# Business Sales Dashboard from E-commerce Data

## Monthly Sales Trends

### Sum of Sales and Sum of Sales by Month Name



- Sum of Sales
- Sum of Sales
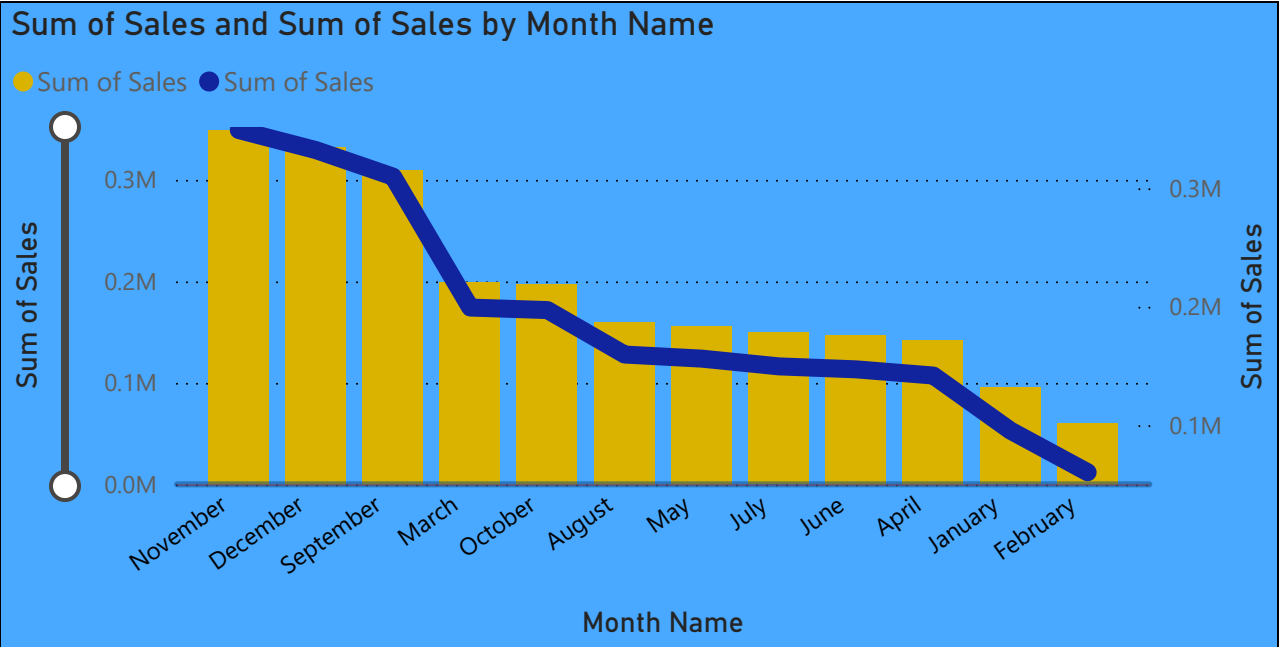
**2.30M**
Sum of Sales

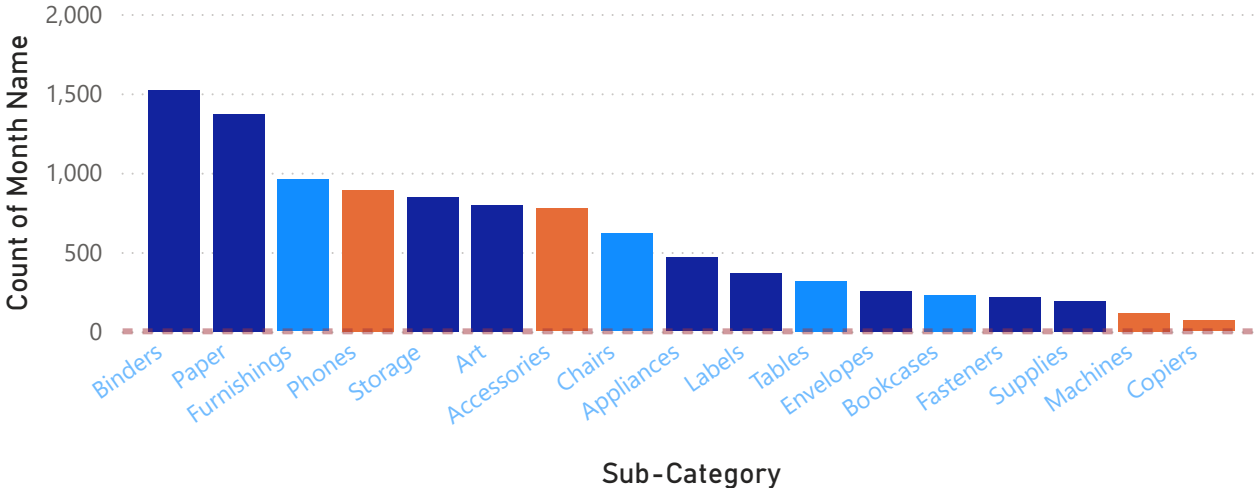**22.64K**
Max of Sales

**April**
First Month Na...

| Month Name | Furniture | Office Supplies | Technology |
|---|---|---|---|
| ⊞ April | | | |
| ⊞ August | | | |
| ⊞ December | | | |
| ⊞ February | | | |
| ⊞ January | | | |
| ⊞ July | | | |
| ⊞ June | | | |
| ⊞ March | | | |
| ⊞ May | | | |
| ⊞ November | | | |
| ⊞ October | | | |
| ⊞ September | | | |

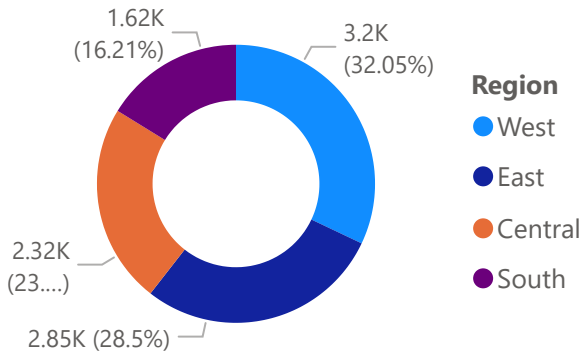## Category-wise Performance

### Count of Month Name by Sub-Category and Category
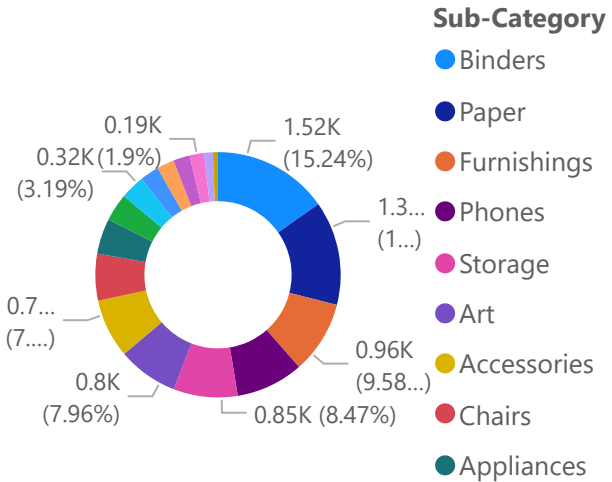
Category ● Furniture ● Office Supplies ● Technology



## Customer Behavior

### Count of Sub-Category by Region



Region
- West
- East
- Central
- South

- 3.2K (32.05%)
- 1.62K (16.21%)
- 2.32K (23....)
- 2.85K (28.5%)

### Count of Region by Sub-Category



Sub-Category
- Binders
- Paper
- Furnishings
- Phones
- Storage
- Art
- Accessories
- Chairs
- Appliances

- 0.19K
- 0.32K (1.9%)
- (3.19%)
- 1.52K (15.24%)
- 1.3... (1...)
- 0.7... (7....)
- 0.96K (9.58...)
- 0.8K (7.96%)
- 0.85K (8.47%)

# 1.Executive Summary

The sales hit it's peak in month of November reaching sales up to 350k , with most sales reaching of binders in categories of office supplies from West Region, for regular cash flow we recommend special innovation on papers and binders which which will attract new customers plus retain probability will subsequently increase.

## 2.Key Insights & Analysis

Observation 1: Regional Profit Decline

Data Point: Maximum of sale reaching in October of total of 17.50 k least among all.

Analysis: While regional profit were up there was decline in sail of copiers, we need to focus on sail of that item if we want substantial flow. The issue can be with pricing , customer satisfaction or distribution.

Observation 2: High-Performing Segment

Data Point:  Maximum of sale reaching in September of total of 203.4.k least among all.

Analysis: This product beating company's average is highest sellable product among all.

## 3.Recommendations

**P1** : Review sales of products which are performing low , reasons should be found.

**P2** :  Strongly advertise in those regions where sales are low due to distributions.

**P3** : Regularly check for distribution, customer satisfaction and customer retention.

I, am available for call on improvement of product sales, RND , distribution.

Which day works best for you to review these recommendations and assign ownership of the P1 action item?