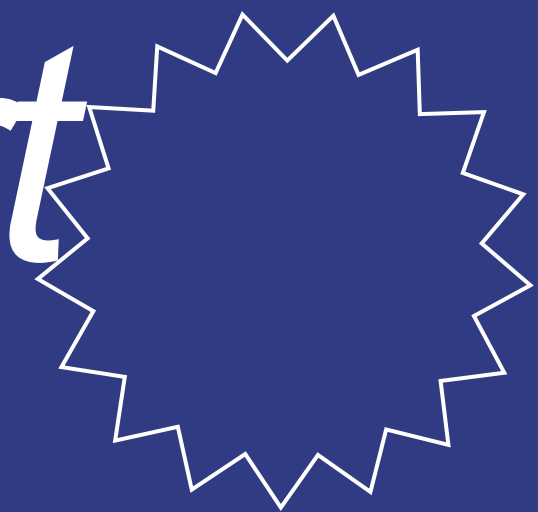




# Dashboard & *Insights Report*



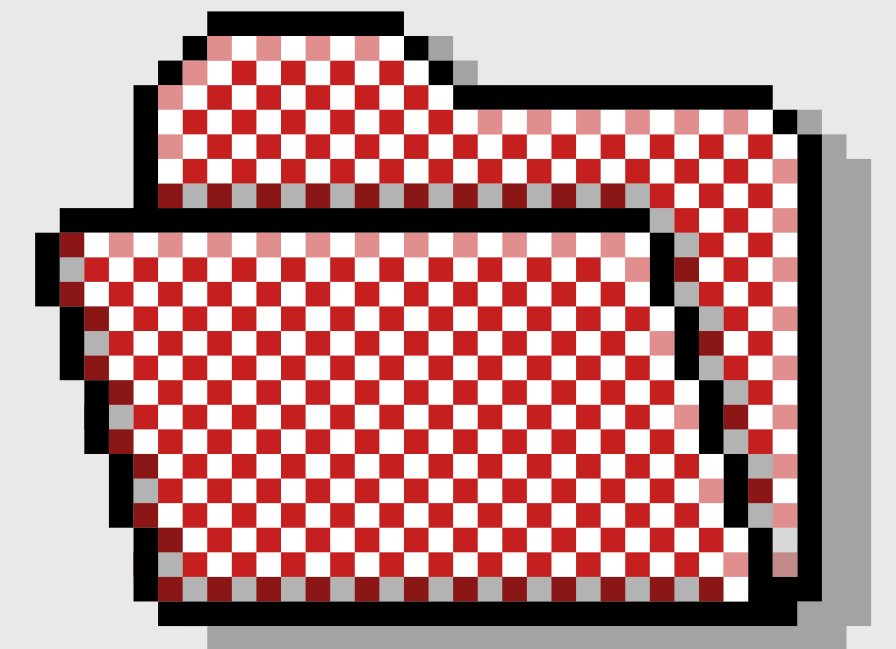
BY KHUSHI VADADORIYA

# Stakeholder Problem Statement

The business had a lot of sales data, but the team couldn't clearly see what was actually happening. They didn't know which products were performing well, which states were driving revenue, or why profits were dropping. Most importantly, they couldn't see how much money was being lost because of cancellations.

This lack of clarity slowed down decisions and made it hard to fix real business problems.

The dashboard was created to give one simple view of revenue, product performance, state-wise demand, monthly trends, and cancellation losses — helping stakeholders act faster and smarter.



# Dashboard View

**Ecom**  
**Express**

₹ 1.25bn

Total Revenue

₹ 1.77bn

Total Sales

29.72%

Cancellation Rate

₹ 112.85K

AOV

₹ 525.42M

Lost Revenue- Cancellations

Date

1/1/2024

11/6/2024

Category

Accessory

Charger

Laptop

Mouse

Tablet

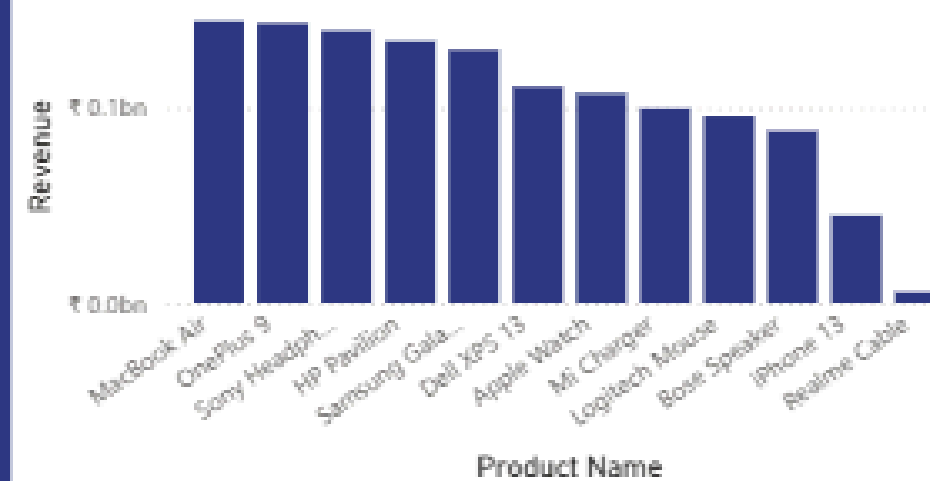
Cable

Headphones

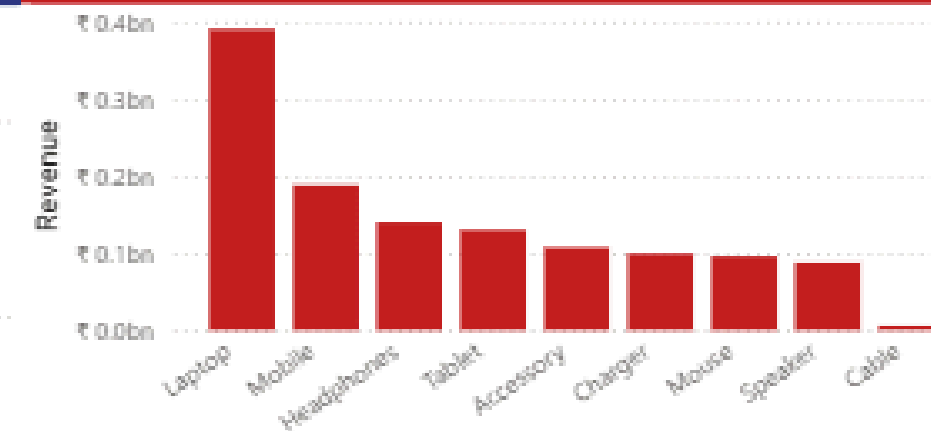
Mobile

Speaker

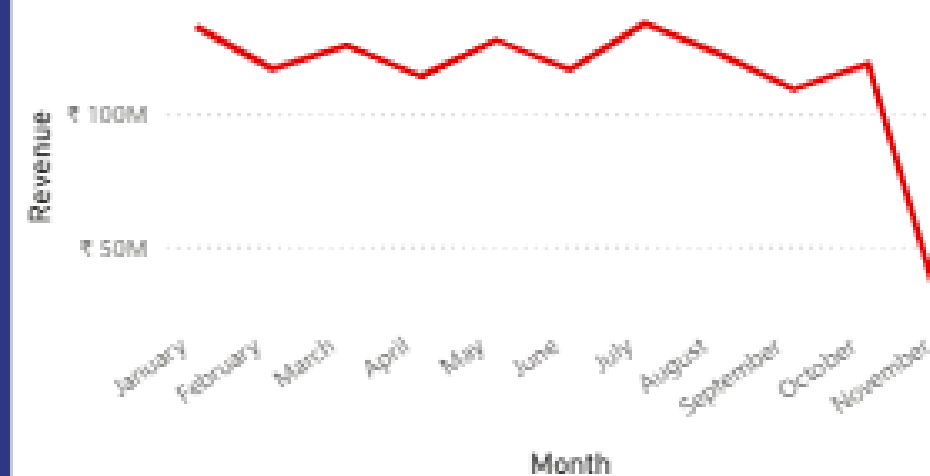
Revenue by Product Name



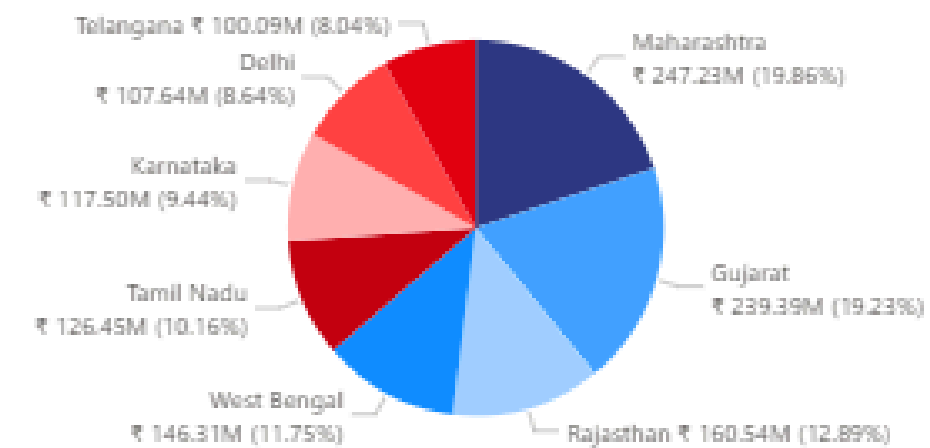
Revenue by Category



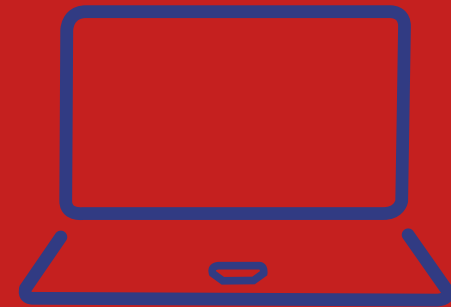
Revenue by Month



Revenue by State



# Insights + Recommendations



# Overall Performance



## Insights:

- Revenue is strong, but nearly one-third of orders get cancelled.
- The business loses a very large amount due to cancellations.
- Revenue starts dropping from July and falls continuously until November.

## Recommendations:

- Investigate mid-year operational problems (stockouts, shipping delays, festival demand mismatch).
- Strengthen supply planning and delivery capacity starting from July every year.
- Improve customer communication on delivery dates and product availability.

# Product Performance



## Insights:

- Top products: MacBook Air, OnePlus 9, Sony Headphones.
- Realme Cable shows low revenue due to low pricing.
- MI Charger performs well despite being low cost — shows high demand.

## Recommendations:

- Keep fast-moving products well stocked.
- Promote MI Charger and similar high-volume items using add-on offers.
- Improve clarity and listing quality for slow-moving products.

# Category Performance



## Insights:

- Laptops are the highest revenue-generating category.
- Accessories perform better than expected.
- Cables contribute the least.

## Recommendations:

- Offer bundled accessory deals with laptops and mobiles.
- Promote mid-performing categories through targeted offers.
- Use cables as low-price add-on products to boost AOV.

# Geographic Insights



## Insights:

- Top states: Maharashtra, Gujarat, Rajasthan.
- Delhi performs surprisingly low.
- Telangana has the lowest overall revenue.

## Recommendations:

- Improve delivery experience and marketing in weak regions.
- Expand warehousing or partner networks in underperforming states.
- Use promotions to grow demand in Delhi and Telangana.



# Cancellations



## Insights:

- Cancellation rate is 29.72%, extremely high for e-commerce.
- Laptops and Accessories face the most cancellations.
- Over ₹525M revenue is lost.

## Recommendations:

- Improve packaging, dispatch accuracy, and delivery timelines.
- Add pre-shipment quality checks, especially for laptops.
- Provide clearer product descriptions and delivery expectations.

# *Executive Summary*

THE DASHBOARD HIGHLIGHTS STRONG REVENUE PERFORMANCE OF ₹1.25BN, MAINLY DRIVEN BY PREMIUM ELECTRONICS. HOWEVER, A MAJOR ISSUE IS THE 29.72% CANCELLATION RATE, WHICH HAS RESULTED IN ₹525M+ LOST REVENUE. REVENUE STAYS STABLE FROM JANUARY TO JUNE, BUT FROM JULY ONWARDS, THERE IS A CLEAR DOWNWARD TREND THAT BECOMES EXTREMELY SHARP BY NOVEMBER. THIS SHOWS POSSIBLE OPERATIONAL OR SUPPLY ISSUES STARTING MID-YEAR.

HIGH-PERFORMING STATES INCLUDE MAHARASHTRA AND GUJARAT, WHILE DELHI AND TELANGANA SHOW UNEXPECTEDLY LOW CONTRIBUTIONS.

OVERALL, THE BUSINESS NEEDS TO ACT ON REDUCING CANCELLATIONS, IMPROVING DELIVERY RELIABILITY, AND BOOSTING PERFORMANCE IN LOW-REVENUE REGIONS.

# *Final Recommendation*

THE COMPANY SHOULD URGENTLY FOCUS ON REDUCING THE 29.72% CANCELLATION RATE BY IMPROVING DELIVERY SPEED, ENSURING ACCURATE PRODUCT LISTINGS, AND STRENGTHENING QUALITY CHECKS FOR HIGH-VALUE CATEGORIES LIKE LAPTOPS AND ACCESSORIES. ADDITIONALLY, INVENTORY PLANNING MUST BE REVISED FROM JULY ONWARD, SINCE REVENUE CONSISTENTLY DROPS AFTER THIS PERIOD, LIKELY DUE TO STOCK SHORTAGES OR DELAYED DISPATCH. TO BOOST GROWTH, THE COMPANY SHOULD MAINTAIN STRONG STOCK LEVELS FOR TOP-PERFORMING PRODUCTS, INTRODUCE ACCESSORY BUNDLES TO RAISE AVERAGE ORDER VALUE, AND INVEST IN IMPROVING CUSTOMER EXPERIENCE IN WEAK-PERFORMING REGIONS SUCH AS DELHI AND TELANGANA. THESE TARGETED OPERATIONAL IMPROVEMENTS WILL IMMEDIATELY REDUCE REVENUE LOSS, INCREASE CUSTOMER SATISFACTION, AND UNLOCK HIGHER PROFIT WITHOUT NEEDING ADDITIONAL MARKETING SPEND.

# *Final Conclusion*

THE DASHBOARD SHOWS STRONG BUSINESS POTENTIAL, BUT ALSO HIGHLIGHTS KEY ISSUES THAT ARE STOPPING GROWTH—ESPECIALLY CANCELLATIONS AND THE REVENUE DROP STARTING IN JULY. BY FIXING DELIVERY ISSUES, IMPROVING PRODUCT AVAILABILITY, AND TARGETING LOW-PERFORMING REGIONS, THE BUSINESS CAN UNLOCK SIGNIFICANT REVENUE WITHOUT NEEDING MORE CUSTOMERS. MOST IMPROVEMENTS REQUIRE OPERATIONAL FIXES, NOT MAJOR INVESTMENTS, MAKING THIS A HIGH-IMPACT GROWTH OPPORTUNITY.

*Thank You!*