

Ecommerce Sales Dashboard

Region

| | | |
|---------|------|---|
| Central | East | ^ |
| South | West | v |

Order Year

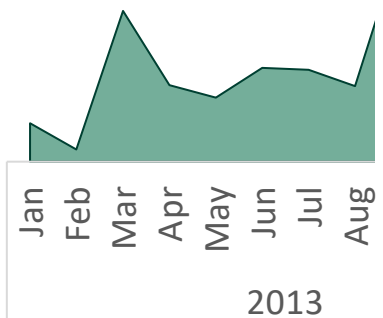
| | |
|------|------|
| 2013 | 2014 |
| 2015 | 2016 |

Category

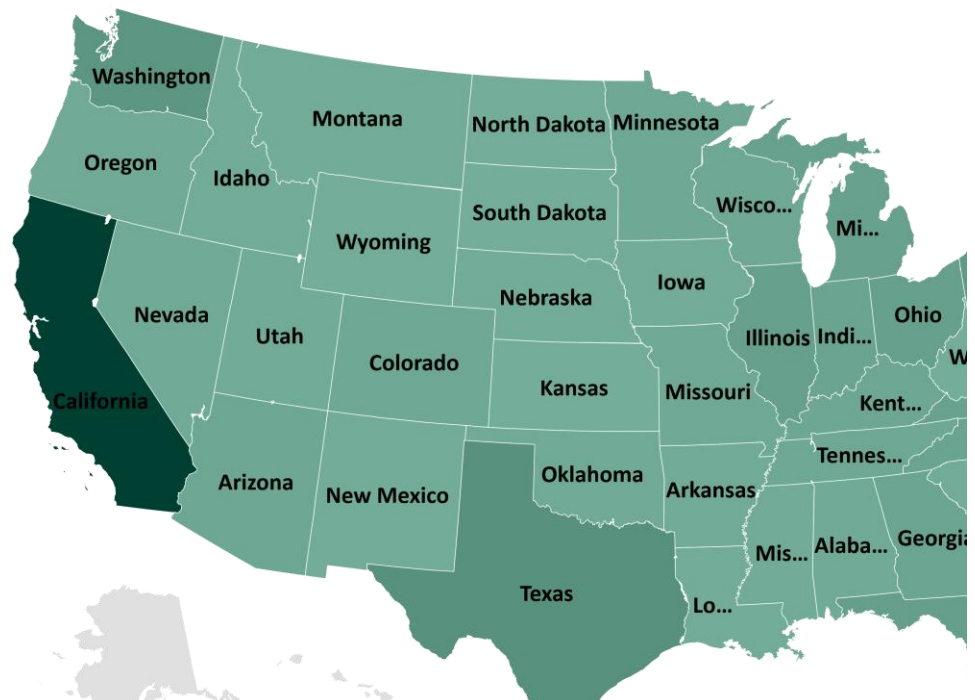
| |
|-----------------|
| Furniture |
| Office Supplies |
| Technology |

Sales by Year

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



State Sales

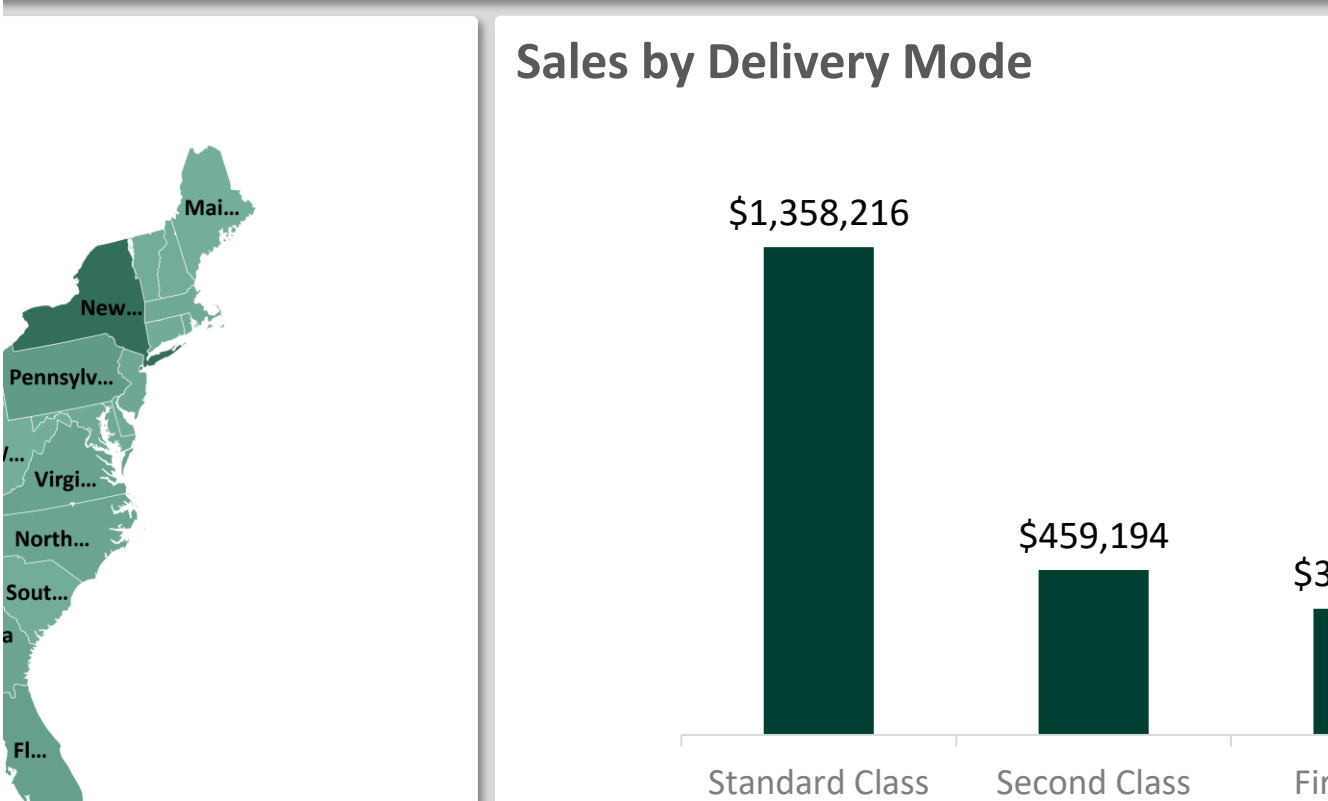
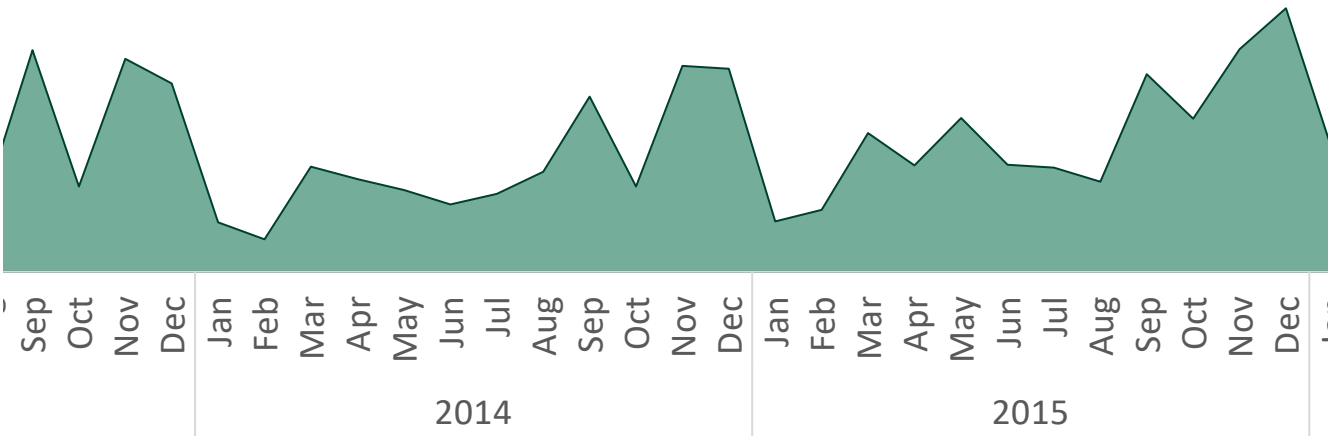


Top 10 Customer by Order Quantity

| | | | |
|------------------------|-----------------|------------------|-----------------------|
| 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 |

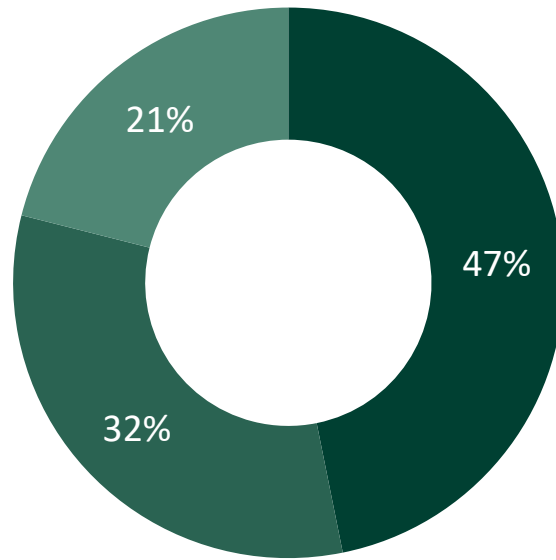
Insights

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

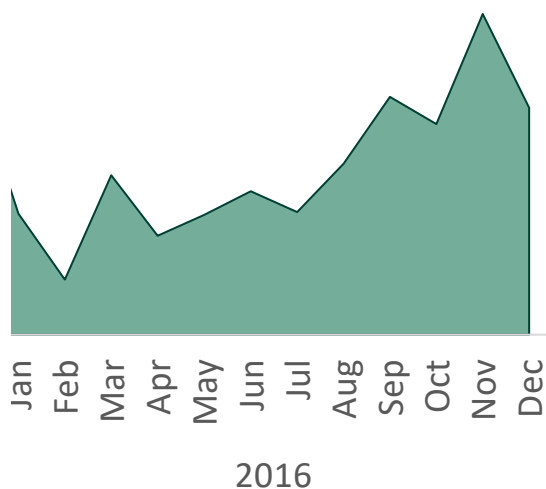


■ Consumer ■ Corporate ■ Home Office

peak around the **November-December** months. The state of **California** accounts for **47% 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



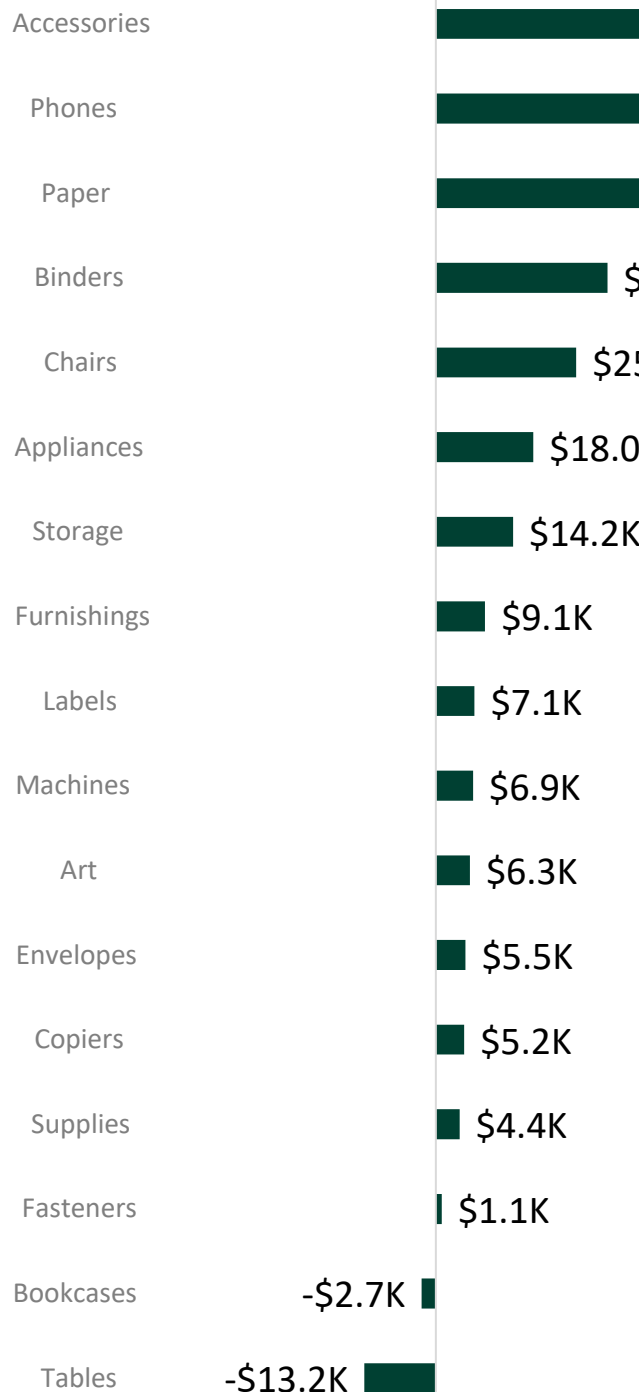
First Class

\$128,363

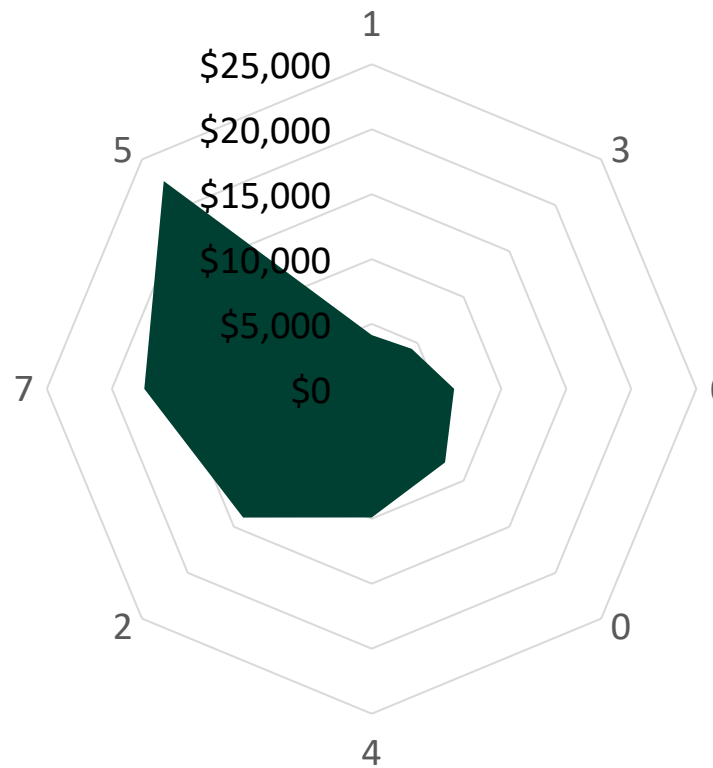


Same Day

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

1

re

6

\$311 K. Standard
the bulk of the