

# E-commerce Sales Analysis Report

## Executive Summary

This report summarizes the sales performance for the period. The analysis indicates a strong overall performance, with total revenue reaching \$21,010.36. The clear standout in the product catalog is the 'Enchanted Forest T-Shirt', which is the primary driver of revenue. Key opportunities for growth involve marketing high-performing products and addressing the underperformance of items at the bottom of the sales list. The attached charts and tables provide a detailed breakdown of these trends.

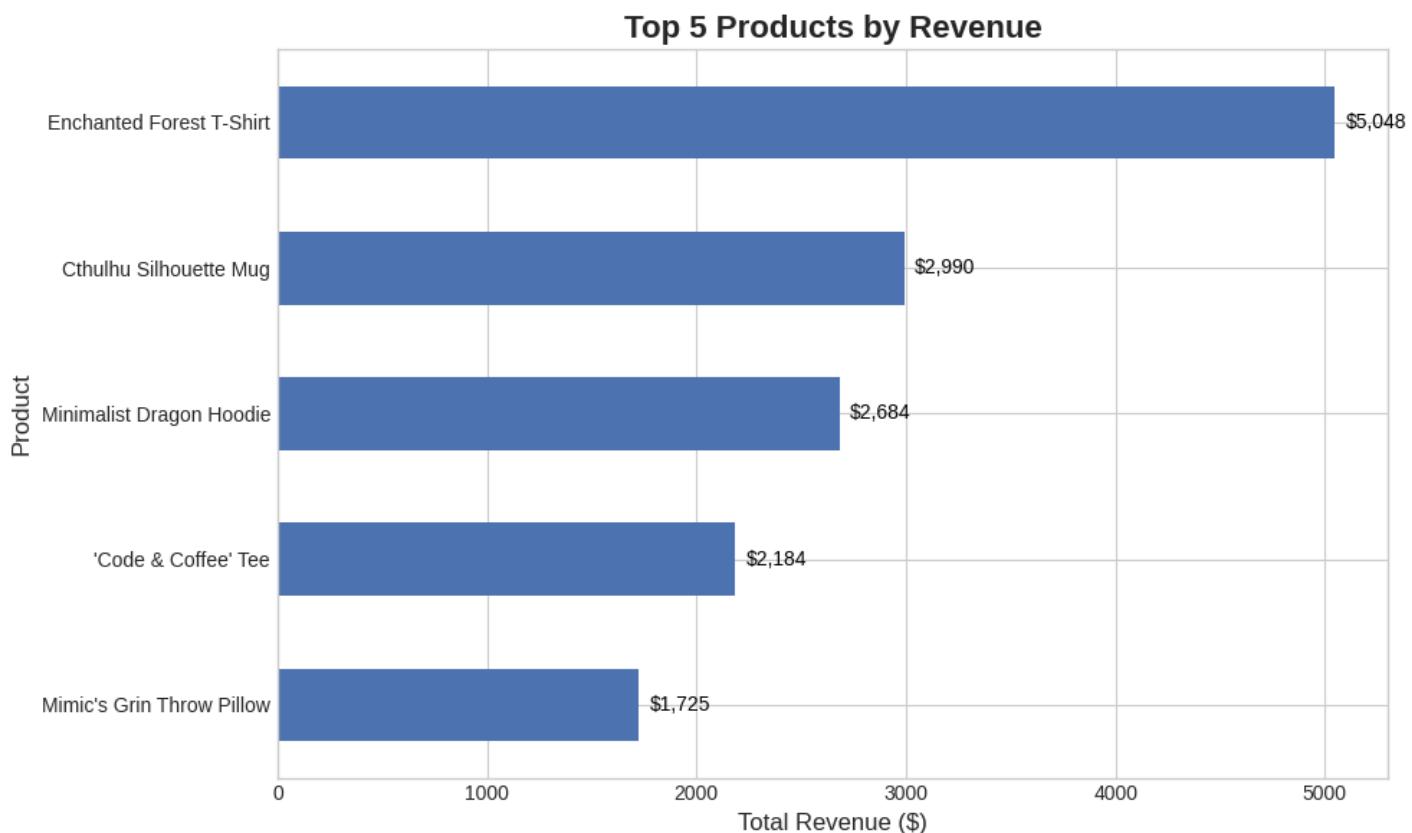
## Overall Performance Metrics

Total Revenue: \$21,010.36

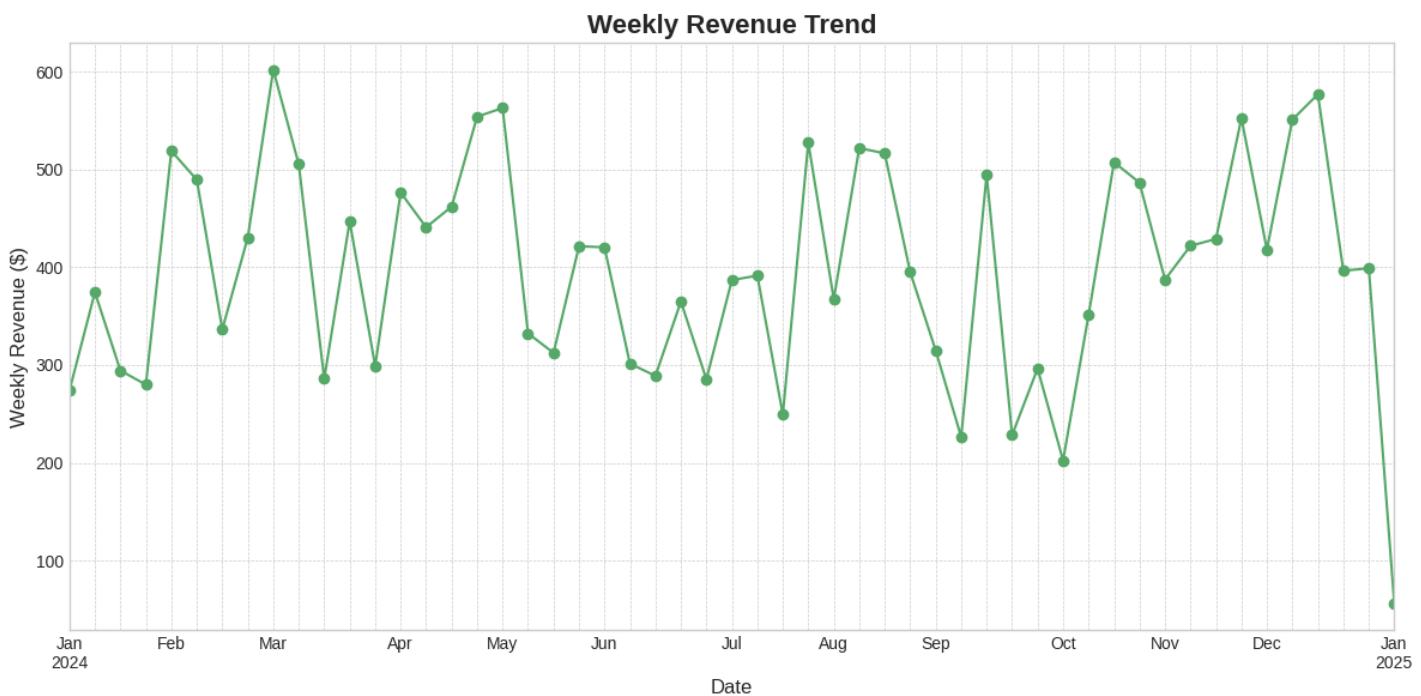
Total Orders: 1000

Average Order Value: \$21.01

## Top 5 Products by Revenue



## Weekly Revenue Trend



## **Detailed Product Performance**

### **Top 5 Products by Quantity Sold**

- Enchanted Forest T-Shirt: 202 units
- Cthulhu Silhouette Mug: 187 units
- 'Code & Coffee' Tee: 95 units
- Cosmic Horror Sticker Pack: 84 units
- Viking Rune Keychain: 84 units

### **Bottom 3 Products by Quantity Sold**

- Developer Joke Sticker: 13 units
- Elven Leaf Art Print: 41 units
- Sorcerer's Hat Embroidered Cap: 42 units