



# 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



# Shopify Analysis

## 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.



# Shopify Analysis

## BUSINESS REQUIREMENT

### 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

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#### 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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#### 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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- ❖ 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.