

E-commerce Sales Dashboard

Sum of Total sales

\$25.23M

Total Customers

106K

Returning Customers

15K

Order date

02/01/2015

31/12/2022

Region

☐ Central

☐ East

☐ South

☐ West

Product cate...

All

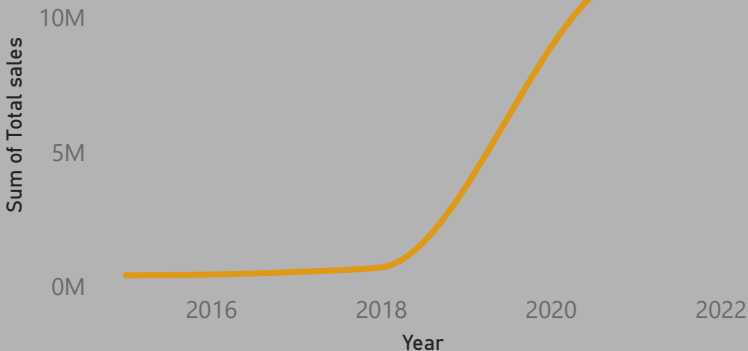
Shipping type

☐ First Class

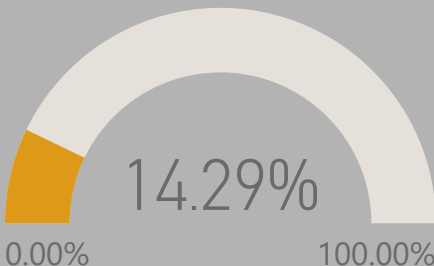
☐ Same Day

☐ Second Class

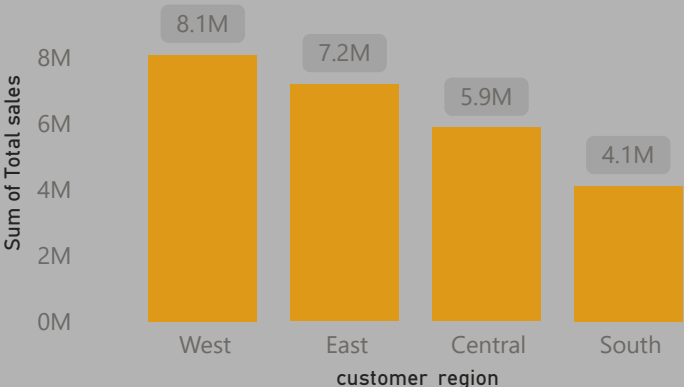
Total sales by Year



Retention Rate



Total sales by Customer Region



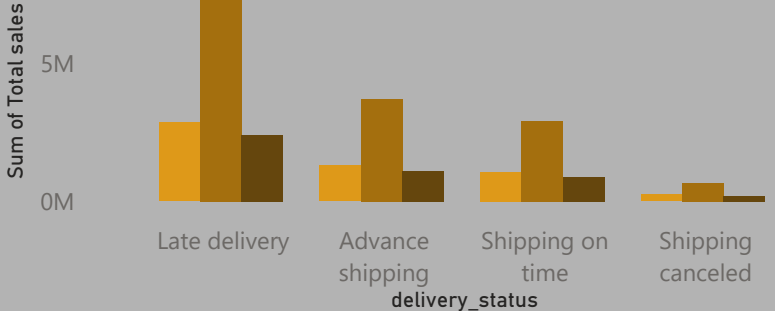
Customers by Shipping Type and Delivery Status

delivery_status ● Advance shipping ● Late delivery ● Shipping canceled ● Shipping on time



Sales by Delivery Status and Category Name

category_name ● Furniture ● Office Supplies ● Technology



E-commerce Sales Dashboard

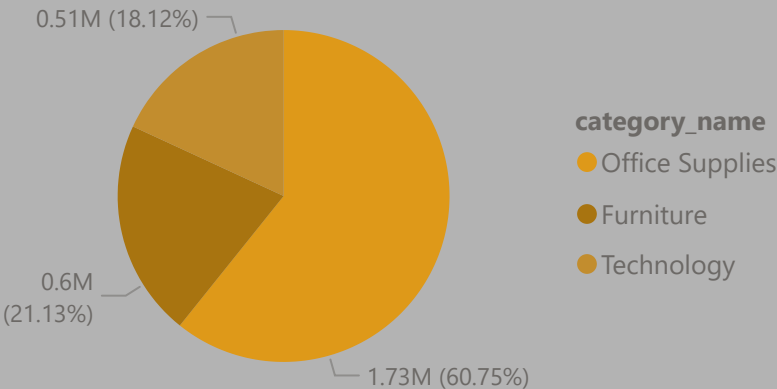
Delivery status

- ☐ Advance shipping
- ☐ Late delivery
- ☐ Shipping canceled
- ☐ Shipping on time

Customer segment

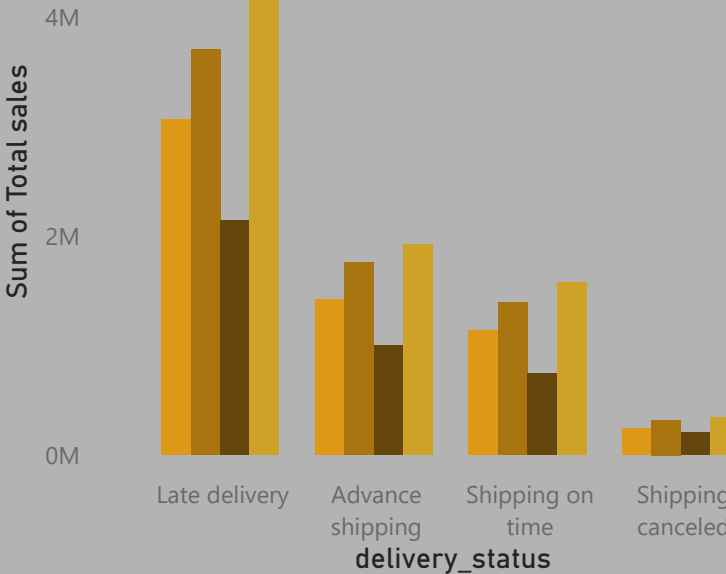
- ☐ High
- ☐ Low
- ☐ Medium

Profit by Category



Sales by Delivery Status and Customer Region

customer_region: Central East South West



Customer Segmentation

customer_segment: High Low Medium

