NexusGoods Power BI Capstone Dashboard Report

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Course: Power BI Capstone Project

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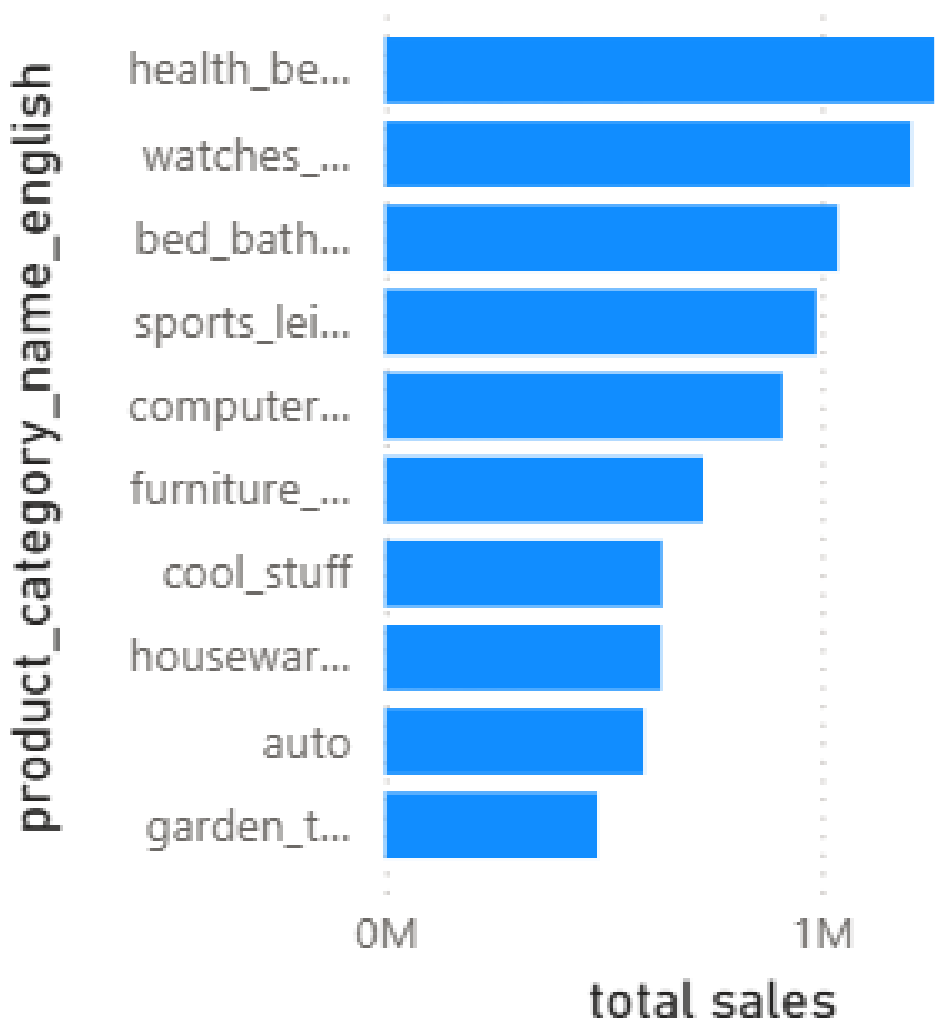
Table of Contents

1. Top Categories by Total Price

Question Statement:
Identify and visually represent the top 10 products by total sales

Visualization:

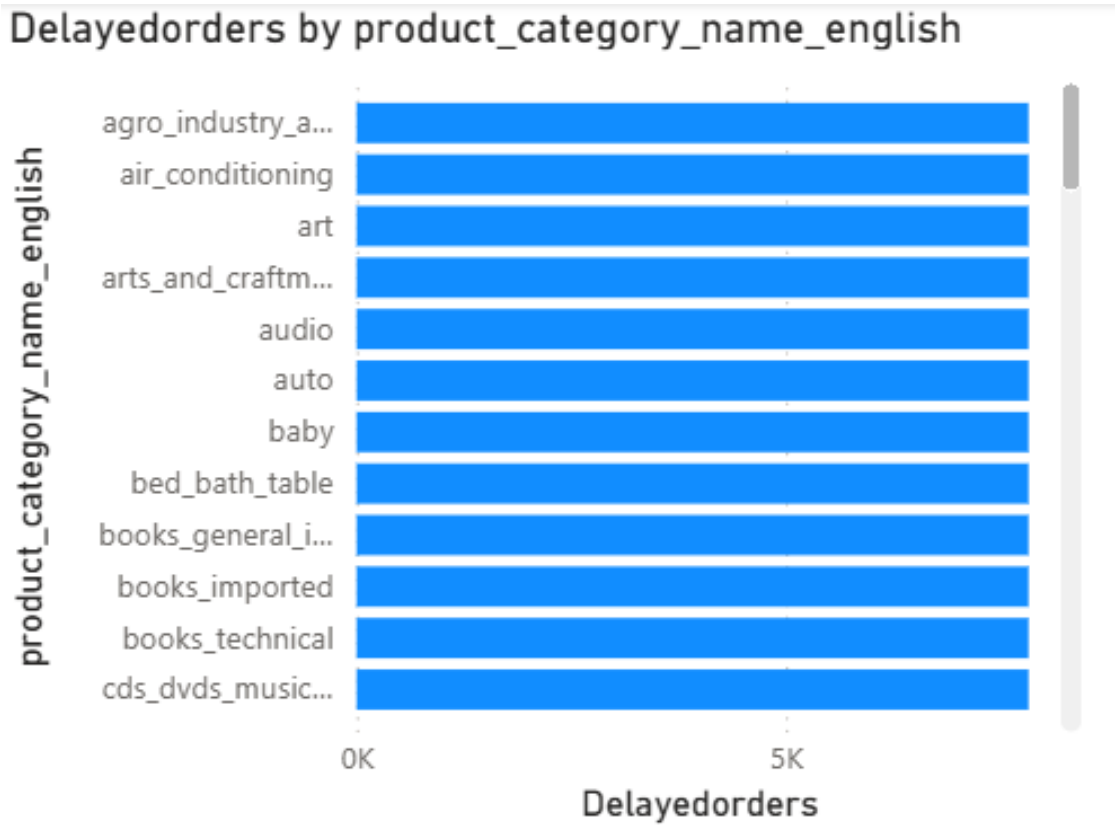total sales by product_category_name_english

Explanation:
The visualization highlights the top 10 product categories that generate the highest revenue. It clearly shows which categories contribute most to total sales, helping identify strong performers. These insights support better inventory management, targeted promotions, and strategic focus on high-demand product groups.

2. Delayed Orders Analysis

Question Statement:
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.

Visualization:

Delayedorders by product_category_name_english
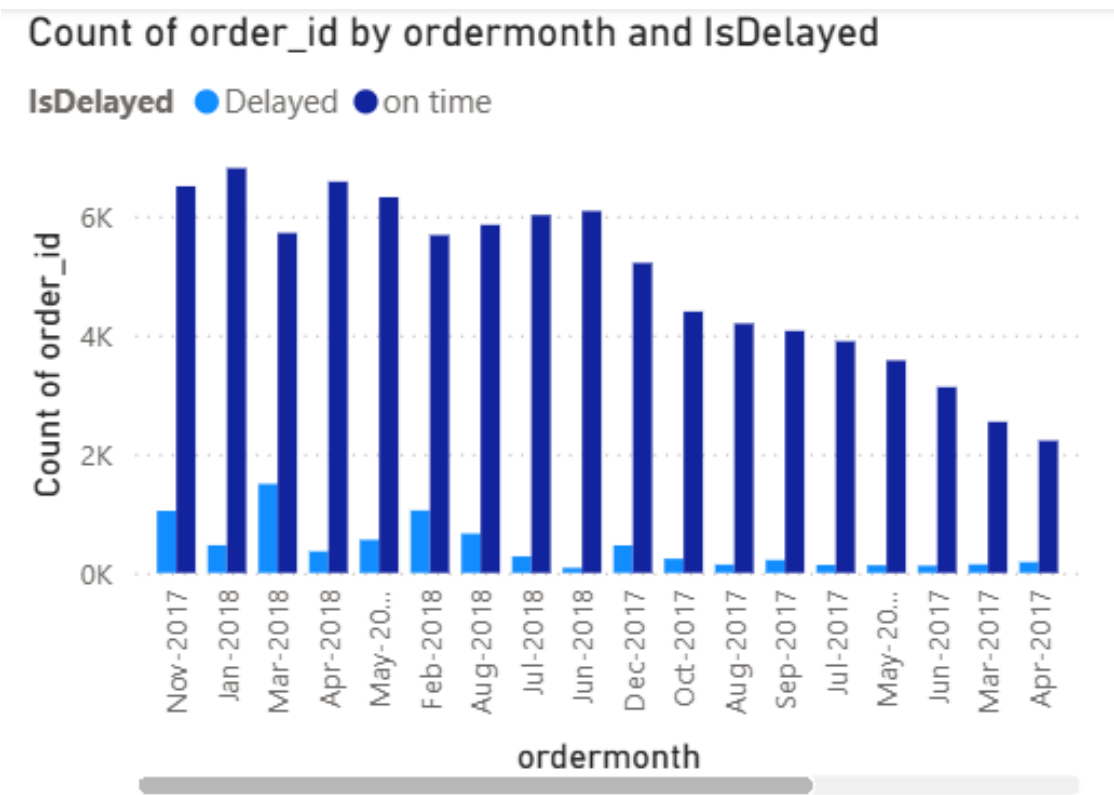
Explanation:
This chart shows the number of delayed orders across different categories. Categories with higher delay counts may face logistic or supply chain issues. The visual helps identify where operational improvements are needed to reduce delays and improve customer satisfaction.

3. Monthly Delayed and On-Time Comparison

Question Statement:

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

Visualization:

Count of order_id by ordermonth and IsDelayed

Explanation:

The visualization compares delayed and on-time orders month-wise, revealing patterns in delivery performance. Months with high delays indicate peak workload or inefficiencies, while months with low delays show operational stability. These insights help in resource planning and improving delivery timelines.
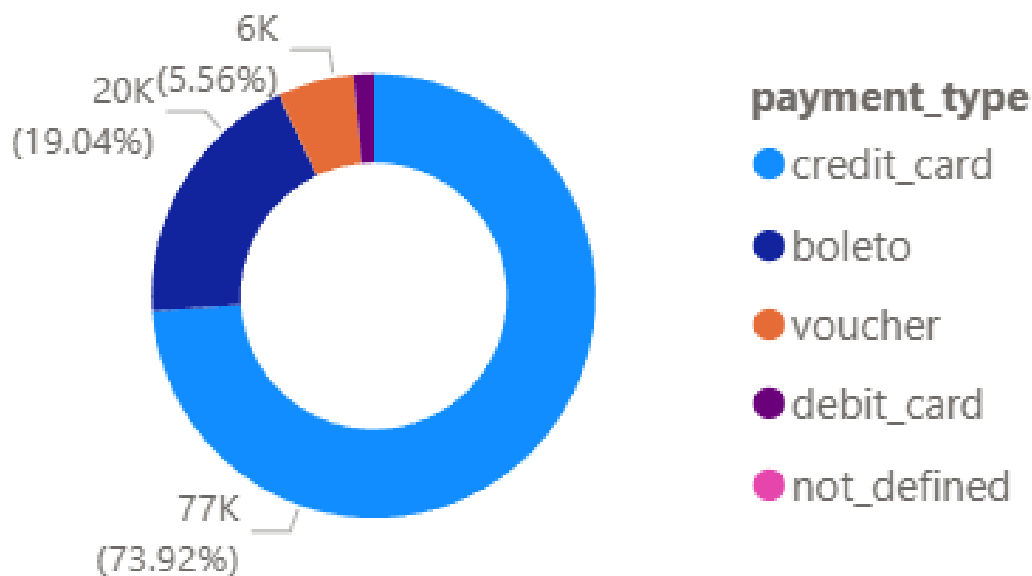
4. Payment Method Analysis

Question Statement:

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

4. Payment Method Analysis Visualization:

Total Payments by payment_type
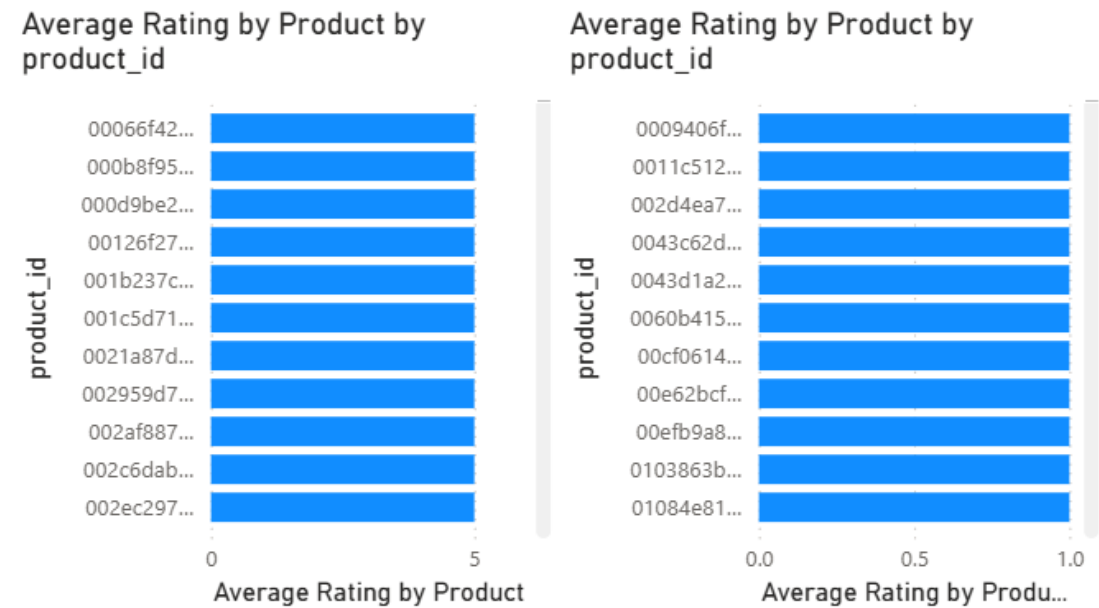

Explanation:

The donut chart shows the distribution of payment methods chosen by customers. It highlights the most preferred payment options, helping the business optimize checkout experience. Popular methods can be enhanced further, while less-used methods may need review or promotion.

5. Product Rating Analysis

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

Visualization:

Average Rating by Product by product_id

product_id	
00066f42...	
000b8f95...	
000d9be2...	
00126f27...	
001b237c...	
001c5d71...	
0021a87d...	
002959d7...	
002af887...	
002c6dab...	
002ec297...	

Average Rating by Product

Average Rating by Product by product_id

product_id	
0009406f...	
0011c512...	
002d4ea7...	
0043c62d...	
0043d1a2...	
0060b415...	
00cf0614...	
00e62bcf...	
00efb9a8...	
0103863b...	
01084e81...	

Average Rating by Produ...

Explanation:
This visual displays both the highest-rated and lowest-rated products. High-rated items reflect strong customer satisfaction and can be promoted. Low-rated products may indicate quality or service issues and require attention. The combined view helps in improving overall product experience.
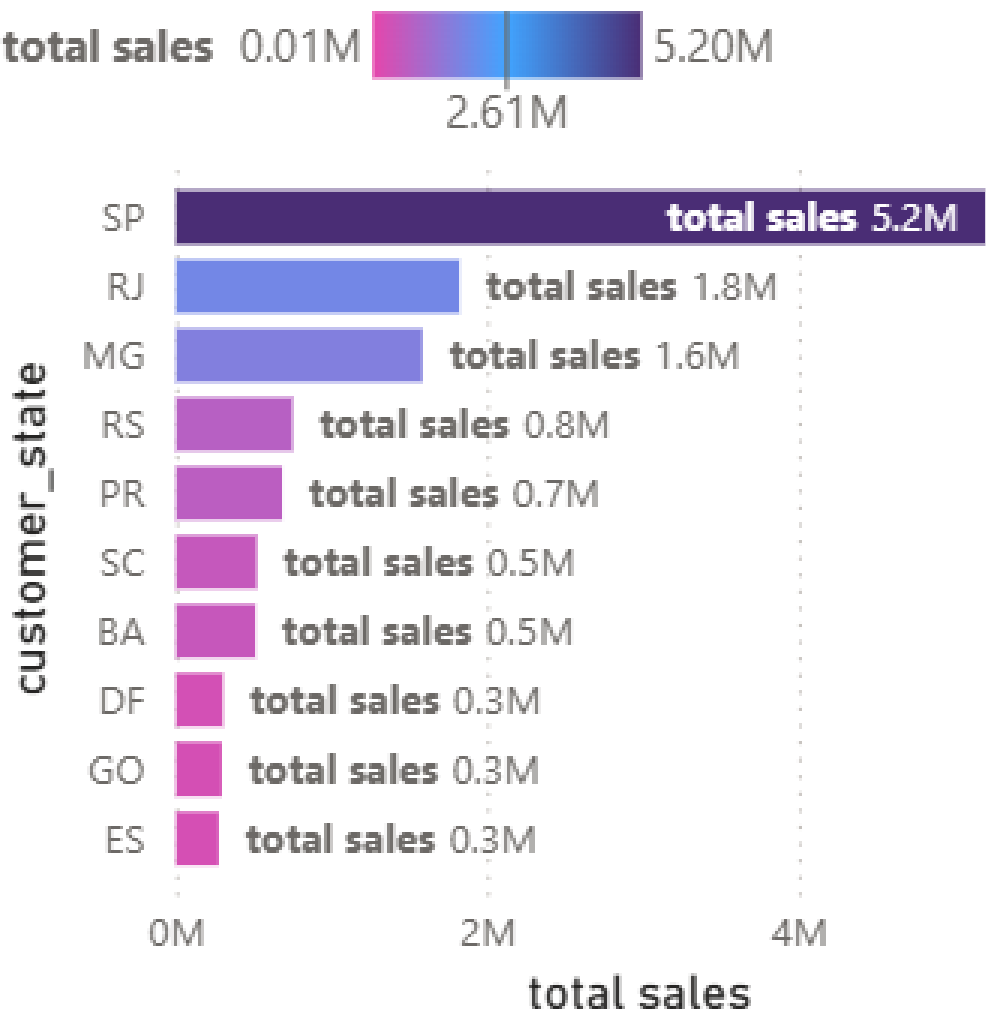
6. State-wise Sales Analysis

Question Statement:
Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance

Visualization:

total sales by customer_state

total sales 0.01M [████████] 5.20M
2.61M

customer_state	
SP	total sales 5.2M
RJ	total sales 1.8M
MG	total sales 1.6M
RS	total sales 0.8M
PR	total sales 0.7M
SC	total sales 0.5M
BA	total sales 0.5M
DF	total sales 0.3M
GO	total sales 0.3M
ES	total sales 0.3M

0M   2M   4M
total sales

Explanation:
The bar chart shows the sales performance across different states. High-performing states indicate strong market presence, while low-performing regions highlight growth opportunities. These insights support region-specific marketing and resource allocation.
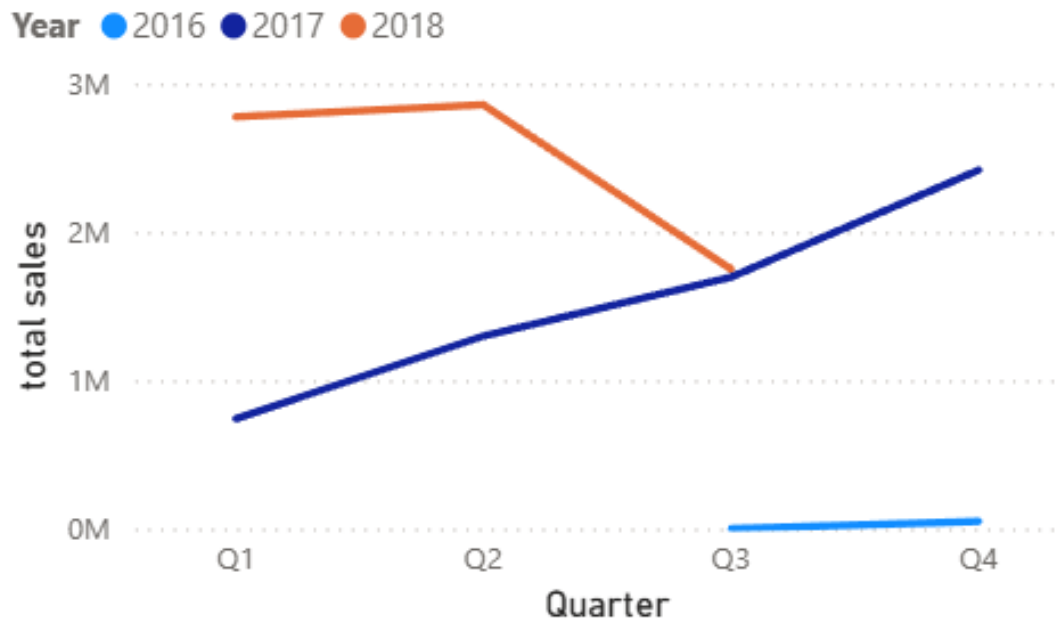
7. Seasonal (Quarterly) Sales Trends

Question Statement:
Investigate and visualize any seasonal patterns(quarterly) or trends in sales data over the course of the year

Visualization:

Explanation:
The line chart illustrates quarter-wise sales trends, revealing seasonal patterns. Peaks indicate high-demand periods, while dips show slower sales cycles. This helps in accurate forecasting, inventory management, and planning promotional activities.

8. Revenue Analysis (Map View)

Question Statement:

Determine the total revenue generated by shop nest store and analyze how it changes over time(yearly).Represent this information through suitable visuals to highlight trends and patterns

Visualization:

total sales by customer_state

Explanation:

The map visual shows revenue distribution across states, helping identify regional revenue contributors. States with high revenue indicate strong customer bases, while lower-revenue regions may need strategic focus. The visual provides a clear geographic understanding of business performance.

9. Business Insights

- High-performing categories contribute significantly to overall sales, showing strong customer demand.
- Certain product categories experience higher delivery delays, indicating possible supply chain issues.
- Payment preferences lean toward digital methods, suggesting customers value convenience.
- Regional sales variation highlights opportunities to expand in underperforming states.
- Seasonal trends indicate predictable demand peaks that can improve forecasting accuracy.

Conclusion

The NexusGoods dashboard provides a comprehensive overview of business performance. Through detailed visual analysis, key operational strengths and weaknesses were identified. This report equips stakeholders with actionable insights to enhance efficiency, customer experience, and revenue growth.