

Ecommerce Dashboard Summary

Key Highlights

- **Total Revenue:** ₹1.25 Billion
- **Top Products:** MacBook Air, OnePlus 9, Sony Headphones
- **Top Categories:** Laptops, Mobiles, Headphones
- **Top Revenue States:** *Maharashtra, Gujarat, Rajasthan*
- **Customer Base:** 85% Android users
- **Popular Brands:** Xiaomi, Realme, OnePlus

Cancellations Overview

- **Lost Revenue due to Cancellations:** ₹525 Million
- **Cancellation Rate:** 30%
- **Most Cancelled Products:** MacBook Air, HP Pavilion, Samsung Galaxy
- **Top States with Cancellations:** *Maharashtra, Gujarat*

Recommendations to Improve Sales & Revenue

1. **Reduce Cancellation Rate:**
Improve delivery timelines, enhance product transparency, and offer better return policies.
2. **Leverage High-Performing States:**
Focus on *Maharashtra, Gujarat, and Rajasthan* through promotions, localized offers, and loyalty rewards.
3. **Target Android Users:**
Offer mobile-exclusive deals and personalized experiences for Android users.
4. **Boost Low-Performing Regions:**
Use targeted campaigns in *Delhi* and *Telangana* to increase awareness and

conversions.

5. **Recover Lost Revenue:**

Re-target users who cancelled high-value items with offers or alternatives.

6. **Address Seasonal Revenue Dips:**

Introduce time-limited discounts and promotions in months like **November** to maintain consistency.