

Ecommerce Performance Dashboard

-  SALES OVERVIEW
-  CUSTOMER ANALYSIS
-  ITEMS ANALYSIS



A comprehensive analytical dashboard showcasing sales, customer, and product trends from 2014–2021. Designed for business stakeholders to identify top-selling items, high-performing stores, customer buying behavior, and seasonal sales patterns for strategic decision-making.



SALES OVERVIEW

2014

2015

2016

2017

2018

2019

2020

2021

Default View

SALES OVERVIEW

CUSTOMER ANALYSIS

ITEM ANALYSIS

FILTERS

Quarterly Sa...

All

Item (Group)

All

District (city)

All

Customer Name

All

Total Sales

105,401,435.75

Total Orders

1000000

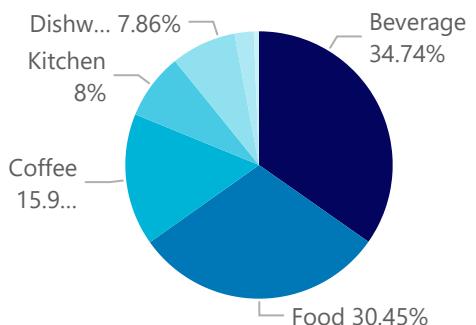
Best Seller

Red Bull 120z
1,305,700.00

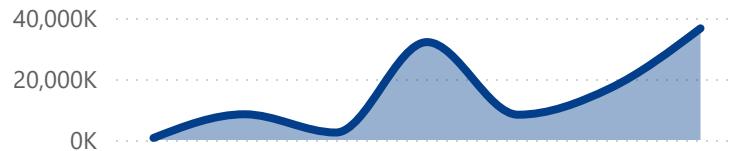
Best Supplier

Denimach Ltd
13,337,300.50

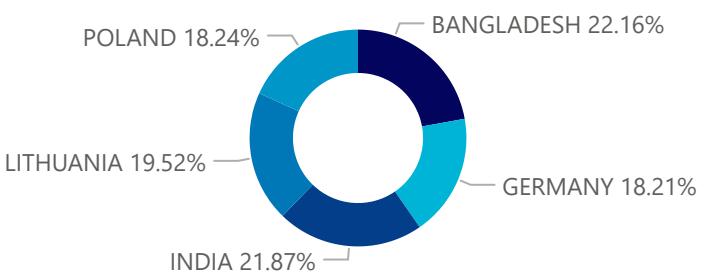
What they like to buy most?



Sales Comparing (by item group)



Top 5 items Origins



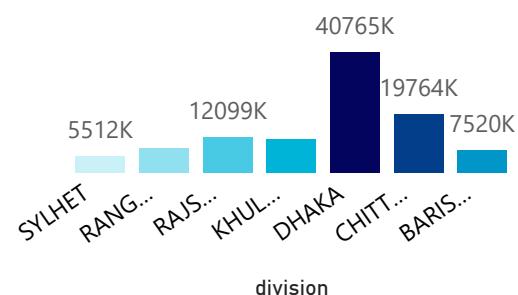
Top 5 Supplier

Denimach Ltd	13,337.30K
Indo Count I...	13,159.32K
Bigso Ab	11,746.92K
Chromadurli...	10,976.29K
Friedola 1888...	10,957.10K

Sales Comparing (by month)



where they like to buy most?



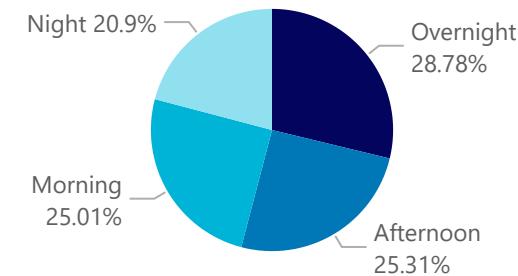
Top 5 Buyer

Pooja	2,109.80K
Jyoti	1,331.70K
Neha	996.12K
Sunita	915.54K
Poonam	914.29K

Top 5 Selling Item

Muscle Milk Pr...	1,050.92K
Pepsi - 12 Oz C...	534.98K
Diet Coke - 12 ...	523.58K
Coke Classic 1...	522.17K
Sprite - 12 Oz ...	519.48K

When they like to buy most?





Customer Analysis

2014

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Top Item

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Top Store

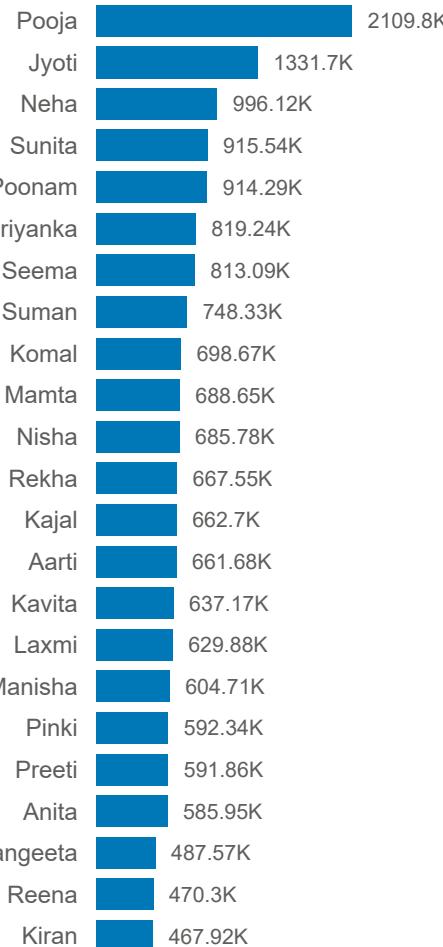
DHAKA
40,764,619.75

Customer Name

2014 2015 2016 2017 2018 2019 2020 2021

Ziyabul	2,145.00	1,001.00	1,715.00	2,428.75	780.75	895.75	959.00	40.50
Zina Kumari	1,510.00	1,653.75	1,841.50	2,002.50	1,392.50	1,527.50	1,190.25	75.00
Zenab Khan	1,980.50	1,689.50	896.00	1,279.75	1,533.50	2,150.50	762.50	
Zeenat	1,632.25	2,186.25	1,431.75	1,878.75	1,439.75	1,947.75	1,006.50	
Zeba Parveen	2,208.75	1,109.00	1,657.50	675.00	1,629.00	1,750.25	2,065.00	
Zeba	2,539.00	2,456.00	1,110.75	1,756.00	1,419.50	1,880.00	1,547.25	
Zarina	2,791.00	1,560.00	1,638.25	1,458.25	2,064.25	1,181.25	2,056.00	44.00
Zareena	1,612.75	2,329.25	1,673.50	1,157.00	1,544.00	1,463.00	2,144.00	165.00
Zainab	1,302.50	1,416.00	1,110.75	1,789.75	1,378.00	2,034.25	1,778.50	614.00
Zahira	1,243.75	917.25	1,141.00	1,738.00	1,036.00	1,818.50	1,171.00	195.00
Yuvraj Kumar	781.00	1,266.00	1,654.00	2,185.50	689.50	1,319.50	1,942.50	
Yukilal	1,794.50	1,885.00	985.50	1,041.75	1,930.75	1,515.50	2,110.25	
Yoshoda@ Pinki	3,298.00	1,371.50	1,991.50	1,492.00	842.00	2,287.75	2,103.00	
Yognder	3,269.25	1,326.50	1,658.75	822.50	1,337.75	964.00	1,855.75	
Yogita Tiwari	1,889.75	1,794.25	1,202.25	1,385.00	2,468.00	1,814.00	2,424.25	209.00
Yogita	7,020.50	9,301.25	7,845.75	8,255.00	8,647.00	8,920.00	7,612.25	459.25
Yogeshwari Goyait	1,633.00	1,534.75	2,317.25	1,080.25	2,557.00	2,286.00	1,000.00	
Yogesh Rawat	1,778.50	2,047.50	1,364.00	1,108.50	2,439.00	1,564.25	1,008.25	560.00
Yogesh	4,648.75	4,338.00	3,931.00	7,011.00	4,393.75	3,574.75	4,767.25	328.50
Yinita	1,345.75	1,783.75	1,584.75	1,514.00	807.00	874.50	1,955.00	
Yasodha	1,218.00	1,906.25	651.50	1,346.00	1,036.00	1,414.00	1,482.50	212.00
Yasoda	2,478.75	2,851.50	1,448.75	1,781.00	1,548.75	2,198.50	1,207.50	157.50
Yasmin Banu	1,786.25	1,629.00	984.00	2,804.50	1,060.25	1,630.25	2,061.25	
Yasmin	5,048.75	4,121.25	6,996.25	5,223.00	3,686.00	4,009.25	4,432.25	144.00
Yasmeen@Lali	2,129.00	1,422.25	1,099.50	2,492.00	1,364.25	1,984.25	2,298.00	266.25
Yasib	2,182.25	916.75	1,804.25	1,495.50	686.00	1,857.00	1,618.50	
Vasundhara Sharma	1,007.50	1,152.50	1,146.25	2,286.00	1,420.75	1,706.00	1,521.50	

Sales by Customer





ITEMS ANALYSIS

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All ▾

Item (Group) ▾

All ▾

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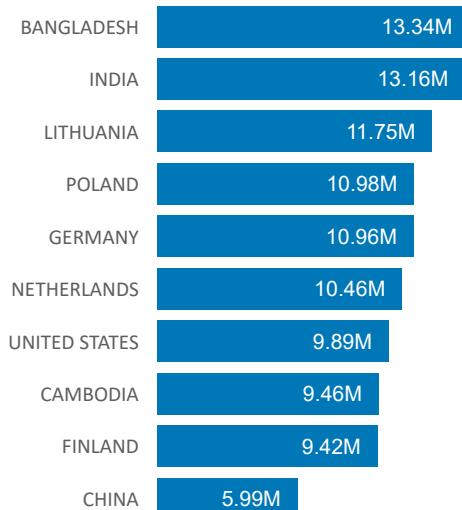
Customer Name ▾

All ▾

item_name

item_name	2014	2015	2016	2017	2018	2019	2020	2021
Zoo Animal Cookies/Crackers	43,358.00	42,000.00	46,914.00	43,456.00	43,638.00	44,912.00	43,498.00	2,898.00
Yoplait Original Yogurt Variety Pack	34,716.00	38,976.00	37,644.00	40,524.00	38,988.00	38,868.00	37,008.00	2,460.00
Wonderful Pistachios (In Shell)	70,004.00	79,024.00	75,790.00	71,280.00	73,326.00	69,784.00	72,776.00	4,004.00
Wint O Green Lifesavers Sugar Free	47,920.00	52,704.00	54,592.00	49,696.00	51,664.00	49,024.00	52,480.00	4,624.00
Welch'S 100% Juice Variety10 Oz	53,516.00	49,946.00	53,856.00	57,460.00	54,842.00	53,584.00	55,369.00	3,213.00
Waterloo Sparkling Watermelon 12Oz	24,024.00	26,936.00	25,688.00	26,304.00	25,928.00	24,760.00	27,248.00	1,304.00
Waterloo Sparkling Original 12Oz	26,912.00	24,208.00	25,032.00	29,376.00	26,680.00	25,832.00	26,856.00	1,416.00
Waterloo Sparkling Mango 12Oz	24,736.00	25,224.00	25,920.00	26,680.00	25,216.00	27,288.00	28,752.00	1,192.00
Waterloo Sparkling Lime 12Oz	26,936.00	25,968.00	26,152.00	25,176.00	25,752.00	27,784.00	23,536.00	1,624.00
Waterloo Sparkling Lemon 12Oz	24,984.00	25,320.00	24,936.00	24,712.00	27,384.00	24,200.00	25,592.00	1,240.00
Waterloo Sparkling Grapefruit 12Oz	24,264.00	24,928.00	25,624.00	26,264.00	27,872.00	24,328.00	25,584.00	1,400.00
Waterloo Sparkling Blackcherry 12Oz	22,304.00	23,856.00	23,952.00	28,184.00	24,272.00	25,744.00	24,840.00	1,464.00
Vita Coconut Water 10Oz	64,182.00	59,204.00	60,401.00	62,776.00	62,149.00	62,605.00	66,291.00	2,698.00
Veggie Chips 1Oz	47,055.00	48,120.00	47,010.00	48,165.00	50,355.00	46,650.00	47,445.00	2,340.00
V-8 Splash Variety 20 Oz	49,290.00	47,130.00	47,850.00	46,275.00	49,770.00	46,335.00	55,260.00	2,355.00
V8 100% Vegetable Juice 11Oz Cans	61,236.00	59,166.00	59,940.00	53,892.00	60,426.00	56,574.00	57,996.00	2,646.00
Unsalted Premium Blend Nuts	66,133.00	62,832.50	65,313.00	60,208.50	64,575.00	69,864.00	65,928.00	2,829.00
Tylenol Extra Strength 2 Pill Packets	49,440.00	49,065.00	48,030.00	43,170.00	48,450.00	45,720.00	53,565.00	2,910.00
Truvia Natural Sweetener	54,828.00	54,000.00	61,542.00	60,678.00	57,312.00	59,508.00	57,402.00	3,744.00
Tropicana Orange Juice 10 Oz 100%	55,980.00	57,906.00	57,654.00	55,944.00	59,076.00	63,000.00	52,776.00	2,430.00
Tropicana Apple Juice 10 Oz 100%	57,600.00	56,520.00	58,500.00	63,018.00	61,416.00	56,916.00	60,678.00	3,600.00
Trident Original Flavor 18/Pk	36,708.00	36,624.00	37,380.00	37,836.00	37,572.00	37,212.00	42,132.00	2,028.00
Topo Chico 20Oz Plastic	72,936.00	82,968.00	76,752.00	78,816.00	78,912.00	73,920.00	84,672.00	5,616.00
Topo Chico 12 Oz Glass	85,624.00	79,912.00	95,284.00	94,696.00	90,692.00	86,800.00	91,224.00	7,028.00
Tootsie Roll Midgets	34,440.00	36,660.00	36,600.00	37,860.00	37,008.00	39,276.00	37,656.00	2,892.00
Tejava Unsweetened Black Tea 16.9Oz	90,451.00	91,988.00	93,554.00	104,400.00	93,438.00	89,871.00	87,493.00	5,017.00
Snickers Minis Hot Caramel Minis 1 Oz	42,554.00	47,782.00	46,618.00	41,688.00	48,552.00	45,276.00	48,076.00	2,461.00

Sales by Items Origins



Sales by item group

