Power BI Dashboard

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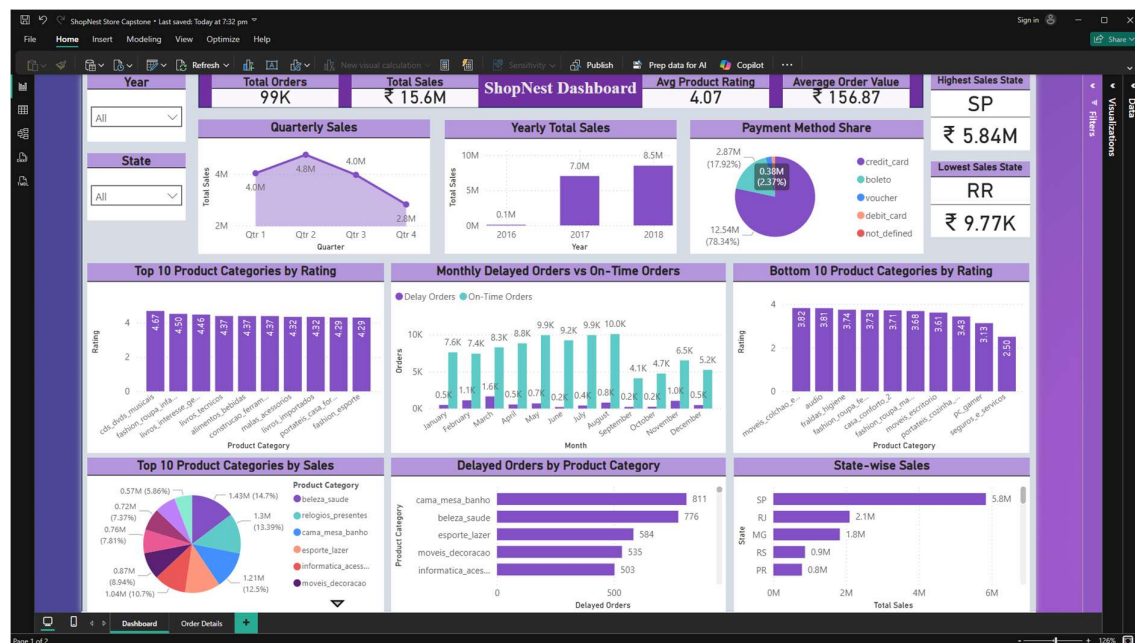
1.) Overview

The ShopNest Power BI Dashboard provides a detailed overview of the store's performance metrics, including Total Sales, Total Orders, Average Order Value (AOV), and Average Product Rating. It helps to track overall business performance and identify trends across time and product categories.

The overview includes visuals such as:

- Yearly and Quarterly Sales Trends

- Payment Method Share

- Top and Bottom Product Ratings
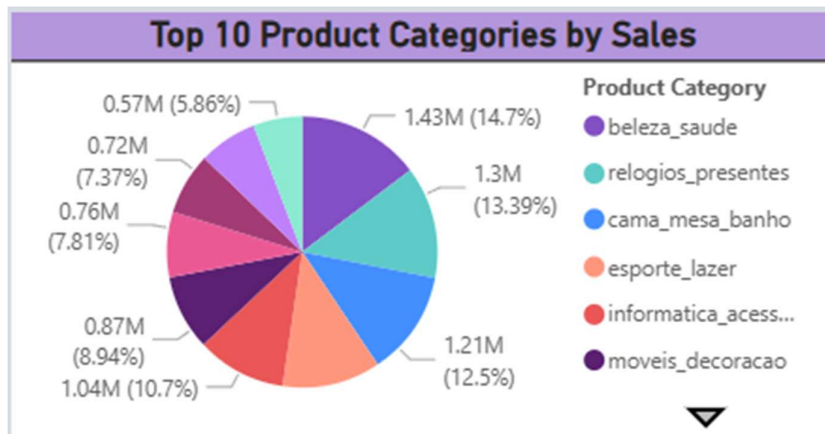
- State-wise Sales Performance

Key Insights:

- The total sales amount to ₹15.6M, with 99K total orders.

- The Average Order Value (AOV) is ₹156.87.

- Quarter 2 shows the highest sales among all quarters.

- The SP state contributes the highest sales, while RR has the lowest sales.

2.) Top Categories by Total Price
Question Statement: Identify and visually represent the top 10 product categories by total sales.

Visualization:

Explanation:

A pie chart is used to represent the top 10 product categories based on total sales. These visual highlights which categories contribute the most to revenue. It provides valuable insights into customer preferences.

Key Insights:

- The beleza_saude category leads with 14.7% of total sales.
- Other high-performing categories include religios_presentes, cama_mesa_banbo and esporte_lazer.

3.) Delayed Order Analysis

Question Statement: Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the estimated delivery date.

Visualization:

Explanation:

A horizontal bar chart shows delayed orders by product category. This visual helps identify which product categories experience the most frequent delivery delays.
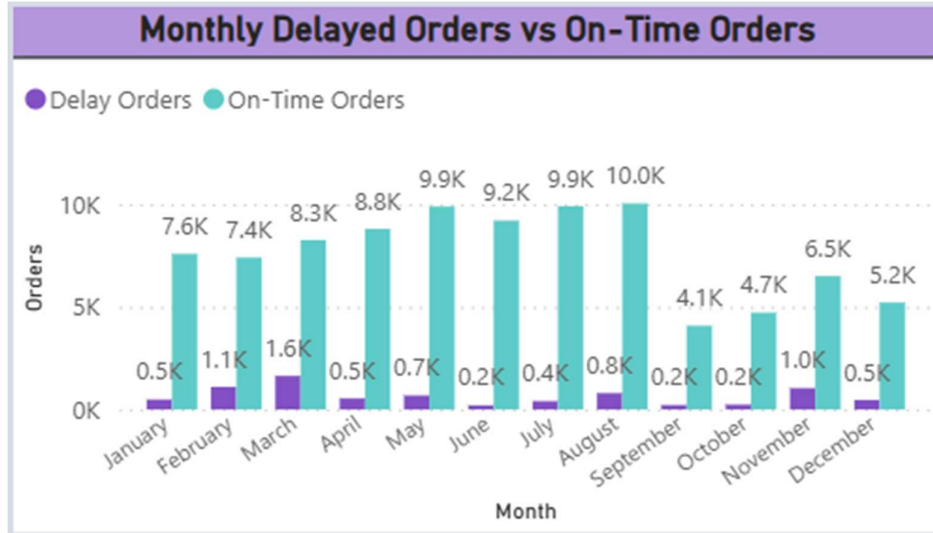
Key Insights:

- cama_mesa_banho and beleza_saude categories show the highest number of delayed deliveries.
- Operational or logistic improvements may be needed in these segments.

4.) Monthly Comparison of delayed and On-Time Orders

Question Statement: Create a dynamic visual that compares the number of delayed orders to the number of on-time orders for each month. Utilize drill-through for detailed analysis of late and on-time deliveries.
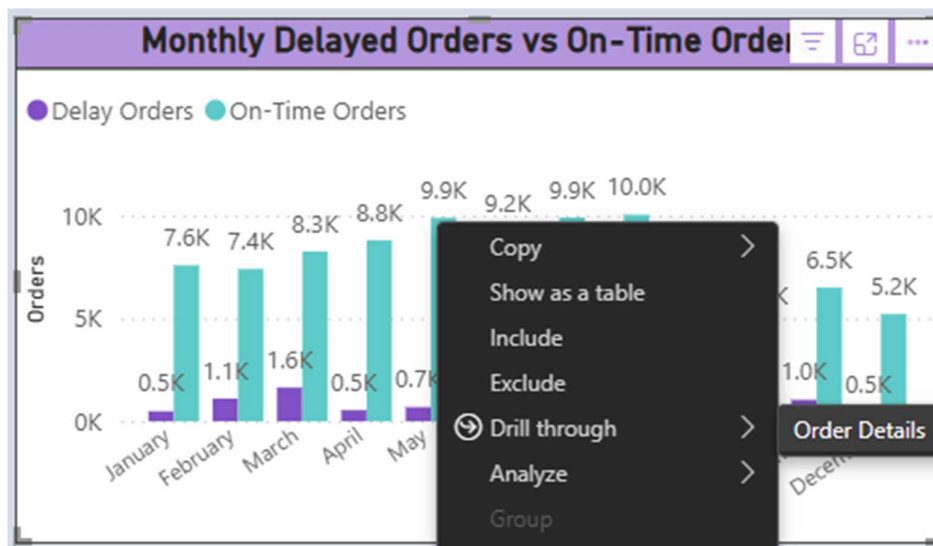
Visualization:

Explanation:

A clustered column chart compares delayed vs on-time orders by month. This visualization helps track delivery performance trends and seasonal delivery challenges.

Key Insights:

- Delayed orders peak during May–July.
- On-time delivery rates remain consistently higher across months, showing good operational control.
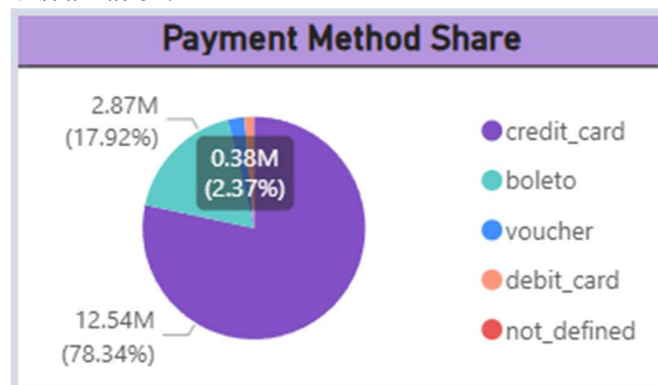
A drill-through functionality was implemented, allowing users to right-click on any month (for either delayed or on-time category) and navigate to Order Details page. This drill-through page displays the specific order details, including order ID, delivery date and estimated delivery date.

Order Id	Order Status	Total Price	Freight Value	Total Sales	Customer State	Order Delivered Customer Date	Order Estimated Delivery Date	Seller Id
03c765107c8fc34c68a82bbd6c686856	delivered	112.00	14.95	126.95	RJ	17-04-2017 12:04:00	04-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
0d3346ede30fffc33c30740f06709025	delivered	112.00	16.48	128.48	SP	20-04-2017 18:28:00	09-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
14bba6d3df6ead296d2626315da5e5d0	delivered	199.00	17.09	216.09	SP	17-05-2017 12:36:00	29-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
3317db84e285d6115f358daa9351a4ba	delivered	69.90	31.23	101.13	MG	11-04-2017 12:58:00	26-04-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
3f9c0ca2b7837ae6d1c8fa78e9b8e139	shipped	101.00	79.76	180.76	SE		07-05-2018 00:00:00	001cca7ae9ae17fb1caed9dfb
51a7d7d26116c0eaee6bb35ea667dfda	delivered	84.90	36.14	121.04	SP	04-05-2017 07:18:00	18-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
55a49914f37572b70e7d0e1fb09f0b1e	delivered	112.00	14.95	126.95	RJ	20-04-2017 17:53:00	04-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
5d8d75278e117304f2e8c3df4ce3c41c	delivered	129.00	32.33	161.33	RJ	20-04-2018 19:21:00	10-05-2018 00:00:00	001cca7ae9ae17fb1caed9dfb
5eb1569b3a9e174aebf991bfa0fef897	delivered	224.00	32.96	240.48	SP	19-04-2017 15:43:00	09-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
67228d3b35b57e5bf9c1437f95652f2c	delivered	169.00	114.62	283.62	PA	12-06-2018 14:49:00	18-05-2018 00:00:00	001cca7ae9ae17fb1caed9dfb
70dc122cb381c36bb405197904788449	delivered	89.00	31.36	120.36	RJ	26-05-2017 14:03:00	10-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
7b419fad2990895cf43c738f8e7d2d55	delivered	139.90	34.63	174.53	RS	12-04-2017 10:34:00	08-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
7c544ec2abdd2f2470ffdaf4215d8706	shipped	139.00	16.67	155.67	SP		12-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
9d7798901074855d45d6c586a0714942	delivered	278.00	30.28	293.14	RJ	28-04-2017 12:29:00	12-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
9fc1497693771a80bd64e4226d7e9b74	delivered	129.00	35.91	164.91	SP	07-05-2018 20:10:00	21-05-2018 00:00:00	001cca7ae9ae17fb1caed9dfb
b30a6793df66beef3870b532c09dee15	delivered	112.00	62.39	174.39	SC	28-04-2018 01:16:00	08-05-2018 00:00:00	001cca7ae9ae17fb1caed9dfb
c229b75b5de5a2b3a83417c4d5b4343a	delivered	89.00	40.06	129.06	PR	18-04-2017 16:26:00	10-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
d2aa63ac411996ad85fc0099c47db2df	delivered	99.00	36.24	135.24	SP	09-05-2017 08:12:00	17-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
ef208a54d9b685d3a803b28bcfd72f3a	delivered	99.50	42.98	142.48	PR	09-05-2017 09:09:00	31-05-2017 00:00:00	001cca7ae9ae17fb1caed9dfb
bef85b22582f29dd832b5b75cedadf22	delivered	89.90	18.51	108.41	PR	19-04-2018 21:19:00	14-05-2018 00:00:00	002100f778ceb8431b7a1020f
c67c325777b78917b4b2a84c917d3f0e	delivered	19.90	12.79	32.69	SP	16-04-2018 14:48:00	30-04-2018 00:00:00	002100f778ceb8431b7a1020f
089b005e56c360e749ff7185aa4814af	delivered	105.00	19.01	124.01	SC	20-04-2017 16:55:00	04-05-2017 00:00:00	004c9cd9d87a3c30c522c48c4
1017e188d93cee2c3292c71a98dbec38	delivered	143.99	21.09	165.08	SC	03-05-2017 12:36:00	16-05-2017 00:00:00	004c9cd9d87a3c30c522c48c4
53a0b865b63b4a2b64f8f46b31cdf3ed	delivered	89.99	12.02	102.01	SP	02-05-2017 13:19:00	15-05-2017 00:00:00	004c9cd9d87a3c30c522c48c4
54ed1bff3096b6570d2b11064cd13e46	delivered	82.99	17.32	100.31	MG	10-05-2017 11:57:00	29-05-2017 00:00:00	004c9cd9d87a3c30c522c48c4
62da4cc6aa63ba0c28dd6418ceac3dbc	delivered	246.99	19.02	266.01	SP	16-05-2017 14:33:00	26-05-2017 00:00:00	004c9cd9d87a3c30c522c48c4
6a84c0dc9f5ad55bac8d9847b9556719	delivered	311.98	54.34	339.15	RJ	27-04-2018 01:22:00	23-05-2018 00:00:00	004c9cd9d87a3c30c522c48c4
6ca65e175a893a8e77348e059f44d6e7	delivered	82.99	24.78	107.77	BA	24-05-2017 05:19:00	06-06-2017 00:00:00	004c9cd9d87a3c30c522c48c4
6d5f722cdceaf1e8d589fa0279e55aac	delivered	81.50	13.93	95.43	SP	18-04-2018 23:13:00	03-05-2018 00:00:00	004c9cd9d87a3c30c522c48c4
94961fc249e275fe36313ee48d8f7a36	delivered	105.00	23.31	128.31	RJ	25-04-2018 14:34:00	14-05-2018 00:00:00	004c9cd9d87a3c30c522c48c4
Total		**13,56,574.98**	**2,15,545.30**	**15,48,611.44**				

5.) Payment Method Analysis

Question Statement: Analyze the most frequently used payment methods by customers using a suitable visual.

Visualization:

Payment Method Share

2.87M (17.92%)
0.38M (2.37%)
12.54M (78.34%)

- credit_card
- boleto
- voucher
- debit_card
- not_defined

Explanation:
A Pie chart represents the share of payment methods such as credit card, boleto, debit card, and voucher.
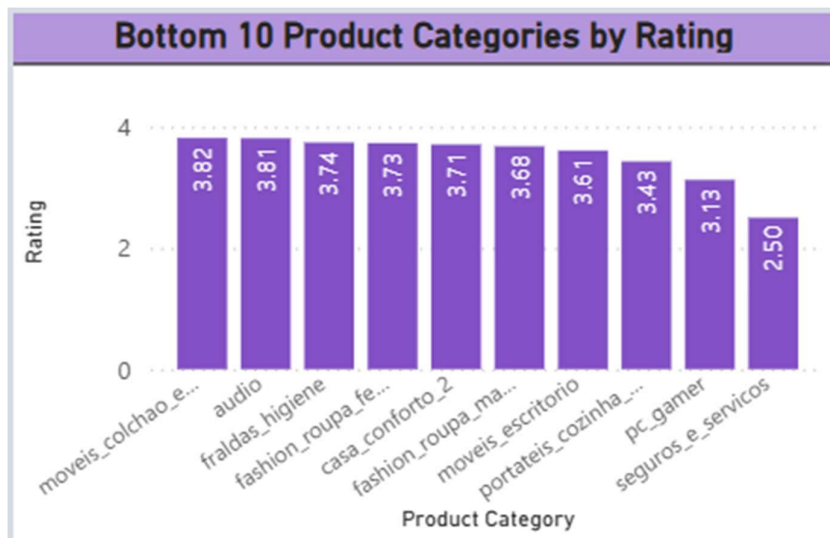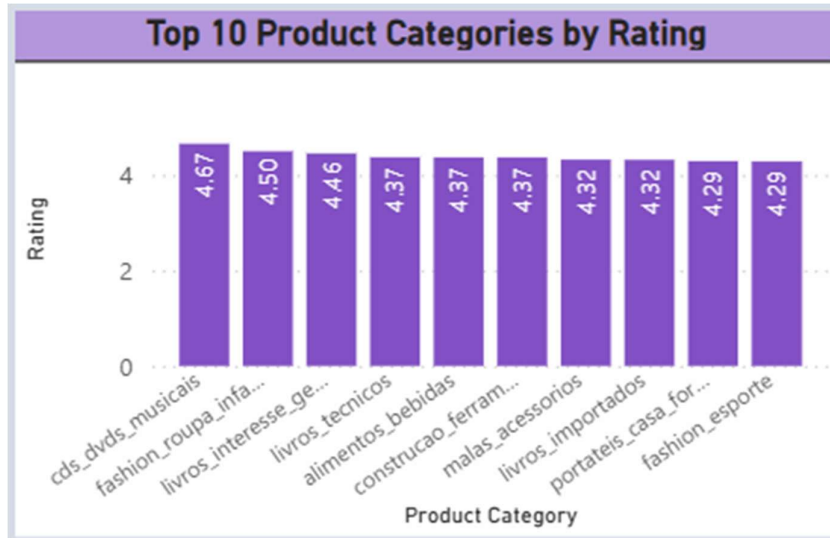Key Insights:
- Credit card is the dominant payment mode, accounting for nearly 78.34% of all transactions.

- Boleto (17.9%) is the second most used, while others like debit card and voucher make up smaller portions.

6.) Product Rating Analysis

Question Statement: Determine the top 10 and bottom 10 rated products using a bar chart.

Visualization:

Explanation:
Two bar charts display the top 10 and bottom 10 product categories based on customer ratings.
This analysis helps identify which products are performing well in terms of customer satisfaction and which need improvement.
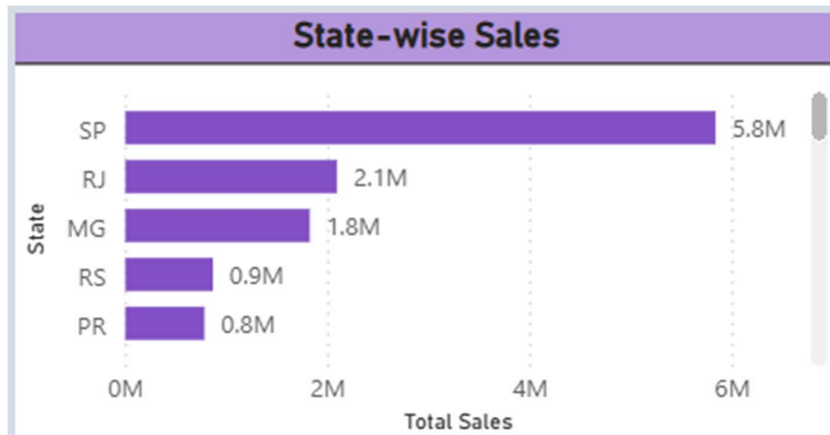Key Insights:
- cds_dvds_musicais has the highest rating 4.67.
- seguros_e_servicos has the lowest rating at 2.5, indicating poor user satisfaction.

7.) State-wise Sales Analysis

Question Statement: Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.

Visualization:

Explanation:

A bar chart represents total sales per state. This allows comparison of sales contribution from different regions, identifying where the business is performing best.
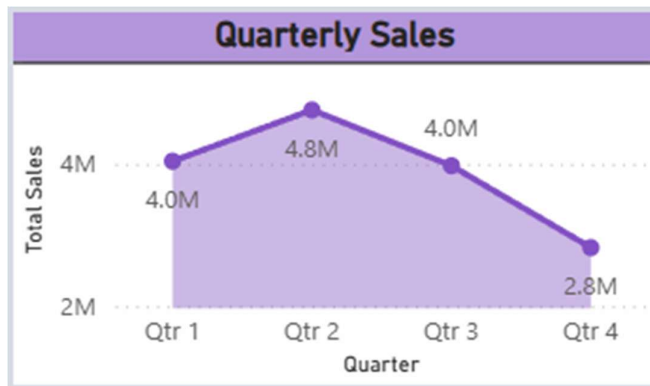
Key Insights:

- SP has the highest sales at ₹5.84M, followed by RJ and MG.
- RR has the lowest sales, indicating areas for potential marketing expansion.

8.) Seasonal Sales Pattern

Question Statement: Investigate and visualize any seasonal patterns (Quarterly) or trends in sales data over the course of the year.

Visualization:

Quarterly Sales

Explanation:

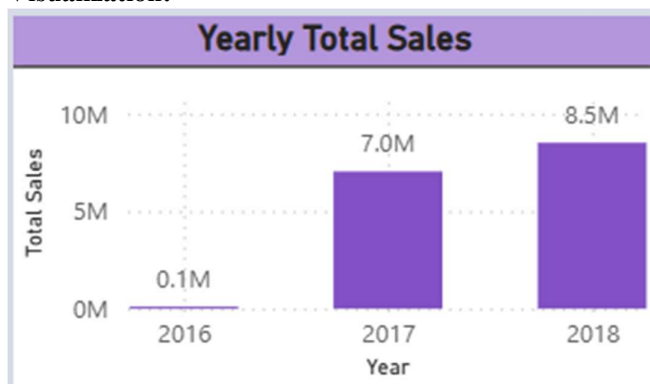A line chart illustrates sales distribution across quarters to identify seasonal patterns.

Key Insights:

- Quarter 2 shows a significant increase in sales, suggesting strong mid-year demand.
- Quarter 4 has relatively lower sales, possibly due to reduced seasonal activity or inventory shortages.

9.) Revenue Analysis

Question Statement: Determine the total revenue generated by ShopNest Store and analyze how it changes over time (Yearly).

Visualization:

Yearly Total Sales

Explanation:

A column chart displays yearly total sales, helping assess overall business growth.

Key Insights:

- The store's revenue grew significantly from ₹0.1M in 2016 to ₹8.5M in 2018, showing continuous growth.
- This indicates improved product reach, customer engagement, and operational efficiency.