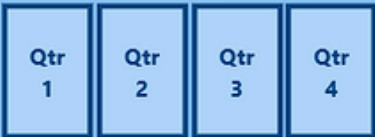


E-commerce Sales Dashboard

Filter Panel

Quarter



Select category

All

City and State Parameters

All

Category & sub category

All

Clear all slicers

₹ 438K

Total Sales



₹ 36.96K

Total Profit



5,615

Total Quantity

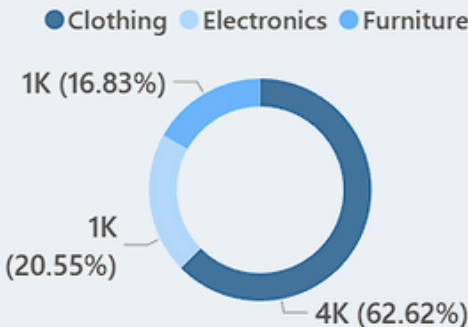


121K

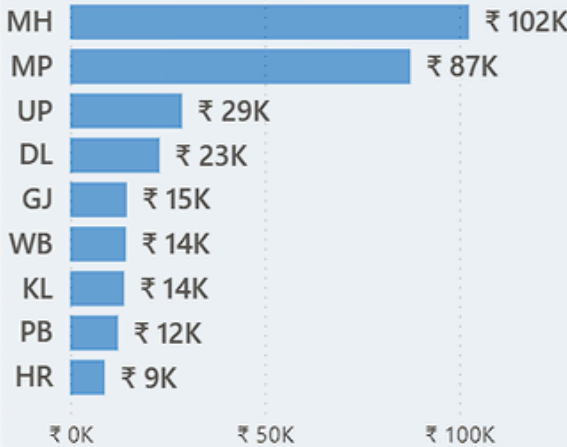
Average Order Value



Quantity Sold by Category



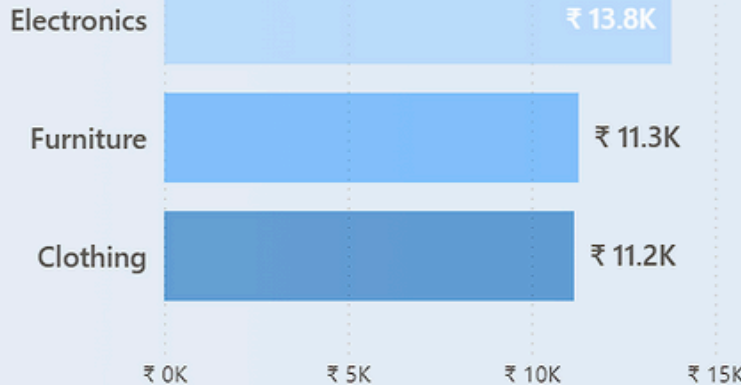
Sales by State Abbrev



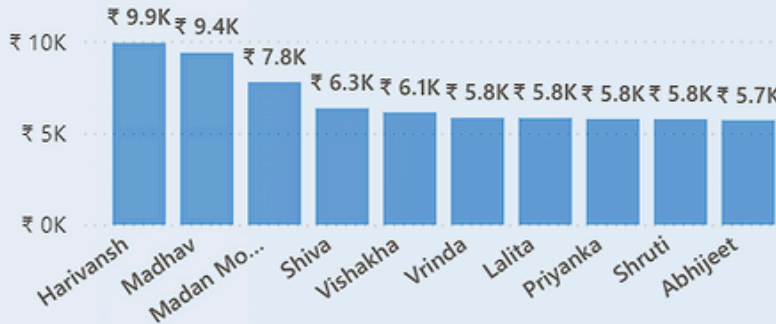
Profit by Month



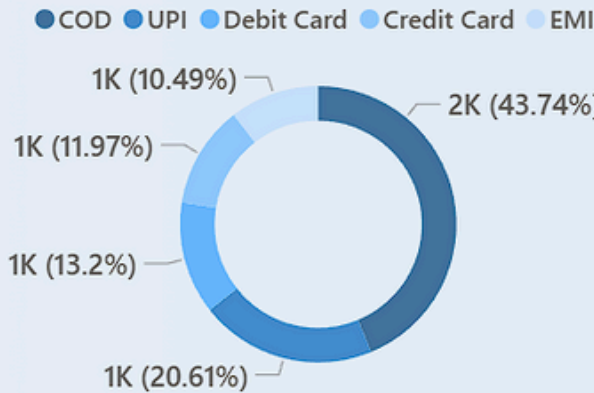
Profit by Category



Sales by Customer



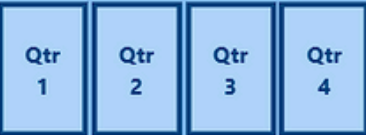
Order Distribution by Payment Mode



E-commerce Sales Dashboard

Filter Panel

Quarter



Select category

All

City and State Parameters

City

Category & sub category

Sub-Category

Clear all slicers

₹ 438K

Total Sales



₹ 36.96K

Total Profit



5,615

Total Quantity

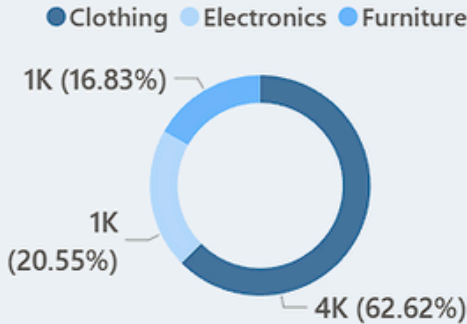


121K

Average Order Value



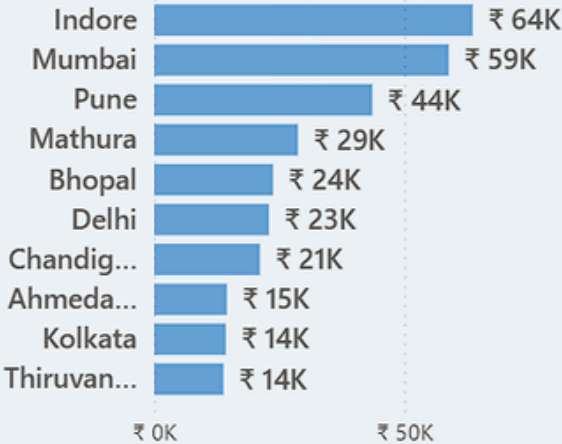
Quantity Sold by Category



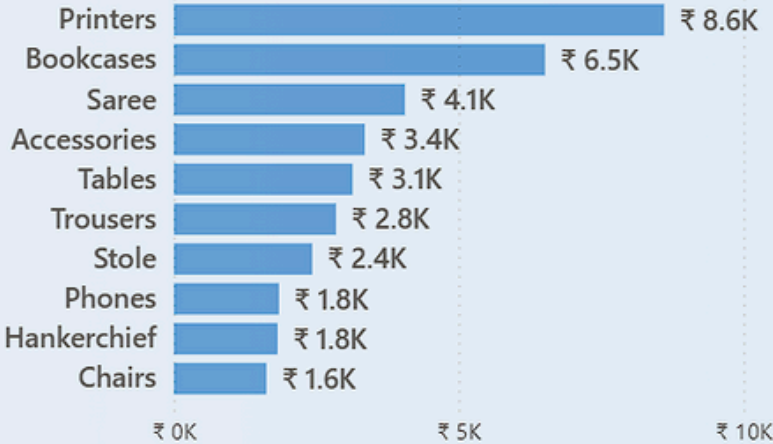
Profit by Month



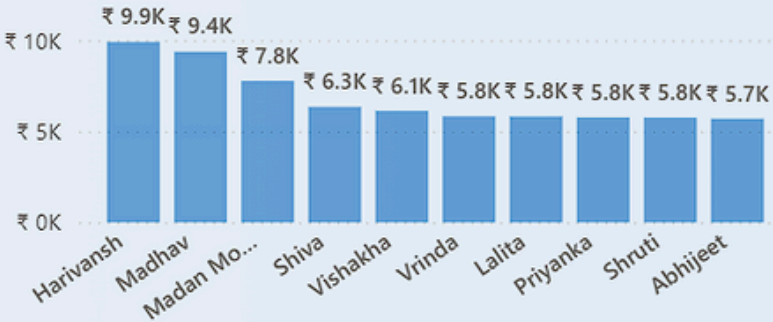
Sales by City



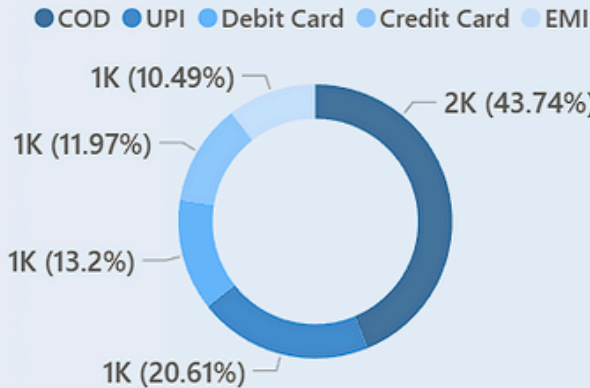
Profit by Sub-Category



Sales by Customer



Order Distribution by Payment Mode





E-commerce Sales Dashboard



Key Performance Indicators

- Total Sales: ₹438K
- Total Quantity Sold : 5615
- Average Order Value : ₹121K
- Total Profit: ₹36.96K
- Most Profitable Month: January
- Time Period Covered: All Quarters

Insights

- Top Category: Electronics (62.6%, ₹13.8K profit)
- Top Customers: Harivansh (₹9.9K), Madan (₹9.4K)
- Top States: Maharashtra (₹102K), MP (₹87K)
- Top Cities: Indore (₹64K), Mumbai (₹59)
- Top Payment Mode: COD (43.7%)

Recommendations

- Promote Electronics
- Incentivize COD Payments
- Target Indore & Mumbai
- Reward Top Customers
- Revamp May–Aug Strategy
- Reprice Chairs & Hankies