

E-commerce Sales Analysis Report

Overview

The analysis focuses on understanding revenue trends, customer segmentation, and seller performance based on transactional data. Insights are derived from detailed dashboards created in Power BI.

Key Insights

1. Revenue by Product Category:

- The Health & Beauty category generates the highest revenue, followed by Watches and Tablet Accessories.
- Categories like Housewares and Automotive perform relatively lower.

2. Top Customers by Spending:

- The top 10 customers contribute significantly to overall revenue, with spending ranging from \$4,590 to \$13,440.
- High-spending customers form a small but impactful segment of the customer base.

3. Revenue by Month-Year:

- Revenue exhibits a steady trend with occasional spikes, suggesting consistent customer activity over time.
- Seasonal trends or marketing campaigns may influence revenue peaks.

4. Revenue by Seller:

- Sellers from cities like Guariba and Sao Paulo perform exceptionally well, contributing significantly to overall revenue.
- Variations in seller performance highlight potential optimization opportunities for low-performing sellers.

5. Seller Performance Heatmap:

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- States like MG and SP dominate in seller performance, with the highest number of orders and revenue contributions.
- Some states show minimal seller activity, indicating untapped potential.

6. Customer Revenue Segmentation:

- High-spenders (>\$5,000) account for nearly 68.7% of total revenue, despite being a small percentage of the customer base.
- Mid-spenders contribute 20.94%, while low-spenders make up a smaller fraction.

Recommendations

1. Focus on High-Performing Product Categories:

- Invest in marketing and inventory for categories like Health & Beauty and Watches to maximize revenue.
- Explore strategies to boost sales in underperforming categories like Housewares and Automotive.

2. Customer Retention and Upselling:

- Develop loyalty programs for high-spending customers to maintain their engagement.
- Design targeted campaigns for mid-spenders to encourage upselling and increase their contribution to revenue.

3. Seasonal Campaigns:

- Analyze peaks in the monthly revenue trend to identify seasonal opportunities for promotions.
- Plan campaigns during high-demand periods to capitalize on customer activity.

4. Enhance Seller Network:

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- Provide training or resources to underperforming sellers to improve their sales.
- Expand the seller base in states with minimal activity to unlock potential revenue streams.

5. Expand High-Performing Regions:

- Focus on scaling operations in high-revenue regions like MG and SP, ensuring sellers in these areas are well-supported.
- Explore partnerships in less active states to diversify revenue sources.