

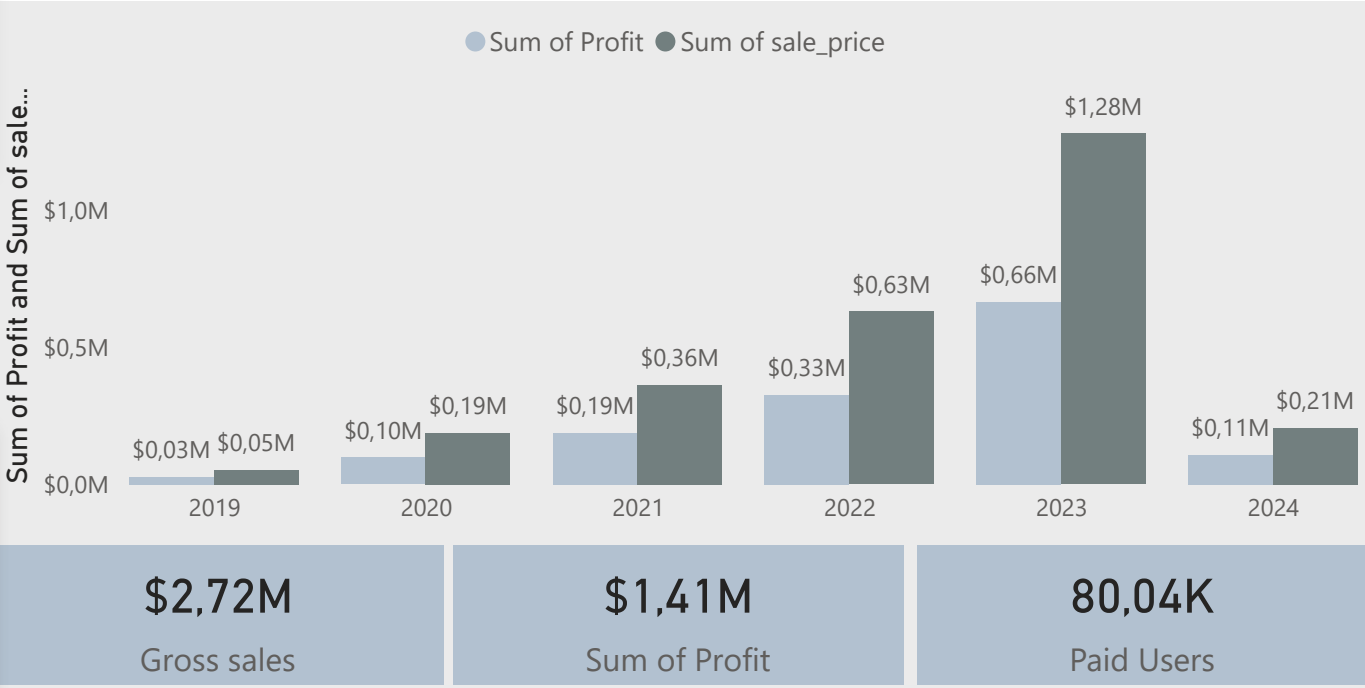
# Looker Ecommerce



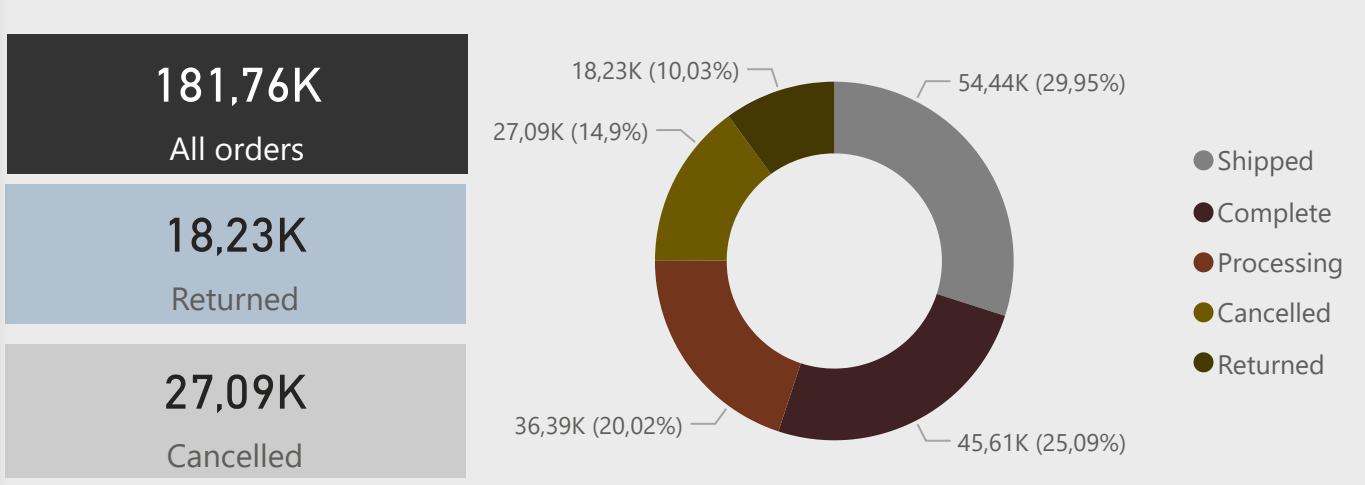
**Descriptive analytics of a commercial online clothing and accessories store.** The dashboard displays popular products, return and cancellation rates, as well as key traffic sources. This helps the company make informed decisions regarding marketing and sales strategies.

- Recommendations:**
- 📌 Analysis of returns and their impact on profit.
  - 📌 Evaluation of the efficiency of distribution center locations.
  - 📌 Optimization of user acquisition and retention.
  - 📌 Improvement of customer behavior analytics to reduce churn and returns.

## SALES



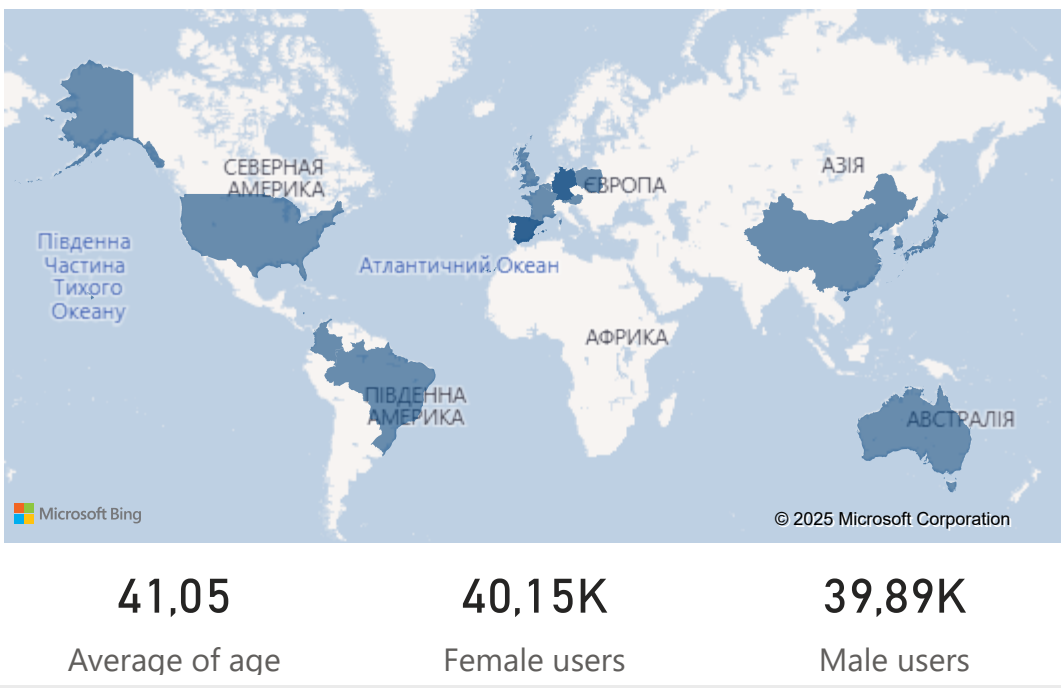
## RETURNS AND CANCELLATIONS



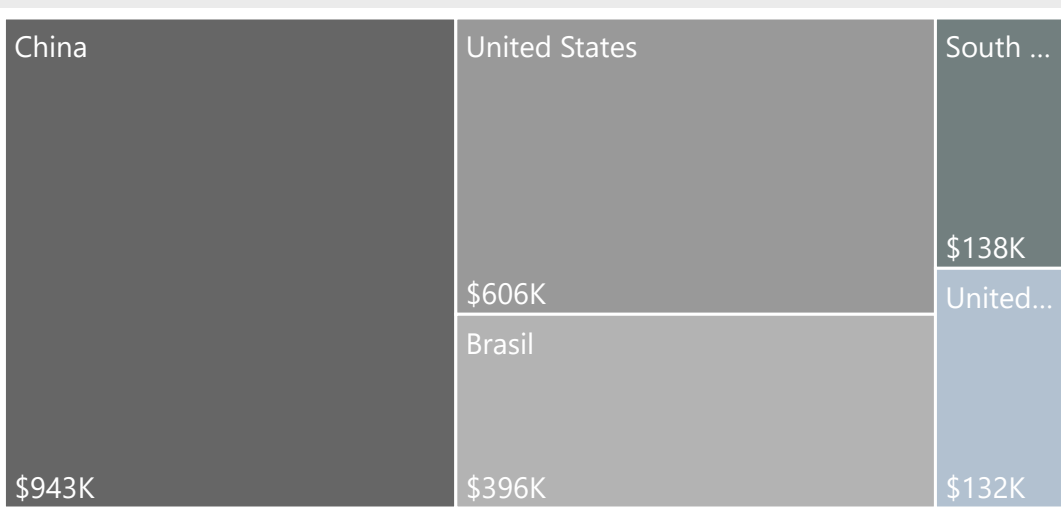
## TRAFFIC SOURCE

Source	Number users
Email	44 287
Adwords	31 418
Facebook	11 398
YouTube	11 058
Organic	5 950
Total	80 044

## USERS GEOGRAPHY



## TOP 5 SALES BY COUNTRY



## TOP 5 SALES BY CATEGORY

Category	Sales
Outerwear & Coats	\$329 667
Jeans	\$314 619
Sweaters	\$216 337
Suits & Sport Coats	\$163 495
Swim	\$161 721
Total	\$1 185 839