

E-Commerce Dashboard | Overview



3.87M
Total Sales



8K
Total Orders



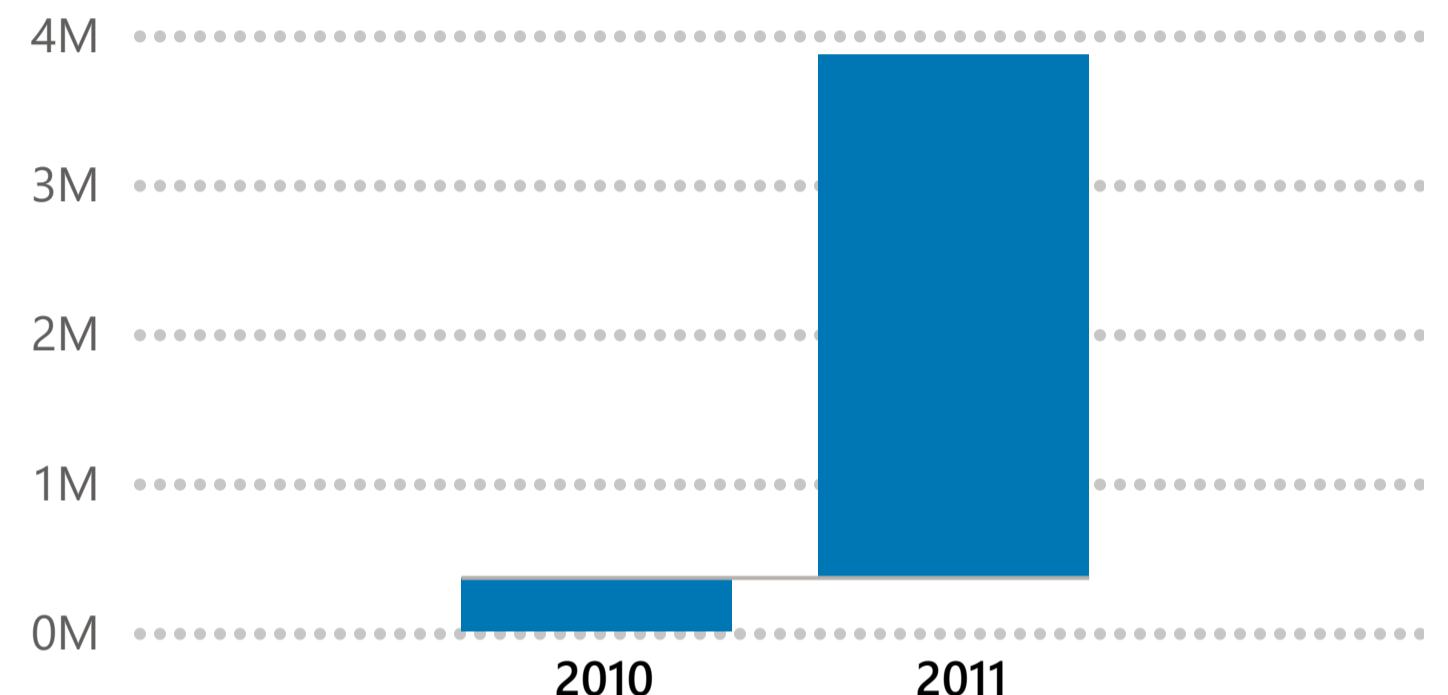
3K
Total Customers



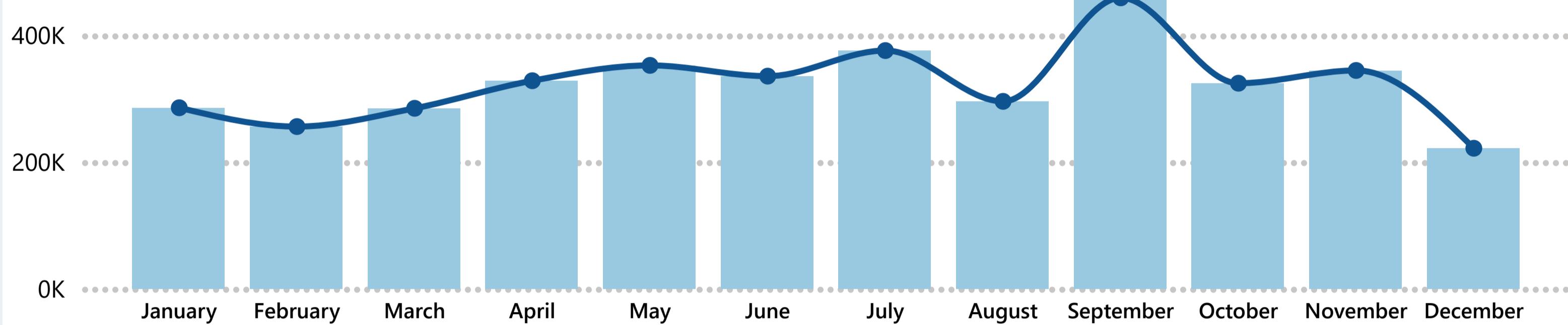
485.55
AOV



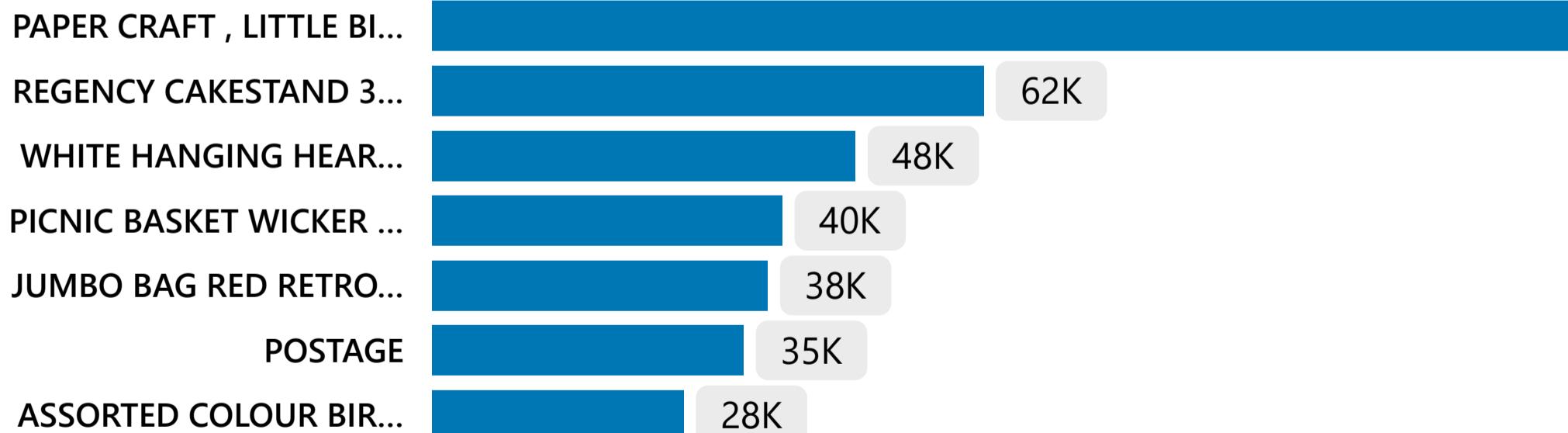
Sales by Year



Sales by Month



TOP 10 Sales by Description



Sales by Country



Insights :-

Increase marketing and inventory focus during Q4 to maximize returns from seasonal demand peaks. Explore targeted expansion in EU regions (Netherlands, Germany, France) where sales performance and market potential are strong. Strengthen product strategy around bestselling items through bundling, cross-selling, and promotional placement. Introduce Q1 promotional or loyalty programs to stabilize post-season demand dips and improve revenue continuity. Analyze customer purchase frequency and segmentation to identify retention opportunities and drive repeat sales.



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Country	Count of CustomerID	Description	InvoiceDate	Quantity	StockCode	Sum of UnitPrice
USA	1	12 PENCILS SMALL TUBE RED RETROSPOT	Thursday, May 12, 2011	72	20975	0.65
USA	1	3 RAFFIA RIBBONS 50'S CHRISTMAS	Monday, October 10, 2011	10	23434	0.79
USA	1	36 DOILIES DOLLY GIRL	Monday, October 10, 2011	12	22949	1.45
USA	1	6 GIFT TAGS 50'S CHRISTMAS	Monday, October 10, 2011	12	23354	0.83
USA	1	6 GIFT TAGS VINTAGE CHRISTMAS	Monday, October 10, 2011	12	23353	0.83
USA	1	60 CAKE CASES DOLLY GIRL DESIGN	Monday, October 10, 2011	24	22951	0.55
USA	1	60 TEATIME FAIRY CAKE CASES	Monday, October 10, 2011	24	84991	0.55
USA	1	BAKING SET 9 PIECE RETROSPOT	Monday, October 10, 2011	3	22138	4.95
USA	1	BIRTHDAY BANQUET GIFT WRAP	Monday, October 10, 2011	25	22048	0.42
USA	1	BLUE HAPPY BIRTHDAY BUNTING	Monday, October 10, 2011	3	47590A	5.45
USA	1	BLUE POLKADOT BOWL	Thursday, May 12, 2011	16	20675	1.25
USA	1	BLUE POLKADOT CUP	Thursday, May 12, 2011	16	21240	0.85
USA	1	BLUE POLKADOT WRAP	Monday, October 10, 2011	25	21499	0.42
Total	166363			2199336		525,358.07

