

# E-Commerce Sales Analytics - Executive Overview

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**\$1.31bn**

Total Revenue

**\$1.26bn**

Net Revenue

**3M**

Units Sold

**\$4,209.86 ↑**

AOV KPI

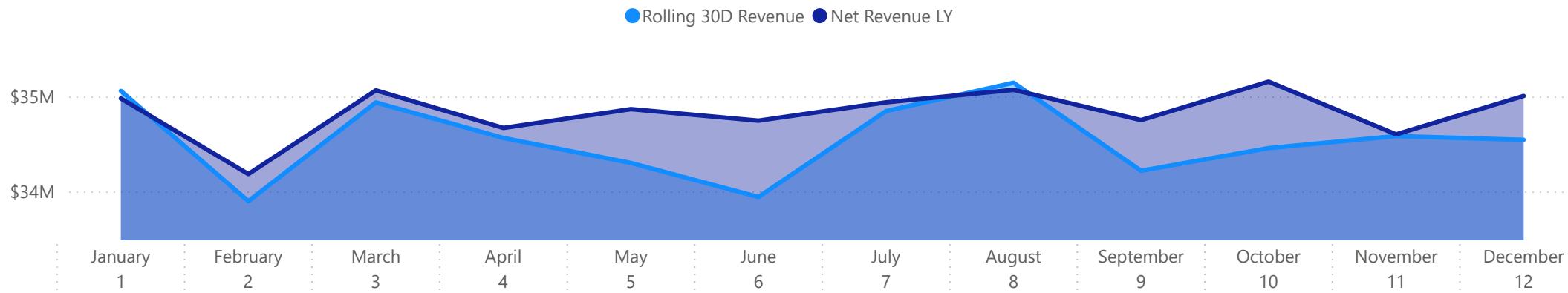
## Year

- Select all
- 2022
- 2023
- 2024

## Quarter, Month

All

## Net Revenue over Time (Month Hierarchy)



## Category

All

## Region

All

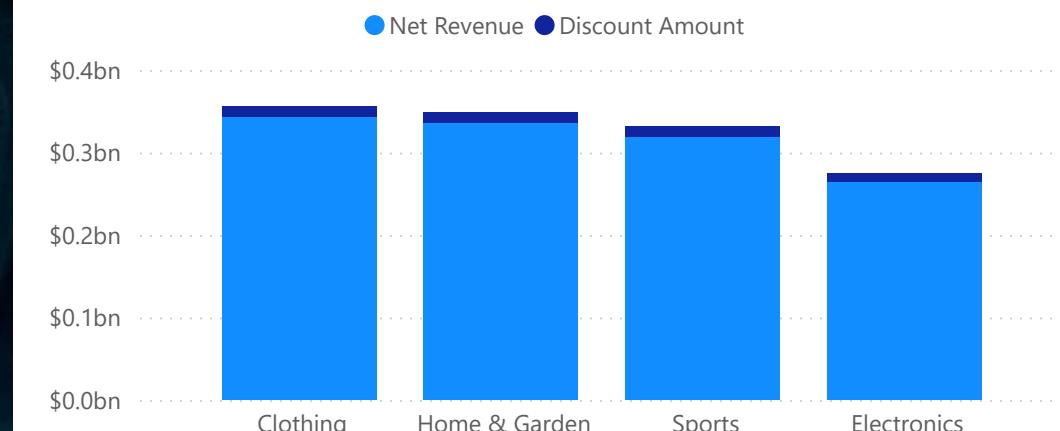
## Revenue by region



Microsoft Azure

©2026 EarthStar Geographics Feedback

## Category contribution



# E-Commerce Sales Analytics - Product & Category Performance

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Hill-Hamilton Eco Phone

Top Product Name

100%

Top Product Contribution %

4.49K

Top Product - SKU Concentration

\$6.57M

Top Product - Revenue

TopN

50

Brand

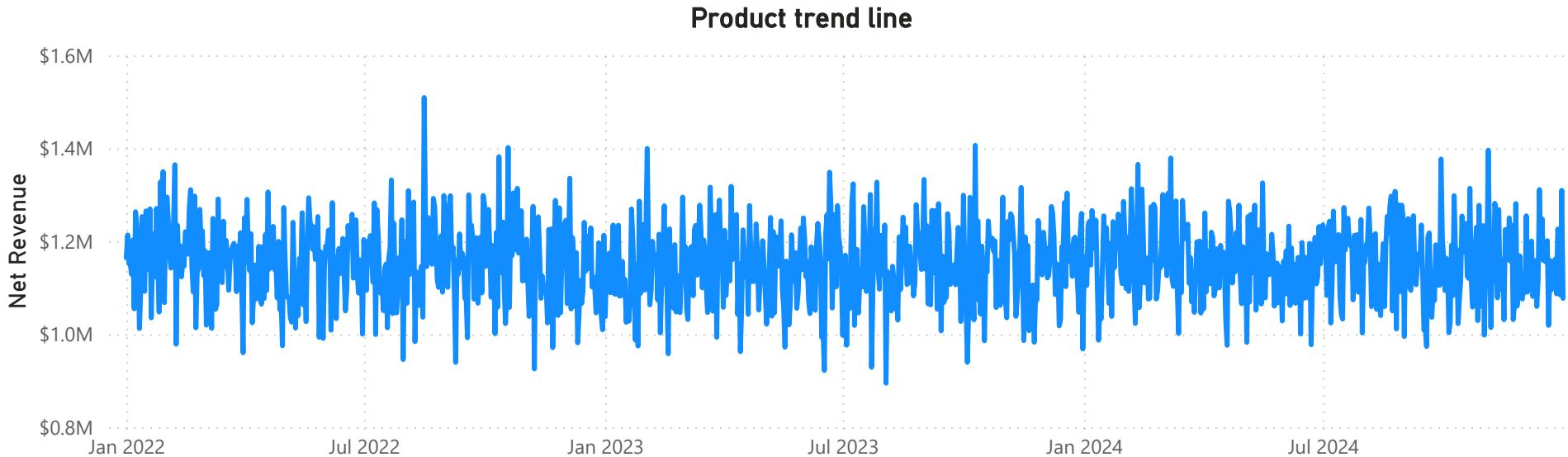
All

PromotionName

All

ProductName

All



ProductName

Net Revenue Units Sold Discount Amount Gross Margin Product Rating

Hill-Hamilton Eco Phone

\$6,289,903.74 13498 \$262,343.75 \$2,755,169.23

Phillips Smart Backpack

\$4,671,465.42 5365 \$187,069.53 \$2,046,209.97

Lewis-Hernandez Classic With

\$4,602,806.37 5384 \$171,910.40 \$2,010,425.76

Case-Wheeler Tv Ago

\$4,529,037.51 5097 \$171,227.67 \$1,995,114.93

Initech Fund And

\$4,502,360.93 5343 \$185,746.62 \$1,985,914.79

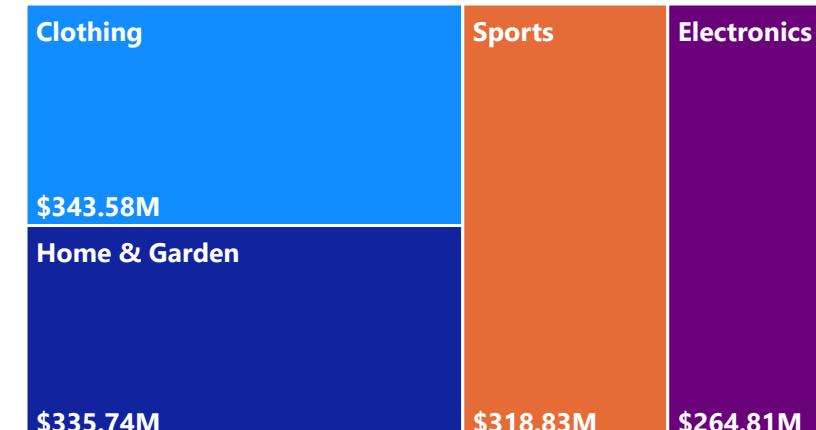
Stark Classic Shoes

\$4,490,019.94 8475 \$174,330.76 \$1,963,004.00

Case-Wheeler Development Aao

\$4,419,674.90 8178 \$178,423.01 \$1,935,691.85

Net Revenue by Category and SubCategory



# E-Commerce Sales Analytics - Customer and Geography Analysis

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31K

Customer Count

281

New Customers

30K

Returning Customers



99.1% ↑

Repeat Purchase Rate KPI

Segment ▾

All ▾

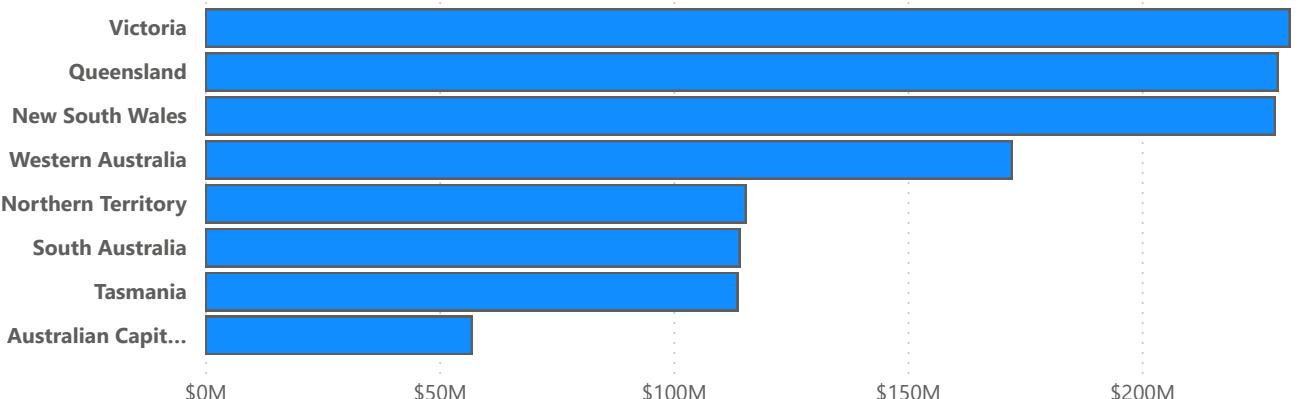
Region ▾

All ▾

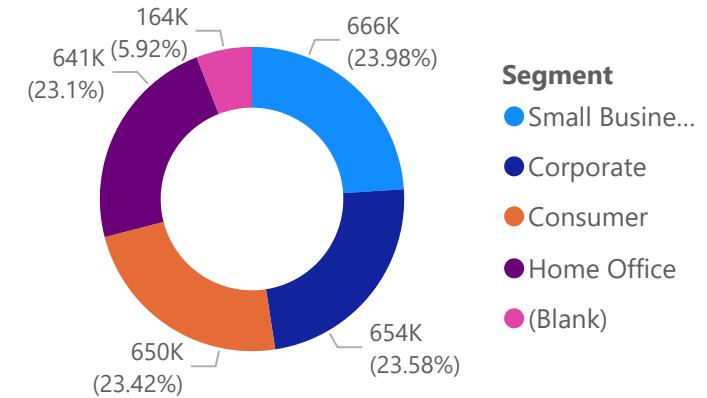
State ▾

All ▾

Net Revenue by State



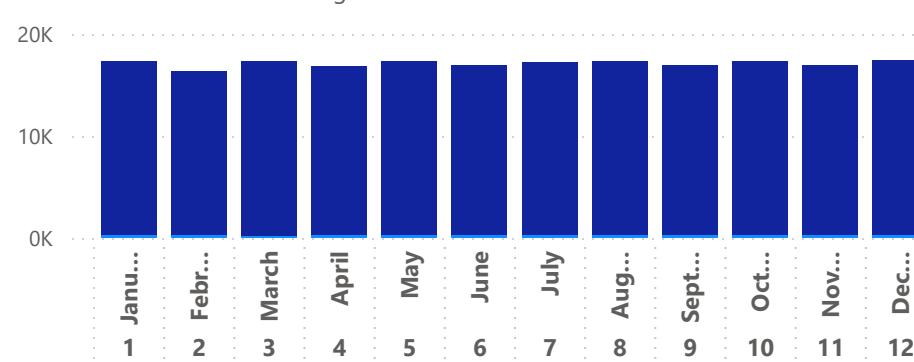
Units Sold by Segment



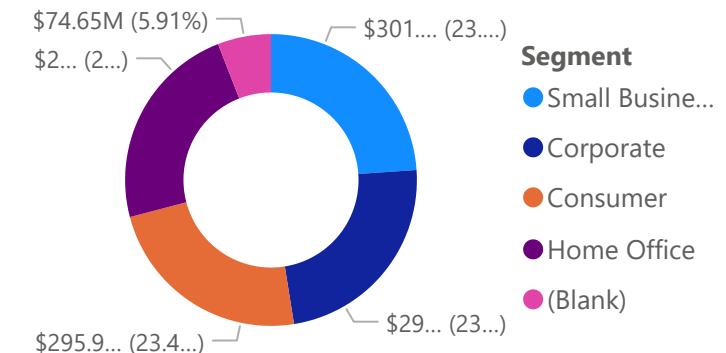
Net Revenue and RPR by City



● New Customers ● Returning Customers



Net Revenue by Segment

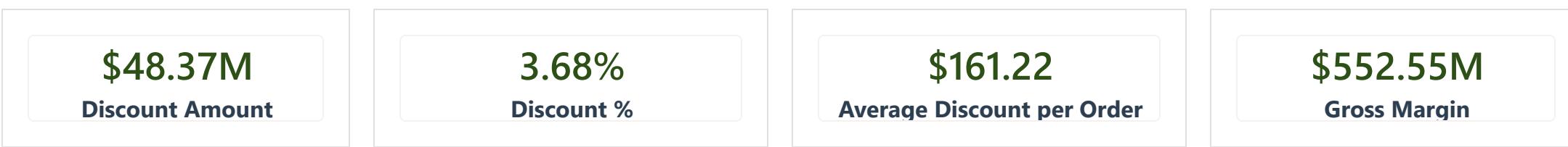


# E-Commerce Sales Analytics - Discount & Promotion Impact

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## PromotionType

All



## Date

1/01/2022



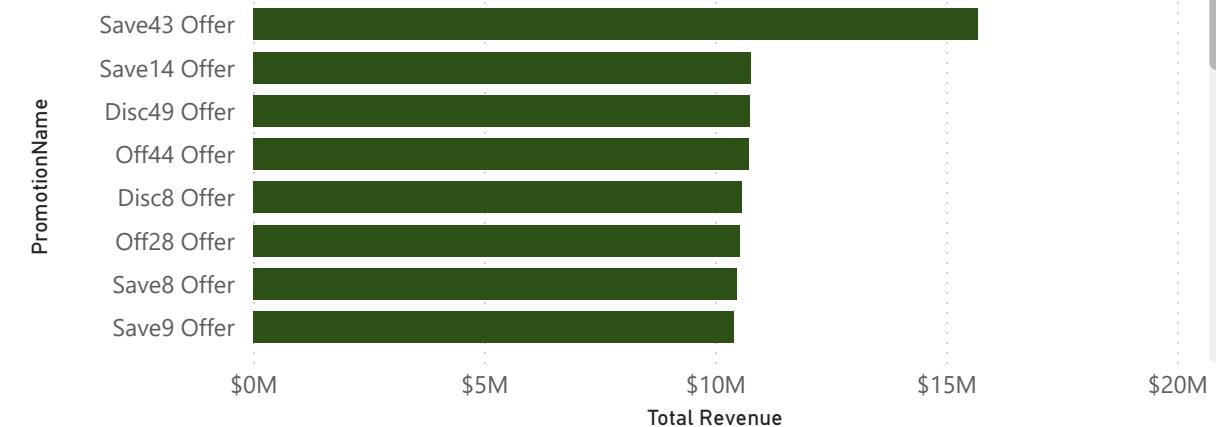
31/12/2024



**Promotions Table**

PromotionName	Discount %	Net Revenue	Units Sold	Gross Margin
Disc41 Offer	27.76%	\$3,637,429.51	10877	\$906,821.42
Off27 Offer	27.35%	\$3,752,591.07	10829	\$946,745.54
Deal47 Offer	25.33%	\$3,858,345.59	10853	\$1,061,437.88
Promo11 Offer	23.95%	\$3,881,846.35	10776	\$1,094,277.51
Promo10 Offer	22.92%	\$3,908,254.58	10694	\$1,170,282.41
Off13 Offer	23.76%	\$3,935,256.99	11049	\$1,136,654.04
Save16 Offer	23.85%	\$3,948,316.96	11039	\$1,134,594.84
Deal7 Offer	23.02%	\$4,048,897.75	11056	\$1,191,903.02
Promo32 Offer	23.34%	\$4,049,636.07	11176	\$1,192,642.66
Deal28 Offer	22.95%	\$4,069,515.14	11012	\$1,215,357.19
Deal49 Offer	21.86%	\$4,124,250.65	11076	\$1,263,773.31
Disc11 Offer	17.97%	\$4,213,704.08	11074	\$1,418,614.15
Save27 Offer	19.68%	\$4,251,264.12	11328	\$1,377,179.02
Save50 Offer	15.26%	\$4,368,394.92	10940	\$1,569,614.23
Deal29 Offer	19.75%	\$4,436,492.59	11340	\$1,464,334.43
Save15 Offer	13.25%	\$4,471,085.02	10862	\$1,695,615.59
Save23 Offer	11.94%	\$4,526,111.35	10860	\$1,739,137.58
Disc21 Offer	11.46%	\$4,589,430.63	11041	\$1,782,054.00
Deal25 Offer	12.57%	\$4,681,484.24	11326	\$1,775,131.83
Promo34 Offer	11.17%	\$4,788,813.23	11402	\$1,871,587.13
Deal24 Offer	8.66%	\$4,793,499.88	11029	\$1,942,379.03
Disc6 Offer	6.06%	\$4,806,087.57	10961	\$2,024,806.18
Deal26 Offer	8.41%	\$4,827,554.85	11190	\$1,967,190.02
Off26 Offer	8.65%	\$4,921,898.09	11238	\$1,983,368.59

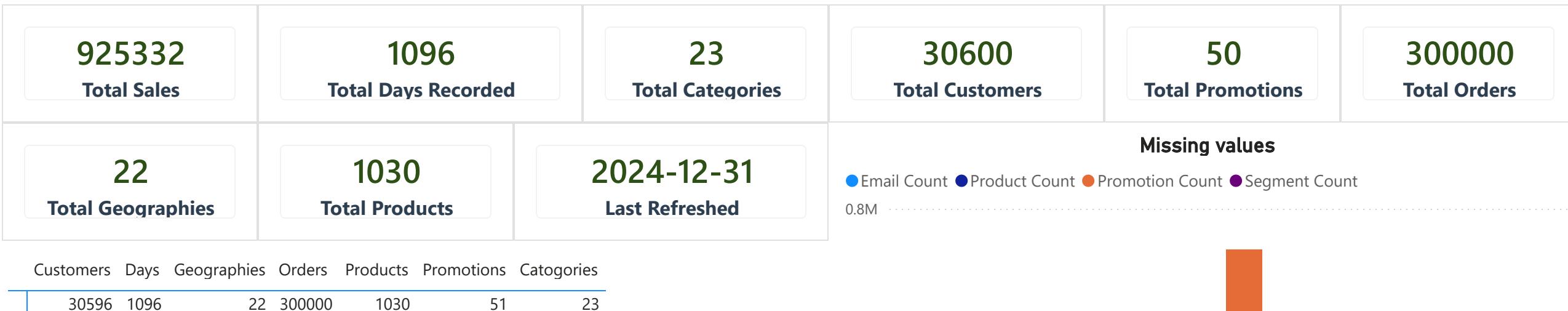
**Net Revenue vs Discounts by Promotion**



**Revenue, Discounts & Units by Order Line**



# E-Commerce Sales Analytics - Data Quality & Validation

Clear all slicers

## ETL & Data Quality Summary

Data was ingested into staging tables (`stg_`) and transformed into clean reporting tables (`clean_`) using Power Query. Key cleaning steps included removing duplicates, trimming text, applying Proper Case to names and categories, standardizing data types (currency, percentage, date), and handling nulls. Enrichments included deriving product brands, standardizing promotion types, and filling missing customer emails with "No Email." Staging and raw tables were disabled post-validation to optimize the model.

Calculated fields and measures were created in DAX to support margin analysis, customer growth, category revenue, AOV, and trend indicators. A margin proxy was computed where product cost data existed, with remaining calculations handled in DAX.

### Data Quality Limitations:

- ~80% of PromotionKeys in sales data are null, limiting promotion-level analysis
- Incomplete product cost data affects margin accuracy
- ~4% of Segment values in DimCustomer are null
- Some customer email data is synthetic
- Minor join mismatches exist: 30,600 CustomerKeys in `clean_DimCustomer` vs 30,596 in `clean_FactOrders` (4 customers had no orders), and 50 PromotionKeys in `clean_DimPromotions` vs 51 mapped in `clean_FactSales` (historical or inactive promotions in sales data)

