



E-Commerce Sales Performance Overview

Key metrics, revenue trends, and category performance

Total Revenue

10.33M

Total Orders

1K

Total Customers

292

Avg Order Value

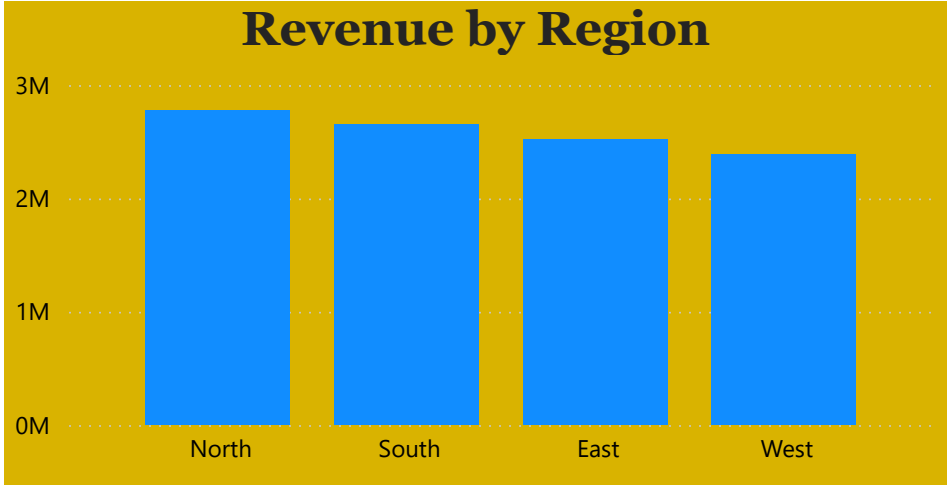
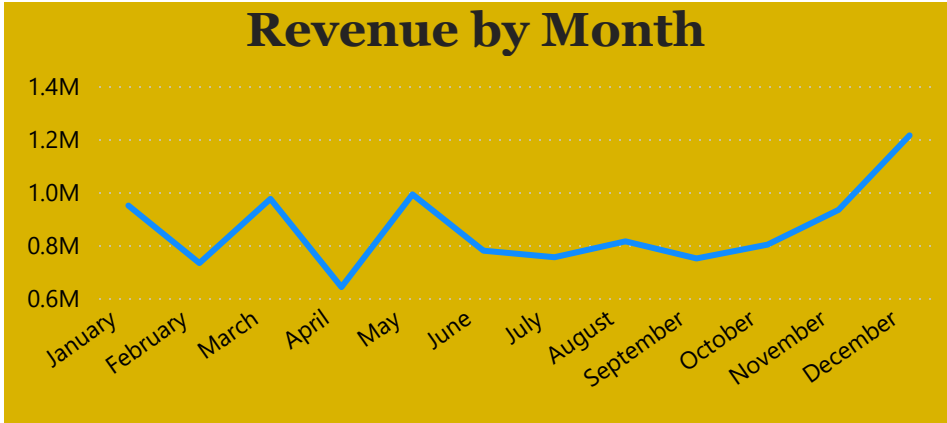
10.33K

High Discount Orders %

0.42

Total Quantity Sold

3K



Order Month

All

Category

Beauty

Clothing

Electronics

Grocery

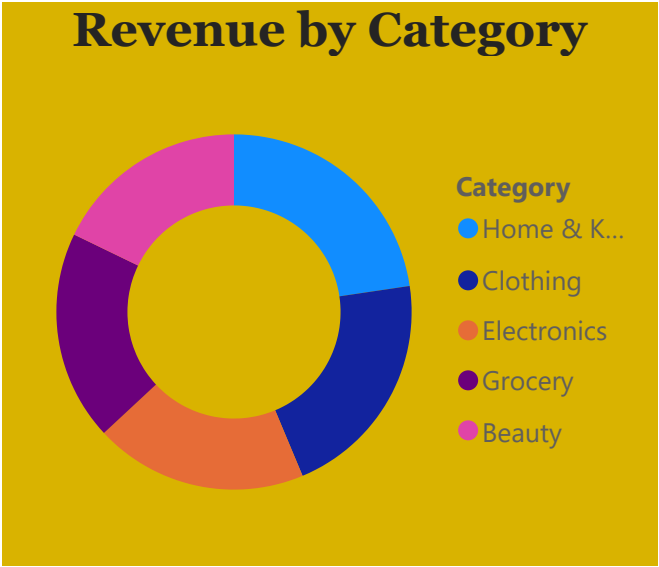
Home & Kitch...

OrderValue...

High

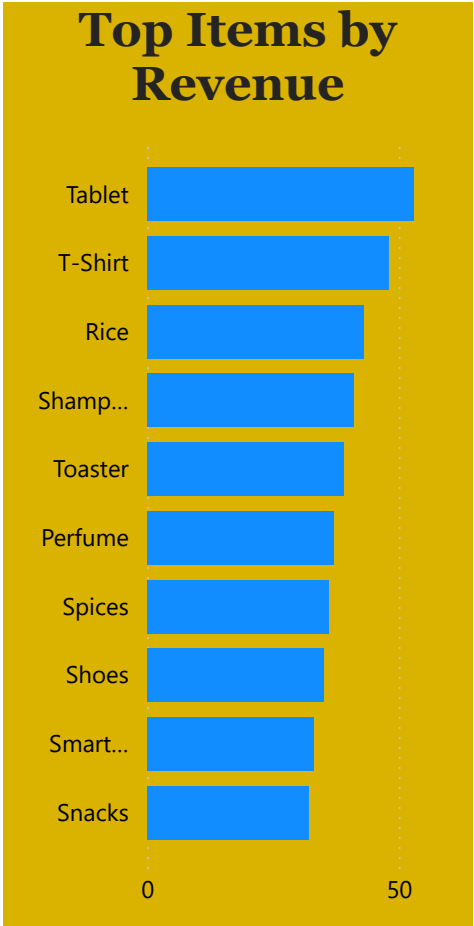
Low

Medium



Region

East	South
North	West



Customer Insights & RFM Segmentation

Customer behavior, loyalty analysis, and demographic distribution

RFM Segmentation



New Customers

43

Returning Customers

249

Segment

- ☐ Frequent Buyers
- ☐ High Spenders
- ☐ Loyal Customers
- ☐ Regular Customers
- ☐ Top Customers

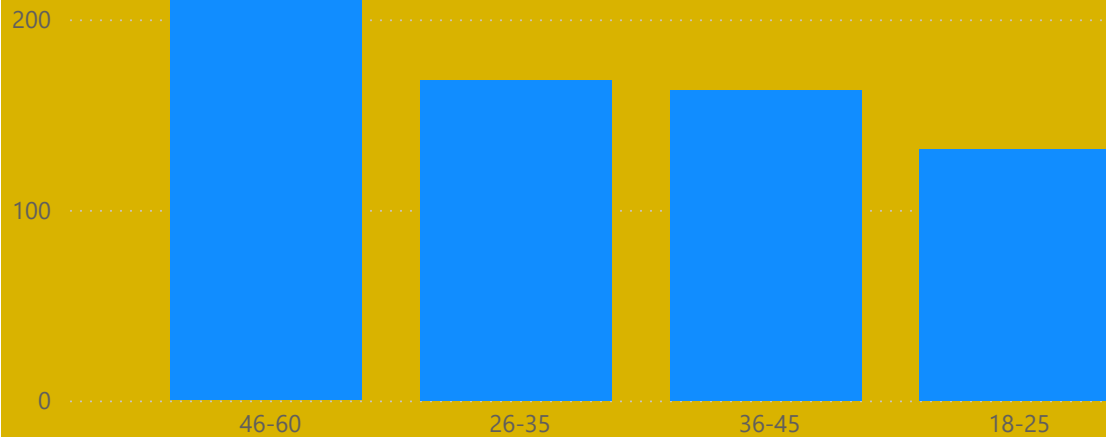
Region

- ☐ East
- ☐ North
- ☐ South
- ☐ West

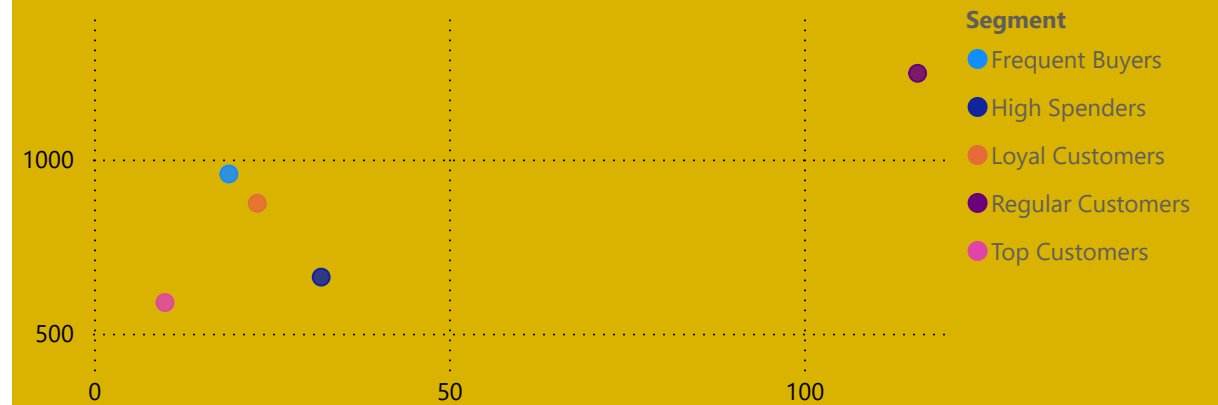
Customer Age

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-60

Customer Age Group Distrubution

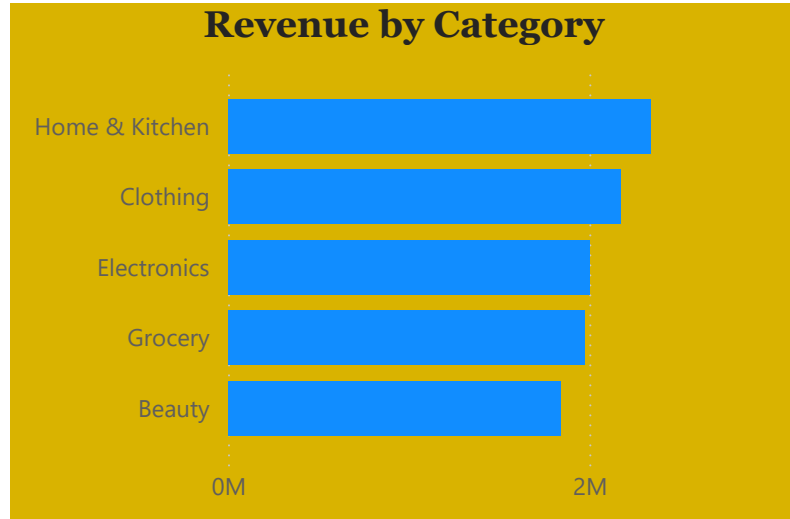


Recency vs Frequency



Product Performance & Operational Insights

Top products, regional performance, and discount impact analysis



Category

All

Segment

All

Order Value Category

☐ High

☐ Low

☐ Medium

Region

East

South

North

West

