Aniket Ecommerce Sales Dashboard Report

Overview

The Aniket Ecommerce Sales Dashboard provides a comprehensive analysis of sales performance, customer distribution, payment methods, and profitability across different segments. This report summarizes the key insights derived from the dashboard.

Key Performance Indicators (KPIs)

- **Total Sales Revenue**: 438K

- **Total Quantity Sold**: 5615 units

- **Total Profit**: 37K

- **Average Order Value (AOV)**: 121.0

Sales Distribution

Sum of Amount by State

- Maharashtra and Madhya Pradesh contribute the highest revenue.

- Other contributing states include Uttar Pradesh, Rajasthan, Gujarat, and Punjab.

Sum of Amount by Customer Name

- The top customers based on purchase value include Harivansh, Madhav, Madan Mohan, Shiva, and Vishakha.

Payment Method Analysis

- **Cash on Delivery (COD)** is the most preferred payment method, accounting for 44% of transactions.

- Other payment modes include UPI (21%), Debit Card (13%), Credit Card (12%), and EMI (10%).

Sales and Profit Analysis

Sum of Profit by Sub-Category

- **Printers** generate the highest profit, followed by **Bookcases, Sarees, Accessories, and Tables**.

Sum of Quantity by Category

- **Clothing** dominates in quantity sold (63%), followed by **Electronics (21%)** and **Furniture (17%)**.

Profit by Month

- The highest profits were recorded in **March and December**, whereas **June and July showed losses**.

Conclusion

The dashboard provides valuable insights into sales distribution, customer preferences, and profitability trends. Maharashtra and Madhya Pradesh are key markets, while COD remains the dominant payment method. Clothing is the top-selling category, and seasonal trends indicate peak sales in March and December. Future strategies should focus on improving sales in low-performing months and optimizing product mix to enhance profitability.

Prepared by: Aniket Kumar