



Ecommerce Sales & Customer Analytics

Get Your Own Personalized Analytics Team working for You 24/7
with our BI Solution



Executive Summary



Customer Analysis



Territory Analysis



Product Analysis

Ecommerce Sales and Customer Analytics provides instant solutions for your Business Intelligence needs, enabling you to transform vast amounts of data into actionable insights.

Powered by **Microsoft Power BI**, this Reporting App empowers ecommerce businesses with exceptional clarity into their sales and customer data, enabling a deeper understanding of overall performance and driving smarter decisions.

The **Customizable Dashboards** empower users to design and tailor each dashboard to their specific needs. This ensures that the **Ecommerce Sales and Customer Analytics** solution remains flexible and adaptable to your evolving data requirements.

Each **interactive dashboard** presents real-time data, enabling you to monitor product performance, customer behavior, territory insights, and more. With the web version and an optimized mobile app, you can oversee activities and trends across your ecommerce business anytime, anywhere—empowering you to make effective, **data-driven decisions**.

Sifting through endless data is a thing of the past. Our **Ecommerce Sales and Customer Analytics solution** does it for you, enabling you to make quick, data-driven decisions and save valuable time.

This solution has been specifically developed to eliminate the challenges associated with managing ecommerce sales and customer data.

Do you want to see your own Data in this Report? With your **CRM** Data we can make it way Better.

Contact me today!

Contact me: shabbir.sust.ds@gmail.com





E-commerce Sales & Customer Analytics| Executive Summary

2020

2021

Total Transaction

10.7K

PY:

3K

%Δ:

+307% ▲

Total Revenue

\$9.3M

PY:

6.40M

%Δ:

+46% ▲

Profit

\$4.0M

PY:

2.60M

%Δ:

+52% ▲

Profit Margin

42.5%

PY:

41%

%Δ:

+5% ▲

Return Rate

2.1%

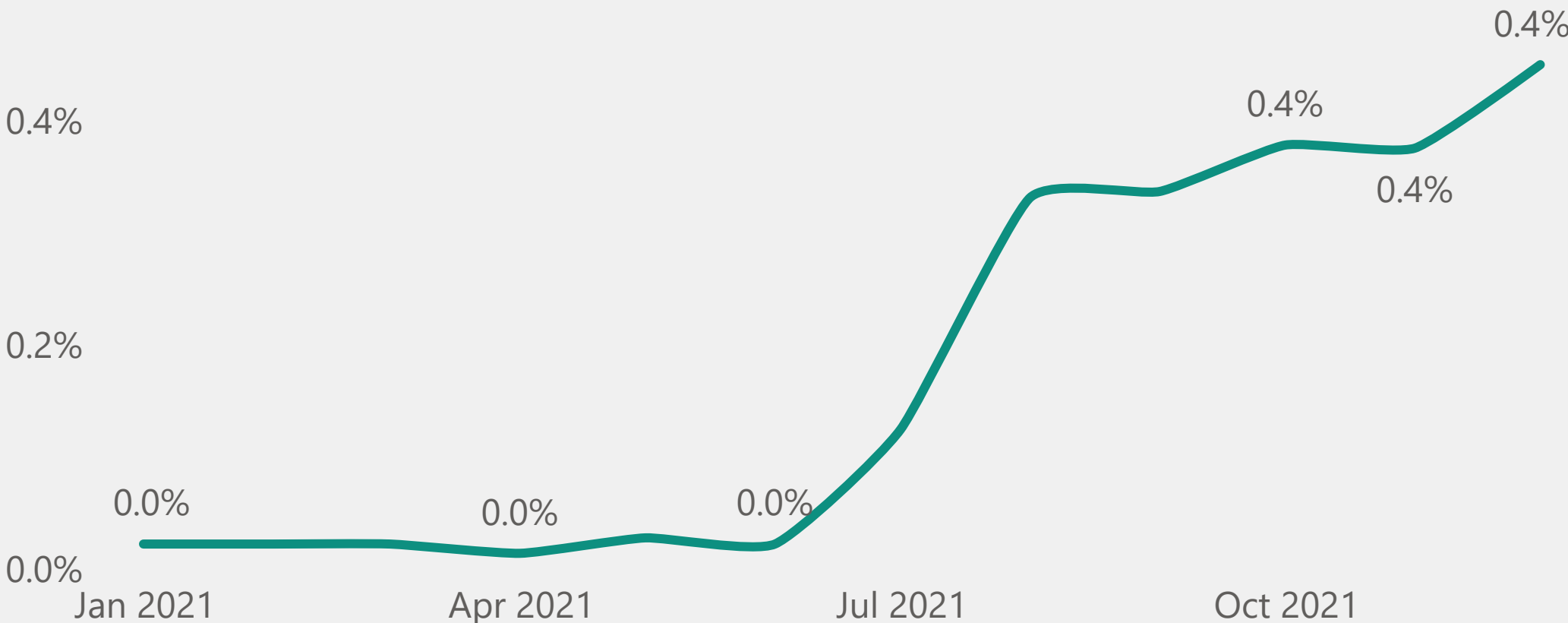
PY:

3%

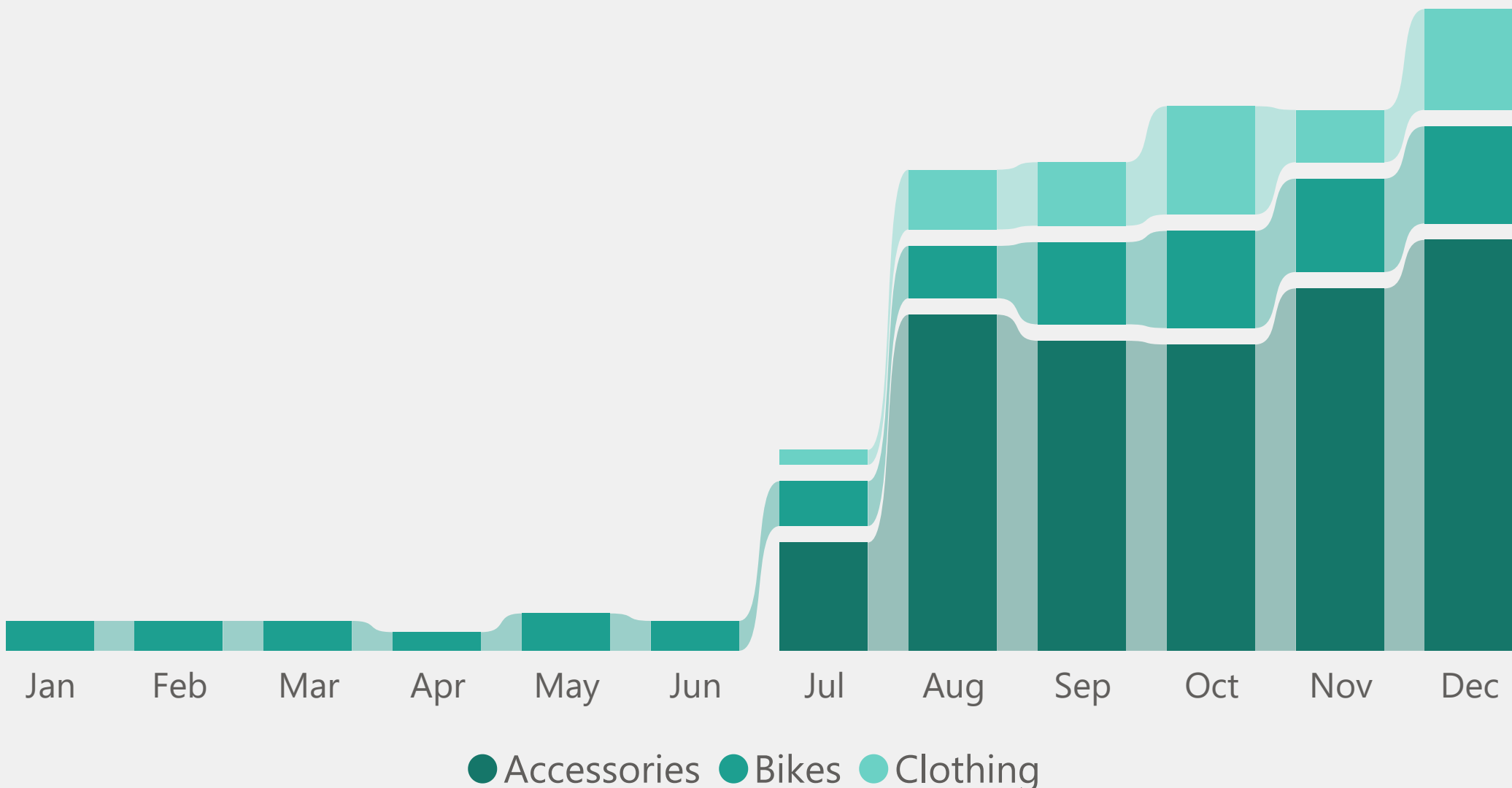
%Δ:

-35% ▼

Revenue Trend & Forecast



Return Rate by Month and Category



Accessories

Bikes

Clothing

Top 15 Subcategories by Total Return Rate.

Subcategory Name		Return Rate	CY %	PY	%YoY
Tires and Tubes	38	0.7%	-		
Bottles and Cages	37	0.4%	-		
Road Bikes	36	0.3%	-	2.5%	-89% ▼
Helmets	35	0.2%	-		
Mountain Bikes	34	0.2%	-	0.8%	-80% ▼
Jerseys	33	0.1%	-		
Gloves	32	0.1%	-		
Touring Bikes	31	0.1%	-		
Caps	30	0.1%	-		
Fenders	29	0.1%	-		
Shorts	28	0.0%	-		
Cleaners	27	0.0%	-		
Hydration Packs	27	0.0%	-		

Product Analysis

Choose Rev Target

20%

Select Country

All

Select Category

All

Selected Year

2021

	Product Name	Total Revenue	% Revenue	% Running Total	Sold Qty	%YoY Qty	Profit	Return Qty	Return Rate
A+	Mountain-200 Black, 42	\$569,649	<div></div> 6.1%	18.9%	278	↓	\$262,234	10	3.6%
	Mountain-200 Black, 46	\$616,779	<div></div> 6.6%	6.6%	301	↓	\$283,930	11	3.7%
	Mountain-200 Silver, 46	\$573,783	<div></div> 6.2%	12.8%	277	↓	\$264,137	5	1.8%
	Total Sales: \$1,760,211 Products: 3								
Others	All-Purpose Bike Stand	\$18,762	<div></div> 0.2%	93.5%	118		\$11,745	5	4.2%
	AWC Logo Cap	\$15,188	<div></div> 0.2%	96.0%	1,757		\$5,164	19	1.1%
	Bike Wash - Dissolver	\$6,018	<div></div> 0.1%	99.8%	757		\$3,767	10	1.3%
	Classic Vest, L	\$4,255	<div></div> 0.0%	99.9%	67		\$2,663		
	Classic Vest, M	\$4,509	<div></div> 0.0%	99.9%	71		\$2,822	1	1.4%
	Classic Vest, S	\$4,191	<div></div> 0.0%	100.0%	66		\$2,624	3	4.5%
	Fender Set - Mountain	\$38,201	<div></div> 0.4%	88.3%	1,738		\$23,914	18	1.0%
	Half-Finger Gloves, L	\$7,653	<div></div> 0.1%	99.5%	325		\$4,496	8	2.5%
	Half-Finger Gloves, M	\$8,972	<div></div> 0.1%	98.7%	381		\$5,271	10	2.6%
	Half-Finger Gloves, S	\$9,396	<div></div> 0.1%	98.5%	399		\$5,520	5	1.3%
	Hitch Rack - 4-Bike	\$16,200	<div></div> 0.2%	95.3%	135		\$10,141	3	2.2%
	HL Mountain Tire	\$19,915	<div></div> 0.2%	92.5%	569		\$12,467	20	3.5%
	HL Road Tire	\$12,681	<div></div> 0.1%	96.8%	389		\$7,939	18	4.6%
	Hydration Pack - 70 oz.	\$16,552	<div></div> 0.2%	94.6%	301		\$10,362	10	3.3%
	LL Mountain Tire	\$17,593	<div></div> 0.2%	94.1%	704		\$11,013	20	2.8%
	LL Road Tire	\$17,944	<div></div> 0.2%	93.9%	835		\$11,233	18	2.2%
	Long-Sleeve Logo Jersey, L	\$8,941	<div></div> 0.1%	98.8%	186		\$3,040	8	4.3%
	Long-Sleeve Logo Jersey, M	\$7,021	<div></div> 0.1%	99.3%	165		\$2,607	7	4.2%

Customer Analysis

2020

2021

Expenditure Analysis

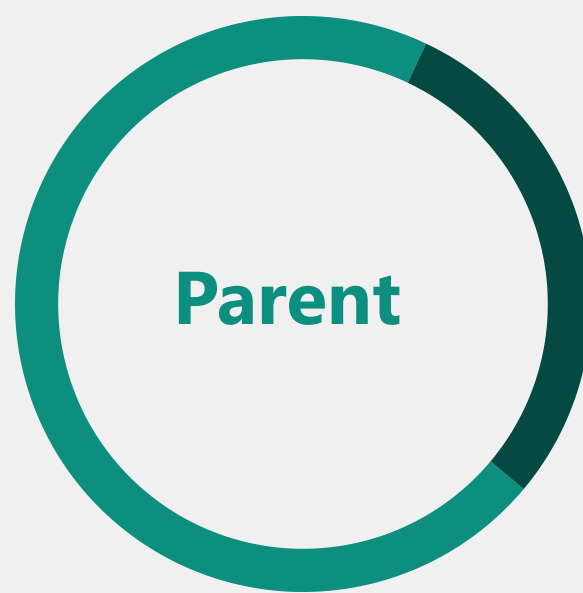
Demographic Analysis



Male 4,571
Female 4,498



Married 4,962
Single 4,171



Yes 6,477
No 2,656



Yes 6,250
No 2,883

Total Customer

9.1K

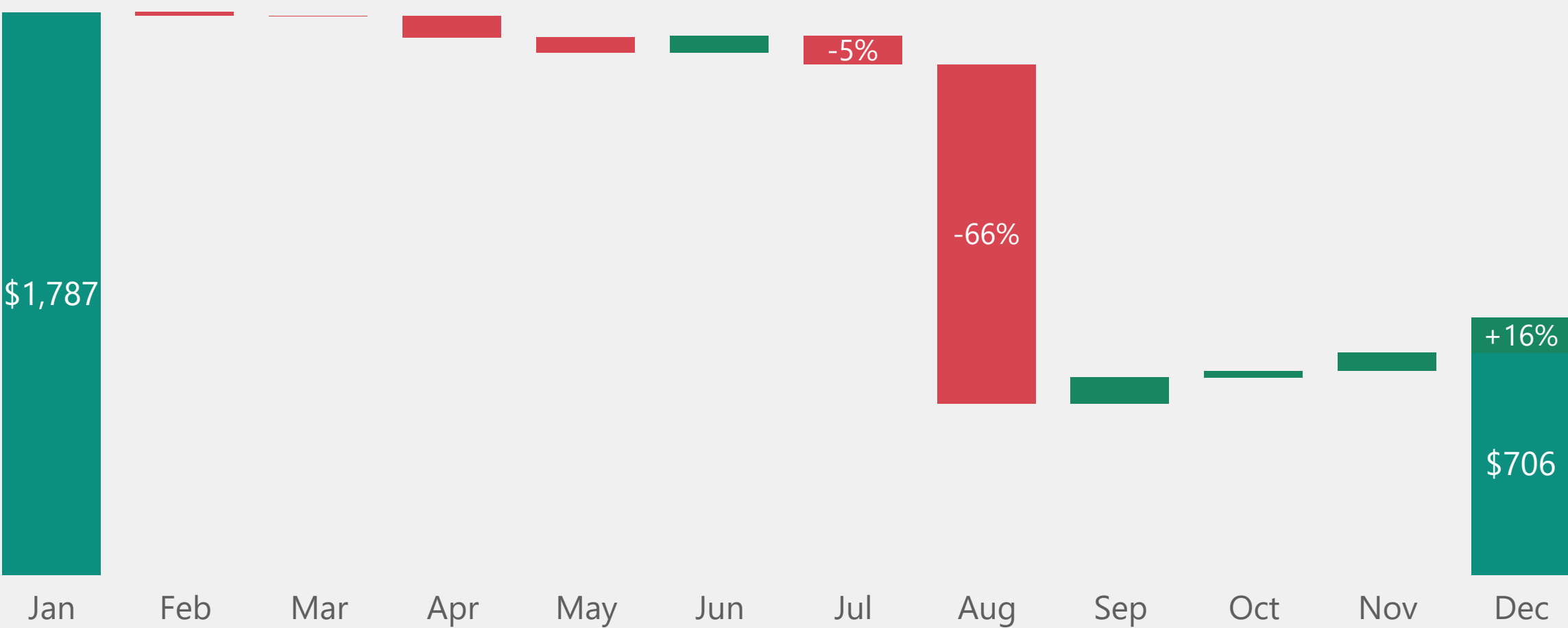
PY: 2,630
%Δ: +247% ▲

Avg. Spending

\$1,021

PY: \$2,435
%Δ: -58% ▼

Customer's Avg. Expenditure by Month



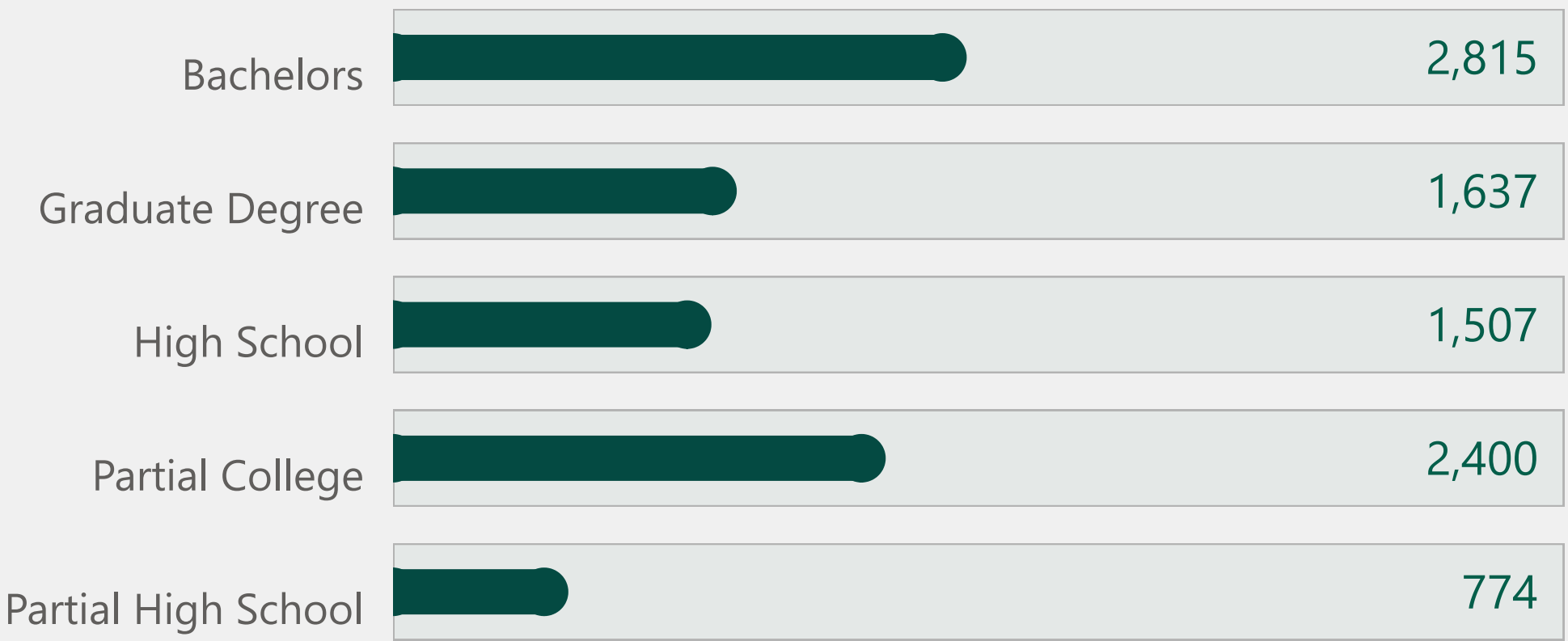
Education Level

Income Group

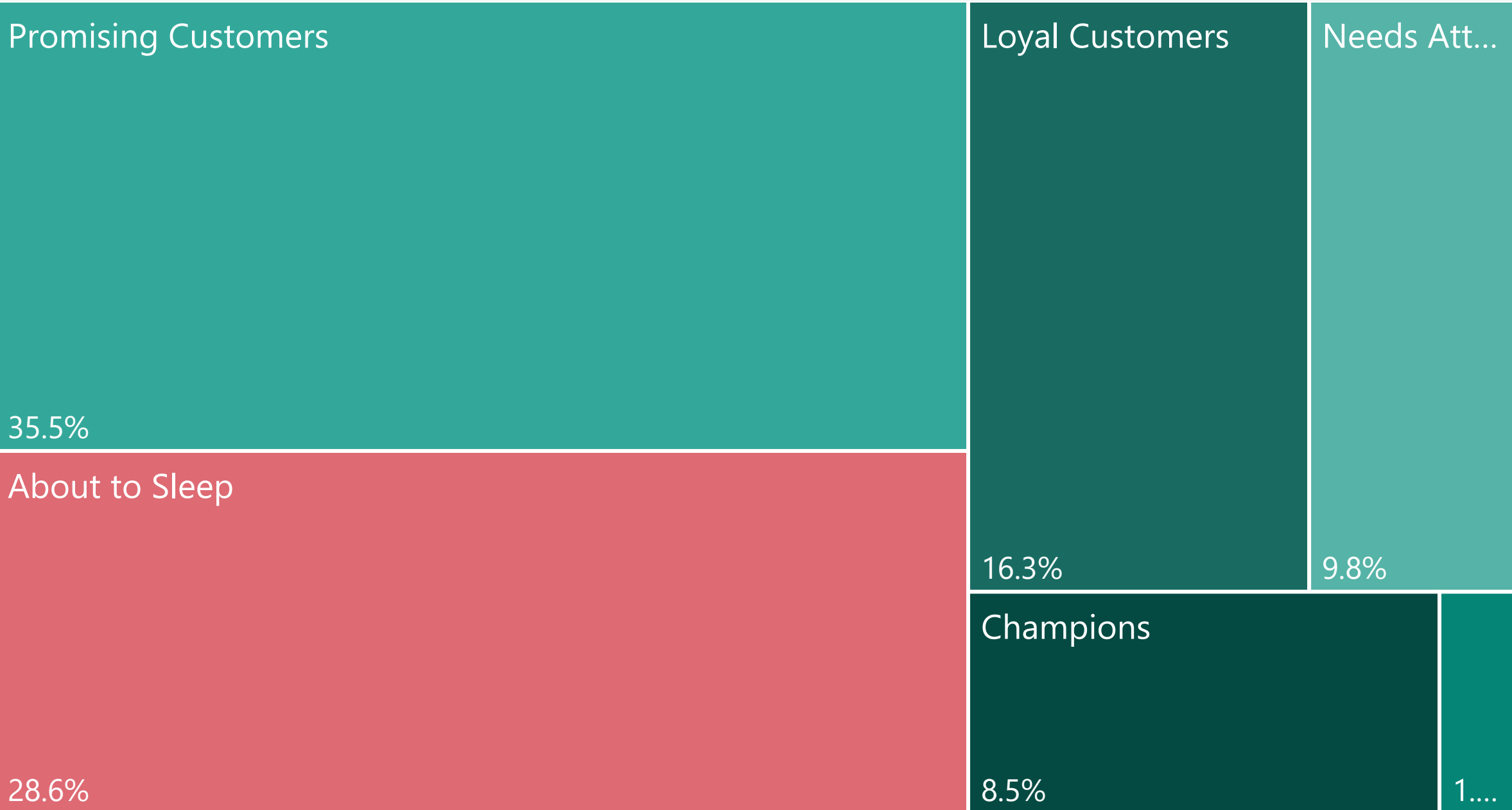
Occupation

Age Group

Total Customers by Education Level



% of Active Customers by Customer Segment

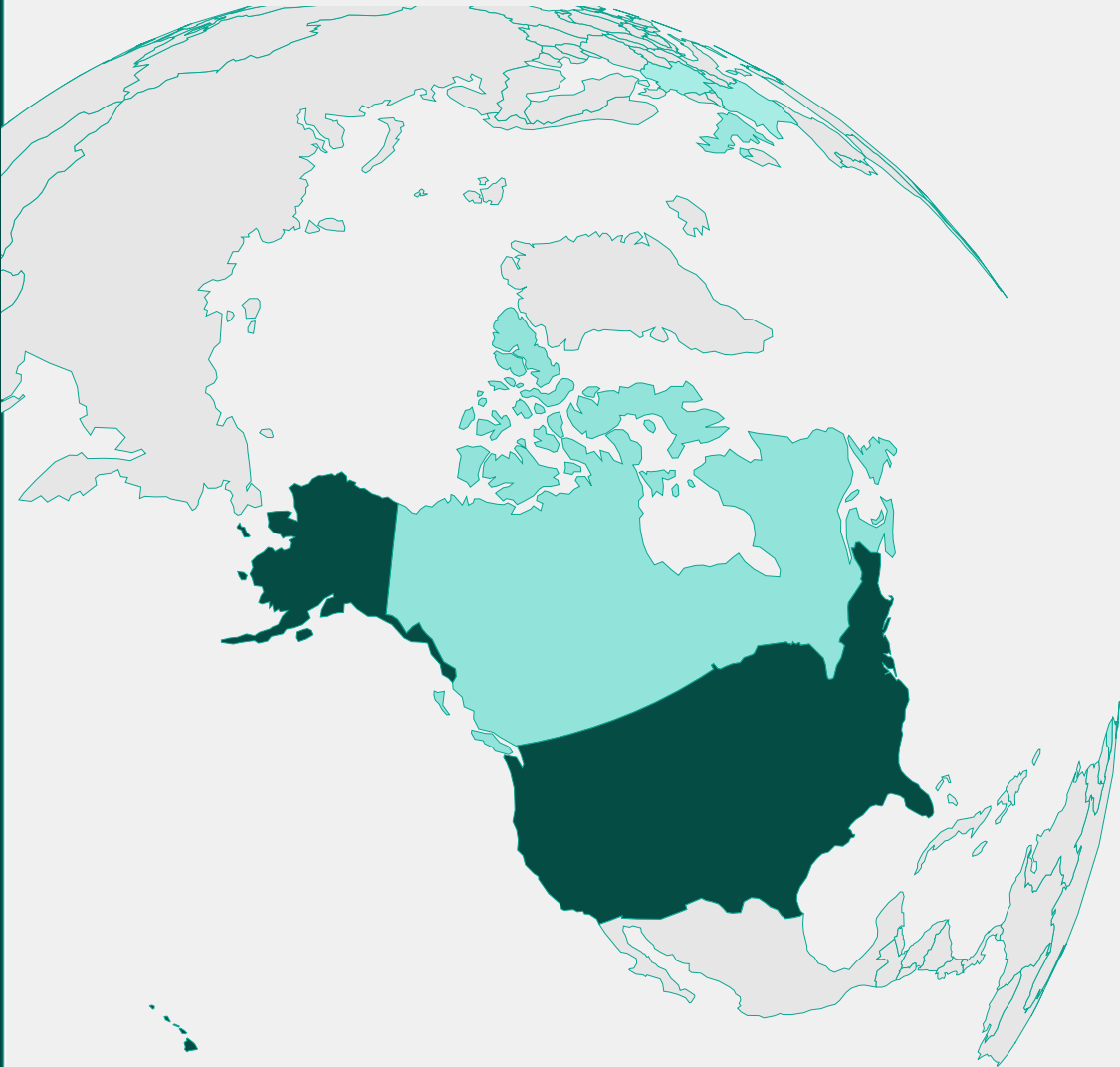




Territory Analysis

2020

2021



Select Category

Bikes

Select Sub-category

All

Continent	Customer	Revenue	% Revenue	Qty	% Return
North America	1,072	<div></div> \$2.71M	42.3%	1,072	1.1%
Pacific	848	<div></div> \$2.12M	33.1%	848	1.2%
Europe	710	<div></div> \$1.57M	24.6%	710	1.0%

Country	Customers	Revenue	% Revenue	Qty	% Return
USA	849	<div></div> \$2.10M	32.8%	849	0.8%
Australia	848	<div></div> \$2.12M	33.1%	848	1.2%
UK	255	<div></div> \$0.57M	8.9%	255	0.3%
France	229	<div></div> \$0.50M	7.9%	229	0.2%
Germany	226	<div></div> \$0.50M	7.9%	226	0.6%
Canada	223	<div></div> \$0.61M	9.5%	223	0.2%