

Key Insights from the E-Commerce Consumer Electronics Dashboard (2015 vs. 2016)

This presentation will analyze key metrics and trends from the E-Commerce Consumer Electronics Dashboard, focusing on the notable differences between 2015 and 2016. We'll delve into areas like overall sales performance, product diversification, and customer growth to gain a comprehensive understanding of the company's progress.



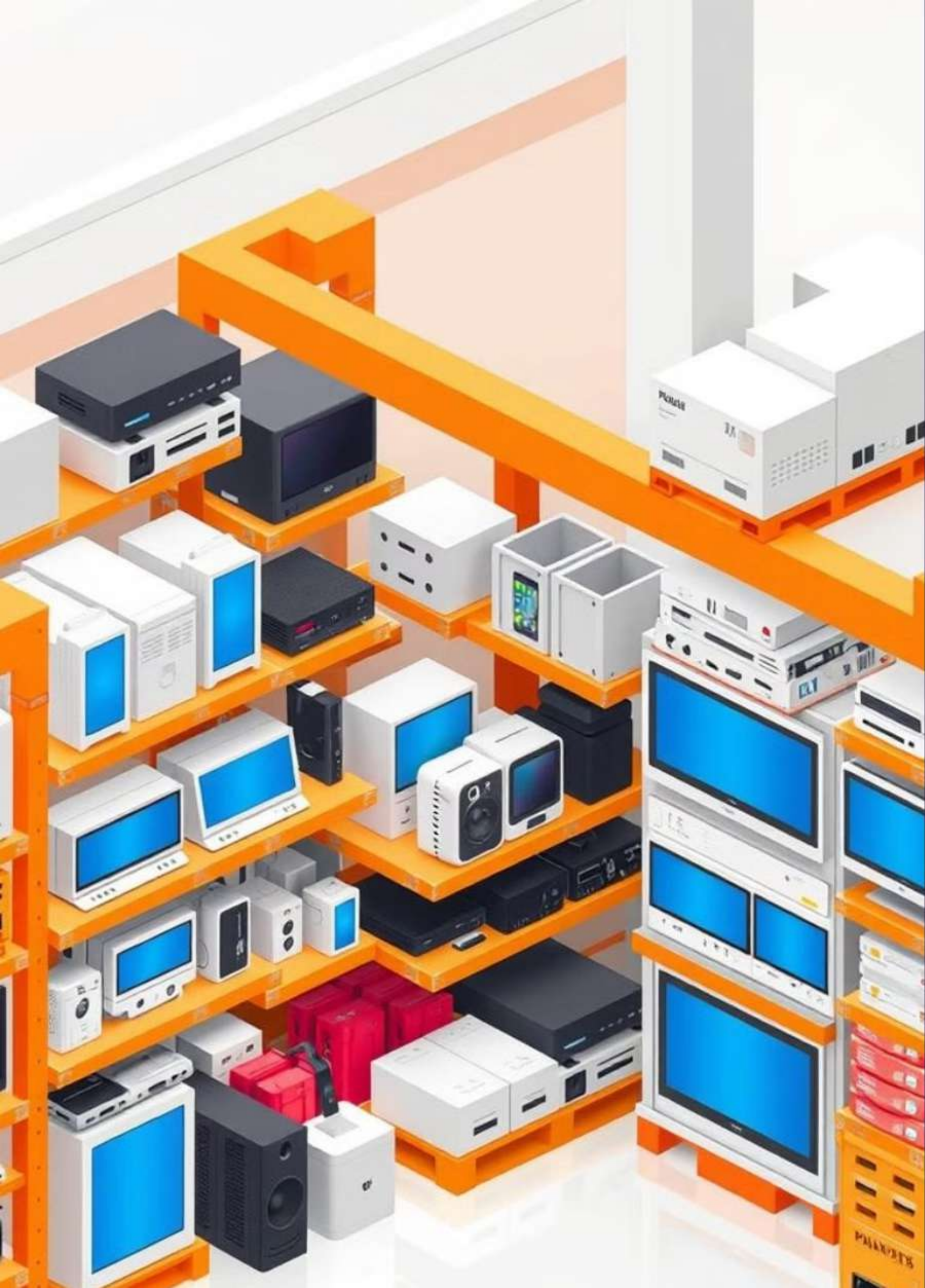
Overall Growth in Sales Performance

Significant Revenue Increase

Total GMV, a key indicator of revenue, experienced substantial growth, rising from 1655 million in 2015 to 2179 million in 2016. This positive trend demonstrates the company's ability to attract more customers and generate higher sales.

Expanding Customer Base

The number of customers also showed a marked increase, expanding from 568,280 in 2015 to 686,470 in 2016. This demonstrates the company's success in attracting new customers and retaining existing ones, solidifying its position in the consumer electronics market.



Product Category and Sub-Category Expansion

1

The company expanded its product offerings, increasing the number of product subcategories from 13 in 2015 to 14 in 2016. This strategic move allows the company to cater to a wider range of customer needs and preferences, increasing its market reach and competitiveness.

2

Further diversifying its product portfolio, the company expanded its product verticals from 8 in 2015 to 10 in 2016. This demonstrates a proactive approach to offering a wider array of consumer electronic products, catering to emerging market trends and consumer demands.



Key Takeaways and Recommendations

The company experienced significant growth in revenue and customer base, demonstrating its strong performance in the consumer electronics market. Expansion in product categories and subcategories highlights a proactive approach to diversifying offerings.

Further research into customer demographics and purchase behavior within expanded product categories is recommended. This insight can inform marketing strategies and product development to optimize customer acquisition and satisfaction.

Analyzing key performance indicators (KPIs) for each product vertical can provide valuable insights for targeted marketing campaigns, resource allocation, and product development efforts. This allows for a more data-driven approach to maximizing profitability and growth within specific product lines.



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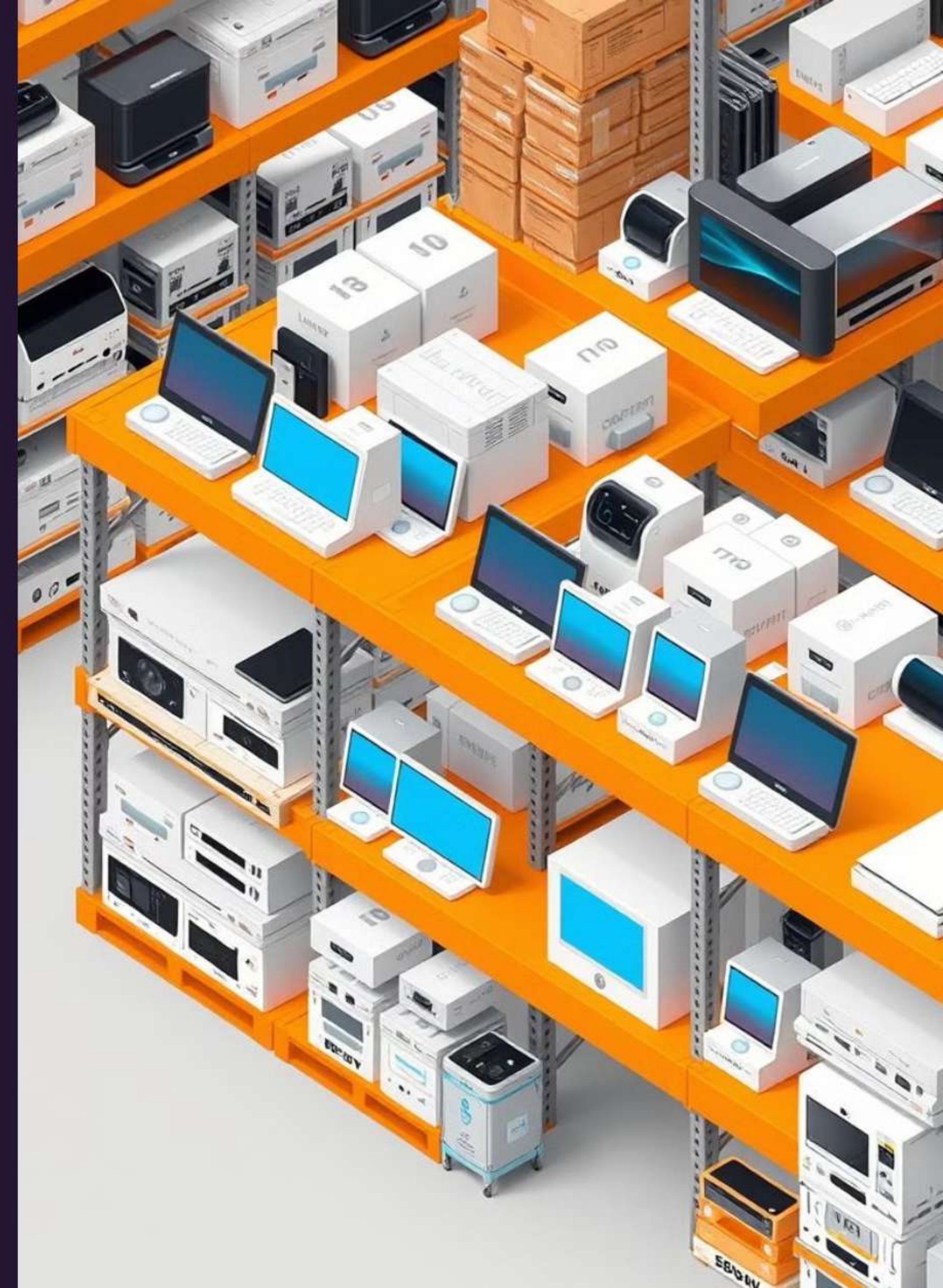
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