


# Sales & Profit Analysis Dashboard (E-commerce 2024–2025)



The goal of this dashboard is to identify reasons for declining sales, analyze revenue and cost structure, and provide data-driven suggestions to improve profitability and optimize logistics.



Canceled	Delivered	Pending	Processing	Returned	Shipped
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81,07%

Profit\_margin

227,19M

total sales

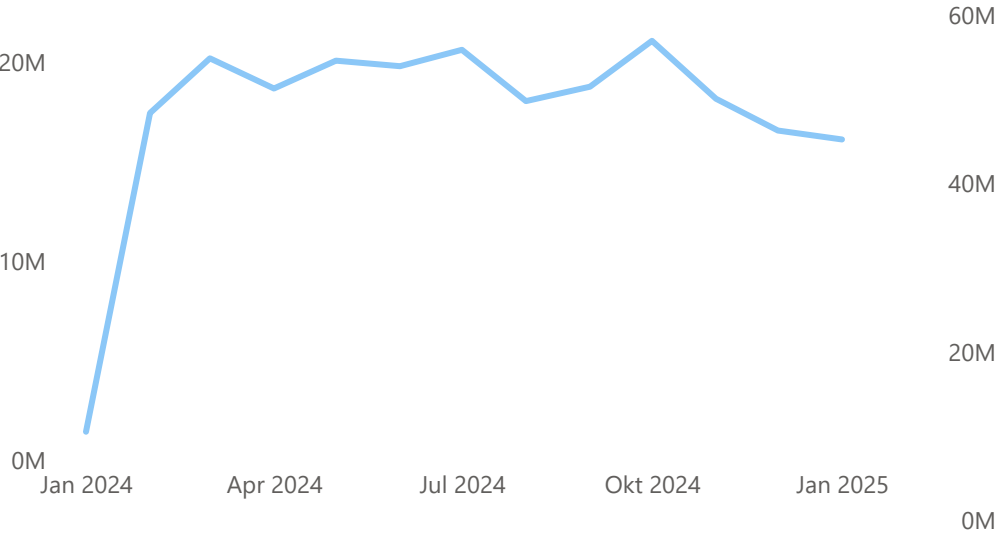
43,01M

total costs

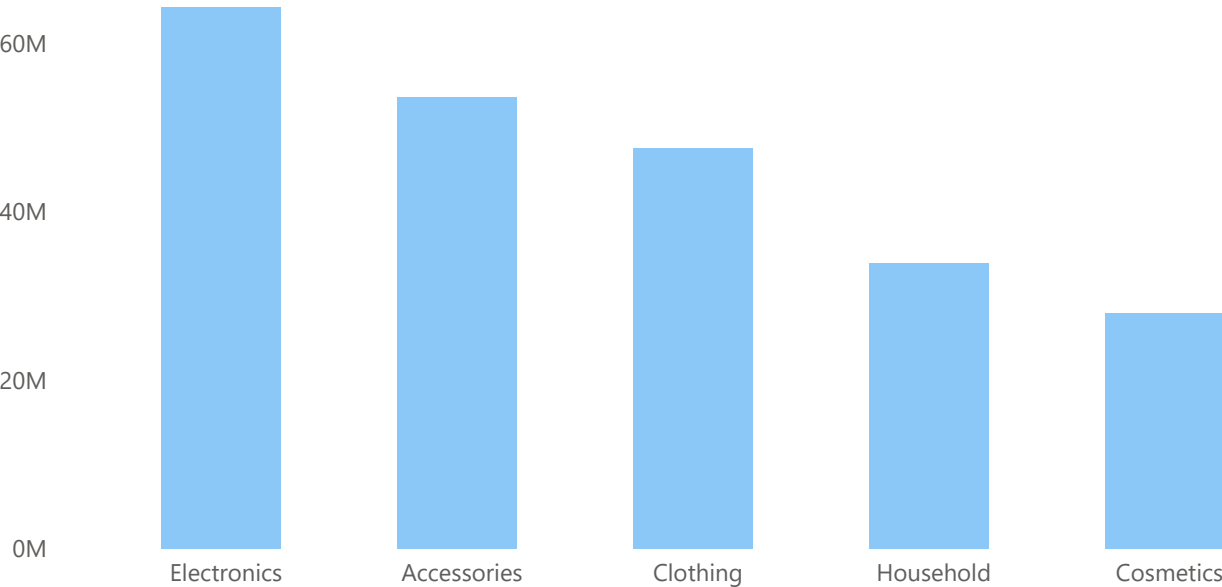
184,19M

Profit

timeline of sales dynamics

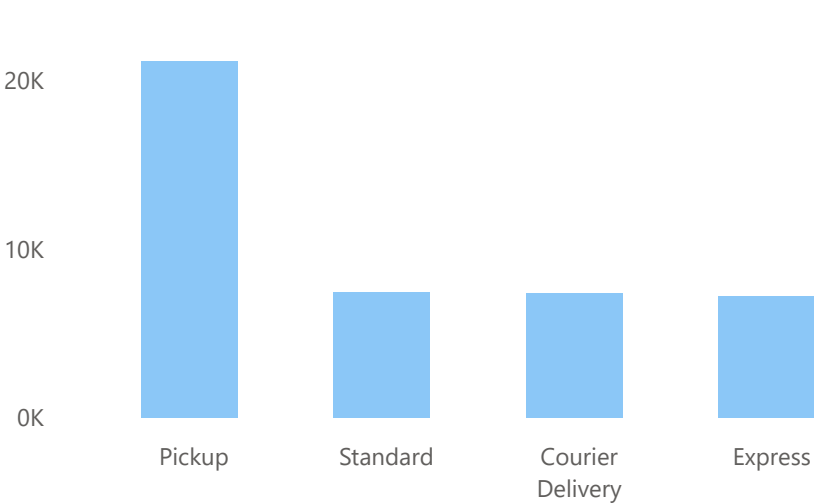


Sum of sales by category

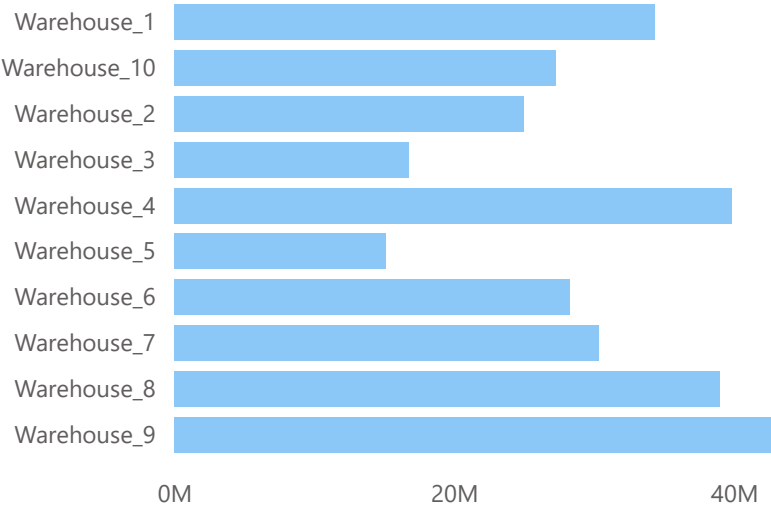




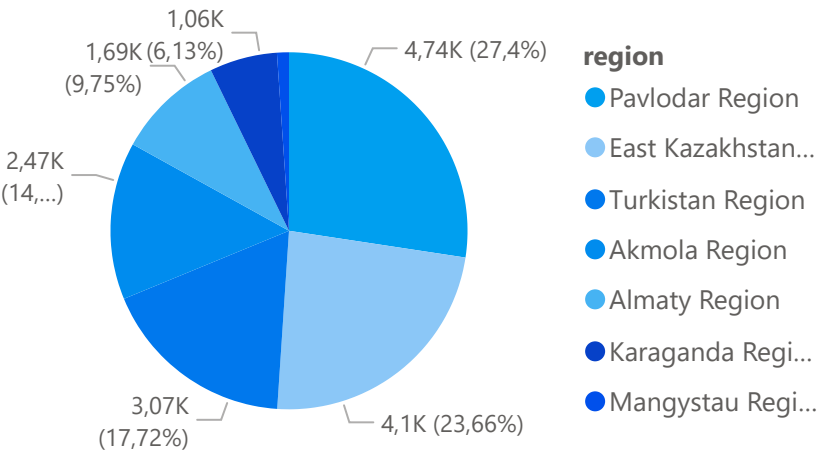
tarrif costs by shipping method



Total revenue by warehouse



total additional costs on delivery by region



warehouse_name	item_name	Sum of quantity_in_stock
Warehouse_1	Across Basic	367
Warehouse_1	Apply Basic	950
Warehouse_1	Bank Pro	295
Warehouse_1	Campaign Pro	186
Warehouse_1	Choice	342
Warehouse_1	Class Pro	328
Warehouse_1	End	319
Warehouse_1	Evidence	649
Warehouse_1	Executive Basic	151
Warehouse_1	Film Max	120
Warehouse_1	Future Plus	469
Total		123842

0,03%

percentage of delivery expenses to profit



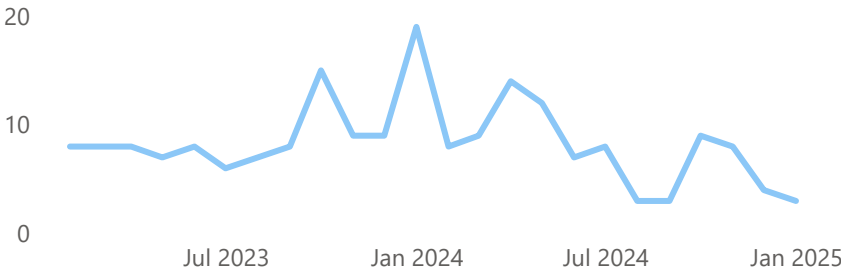
144,43K

Average Order Value

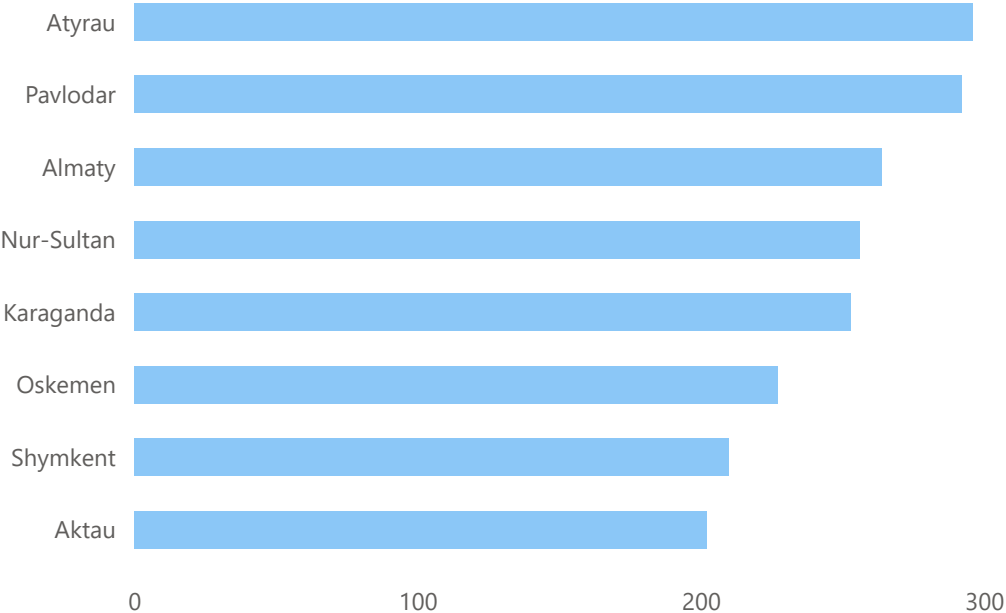
0,17

Returns Rate %

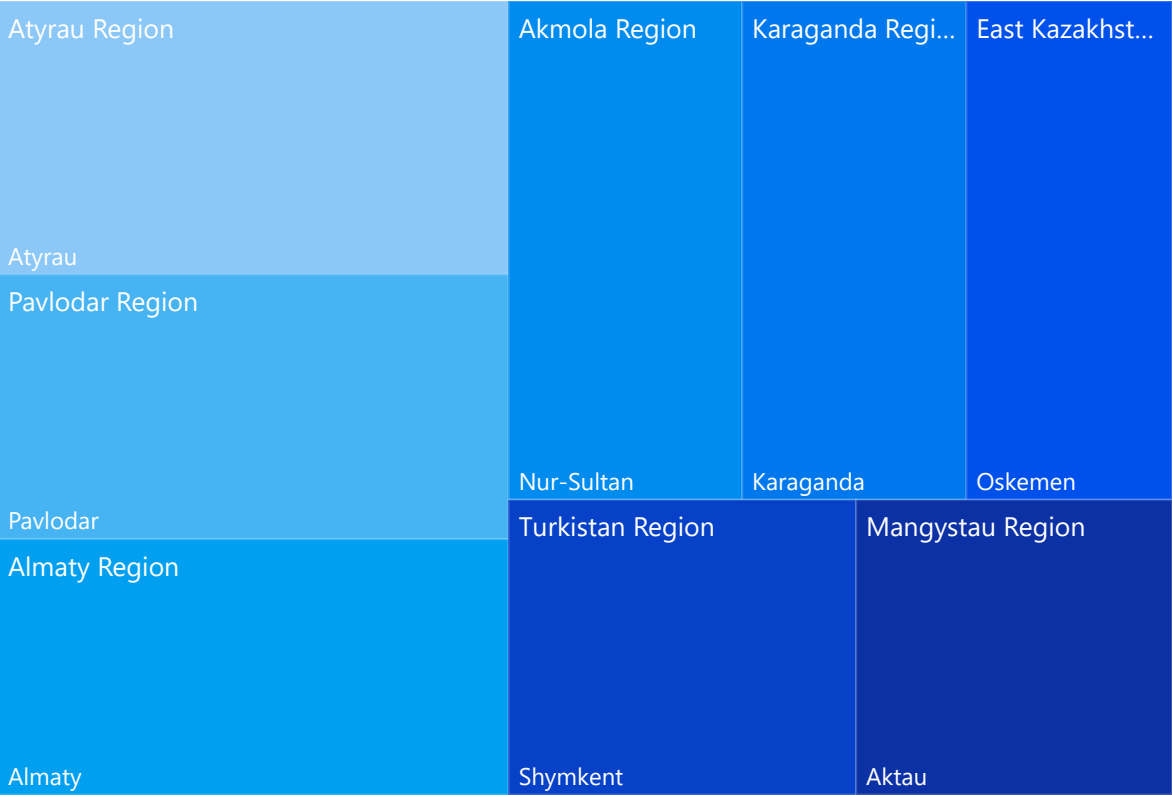
timeline of new registered users



volume of orders by city

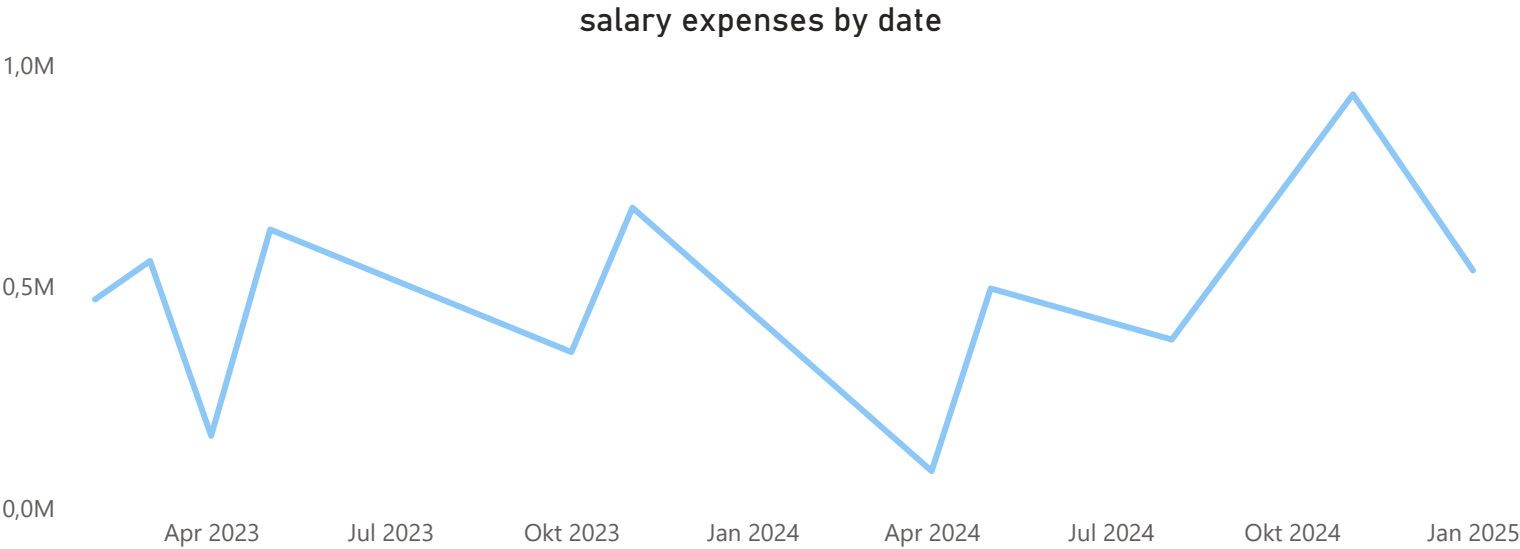


distribution of clients in regions and cities

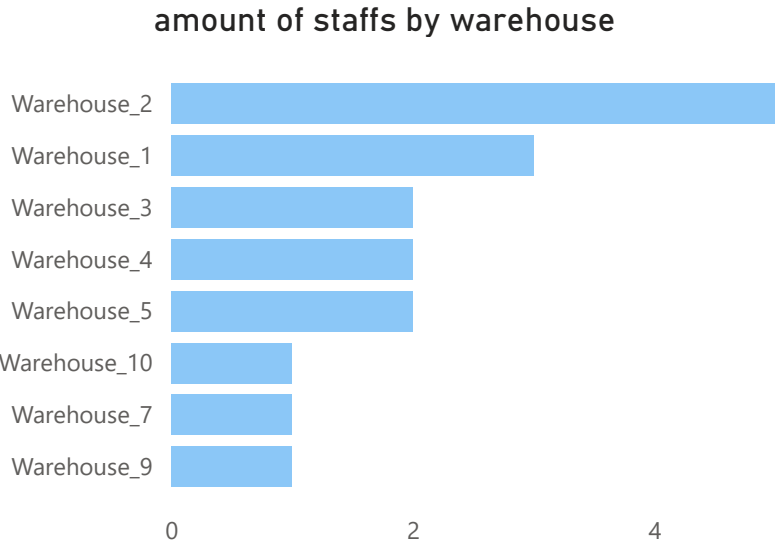




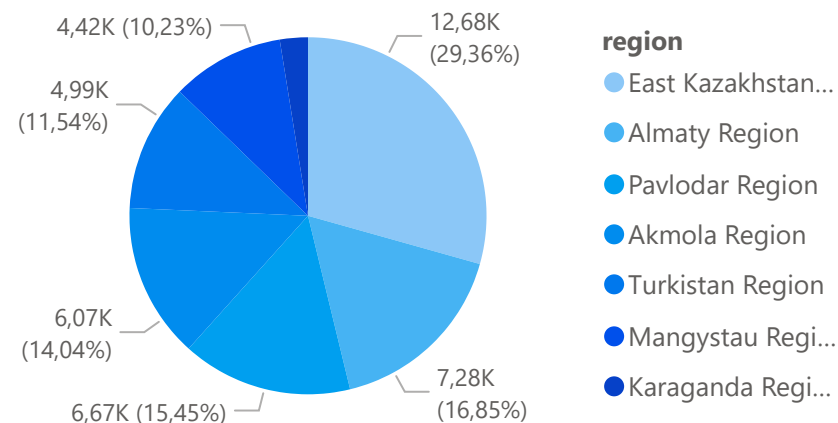
Accountant	Analyst	Courier	Manager	Sales Representative	Warehouse Clerk
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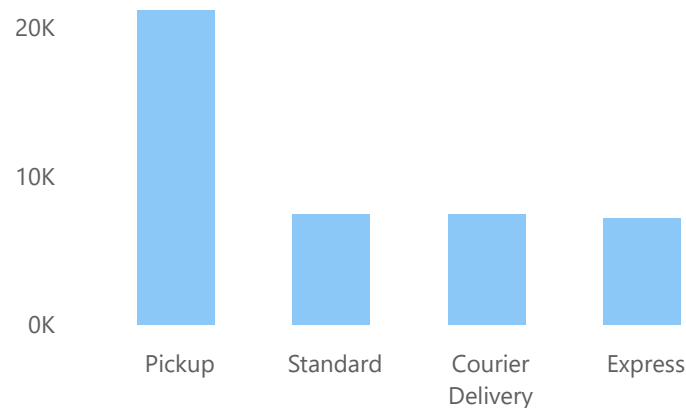
17,55M  
profit per staff



## tariff costs bt region



## tariff costs by shipping method



### 1. Sales Decline:

Noticeable drop compared to 2024.

Reason: 2025 data includes only early months.

In 2024, significant decline was observed in **electronics**, **accessories**, and **cosmetics** categories.

### 2. Logistics Costs:

Eastern Kazakhstan has the highest delivery expenses. "Pickup" is the most costly method, reducing margins.

### 3. Returns:

17% of orders were returned — relatively high.

Further analysis needed by product type and region.

### 4. Seasonality:

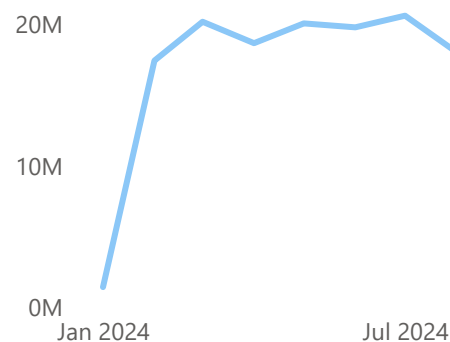
Top 10 sales days are not linked to holidays.

Stock planning should focus on real peak demand patterns.

## Top 10 Dates with highest sales

sale_date	Sum of sale_amount
Freitag, 9. Februar 2024	1.194.893,58
Donnerstag, 22. Februar 2024	1.206.902,47
Montag, 11. März 2024	1.239.019,03
Montag, 6. Mai 2024	1.138.397,44
Freitag, 10. Mai 2024	1.174.521,00
Dienstag, 4. Juni 2024	1.252.600,55
Montag, 24. Juni 2024	1.120.527,59
Dienstag, 2. Juli 2024	1.132.489,30
Sonntag, 14. Juli 2024	1.163.908,03
Mittwoch, 17. Juli 2024	1.189.432,40
<b>Total</b>	<b>11.812.691,39</b>

## total sales timeline



0,17

Returns Rate %