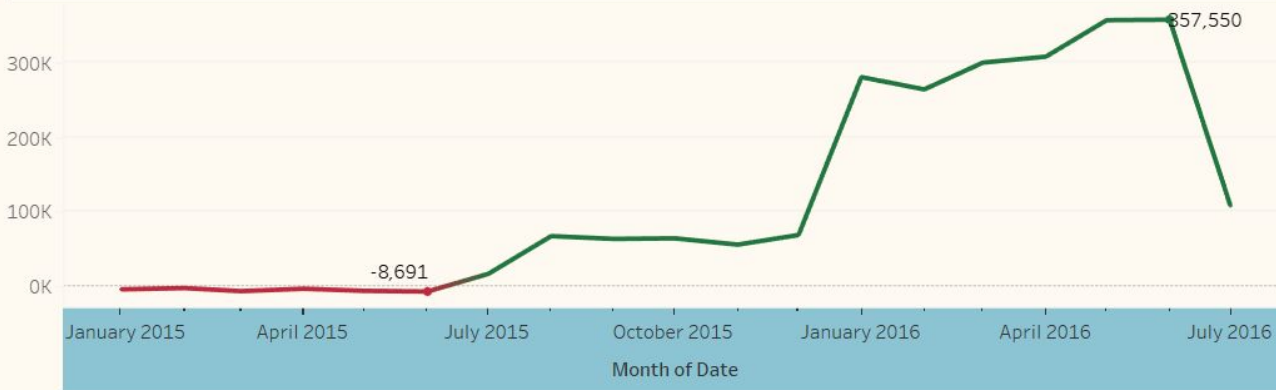


Insights: The Sales data returned a loss during the 1st and 2nd quarter of 2015, however, July saw an increase in trend of profit which became prominent by January of 2016 with a steady upward trend, when compared to similar period in 2015. The sudden sharp drop after peaking at 350k is not clear as the dataset stopped at this point.

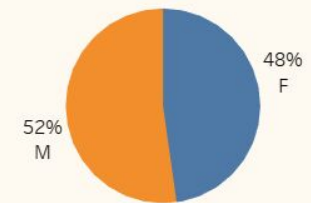


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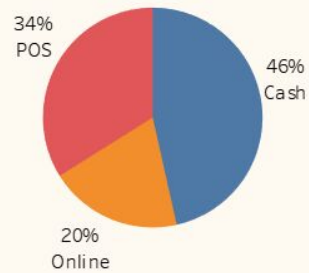
Trend of Profit by Month



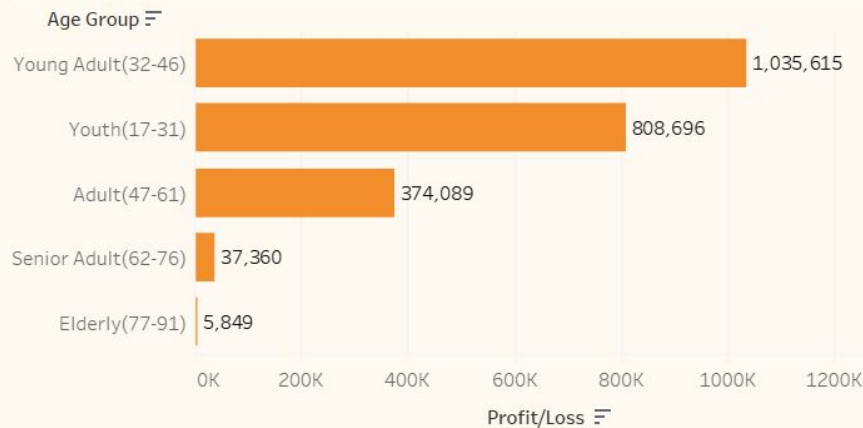
Profit by Gender



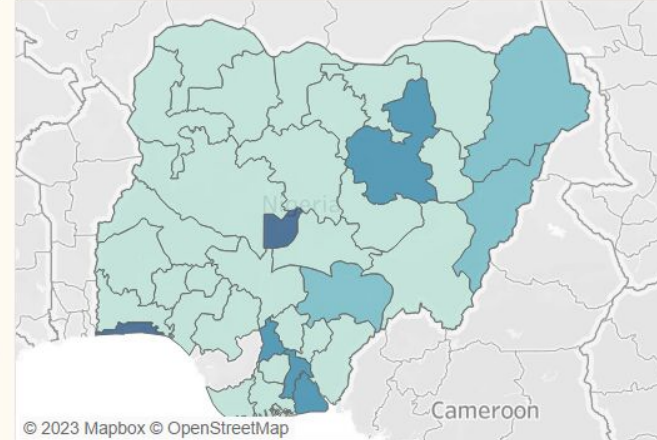
Profit by Payment Option



Profit by Age Group



Profit by State

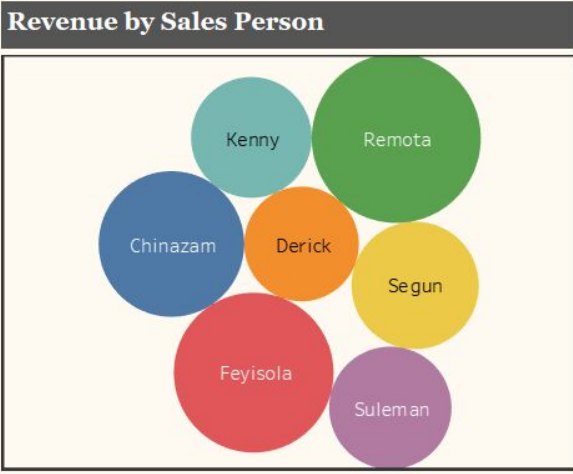
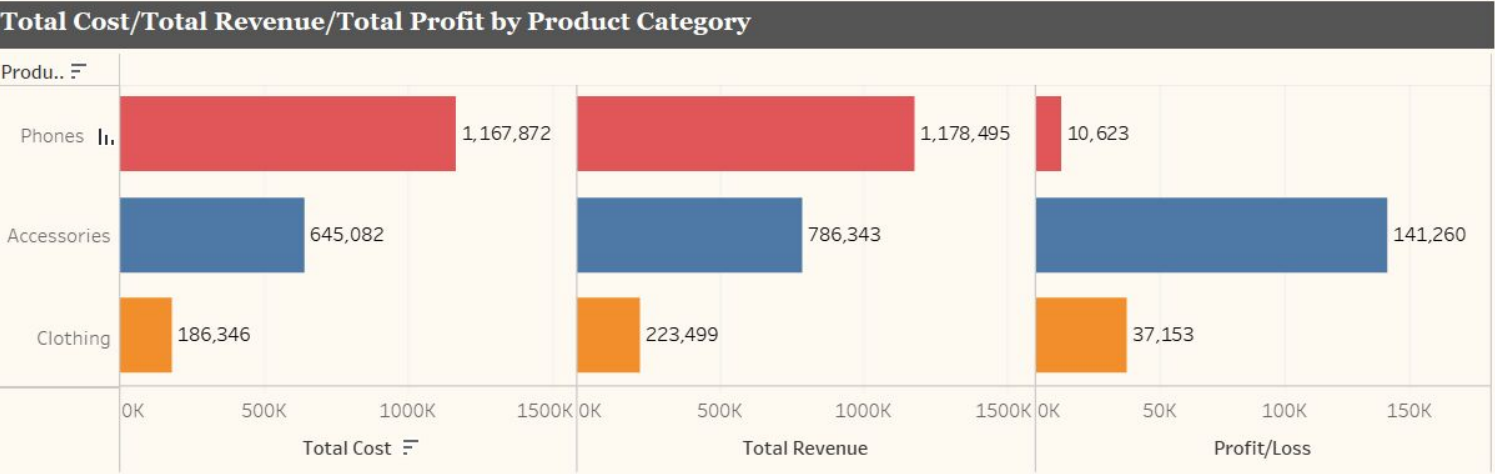


Distinctively by Gender, there is no clear difference between them, but we can see age group of 17-31 & 32-46 are returning most profits. Further, cash payment are higher comparable to others while by state, Abuja and Lagos (south-west) have distinct profit shown as the thick color disparity.

Further Insights: On the product category, the phones are costing more, returning most revenue, but the least in profit at less than 1%. Accessories on the hand are returning most profits at about 18%, while clothing lines are returning good enough profit to about 16%, costing very little also; low revenue & costs but good margins. Perhaps the accessories and clothing are a very viable business line to concentrate on while more marketing and strategy needs to be changed on phones. By salesperson Remota & Feyisola are doing excellently well and should be a focal point for others to emulate.



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Further on the sub-category, keyboard and Wrist watches are products of choice; the Jersey for the clothing lines should be a line to consider most on clothing, perhaps identify which particular Jerseys (country/Club) are most in demand and stock while ensuring to have a wider range to be able to determine which sells most.

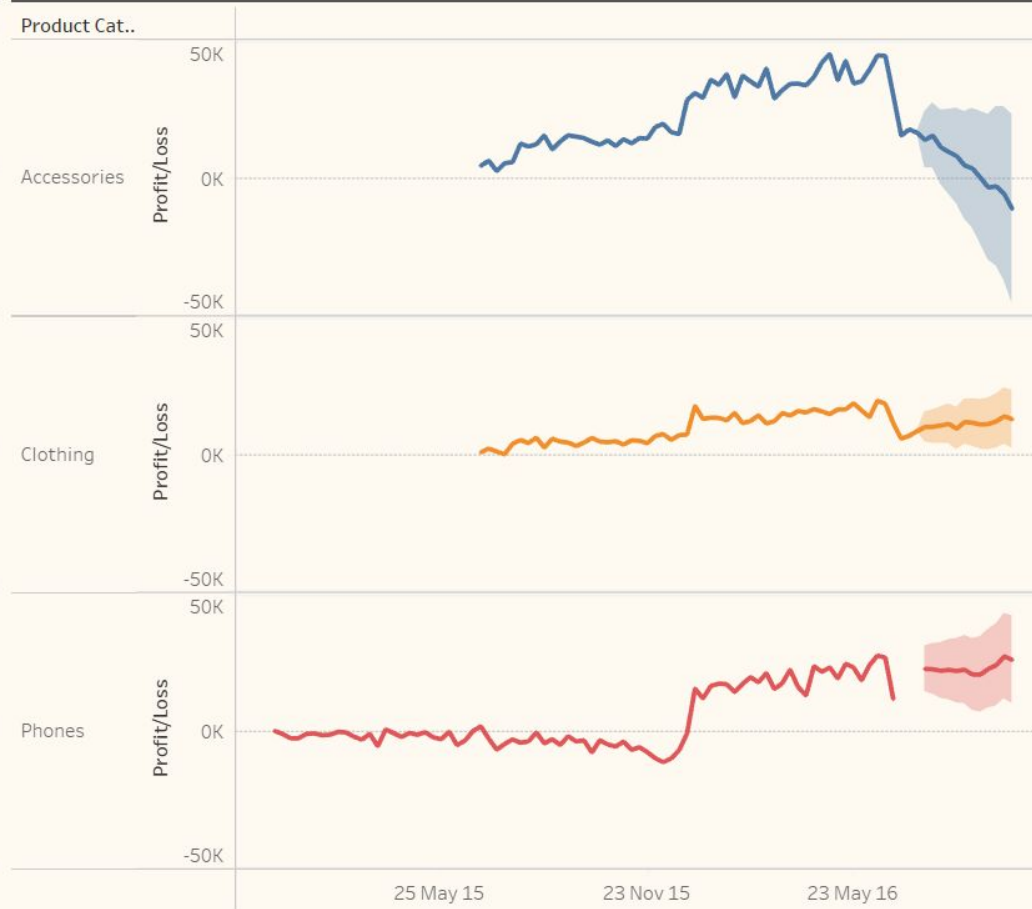
We can clearly see that unfortunately iPhones are returning the most loss, the reason for this is not clear, but this is worthy of investigating further.

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Weekly Forecast of Profit



Weekly Forecast of Profit by Product category



The Forecast projection is in decline as regard profit on products for the coming months. Perhaps, may be a good idea to identify those areas with less profit and carry out a marketing campaign. Accessories have a good number sub-categories that are rarely ordered, perhaps the commercial should look further into those areas.