# E- Commerce Dashboard | Performance Overview

Segment: All | Category, Subcat...: All | Market, Region, ...: All | Clear all slicers

## Sales
$7M

Sales Latest Year 2M

Sales Growth vs. Previous Year +23.82%

## Profit
1.07M

Profit Latest Year 279.9K

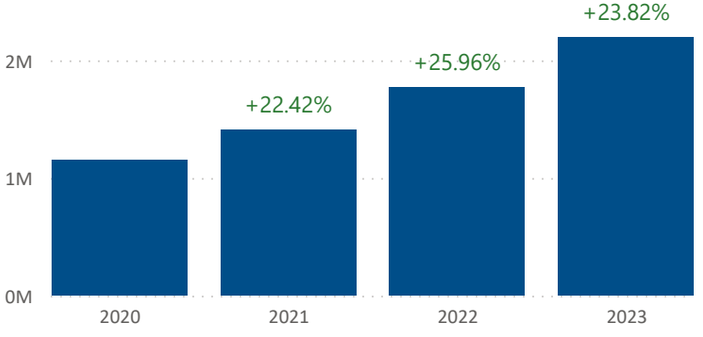
Profit Growth vs. Previous Year -12.16%

## Quantity
278K

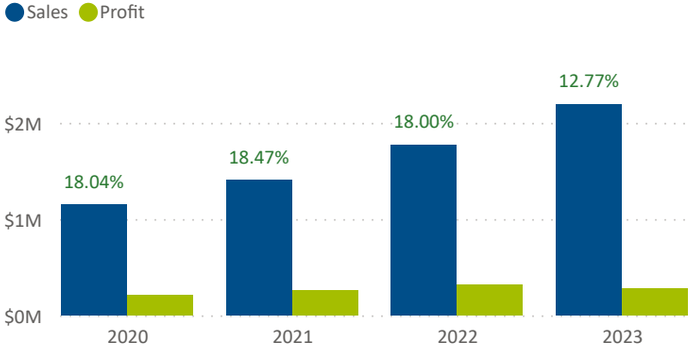
Quantity Latest Year 94K

Quantity Growth vs. Previous Year +24.21%

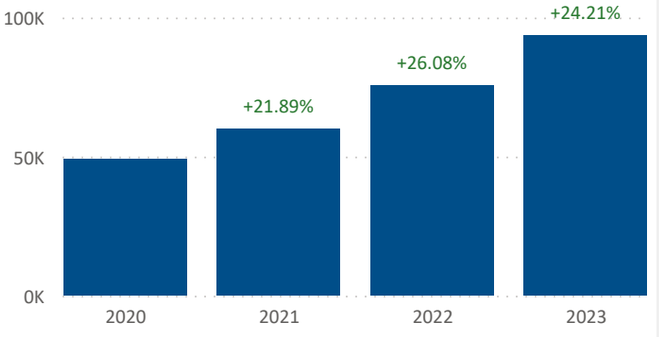
### Sales by Year



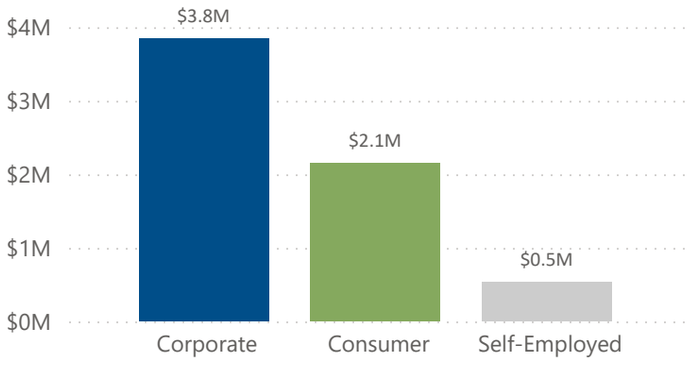

### Sales and Profit by Year



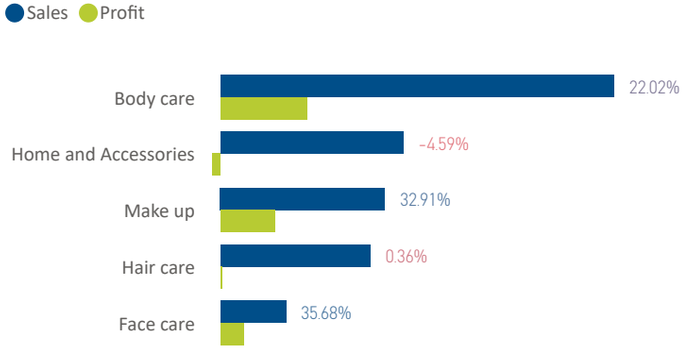

### Quantity by Year



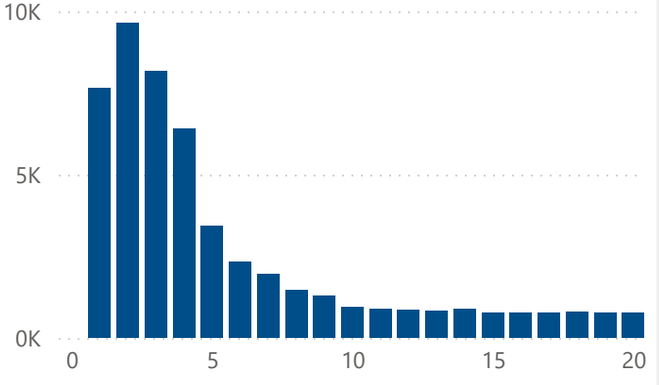

### Sales by Segment




### Sales and Profit by Category




### No. of Order by Quantity

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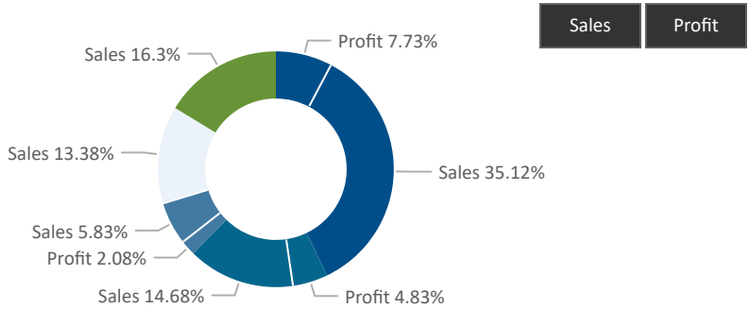
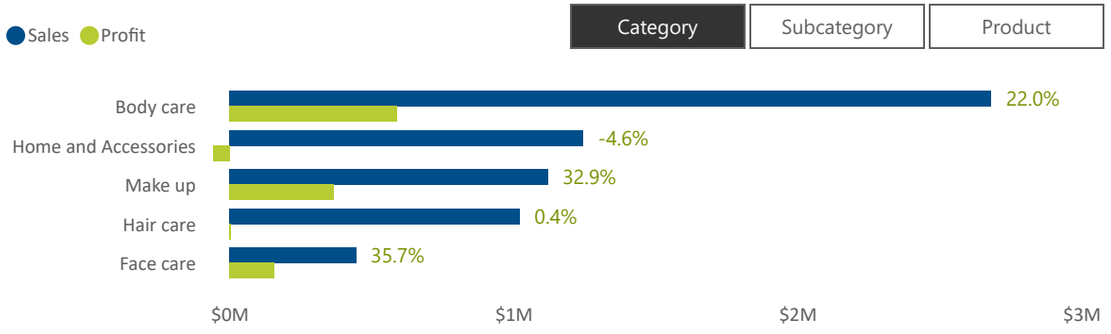
# E- Commerce Dashboard | Product Analysis

Segment: All | Category, Subcate...: All | Market, Region, C...: All | Clear all slicers

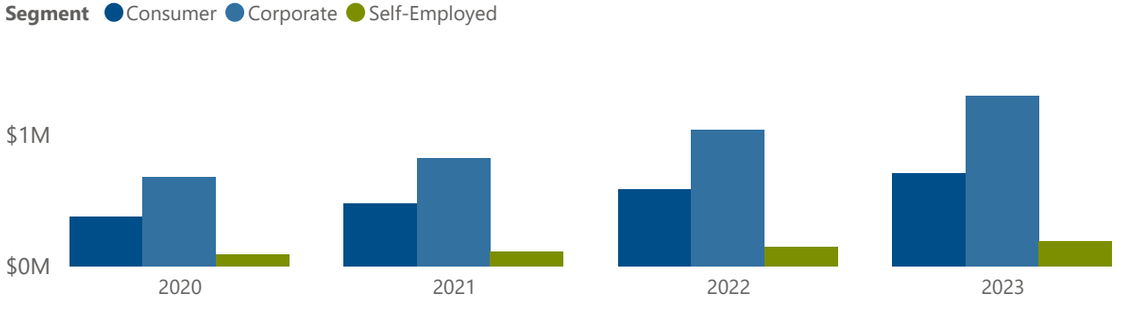
## Profit and Sales by Category




## Sales and Profit by Category

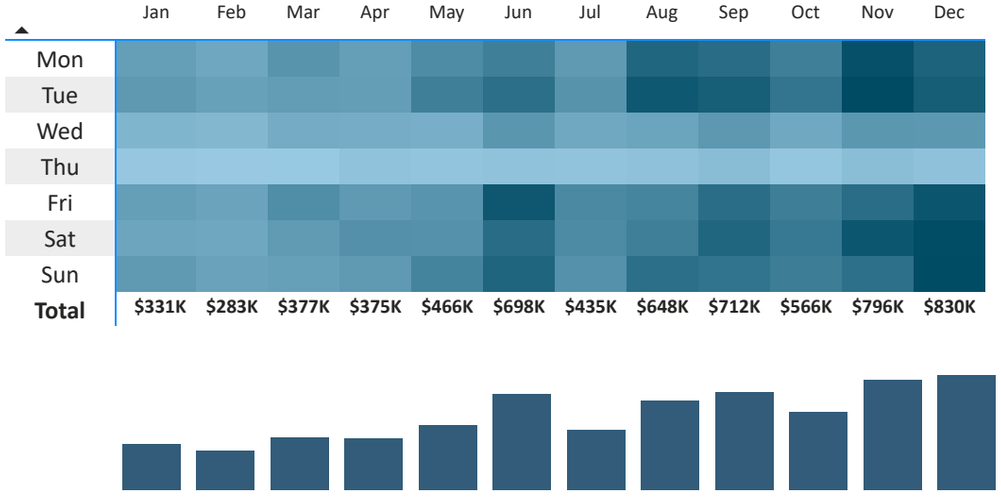



## Sales and Sales Growth vs. Previous Year org. by Year and Segment




## Peak Sales By Month and Day of Week

Sales peaked in Summer and Xmas season; Sales on Thursday dropped significantly compared to other days




## Top 10 Customers by Sales

Only 4 out of top 10 Customers with over 15% Profit Margin

| Customer ID | Country | Sales | Profit | Profit Margin | Sales Latest Yea |
|---|---|---|---|---|---|
| LS-172001402 | United States | $7,351 | 2.43K | 33.05% | 7351 |
| KM-162257 | Australia | $6,841 | -0.66K | -9.68% | 2351 |
| NH-1861059 | Indonesia | $6,821 | 0.39K | 5.78% | 4311 |
| EA-140351406 | United States | $6,768 | 0.24K | 3.57% | 147 |
| JR-16210139 | United Kingdom | $6,307 | -0.53K | -8.36% | |
| SP-20620102 | Philippines | $6,305 | -0.34K | -5.36% | 70 |
| CS-121757 | Australia | $6,222 | 1.47K | 23.57% | 228 |
| JD-158951404 | United States | $6,145 | 1.36K | 22.11% | |
| YS-2188048 | Germany | $6,054 | 1.02K | 16.84% | |
| RR-9525134 | Turkey | $5,948 | -2.15K | -36.23% | 5900 |

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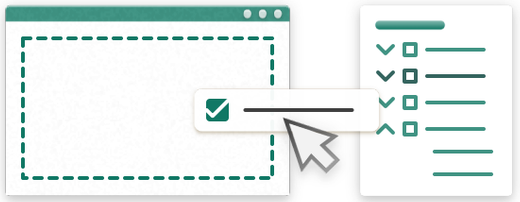
## Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.