**E-Commerce Visualisation**

**Description:**

Data visualization is a brilliant method of data representation. It provides valuable insights to improve sales strategy and customer relationships.

**Aim:**

The main aim in e-commerce is to visualize the spending amount and profit amount based on categories, subcategories, etc.

**About Data:**

In E-Commerce data we took two type tables 1. Details, 2. Orders in CSV format without missing values.

The Details Table contains the following: amount, profit, category, subcategory, and payment mode. The Orders Table contains Order Date, Customer, State, City. Both Details and Orders tables has common variable/column is Orders id.

**Import Data:**

Open PowerBi Desktop Click on Get data option choose Text/CSV, Browse the data from our system and select click on open button. After open data click on Transform Data we check duplicate and null values in each variable/column after completion null values and duplicate values removing click on close and apply option. Now our data is ready to visualization.

**Visualisation:**

**Card:** It is a visualization type that display single value or a single metric. It is used focused view of a specific measure or data point.

In card chart we highlight the sum Principal Amount and Profit Amount.

**Slicer:** It is a visualization feature that allows users to filter data within a report or dashboard.

In Slicer chart we highlight the total Categories.

**Bar Chart:** It is a type of visualization that is used to display data in vertical columns. It is commonly used to compare values across different categories.

In Bar Chart we highlight the monthly wise profit.

**Horizontal Bar Chart:** It is a type of visualization that is used to display data in horizontal bar. It is commonly used to compare values across different categories.

In Horizontal Bar Chart we highlight the Subcategories wise profit.

**Tree map:** It is a type of visual representation that displays hierarchical data in the form of nested rectangles.

In Tree map we highlight the both categories and subcategories profit.

**Donut Chart:** It is a type of visualization that represents data in a circular graph with hole in the centre. It is similar to a pie chart but with the centre removed, resulting in a ring shape. This is same as pie chart.

In Donut Chart we highlight the percentile of quantity from categories.

**Pie Chart:** It is a type of visualization that represents data in a circular graph, divided into slices based on classes/levels. The slices size is based on size of classes. Pie chart the values shows in both count and percentile maximum we used checking percentile.

In Pie Chart we highlight the percentile of quantity sales by Payment mode.

**Area Chart:** It is a type of visualization that displays data as a series of points connected by a line and filled with colour to create an area below the line.

In area chart we highlight the Quarter Wise Principal Amount in one year.

**Line Chart:** It is a type of visualization the data points connected by line segments. It is used to trends, patterns and changes in the data over time.

In line chart we highlight the both principal and profit amount category wise.

**Map Chart:** It is a type of visualization area wise data points.

In map we highlight the Total profit in Area wise using bubbles. The big bubble shows high profit, low bubble shows low profit.

**Conclusion:**

From our data total 19000 profit gained.

Monthly wise we gained high profit in the month of February, High loss in the month of May.

We gained high profit in Madhya Pradesh and loss in Goa.

We gained high profit in Bookcases and high loss in Furnishings.

**Thank you**