Ecommerce sales Dashboard

Total Revenue:-   5.6 Millions
Total Potential Revenue -:   56.7 millions
Total Products:-   10.1 K
Total Categories:-   86

- ***Pricing***

#	Brand	Category	Sub Category	Event Hour	Price	User Id	Event Type	Event Date
1	Apple	Electronics	smartphone	14	64.33	21342	View	2019-10-25
2	Lg	Appliances	kitchen	12	489.96	25649	View	2019-10-18
3	Nokia	Electronics	smartphone	11	204.64	36102	View	2019-11-26
4	Apple	Electronics	audio	6	169.35	38878	Purchase	2019-11-17
5	Lenovo	Computers	notebook	3	851.59	47492	View	2019-11-16
6	Oneplus	Electronics	smartphone	5	566.04	48899	View	2019-10-10
7	Samsung	Electronics	smartphone	9	192.8	49983	View	2019-10-27
8	Xiaomi	Electronics	audio	1	69.35	51056	View	2019-10-03
9	Haier	Appliances	kitchen	13	2,574.04	55709	View	2019-11-24
10	Hp	Computers	notebook	8	249.43	56309	Purchase	2019-10-01

- ***Recommendations***

| Total Revenue | 5.6M | Total Potential Revenue | 56.7M | Total Products | 10.1K | Total Categories | 86 |

Total Sales by Brand — Sum of Price — 62M

Sales v/s Potential — Sum of Price — 62M

Sales by Category — Sum of Price — 62M

Category wise Activity — Count of Rows: 160k — 83k

Brand wise Activity — Count of Rows — 160k

User Brand Preferences

#	Brand	Category	Sub Category	Event Hour	Price	User Id	Event Type	Event Date
1	Apple	Electronics	smartphone	14	64.33	21342	View	2019-10-25
2	Lg	Appliances	kitchen	12	489.96	25649	View	2019-10-18
3	Nokia	Electronics	smartphone	11	204.64	36102	View	2019-11-26
4	Apple	Electronics	audio	6	169.35	38878	Purchase	2019-11-17
5	Lenovo	Computers	notebook	3	851.59	47492	View	2019-11-16
6	Oneplus	Electronics	smartphone	5	566.04	48899	View	2019-10-10
7	Samsung	Electronics	smartphone	9	192.8	49983	View	2019-10-27
8	Xiaomi	Electronics	audio	1	69.35	51056	View	2019-10-03
9	Haier	Appliances	kitchen	13	2,574.04	55709	View	2019-11-24
10	Hp	Computers	notebook	8	249.43	56309	Purchase	2019-10-01

- ***Sales***

| Total Revenue | 5.6M | Total Potential Revenue | 56.7M | Total Products | 10.1K | Total Categories | 86 |

Total Sales by Brand
Sum of Price

62M — 25M, 13M, 4.2M

Brand: Acer, Apple, Arg, Ariston, Artel, Asus, Atlant, Beko, Bosch, Braun, Brw, Bts, Canon

Sales v/s Potential
Sum of Price

62M — 49M, 7.3M, 5.6M

Event Type: Cart, Purchase, View

Sales by Category
Sum of Price

62M — 38M, 4.5M, 5.1M, 5.8M

Sub Category: accessories, audio, bag, bedroom, bicycle, camera, carriage, cartrige, clocks, components, cultivator, desktop, environment

Brand Search by Category

Count of Rows (0 to 140k) — Brand: Acer, Hp, Huawei, Lg, Philips, Xiaomi, Asus, Haier, Lenovo, Samsung, Bosch, Tefal, Braun, Canon, Redmond, Apple, Casio, Sony, Respect, Karcher, Artel, Yamaha, Oneplus, Vivo, Oppo, End

6.2k, 17k, 29k, 24k, 7.2k, 82k, 9.4k, 8.1k, 10k, 6.9k

Sub Category: accessories, audio, bag, bedroom, bicycle, camera, carriage, cartrige, clocks, components, desktop, environment, iron, ironing_board, kitchen, lawn_mower, notebook, peripherals, personal, shoes, skates, smartphone, tablet

Category Search by Brand

smartphone (29k), video (3.2k), kitchen (2.7k), environment (1.6k), tablet (808), clocks (1k), smartphone (17k), tablet (525), audio (1.5k), environment (2.1k), kitchen (1.3k), smartphone (24k), audio (3.7k), clocks (2k), kitchen (2.3k), video (1.5k), kitchen (1.6k), smartphone (6.2k), notebook (1.3k), notebook (1.5k), smartphone (3.6k), video (1.7k), clocks (1.6k), kitchen (950), kitchen (1.3k), notebook (2.3k), video (2k), notebook (2.2k), shoes (2.5k), kitchen (1.8k), kitchen (1.8k), tools (631), bicycle (562), audio (786), kitchen (709), tools (500), video (392)

Brand: Acer, Apple, Arg, Ariston, Artel, Asus, Atlant, Beko, Bosch, Braun, Brw, Bts, Canon, Casio, Dauscher, Epson, Force, Haier, Hansa, Hp

#	Brand	Category	Sub Category	Event Hour	Price	User Id	Event Type	Event Date
1	Apple	Electronics	smartphone	14	64.33	21342	View	2019-10-25
2	Lg	Appliances	kitchen	12	489.96	25649	View	2019-10-18
3	Nokia	Electronics	smartphone	11	204.64	36102	View	2019-11-26
4	Apple	Electronics	audio	6	169.35	38878	Purchase	2019-11-17
5	Lenovo	Computers	notebook	3	851.59	47492	View	2019-11-16
6	Oneplus	Electronics	smartphone	5	566.04	48899	View	2019-10-10
7	Samsung	Electronics	smartphone	9	192.8	49983	View	2019-10-27
8	Xiaomi	Electronics	audio	1	69.35	51056	View	2019-10-03
9	Haier	Appliances	kitchen	13	2,574.04	55709	View	2019-11-24
10	Hp	Computers	notebook	8	249.43	56309	Purchase	2019-10-01

Promotions

| Total Revenue | 5.6M | Total Potential Revenue | 56.7M | Total Products | 10.1K | Total Categories | 86 |

#	Brand	Category	Sub Category	Event Hour	Price	User Id	Event Type	Event Date
1	Apple	Electronics	smartphone	14	64.33	21342	View	2019-10-25
2	Lg	Appliances	kitchen	12	489.96	25649	View	2019-10-18
3	Nokia	Electronics	smartphone	11	204.64	36102	View	2019-11-26
4	Apple	Electronics	audio	6	169.35	38878	Purchase	2019-11-17
5	Lenovo	Computers	notebook	3	851.59	47492	View	2019-11-16
6	Oneplus	Electronics	smartphone	5	566.04	48899	View	2019-10-10
7	Samsung	Electronics	smartphone	9	192.8	49983	View	2019-10-27
8	Xiaomi	Electronics	audio	1	69.35	51056	View	2019-10-03
9	Haier	Appliances	kitchen	13	2,574.04	55709	View	2019-11-24
10	Hp	Computers	notebook	8	249.43	56309	Purchase	2019-10-01

Pricing Insights
- ### *Sales by brands*

The sales according to the top brands is depicted by the donut representation of the sales Vs brands, where we can see **ACER** is the top selling brand with a revenue of around **25 millions**

- ### *Sales by potential*
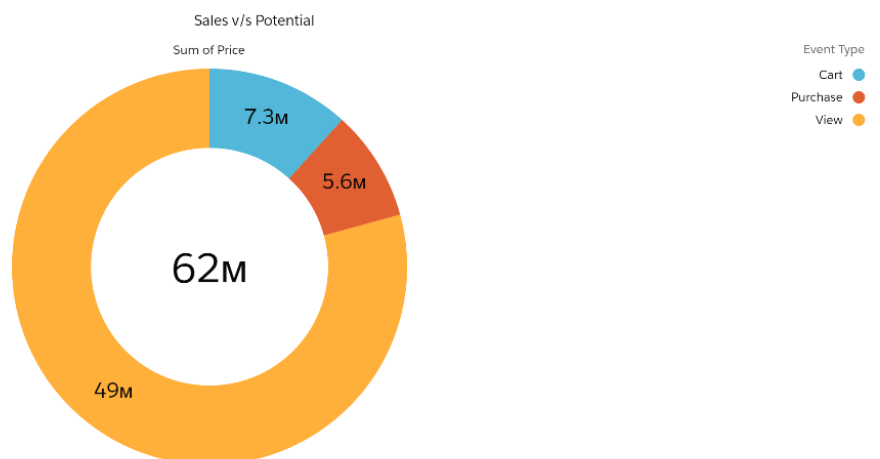
The potential revenue generated by event type like cart, purchase and view.

- ***Sales by Sub-Category***
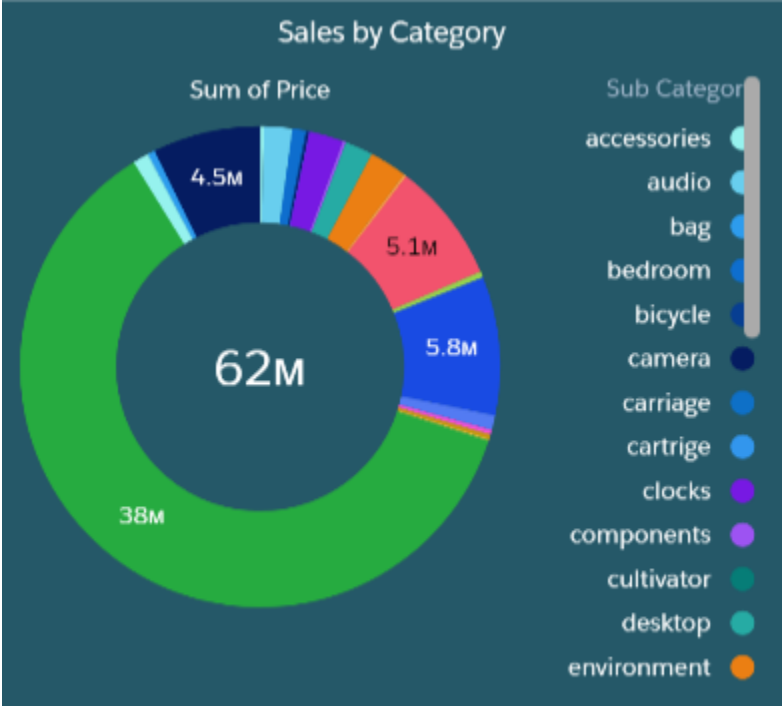
- ***Hourly Sale***

Sales are more during the morning hours ie around 426

- ***Average Price Vs Median Price***
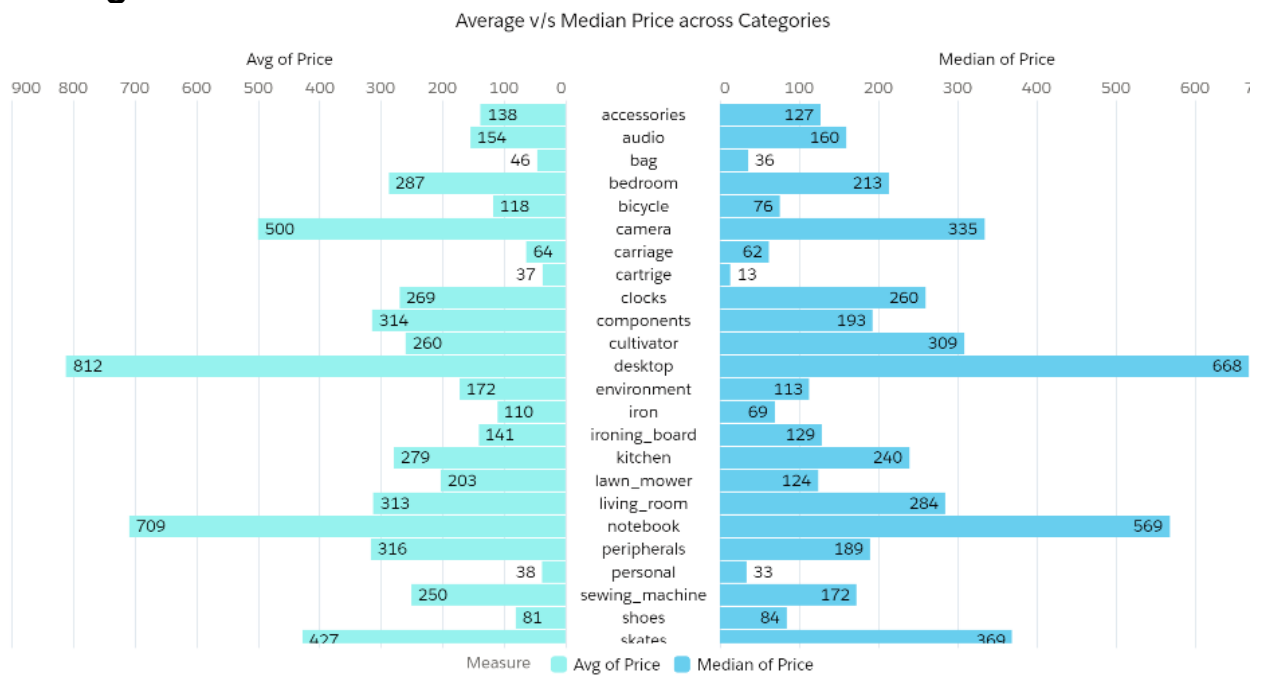
- ***Average Price of brands across Categories***
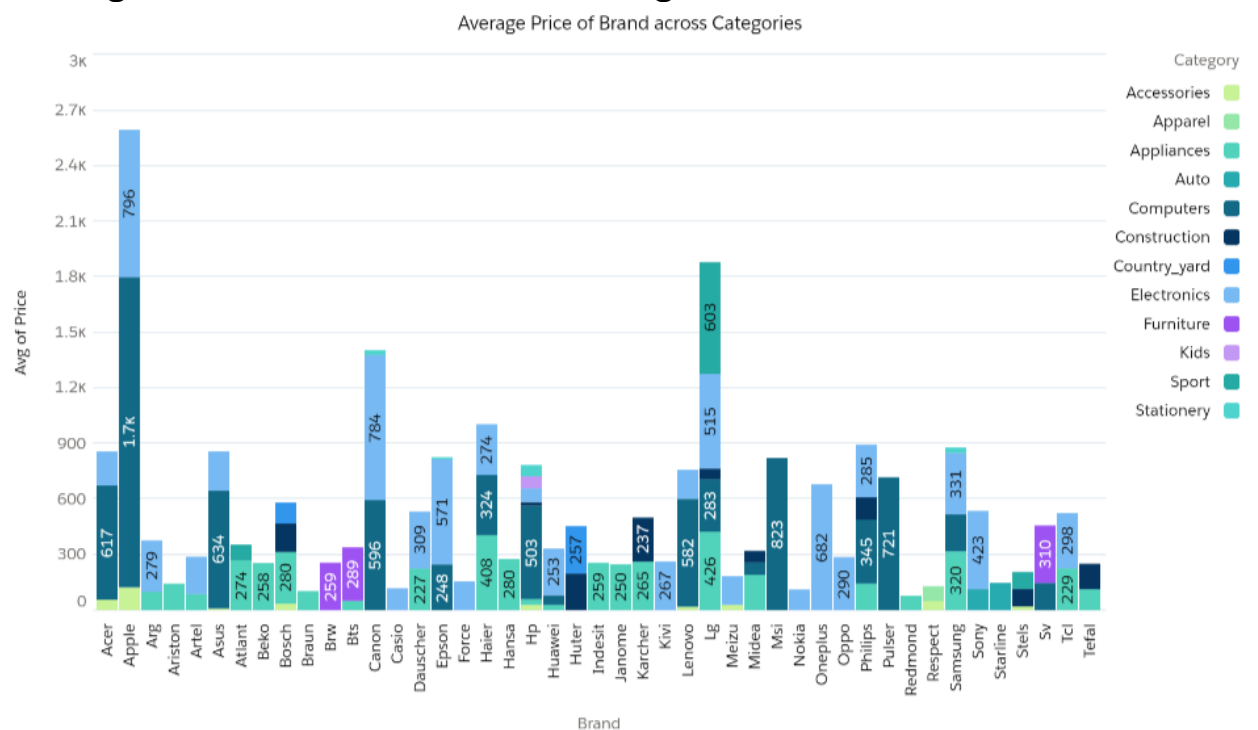
Recommendation insights
Category wise recommendations

Category wise Activity

Count of Rows: 160ᴋ

8.2ᴋ

83ᴋ

10ᴋ

8.4ᴋ

5.7ᴋ

Sub Category
- acoustic
- air_conditioner
- air_heater
- alarm
- bag
- ballet_shoes
- bed
- bicycle
- blender
- cabinet
- camera
- carriage
- cartrige
- chair
- clocks
- coffee_grinder
- coffee_machine
- compressor
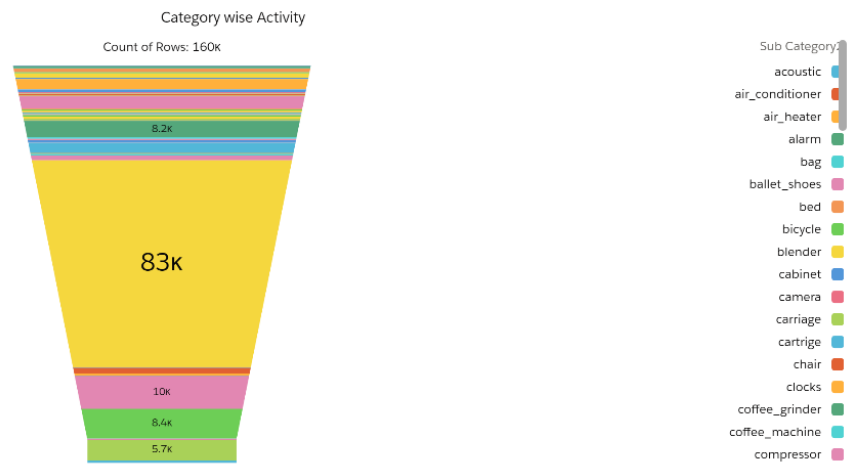
As it can be seen the blender is mostly recommended to the users

- **Recommendation according to the brands**

Brand wise Activity
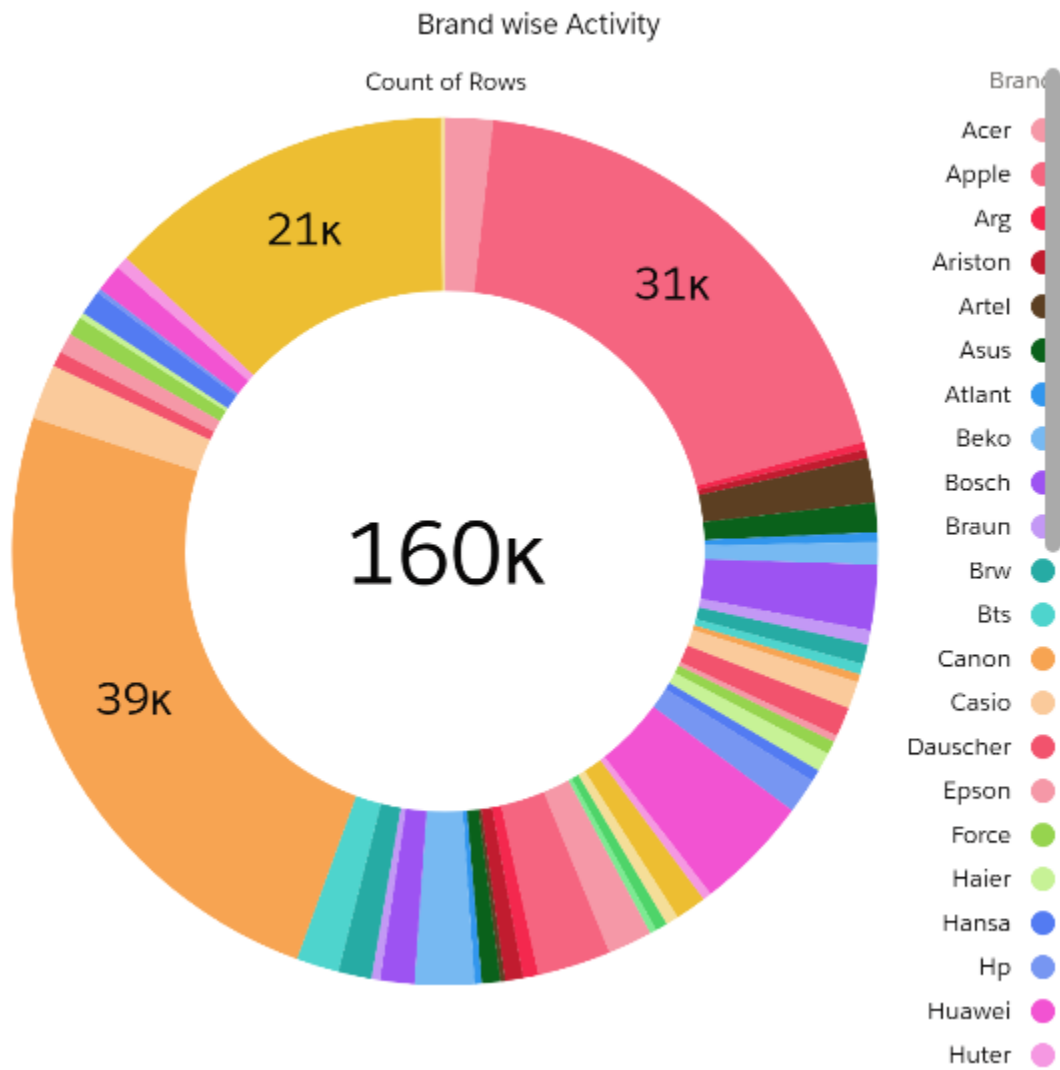
- **Recommendation according to the users preferences**
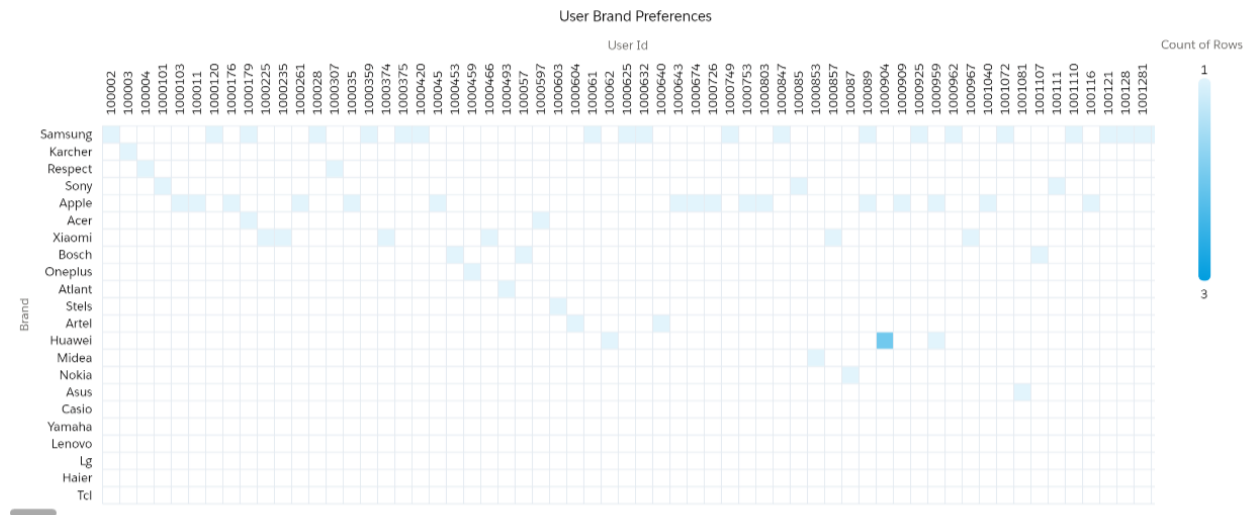
The heat map shows the recommendation based on the previous user purchases

Search Insights
- *Brand Search by category*
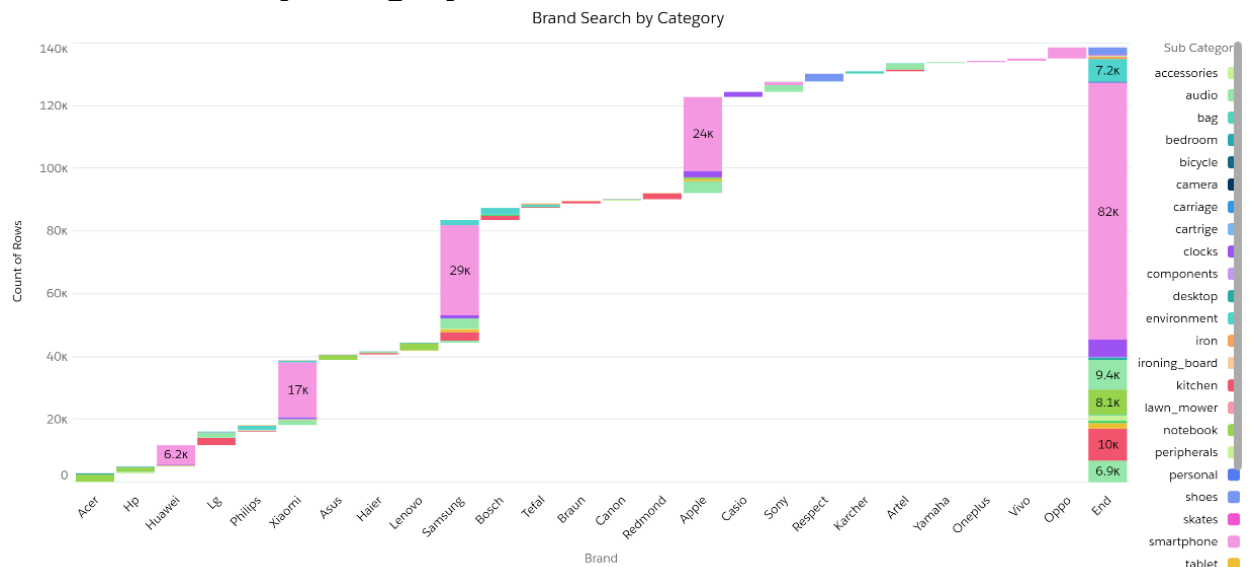
Users can search in various categories according to the brands they prefer.
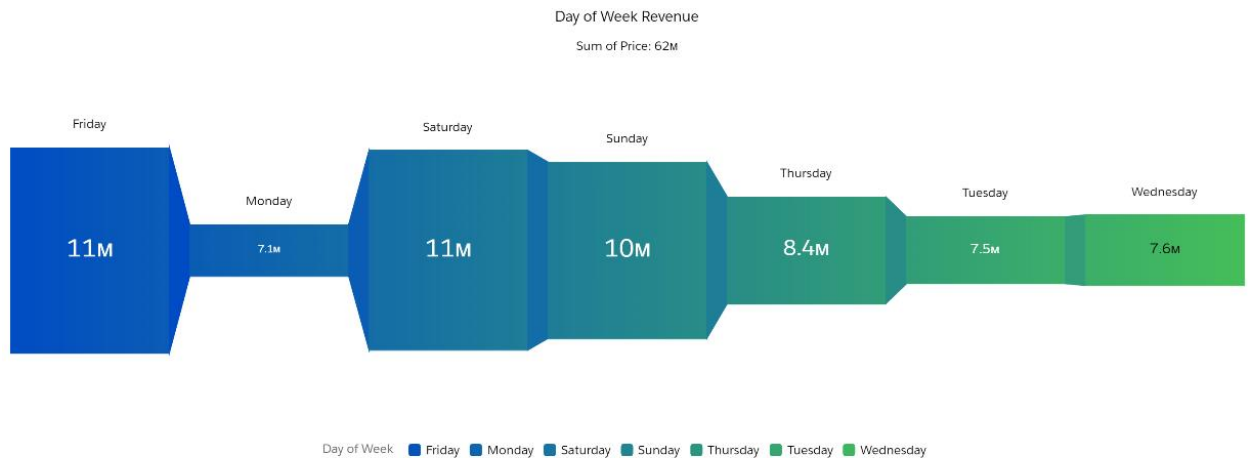
- **Category Search By Brand**

Category Search by Brand
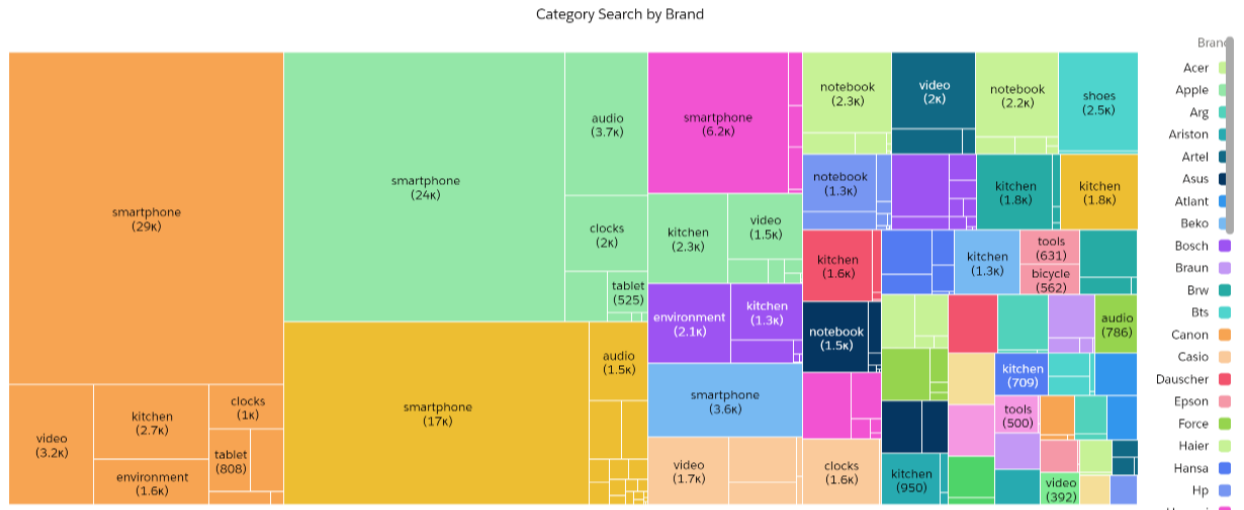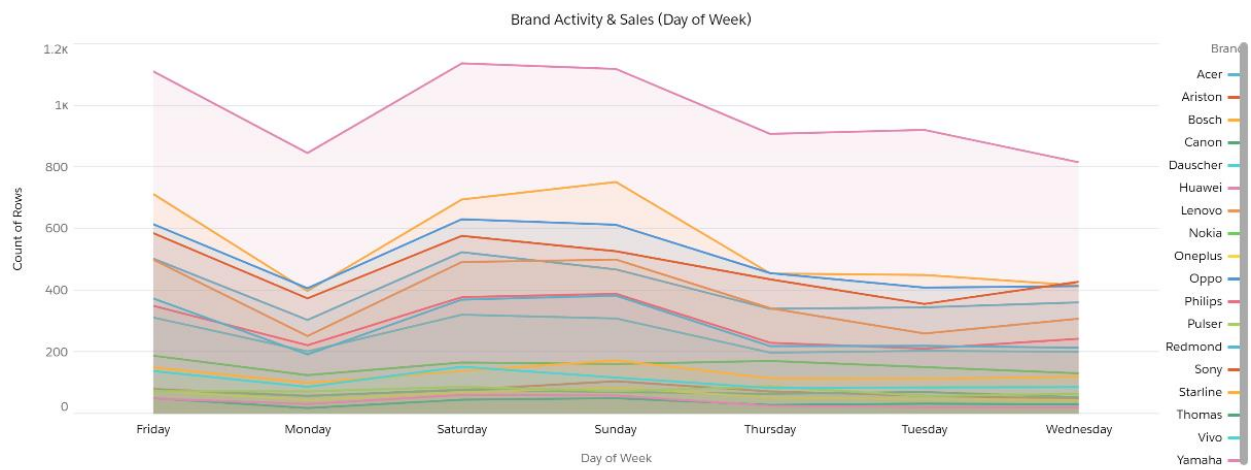

Promotion Insights
- *Promotion on the basis of Activity*

State Wise Brand Activity
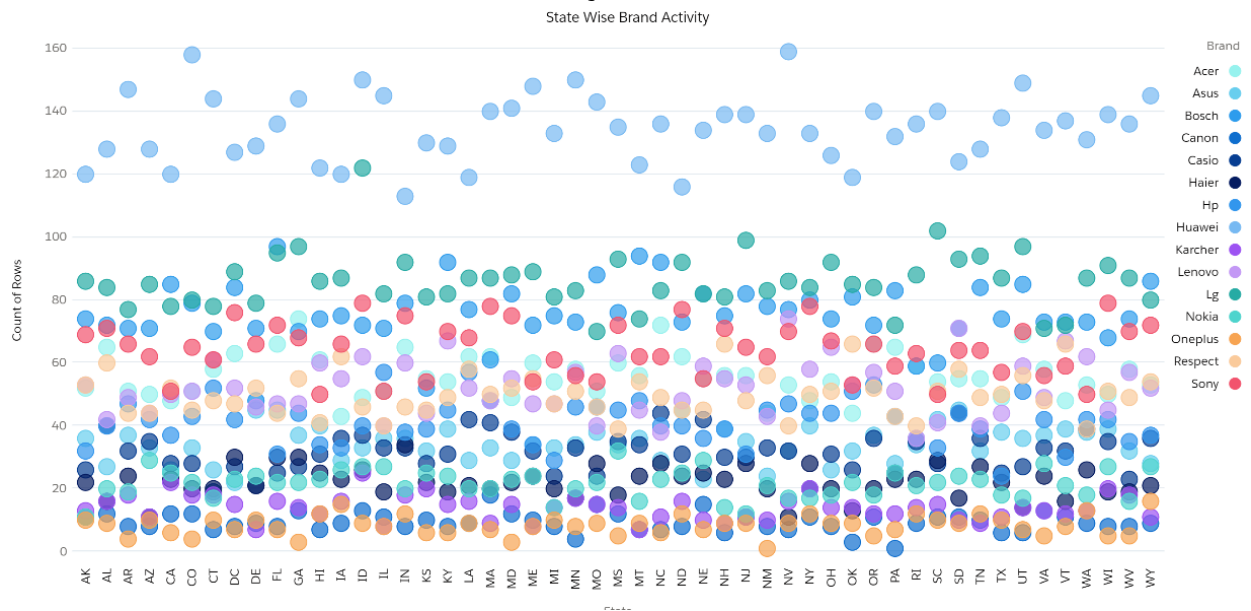
- ***Promotion on the basis of weekly revenue***

Day of Week Revenue

Sum of Price: 62M

| Day of Week | Friday | Monday | Saturday | Sunday | Thursday | Tuesday | Wednesday |

- ***Promotion on the basis brand activity and sales of per day of a week***

Brand Activity & Sales (Day of Week)

Brand: Acer, Ariston, Bosch, Canon, Dauscher, Huawei, Lenovo, Nokia, Oneplus, Oppo, Philips, Pulser, Redmond, Sony, Starline, Thomas, Vivo, Yamaha

- **Monthly Pricing and Sales Insight**

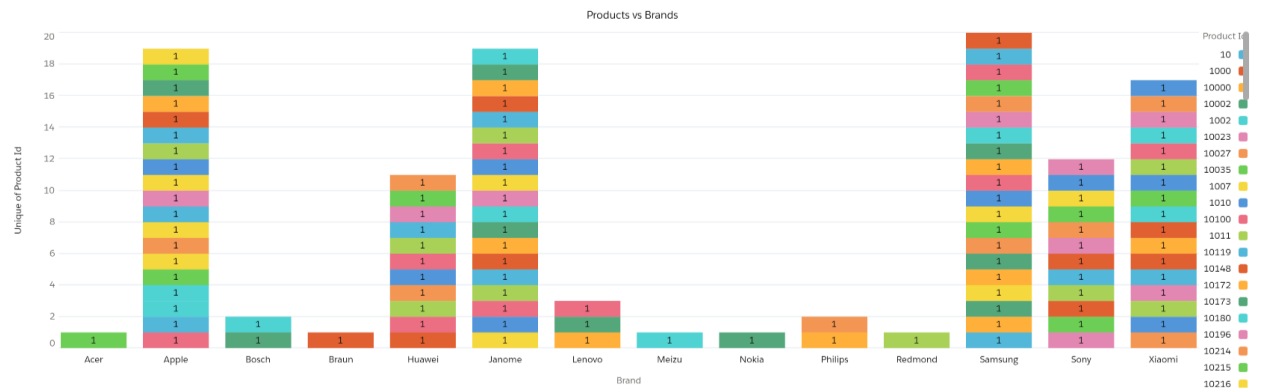Dashboard: Sales by Month (Sum of Price, 62M), Sales by Hour (Sum of Price, 62M), Sales by Event Type (Count of Rows, 160K), Sales by Date (Sum of Price, 62M), Pricing Fluctuations & Effect on Sales, State-Wise Monthly Sales, Products vs Brands.

#	Sub Category	Category	Event Hour	User Score	Product Id	Price	Event Date (Epoch seconds)	Brand	Day of Week	Event Date	Event Type	State	User Id
1	smartphone	Electronics	14	3	18680	64.33	1,571,961,600	Apple	Friday	2019-10-25	View	WA	21342
2	kitchen	Appliances	12	1	6100	489.96	1,571,356,800	Lg	Friday	2019-10-18	View	CA	25649
3	smartphone	Electronics	11	1	352	204.64	1,574,726,400	Nokia	Tuesday	2019-11-26	View	HI	36102
4	audio	Electronics	6	1	10566	169.35	1,573,948,800	Apple	Sunday	2019-11-17	Purchase	ND	38878
5	notebook	Computers	3	2	1924	851.59	1,573,862,400	Lenovo	Saturday	2019-11-16	View	MD	47492
6	smartphone	Electronics	5	1	798	566.04	1,570,665,600	Oneplus	Thursday	2019-10-10	View	MS	48899
7	smartphone	Electronics	9	3	956	192.8	1,572,134,400	Samsung	Sunday	2019-10-27	View	OH	49983
8	audio	Electronics	1	2	10616	69.35	1,570,060,800	Xiaomi	Thursday	2019-10-03	View	NC	51056

- **Pricing Fluctuations and Effect on sales**

Pricing Fluctuations & Effect on Sales

- **State-wise Monthly sales**

State-Wise Monthly Sales

- Products vs Brand

Products vs Brands

- Sales By Date

Sales by Date

Sum of Price

62м

1.8м

4.8м   4.9м   4.7м

Event Date (Day) ● 01 ● 02 ● 03 ● 04 ● 05 ● 06 ● 07 ● 08 ● 09 ● 10 ● 11 ● 12 ● 13 ● 14 ● 15 ● 16 ● 17 ● 18 ● 19 ● 20 ● 21 ● 22 ● 23 ● 24 ● 25 ● 26 ●