

# E-COMMERCE BUSINESS PERFORMANCE REPORT

## EXECUTIVE SUMMARY

### What We See

- Total revenue from delivered orders is **15.4M** across **96K orders**.
- Revenue peaked between **March and August**, with a sharp drop in September.
- **Health & Beauty** and **Watches & Gifts** are the top revenue categories.
- Repeat customers contribute a very small share, indicating low retention.

### Actions To Take

- Focus marketing spend on top-performing categories.
- Investigate the revenue drop in September.
- Improve retention programs to increase repeat purchases.

## SALES & GROWTH ANALYSIS

### What we see

- Revenue grew steadily from January to August, followed by a sharp drop in September
- Top 2 categories contribute ~40% of total revenue
- Growth is driven more by **new customers** than returning customers
- Sales are concentrated in a few key states

### Actions to take

- Investigate seasonality or operational issues behind the September decline
- Prioritize inventory and marketing spend for top-performing categories
- Reduce category risk by promoting mid-tier categories
- Improve customer retention to support sustainable growth

## OPERATIONS & DELIVERY PERFORMANCE

### What we see

- Average delivery time varies significantly by seller
- A noticeable percentage of orders are delivered late
- Late deliveries are linked to lower customer ratings
- Some sellers consistently underperform on delivery timelines

### Actions to take

- Enforce delivery SLAs for low-performing sellers
- Partner with high-performing sellers for faster fulfillment
- Monitor late delivery trends weekly to prevent repeat issues
- Optimize logistics routes for high-delay regions

## REVIEWS & SELLER PERFORMANCE

### What we see

- Average review scores differ widely across sellers
- Bottom-rated sellers are often associated with delivery delays
- High-rated sellers contribute more consistently to revenue
- Product categories with lower ratings indicate potential quality issues

### Actions to take

- Reward and promote top-rated sellers
- Review or restrict low-rated sellers to protect customer experience
- Address quality issues in low-rated product categories
- Use review insights to guide seller training and quality checks