



Ecom Express – Sales & Performance Summary Report

1. Overall Business Performance

- Total Revenue: ₹ 1.25 billion
 - Average Order Value (AOV): ₹ 112.85K
 - Total Orders: 15.69K
 - Cancellation Rate: 30%
 - Lost Revenue Due to Cancellations: ₹ 525.42 million
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2. Product Performance

Top Products by Revenue

1. MacBook Air – ₹ 0.14bn
2. OnePlus 9 – ₹ 0.14bn
3. Sony Headphones – ₹ 0.14bn
4. HP Pavilion – ₹ 0.13bn
5. Samsung Galaxy – ₹ 0.13bn

These top items contribute significantly to total revenue and highlight strong consumer demand in premium electronics.

3. Category Insights

Revenue by Category

- **Laptop** category generates the **highest revenue**, significantly ahead of all other categories.
 - **Mobile**, **Headphones**, and **Tablet** also show strong performance.
 - **Cable** category generates the **lowest revenue**, indicating low demand or low margin.
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4. Geographic Performance

Top States by Revenue

1. **Maharashtra** – highest revenue
2. **Gujarat**
3. **Rajasthan**
4. **West Bengal**
5. **Tamil Nadu**

These states are the strongest markets, showing good customer base and sales volume.

5. Revenue Trend Over Time

- Monthly revenue shows **fluctuations** but remains consistently high between **March and August**, with a **peak in July**.
 - A noticeable **dip occurs in September and November**, indicating seasonal variation or reduced customer activity.
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6. Timeline Filter

- Dashboard includes a date filter showing the analysis period from **01-01-2024 to 06-11-2024**, enabling time-based insights.
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Final Summary

The dashboard highlights strong performance in high-value electronics, especially laptops and mobiles. Maharashtra, Gujarat, and Rajasthan lead in sales. Despite high overall revenue, the **30% cancellation rate** is a major concern causing significant lost revenue. Monthly trends show strong mid-year performance but drops in later months. Strategic focus on reducing cancellations and improving performance in low-revenue categories like cables could further enhance overall business results.