**Ecommerce Report 2023-2024**

**Database**-



**Transformation**-

Make first row as header.

change column names

Added Column "Total Sales in Year" using condition.(sum of sales for different months)

Added Column "Total Earning" using formula(price\*Total sales in year))

**Visualization**-

1.Set the report title as “E-Commerce Report 2023-2024” using text boxes and shapes lines.

2.Used key values “Total Earnings”,”Total Sales”,”Total Review Rating” and “Total Review Count” using Cards and improved visualization by adding images and text boxes.

3.Used donut chart to show “Total Earning by Category” and “Total Sales by Category”.

4.Used Gauge to represent the average rating for all the products.

5.Used Pie chart to represent the sales distribution in a year by month.

6.Used Clustered Column chart to represent Avg Rating by category.

7.Used table to represent Product name,its sales in a year and Total earning from each product.

8.Used dynamic slicer with images and icons to filter the results based on requirement.

Key Insights-

* Books accounted for 15.91% of Sum of Total Earning.Highest among both Sales and Earning category.

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* At 3.14, Electronics had the highest Average of review\_score and was 9.50% higher than Toys, which had the lowest Average of review\_score at 2.87.﻿﻿

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* Across all 7 category, Average of review\_score ranged from 2.87 to 3.14.﻿﻿ and an average review score is 3.03.
* October being the month with highest Sales in a year.
* Other major categories are "Toys" and "Sports".