

# E-Commerce Sales Performance Analysis

## Business Context

A global e-commerce company aims to **analyze its sales performance** across various **countries, markets, categories, and shipping methods**. With rising competition, it is crucial to understand:

- Where the most profitable and highest-selling markets are.
- What product categories generate the most revenue.
- Which shipping methods are most cost-effective.

The goal is to **drive decision-making** in product strategy, regional marketing, and logistics optimization.

## Dashboard Overview

The Power BI report includes key performance indicators (KPIs) and six visuals:



### KPI Summary

- **Total Sales:** \$12.64M
- **Total Profit:** \$1.47M
- **Total Quantity Sold:** 178K
- **Total Shipping Cost:** \$1.35M

## Analysis Sections & Insights

### 1. Top 5 Sales by Country

- **Insight:** The **United States (42.6%)** dominates the revenue, followed by **Germany, China, France, and Australia**.
- **Implication:** Strong sales in the US suggest stable market maturity. European countries like Germany and France also show promising potential for deeper market penetration.

### 2. Top 5 Sales by State

- **Insight:** **California** leads significantly in sales, with **Île-de-France** and **New York** trailing.

- **Implication:** Regional promotions and inventory investment can be focused on high-performing states like California and Île-de-France.

### 3. Sales by Category

- **Insight: Technology** is the top-performing category (>4M), followed by **Furniture** and **Office Supplies**.
- **Implication:** High demand in Technology justifies targeted upselling, while furniture needs competitive pricing or product innovation.

### 4. Sales by Market

- **Insight:** The **APAC** region (28.36%) and **EU** (21.63%) contribute significantly to revenue.
- **Implication:** Market-specific campaigns can be expanded in APAC and EU. Underperforming regions like **Africa (6.2%)** may need localized marketing or pricing strategies.

### 5. Sales by Ship Mode

- **Insight: Standard Class** shipping dominates (7.58M sales), indicating customer preference for economy delivery.
- **Implication:** Optimize logistics for Standard Class to reduce cost while maintaining service quality. Assess if incentives for upgrading to faster modes can improve profit margins.

## Strategic Recommendations

### 1. Boost Profit Margins in High-Sales Segments

- While Technology generates the most revenue, analyzing **profit margin by category** (not shown here) could highlight where profitability lags behind revenue.
- **Action:** Bundle accessories with tech products, promote higher-margin subcategories.

### 2. Regional Strategy Development

- **California and the US market** should receive **inventory prioritization and faster delivery options**.
- For EU and APAC, **consider regional warehousing** to reduce shipping costs and improve delivery times.

### 3. Shipping Optimization

- Since **Standard Class** dominates, optimize it by:
  - Partnering with lower-cost carriers.
  - Introducing a “**Standard Plus**” option with slightly faster delivery at a premium.

### 4. Customer Segmentation

- Further analysis (not shown in current dashboard) should include:
  - **Customer lifetime value**
  - **Repeat purchase behavior**
  - **Discount sensitivity by region or category**

## Summary

Aspect	Insight / Action
Best Country	USA – Expand supply chain here
Top Market	APAC & EU – Prioritize growth
Top Category	Technology – Bundle sales, upsell
Top State	California – Local promotions
Ship Mode	Standard – Optimize cost