# 📈 E-commerce in Algeria Data Visualisation

📊 This data analytics report showcases a comprehensive visualization of my E-commerce operations in Algeria. It includes four main visuals—each presented with a clear title, a descriptive explanation, and a corresponding screenshot—to illustrate key insights such as sales performance, sales trend line, order distribution by wilaya, delivery timelines, and Top products Sold. The report also features a summary card visual highlighting an essential KPI, providing a quick snapshot of overall business performance.

📊 Online Data Overview

## 📈 Daily Orders, Sales, and Net Profit Over the Year

💡 This visual displays the total number of daily orders, daily sales, and daily net profit across the entire year. It highlights the overall upward trend in business activity, with two noticeable downward periods that break the growth pattern. The chart also shows a significant operational shutdown during January and February, reflected by a sharp drop in all three metrics. This visual helps understand seasonality, business peaks, and recovery phases throughout the year.

TOTAL Orders

4K
Total Orders
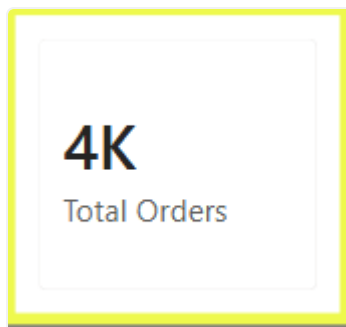
8 May 2023: **77 Orders**

DAILY Sales, Profit, Orders TREND

Total Sales, Profit, Orders By Date
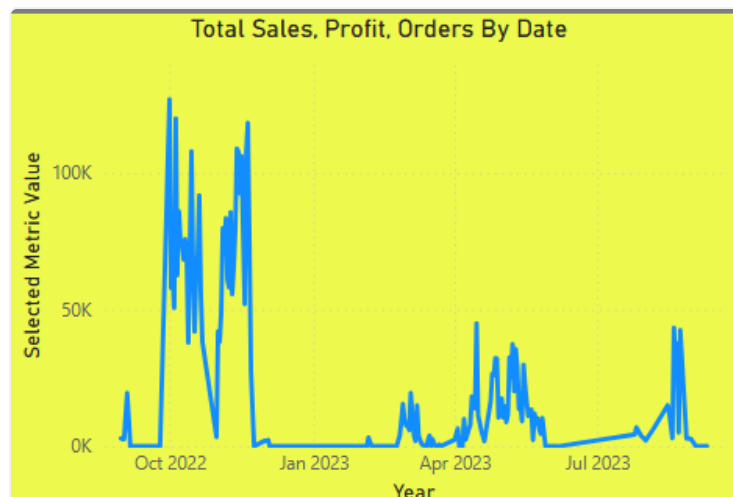
11

Average Daily Orders

🗺️ Orders Delivered by Wilaya (Bubble Map Visualization)

💡 This visual presents a bubble map showing the distribution of delivered orders across Algerian wilayas. Bubble size reflects order volume: larger bubbles indicate higher deliveries, while smaller ones represent lower activity. The map reveals two major hotspots—Algiers and Oran—with noticeably large bubbles, followed by medium-sized bubbles concentrated in the northern region. Southern wilayas

display minimal activity with very small bubbles. These insights suggest that operational efforts should prioritize Algiers and Oran as primary targets, focus on the northern region as a secondary market, and consider phasing out or minimizing operations in the southern wilayas.
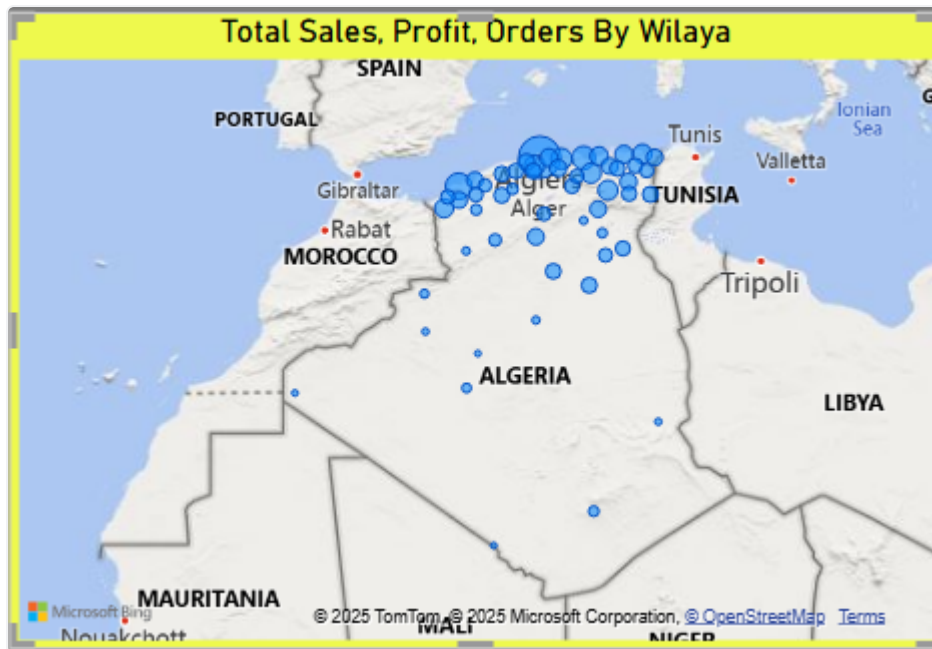

Delivery Distribution

- **Algiers** - 642
- **Oran** - 267
- **North -** 90% of Orders
- **South -** 10% of Orders

📦 Top 5 Best-Selling Products (Standardized by Keyword Matching)

💡 This vertical bar chart displays the top 5 best-selling product categories in our store. Because product names vary across the dataset, a custom DAX measure was created to standardize product identification by detecting key Arabic keywords. Products containing "▯▯▯▯▯" are grouped as Knee Support, "▯▯▯▯▯" as Necklace, "▯▯▯▯" as Phone Support, "▯▯▯▯▯" as Shapewear, "▯▯▯▯▯" as Back Support, and "▯▯▯▯▯" as Backpack. This visual highlights the performance of these product groups, allowing us to compare sales volume accurately despite inconsistent product naming in the source data.
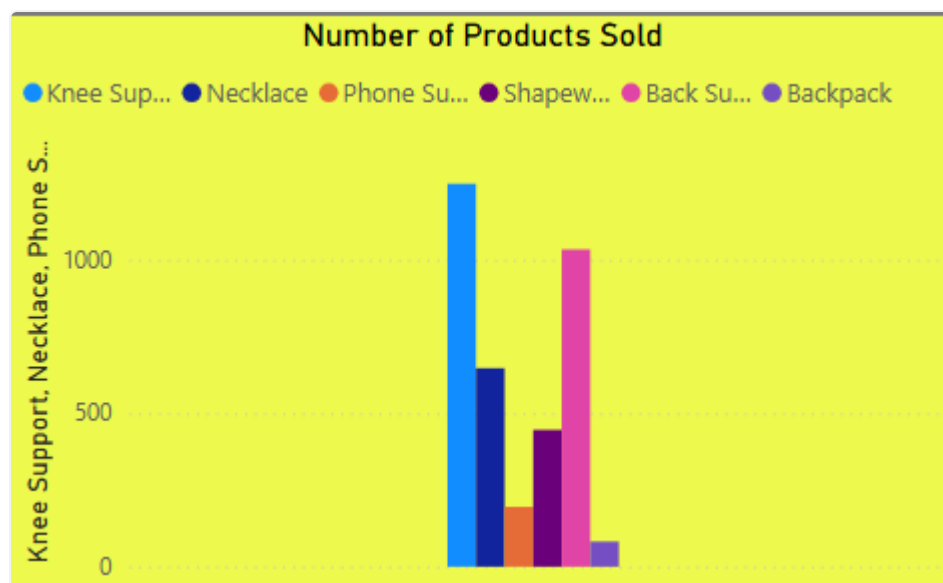
- **Knee Support** - 1248
- **Shapewear** - 446
- **Back Support** - 1034

⏱️ Wilaya Average Delivery Time (Slowest Delivery Regions)

💡 This horizontal bar chart highlights the wilayas with the highest average delivery times, revealing where logistics performance is the weakest. The slowest regions include Illizi, Tamanrasset, Tindouf, Timimoun, Béchar, Béni Abbès, El Menia, Adrar, and Ain Salah. These areas consistently show significantly longer delivery durations compared to the rest of the country. Based on these insights, it is recommended to avoid or minimize operations in these wilayas in upcoming e-commerce strategies for Algeria due to their high delivery delays and unfavorable logistics conditions.

Avg Delivery Time by wilaya destination