

## E-commerce Sales Analysis Report 2024

### 1. Overview

This report presents an analysis of e-commerce sales data for 2024, focusing on trends, product performance, and customer payment preferences. The goal is to provide insights and recommendations for optimizing future sales strategies.

### 2. Key Insights

#### 2.1 Sales Trends

- Sales showed consistent growth from January to May 2024, peaking in May.
- A decline was observed in June and July, followed by a recovery in August.
- However, a significant drop of **37.4%** occurred in January 2025, suggesting a seasonal downturn or external factors affecting demand.

#### 2.2 Top-Selling and Low-Selling Product Categories

- **Electronics** had the highest total sales, indicating strong consumer demand.
- **Fashion** had the lowest total sales, highlighting a potential area for improvement or reevaluation.

#### 2.3 Payment Method Preferences

- **Credit/Debit cards were the most used payment method**, emphasizing the importance of seamless digital transactions.

### 3. Recommendations

#### 3.1 Addressing Seasonal Decline

- Implement targeted promotions and discounts in months with lower sales.
- Leverage holiday sales and marketing campaigns to maintain revenue consistency.

#### 3.2 Improving Sales in Fashion Category

- Analyze customer preferences and trends in fashion to align inventory with demand.
- Consider bundle offers or cross-promotions with high-performing categories like Electronics.

#### 3.3 Enhancing Payment Experience

- Ensure smooth and secure digital payment options.
- Introduce additional payment methods such as digital wallets or buy-now-pay-later services to attract more customers.

### 4. Conclusion

The analysis highlights key trends and areas of opportunity for business growth. By optimizing product strategies, addressing seasonal fluctuations, and enhancing payment flexibility, the e-commerce platform can improve overall sales performance in the coming year.