

Data Analysis of E-Commerce Company through Power-BI



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PowerBI file



Power BI

The Power of Power BI

Power BI is a powerful business analytics tool that delivers insights throughout your organization. It enables users to visualize and share insights from their data. With interactive dashboards, reports, and compelling visualizations, Power BI transforms raw data into actionable intelligence.

Understanding Data Visualization

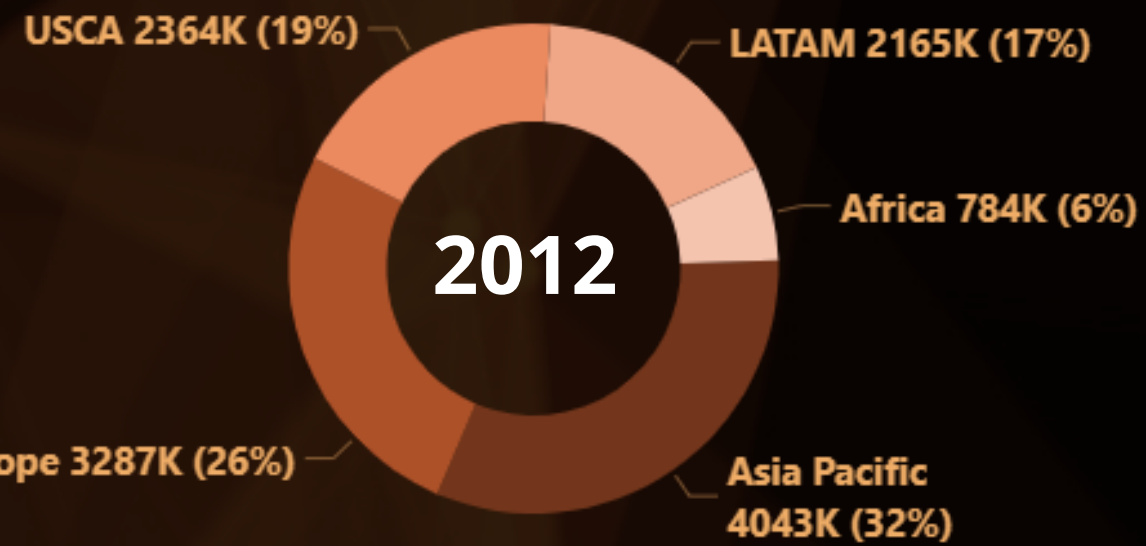


Data visualization is a way of representing information and data in a graphical format, making it easier to understand complex data sets and identify trends and patterns, thus helping organizations make informed decisions.

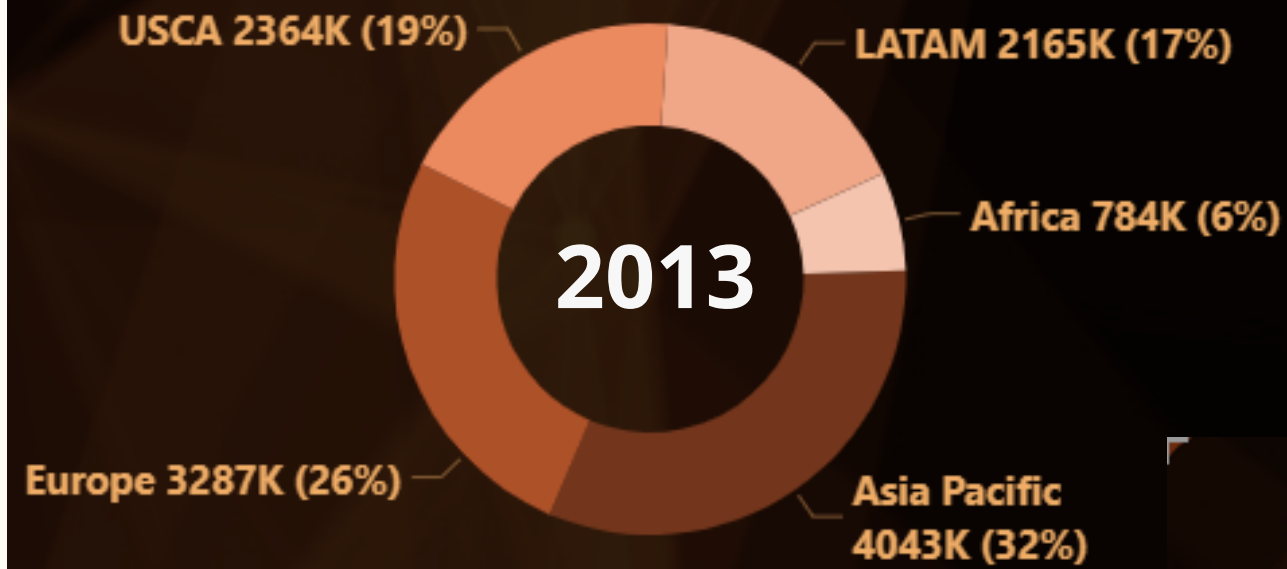
Ineractive Dashboard :



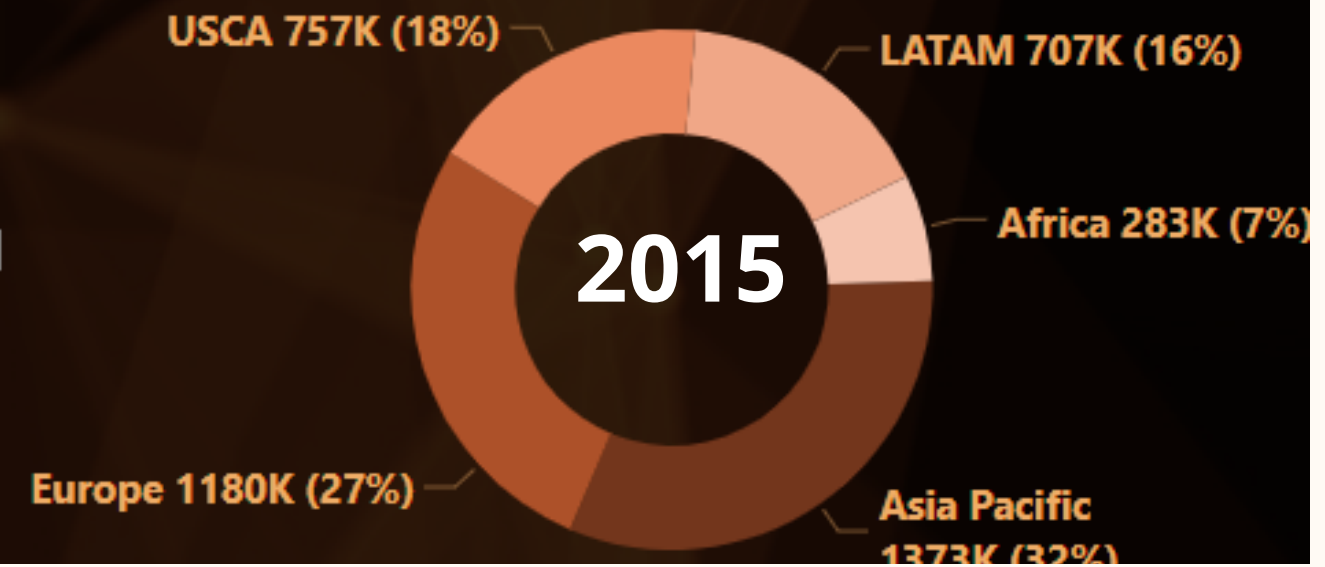
Sales by market



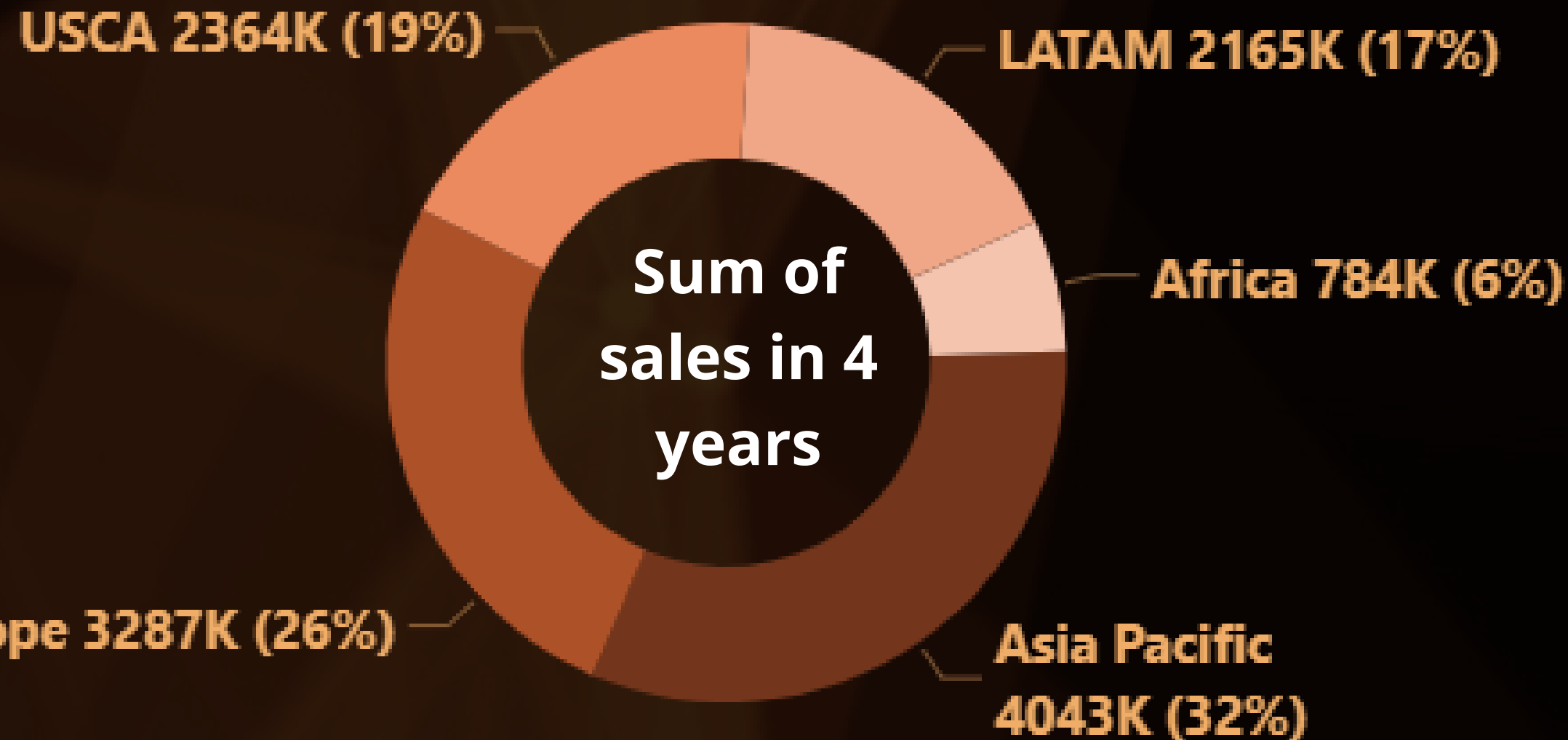
Sales by market



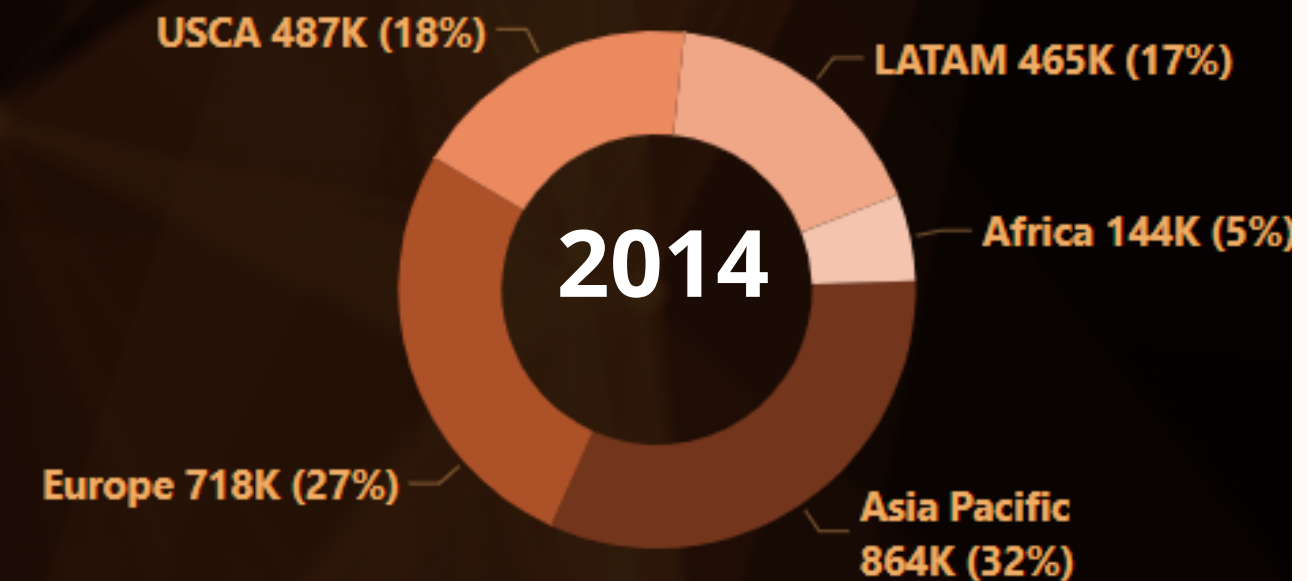
Sales by market



Sales by market



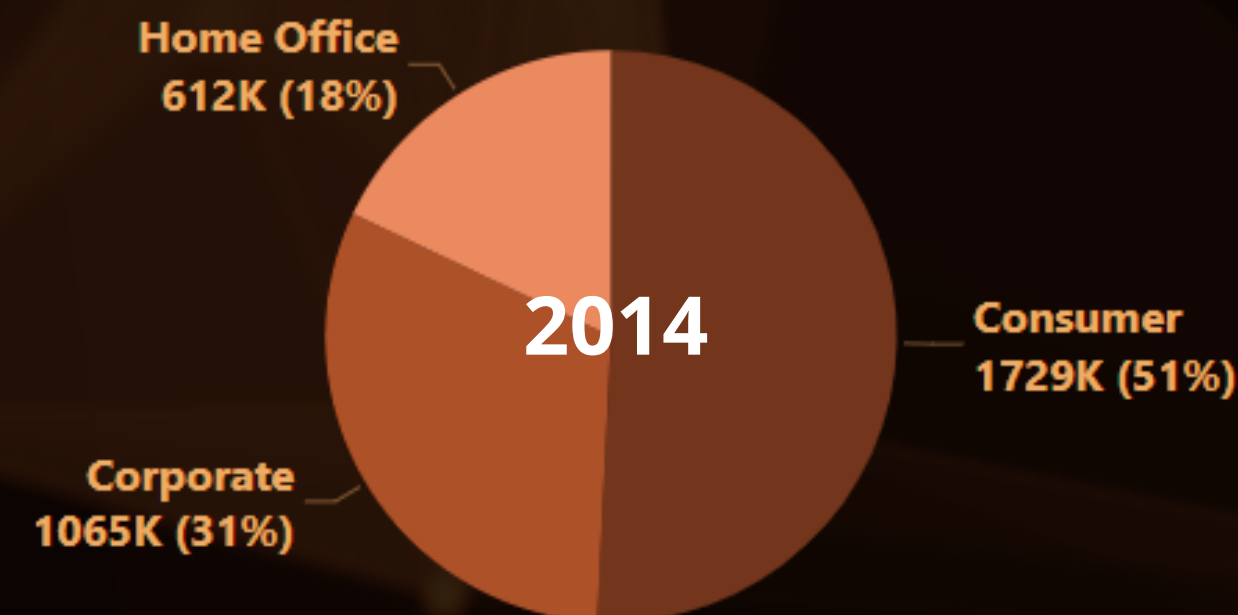
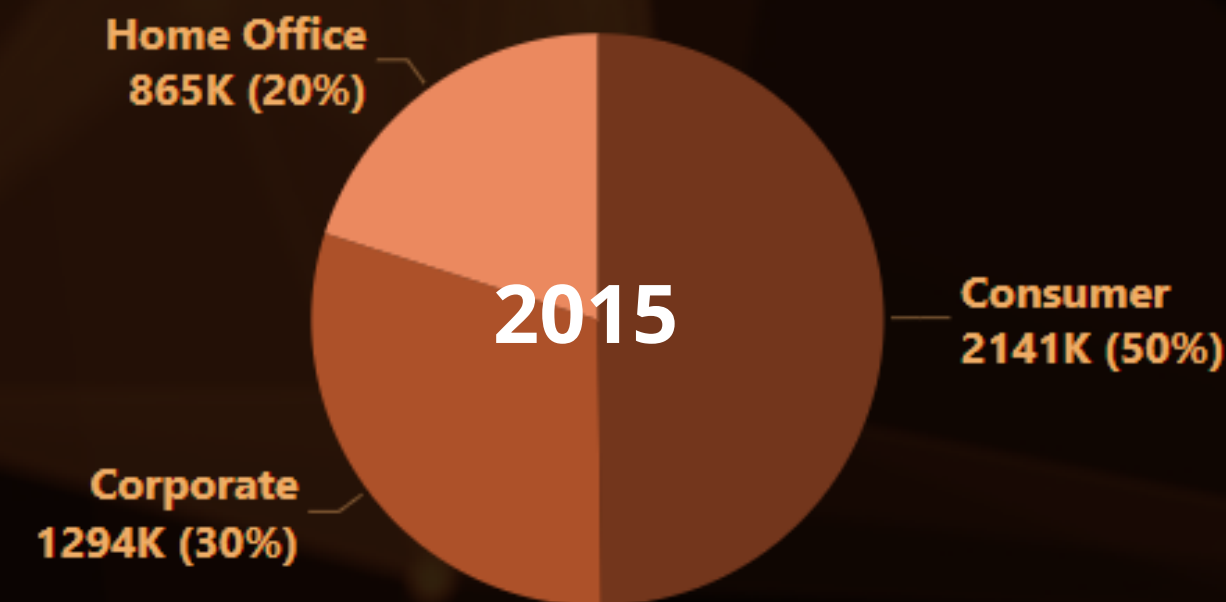
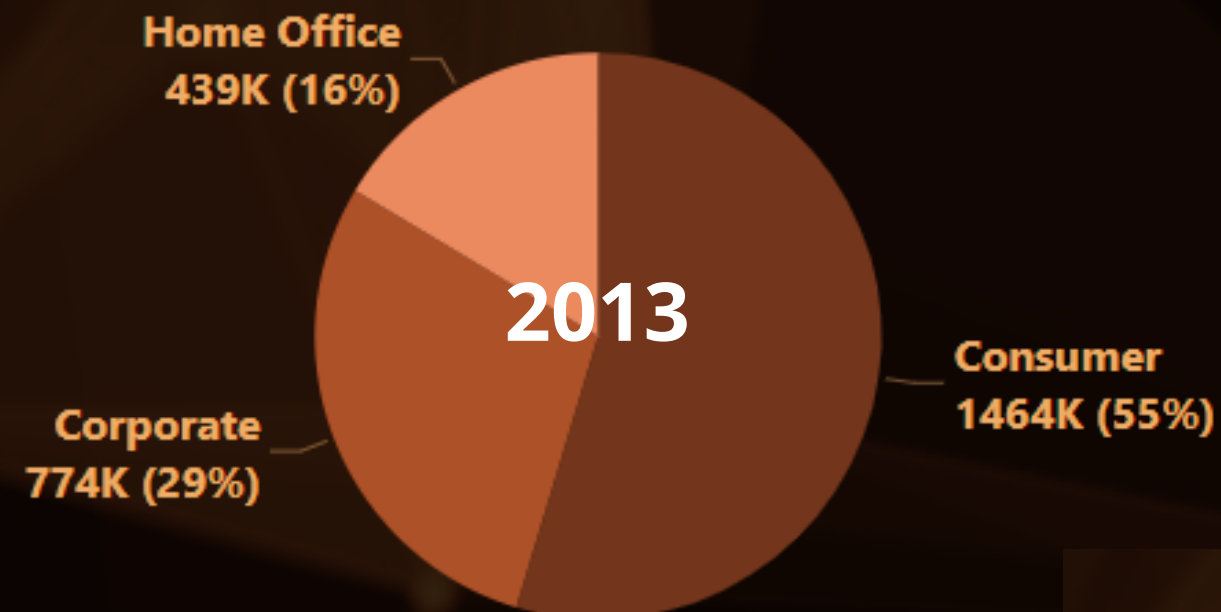
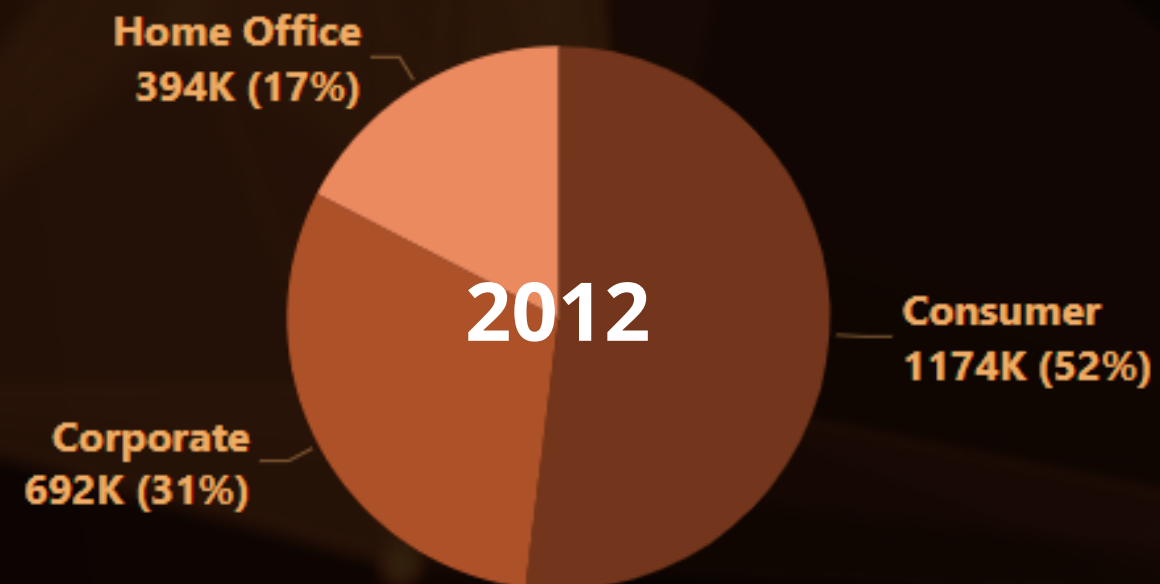
Sales by market



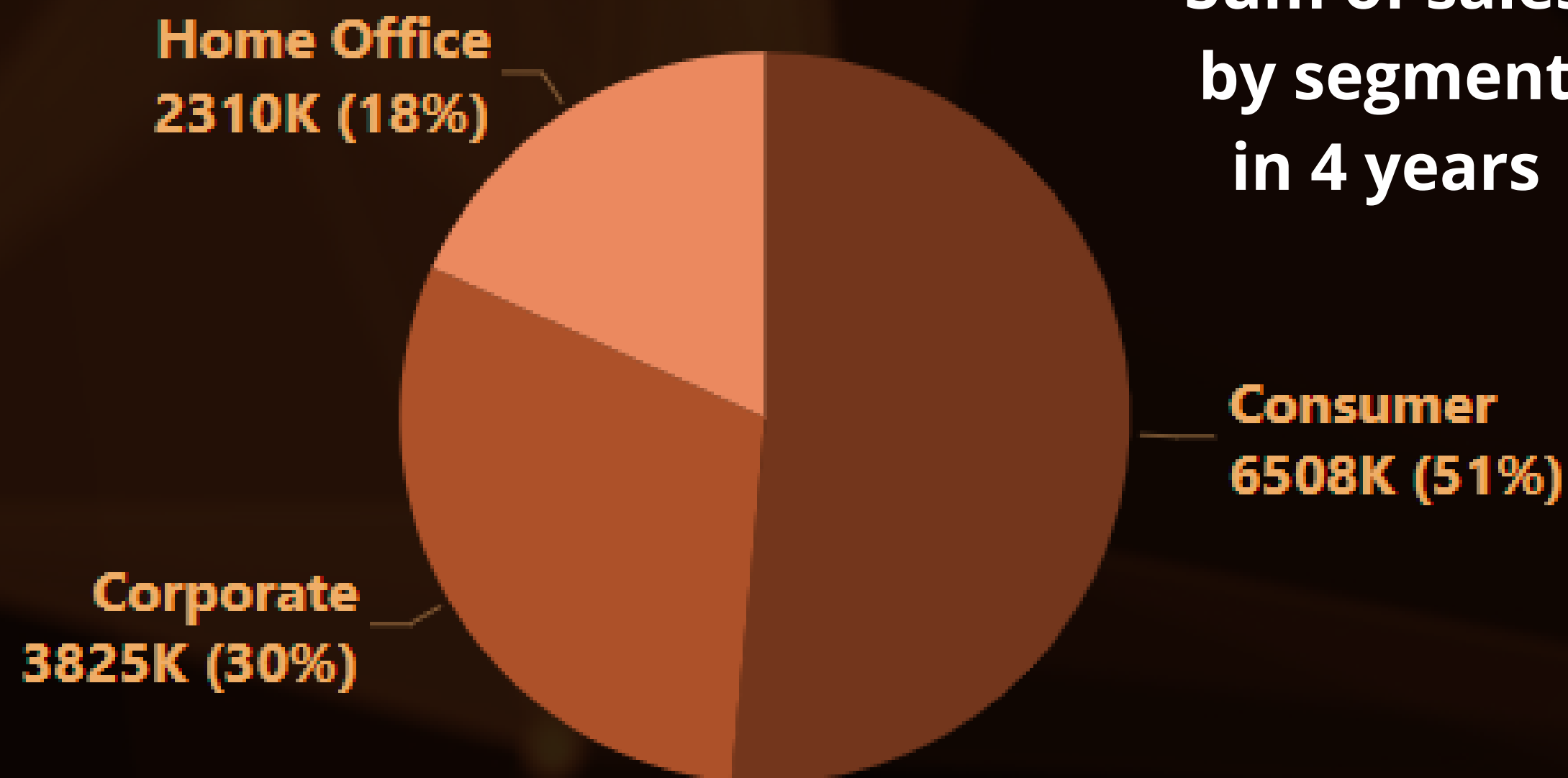
Conclusion :

Asia Pacific has maximum number of sales of **4043k** in overall 4 years

USCA (United States of Central America) has least number of sales of **2364k** in overall 4 years



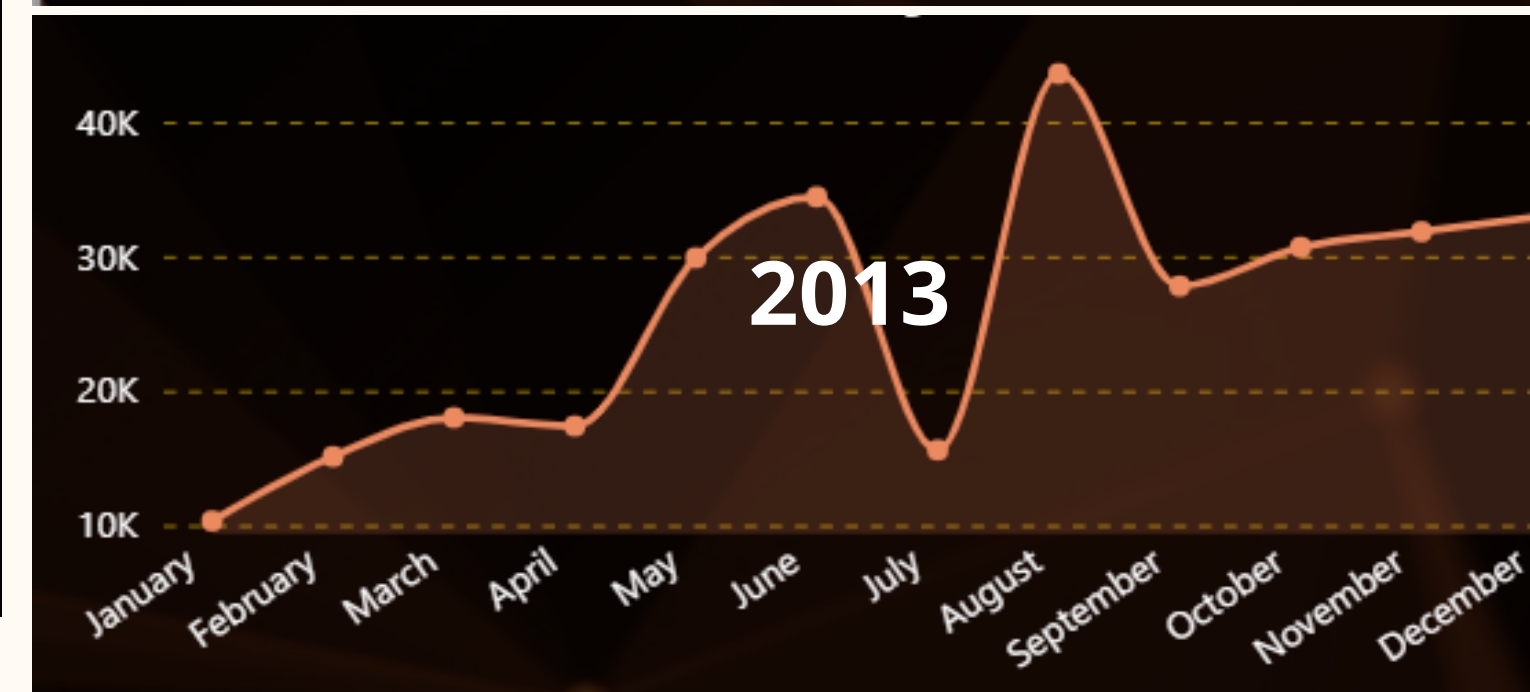
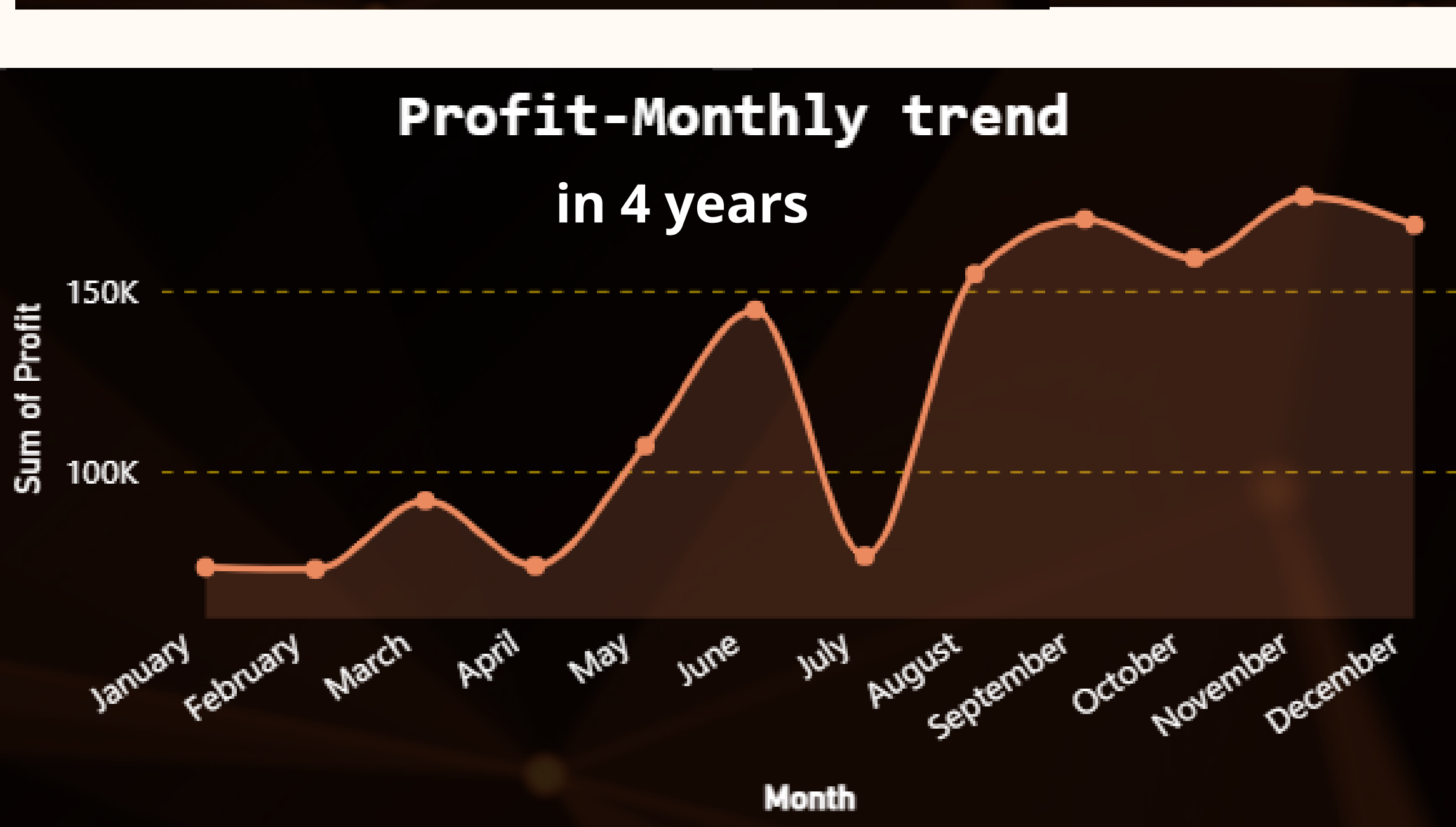
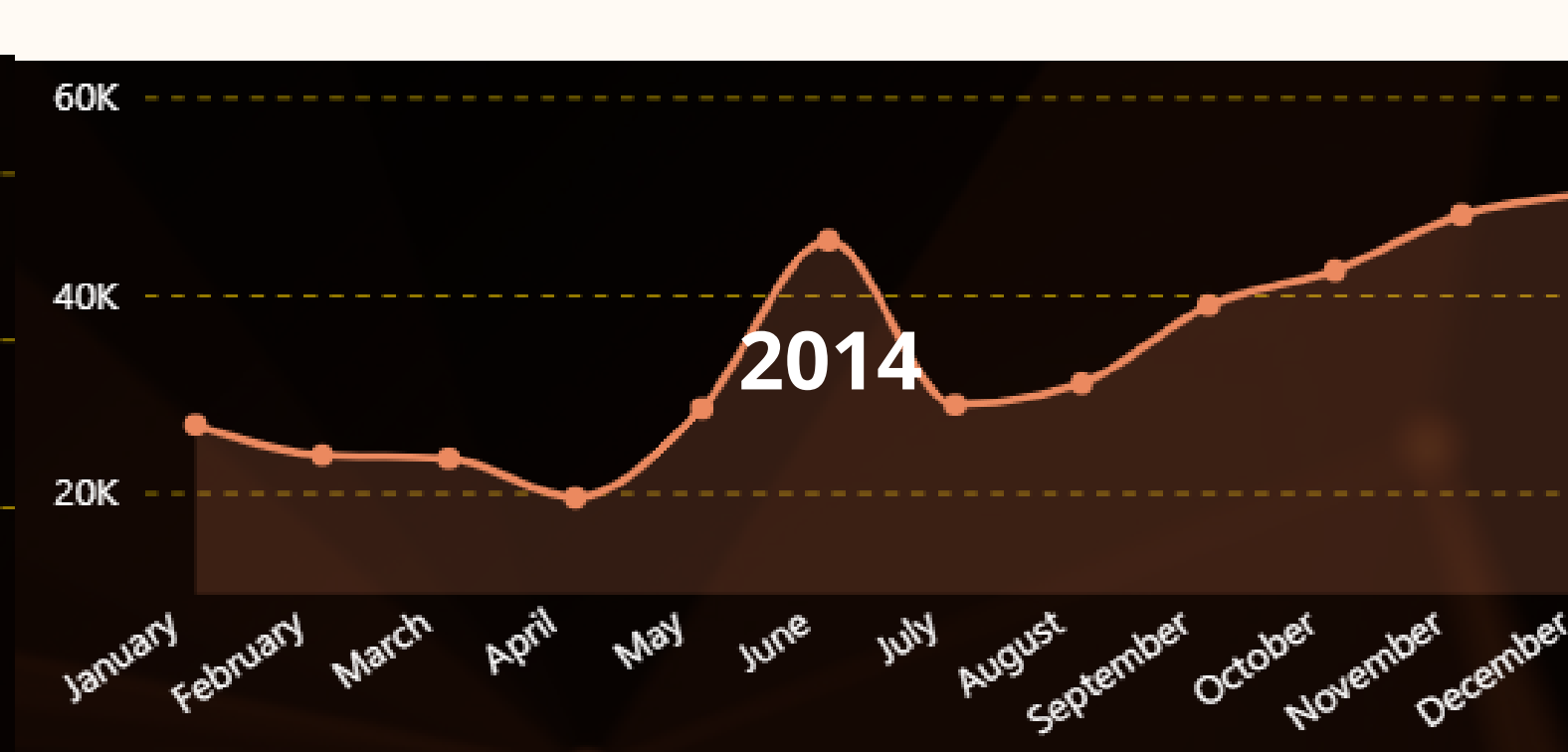
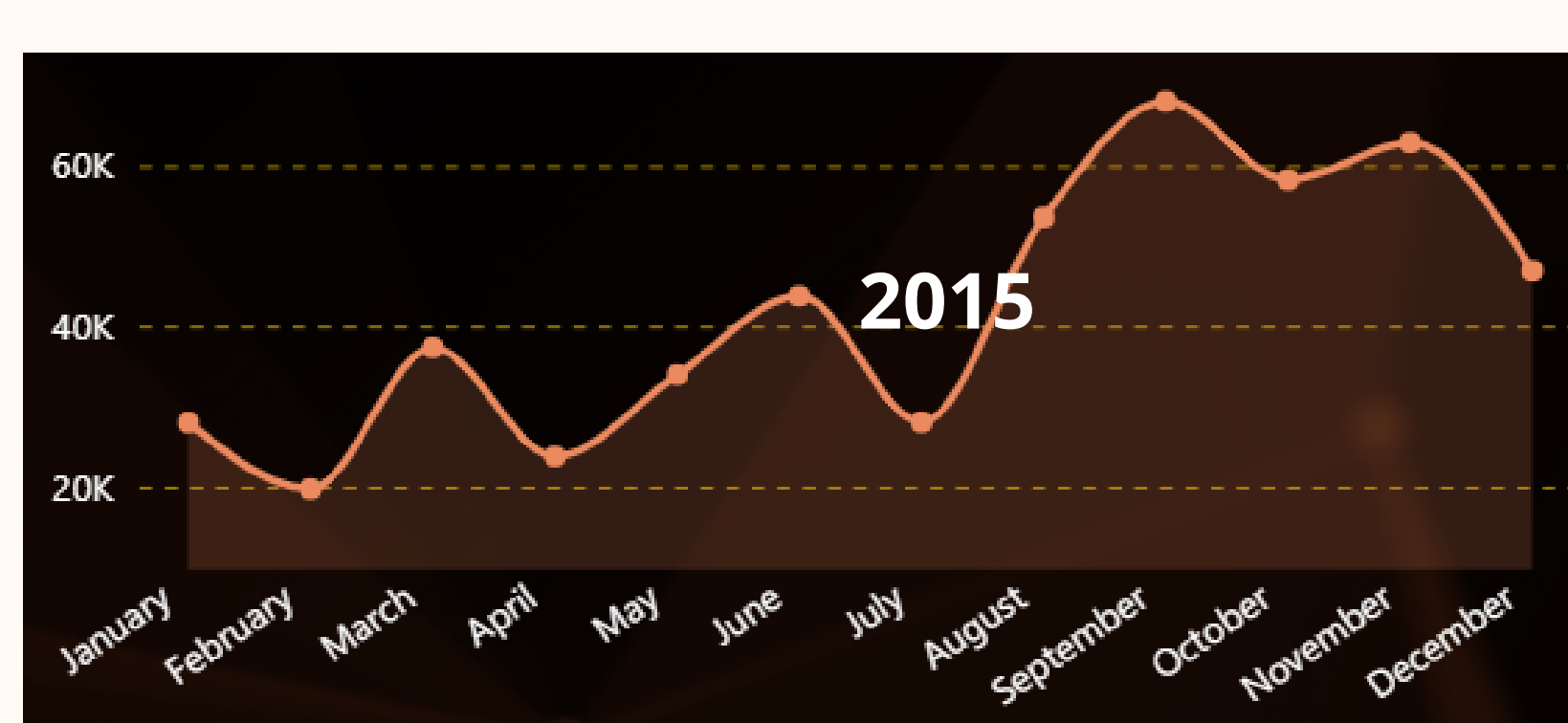
Sum of sales by segment in 4 years



Conclusion :

Consumer Segment has **maximum** number of sales

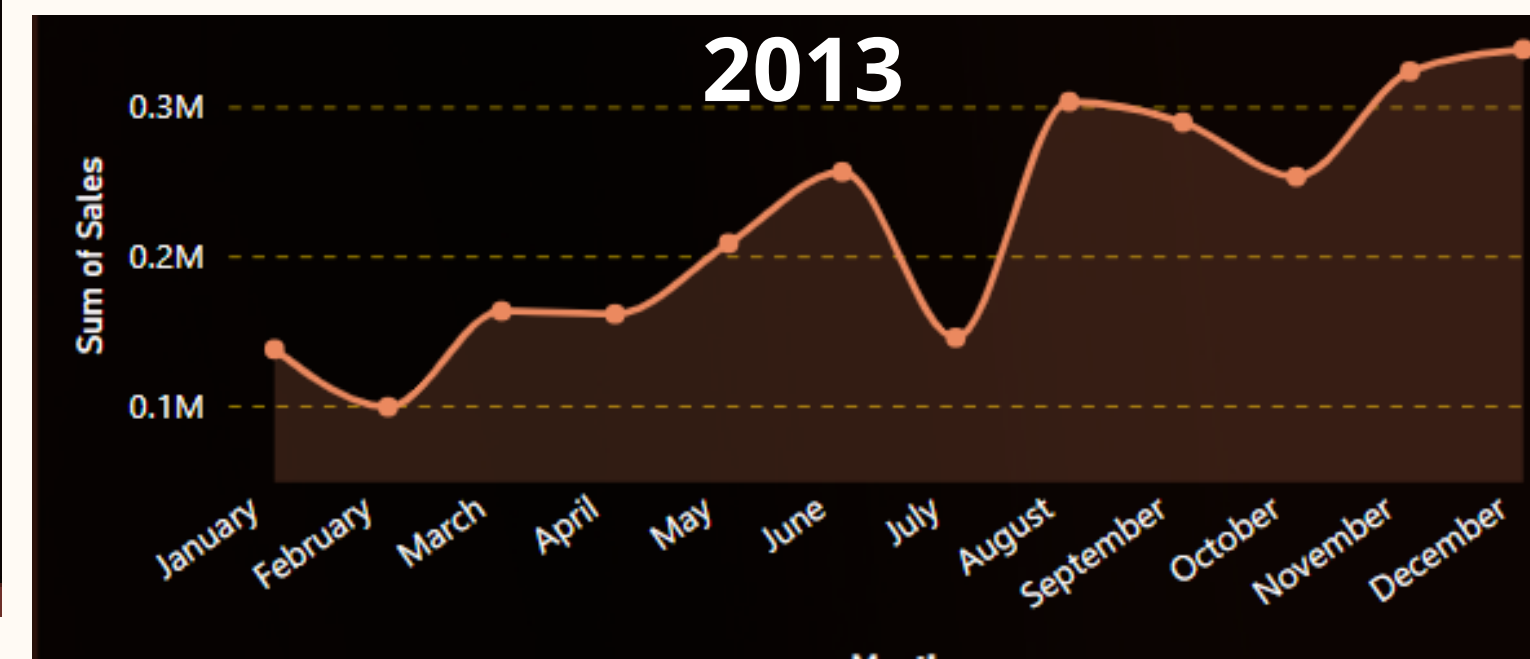
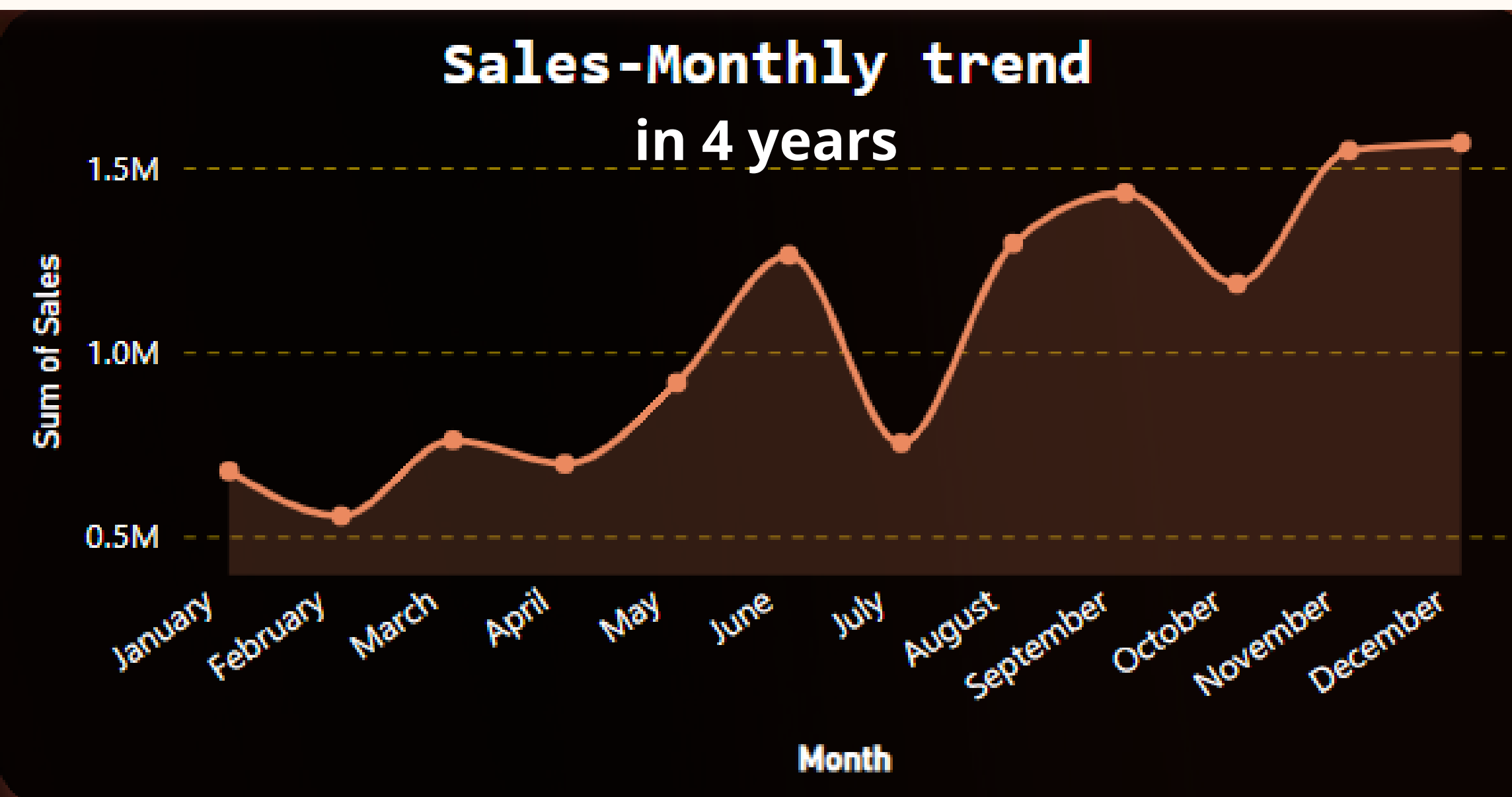
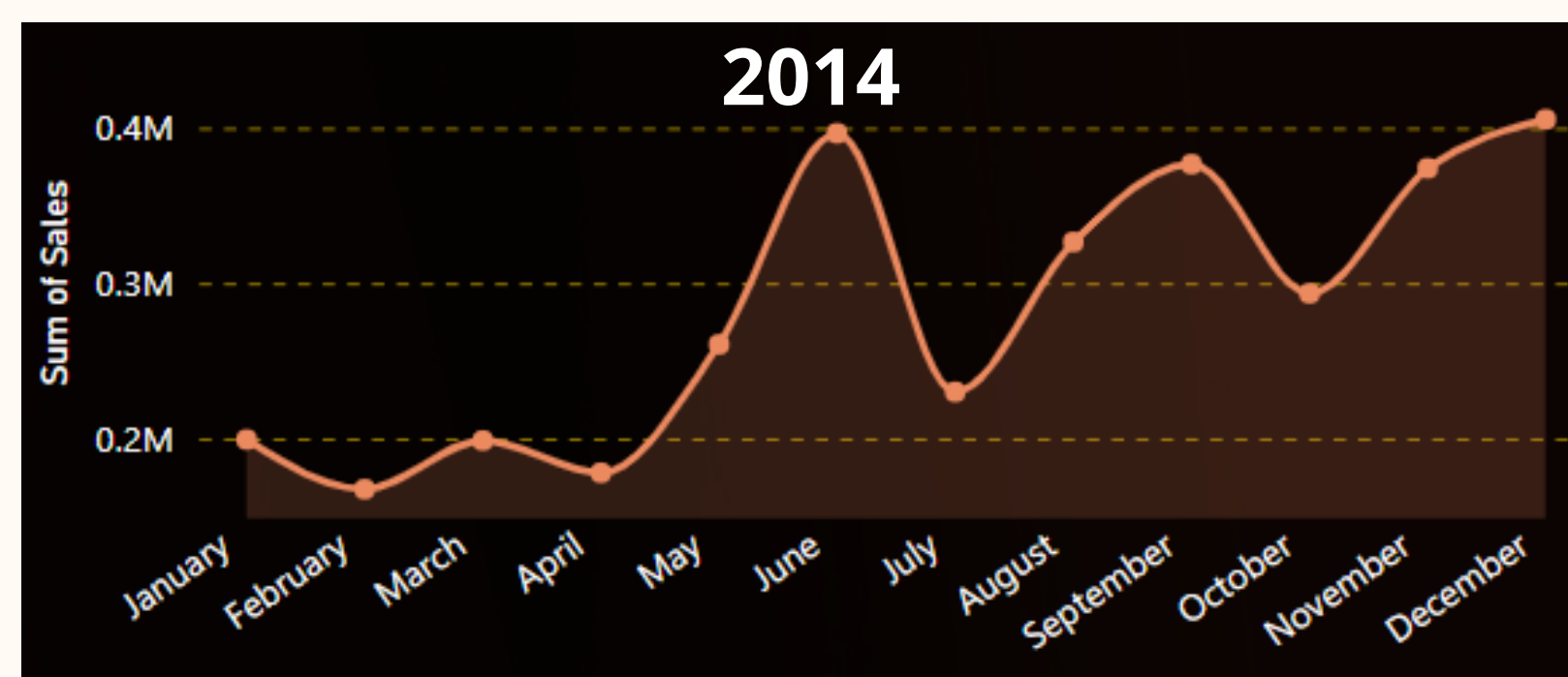
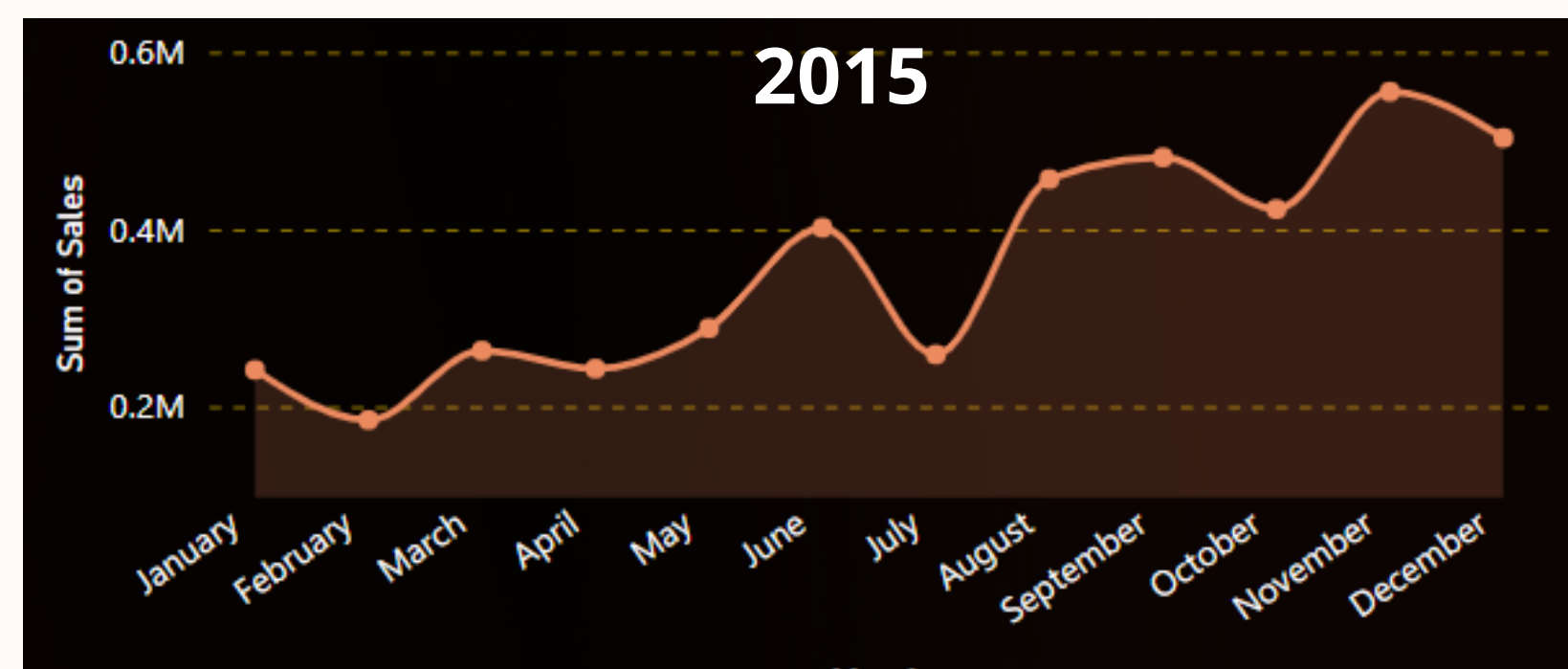
Home Office segment has **minimum** number of sales



Conclusion :

The **month of February** has yielded the **lowest profit** overall in the past four years.

Profit was at its **peak** in **mid-November** overall in the past four years.



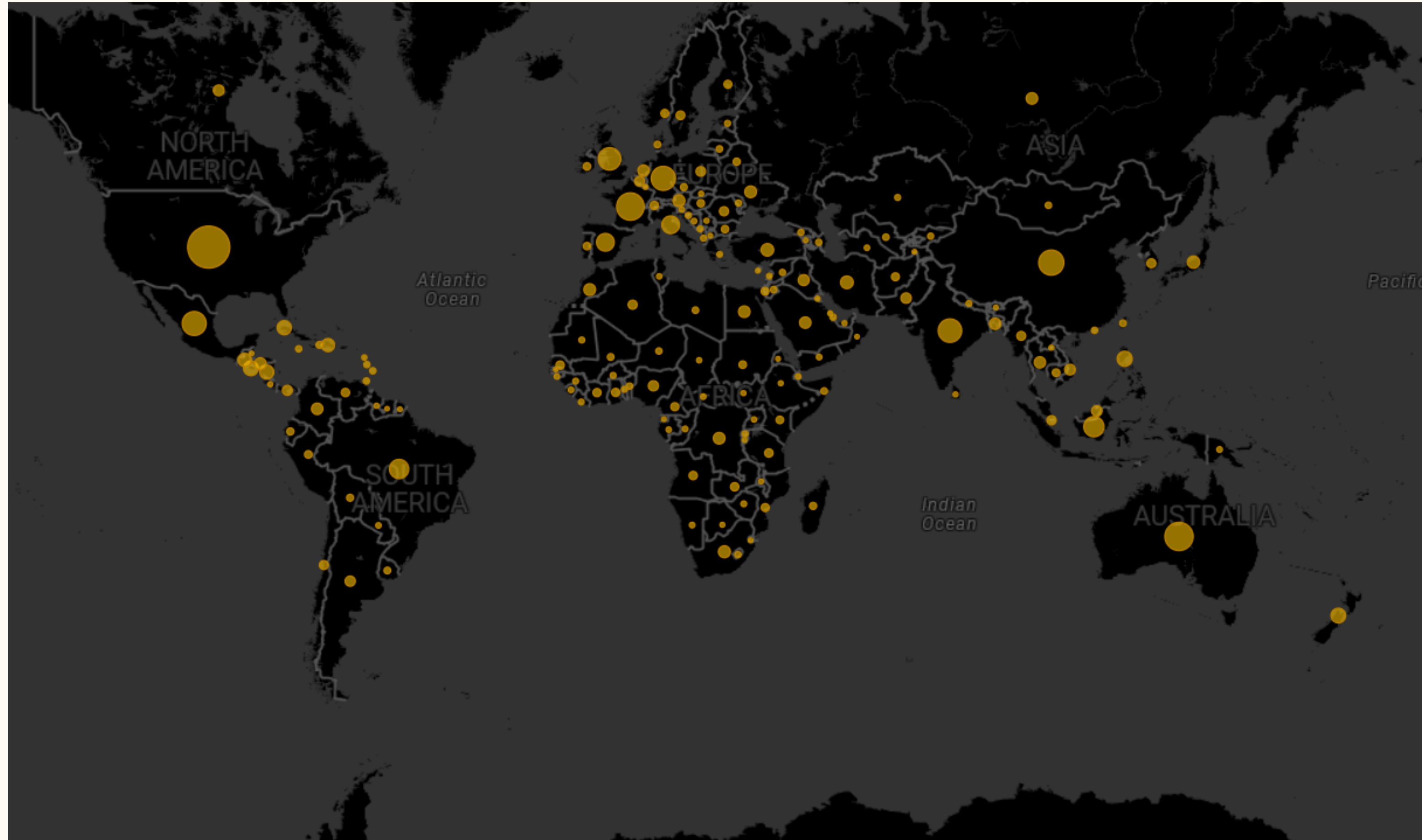
Conclusion :

February Shows **Minimal Sales** Trend Over Four-Year Period

November has consistently been the **top sales month** for the past four years.

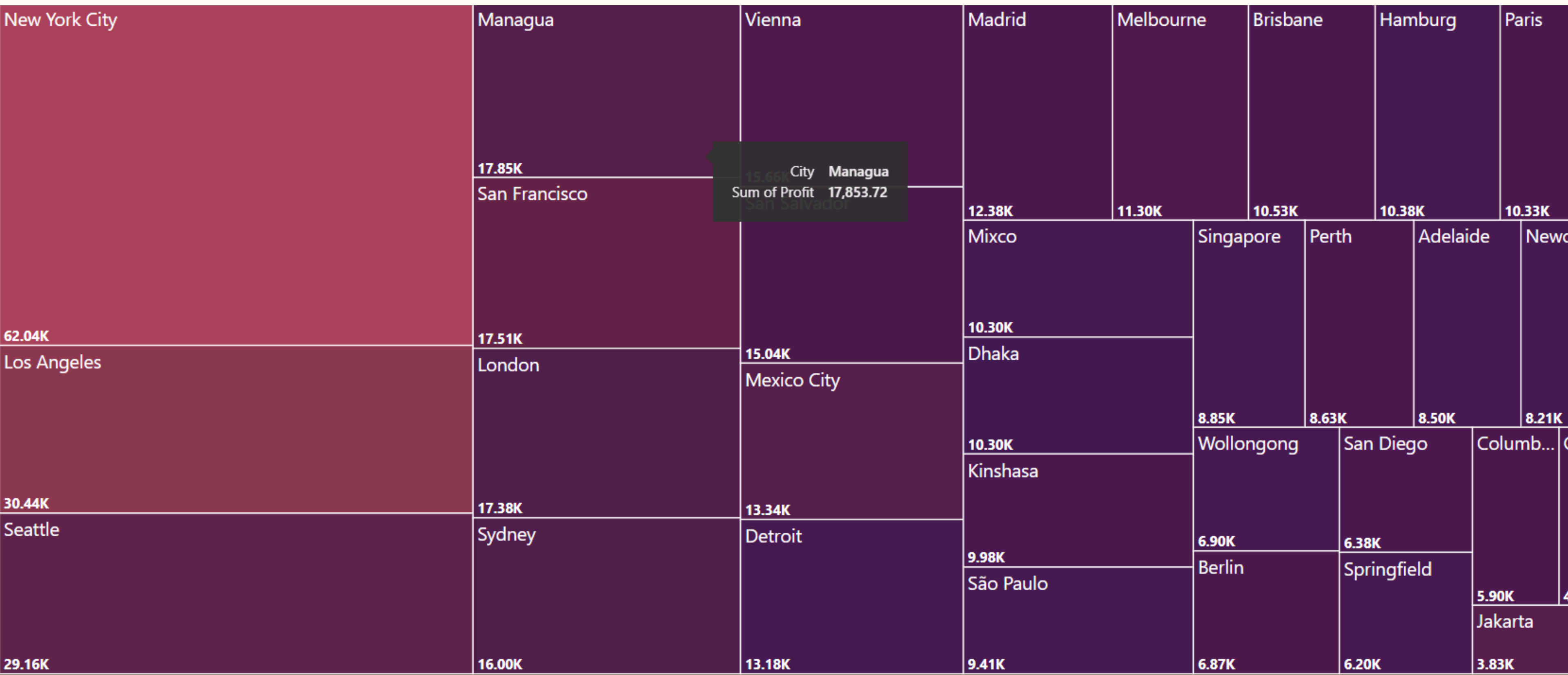
SALES BY MARKET

**Size of bubble
denotes total
sales of that
market.**



Profit by City

Top 30 cities



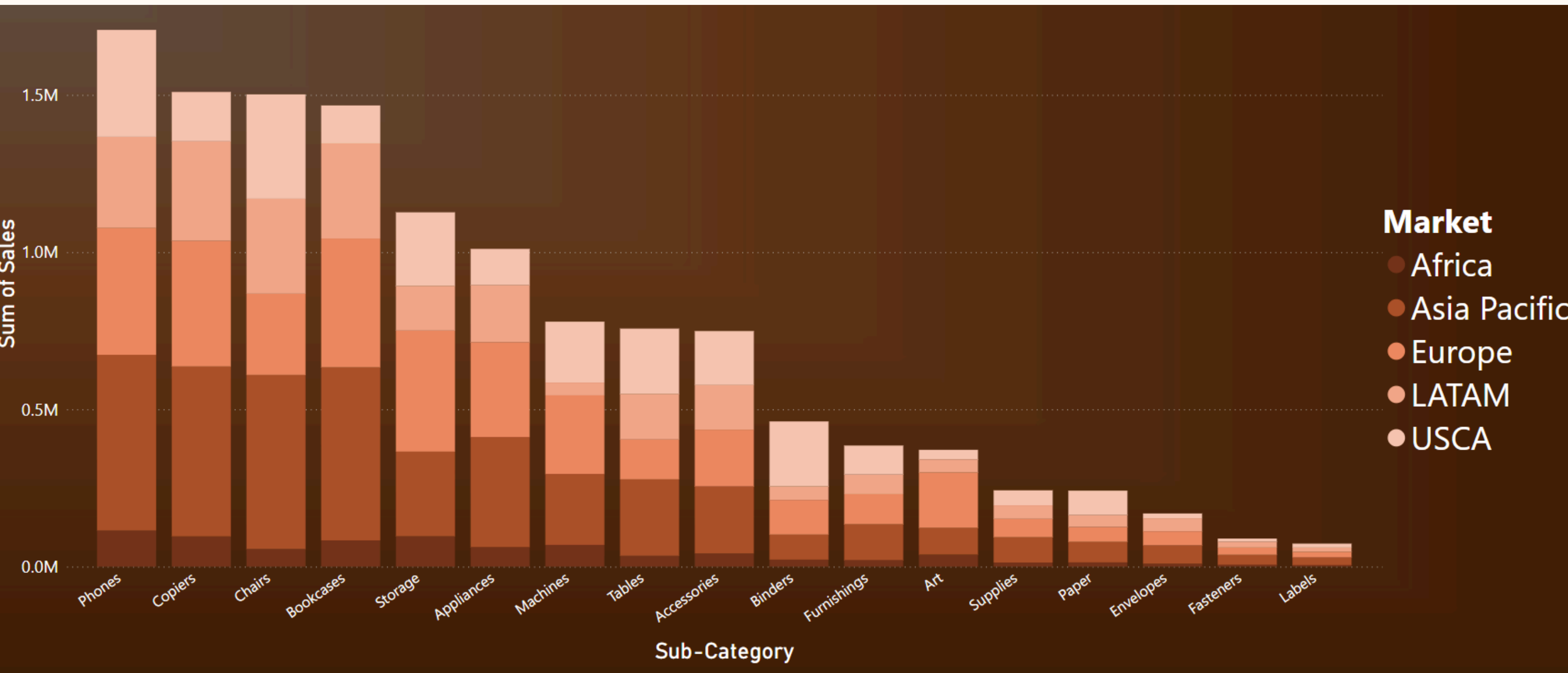
Conclusion :

New York has been named the **most profitable** city for setting up a store with profit of **62.43k**.

Jakarta is the least profitable city in the above list with profit of **3.83k** .

Sales by sub-category and market

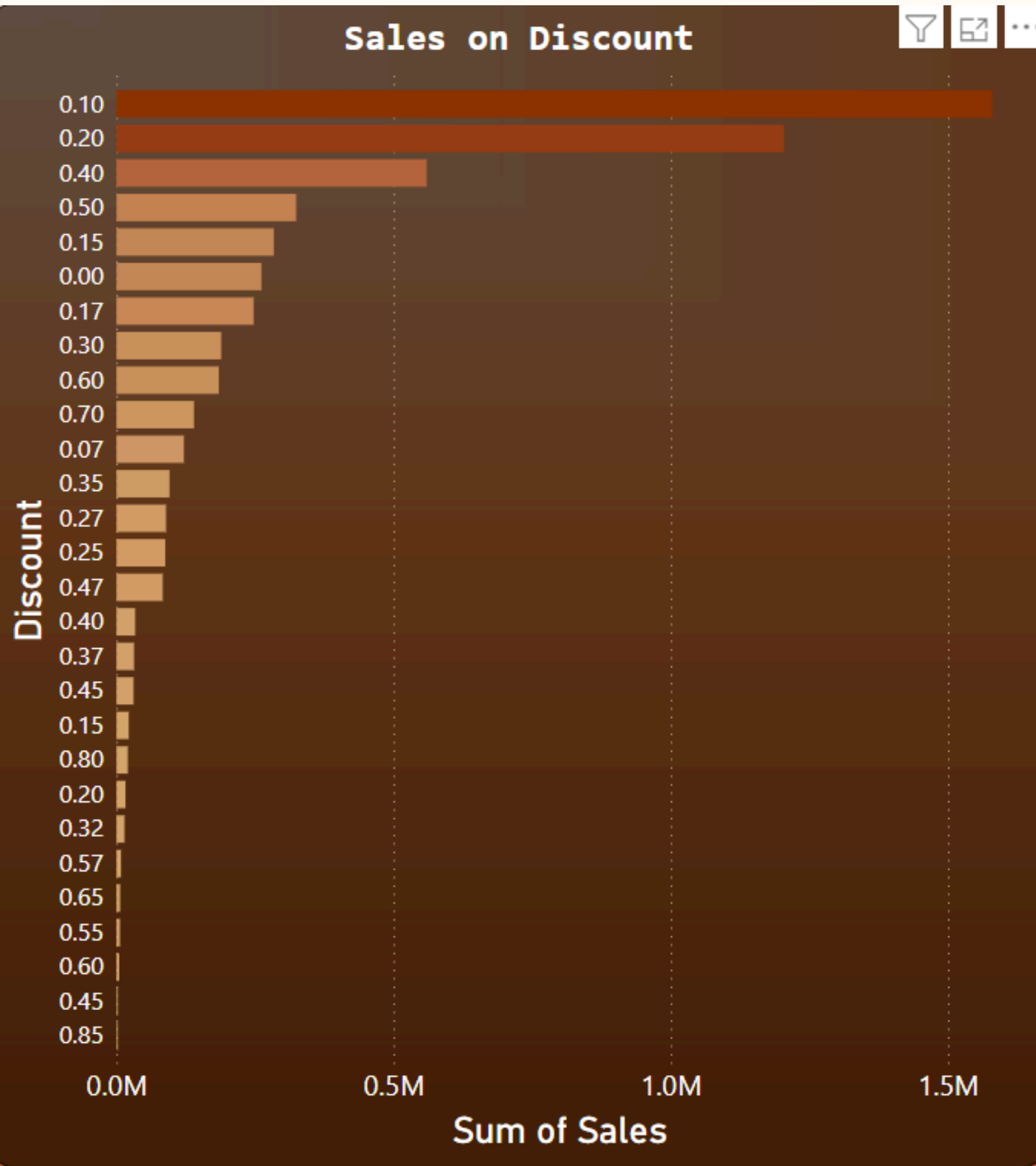
LATAM- Latin American countries
USCA- United States of Central America



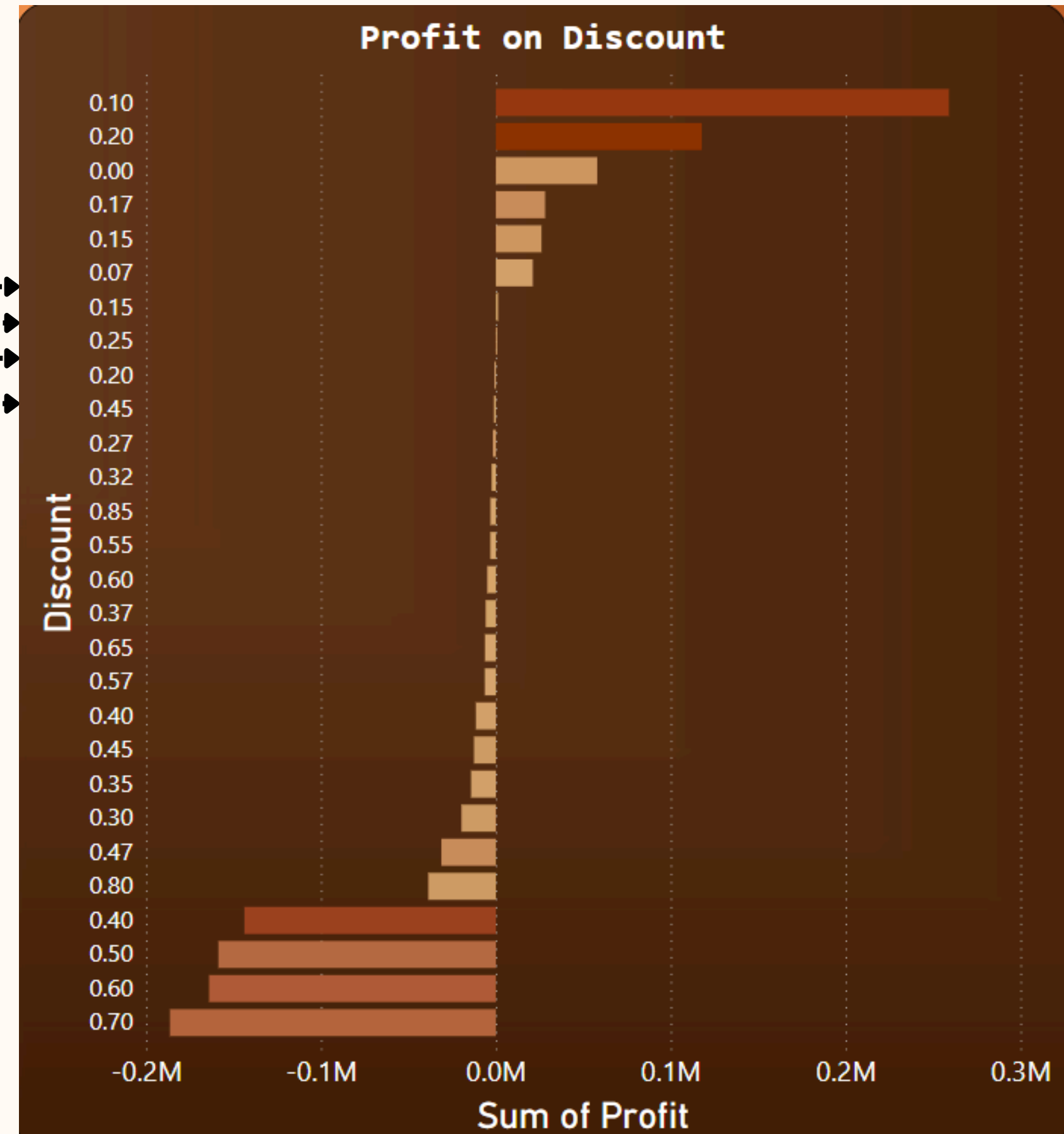
Conclusion :

Sales Records Across All Segments Show Asia Pacific in the Lead

Effect of discount on Profit and sales



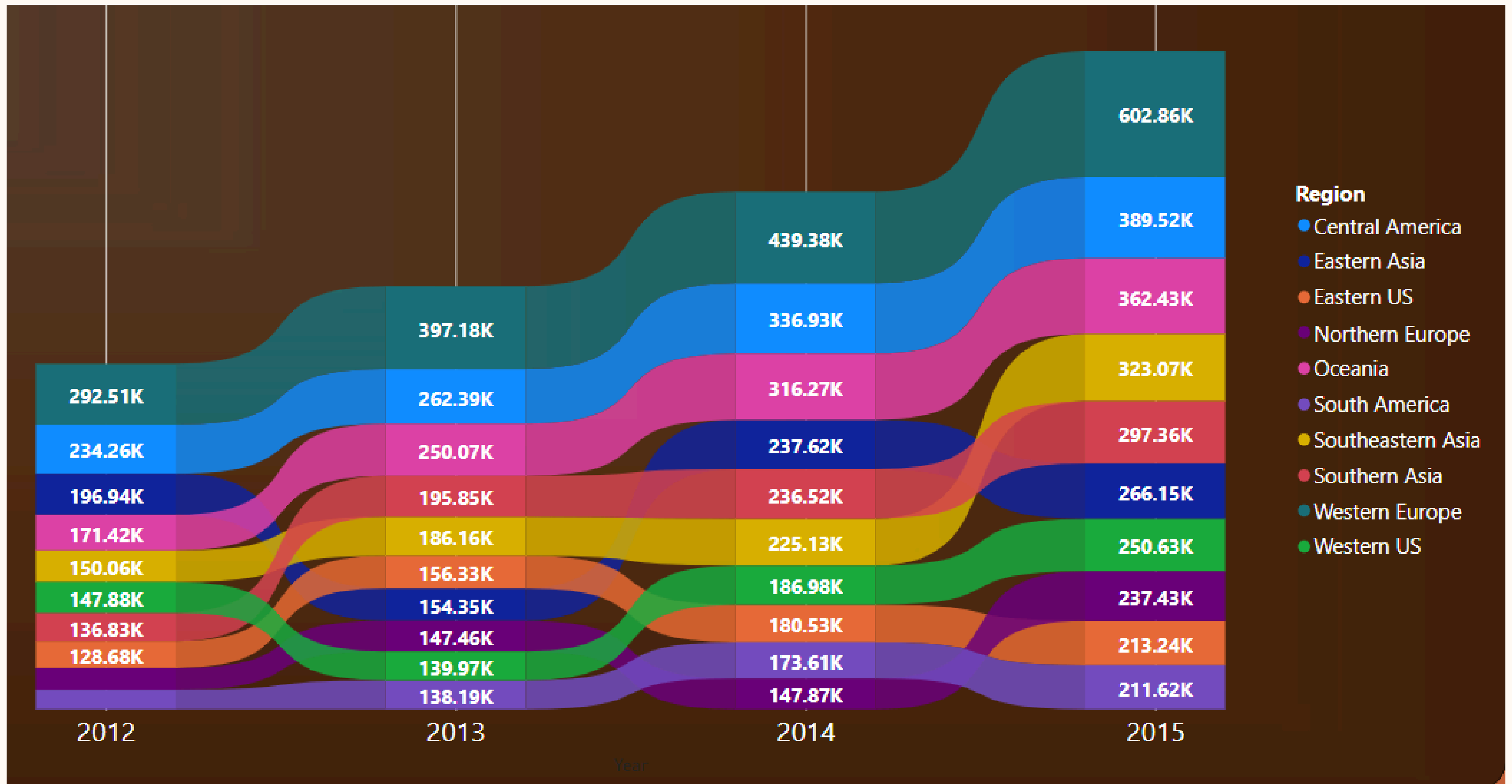
These discount percentages are not generating profits.



Analysis Shows that Increasing Discounts Decreases Sales and Profit

Based on the data, we can observe that there is a negative correlation between discount rates and both sales and profits.

Sales of Year and Region (RIBON CHART)



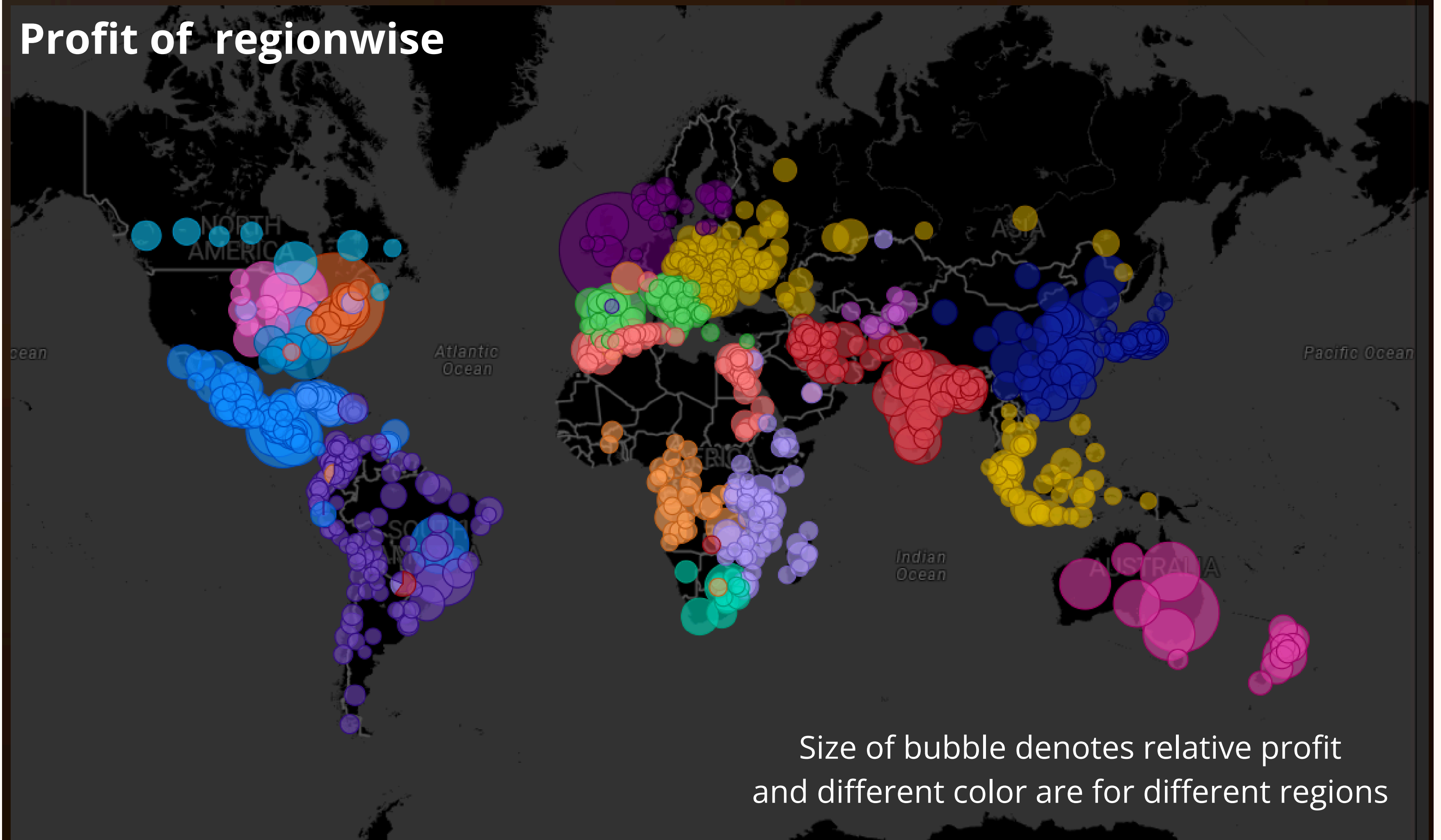
Conculsion :

The Rapidly Expanding **Southeast Asian** Market

Over the course of four years, Southeast Asia's market has grown from 150k to 323k, indicating an impressive rate of growth.

Slow Growth Rates in **Southern Asia** compared to other regions, Southern Asia has seen minimal growth, increasing from 128k to 213k.

Profit of regionwise



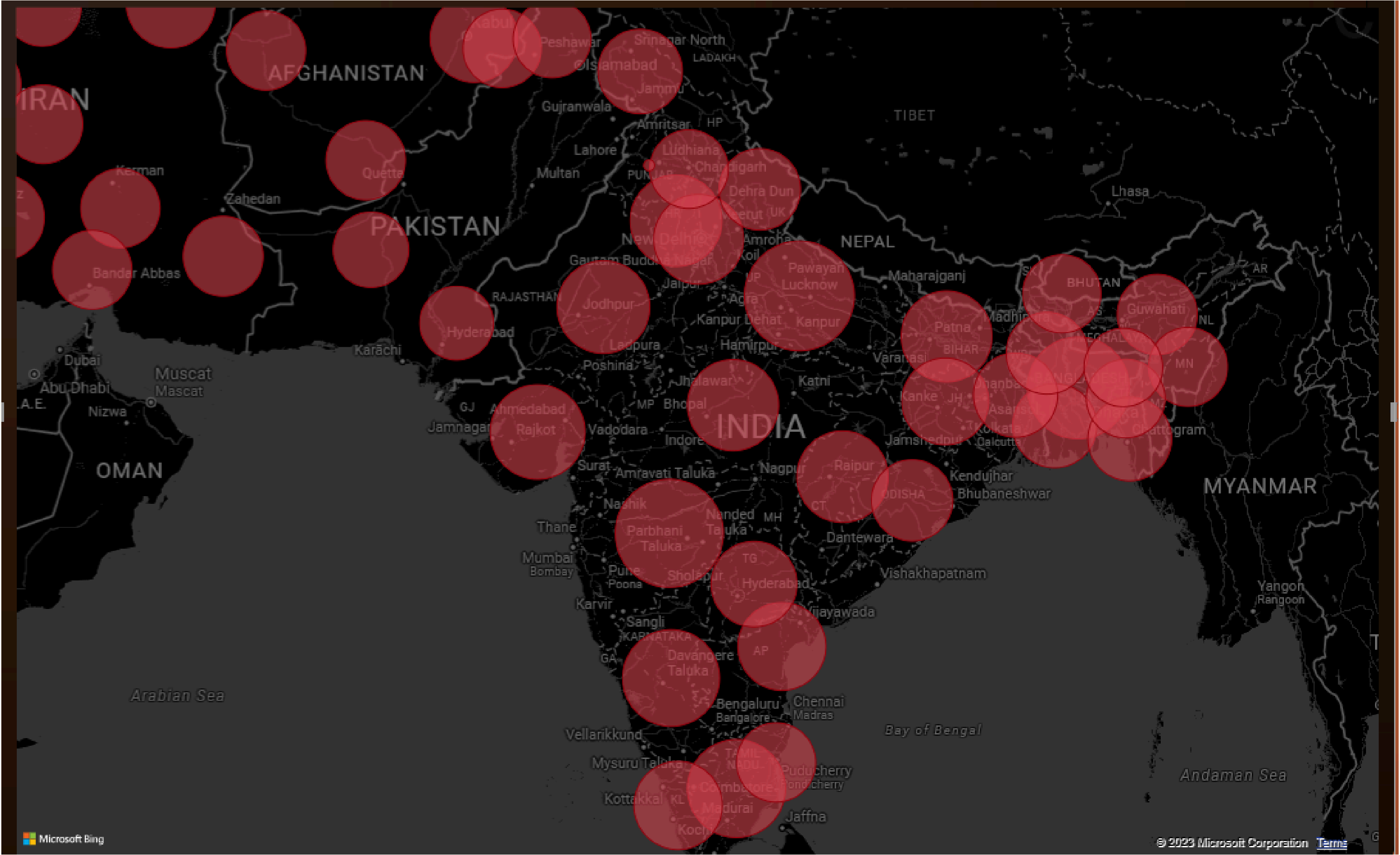
Size of bubble denotes relative profit
and different color are for different regions

Conclusion :

Visualizing profits with bubble size and color bubble size indicates the relative profit, while different colors represent various regions.

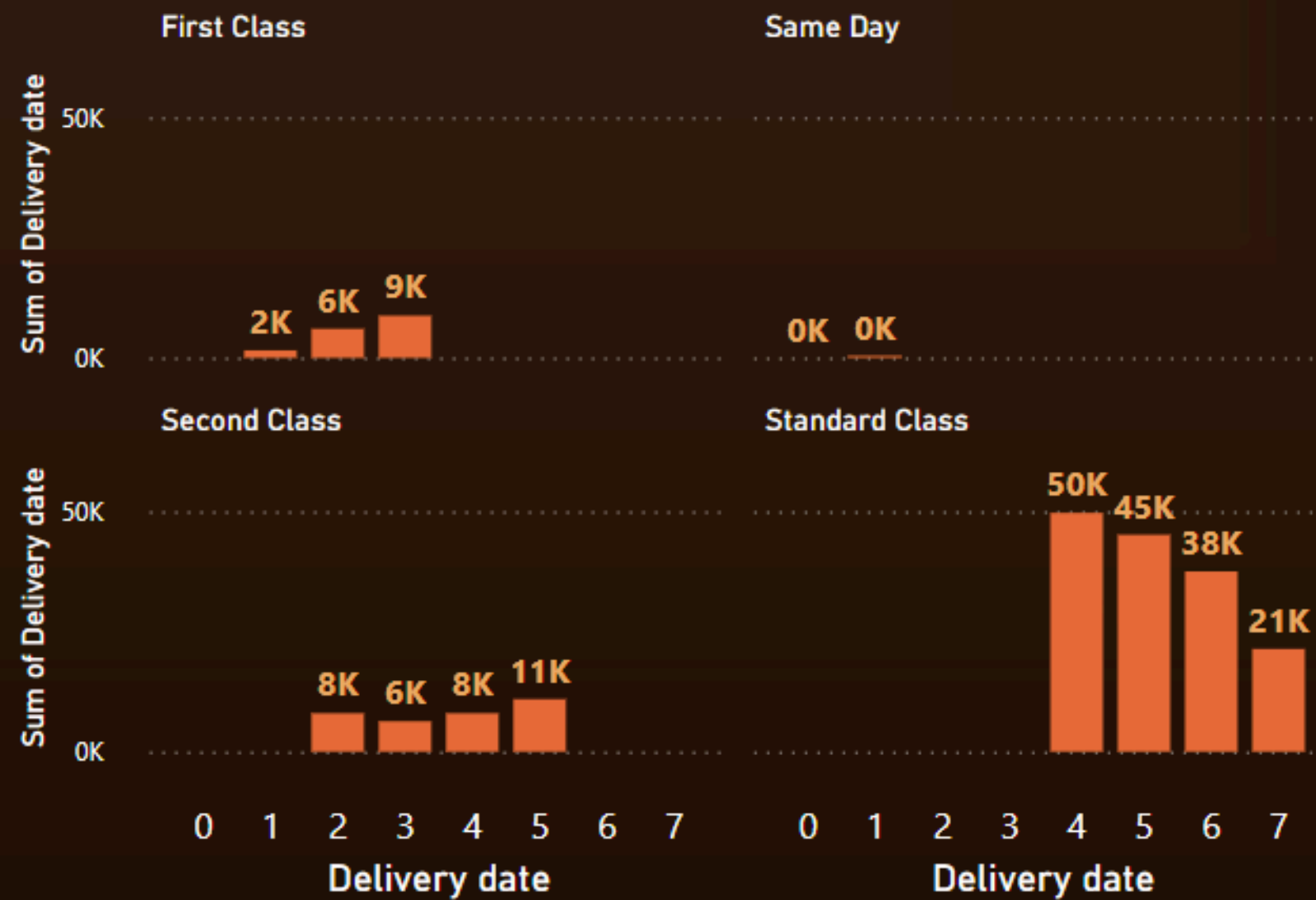
Understanding store density through **Bubble Maps** a higher number of bubbles within a region corresponds to a greater number of stores in that particular area.

Profit By State & Region



Shipping modes

Sum of Delivery date by Delivery date and Ship Mode



Count of State by Ship Mode

Standard Class

Second Class

30.78K

10.31K

First Class

7.51K

Same Day

2.70K

Conclusion :

Standard class is the **most common delivery option** used here.

Delivery Time for Different Shipping Classes

- **First class** delivery takes **1 to 3 days**
- **Second class** delivery takes **2 to 5 days**
- **Standard class** delivery takes **4 to 7 days**
- **'Same day'** delivery is fulfilled within **24 hours** or on the **same day**

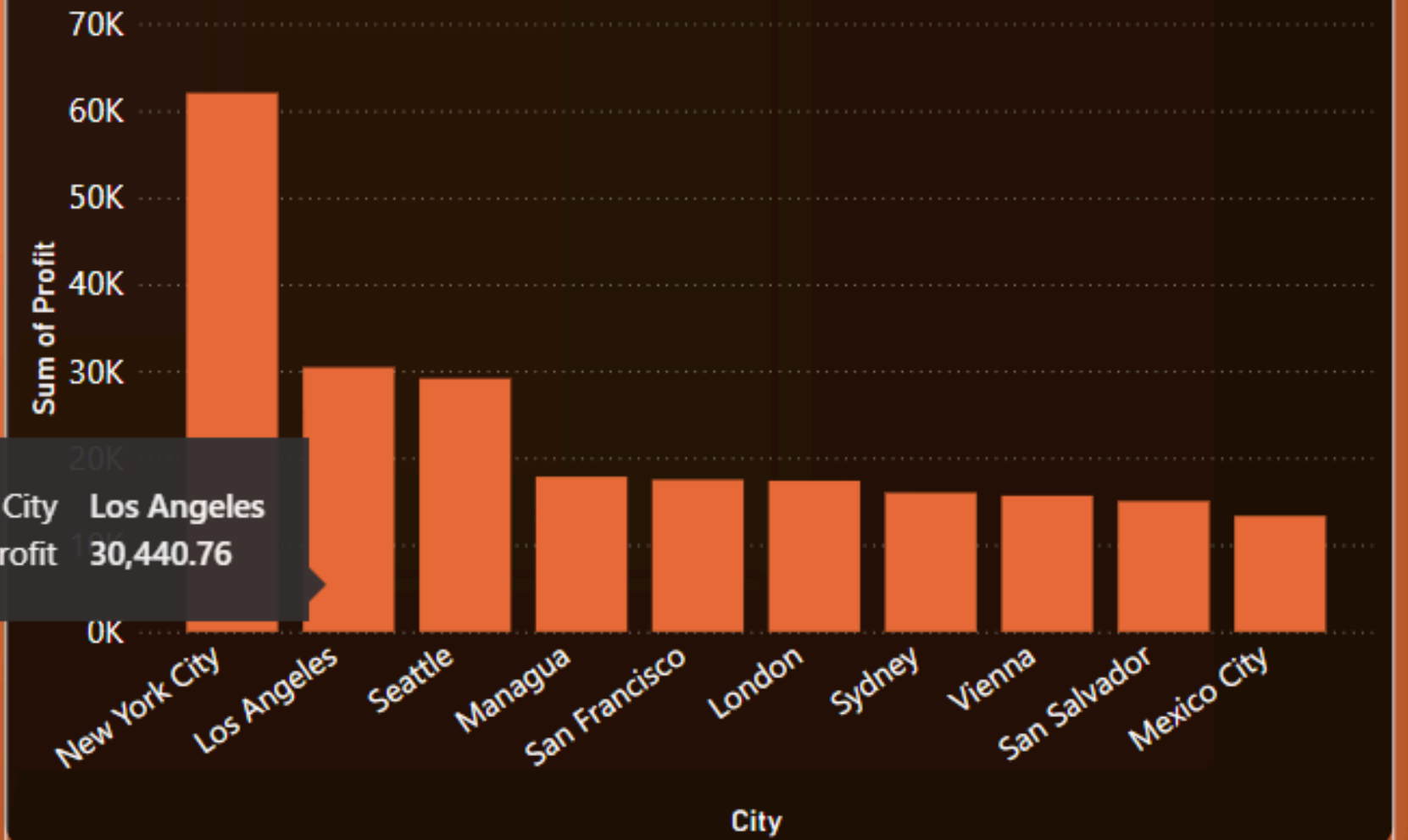
Profit according to location



Least profitable cities



Most profitable cities



CONCLUSION

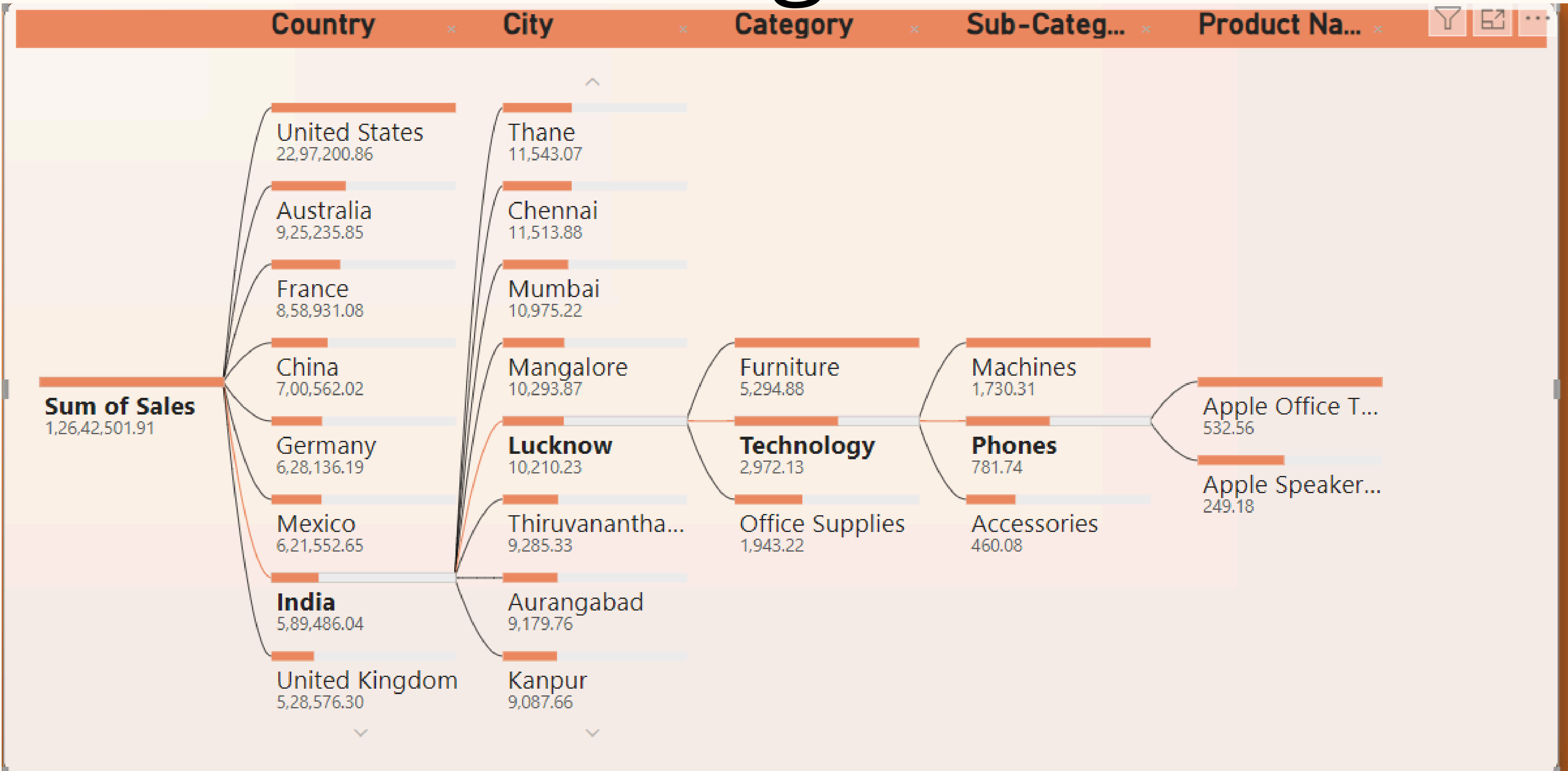
Why New York is the Ideal Location for Your Store

If you're looking to maximize profits, consider setting up shop in New York. It's the perfect location to ensure your business thrives.

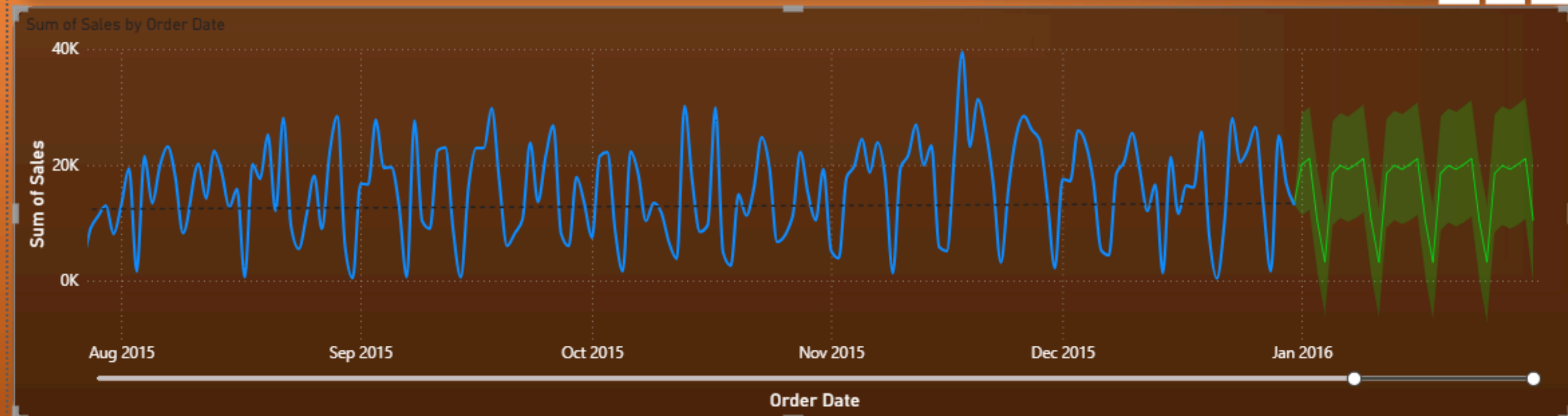
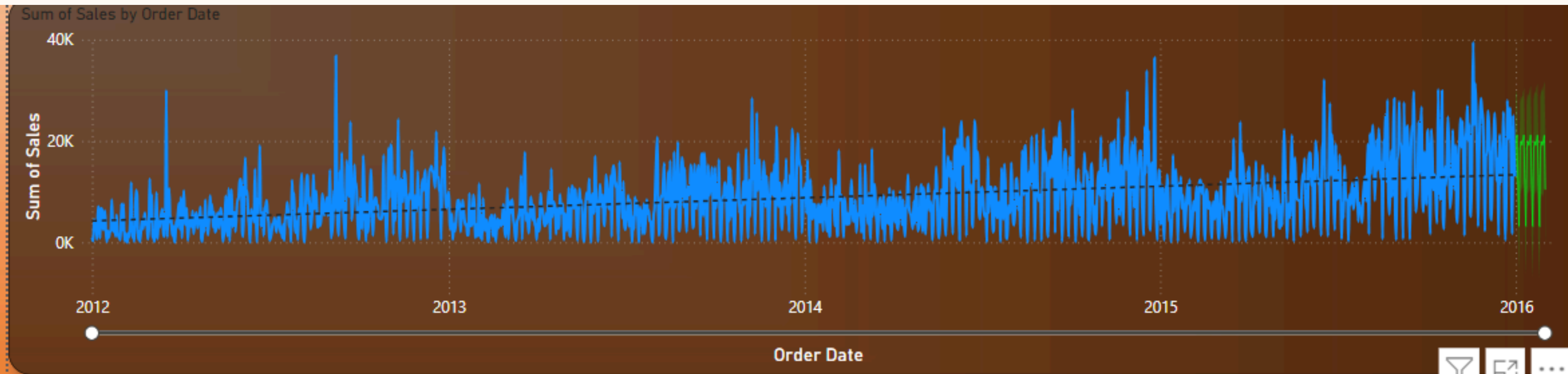
Why Lagos May Not Be the Ideal Location for Your Store

If you're running a store in Lagos and experiencing losses, it may be due to the location.

Tree Diagram



Prediction Graph



S
A
L
E
S

Interpreting Sales Predictions from the Green Line

The green line on the chart
represents the predicted sum of
sales.

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THANK YOU