Pakistan’s largest ecommerce data – Power BI Report

Dataset Link: [pakistan’s\_largest\_ecommerce\_dataset](https://www.kaggle.com/datasets/ertizaabbas/pakistan-ecommerce-dataset)

# Raw Data:

Rows: 584525

Columns: 21

# Process:

All the raw data transformed and saved in new Excel file *Working – Pakistan Largest Ecommerce Dataset*

# Processed Data:

Rows: 582250

Columns: 22

# Visualization:

# Insights:

1. **Products Category Dashboard**

There are total 15 main Categories

In Categories we can see that Mobiles & Tablets has more sales as well as highest amount of discount given. After that Appliances and Entertainment follows that trend.

In stock we have most number of products in Men’s Fashion are available and after that Women’s Fashion and so on.

Over all the Fiscal Years we can see that Mobiles & Tables have make more money than any other product. Although all the grand total drops significantly in each coming year.

Most number of products sell belongs to “Mobiles & Tables” category and “Men’s Fashion” is on second position.

If we follow “Sales” by each “Month” than we can see some more surprising stats like in 11th month there is a highest no of sales and follows the exact same pattern of which category sell most and which sell less. But in 2nd, especially in 3rd month products from “Others” category generate more sales.

1. **Products Orders Dashboard**

Total number of orders placed: 576K

Total Pending Order: 56

No of Canceled Orders: 198K

Amount Generated By Completed Orders: Rs1.15bn

Mobiles & Tablets have most no of canceled orders and after that Men’s Fashion and on 3rd position Women’s Fashion ranks.

If we see the Year data it shows that 2017 have the most no of orders which is way higher than the 2016 and 2018.

Orders status data shows us that we have 40% orders on completed stage, almost 35% on canceled status and so on.

Mobiles & Tablets have most no of canceled orders, following the Men’s Fashion till Books.

Surprisingly Mobiles & Tablets and Men’s Fashion have almost same count of completed orders.

In Payment Methods Payaxis have most on of canceled orders than Easypay is on 2nd position and cod is on 3rd.

Cod has highest no of completed orders than all the other payment methods are after that.

# Conclusion:

In categories Mobiles & Tables make more money by selling highest no of products and also providing highest amount of discount on products. On the other side Men’s Fashion Category has sell second highest no of products but it can’t generate money with that ratio, may be the prices of individual products is a good reason behind that. And in orders details we experience Mobiles & Tablets have highest no of canceled orders but completed orders are almost same as Men’s Fashion. We have mostly completed orders but have huge no of canceled orders. In payment methods cod has most no of completed order and mostly canceled orders have payment method Easyaxis.