

# Executive Overview – E-Commerce Sales Dashboard

**71.05M**

Total Revenue

**5K**

Total Transactions

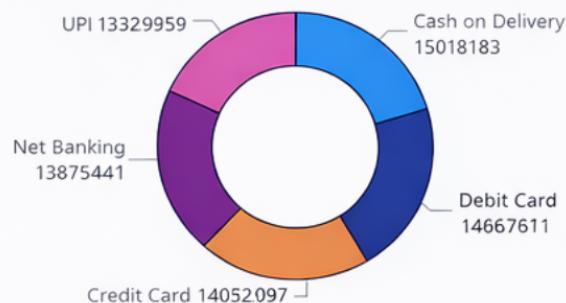
**14.20K**

Average Order Value

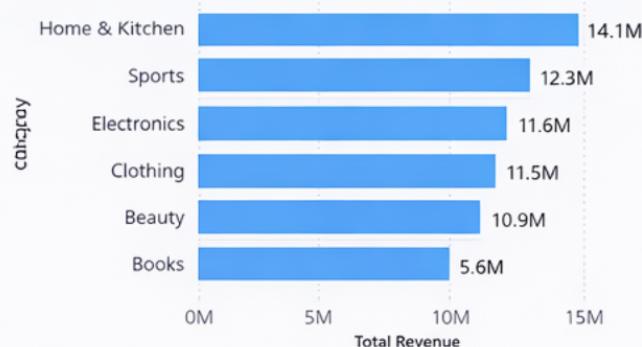
**19.69**

Profit Margin %

Total Revenue by payment\_method\_name



Total Revenue by category



state

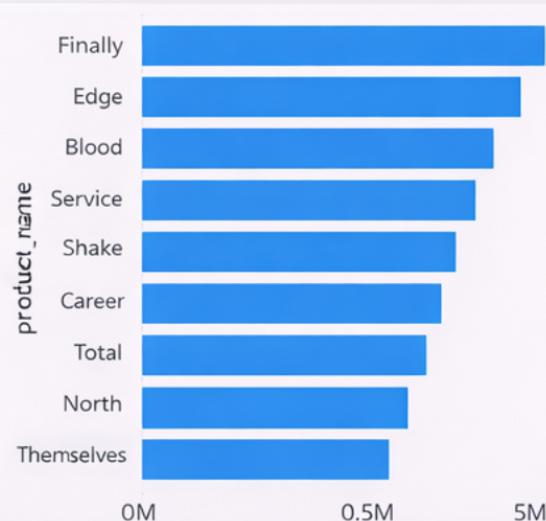


Total Revenue by month\_name



# Product Performance Dashboard

## Top 10 Products by Revenue



## Revenue by Category & Sub-Category

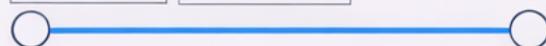


## Product Performance Metrics

product_name	Total Revenue	Total Profit	Profit Margin %	Total Transactions
Finally	7,56,991.15	1,18,483.89	15.66	135
Edge	7,36,771.65	2,10,683.32	28.68	106
Blood	6,15,042.21	1,37,693.38	28.65	74
Service	6,13,661.75	93,992.36	13.28	83
Shake	5,68,362.11	1,31,720.83	22.19	83
Career	5,39,341.71	49,657.89	8.27	83
Total	5,68,541.71	98,973.34	16.94	85
North	5,96,863.47	99,993.85	18.69	91
Message	5,01,683.86	1,33,135.20	26.94	91
Themselves	4,94,970.87	1,09,326.17	21.48	67
<b>Total</b>	<b>59,64,499.98</b>	<b>12,14,134.28</b>	<b>20.36</b>	<b>834</b>

## full date

01/01/2024 - 31/12/2024



## category

- Beauty
- Books
- Clothing
- Electronics
- Home & Kitchen
- Sports

## Price vs Profit Analysis

category ● Beauty ● Books ● Clothing ● Electronics ● Home & Kitchen ● Sports



# Customer Analytics Dashboard

## Revenue by Customer Segment



## Top 10 Customers by Lifetime Value

full_name	Total Revenue	Total Transactions	Profit Margin %
Andrew Glass	1,92,233.11	10	32,770.5
Antonio Morris	1,82,071.13	11	37,452.3
Christopher Johnston	1,92,833.10	11	38,784.4
Gabrielle Jones	1,85,886.61	9	38,764.1
Justin Lindsey	2,11,154.60	16	38,049.6
Katie Louis	1,91,745.91	16	31,392.4
Meghan Chavez	2,26,466.28	19	23,397.3
Nicole Robinson	1,91,697.99	28	33,582.3
Robert Zohnson	2,28,621.45	15	32,509.5
Virginia Richardson	1,85,234.38	12	32,996.8
<b>Total</b>	<b>19,76,460.74</b>	<b>118</b>	<b>3,71,078.88</b>

## Customer Purchase Patterns by Segment



## Monthly Customer Acquisition Trend

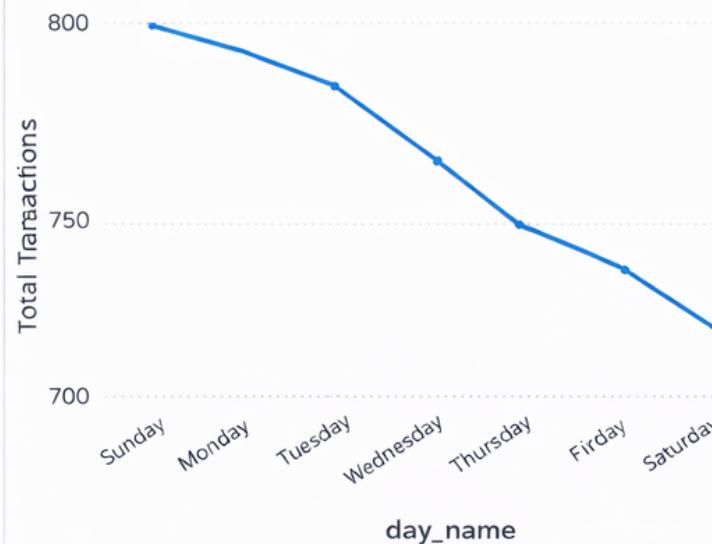


# Trends & Geography Dashboard

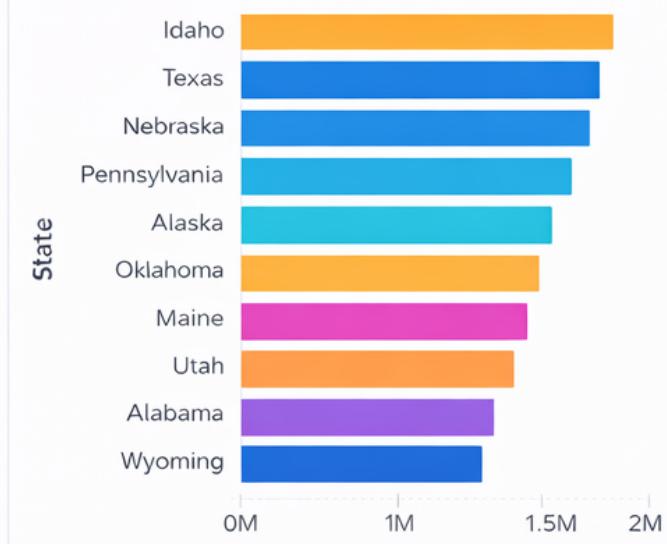
Total Revenue by State



Total Transactions by Day



Total Revenues by State



Total Revenue by Month and Category

category ● Beauty ● Books ● Clothing ● Electronics ● Home & Kitchen ● Sports

