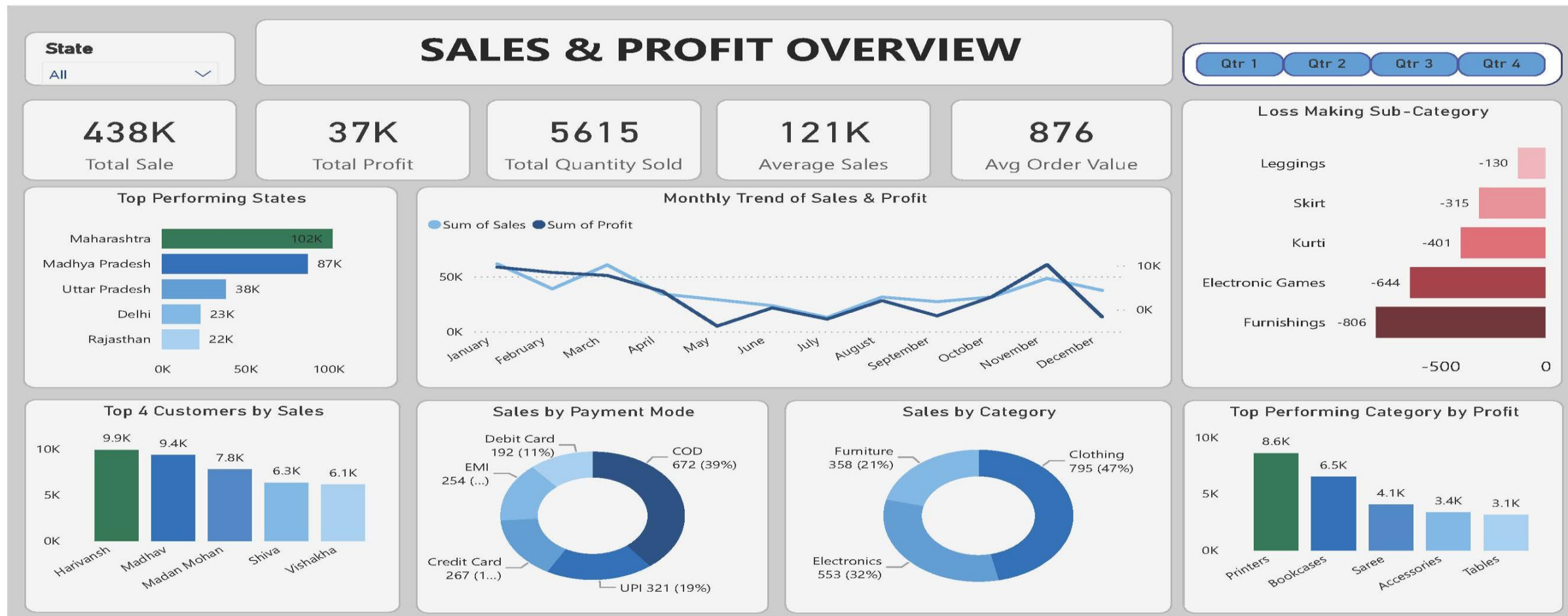


Title: E-Commerce Sales & Profit Analysis

Subtitle: Power BI Dashboard & Insights



1. Category Performance

- **Clothing leads with 47% of sales**, showing highest demand.
- **Printer** contributes the most profit (**8.6K**), followed by **Bookcases (6.5K)**.
- Loss-making subcategories (Leggings, Skirt, Kurti, Electronic Games, Furnishings) reduce overall margins.
- **Recommendation:** Strengthen inventory and marketing for high-profit categories, while re-evaluating or optimizing low-profit segments

2. Profitability Challenges

- Current **profit margin** is only ~8.4%.
- Multiple fashion and electronics subcategories are generating **negative returns**.
- Sales remained steady in **May**, but **profit dropped** to the lowest level of the year.
- **Recommendation:** Focus on pricing adjustments, heavy discount, high returns, vendor negotiations, and promotional bundling strategies to reduce losses.

3. Payment Behavior

- **COD dominates (39%)**, indicating customer trust issues with digital methods.
- UPI (19%) and card payments are significantly lower.
- **Recommendation:** Introduce incentives (discounts, cashback, loyalty points) to encourage digital payments and reduce operational risk from COD.

4. Geographic Trends

- **Maharashtra (102K) and Madhya Pradesh (87K)** are top revenue drivers.
- **Sikkim and Tamil Nadu** show relatively weak sales (5.3K–6.3K).
- **Recommendation:** Launch targeted campaigns in underperforming regions to capture untapped demand.

5. Customer Insights

- Top 5 customers contributed **40K+ sales**.
- Indicates strong dependence on high-value buyers.
- **Recommendation:** Build loyalty/reward programs to retain repeat customers and nurture emerging buyers into high-value customers.

6. Monthly Trends

- Sales dropped sharply in **June –July**, while **profit** only declined slightly.
- Indicates fewer transactions but a **shift toward higher margin products**.
- **Recommendation:** Investigate causes of volume drop (seasonality, promotions, stockouts).

Strategic Opportunities

- **Growth Drivers:** Printers, Bookcases, Maharashtra, High-value customers.
- **Challenges:** Low profit margin, COD dependency, loss-making categories.
- **Opportunities:** Push digital payments, optimize inventory mix, expand into low-performing regions.