E-Commerce Dashboard

Conversion Rate

98%

 # Customer

91

Month

All

Years

All

City

All

job of Customer

| Owner | Sales Representative | Marketing Mana... |
| 17 | 17 | 12 |

| Sales Manager | Sales Associate | Sales Agent |
| 11 | 7 | 5 |

| | | Assist... | Order ... |
| | | 2 | 2 |

| Accounting Manager | Marketing Assistant | Assist... | Owne... |
| 10 | 6 | 1 | 1 |

Revenue and purchasing frequency of customer
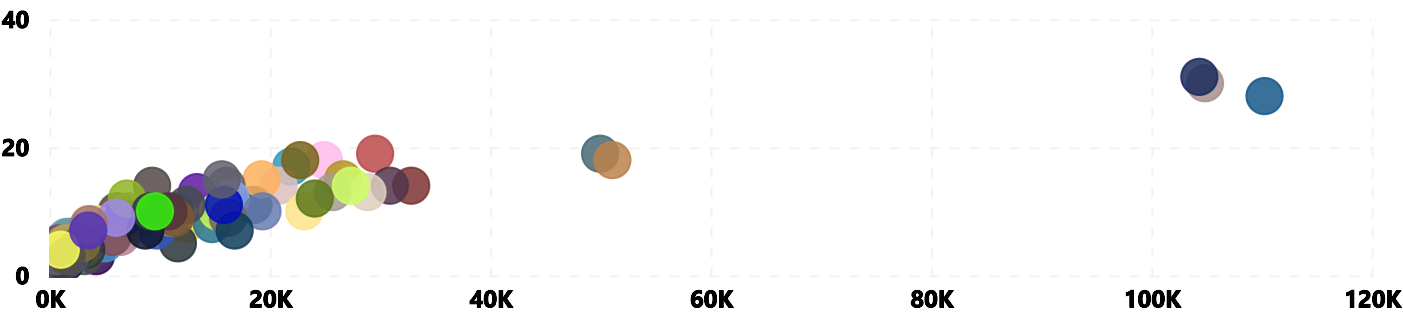
Customer Purchase Per Month

Month	Value
April	261
March	255
January	237
February	201
December	195
October	179
May	155
November	155
August	153
September	152
July	136
June	76

Customer by Country

100%

Country	Value
USA	
France	
Germany	
Brazil	9
UK	7
Mexico	5
Spain	
Venezuela	4
Argentina	3
Canada	
Italy	3
Austria	2
Belgium	
Denmark	2
Finland	
Portugal	2
Sweden	
Switzerland	2
Ireland	
Norway	1
Poland	1

7.7%
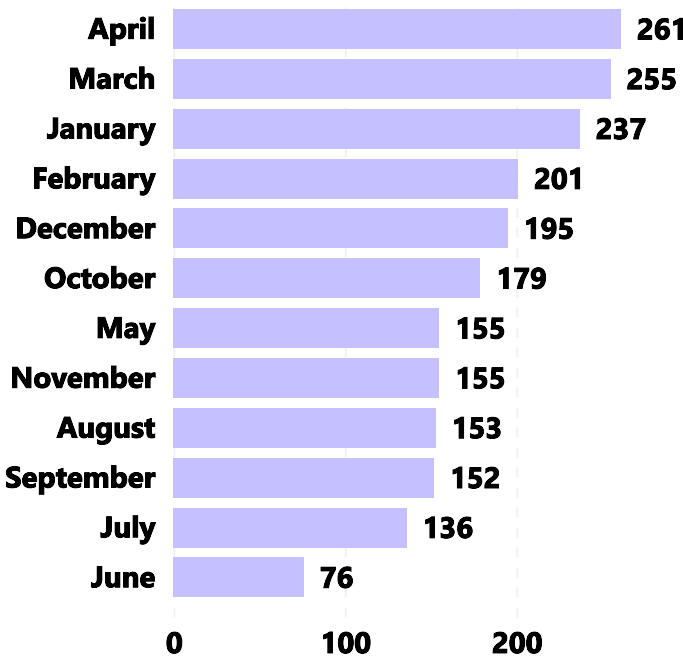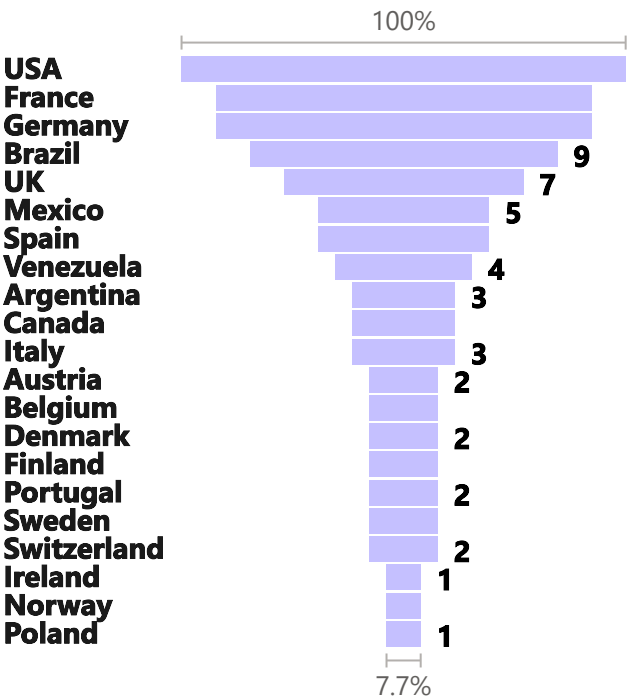
Cost of Freight
64.94K

Unit sold
51K

Total Revenue
1.27M

Avg Items Per Order
0.0... 61.83 123.6...
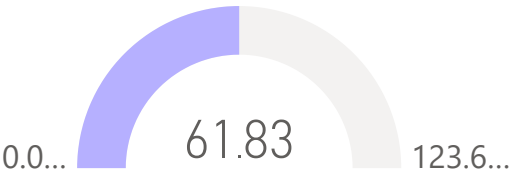
Product
All ∨

Total Revenue

20K
0K
Oct 1996 | Jan 1997 | Apr 1997 | Jul 1997 | Oct 1997 | Jan 1998 | Apr 1998

Status of stock

23.38%

76.62%
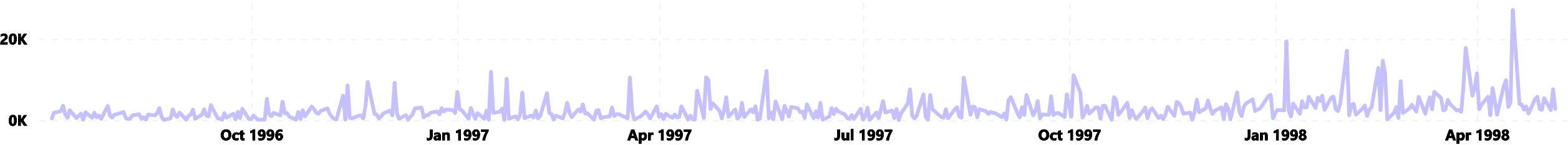
status of stock
● in stock
● out stock
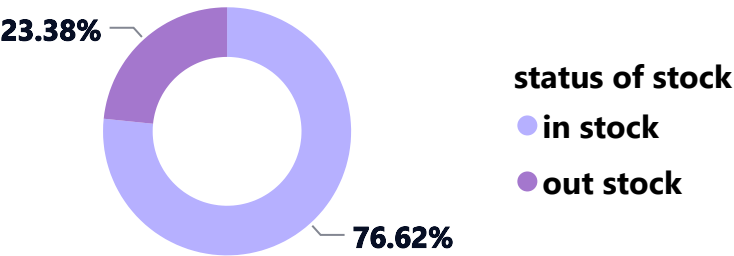
Status of stock by Category

status of stock ● in stock ● out stock

10
8
6
4
2
0

sweets | fresh | sea shampoos | cheese | breads | meats | fruits
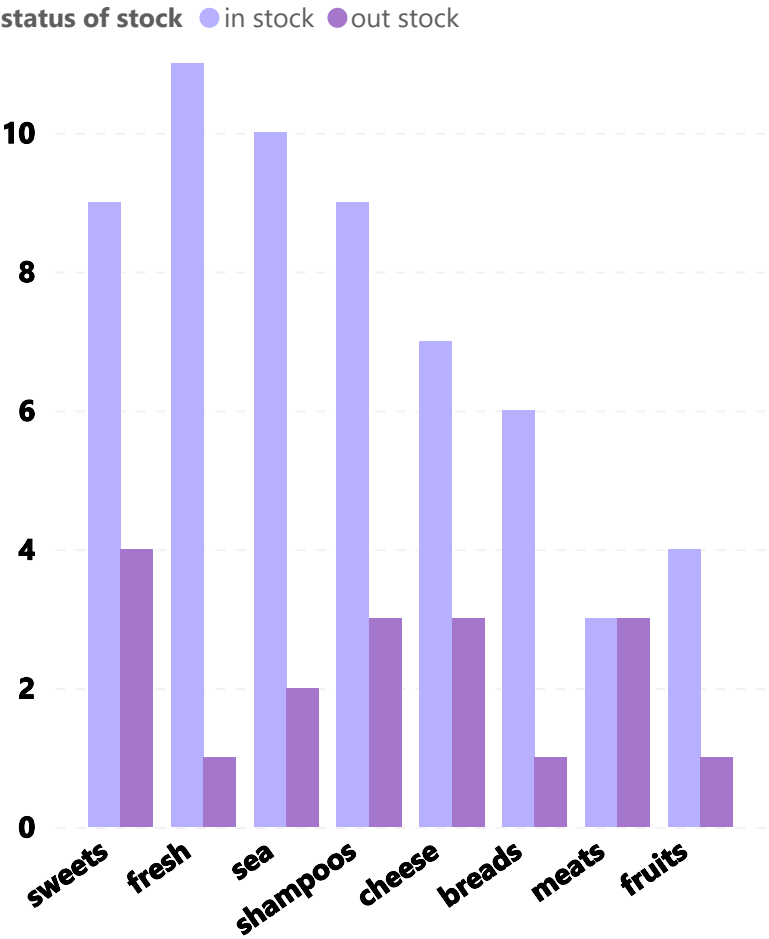
Revenue of product

ProductName	Sum of TotalRevenue
Chocolade	1,368.71
Geitost	1,648.12
Genen Shouyu	1,784.82
Laughing Lumberjack Lager	2,396.80
Longlife Tofu	2,432.50
Gravad lax	2,688.40
Aniseed Syrup	3,044.00
Filo Mix	3,232.95
Louisiana Hot Spiced Okra	3,383.00
Valkoinen suklaa	3,437.69
NuNuCa Nuß-Nougat-Creme	3,704.40
Zaanse koeken	3,958.08
Röd Kaviar	3,997.20
Røgede sild	4,338.17
Guaraná Fantástica	4,504.36
Total	**1,265,793.04**

Order per Country

Country	Count of OrderID
USA	354
Germany	322
Brazil	205
France	181
UK	135
Austria	125
Venezuela	118
Sweden	97
Canada	75
Mexico	72
Total	**2155**

Recommendation

Marketing plan

Developing seasonal marketing campaigns:

-Exploiting the calendar: Focusing promotional campaigns in months that show an increase in demand, such as the beginning of the year and the third and fourth quarter.

-Employing digital marketing: Using social media ads and targeted email to communicate with customers before periods of high demand.

Functional targeting in advertising campaigns Professions-targeted advertisements:

-Designing advertising messages that suit job titles such as business owners and sales managers.

-Special offers: Providing customized promotional offers for professional groups that represent the largest percentage of customers.

Improving the customer experience:

-Behavior analysis: Using analysis data to understand the purchasing behavior and product preferences of customers.

- Improving the interface and services: Improving the user experience on the website to ensure ease of navigation and purchasing.

Solving the problem of out of stock:

-Out of stock can negatively affect the customer experience. Profits by reducing conversion rates and customer satisfaction. Using analytical tools to forecast demand and improve communications with suppliers will help reduce this issue.

Conclusion:

By improving inventory management and implementing targeted marketing campaigns that coincide with high demand seasons, in addition to improving customer experience, we will be able to effectively increase active customers and boost profits