

Ecommerce analytics

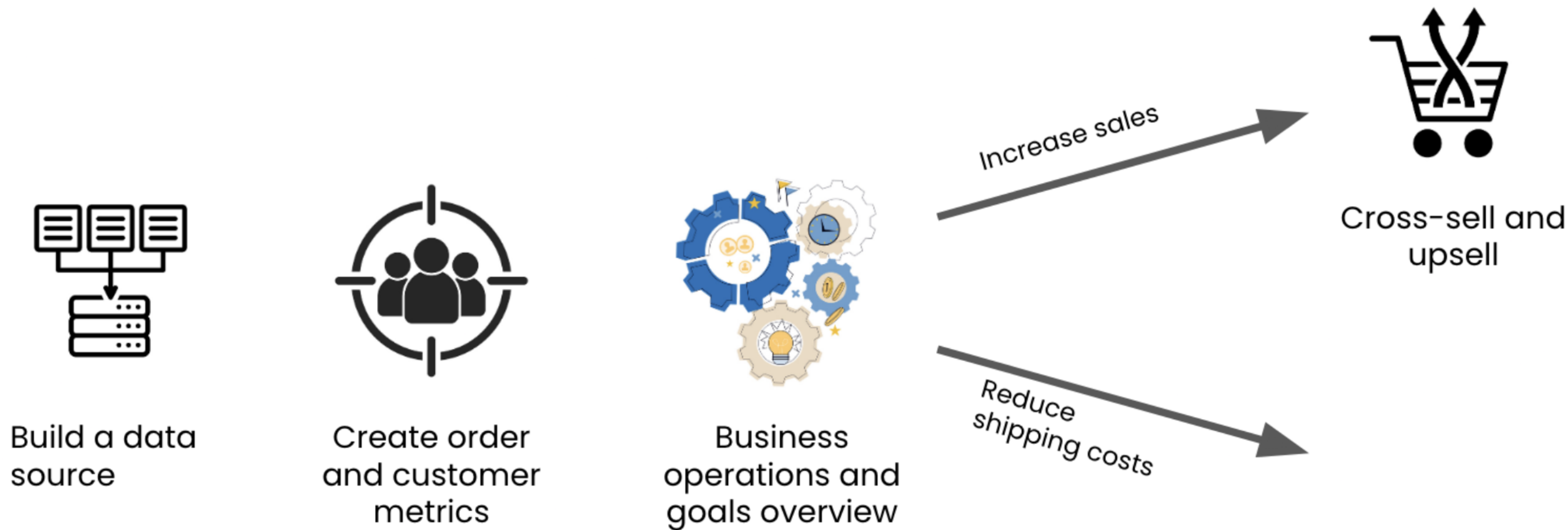
CASE STUDY: ECOMMERCE ANALYSIS IN POWER BI



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Deep dive



Shipped quantity and the costs



Cost of shipping spice jars
from California to Texas

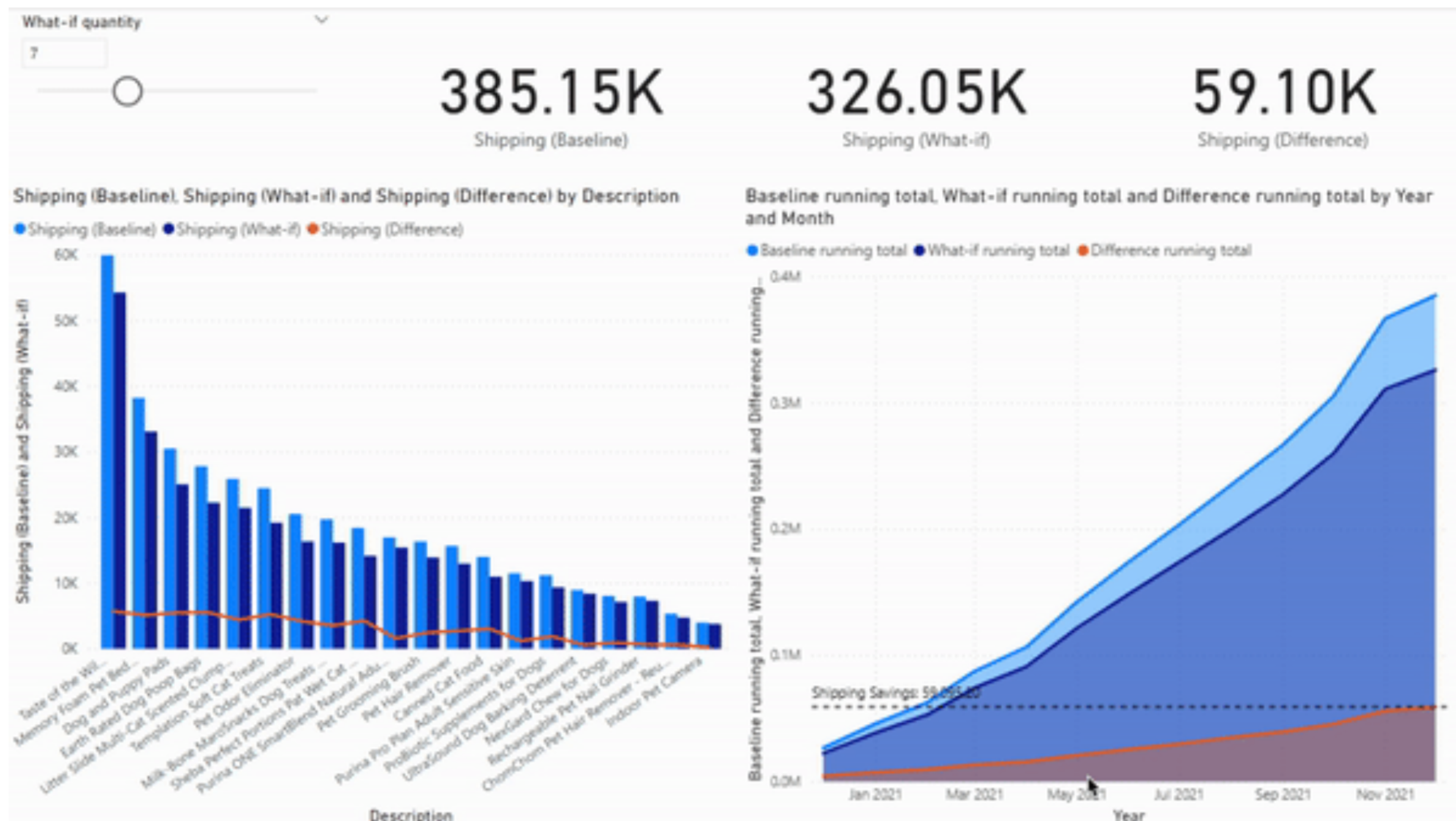
A single glass jar costs \$10/jar



9 jars cost \$45 or \$5/jar

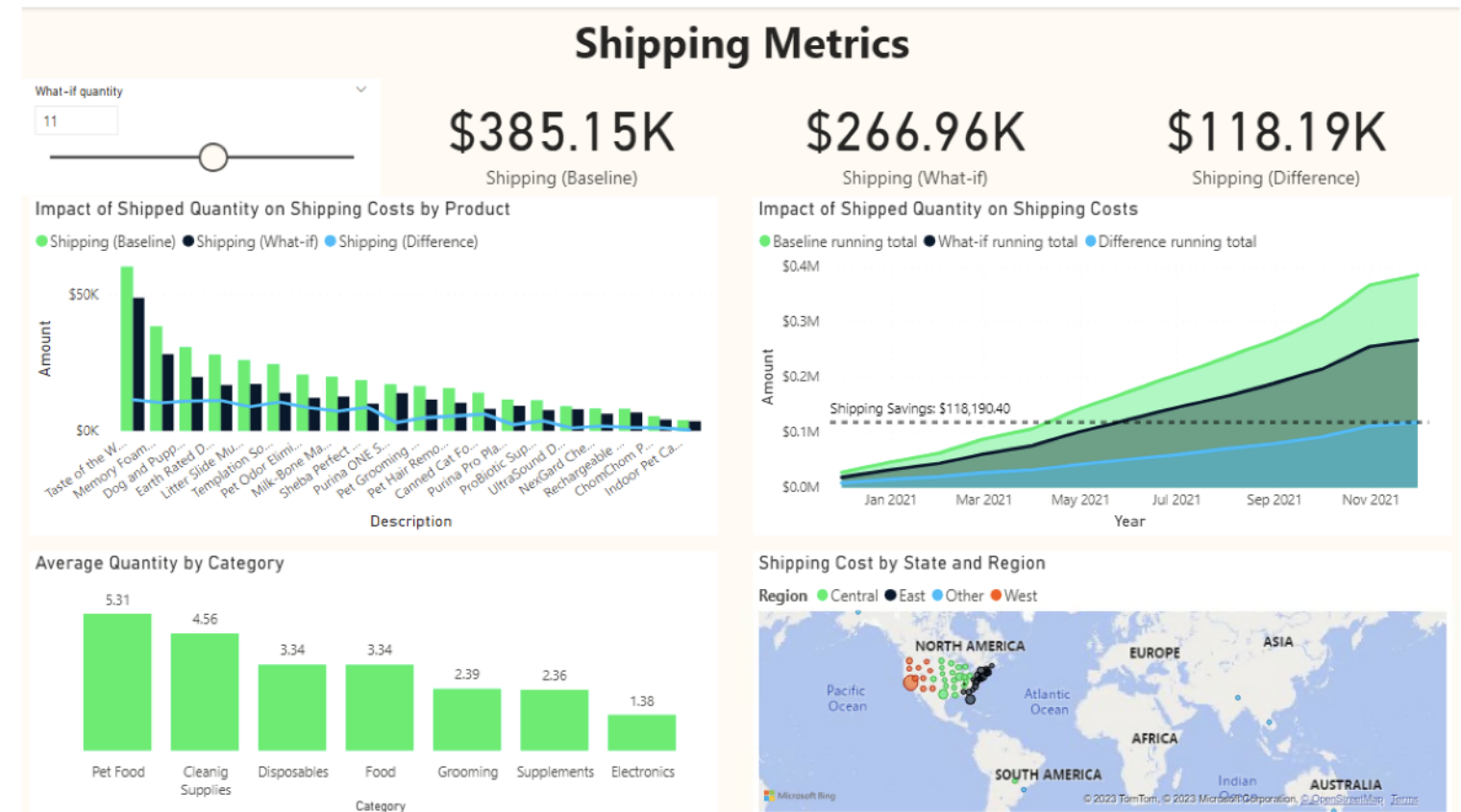
- Shipping a single quantity costs more
- Per-unit costs go down with higher shipped quantity
- Savings for customers and good for the environment

What-if analysis



Interactive analysis

- Titles and subtitles
- Highlight key KPIs
- User selectable parameters and filters



Let's visualize!

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