

Analytics Tool For Ecommerce Businesses

Abstract:

We are living in the digital era. Everything have become online nowadays . Especially during this pandemic , people prefer to purchase online . Also , 25 % of retailers launched their own e-commerce store. From A to Z all the diverse products are available here. So, to maintain our store effectively and to run a successful business , the maintenance of data like revenue , no of orders , customer feedback is very important . So we are planed to make ANALYTICAL DASHBOARD containing metrics and Other data without spending more minutes or even hours on our data using IBM Cognos Analytics tool. By analysing such data we can improve our online store effectively in all aspects and understand our customers better.

Objective:

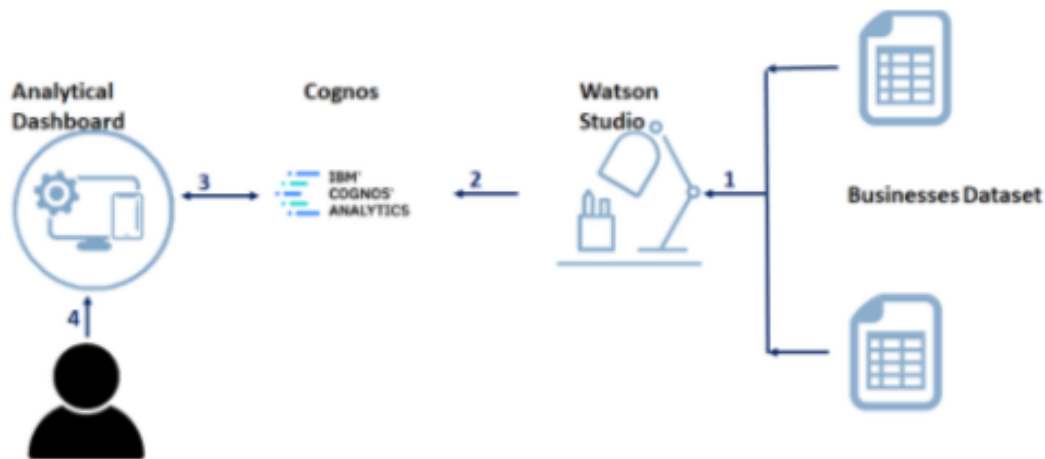
We are going to build a user friendly interface which contains all the statics such as:

1. Region that accounts for greater number of orders.
2. Frequency distribution of quantity ordered.
3. Percentage sales by different product categories.
4. Profitable products or their sub products in last few years.
5. Products that incurred losses.
6. Product type that was ordered greater times.
7. Yearly sales for various states.
8. Forecasting future sales according to shipping date.
9. Trend in profit/sales over time (years/months/quarters).

Technology used:

IBM Cognos Analytics, IBM Cloud, IBM Watson Studio.

Project Description:



Procedure:

step 1:

collect the required dataset from <https://www.kaggle.com/juhi1994/superstore> and edit it according to your desired dataset.

step 2:

open ibm cognos analytics and start your free trail and then Click +, and click Dashboard

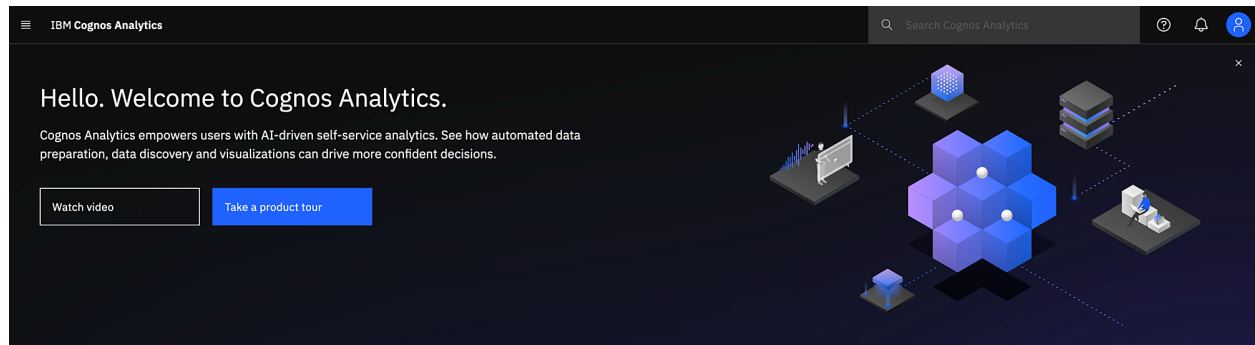
step 3:

upload the dataset

step 4:

drag the featured needed to be analysed and create

your own desired graphs and make it attractive by using filters.



^ Quick launch



Upload data

Upload or drag and drop
spreadsheets, csv files, and other
data sources.



Prepare data

Use data modules to clean and connect data from multiple resources.



Exploration

Quickly find unbiased answers by identifying trends in your data with data exploration.

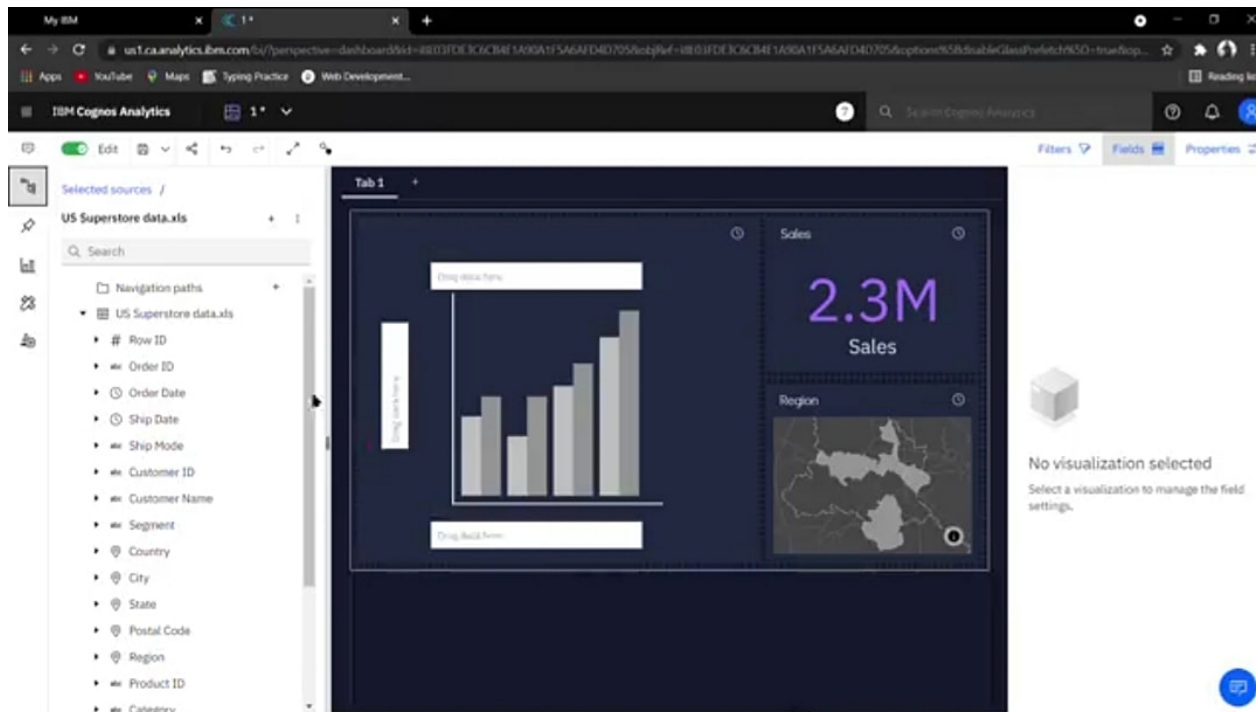


Present data

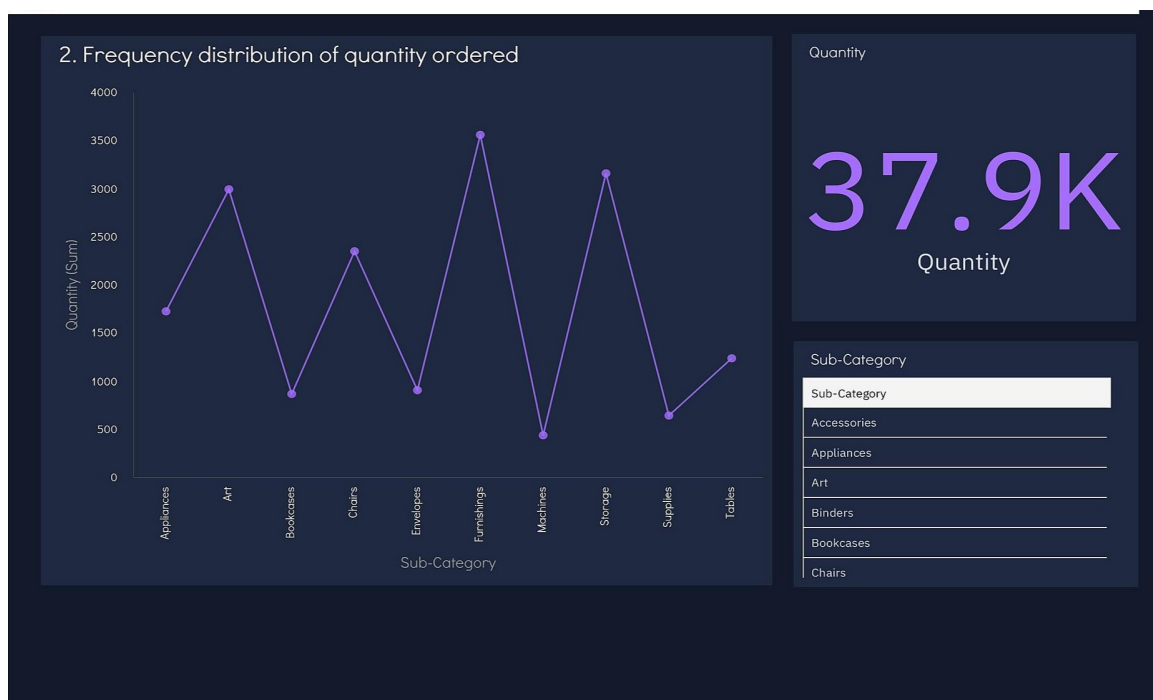
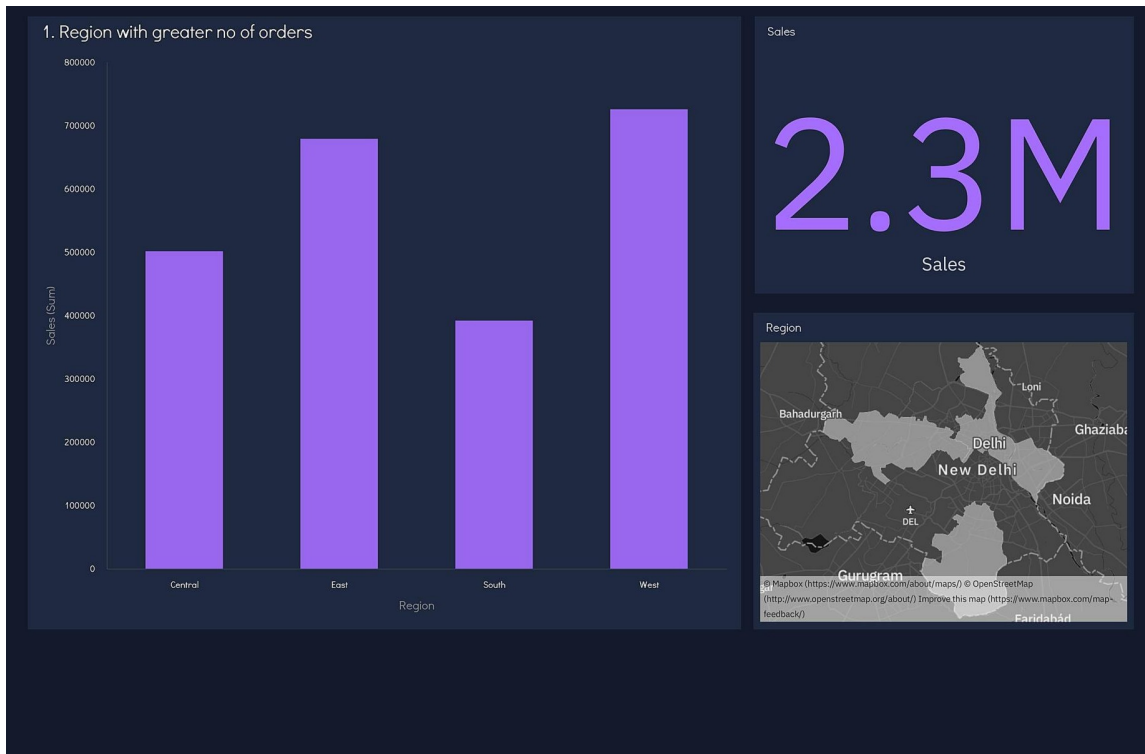
Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

Get started

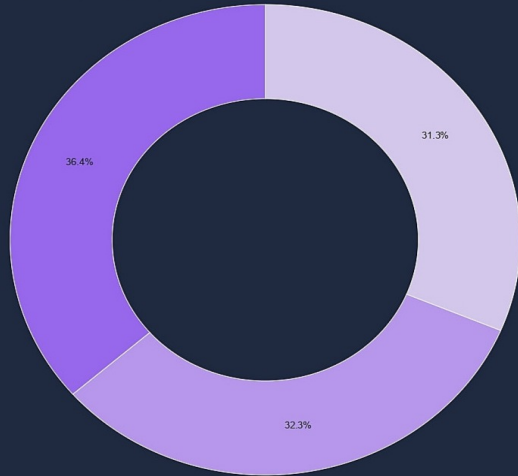
Recent



Output:

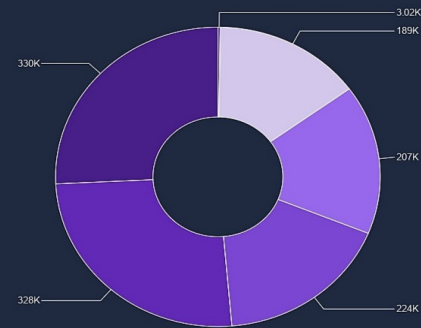


3. Sales by Category



Category
● Office Supplies ● Furniture ● Technology

Sales by Sub-Category



Sub-Category
● Fasteners ● Machines ● Tables ● Storage ● Chairs ● Phones

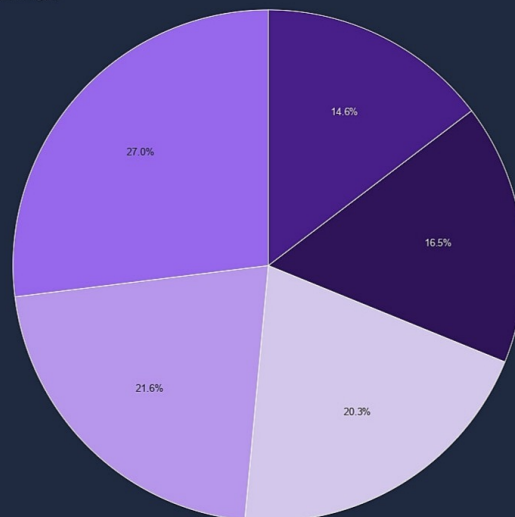
4. Profitable sub-category

286K
Profit

Sub-Category

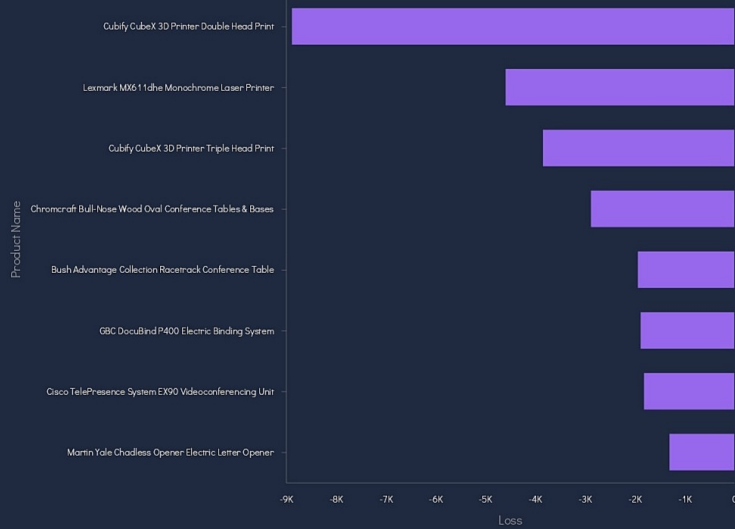
Sub-Category
Accessories
Appliances
Art
Binders
Bookcases
Chairs
Copiers
Envelopes
Fasteners

Profit by Sub-Category



Sub-Category
● Binders ● Paper ● Accessories ● Phones ● Copiers

5. Loss by product name



Product Name

Product Name

"While you Were Out" Message Book, One Form per Page
#10 Gummed Flap White Envelopes, 100/Box
#10 Self-Seal White Envelopes
#10 White Business Envelopes,4 1/8 x 9 1/2
#10- 4 1/8" x 9 1/2" Recycled Envelopes
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes
#10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes
#6 3/4 Gummed Flap White Envelopes
1.7 Cubic Foot Compact "Cube" Office Refrigerators
1/4 Fold Party Design Invitations & White Envelopes, 24 8-1...
12 Colored Short Pencils
12-1/2 Diameter Round Wall Clock
14-7/8 x 11 Blue Bar Computer Printout Paper
2300 Heavy-Duty Transfer File Systems by Perma
24 Capacity Maxi Data Binder Racks, Pearl
24-Hour Round Wall Clock
3-ring staple pack
3.6 Cubic Foot Counter Height Office Refrigerator
36X48 HARDFLOOR CHAIRMAT
3D Systems Cube Printer, 2nd Generation, Magenta
3D Systems Cube Printer, 2nd Generation, White

6. Product ordered greater no of times



Product Name

Product Name

"While you Were Out" Message Book, One Form per Page
#10 Gummed Flap White Envelopes, 100/Box
#10 Self-Seal White Envelopes
#10 White Business Envelopes,4 1/8 x 9 1/2
#10- 4 1/8" x 9 1/2" Recycled Envelopes
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#6 3/4 Gummed Flap White Envelopes

Sales

2.3M
Sales

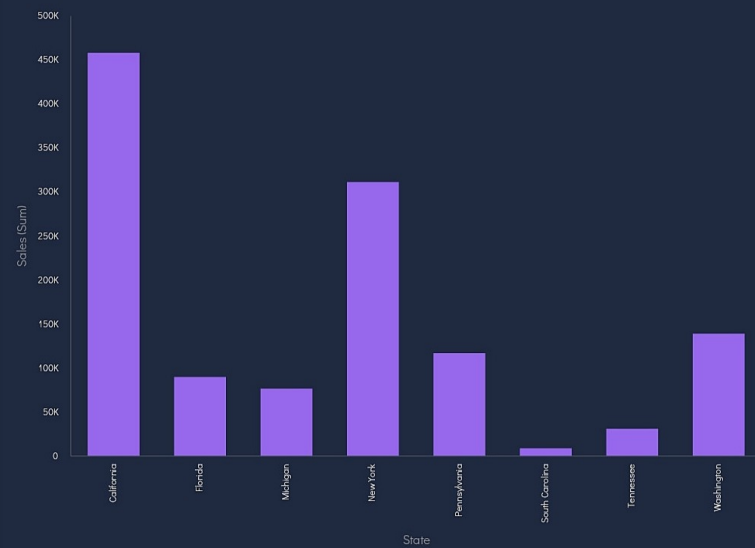
7. Sales by state

2.3M
Sales

State regions



Sales by State



8. Forecasting future sales according to year

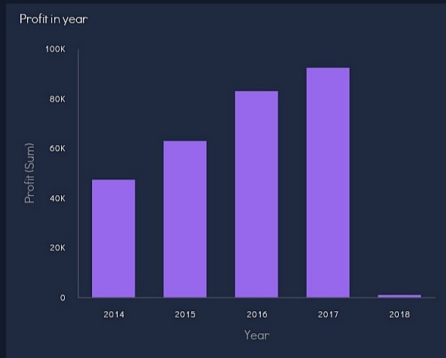


Year

Year
2014
2015
2016
2017
2018

Sales

2.3M
Sales



Month

Month
April
August
December
February
January
July

9. Trend in profit over time

