Power BI

SHOPIFY ANALYSIS PROJECT

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SHOPIFY ANALYSIS

STEPS IN PROJECT

- **Requirement Gathering/ Business Requirements**
- **Data Walkthrough**
- **Data Connection**
- **Data Cleaning / Quality Check**
- **Data Modeling**
- **Data Processing**
- **DAX Calculations**
- **Dashboard Lay outing**
- **Charts Development and Formatting**
- **Dashboard / Report Development**
- **Insights Generation**

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BUSINESS REQUIREMENT

The goal of this project is to analyze Shopify sales data in Power BI to uncover meaningful insights into transaction performance, customer purchasing behavior, and long-term customer value. By designing an interactive dashboard, the objective is to help stakeholders identify patterns in revenue generation, customer retention, and engagement trends to support data-driven decision-making.

KPI's Requirements

1. Transactions Performance

This section focuses on evaluating the overall health and effectiveness of sales operations by tracking:

- **Net Sales**: Total revenue generated before tax.
- **Total Quantity**: The cumulative number of products sold.
- **Net Avg Order Value**: The average revenue per transaction, excluding tax.

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KPI's Requirements

2. Customer Purchase Behavior

Understanding how customers interact with the business is critical. This section highlights:

- **Total Customers**: The count of unique buyers.
- **Single Order Customers**: Customers who placed only one order.
- **Repeat Customers**: Customers with more than one order, indicating loyalty.

3. Retention & Value KPIs

To evaluate long-term growth and customer value, this section includes:

- **Lifetime Value (LTV):** The total revenue generated by a customer over time.
- **Repeat Rate:** The percentage of customers who return to make another purchase.
- **Purchase Frequency**: How often customers place orders, on average.

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Charts Requirements

*This section will support dynamic analysis using a **measure selector** for: **Net Sales**, **Total Quantity**, **Total Customers**, **Repeat Customers***

1. Regional Overview - Province and Cities

- **Filled Map (Province-Level)**
  - **Purpose:** Display province-wise performance using **color saturation** based on the selected measure.
  - **Interactivity**: Changes dynamically with the measure selector.
- **Bubble Map / Density Map (City Level)**
  - **Purpose:** Visually represent **sales or customer density** at a more granular level.
  - **Bubble Size or Heat Intensity:** Driven by the selected measure.
  - **Tooltip**: Shows all key metrics (Net Sales, Quantity, Total Customers, Repeat Customers).
- **Bar Chart (City-Level Performance)**
  - **Purpose:** Compare **top-performing cities** based on the selected KPI.
  - **Sorted:** Descending order by selected measure.
  - **Dynamic**: Interacts with slicers/filters and responds to the KPI selector.

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Charts Requirements

*This section will support dynamic analysis using a **measure selector** for: **Net Sales**, **Total Quantity**, **Total Customers**, **Repeat Customers***

2. Sales Trend Over Time

- **Area Chart – Trend by Day**
  - **Purpose:** Show the **daily trend** of the selected measure (e.g., daily Net Sales or daily Repeat Customers).
  - **Interactivity**: Changes dynamically based on the selected measure.

- **Bar Chart or Line Chart – Trend by Hour**
  - **Purpose**: Display **sales or customer activity by hour of the day** (e.g., 0–23 hrs), revealing peak activity periods.
  - **Use Case:** Helps understand time-of-day behavior, useful for marketing or operational timing decisions.

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Charts Requirements

*This section will support dynamic analysis using a **measure selector** for: **Net Sales**, **Total Quantity**, **Total Customers**, **Repeat Customers***

3. Gateway Payment Method

- Identify the **most and least used payment methods.**
- Detect **customer preferences** across regions or campaigns.

4. Product Type

- Determine which **product types generate the highest revenue and order volume.**
- Understand how **customer engagement varies** across different product categories.

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Charts Requirements

*This section will support dynamic analysis using a **measure selector** for: **Net Sales**, **Total Quantity**, **Total Customers**, **Repeat Customers***

- Provide a dedicated page to display transaction-level or detailed data.
- Allow users to drill through from summary visuals (like charts and KPIs) to see underlying records.
- Enable users to explore data at a granular level, such as individual orders, customers, or product types.
- Help explain summary trends and validate aggregated metrics with raw data.

THANK YOU

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