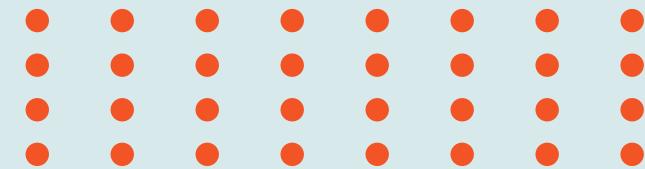


E-commerce

Presented by - Ajmal PT



05.05.2025



Introduction

Welcome to our Sales Report Presentation. Today, we delve into a comprehensive overview of our sales performance, exploring the highs and strategic insights that have shaped our journey. This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing the impact of our sales strategies and the pathways to future success.

Agenda Overview

01

Product
Categories

02

Region of
Distribution

03

Advertising
Cost

04

Total Ad
Cost

05

Ad Matirc
Correlation

06

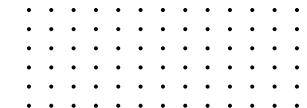
Average
Sale

07

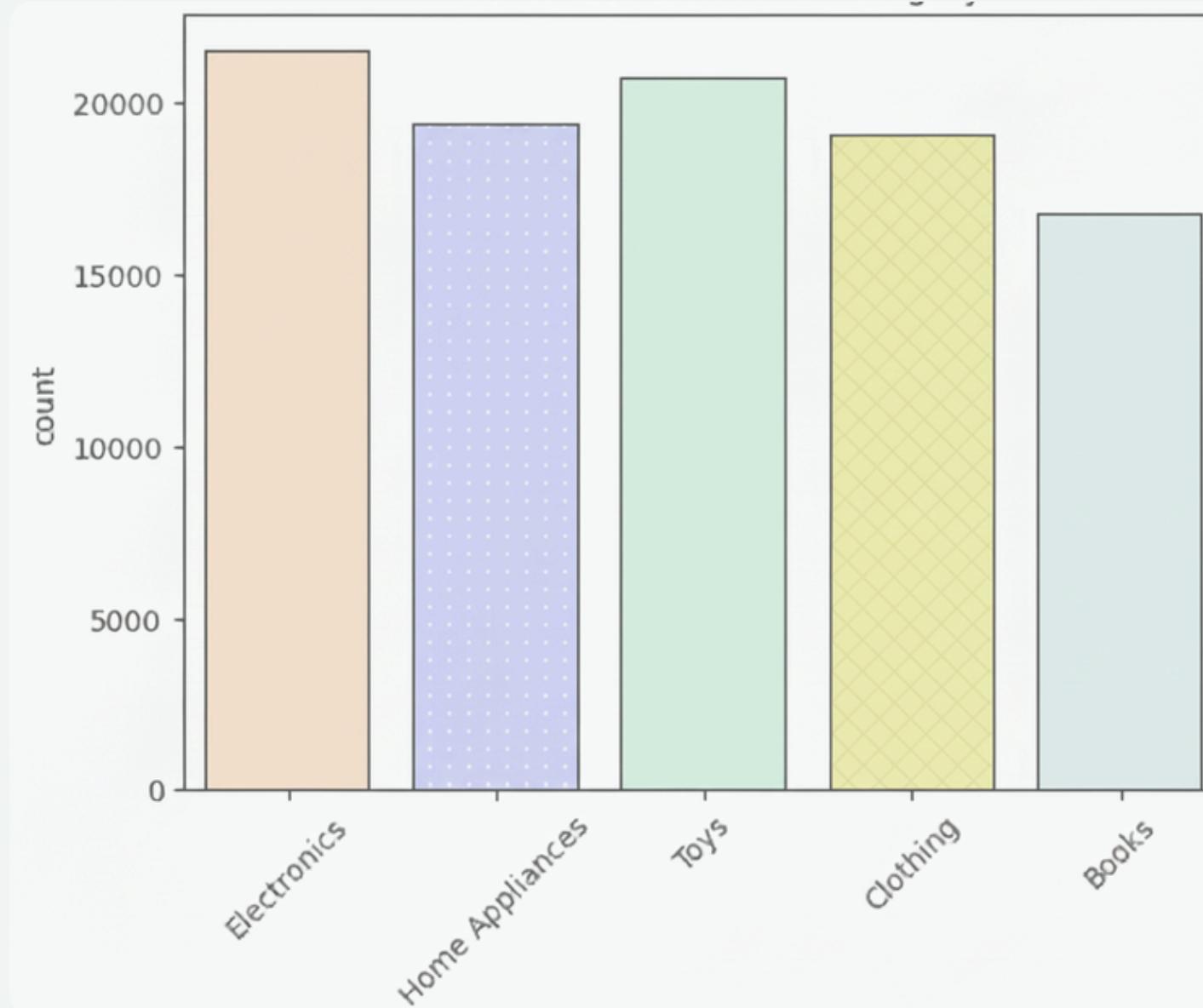
Monthly
Revenue

08

Total
Revenue



Our Products



Electronics

Home Appliances

Toys

Clothing

Books

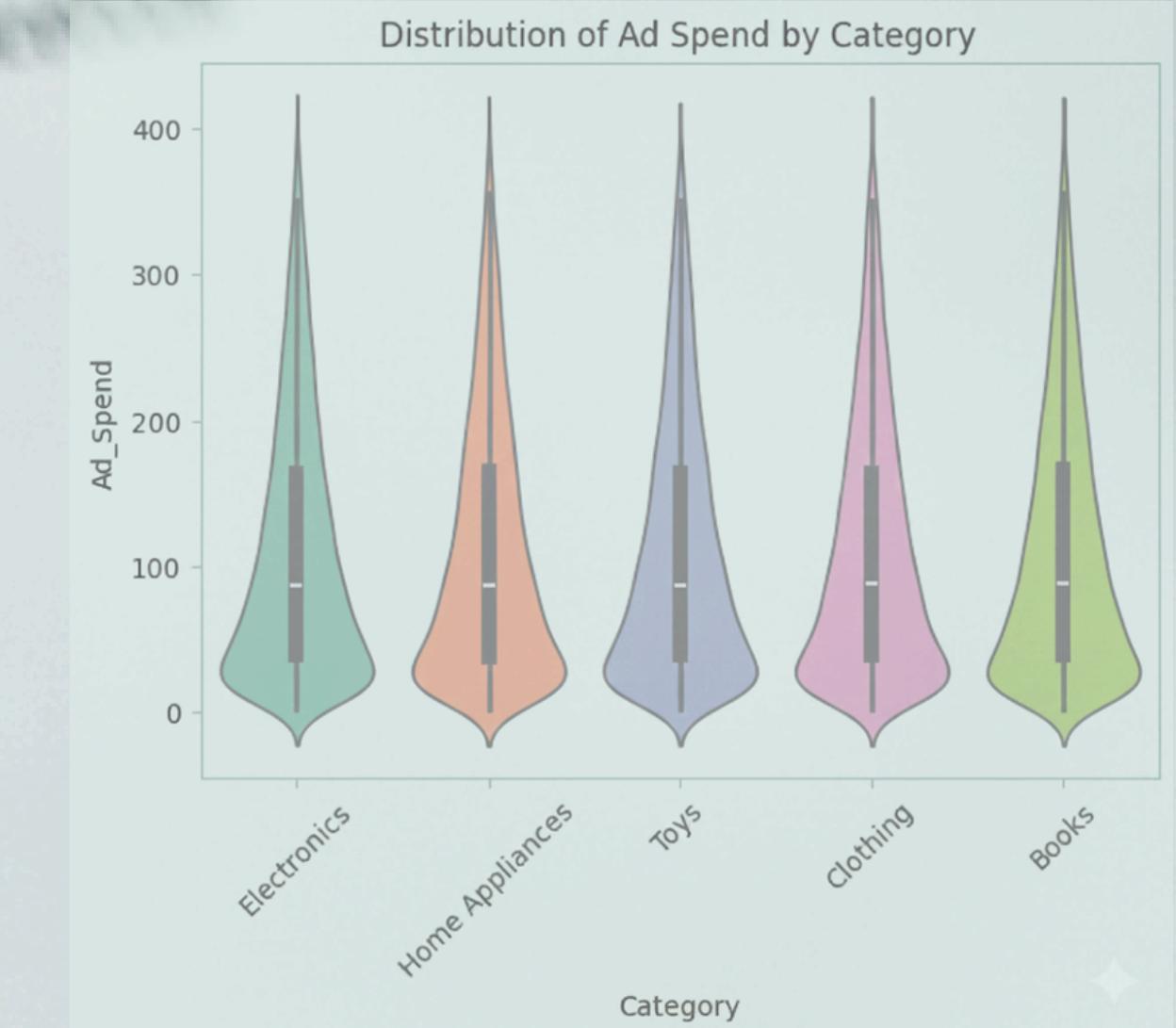
- Distribution is relatively even across all five categories, suggesting a **diversified and stable product portfolio**. The difference between the highest and lowest count is only about 12%.
- Electronics stands out as the **top-tier category by count**, signaling strong investment and inventory depth.
- Home Appliances, Toys, and Clothing all maintain a **highly similar, strong distribution level** (19,500 – 20,500).

Regions of Distribution



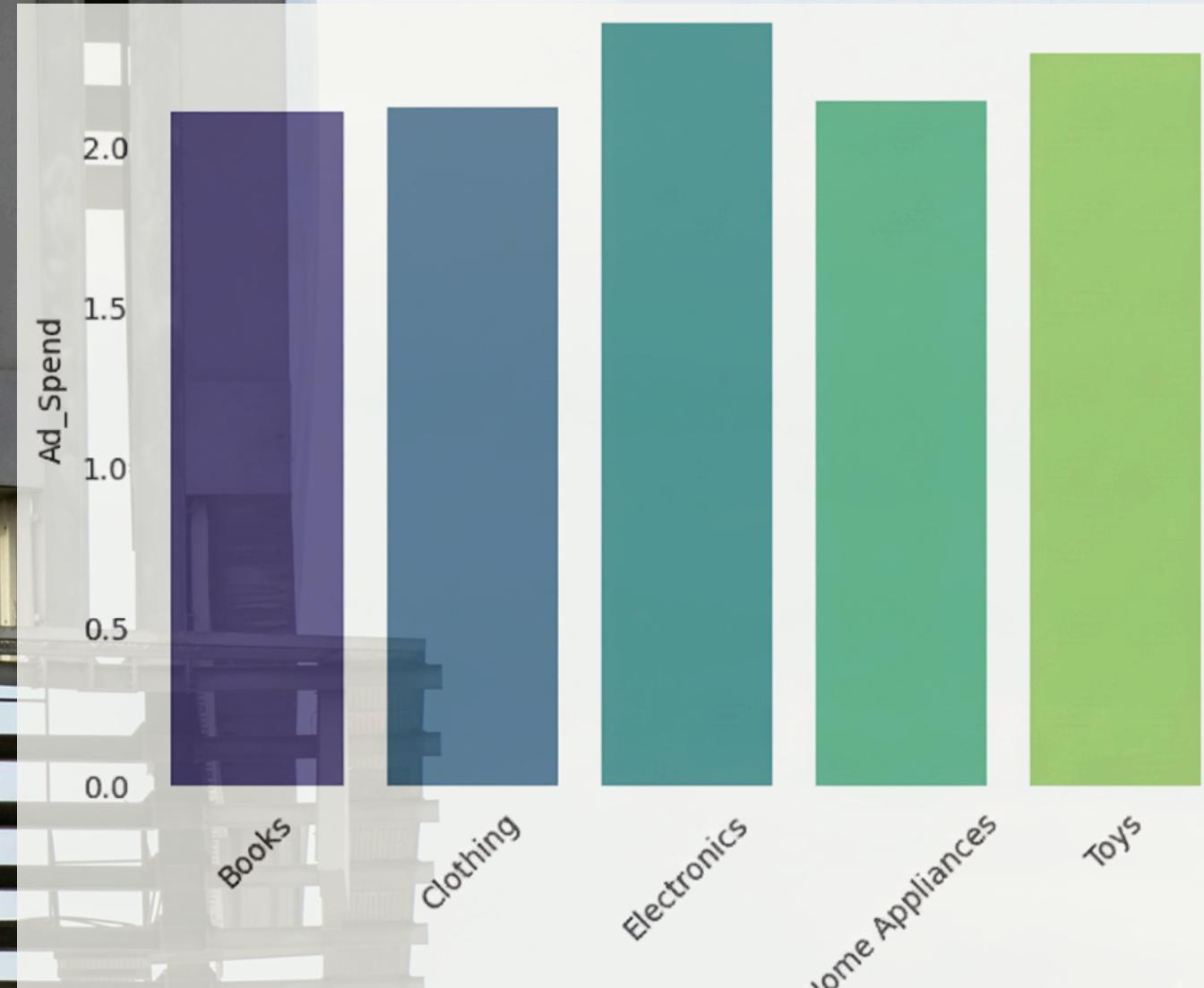
Advertising Cost

- All categories (Electronics, Home Appliances, Toys, Clothing, Books) show **broadly comparable ad spend** distributions.
- Most ad spend is **concentrated at lower levels**, with a long tail of high-spend outliers in every category.
- Median ad spend **appears relatively aligned** across categories, suggesting standardized budget planning.



Total Ad Cost

- Electronics leads ad spend, receiving the highest investment, indicating it is the top strategic priority.
- Books and Clothing have the lowest ad spend, but are relatively close to each other, implying stable yet less aggressive marketing.



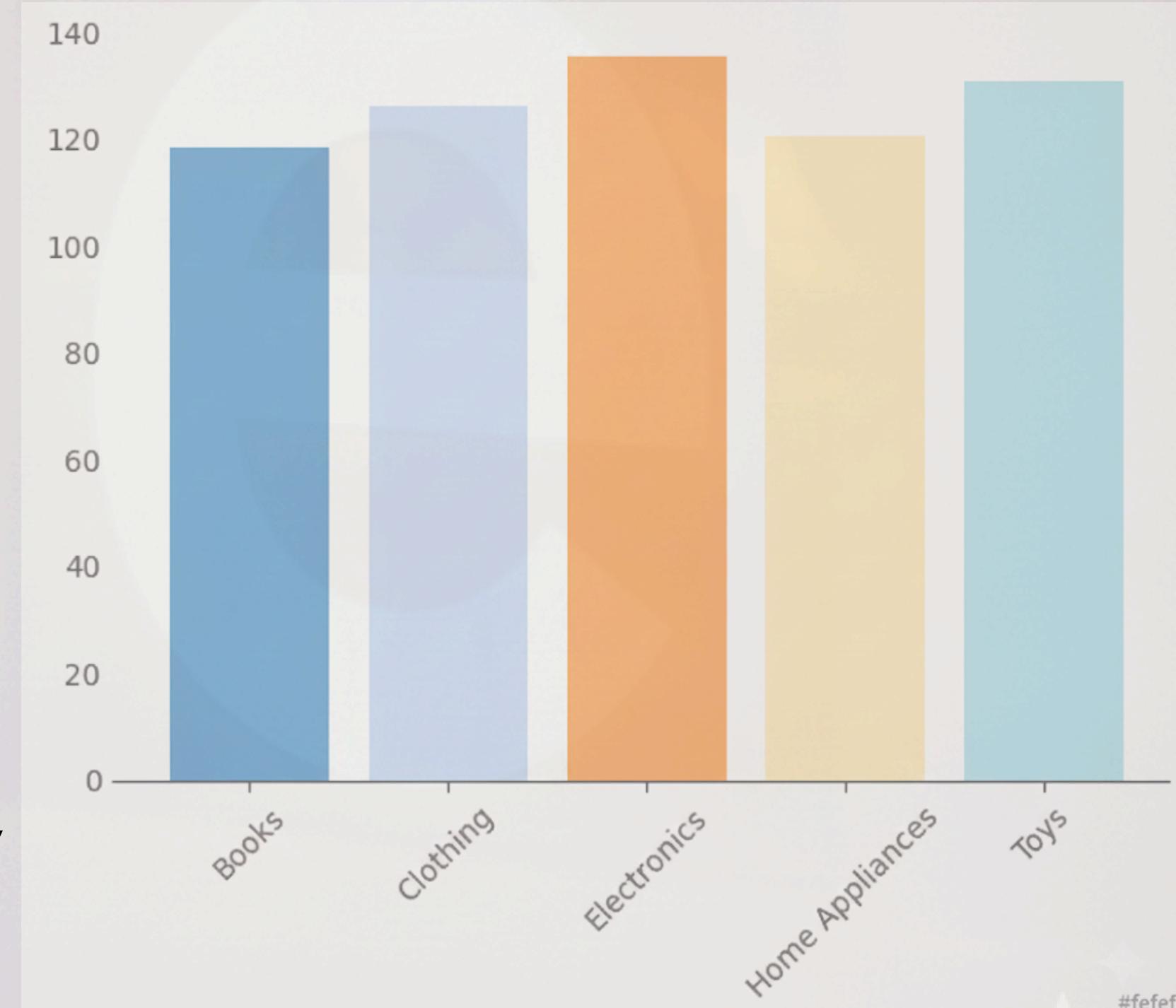
Ad Metric Correlation

- Ad Spend shows a strong **positive correlation** with CTR (0.67) and CPC (0.66), indicating that higher budgets are associated with better engagement but also higher costs.
- **CTR and CPC are not correlated** with each other, suggesting engagement rate and cost per click behave independently.
- Impressions, Clicks, and Conversion Rate **show very weak or no correlation** with Ad Spend, implying that **increasing spend alone does not guarantee more conversions**.
- Conversion Rate is **largely independent of most metrics**, highlighting that factors beyond spend and volume drive conversions.

Correlation Heatmap of Advertising Metrics						
Ad_Spend	1.00	0.67	0.66	0.00	-0.00	-0.00
Ad_CTR	0.67	1.00	0.00	-0.00	0.00	0.00
Ad_CPC	0.66	0.00	1.00	0.01	-0.01	-0.01
Impressions	0.00	-0.00	0.01	1.00	0.00	-0.07
Clicks	-0.00	0.00	-0.01	0.00	1.00	0.05
Conversion_Rate	-0.00	0.00	-0.01	-0.07	0.05	1.00
Ad_Spend	Ad_CTR	Ad_CPC	Impressions	Clicks	Conversion_Rate	Ad_Spend

Average Sale

- Electronics **leads in sales volume**, while Toys and Clothing show solid momentum, reflecting broad-based demand across categories.
- Books record the **lowest average units sold**, suggesting comparatively lower demand or slower turnover.

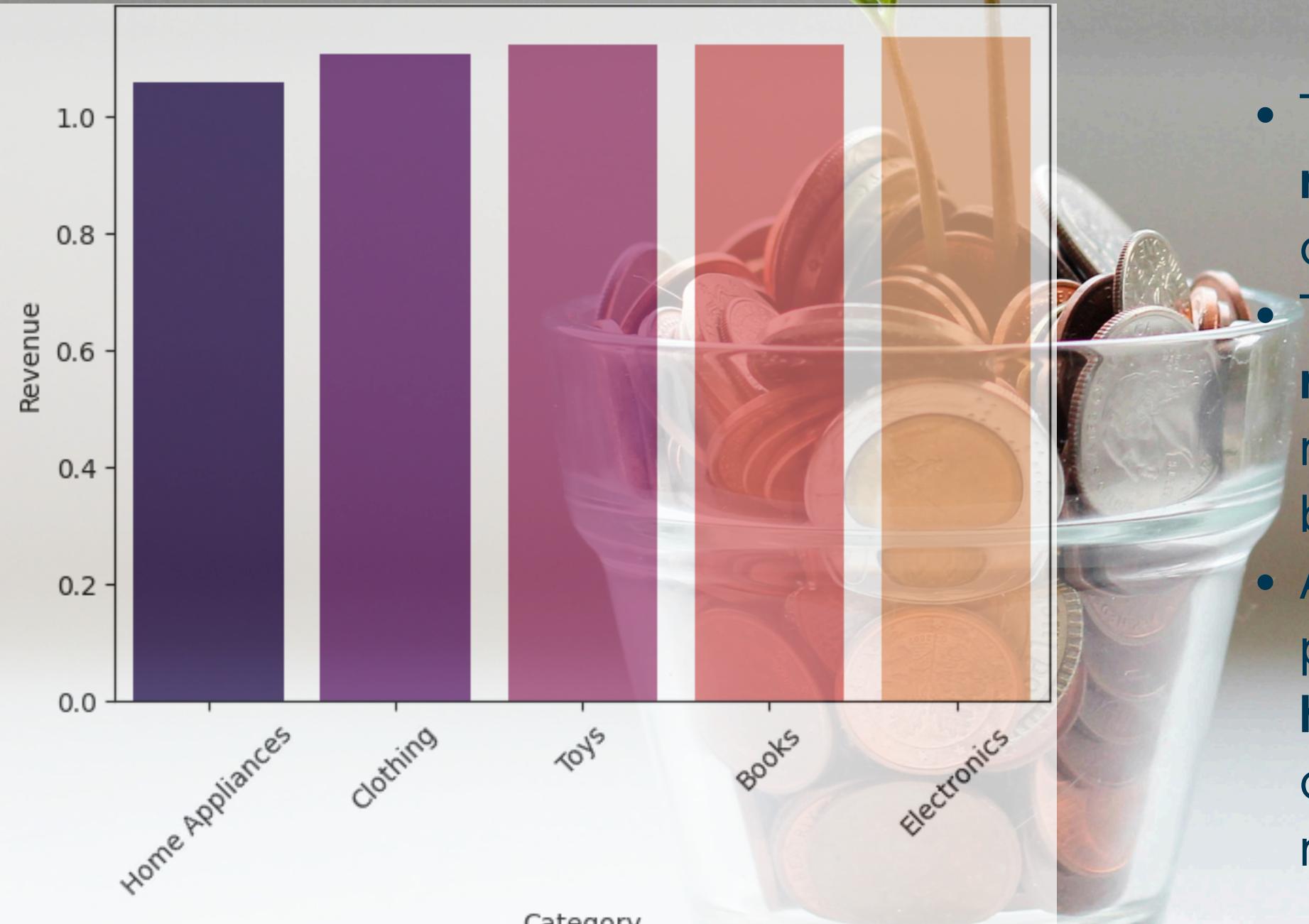


Monthly Revenue



- Electronics has the **highest total ad spend** (nearing \$2.5M) and the highest average units sold (approx. 140 units). Its high investment is correlated with strong sales performance, though its monthly revenue is highly volatile.
- Books and Clothing both exhibit **strong revenue peaks in November**. We should capitalize on this trend by increasing targeted promotional campaigns for these categories leading into the Q4 holiday season.

Total Revenue



- The Electronics category generated the **highest total revenue**, placing it as the top-performing segment, though only slightly ahead of the next group.
- The Home Appliances category recorded the **lowest revenue**, suggesting it is the primary area for strategic review, investment, or targeted promotional campaigns to boost sales.
- All five product categories demonstrate very strong performance, with the **revenue differences between the highest and lowest category being relatively small** (all categories are above \$10 million), illustrating a diverse and robust revenue stream.

Conclusion

Electronics: The Core Engine

Electronics consistently emerges as the top performing product in every section. Future strategies should continue to focus on maximising high-value transactions within this category.

Enhance Advertising Efficiency

Despite Electronics' high reach, the bimodal conversion rate distribution suggests an opportunity to refine campaigns. We should aim to optimise for higher-converting user segments and explore tailored ad strategies.

Optimise Regional Strategy

North America is the primary sales powerhouse. Efforts should be concentrated here, while a deep dive into the reasons for lower sales in Asia is recommended to formulate targeted improvement plans.

Enhance Advertising Efficiency

Leverage Seasonal Focus

The pronounced Q4 peak (October/November) demands strategic planning for inventory and marketing budgets. Capitalising on this seasonal uplift is crucial for maximising annual revenue.
