

E-Commerce Performance Dashboard

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Introduction

This E-Commerce Performance Dashboard provides a comprehensive overview of our business operations, customer behavior, and financial metrics. It is designed to offer data-driven insights into sales trends, customer returns, regional performance, and profit distribution across key markets.

The primary objective of this dashboard is to support strategic decision-making by visualizing key performance indicators (KPIs) in a clear and actionable manner. By tracking real-time data, stakeholders can quickly identify opportunities for growth, optimize underperforming areas, and enhance the overall efficiency of our e-commerce strategy.

Data Cleaning & Transformation

- Extracted, cleaned, and transformed raw e-commerce data using Power Query
- Removed inconsistencies, handled missing values, and created calculated columns
- Structured data into a dynamic Excel table for seamless dashboard integration

KPI Highlights

- Total Revenue
- Total Profit
- Total Orders
- Items Sold
- Return Rate

Charts

1 . Monthly Sales Trend

Insight:

Sales peaked in October–November 2023, likely due to seasonal demand or promotions, while February 2023 and mid-2024 saw noticeable dips.

Action:

Capitalize on high-performing months (Oct–Nov) with targeted marketing campaigns and promotional offers. Investigate low-sales periods to identify and resolve any operational or demand-related issues.

2 . Revenue by Country

Insight:

India contributes the highest revenue by a significant margin, followed by the USA. Other countries like Australia, Canada, and Germany show similar but much lower revenue figures, indicating concentrated market strength in India.

Action:

- Focus on India: Strengthen operations, offers, and logistics in India to maintain and grow the lead.
- Expand in the USA: Leverage its existing potential with localized campaigns or partnerships.
- Explore underperforming regions: Reassess marketing strategies or distribution in countries like UAE, UK, and Germany for potential improvement.

3 . Revenue by Channel

Insight:

The Web channel contributes the largest portion of revenue, followed by the Marketplace, while the Mobile App has the lowest share. This indicates that most customers prefer web-based purchases over other platforms.

Actions:

- Enhance Mobile App Experience: Investigate low engagement—optimize app UX/UI, push notifications, and app-exclusive deals to boost usage.
- Leverage Web Strength: Continue investing in SEO, UX, and performance improvements on the website.
- Marketplace Strategy: Analyze top-performing marketplaces and expand presence or offerings on high-converting platforms.

4 . Payment Method Analysis

Insight:

The Card payment method is the most preferred, used in 2,469 transactions, followed by COD (1,519). UPI (522) and Wallet (490) have significantly lower usage, indicating limited adoption.

Actions:

- Promote Digital Methods: Offer incentives (e.g. discounts/cashback) for UPI and Wallet payments to increase digital adoption.
- Strengthen Card Infrastructure: Ensure secure, fast card processing systems to maintain the lead in card payments.
- Monitor COD Dependence: While popular, COD may carry higher risks and costs. Gradually encourage digital shift through customer education and flexible refund policies.

5 . Returned vs. Not Returned Orders

Insight:

The majority of orders were not returned, with returns forming only a small fraction of total transactions. This indicates strong customer satisfaction and likely accurate product descriptions or good quality control.

Actions:

- Maintain quality standards to keep return rates low.
- Investigate returns: Even though small, analyze reasons behind the returned orders to identify and fix recurring issues (e.g., sizing, defects, delivery delays).
- Use feedback loops: Collect and act on return feedback to improve product listings and customer experience.

6 . Top Countries by Profit

Insight:

India is the highest contributor to profit by a significant margin, far surpassing all other countries. The USA and UK follow but with considerably lower profit levels. Countries like Canada and Germany are at the lower end of the spectrum.

Actions:

- Double down on India: Continue to invest in marketing, logistics, and customer retention in India to maintain and grow this lead.
- Explore growth in USA/UK: These are strong secondary markets—optimize pricing or product strategies to boost profits further.
- Improve low-performing markets: Assess challenges in Canada and Germany (e.g., market demand, pricing, competition) and adjust approach accordingly.
- Localize strategy: Customize offerings based on each country's performance and customer behavior insights.

Conclusion

The E-Commerce Performance Dashboard has revealed valuable insights into our current business standing. Key highlights include strong sales performance, low return rates, and top-performing regions like India and the USA in terms of profit. These insights not only reflect our strengths but also uncover areas for improvement, such as managing returns more effectively and exploring growth in underperforming countries.

By analyzing these metrics, we can make informed, data-driven decisions to improve customer satisfaction, boost profitability, and drive sustainable business growth.

Recommendations

- Focus on India & USA for targeted campaigns and customer loyalty programs
- Enhance online store UX to further drive conversions
- Diversify payment options in lower-performing regions to boost comfort and trust
- Analyze returned orders to minimize product-related issues
- Promote high-margin products in top-performing markets
- Leverage peak months for inventory planning and marketing pushes

Thank You