





Ecommerce Performance Analysis											EYouth Data Analytics Bootcamp
FILTER PANEL		Product id	Category name	Product Name	Sum of stock_quantity	Low Inventory Status	Total Revenue	T.Orders	Returns Value	T.Reviews	Avg Rating
Month		535	Large	Customizable homogeneous installation	186	High	1173K	267.0	10,767.09	10	3
All		585	Speech	Innovative maximized secured line	240	Overstock	1060K	250.0		19	3
product		131	Who	Optional impactful orchestration	212	Overstock	1047K	237.0	5,607.16	43	3
All		244	Marriage	Visionary multi-tasking project	208	Overstock	1032K	240.0	952.17	42	3
		290	Large	Exclusive analyzing open architecture	220	Overstock	1025K	224.0	6,380.16	14	4
		162	Free	Profit-focused client-driven framework	139	High	1023K	236.0		12	3
		201	Speech	Streamlined tangible ability	150	High	1000K	237.0	11,431.15	11	3
		102	Who	Versatile homogeneous parallelism	155	High	962K	231.0	952.17	43	3
		192	Free	Devolved interactive core	184	High	942K	205.0	1,206.50	18	3
		463	Share	Profit-focused optimizing product	130	High	942K	208.0	4,199.38	14	2
		434	Speech	Decentralized next generation structure	177	High	937K	220.0	17,440.61	11	3
		267	Mission	Switchable actuating database	142	High	928K	213.0	5,781.60	50	3
		565	Free	Proactive systematic application	162	High	920K	204.0	4,972.38	7	3
		582	Game	Implemented zero tolerance leverage	215	Overstock	907K	191.0	10,767.09	14	3
		167	Hold	Triple-buffered discrete process improvement	178	High	866K	202.0		31	3
		324	Free	Team-oriented eco-centric emulation	203	Overstock	840K	182.0	18,241.69	17	2
		598	Energy	Stand-alone zero-defect	154	High	822K	191.0	7,474.60	30	3
		Total			91881		44698K	10200.0	241,959.39	14196	3

## Key KPIs

- Total Revenue: 45M (+24.6%)
- Total Orders: 10.2K (+24.57%)
- Quantity Sold: 92K (+24.45%)
- Return Rate: 1% (very low, indicates high customer satisfaction)
- Products Analyzed: 599

## Returns Analysis

Completed: 29.13%

Rejected: 27.18% (high – requires review)

Pending: 23.3%

Approved: 20.39%

Returns peaked in February and March; dropped sharply in May.

## Shipping Company Distribution

UPS: 34.53%

FedEx: 32.93%

DHL: 32.54%

Balanced distribution, but need performance data beyond volume.

## Top Products & Categories

Top product: 'Customizable homogeneous installation' – Revenue: 1.17M

Most categories range between 6M–8.4M in revenue.

## Inventory Observations

Many overstocked items are high-sellers – potential supply chain optimization.

Products with high return value need attention (e.g., 'Team-oriented eco-centric emulation' – 18K+ return value).

## Critical Drop in May

Orders dropped from average of ~2.4K to 0.5K – a 75%+ decrease.

This is a red flag and could indicate marketing, technical, or supply issues.

Returns and reviews also dropped accordingly.