SHOPNEST ANALYTICS DASHBOARD

Here is my Power BI Capstone Project – **Shop Nest Analytics Dashboard**   
I have created a comprehensive Power BI dashboard for Shop Nest, an e-commerce analytics project, which is connected to many small businesses from various regions in Portugal to channels, streamlining the process with a single point of contact.

I have designed the dashboard by three levels of Analysis.

* Product Level Analysis.
* Customer Level Analysis.
* Order Level Analysis.

Let’s discuss each of the above in details.

**PRODUCT LEVEL ANALYSIS**

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This report presents an in-depth Product Level Analysis based on key metrics from the ShopNest Analytics Dashboard. The analysis includes total revenue, product sales performance, product ratings, and delayed order trends to provide insights into overall product performance.

**Key Metrics Overview**

* Total Revenue: $15.40M
* Total Sales: 13.59M units
* Average Review Score: 4.07

**Detailed Insights**

1. **Top Categories by Total Price:**

Identify and visually represent the top 10 product categories by total sales.

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The dashboard highlights the top-selling products based on total sales volume. These products contribute significantly to revenue generation and indicate customer demand trends. The key takeaway from this section is:

The highest-selling products drive the bulk of revenue.

Demand trends can guide inventory and marketing strategies.

1. **Delayed Orders Analysis:**

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.

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This section showcases delays categorized by product types. Key observations:

Some product categories, such as bed\_bath\_table and Health & Beauty, experience higher order delays.

Delayed orders impact customer satisfaction and may require operational improvements.

1. **Product Rating Analysis:**

Determine the top 10 highest-rated products and the bottom 10 lowest-rated products using a bar or column chart.

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**Top 10 Highest Rated Products:**

These products have received the best customer feedback, suggesting high satisfaction and consistent quality. Insights from this can help in promoting and leveraging positive reviews for marketing.

**Bottom 10 Lowest Rated Products:**

Identifies products that may need quality improvement or better customer support. Addressing concerns in these areas can enhance brand reputation and retention.

**ORDER LEVEL ANALYSIS**

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This report provides an in-depth analysis of order trends, including on-time vs. delayed deliveries, monthly revenue performance, and yearly & quarterly revenue trends. The insights help in understanding customer demand, operational efficiency, and financial growth.

1. **Monthly Comparison of Delayed and On-Time Orders:**

Create a dynamic visual that compares the number of delayed orders to the number of orders received earlier for each month. Utilize the drillthrough cross-report feature to provide a detailed analysis of late and on-time deliveries.

A graph of blue bars

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The dashboard shows monthly order trends, with blue bars representing on-time deliveries and a smaller proportion of delayed orders in dark blue.

Some months (e.g., month 4) show a higher number of delayed deliveries, indicating possible operational or supply chain challenges.

Overall, on-time deliveries dominate, but reducing delayed orders can improve customer satisfaction and retention.

7. **Seasonal Sales Patterns:**

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

A graph of a graph showing the amount of money

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The bar chart categorizes revenue by year and quarter, showing revenue growth over multiple years. 2018 had the highest revenue, indicating strong performance. The quarterly breakdown highlights consistent revenue across Q1 to Q4, though some years (like 2017) had stronger performance in Q4, possibly due to holiday sales.

**CUSTOMER LEVEL ANALYSIS**

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This report provides an overview of sales performance, customer distribution, and payment trends for Shop Nest. The analysis is based on data visualized in the Power BI dashboard, covering key areas such as product-level, order-level, and customer-level analytics.

1. **State-wise Sales Analysis:**

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

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The total revenue generated across all recorded locations is $15,397,738.61.

The top-performing cities based on revenue contribution are:

1. Sao Paulo (SP) – $3,136,175.44

2. Ibitinga (SP) – $738,502.79

3. Curitiba (PR) – $416,549.68

4. Rio de Janeiro (RJ) – $396,759.74

5. Guarulhos (SP) – $381,506.04

6. Itaquaquecetuba (SP) – $340,038.71

**Observations:**

Sao Paulo is the highest revenue-generating city.

Revenue is distributed across different states, with PR and RJ also making notable contributions.

1. **Payment Method Analysis:**

Analyze the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.

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**Breakdown of Payment Types**

Credit Card (73.92%) is the most commonly used payment method.

Boleto (19.04%) is the second preferred method.

**Observations:**

The majority of customers prefer credit cards, indicating a trend toward online or flexible payments.

1. **Revenue Analysis**

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



Here we can see that the total revenue generated by Shop Nest is $15.40 M and the analysis of the revenue in yearly and quarterly basis was discussed earlier.