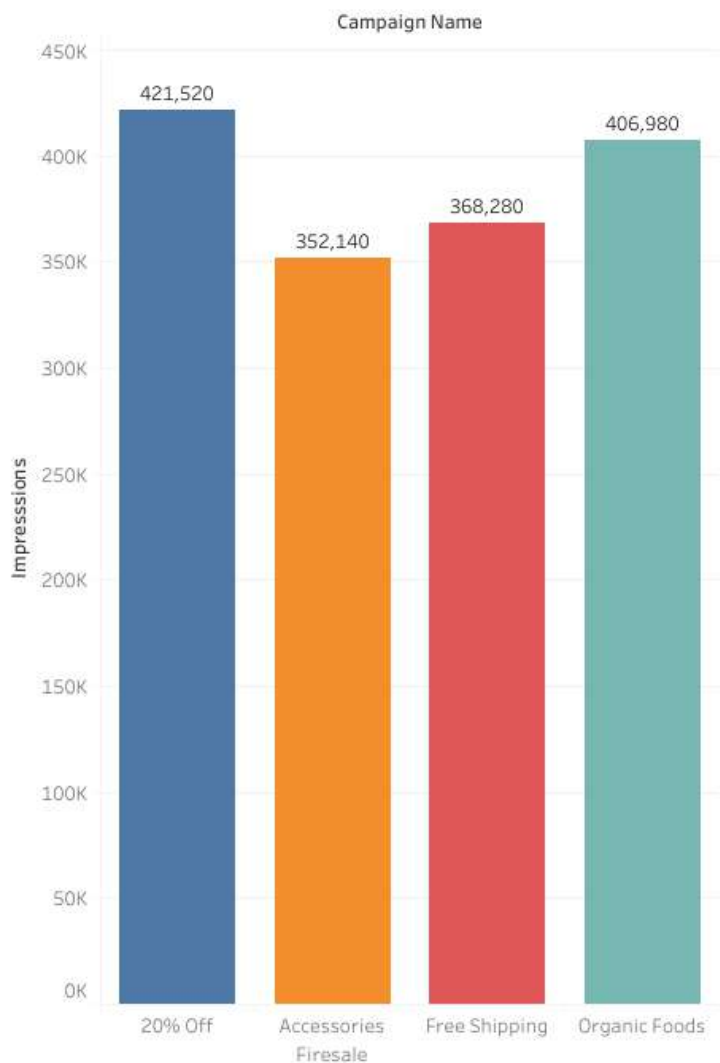
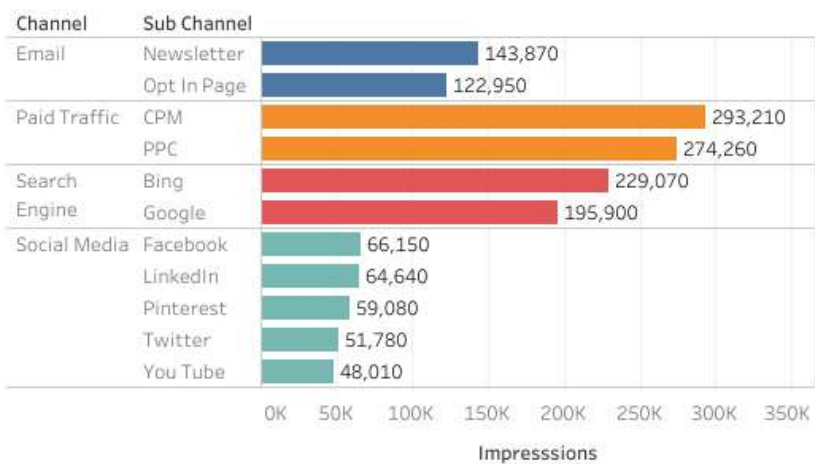


# Campaign Performance Overview

Campaign Impressions



Channelwise Impressions



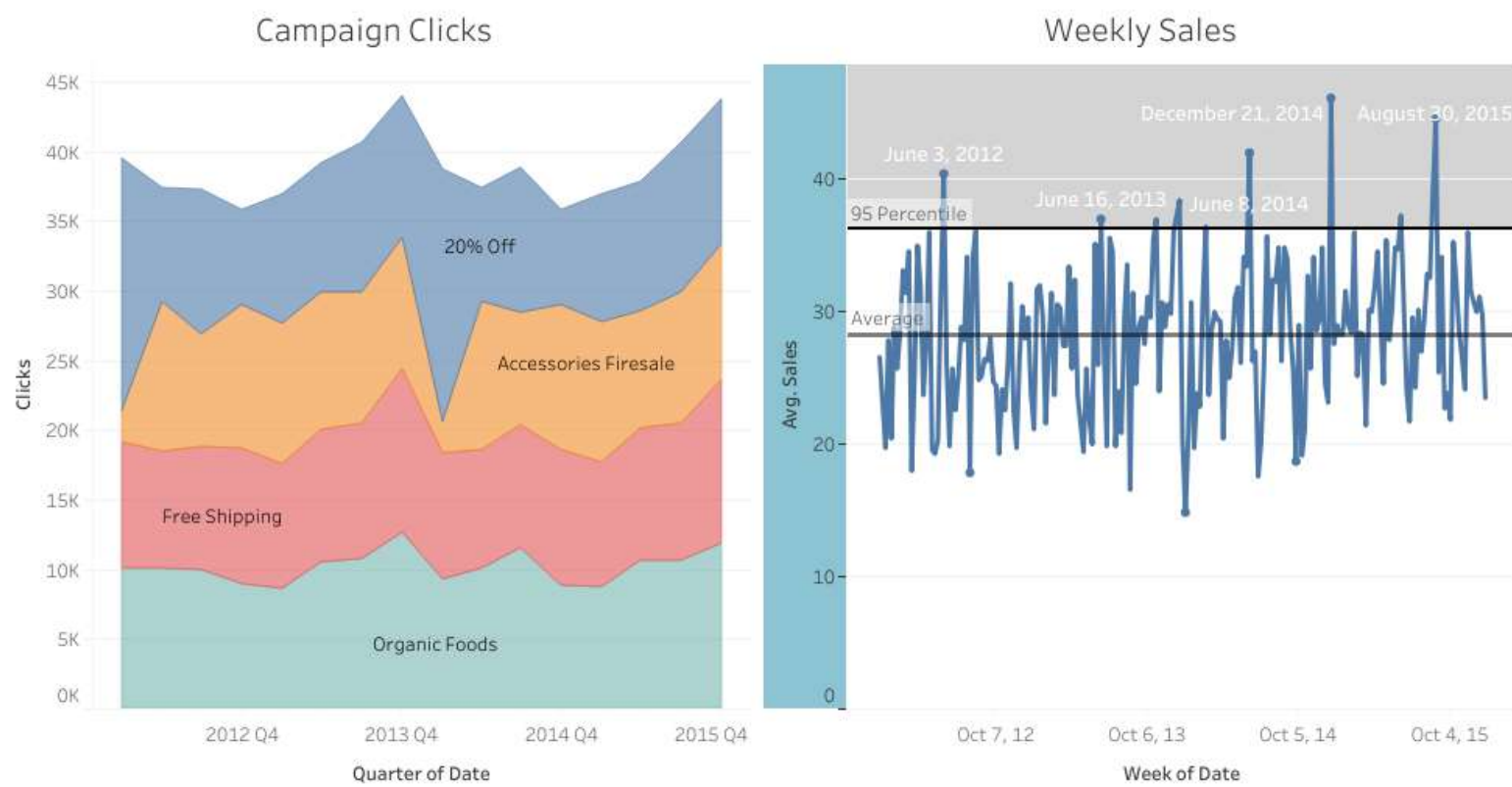
This dashboard highlights campaign performance and channel effectiveness. The 'Impressions by Campaign' chart shows the success of the '20% Off' and 'Organic Foods' campaigns, while 'Accessories Firesale' may need adjustments. The 'Channelwise Impressions' chart highlights Paid Traffic's dominance, with email campaigns performing well. Social media platforms like Twitter and YouTube offer growth opportunities with optimization. These insights help prioritize effective campaigns and identify areas for improvement.

# Customer Engagement and Sales Trends

This dashboard highlights customer engagement and sales patterns. The 'Campaign Clicks' chart shows the '20% Off' campaign driving the highest clicks, with steady growth in 'Accessories Firesale' and 'Free Shipping.' 'Organic Foods' has stable clicks, indicating potential for targeted marketing.

The 'Weekly Sales' graph shows fluctuations around the average, with notable spikes, such as December 21, 2014, exceeding the 95th percentile. These peaks identify high-performing periods for planning.

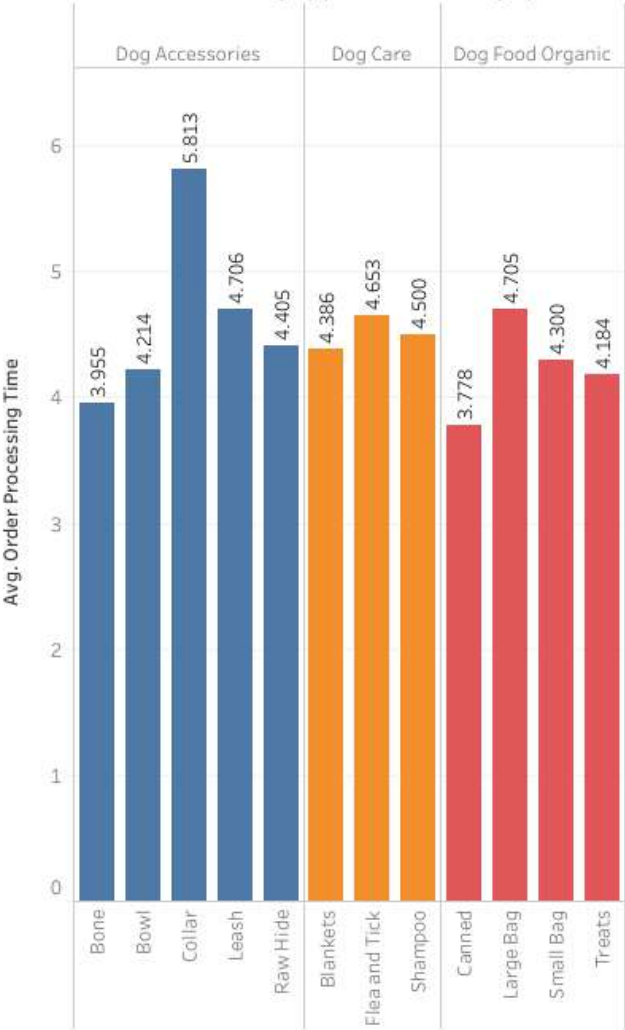
These insights help align marketing strategies with customer behavior, focusing on high-engagement campaigns and optimizing efforts during peak sales periods.



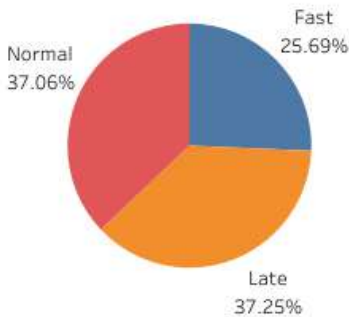
# Operational Insights

Order Processing Time

Product Category / Product Sub Category



Order Processing Type



Product Category

- Dog Accessories
- Dog Care
- Dog Food Organic

Order Processing Type

- Fast
- Late
- Normal

Count of Order Processin..

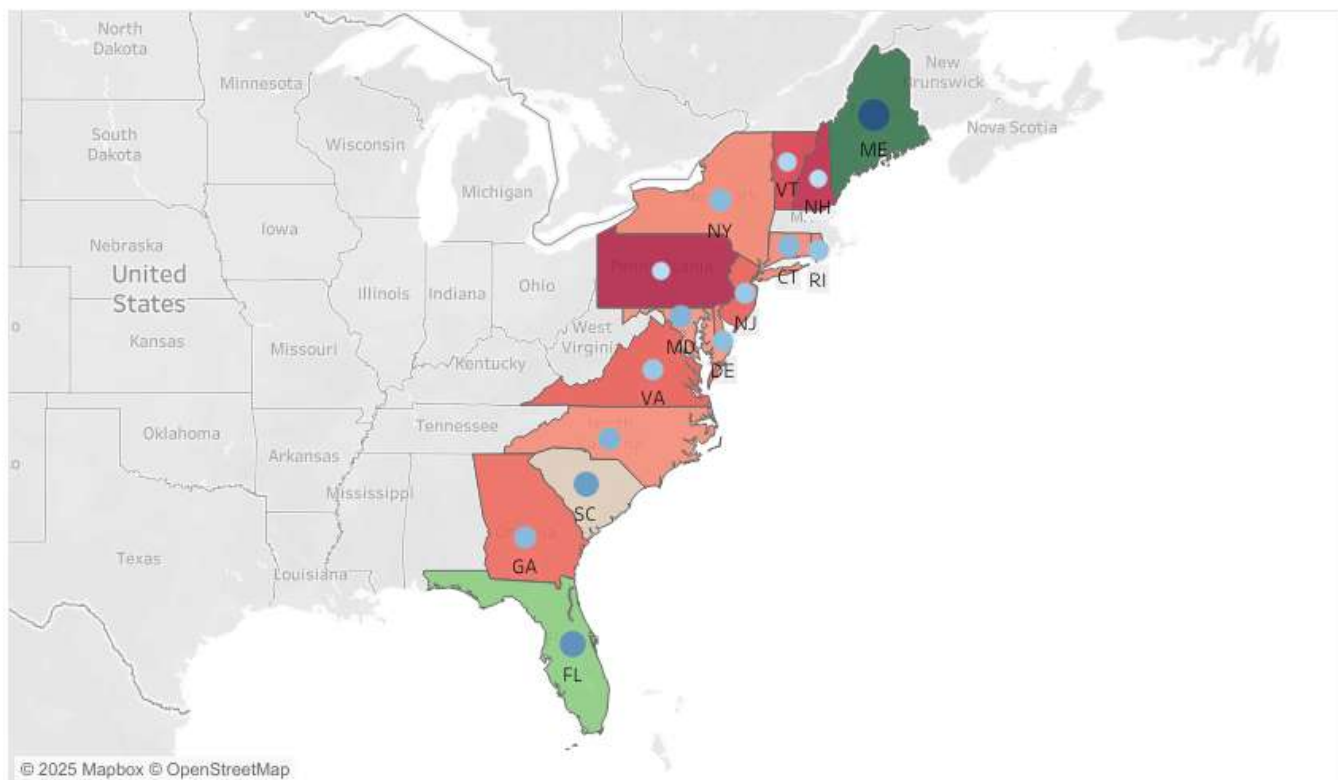
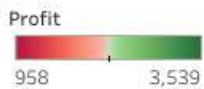
545

This dashboard analyzes order processing performance, categorized as 'Fast' ( $\leq 2$  days), 'Normal' (2–5 days), or 'Late' ( $> 5$  days). The 'Order Processing Time' chart shows Dog Accessories, like Leashes, have the highest processing times (5.8 days, mostly 'Late'), while Dog Food Organic items, such as Canned Food, are more efficient (3.8 days, 'Normal'). The 'Order Processing Type' pie chart reveals 37% of orders are 'Normal,' 25.7% are 'Fast,' and 37.3% are 'Late,' highlighting opportunities to reduce delays and streamline operations for better efficiency and customer satisfaction.

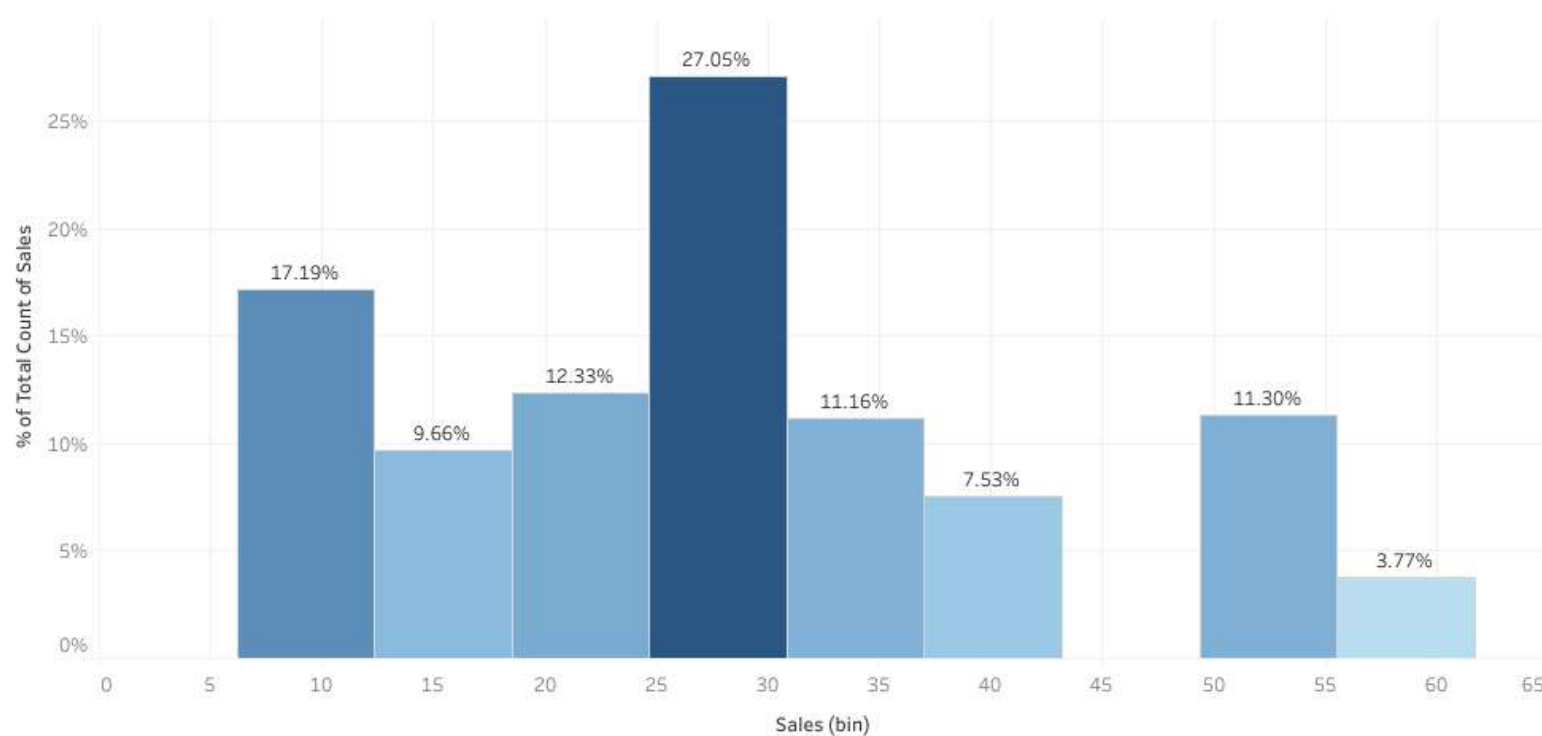
## State-Level Profitability and Sales Insights

This dashboard provides a comprehensive view of profitability and sales across states. States with higher profits are indicated in green, while those with losses appear in red, helping identify areas of strong performance and potential challenges. The size of the blue circles represents sales volume, allowing for a comparison of sales and profitability within each state.

These insights highlight opportunities to improve profitability in high-sales but low-profit regions, while reinforcing strategies in states with strong profit margins.



## Sales Distribution Insights



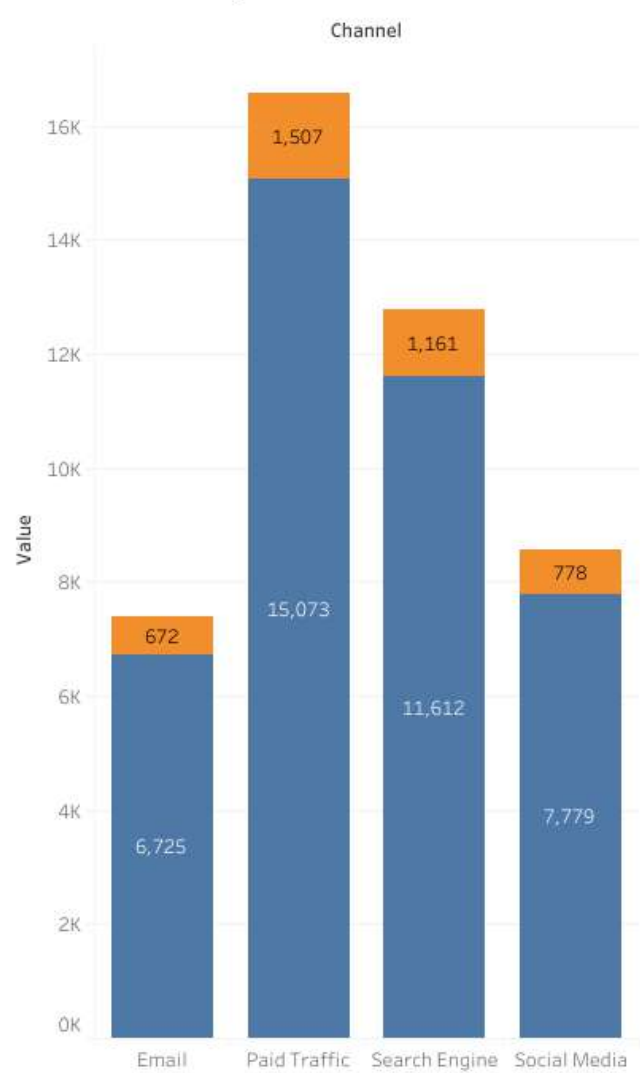
This dashboard visualizes the distribution of sales volumes across transaction size bins, offering insights into customer purchasing behavior. The majority of sales (27.05%) fall in the 25–30 bin, indicating a strong preference for mid-range transactions. This is followed by the 5–10 bin (17.19%), reflecting a significant contribution from smaller purchases.

Higher-value transactions, such as those in the 50–55 bin, account for 11.30% of total sales, showcasing the importance of retaining high-spending customers. However, bins like 40–45 (7.53%) and 55–60 (3.77%) show a notable drop, representing potential areas to target for improvement.

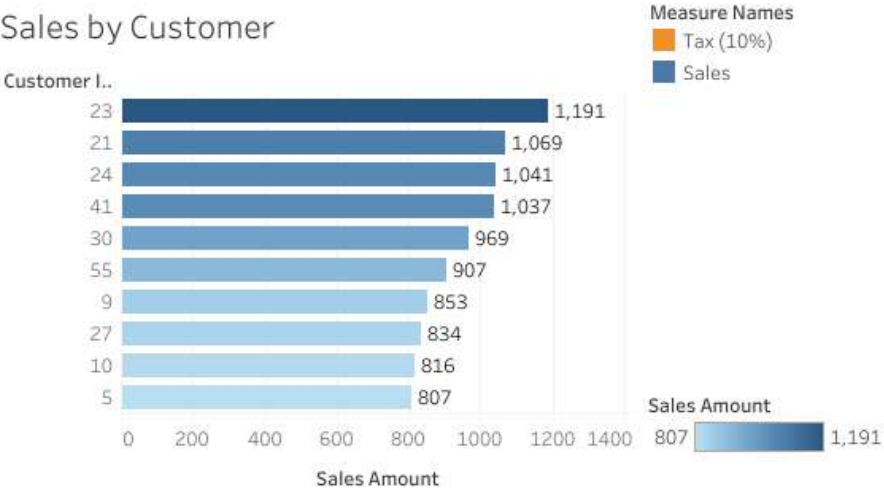


# Sales Overview

Sales and Tax by Channel



Sales by Customer



This dashboard highlights sales performance by channel and top customers. Paid Traffic leads with 15,073 in sales and 1,507 in tax contributions, followed by Search Engines. Social Media and Email have lower sales but present growth opportunities. The 'Sales by Customer' chart shows Customer ID 23 as the top contributor with 1,191 in sales, followed by Customer IDs 21 and 24. The adjustable slider allows exploration of top customers, enabling focused retention and engagement strategies. These insights prioritize profitable channels and key customers to maximize revenue and satisfaction.

Top Customers  
10