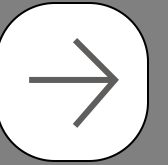


E-commerce sales analytics



Sales and profit



43,01M

Total costs

184,19M

Profit

81,07

Profit Margin %

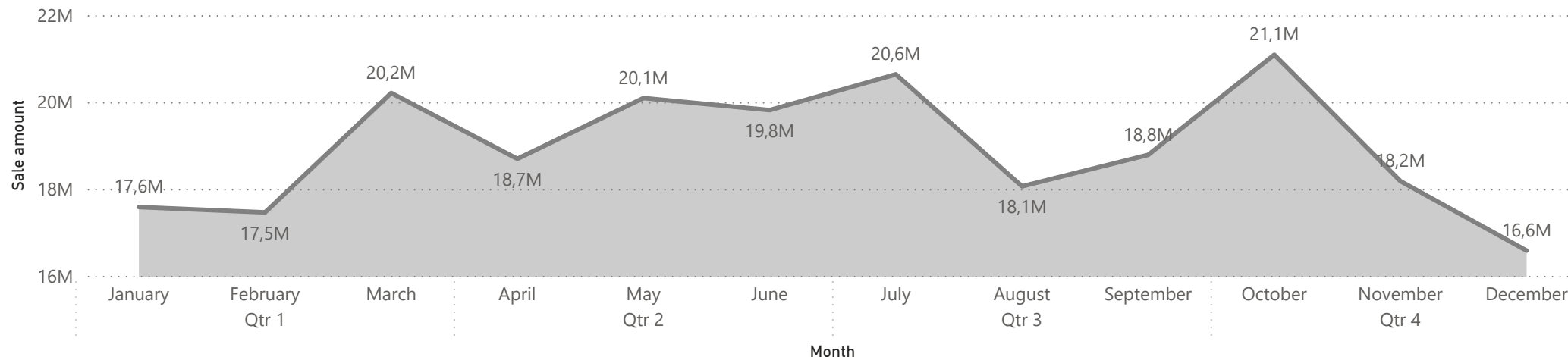
144,43K

Average Order Va...

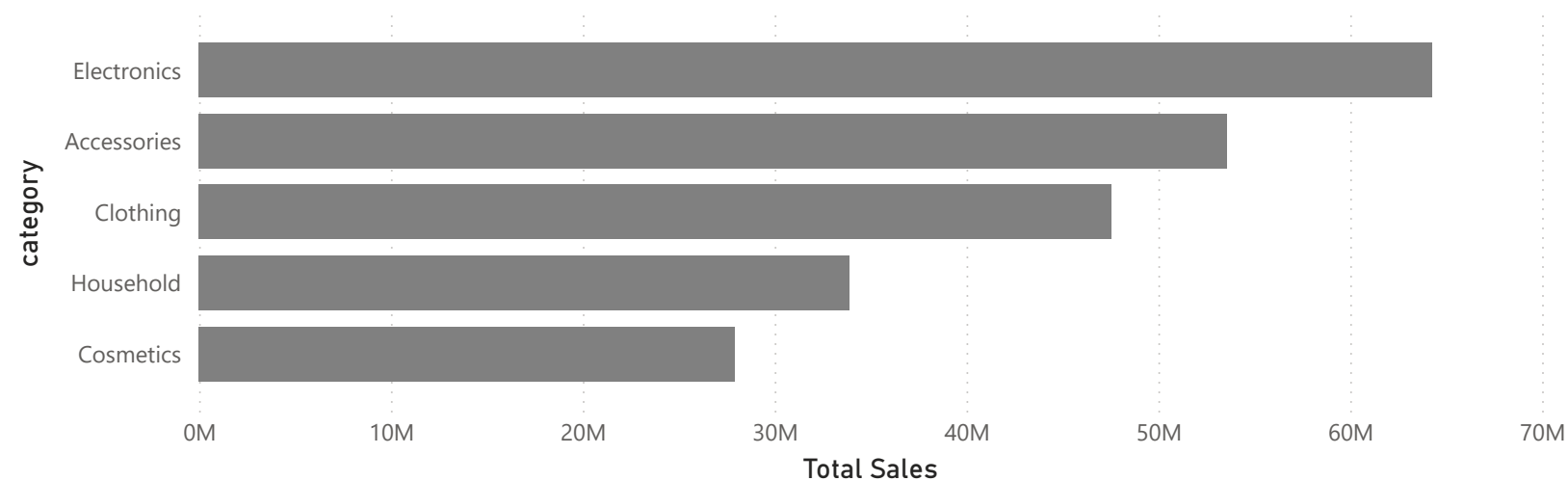
227,19M

Total Sales

Sale amount by Quarter and Month



Total Sales by category



status_name

- ☐ Canceled
- ☐ Delivered
- ☐ Pending
- ☐ Processing
- ☐ Returned
- ☐ Shipped

Logistics and warehouses

Warehouse id Quantity in stock

+ 1	10895
+ 2	14586
+ 3	15832
+ 4	9978
+ 5	10593
+ 6	11336
Total	123842

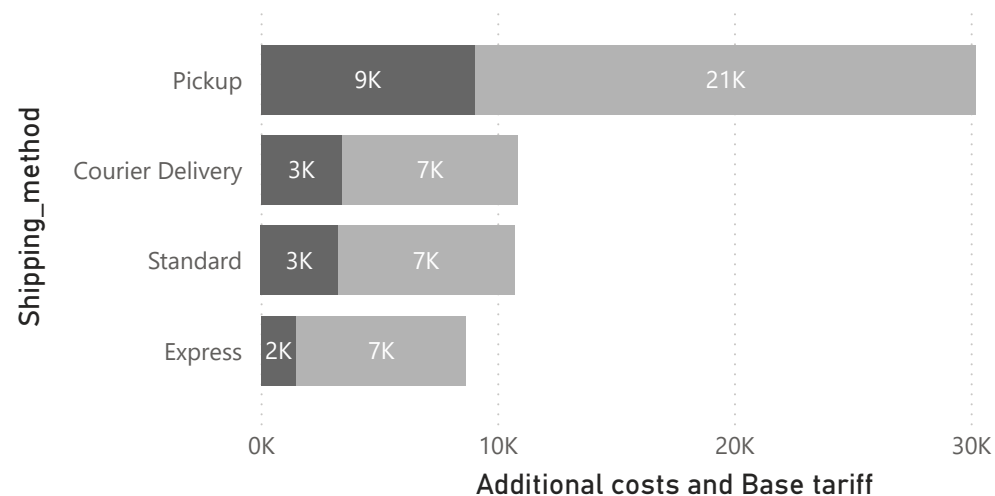
0,02
KPI

Revenue by Warehouse id



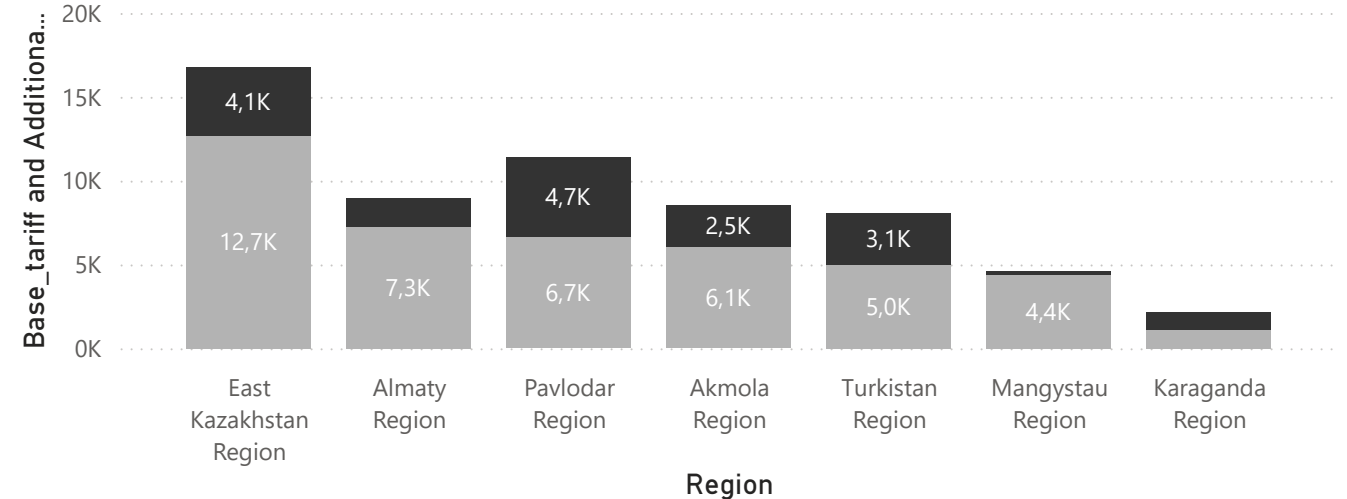
Additional cost and base tariff by shipping method

● Additional costs ● Base tariff



Additional costs and base tariff by region

● Base_tariff ● Additional_costs

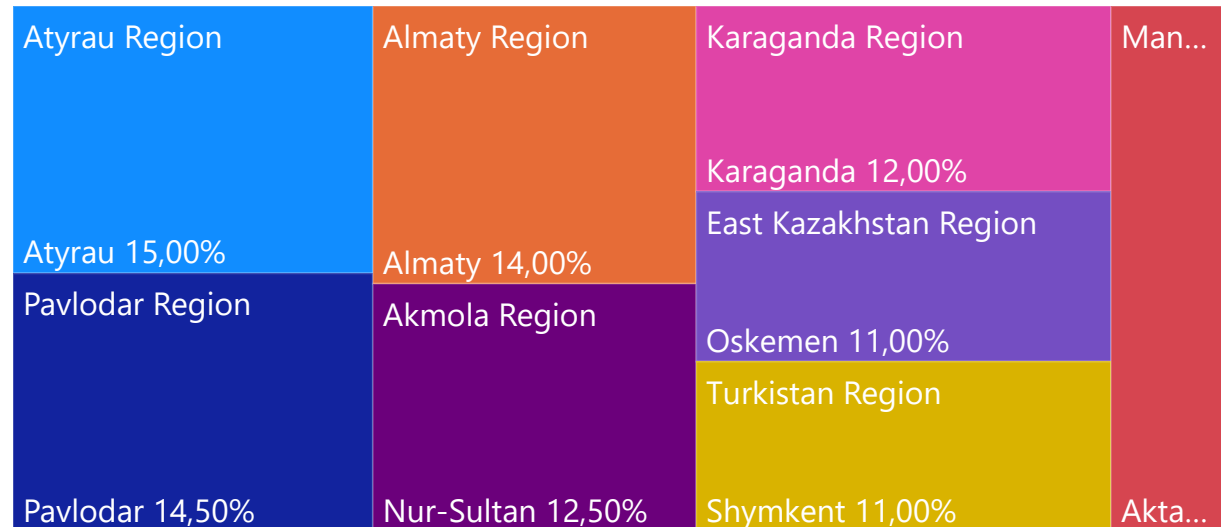




Clients and regions



Clients % by region



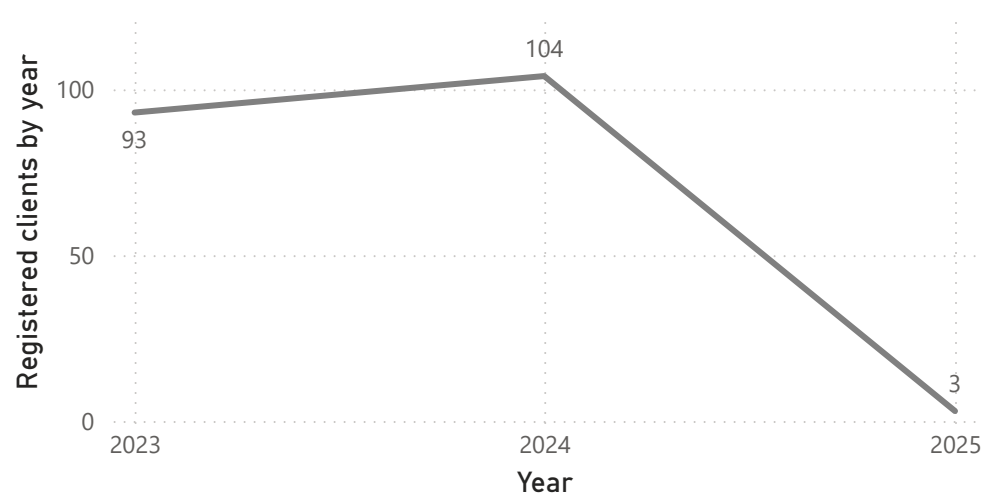
Order count by City



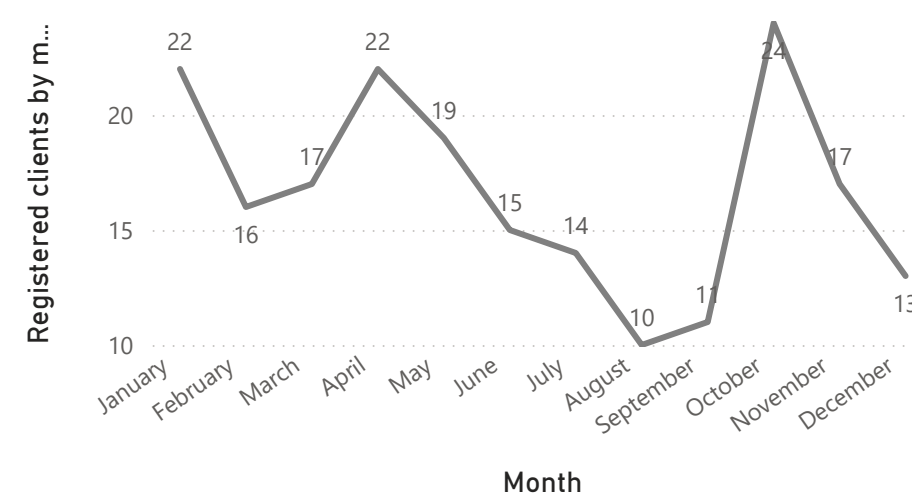
144,43K

Average Order Value

Registered clients by year by Year



Registered clients by month by Month





Staff and efficiency

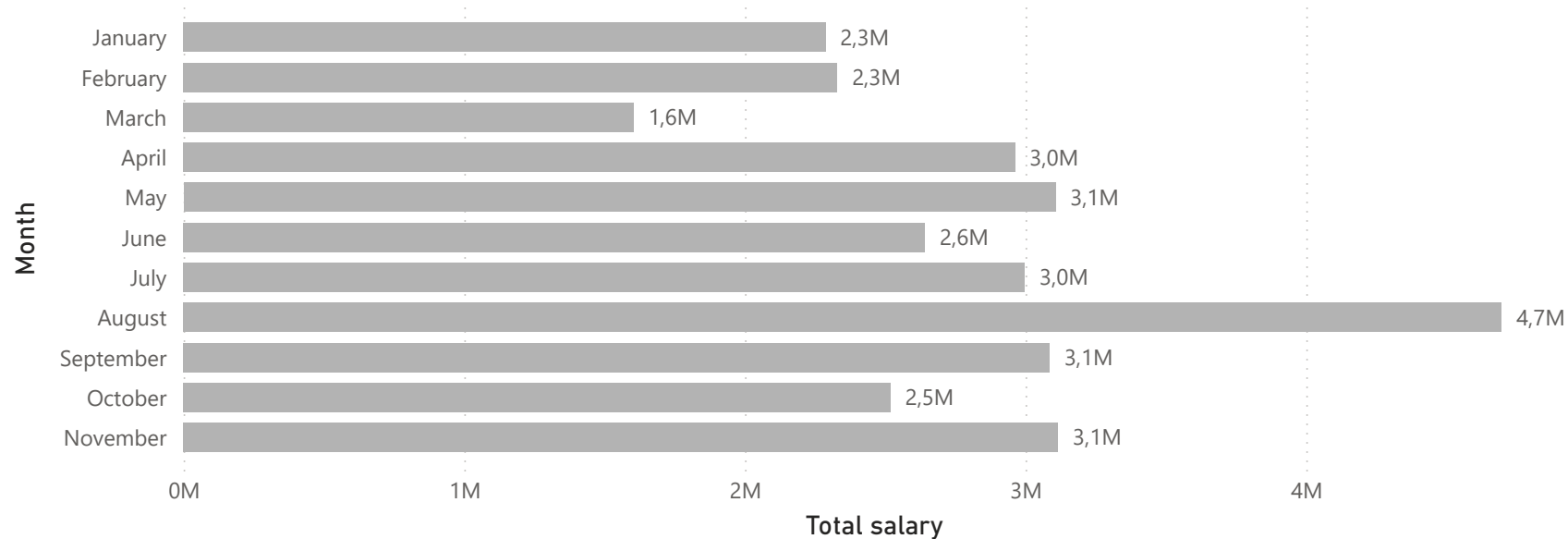


Staff Warehouse

11	1
13	2
9	3
5	4
14	5
7	6
18	7
4	8
13	9
6	10

100

Total salary by Month



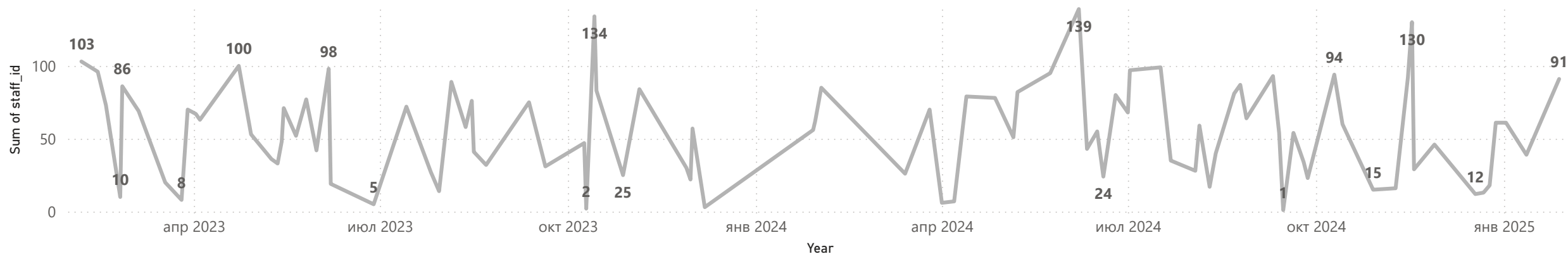
33,64M

Sum of salary

position

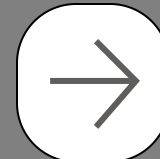
- ☐ Accountant
- ☐ Analyst
- ☐ Courier
- ☐ Manager
- ☐ Sales Represent...
- ☐ Warehouse Clerk

Sum of staff_id by Year, Quarter, Month and Day

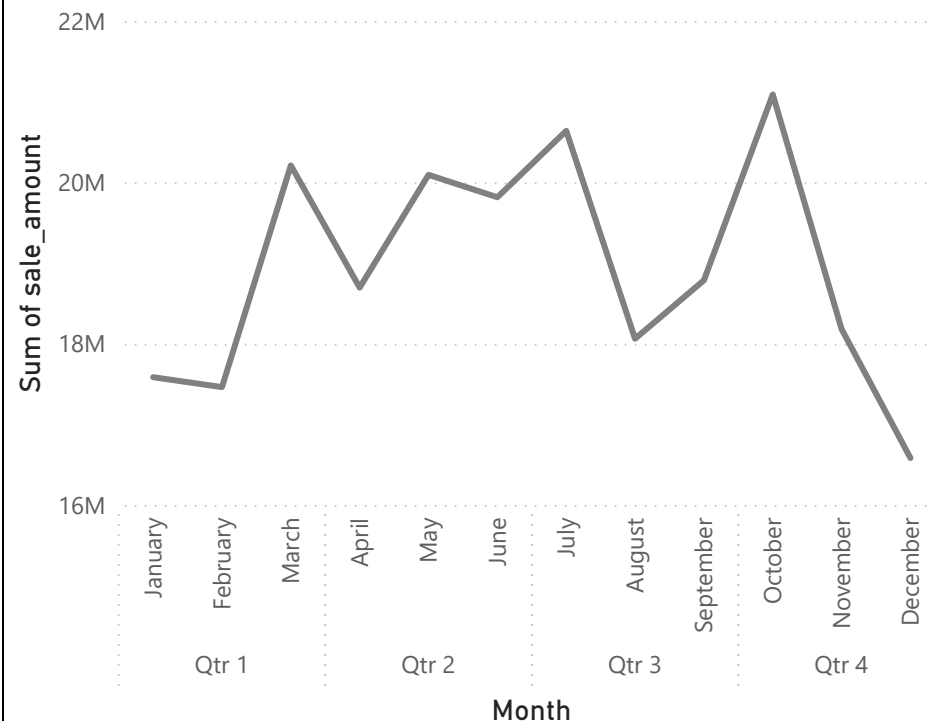




Conclusions

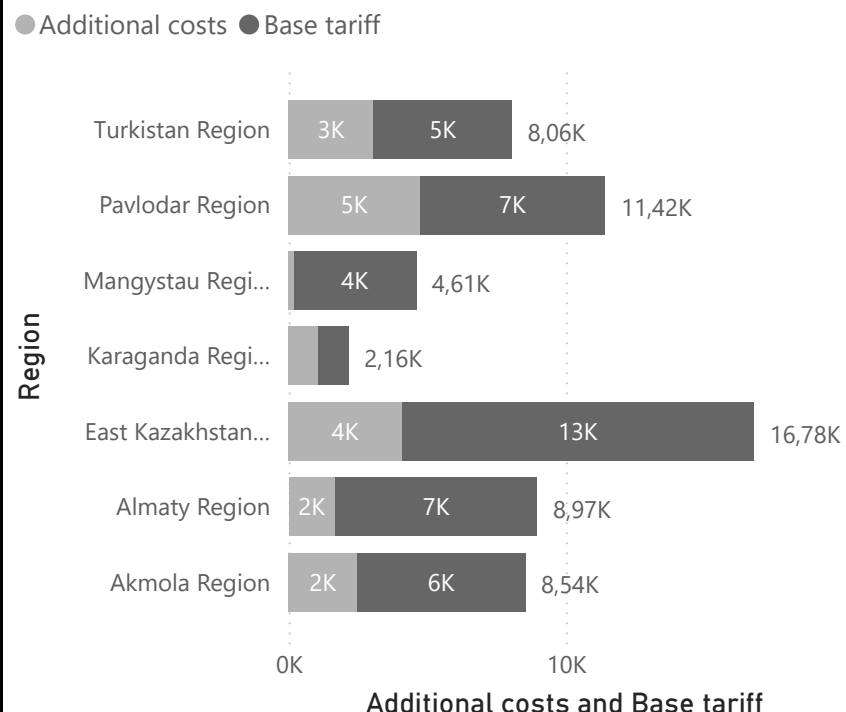


Sales by quarter and month



The graph shows that the **peak** of sales was in October, which is in the fourth quarter of 2024. However, starting from the first quarter of 2025, the quantity of sales **has begun** to decrease steadily.

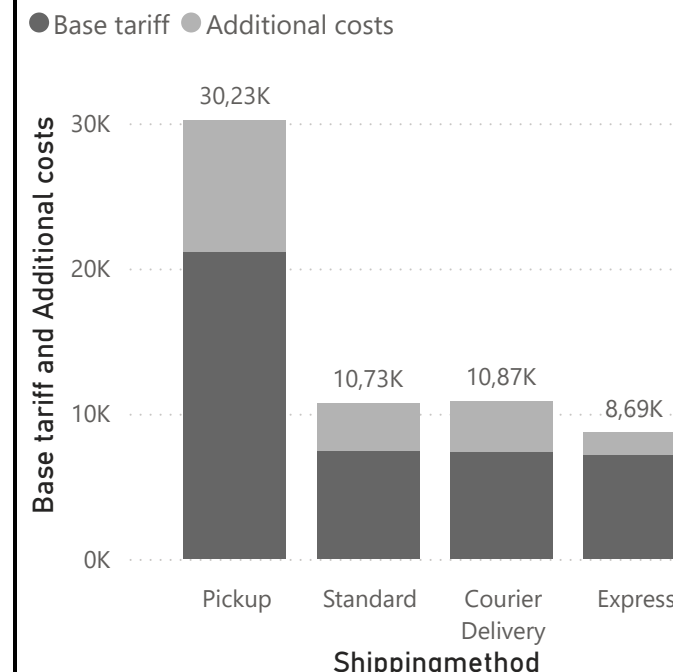
Additional costs and Base tariff by Region

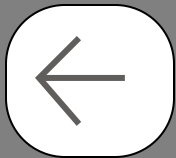


According to the chart **above**, we can see the regions with the highest shipping costs. The East Kazakhstan region is the most expensive, with a shipping cost of **16.78k**. The second most expensive region is Pavlodar, followed by the Almaty region.

The second chart above shows the cost of each delivery category. According to the values, **pickup shipping** has been the most expensive, costing **30.23k**. The second most expensive is **courier delivery**, followed by **standard delivery**.

Base tariff and Additional costs by shipping method



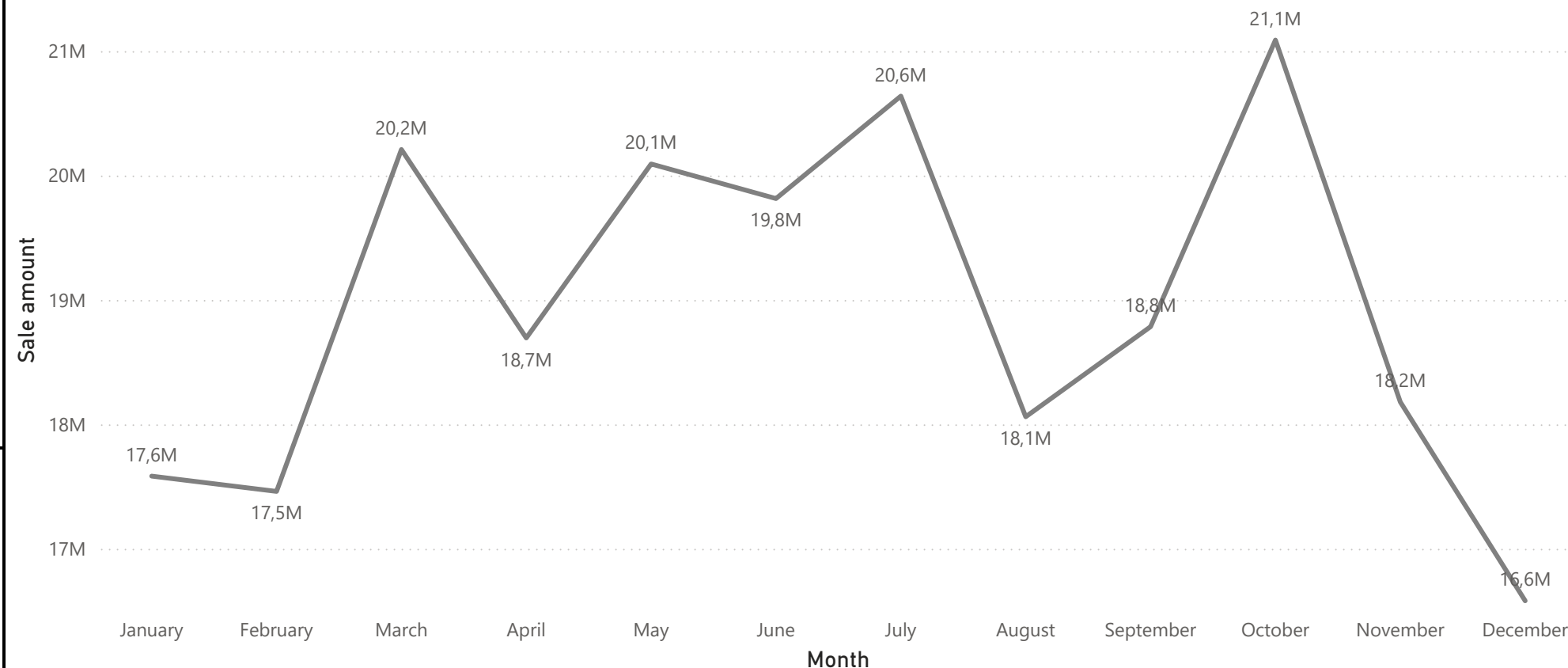


Conclusions

Status	Order
Canceled	15,85%
Delivered	15,85%
Pending	17,25%
Processing	16,80%
Returned	17,00%
Shipped	17,25%
Total	100,00%

As we can notice above, the **percentage** of returned orders is **17%**, which is relatively high. Thus, we can **conclude** that the company should make efforts to minimize the **number** of returned orders.

Sales by quarter and month



According to the graph above, we can see that the amount of sales **does not** correlate with weekends or holidays. For example, December and January is the monthes of New Year Holidays, however the sales are the lowerst, which means there is no particular need to increase stock for these dates. The graph **does not** show a specific reason why people increase or decrease their purchases, so we need to seek the answer from a different perspective.