

Krishna Ecommerce Sales Briefing Report

Executive Summary

The Krishna Ecommerce Sales Dashboard provides a comprehensive overview of financial and operational performance across various dimensions, including geography, product categories, and payment methods. The data reveals a total sales amount of **438K** with a total quantity of **5,615** units sold, resulting in a net profit of **37K**. Key findings indicate that **Clothing** is the dominant product category by volume (63%), while **Printers** serve as the most profitable sub-category. Geographically, **Uttar Pradesh** is the leading state for profit generation. Customer behavior shows a strong preference for **Cash on Delivery (COD)**, which accounts for 44% of all transactions. While the business maintains a high Average Order Value (AOV) of **121K**, profitability fluctuates significantly by month, with notable losses occurring in May, July, September, and December.

Financial Performance Overview

The dashboard tracks four primary Key Performance Indicators (KPIs) that define the current scale of operations: | Metric | Value | ----- | ----- | Sum of Amount | 438K | Sum of Quantity | 5,615 | Sum of Profit | 37K | Sum of Average Order Value (AOV) | 121K |

Profitability Trends and Analysis

Monthly Profit Fluctuations

Profitability is not consistent throughout the year. The data shows distinct periods of high performance contrasted with months of negative returns.

- **Peak Profit Months:** January and November represent the highest profit periods, with November approaching the 10K mark.
- **Profitable Periods:** January through April shows sustained positive profit, followed by a recovery in August, October, and November.
- **Loss-Making Months:** The business experienced negative profit margins during May, July, September, and December. The most significant dip occurred in May, falling to approximately -4K.

Profitability by Sub-Category

Performance varies significantly across specific product types:

- **Printers:** The highest-earning sub-category, contributing nearly 10K in profit.
- **Bookcases:** The second most profitable sub-category.
- **Saree:** Ranks third, showing strong performance within the clothing segment.
- **Accessories and Tables:** These sub-categories contribute lower profit margins compared to printers and furniture.

Sales Segmentation

Category and Sub-Category Volume

The volume of goods sold is heavily concentrated in specific areas:

- **Clothing:** Dominates the market share by quantity at **63%**.

- **Electronics:** Accounts for **21%** of the total quantity sold.
- **Furniture:** Represents **17%** of the total quantity sold.

Geographic Distribution

Profitability is analyzed by state, highlighting regional strengths:

1. **Uttar Pradesh:** The primary driver of profit.
2. **Tamil Nadu:** The second most profitable state.
3. **West Bengal:** Maintains a mid-tier profit contribution.
4. **Sikkim:** Contributes the least amount of profit among the listed top states.

Customer and Payment Insights

Top Customers

Sales amounts are highly concentrated among a few key individuals. **Yogesh** is the most significant customer, with a total purchase amount exceeding 5K. Other notable customers include **Yohann**, **Yash**, and **Yaanvi**, though their contributions are significantly lower than Yogesh's.

Payment Mode Preferences

Customers utilize a variety of payment methods, with a clear preference for traditional and digital options:

- **COD (Cash on Delivery):** 44% (Majority preference)
- **UPI:** 21%
- **Debit Card:** 13%
- **Credit Card:** 12%
- **EMI:** 10%

Operational Controls

The dashboard includes filtering capabilities to allow for granular data analysis:

- **Quarterly Slicers:** Data can be filtered by Quarter 1, Quarter 2, Quarter 3, and Quarter 4.
- **State Slicers:** Users can filter the entire dashboard by specific states to isolate regional performance.