

# 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

CUSTOMER ANALYSIS

ITEM ANALYSIS

## FILTERS

Quarterly Sa... ▾

All ▾

Item (Group) ▾

All ▾

District (city) ▾

All ▾

Customer Name ▾

All ▾

## SALES OVERVIEW

2014

2015

2016

2017

2018

2019

2020

2021

Default View

## Total Sales

105,401,435.75

## Total Orders

1000000

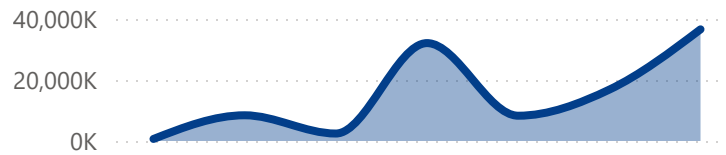
## Best Seller

Red Bull 120z  
1,305,700.00

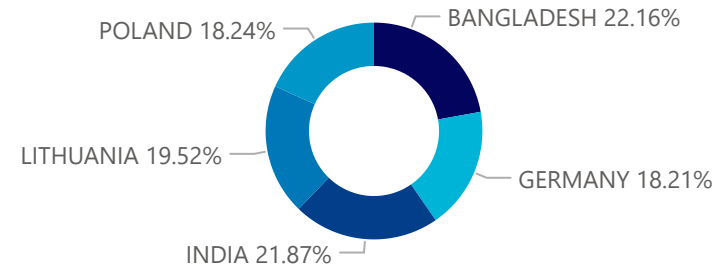
## Best Supplier

Denimach Ltd  
13,337,300.50

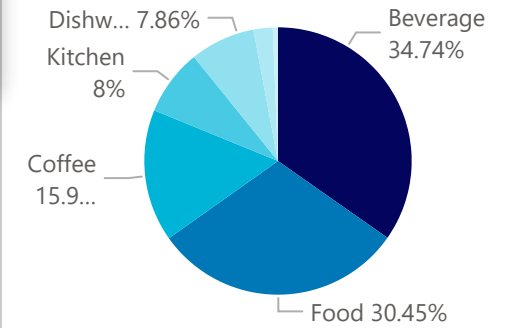
## Sales Compering (by item group)



## Top 5 items Origins



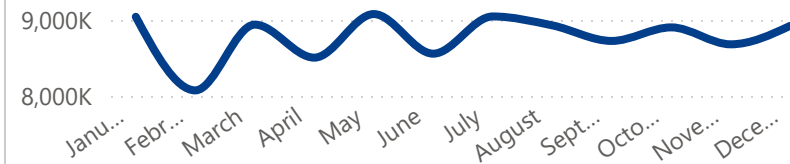
## What they like to buy most?



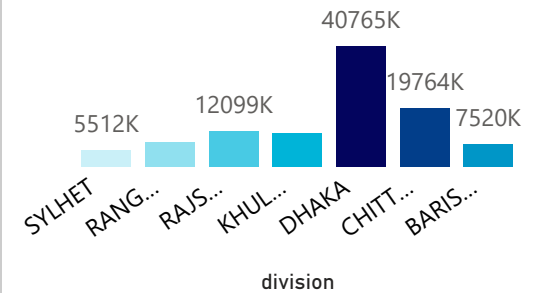
## Top 5 Supplier

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 Compering (by month)



## where they like to buy most?



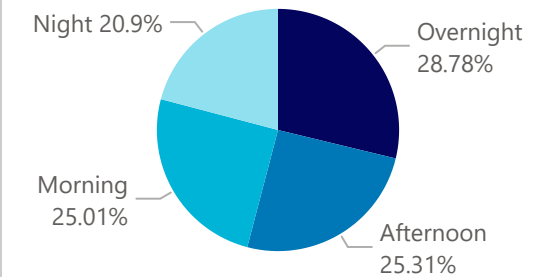
## Top 5 Buyer

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?



SALES OVERVIEW

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ITEM ANALYSIS

FILTERS

Quarterly Sa...

All

Item (Group)

All

District (city)

All

Customer Name

All

# Customer Analysis

2014

2015

2016

2017

2018

2019

2020

2021

Default View

Total Sales

105,401,435.75

Total Orders

1000000

Top Buyer

Pooja

2,109,800.75

Top Item

Red Bull 12Oz

1,305,700.00

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	
Yashraj Sharma	1,992.50	1,153.50	1,146.25	2,286.00	1,429.75	1,706.00	1,521.50	

## Sales by Customer

Pooja

2109.8K

Jyoti

1331.7K

Neha

996.12K

Sunita

915.54K

Poonam

914.29K

Priyanka

819.24K

Seema

813.09K

Suman

748.33K

Komal

698.67K

Mamta

688.65K

Nisha

685.78K

Rekha

667.55K

Kajal

662.7K

Aarti

661.68K

Kavita

637.17K

Laxmi

629.88K

Manisha

604.71K

Pinki

592.34K

Preeti

591.86K

Anita

585.95K

Sangeeta


487.57K

Reena

470.3K

Kiran

467.92K



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ITEM ANALYSIS

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All

Item (Group)

All

District (city)

All

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All

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Top Item

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Top Store

DHAKA

40,764,619.75

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
Swiss Miss Hot Cocoa Mix 1 Oz	43,554.00	47,782.00	46,648.00	44,688.00	48,552.00	45,276.00	48,076.00	2,464.00

Sales by Items Origins

BANGLADESH

13.34M

INDIA

13.16M

LITHUANIA

11.75M

POLAND

10.98M

GERMANY

10.96M

NETHERLANDS

10.46M

UNITED STATES

9.89M

CAMBODIA

9.46M

FINLAND

9.42M

CHINA

5.99M

Sales by item group

Beverage

36.61M

Food

32.1M

Coffee

16.85M

Kitchen

8.43M

Dishware

8.29M

Gum

2.45M

Medicine

0.66M