Commerce Website Sales Report: Unveiling Investment Opportunities
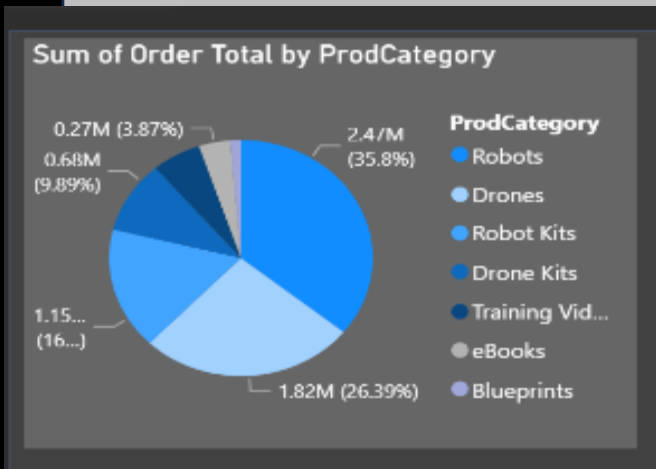
Mariyanaa Swetha Diviyanathan

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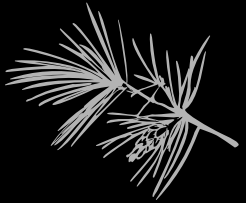
- Introduction
- Primary goals
- Sales Performance Overview
- Product Category Analysis
- Growth Projection and Investment Potential
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Sold quantity Difference between each year

Running Total Quantity Sold

■ Increase ■ Decrease ■ Total

Total category Pie Chart

Sum of Order Total by ProdCategory

- There are 7 product categories on the website.
- Year by year, there is an increase in the total quantity sold, leading to higher total revenue.
- The company is profitable with the current strategy.
- Robots are the highest source of revenue and the most sold product, with 2.47 million units sold.
- Blueprints are the least sold product, followed by Ebook

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Order frequency

INTRODUCTION

The analysis made with help of power BI tool will provide investors with a comprehensive understanding of the e-commerce website's sales performance, market dynamics, and investment potential, leveraging data-driven insights and strategic analysis to drive informed investment decisions.

Sales Performance Overview

Total Sales and Quantity Insights

- The report showcases a total order value of $6.9 million and a total quantity sold of 55,000 units, reflecting robust sales performance.

- Despite high sales, the total discount offered amounts to $71.5K, indicating potential for optimizing discount strategies to enhance profitability.

- A year-on-year comparison reveals a significant increase of $1.82M (26.39%) in 2019, signifying consistent growth.

Monthly Sales Trend Analysis

- The monthly sales data presents fluctuations, with the highest monthly sales recorded in September at $0.83M, providing insights into seasonal trends and consumer behavior.

- The year-on-year comparison highlights the growth trajectory, offering a clear picture of the website's sales performance over time.

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Product Category Analysis

Top Performing Product Categories

- The breakdown of total order value by product category identifies Robots ($1.0M), Drones ($0.5M), and Robot Kits ($0.4M) as the top performers, showcasing strong market demand.

- The analysis of the least sold categories, including Training Videos, eBooks, and Blueprints, presents opportunities for targeted marketing and sales strategies.

Running Total and Trend Analysis

- The running total quantity sold and order total by product category indicate an overall increase in sales for Robots, Robot Kits, and Drones, while highlighting areas for improvement in Training Videos, eBooks, and Blueprints.

- The dashboard's interactive features enable in-depth analysis and strategic planning, providing a versatile tool for identifying growth opportunities.

Growth Projection and Investment Potential

Data-Driven Investment Insights

- The comprehensive overview of the e-commerce website's sales performance presents compelling investment opportunities, supported by data-driven insights and growth projections.

- The SWOT analysis captures the website's strengths, weaknesses, opportunities, and threats, providing a holistic view of its market positioning and potential challenges.

Strategic Roadmap-Timeline

- The strategic timeline outlines the website's planned initiatives and growth strategies, offering investors a clear understanding of the future direction and potential returns on investment.

- The presentation concludes with a compelling call to action, inviting investors to capitalize on the identified opportunities and be part of the website's growth journey.
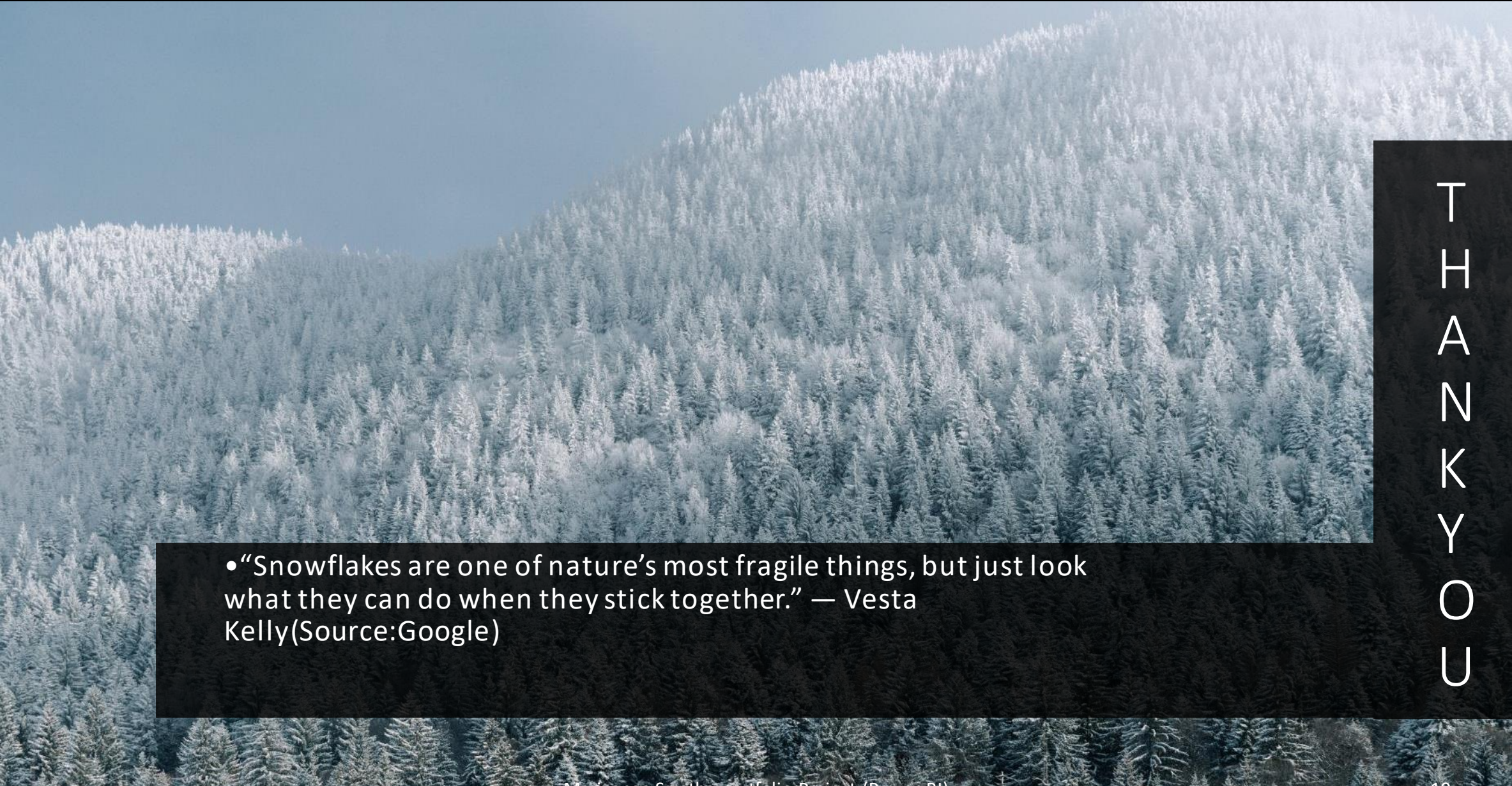
Insights-How We Get There

ROI

- Envision multimedia-based expertise and cross-media growth strategies
- Visualize quality intellectual capital
- Engage worldwide methodologies with web-enabled technologies.

Niche markets

- Pursue scalable customer service through sustainable strategies
- Engage top-line web services with cutting-edge deliverables

Supply chains

- Cultivate one-to-one customer service with robust ideas
- Maximize timely deliverables for real-time schemas

THANK YOU

•"Snowflakes are one of nature's most fragile things, but just look what they can do when they stick together." — Vesta Kelly(Source:Google)