

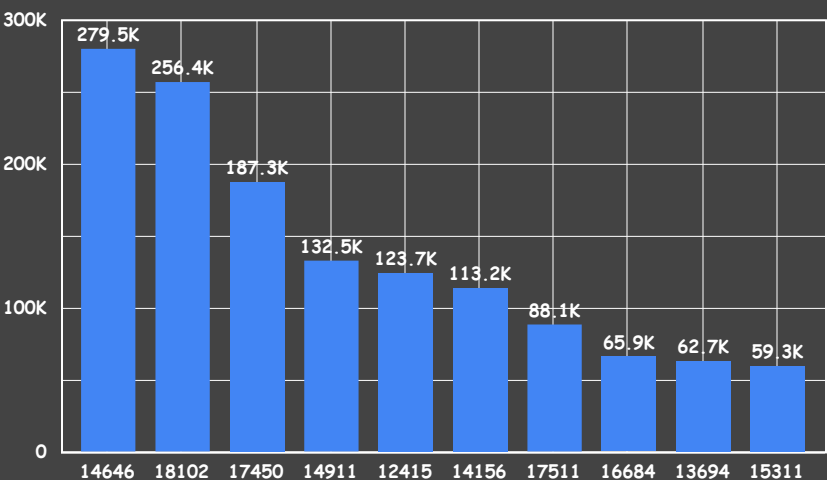
E-Commerce Sales & Customer Insights Dashboard

8,278,519.42
Total Revenue

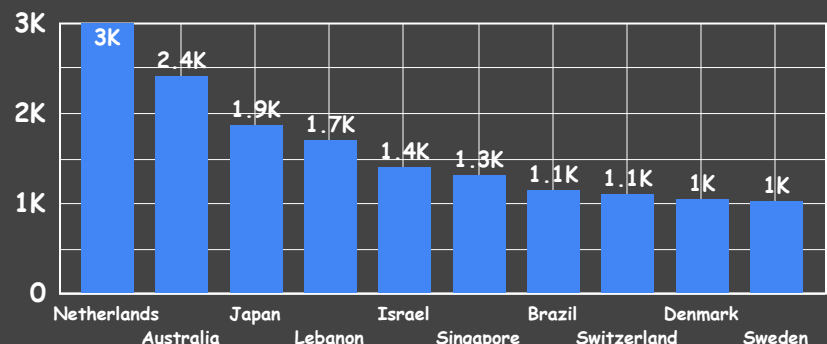
18,536
Total Orders

4,372
Total Customers

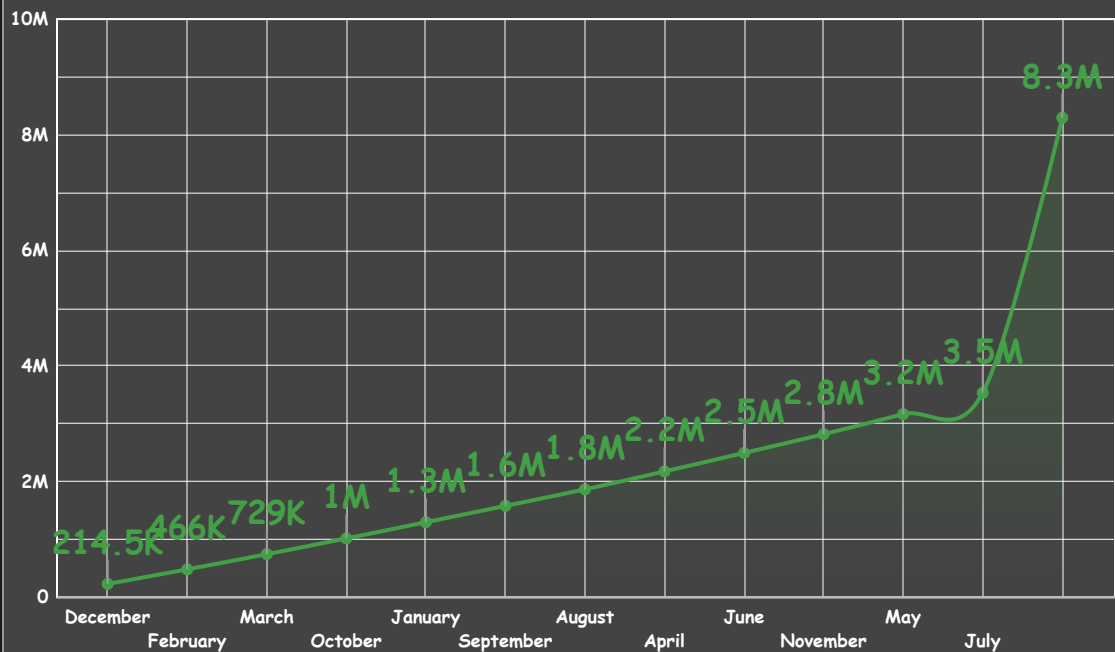
446.62
Avg Order Value



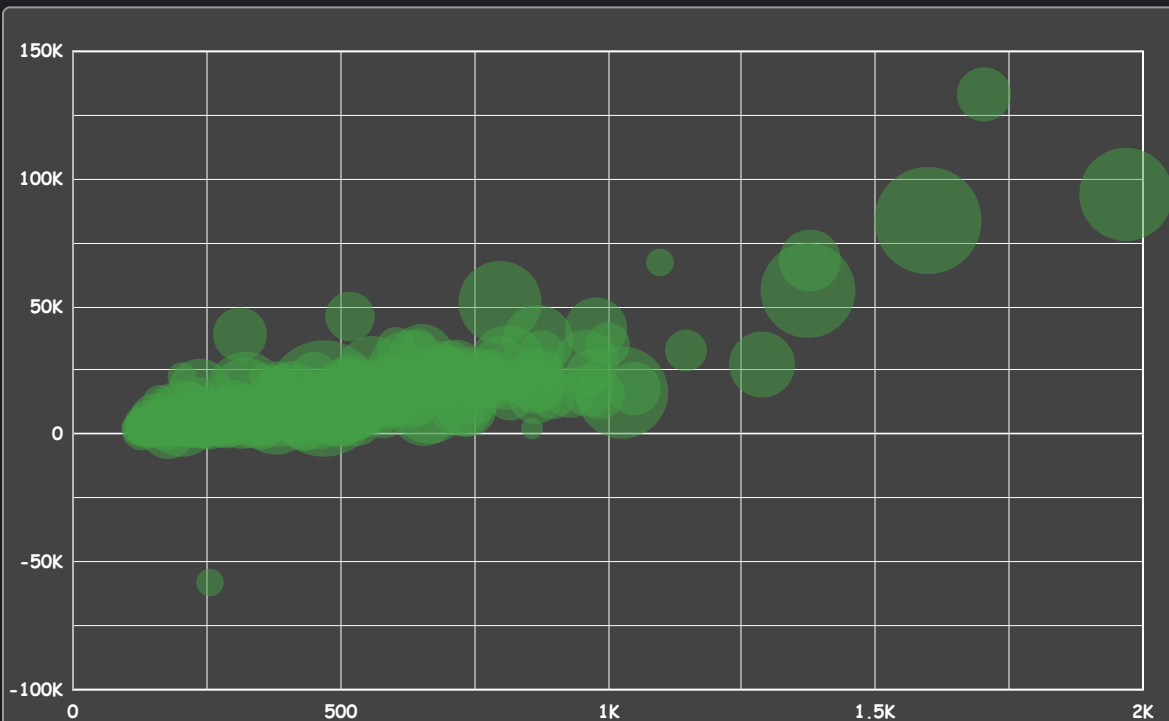
Top 10 Customers by Revenue



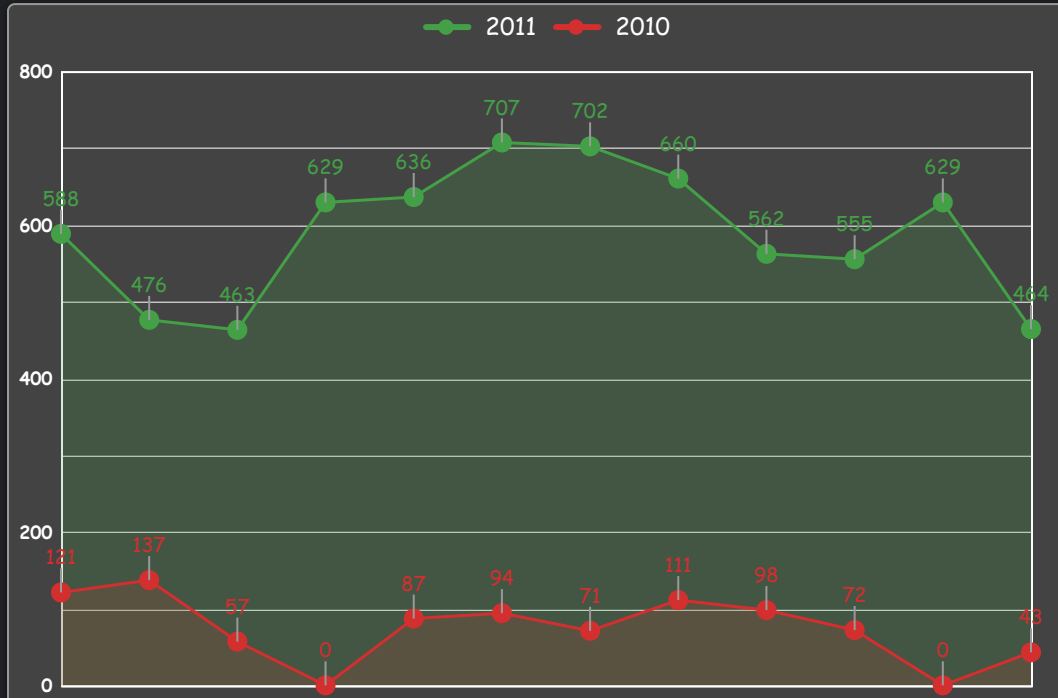
Top 10 Countries by Avg Order Value



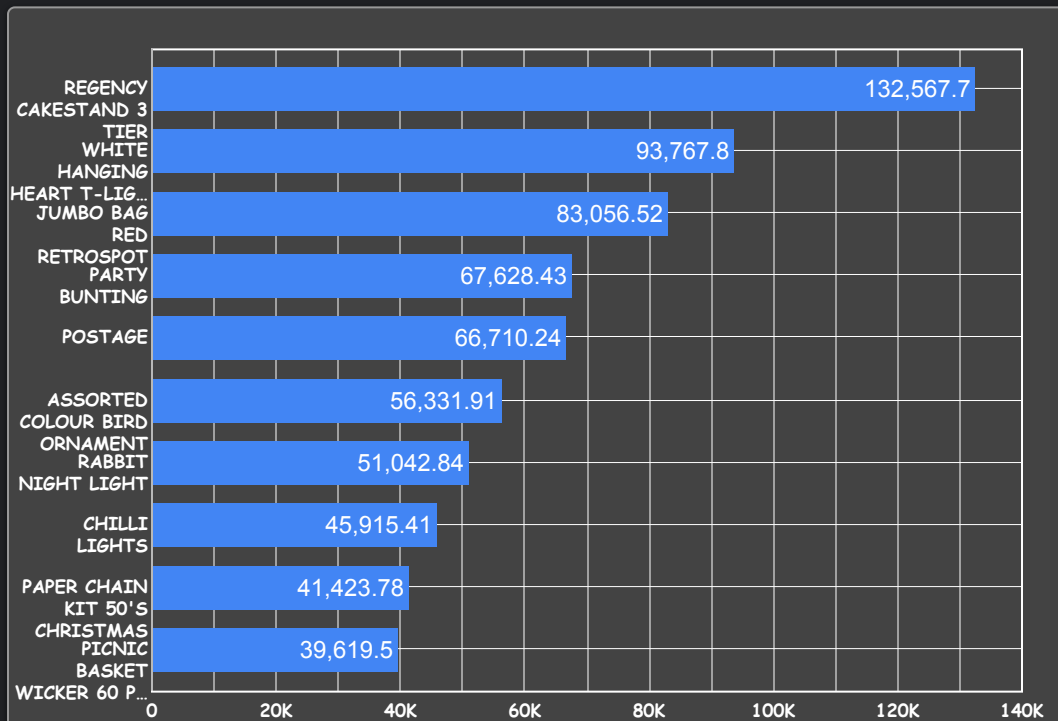
Monthly Revenue



Customer Segmentation: Frequency vs Revenue



Order vs Revenue



Top 10 Products by Revenue

Filters

Country

CustomerID

Enter a value

Select date range

Description

Enter a value

☒ Product Category

- ☒ Bags & Accessories
- ☒ Gifts & Seasonal
- ☒ Home & Kitchen
- ☒ Other
- ☒ Stationery
- ☒ Toys & Games

☒ Year

- ☒ 2010
- ☒ 2011

E-Commerce Sales & Customer Insights Dashboard

Filters

Country

CustomerID

Select date range

Description

☒ Product Category

- ☒ Bags & Accessories
- ☒ Gifts & Seasonal
- ☒ Home & Kitchen
- ☒ Other
- ☒ Stationery
- ☒ Toys & Games

☒ Year

- ☒ 2010
- ☒ 2011

2,798

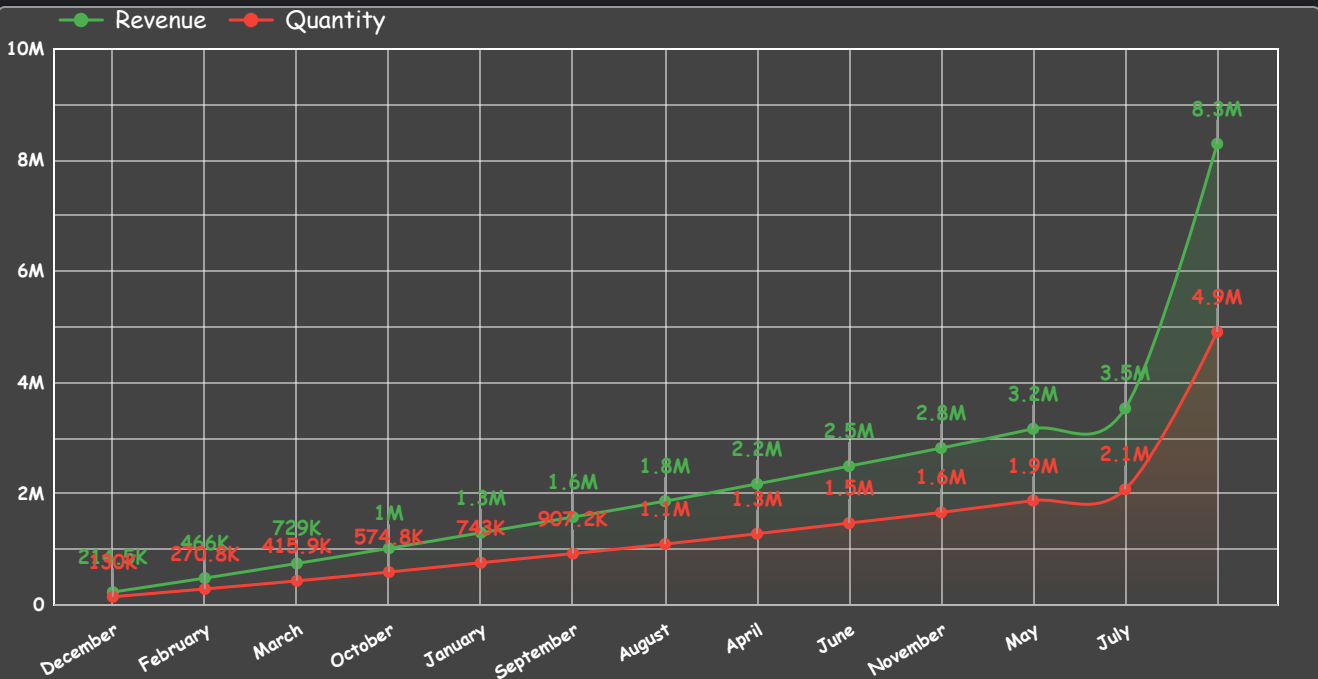
Total Products

264.0

Average Basket Size

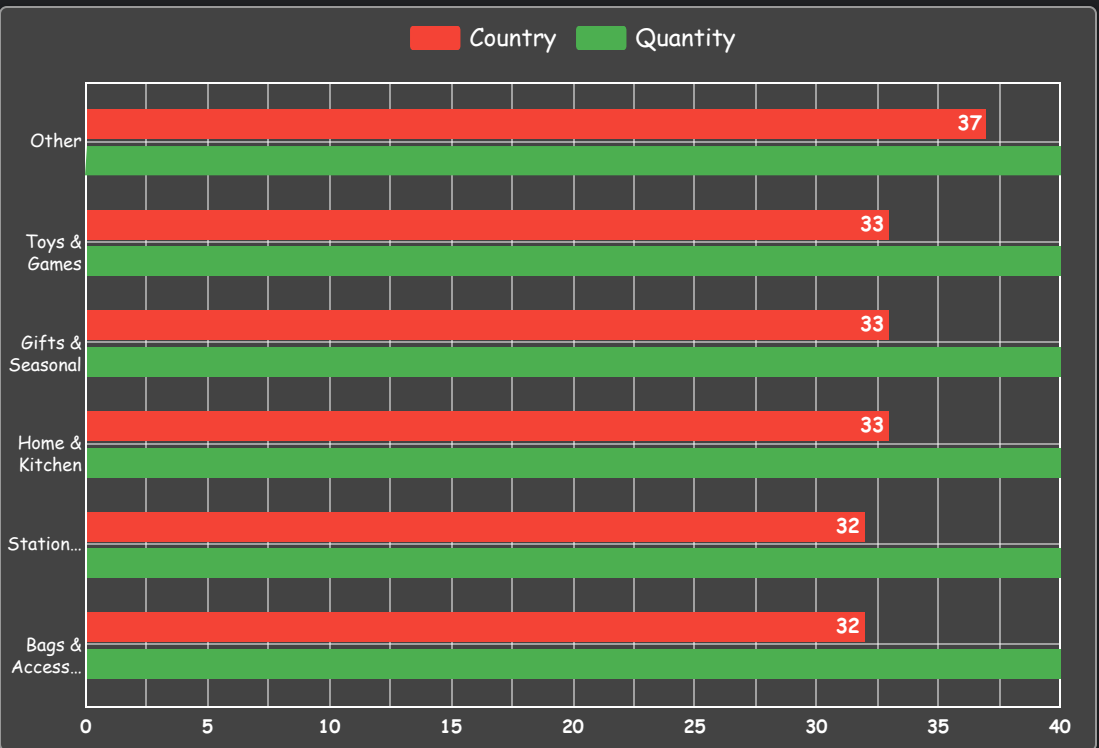
4.9M

Total Quantity



Monthly Sales Trends

Revenue Contribution by Product Category



Product Category Sales by Country

InvoiceNo	Country	Refund_Revenue	Revenue
581587	France	0	249.45
581586	United Kingdom	0	339.2
581585	United Kingdom	0	329.05
581584	United Kingdom	0	140.64
581583	United Kingdom	0	124.6
581582	United Kingdom	0	29.88
581581	United Kingdom	0	51.18
581580	United Kingdom	0	94.11
581579	United Kingdom	0	903.62
581578	Germany	0	848.55
581574	Germany	0	277.08
581572	United Kingdom	0	250.52

Top Refunds / Cancellations (Up to 10,000)

Description	Revenue
REGENCY CAKESTAND 3 TIER	132,567.7
WHITE HANGING HEART T-LIGHT HOLDER	93,767.8
JUMBO BAG RED RETROSPOT	83,056.52
PARTY BUNTING	67,628.43
POSTAGE	66,710.24
ASSORTED COLOUR BIRD ORNAMENT	56,331.91
RABBIT NIGHT LIGHT	51,042.84
CHILLI LIGHTS	45,915.41
PAPER CHAIN KIT 50'S CHRISTMAS	41,423.78
PICNIC BASKET WICKER 60 PIECE	39,619.5

Top Products by Revenue