

E-Commerce Sales Performance Dashboard

Comprehensive analysis of \$879.30M in revenue across 11 countries, 5 categories, and 9,000 products.



Revenue Overview

\$879M

Total Revenue

Across all categories and
markets

11

Countries

Global market presence

9000

Products

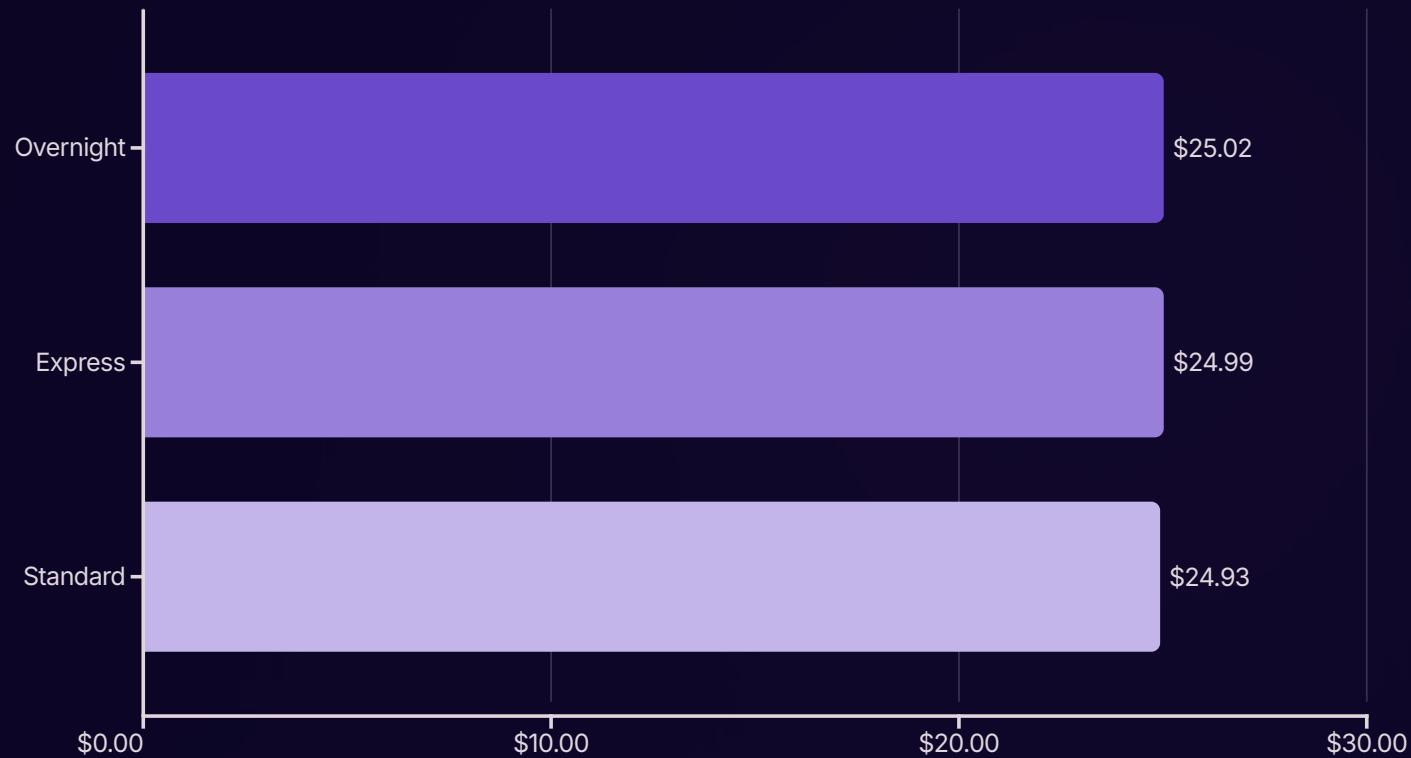
Diverse product catalog

5

Categories

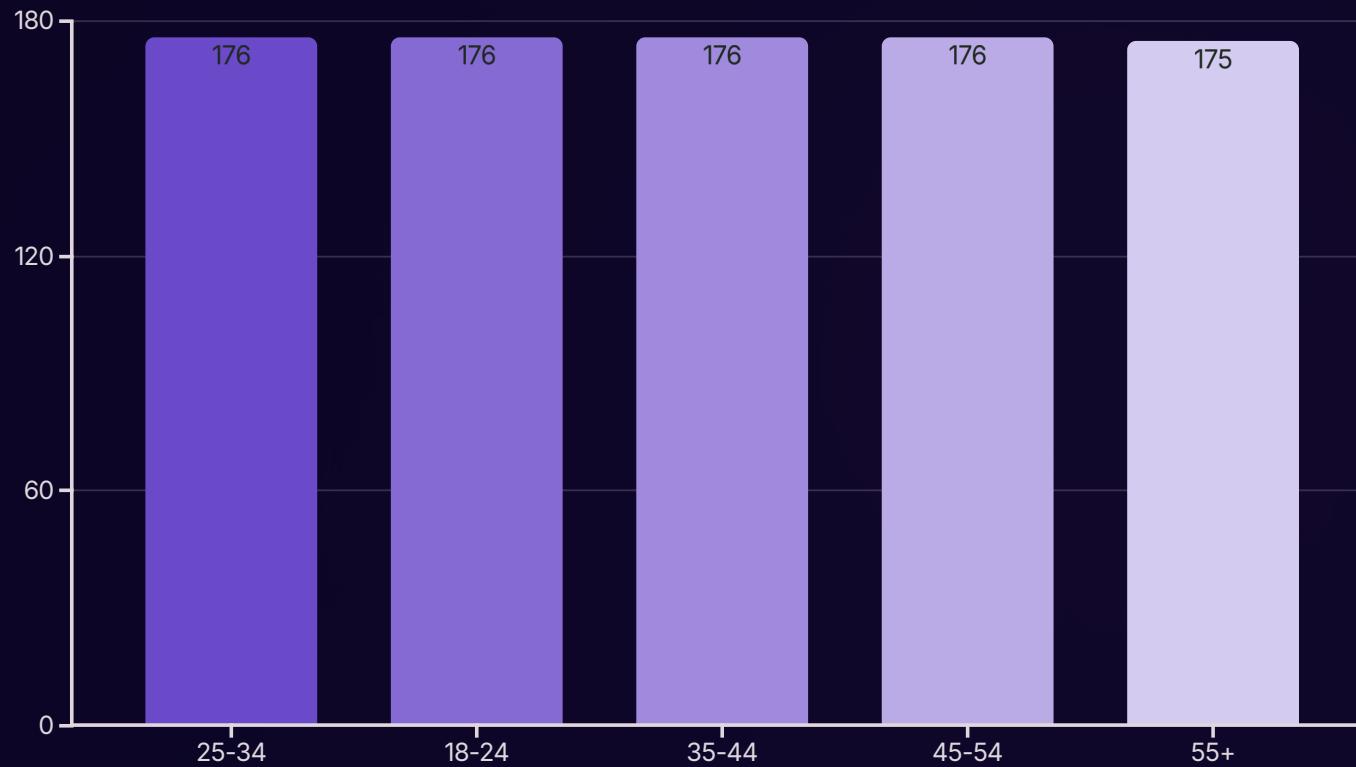
Major product segments

Shipping Cost Analysis



Average shipping costs remain remarkably consistent across all delivery methods, ranging from \$24.93 to \$25.02. This narrow pricing spread suggests standardized logistics operations and competitive rate structures.

Revenue by Age Demographics



Balanced Distribution

Revenue is remarkably evenly distributed across all age groups, with each segment contributing approximately \$176M. This demonstrates broad market appeal and successful targeting across demographics.

Geographic Revenue Distribution

Revenue is evenly distributed across 11 major global cities, each contributing \$59M:

Houston

\$59M

Dubai

\$59M

Chicago

\$59M

Mumbai

\$59M

Singapore

\$59M

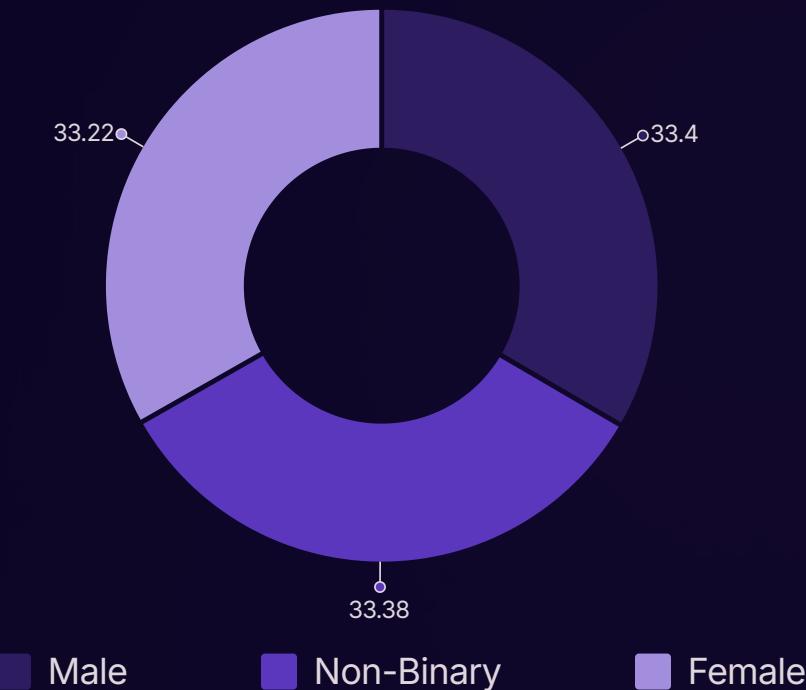
Cape Town

\$59M

Phoenix

\$59M

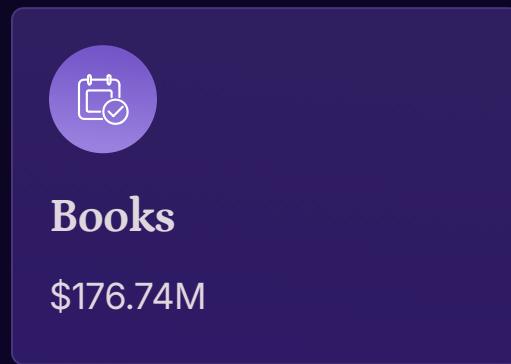
Gender Revenue Contribution



Equal Representation

Revenue contribution is nearly perfectly balanced across all gender segments, with each representing approximately one-third of total revenue. This reflects inclusive product offerings and marketing strategies.

Category Revenue Performance



All five categories demonstrate strong, balanced performance with minimal variance, indicating successful diversification strategy.

Customer Segmentation Analysis



Segment Insights

At Risk customers contribute 40.06% of revenue, while Loyal Customers represent 39.91%. Average monetary value across segments is \$175.86M, highlighting the critical need for retention strategies.

CUSTOMER RETENTION

Differentiate their journey

Data dashboard



RFM Segment Performance

At Risk Customers

Average Spend:
\$176M
Contribution:
40.06%
Requires immediate retention efforts

Loyal Customers

Average Spend:
\$175M
Contribution:
39.91%
Core revenue driver for sustained growth

Others

Average Spend:
\$176M
Contribution:
20.03%
Opportunity for segment development

Key Takeaways



Retain At-Risk

Protect 40% revenue from vulnerable segments

Strengthen Loyal

Deepen engagement across 40% revenue base

Expand Geography

Enter 11 markets to diversify revenue

The dashboard reveals balanced performance across demographics, categories, and geographies, with critical focus needed on customer retention strategies to protect the 40% revenue contribution from At-Risk segments.