

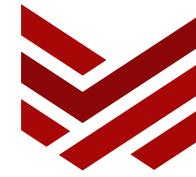
Daily Life Essentials

Data Analysis Report For 2024-2025

P r e s e n t a t i o n B y :

Prakriti Gupta





Daily Life Essentials

About The Company

Daily Life Essentials is a Direct-to-Consumer (D2C) e-commerce company that specializes in selling a wide range of products across categories such as apparel, fashion, children's products, and home essentials.

Positioned as a one-stop destination for everyday needs, the company has been steadily expanding its customer base and product portfolio to cater to the evolving lifestyle requirements of modern consumers.





Agenda of the Presentation

- The company has accumulated detailed financial sales data spanning 2023 to 2025.
- However, the leadership team lacks a consolidated view of key performance metrics such as net revenue, losses incurred, and category-wise performance.
- Stakeholders are particularly interested in obtaining a concise performance overview of the 2024–2025 period, in order to assess business progress, identify problem areas, and evaluate future opportunities.





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Analytical Task

As a Data Analyst, I have been assigned the responsibility of conducting a comprehensive yet crisp analysis of the available sales data and developing a Power BI dashboard that highlights:

- Net revenue trends over the years.
- Loss patterns and key contributing factors.
- Product category-wise performance insights.
- Year-over-year comparisons for 2024 and 2025.

The final deliverable will include a dashboard and a presentation of key insights, designed to provide stakeholders with a quick yet clear understanding of the company's financial and sales performance for effective decision-making.



Overview and KPIs



Revenue Realized (\$)

13.43M

Sales in Progress (\$)

60.65K

Sales Lost (\$)

97.24K

Net Revenue (\$)

11.18M

Average Rating

4.09

% Positive Reviews

77.07%

Loss%

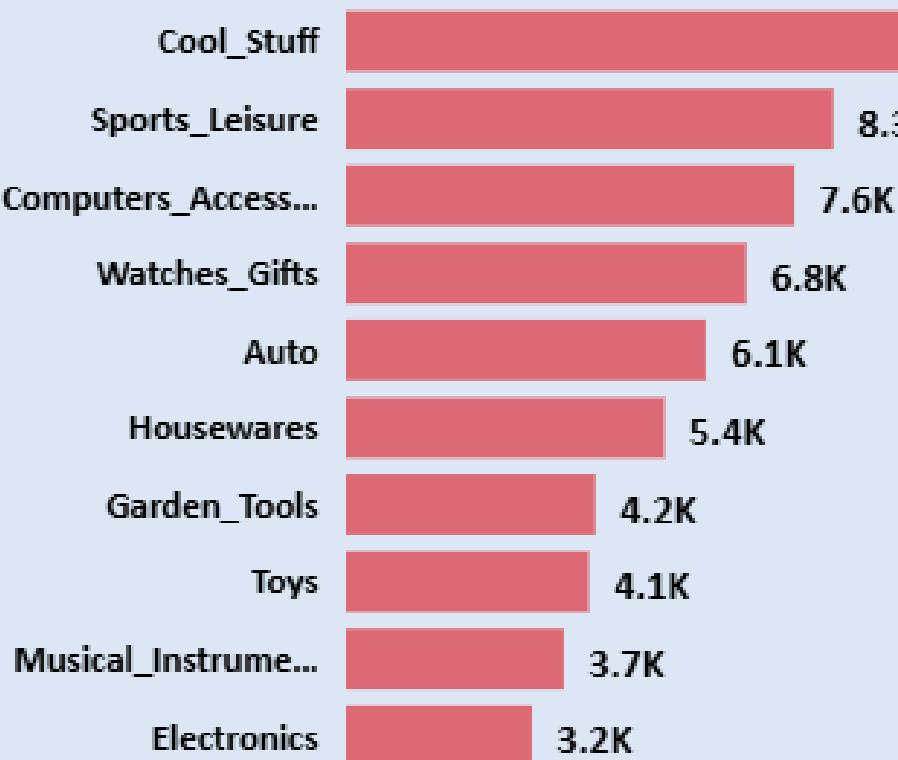
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Comparison Between Revenue Realized and Net Revenue

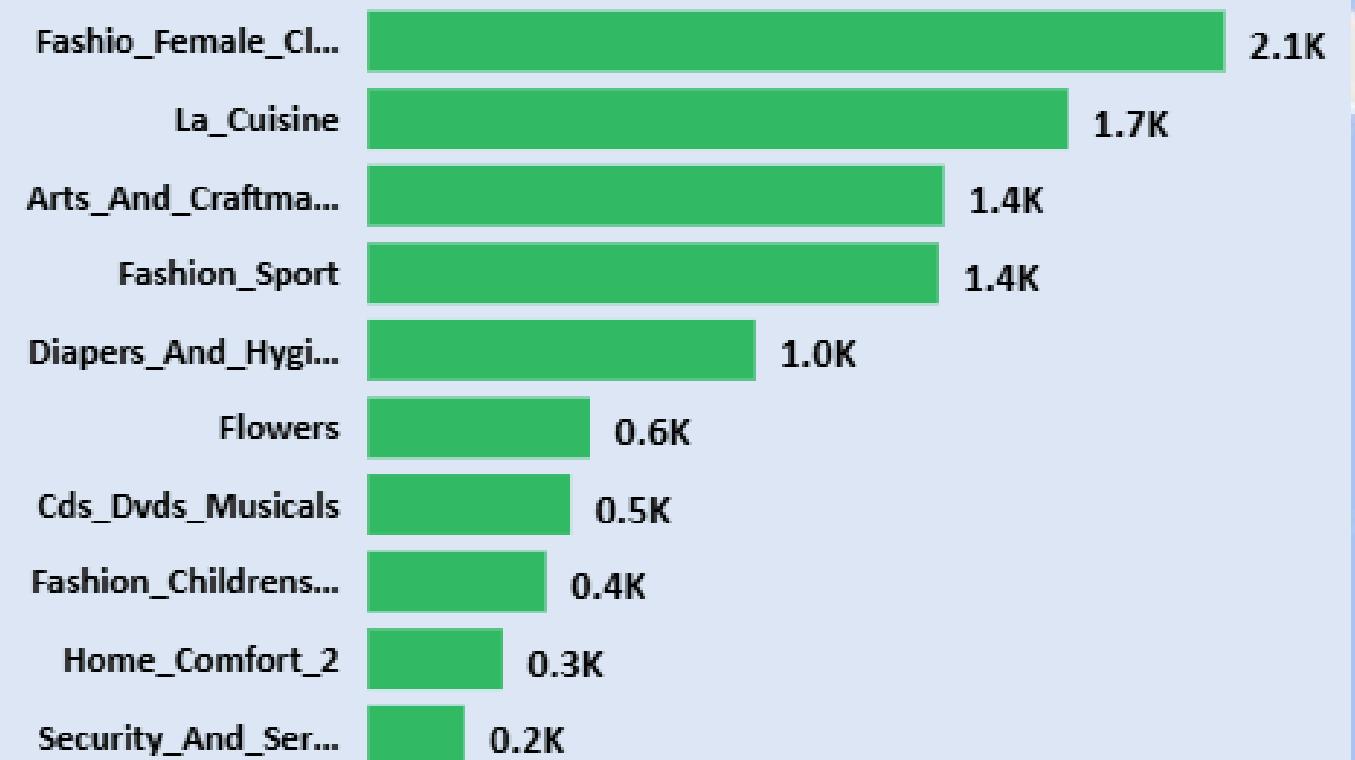
Revenue_Realized Net Revenue



Top 10 Product Categories With High Revenue Loss



Top 10 Product Categories With High Net Revenue



Demographic Visualization of Net Revenue



Phase 1: Revenue Loss Analysis 2024

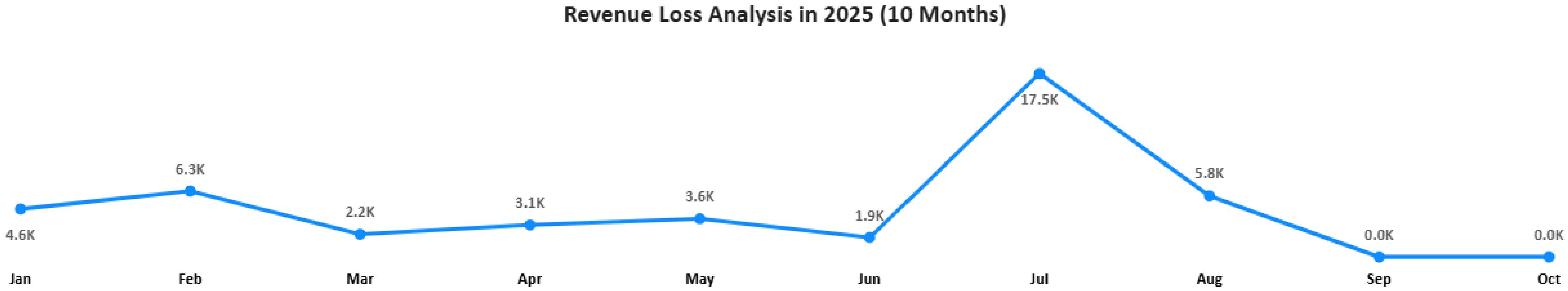


- The **total financial loss for 2024** was approximately \$47,000.
- **November 2024** recorded the highest sales lost at \$6,409.23, which was 2,886.59% higher than January, the lowest at \$214.60.
- November alone accounted for **13.55% of total sales lost in 2024**.
- Across all 12 months of 2024, sales lost ranged between \$214.60 and \$6,409.23.
- The gap between net revenue and revenue realized was relatively smaller, indicating movement towards a potential **break-even point**.



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Phase 2: Revenue Loss Analysis 2025



- In the **first nine months of 2025**, the company has already incurred **losses of approximately \$45,000**, nearly matching the total loss of the previous year.
- **July 2025** recorded the highest sales lost at **\$17,462.95**, followed by February and August.
- July alone contributed **38.92% of total sales lost in 2025**.
- Across the first 10 months of 2025, sales lost ranged between \$0 and \$17,462.95.
- Unlike 2024, the trends for revenue generated and revenue realized in 2025 show minimal difference, **reflecting limited growth and stagnation**.



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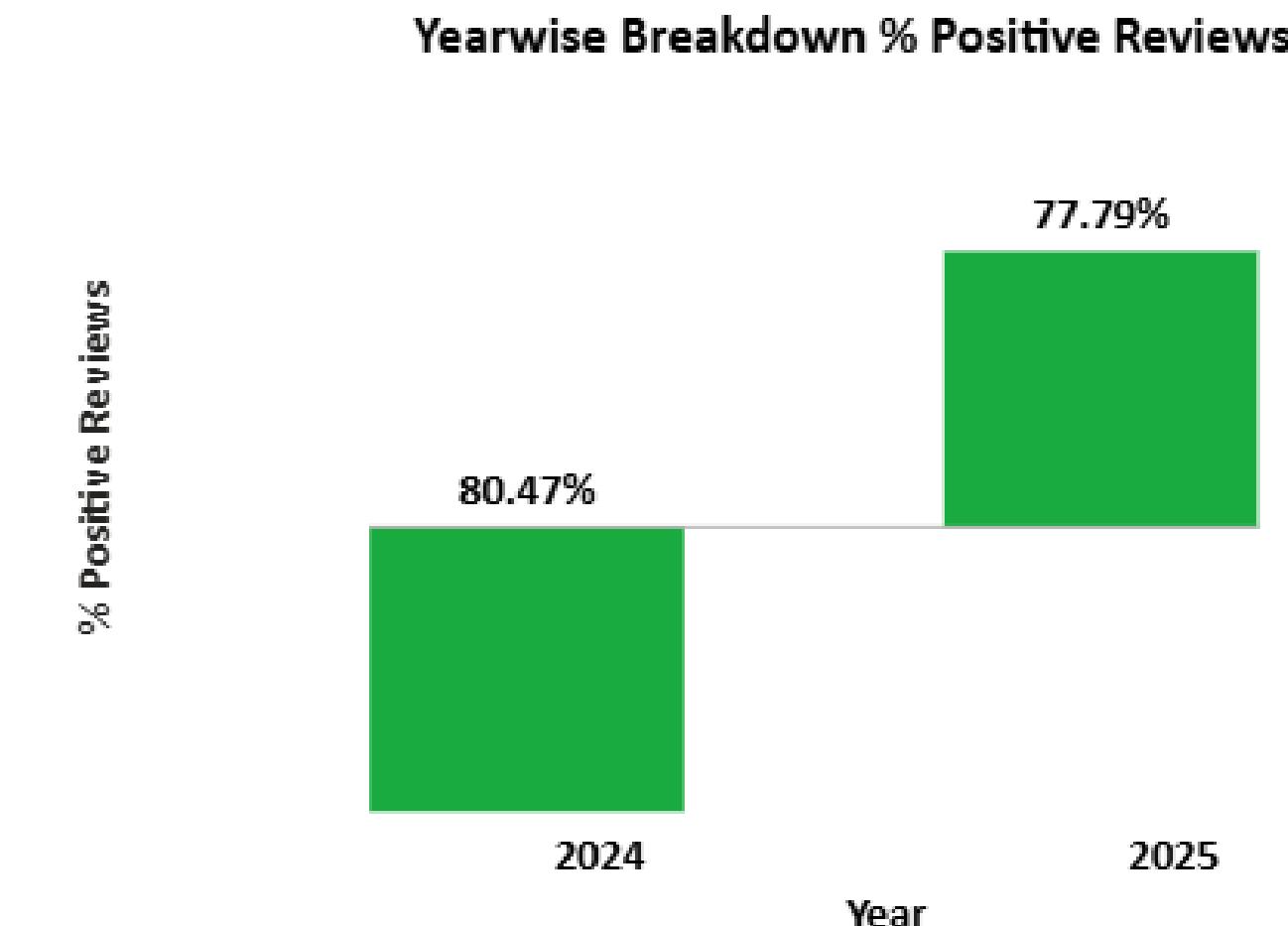
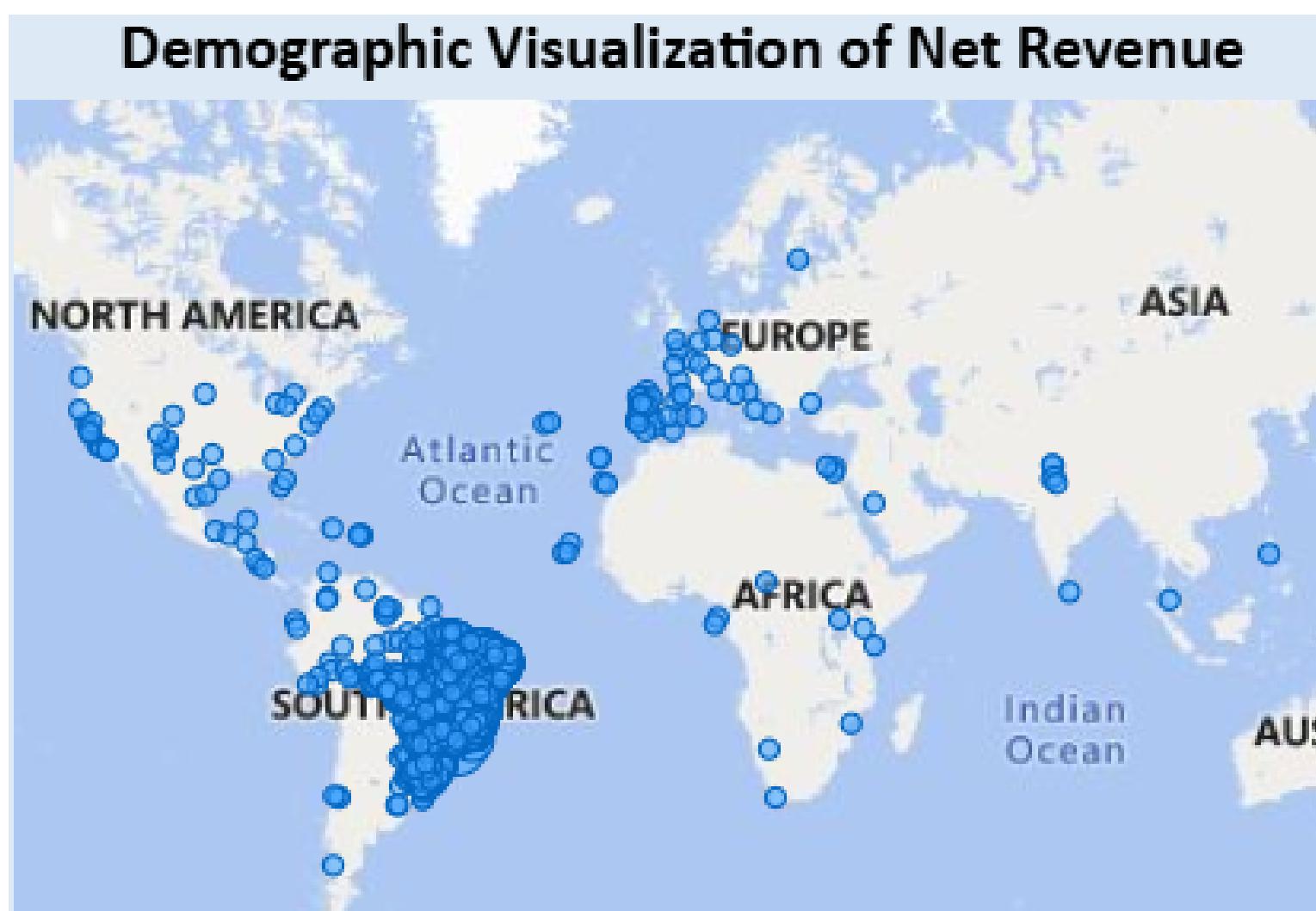
Phase 3: Customer Reviews and Geographical Revenue Distribution

Customer Reviews

- Positive reviews dropped from 80% in 2024 to 77% in 2025.
- Indicates rising customer dissatisfaction, mainly around product quality and longevity.

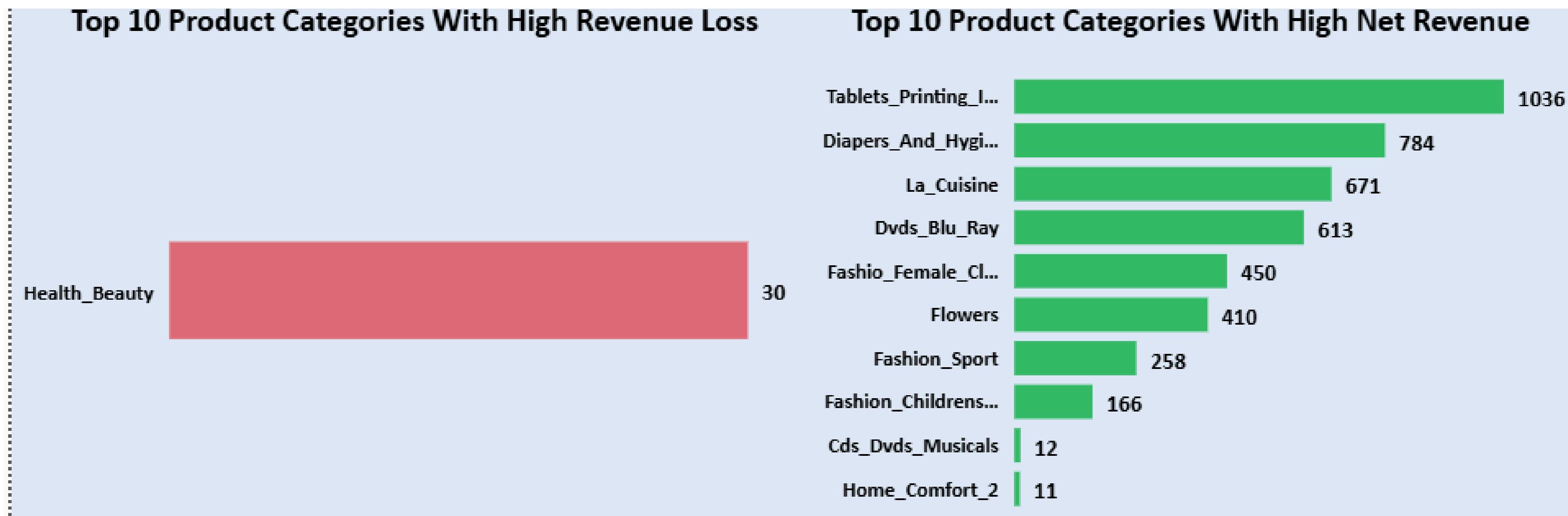
Geographical Performance of Net Revenue

- South Africa:** Top contributor to revenue, showing strong market potential and product acceptance.
- North America & Europe:** Secondary but significant markets, driving notable revenue shares.



Phase 4: Product Category Insights (Net Revenue and Loss in 2025)

- The **Health & Beauty** category recorded the highest revenue loss in 2025.
- **Tablets Printing Image** achieved the highest Product Net Revenue at \$1,036.18, which was 9,126.89% higher than Home_Comfort_2, the lowest at \$11.23.
- **Tablets Printing Image** alone contributed 23.49% of total Product Net Revenue.
- Across all 10 product categories, product net revenue ranged from **\$11.23 to \$1,036.18**.





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Thank You

