

E-Commerce Sales Analysis

Last Refresh Date :9/5/2025

Year

2024

Month

Dec

TopN

5

Sales

37,205

-5.9%

50.0 Avg sales
YoY %

Units Sold

18,786

-91.3%

25.3 Avg units sold
YoY %

Shipping Cost

12,543

2.2%

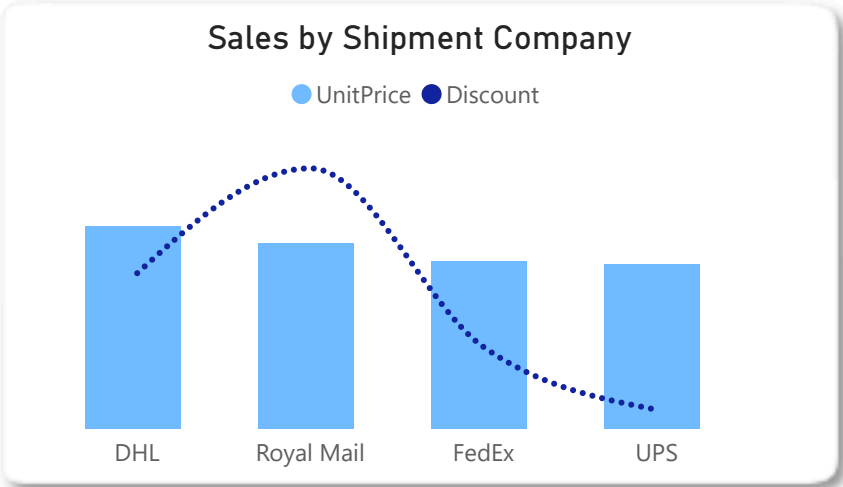
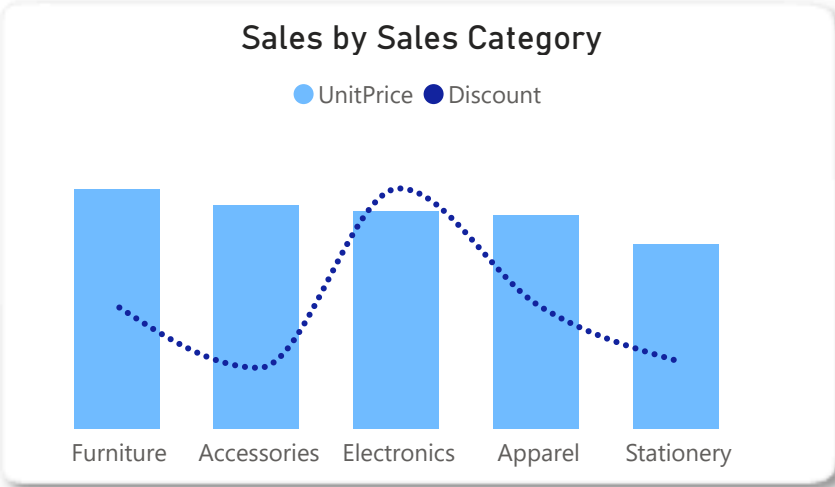
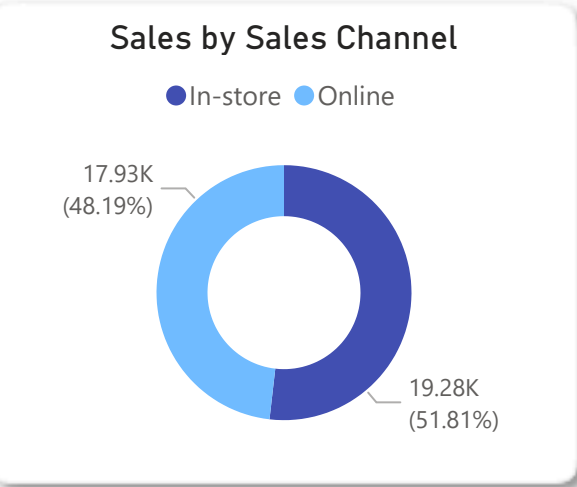
17.6 Avg shipping cost
YoY %

Discount

207

1.9%

27.8 % Avg discount
YoY %



Top 5 Products

Products	Sales	YoY Growth	Units Sold
Notebook	3,931.07	-3.28%	1,958
Desk Lamp	3,854.98	8.63%	1,911
USB Cable	3,791.80	34.71%	1,939
Headphones	3,698.20	-11.26%	1,806
Wireless Mouse	3,668.40	-4.71%	1,608

Top 5 Country

Country	Sales	YoY Growth	Units Sold
Sweden	3,200.09	50.32%	1,516
Spain	3,752.95	22.66%	2,054
Belgium	3,485.69	9.86%	1,422
Germany	3,421.42	-0.21%	1,608
Netherlands	3,683.93	-3.07%	1,698

Top 5 Warehouse Locations

WH Location	Sales	YoY Growth	Units Sold
Amsterdam	8,035.84	4.64%	3,802
London	7,160.44	3.60%	3,653
Berlin	6,721.72	-11.45%	3,299
Rome	6,601.47	-17.55%	3,294
Paris	6,571.73	7.68%	3,499

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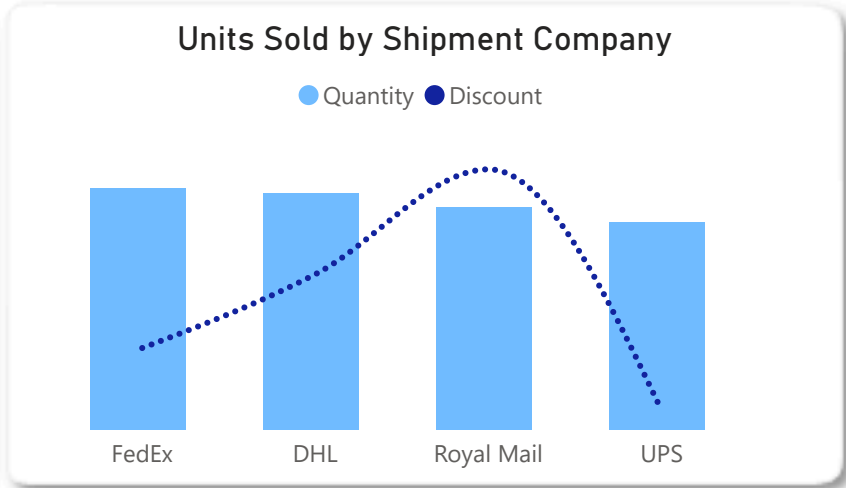
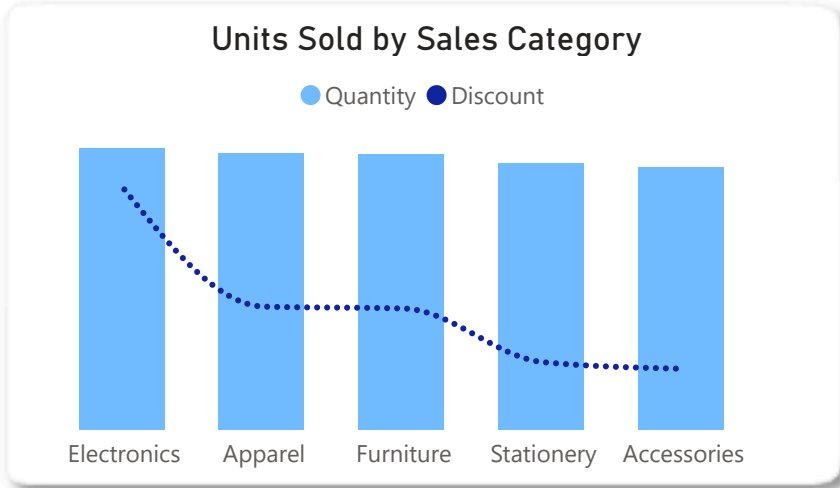
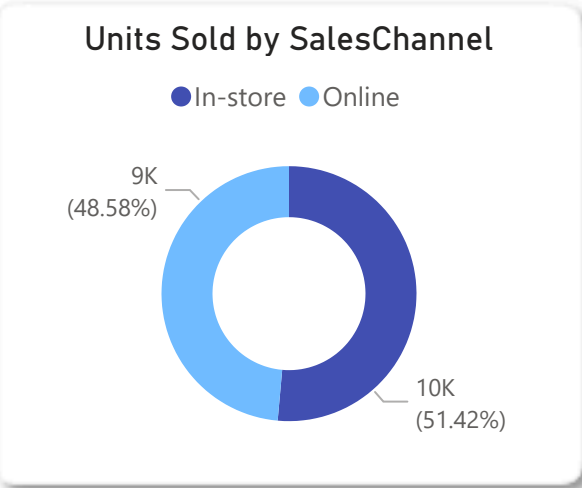
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YoY %

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27.8 % Avg discount
YoY %



Top 5 Products

Products	Units Sold	YoY Growth	Sales
Notebook	1,958	-89.99%	3,931.07
USB Cable	1,939	-90.24%	3,791.80
Desk Lamp	1,911	-90.19%	3,854.98
Headphones	1,806	-91.03%	3,698.20
Wireless Mouse	1,608	-91.44%	3,668.40

Top 5 Country

Country	Units Sold	YoY Growth	Sale
Spain	2,054	-87.76%	3,752.95
Netherlands	1,698	-90.94%	3,683.93
Germany	1,608	-90.90%	3,421.42
Sweden	1,516	-91.46%	3,200.09
Belgium	1,422	-92.64%	3,485.69

Top 5 Warehouse Locations

WarehouseLocation	Units Sold	YoY Growth	Sale
Amsterdam	3,802	-90.56%	8,03
London	3,653	-90.99%	7,16
Paris	3,499	-91.06%	6,57
Berlin	3,299	-91.45%	6,72
Rome	3,294	-92.08%	6,60

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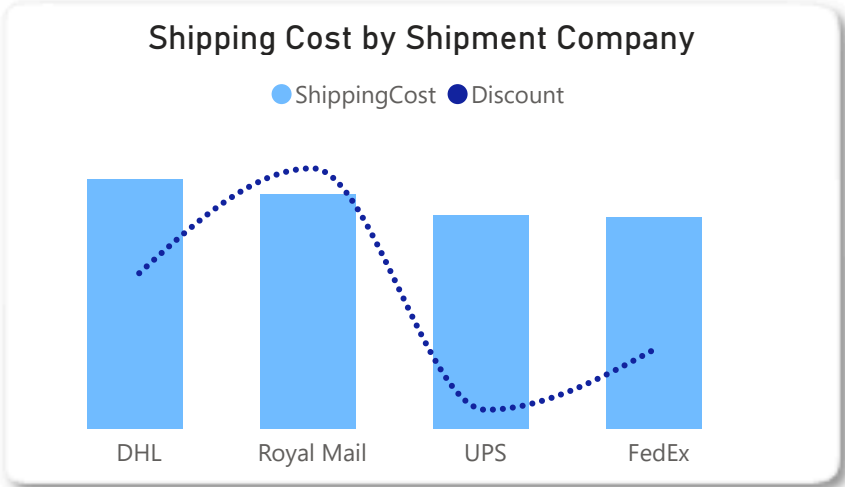
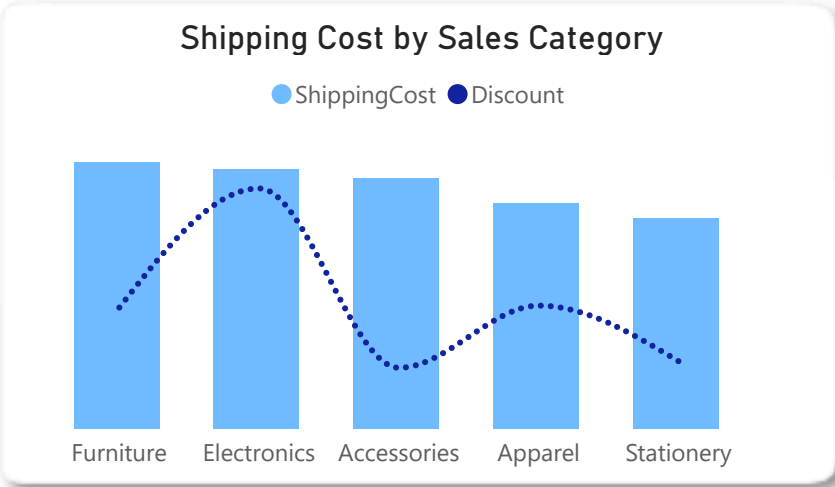
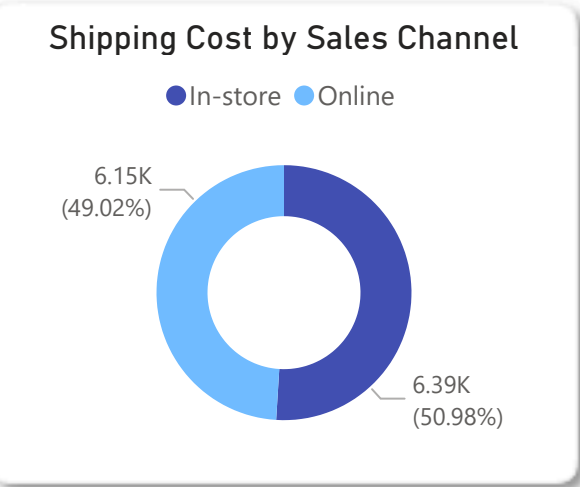
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27.8 % Avg discount
YoY %



Top 5 Products

Products	Shipping Cost	YoY Growth	Sales
Notebook	1,440.87	0.29	3,931.07
Headphones	1,250.89	0.14	3,698.20
USB Cable	1,211.35	0.29	3,791.80
Desk Lamp	1,193.24	-0.01	3,854.98
Wireless Mouse	1,038.82	-0.24	3,668.40

Top 5 Country

Country	Shipping Cost	YoY Growth	Sales
Netherlands	1,311.18	-0.06	3,683.93
Spain	1,209.77	0.35	3,752.95
Germany	1,152.77	0.12	3,421.42
Belgium	1,099.97	0.20	3,485.69
Sweden	874.78	0.25	3,200.09

Top 5 Warehouse Locations

WH Location	Shipping Cost	YoY Growth	Sales
London	2,567.75	0.19	7,160.44
Berlin	2,510.26	-0.05	6,721.72
Paris	2,458.57	0.23	6,571.73
Amsterdam	2,447.10	0.02	8,035.84
Rome	2,344.77	-0.14	6,601.47

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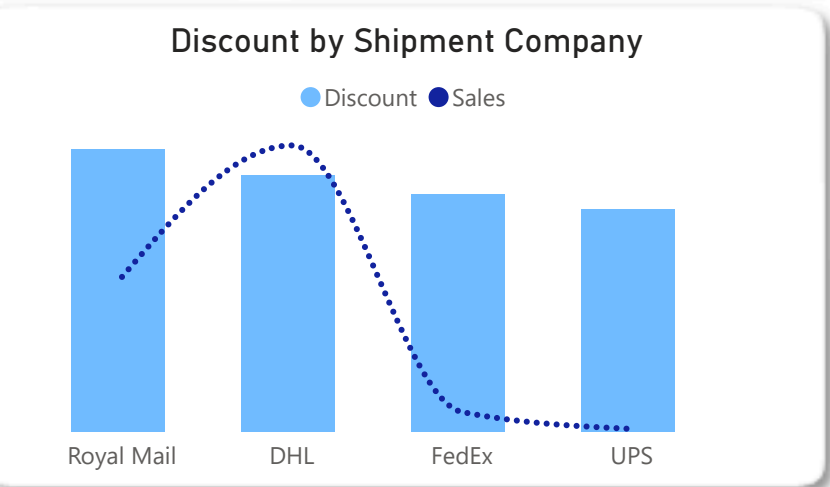
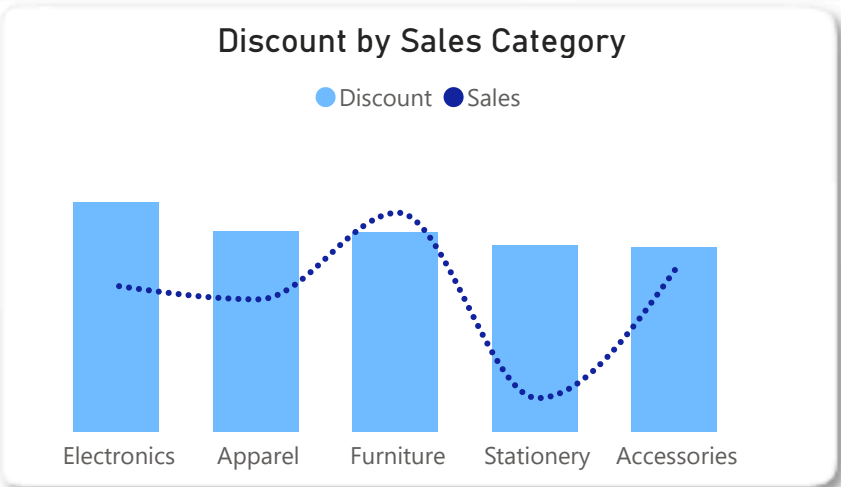
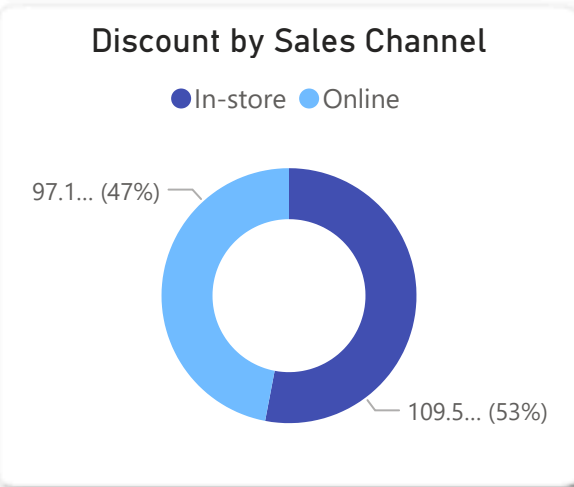
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YoY %



Top 5 Products

Products	Discount	YoY Growth	Sales
Headphones	24.48	9.84%	3,698.20
Desk Lamp	22.12	22.73%	3,854.98
Notebook	20.42	13.68%	3,931.07
USB Cable	17.69	44.88%	3,791.80
Wireless Mouse	17.33	-16.16%	3,668.40

Top 5 Country

Country	Discount	YoY Growth	Sales
Spain	20.97	35.45%	3,752.95
Germany	19.88	14.11%	3,421.42
Netherlands	19.56	-11.59%	3,683.93
Belgium	18.22	39.72%	3,485.69
Sweden	17.23	53.21%	3,200.09

Top 5 Warehouse Locations

WH Location	Discount	YoY Growth	Sales
Paris	38.28	31.37%	6,571.73
London	38.07	26.06%	7,160.44
Amsterdam	36.18	-3.26%	8,035.84
Berlin	34.61	-4.60%	6,721.72
Rome	32.48	-23.20%	6,601.47