

Ecommerce Sales Dashboard

Region

Central	East	^
South	West	v

Order Year

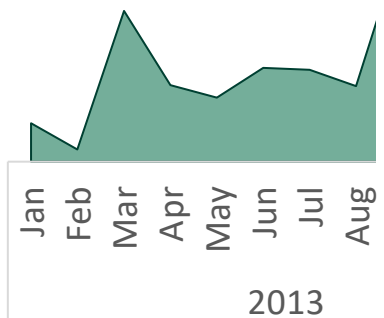
2013	2014
2015	2016

Category

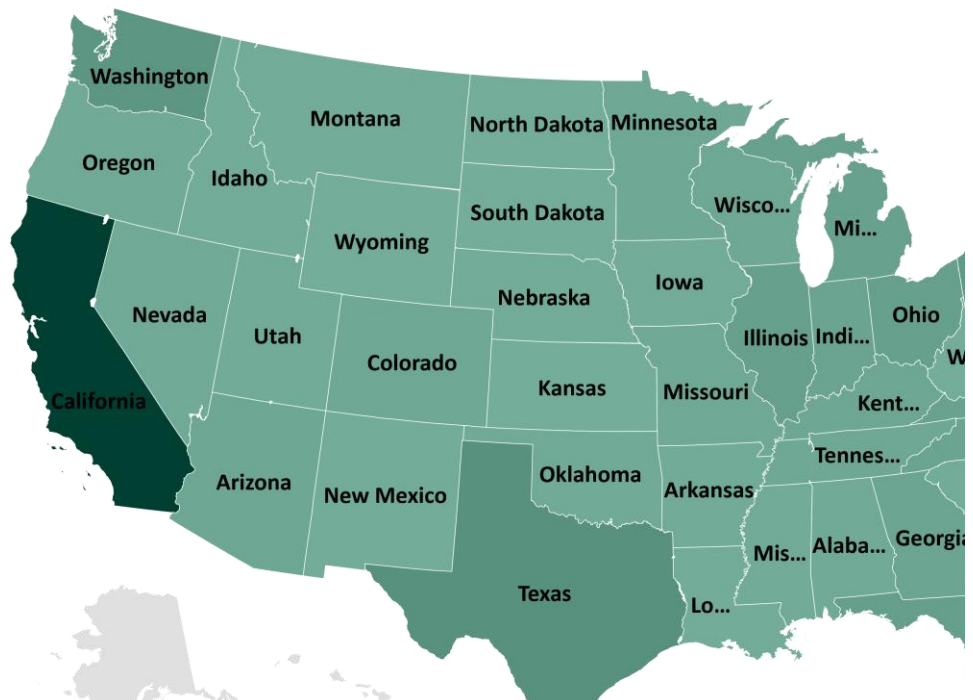
Furniture
Office Supplies
Technology

Sales by Year

\$140,000
\$120,000
\$100,000
\$80,000
\$60,000
\$40,000
\$20,000
\$-



State Sales

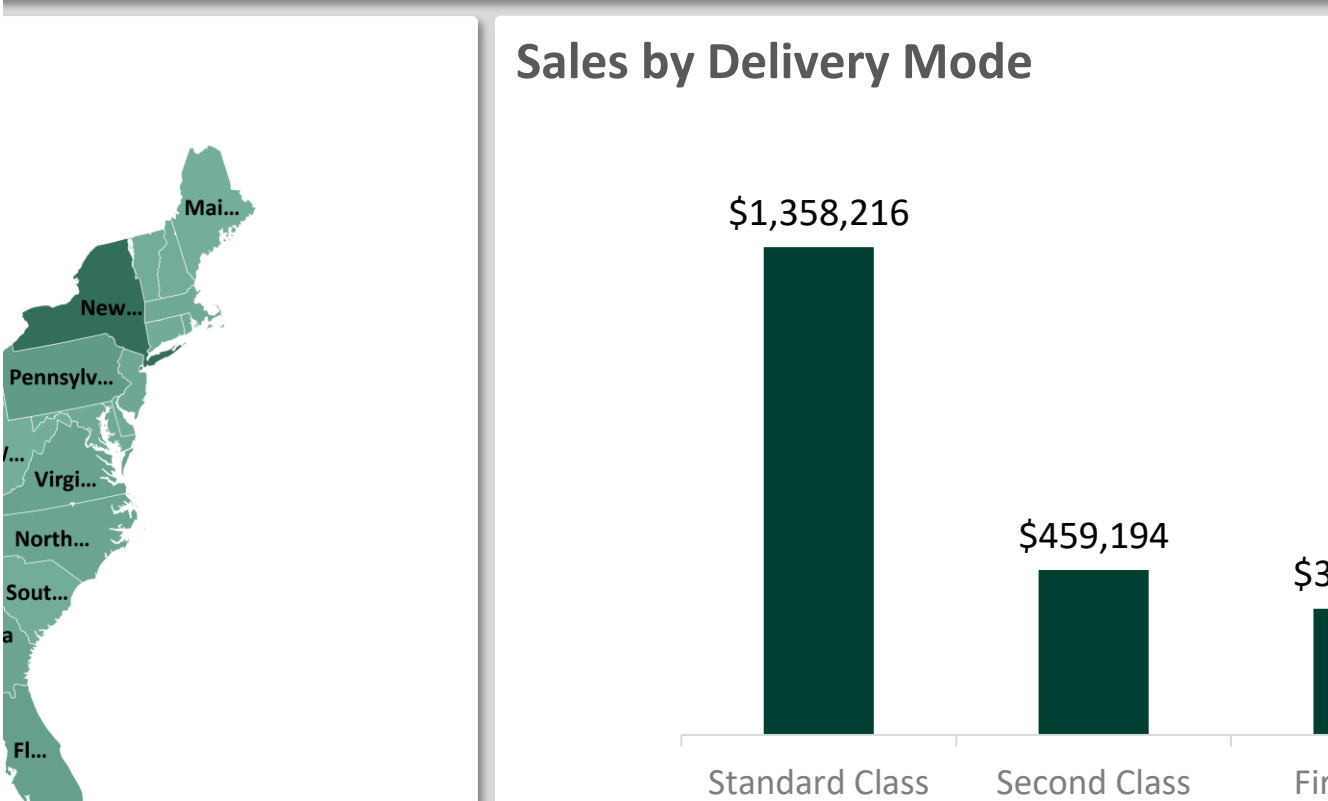
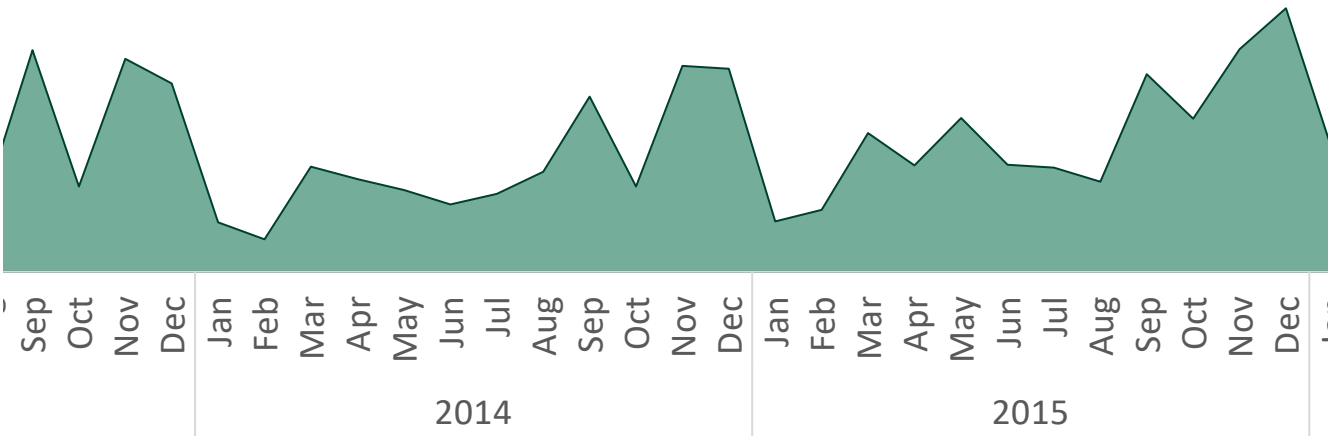


Top 10 Customer by Order Quantity

Carlos Soltero, 173	Roy Skaria, 169	Ed Braxton, 164	Harold Dahlen, 141
Darren Budd, 171	Karl Brown, 169	Brad Thomas, 140	Patrick Jones, 137
		Tony Sayre, 139	Giulietta Dortch, 131

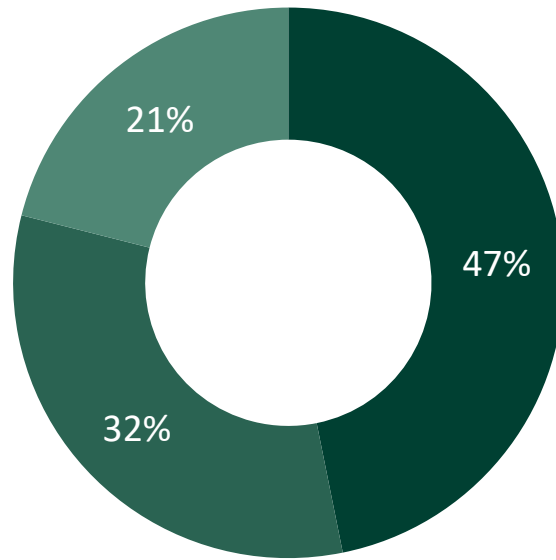
Insights

There is seasonality trend in **sales** and their reach their pe
class was the favoured delivery mode because it had **1.3 M**
customer base at **47 %**. And on average it takes **5 days** to





Customer Segment by Sales

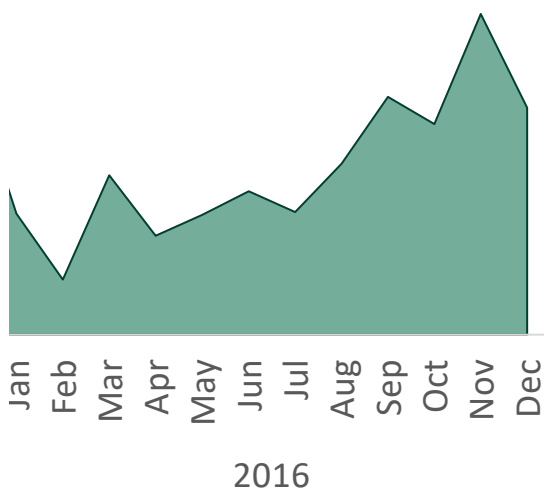


■ Consumer ■ Corporate ■ Home Office

peak around the **November-December** months. The state of **California** accounts for **40% of total sales**. **Carlos Soltero** ordered a total of **173** items. **Average shipping time is 10 days** to ship a product.

Total Sales
\$2,297,201

Distinct Products
17



351,428

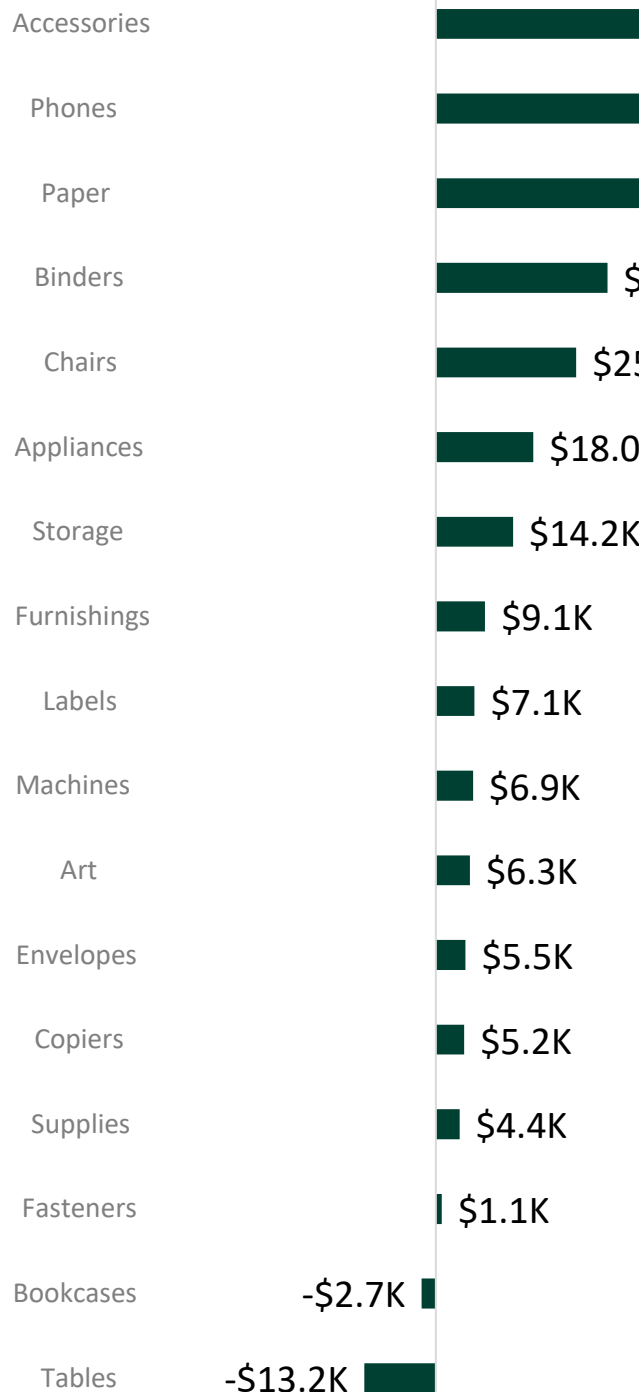


First Class

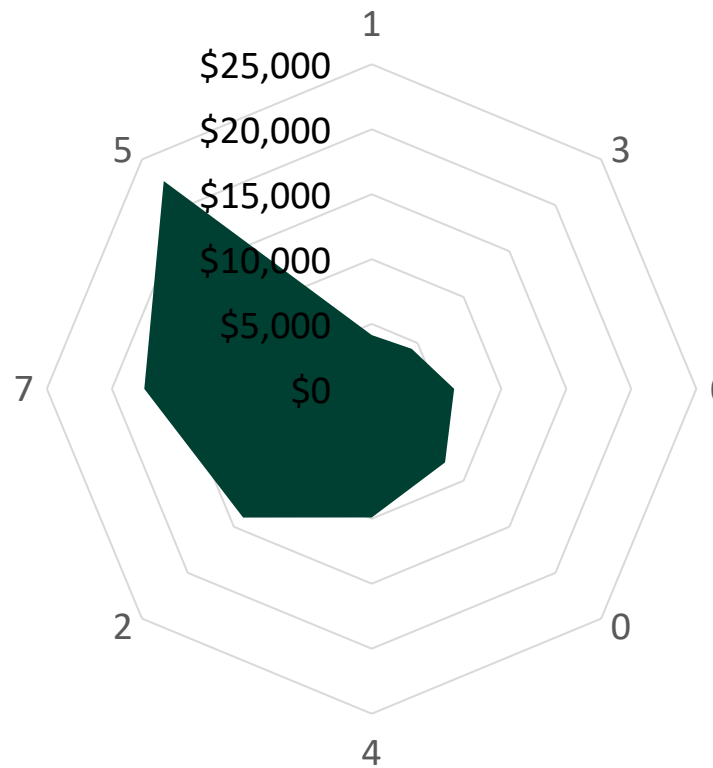
\$128,363

Same Day

Profitable Products



Average Sales by Preparation Time



California had \$458 K in total sales, followed by New York with Accessories had the most profit at \$87.5 K. Consumers make

Individual Customers

794

\$87.5K

\$41.7K

\$37.6K

\$31.7K

\$5.9K

\$1K

\$0

re

6

\$311 K. Standard
the bulk of the