

E-Commerce Sales Dashboard | Customer Insights



Customers Insights

Sales Performance

Product Analysis

Supplier Contribution

Growth Opportunity

Top 10 customers contribute 45.5% of Total Sales, focus on maintaining their loyalty to secure revenue stability.

Total Customers

89

Repeat Customers

88

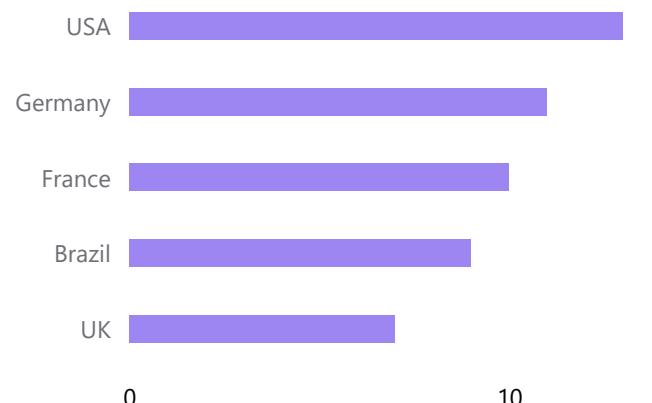
Onetime Customers

1

Total Sales

1M

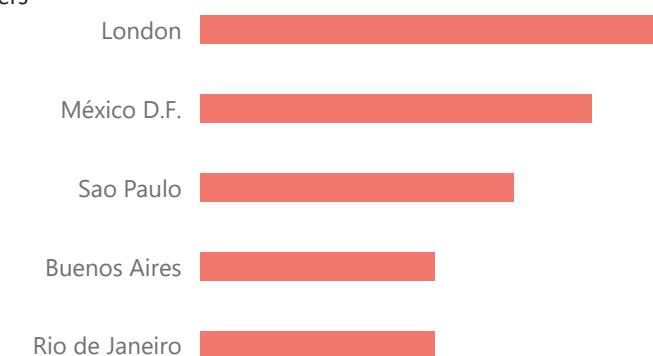
Top 5 Country by Total Customers



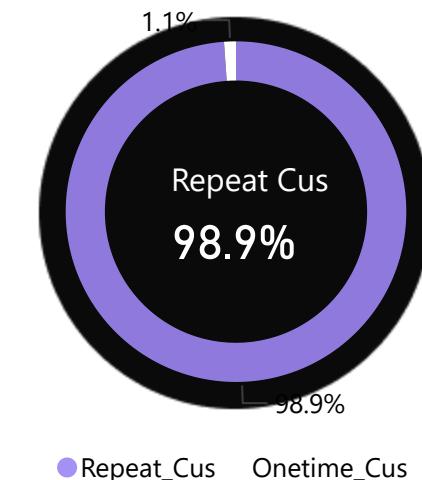
Total Customers

Total Orders

Top 5 City by Total Customers



Repeat Cus and Onetime Cus



Displaying Top 10 Customers

Selected Metric: Total Sales

10

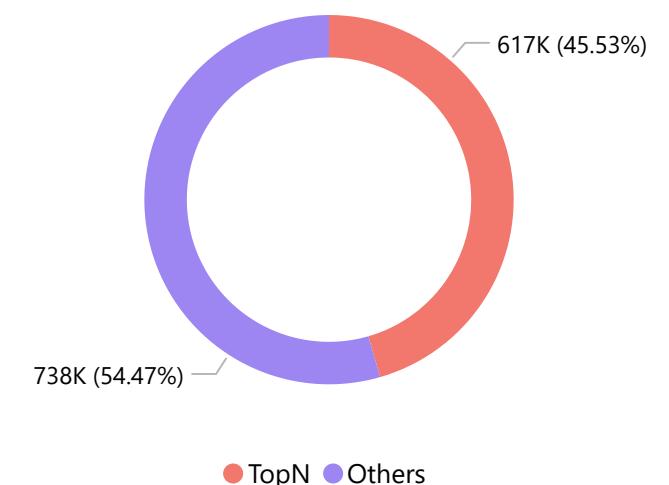


#	Customer Id	Customer Name	Value	Data Bar	%
1	63	Horst Kloss	117485	<div style="width: 8.67%;"></div>	8.67%
2	71	Jose Pavarotti	115677	<div style="width: 8.54%;"></div>	8.54%
3	20	Roland Mendel	113240	<div style="width: 8.36%;"></div>	8.36%
4	37	Patricia McKenna	57318	<div style="width: 4.23%;"></div>	4.23%
5	65	Paula Wilson	52243	<div style="width: 3.86%;"></div>	3.86%
6	34	Mario Pontes	34104	<div style="width: 2.52%;"></div>	2.52%
7	24	Maria Larsson	32558	<div style="width: 2.40%;"></div>	2.40%
8	51	Jean Fresnière	32207	<div style="width: 2.38%;"></div>	2.38%
135467					100.00%

Total Orders

Total Quantity

Total Sales



E-Commerce Sales Dashboard | Sales Performance

All ▼

Jan ▼



Total Sales

162.2K

AVG Order Value

2.0K

Total Orders

82

OA Above AVG

122K

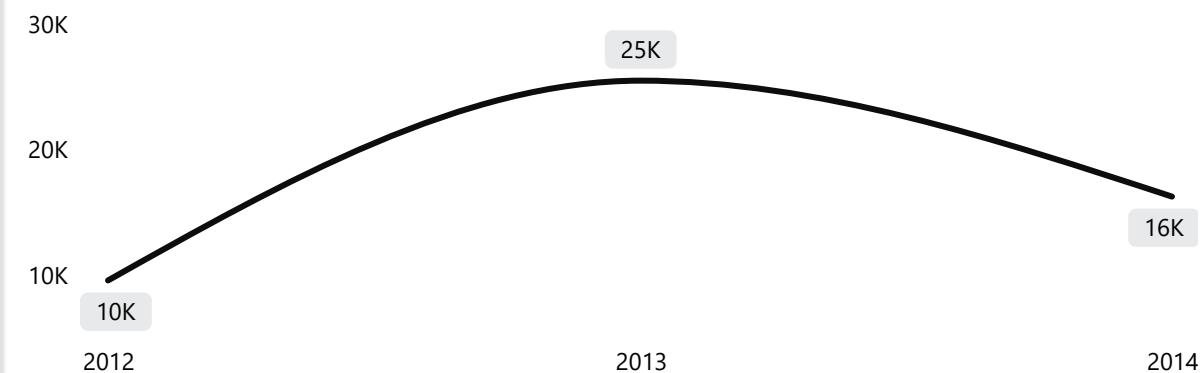
👤 Customers Insights

Total Sales

Total Orders

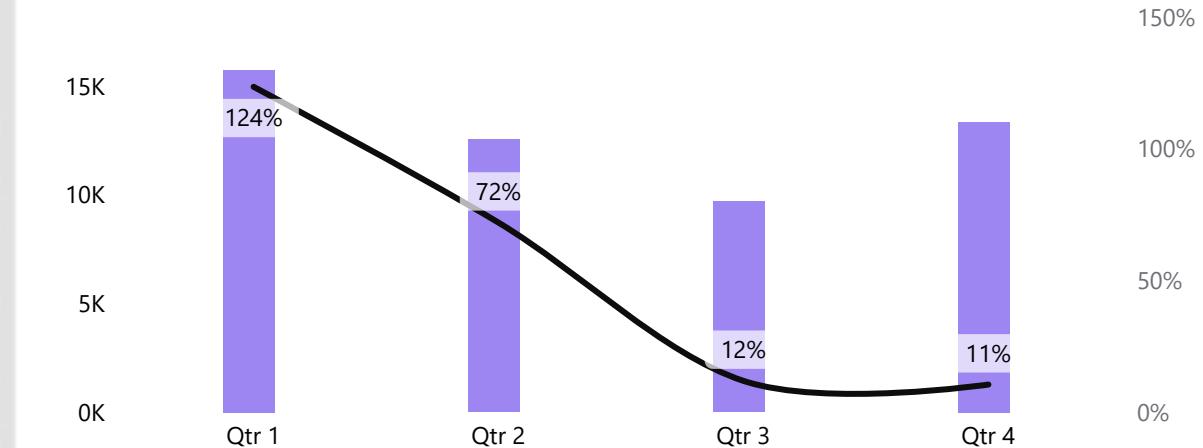
Total Quantity

Total Quantity by Year



Total Quantity and Growth % by Quarter

● Total Quantity ● Growth %



📊 Sales Performance

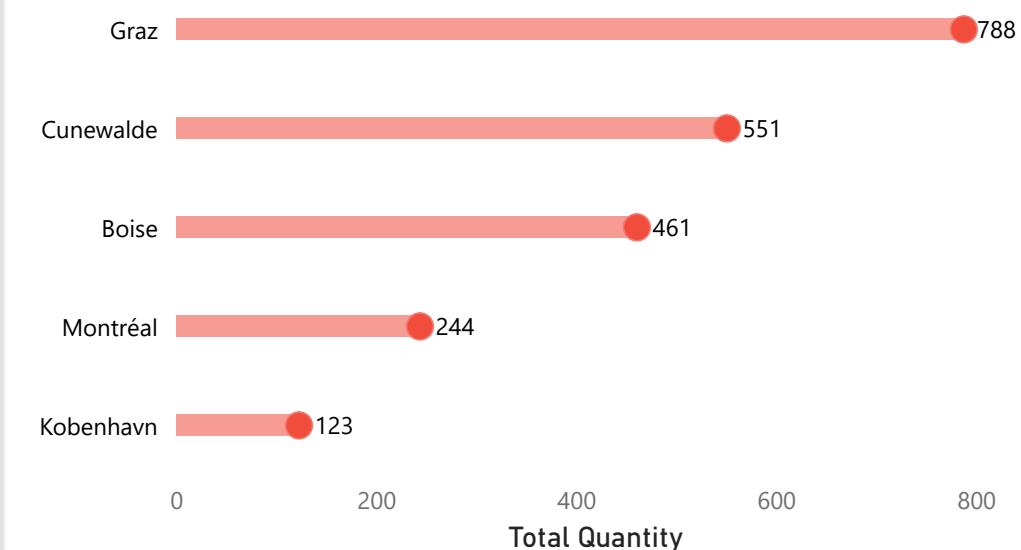
☒ Product Analysis

🚚 Supplier Contribution

Growth Opportunity

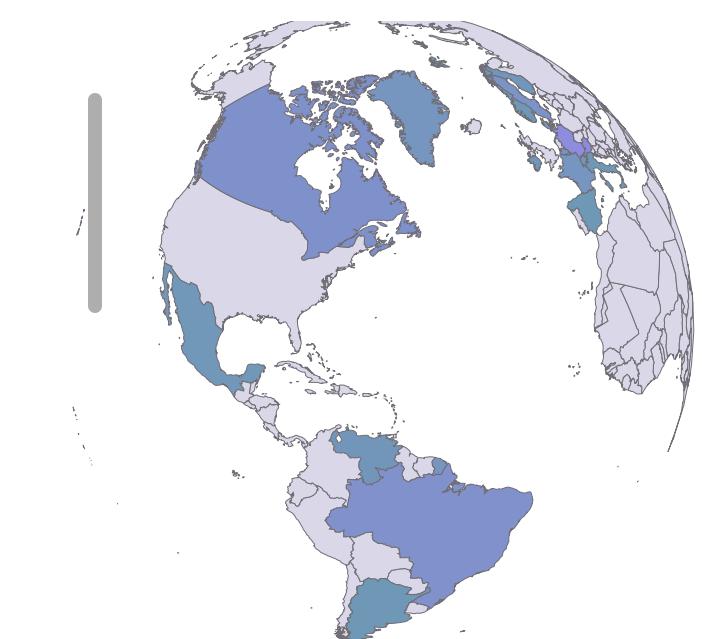
Q1 has shown the strongest growth 124% trend. Focus on replicating successful strategies from this period by increasing marketing efforts and maintaining higher inventory levels at the start of the year.

Total Quantity by City



Total Quantity by Country

Country	Total Quantity
USA	1296
Austria	858
Germany	853
Brazil	496
Canada	471
Sweden	374
UK	270
Total	5896



E-Commerce Sales Dashboard | Product Analysis

2014

▼

Jan

▼



Customers Insights

Sales Performance

Product Analysis

Supplier Contribution

Products for Promotions

Top 15 products contribute the most to total sales 63%. These are the key products to focus on for promotion.

Products for Discontinuation

The lowest 25 products generate just 2% of sales. They are potential candidates for discontinuation.

Total Products

78

Active Prod Sales

69.6K

Disc Prod Sales

16K

Top 15 Prod Sale

54K

Top 5 Products by Total Sales

Thüringer Rostbratwurst | 8K

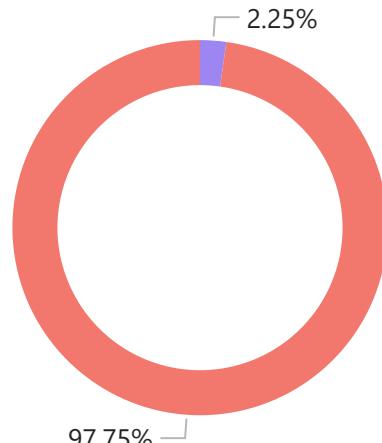
Raclette Courdavault | 6K

Camembert Pierrot | 5K

Alice Mutton | 5K

Wimmers gute Semmelknödel | 4K

Bottom 25 Prod Sale and Others



● Bottom 25 Prod Sale ● Other Product Sales

Top Contributing Products & Others

45%

	Product Name	Total Sales	Bar	Contribution	Running T
⊖ A+	Thüringer Rostbratwurst	8418	<div style="width: 10%; background-color: #8A57A8;"></div>	0.10	10%
	Raclette Courdavault	5885	<div style="width: 7%; background-color: #8A57A8;"></div>	0.07	17%
	Camembert Pierrot	5304	<div style="width: 6%; background-color: #8A57A8;"></div>	0.06	23%
	Alice Mutton	4875	<div style="width: 6%; background-color: #8A57A8;"></div>	0.06	28%
	Wimmers gute Semmelknödel	3692	<div style="width: 4%; background-color: #8A57A8;"></div>	0.04	33%
	Ikura	3596	<div style="width: 4%; background-color: #8A57A8;"></div>	0.04	37%
	Carnarvon Tigers	3438	<div style="width: 4%; background-color: #8A57A8;"></div>	0.04	41%
	Lakkalikööri	3258	<div style="width: 4%; background-color: #8A57A8;"></div>	0.04	45%

Total Sales \$38466.0 | 8 Products

	Product Name	Total Sales	Bar	Contribution	Running T
⊖ OTH	Gnocchi di nonna Alice	2812	<div style="width: 3%; background-color: #8A57A8;"></div>	0.03	48%
	Côte de Blaye	2635	<div style="width: 3%; background-color: #8A57A8;"></div>	0.03	51%
	Tarte au sucre	2613	<div style="width: 3%; background-color: #8A57A8;"></div>	0.03	54%
	Chang	1900	<div style="width: 2%; background-color: #8A57A8;"></div>	0.02	56%
	Sirop d'érible	1881	<div style="width: 2%; background-color: #8A57A8;"></div>	0.02	59%
	Gustaf's Knäckebröd	1827	<div style="width: 2%; background-color: #8A57A8;"></div>	0.02	61%
	Pâté chinois	1656	<div style="width: 2%; background-color: #8A57A8;"></div>	0.02	63%

E-Commerce Sales Dashboard | Supplier Contribution

All ▼

All ▼



👤 Customers Insights

📊 Sales Performance

☒ Product Analysis

🚚 Supplier Contribution

Top Supplier Country
47% of our total sales
are generated from
the Top 5 supplier
countries.

Total Suppliers

29

Total Sales

1.4M

Top 5 Supplier Sale

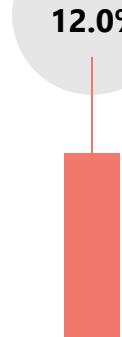
631K

Contribution %

47%

Top 5 Suppliers Contribution

12.0%



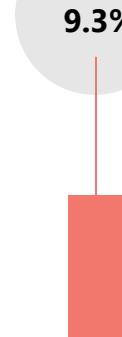
Aux joyeux ecclésiastiques

11.5%



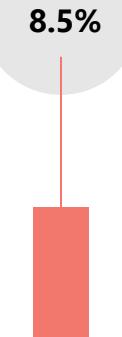
Plutzer Lebensmittelgroßmärkte AG

9.3%



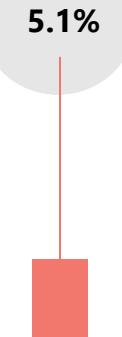
Gai pâturage

8.5%



Pavlova, Ltd.

5.1%



G'day, Mate

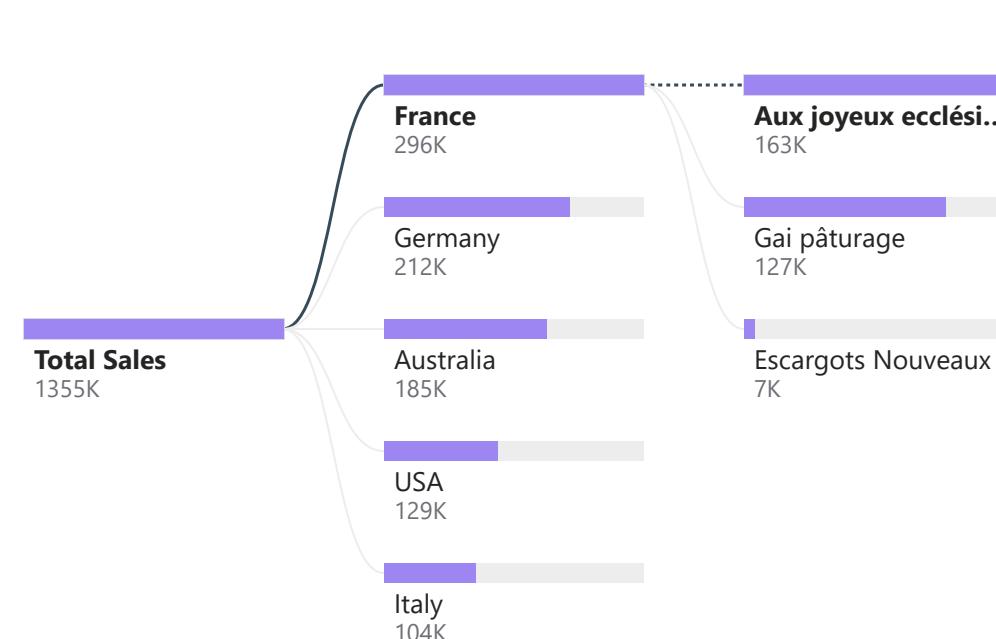
Top Sales Generating Country & Suppliers

Country

France

CompanyName

×



High Product Range, Low Sales Impact

CompanyName	Total Products	Sale Contribution	Ranking
Pavlova, Ltd.	5	8.5%	4
Plutzer Lebensmittelgroßmärkte AG	5	11.5%	2
New Orleans Cajun Delights	4	2.5%	16
Specialty Biscuits, Ltd.	4	3.6%	9
Bigfoot Breweries	3	1.8%	21
Exotic Liquids	3	2.7%	14
Formaggi Fortini s.r.l.	3	3.8%	8
G'day, Mate	3	5.1%	5
Grandma Kelly's Homestead	3	3.2%	12
Heli Süßwaren GmbH & Co. KG	3	3.0%	13
Total	78	100.0%	1