

Creating an Interactive Dashboard to Track and Analyze Online Sales for Ecart Store in India.

Introduction

Ecart Store, an online retailer, wants to improve their sales tracking and analysis process in order to make data-driven decisions for their business. They have requested our help in creating an interactive dashboard that can provide them with insights into their online sales performance across India. The objective of this project is to develop a dashboard that can efficiently track and analyze online sales data, using complex parameters, filters, and visualizations.

Project Learnings

During the course of this project, we achieved the following key learnings:

2.1 Creation of an Interactive Dashboard

We developed an interactive dashboard that allows Ecart Store to track and analyze their online sales data in a user-friendly manner. The dashboard includes various visualizations, such as bar charts, pie charts, donut charts, clustered bar charts, scatter charts, line charts, area charts, maps, and slicers, which provide a comprehensive view of their sales performance.

2.2 Use of Complex Parameters for Data Analysis

We utilized complex parameters to drill down into the sales data and enable customization using filters and slicers. This allowed Ecart Store to dynamically analyze their sales data based on different parameters, such as time period, region, product category, and customer segment. The use of complex parameters enhanced the flexibility and usability of the dashboard, enabling Ecart Store to gain valuable insights from their data.

2.3 Manipulation of Data for Visualization

We created connections and joined new tables to the existing data, and performed calculations to manipulate the data in order to generate meaningful visualizations. By transforming raw data into actionable insights, the dashboard provided Ecart Store with a comprehensive overview of their online sales performance. The ability to manipulate data and generate visualizations based on user-driven parameters enhanced the effectiveness of the dashboard.

Dashboard Features

The interactive dashboard developed for Ecart Store includes the following features:

3.1 Customized Visualizations

We used various types of visualizations, such as bar charts, pie charts, donut charts, clustered bar charts, scatter charts, line charts, area charts, maps, and slicers, to provide Ecart Store with a comprehensive view of their online sales performance. These visualizations are customized to meet the specific requirements of Ecart Store, and are designed to be visually appealing and easy to interpret.

3.2 Dynamic Filtering and Slicing

The dashboard allows Ecart Store to dynamically filter and slice their sales data based on various parameters, such as time period, region, product category, and customer segment. This enables them to gain insights into different aspects of their sales performance, and identify trends and patterns in the data.

3.3 User-Driven Parameters for Visualizations

The dashboard includes user-driven parameters that allow Ecart Store to customize the visualizations based on their preferences. For example, they can choose the type of chart they want to view, set the time period for analysis, and select the regions or product categories they want to focus on. This flexibility allows Ecart Store to analyze their sales data in a way that is most relevant to their business needs.

Conclusion

In conclusion, the development of an interactive dashboard for Ecart Store has provided them with a powerful tool to track and analyze their online sales data across India. The use of complex parameters, customization through filters and slicers, and the creation of customized visualizations has enabled Ecart Store to gain valuable insights into their sales performance. The flexibility and usability of the dashboard has improved their decision-making process and empowered them to make data-driven decisions for their business. Overall, this project has been successful in achieving the objective of creating a dashboard that effectively tracks and analyzes online sales data for Ecart Store.

Prepared By:

Jitesh A. Jadhao

13-Apr-2023