fields and axis



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Link the table in the combo box

Code used: using the sumifs function to get the data from sales table

Sales box value: =SUM(P13:P24)

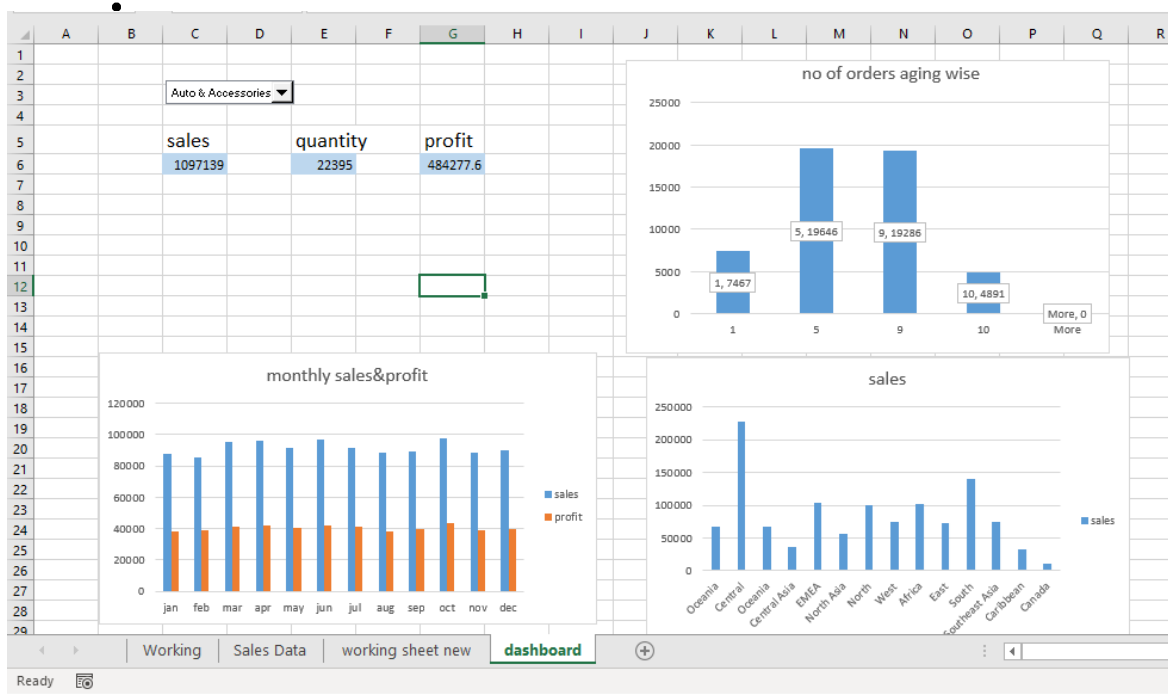
Quantity box value: =SUMIFS(quantity,category,T7)

Profit Box value: =SUM(Q13:Q24)

Create a dashboard

Created a per requirements meticulously designed and it matches the Sample output.

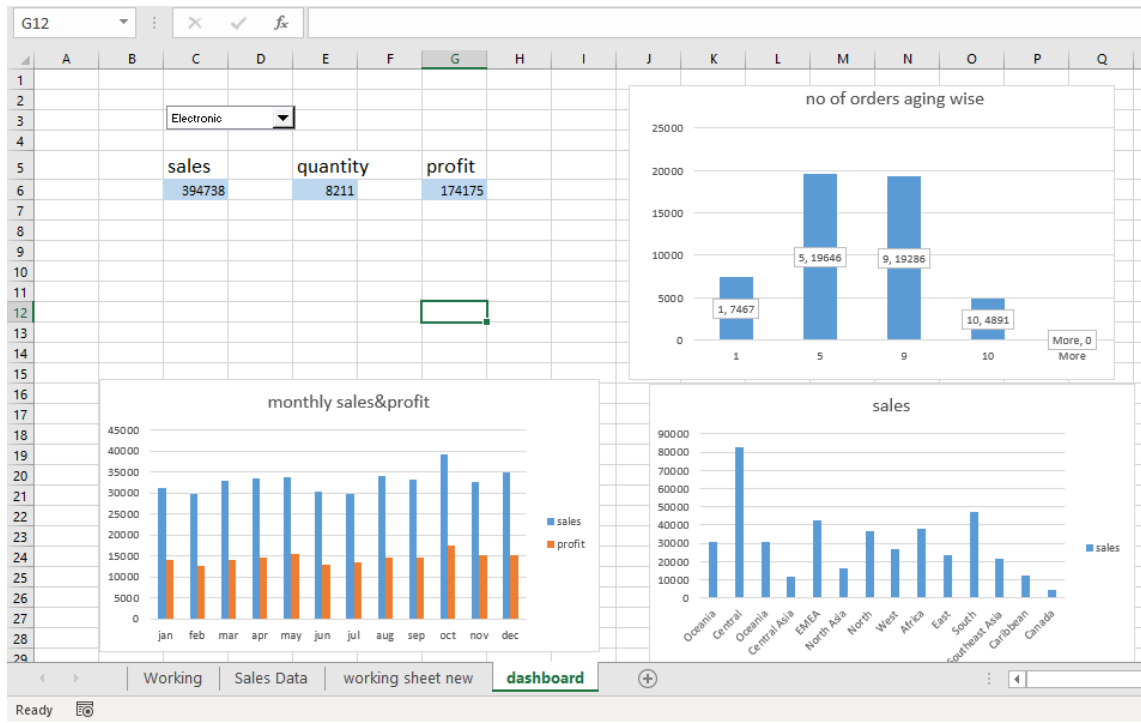
Auto&Accessories



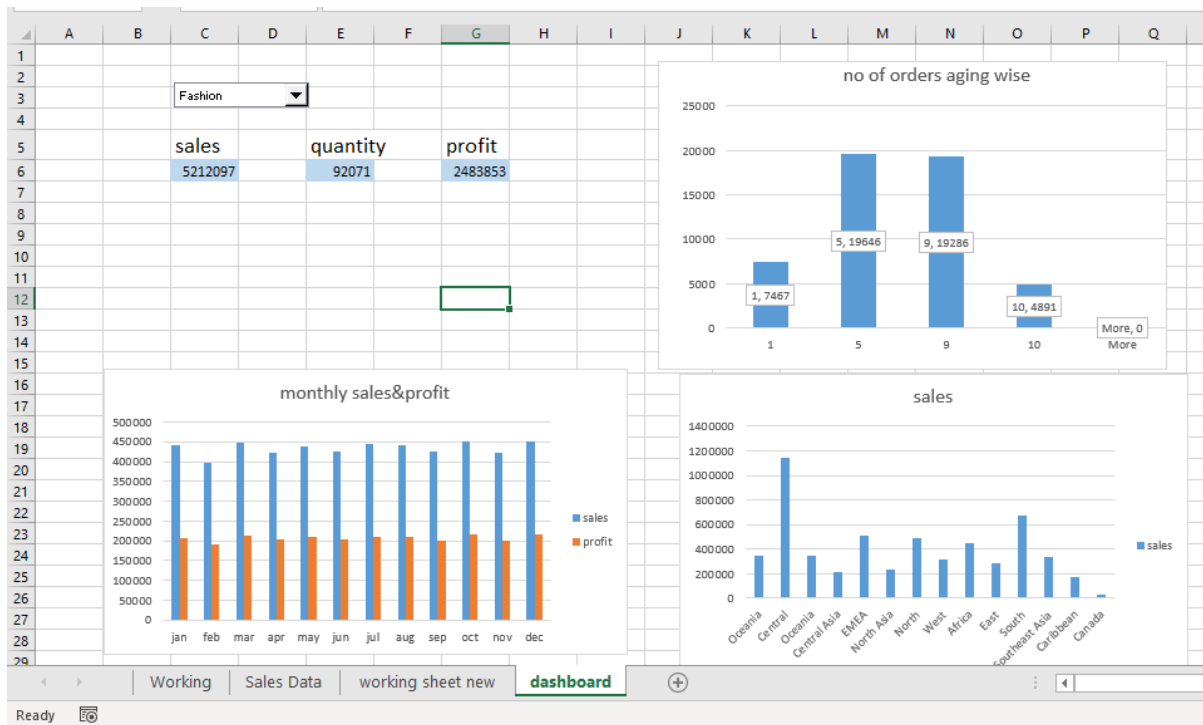
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Electronics



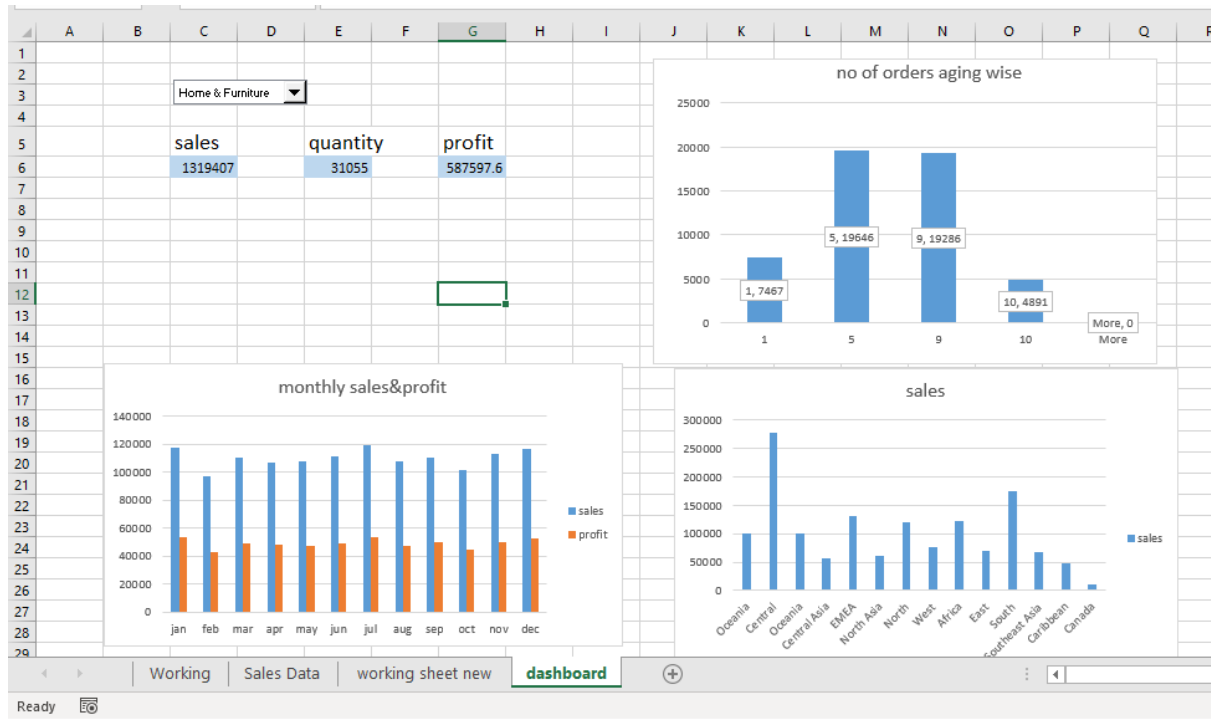
Fashion



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Home&Furniture



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