

# NovaMart — E-commerce Performance Dashboard

Order Date

1/1/2023



12/31/2023



Region

- ☐ Asia
- ☐ Europe
- ☐ North America
- ☐ South America

Product Cat...

- ☐ Beauty
- ☐ Clothing
- ☐ Electronics
- ☐ Home
- ☐ Sports

Customer S...

- ☐ Consumer
- ☐ Corporate
- ☐ Small Business

**NovaMart is a global e-commerce retailer operating across North America, Europe, Asia, and South America.**

**Our multi-category portfolio spans Electronics, Clothing, Home, Sports, and Beauty.**

**This dashboard tracks revenue, orders, and profitability, enabling leaders to quickly identify top growth regions, high-margin categories, and customer segments to prioritize.**

**Use the slicers to filter by date, region, category, or customer segment and explore performance trends, product winners, and strategic opportunities.**

12.44M

Total Revenue

3.11M

Total Profit

2.49K

AOV

5000

Total Orders

Order Date

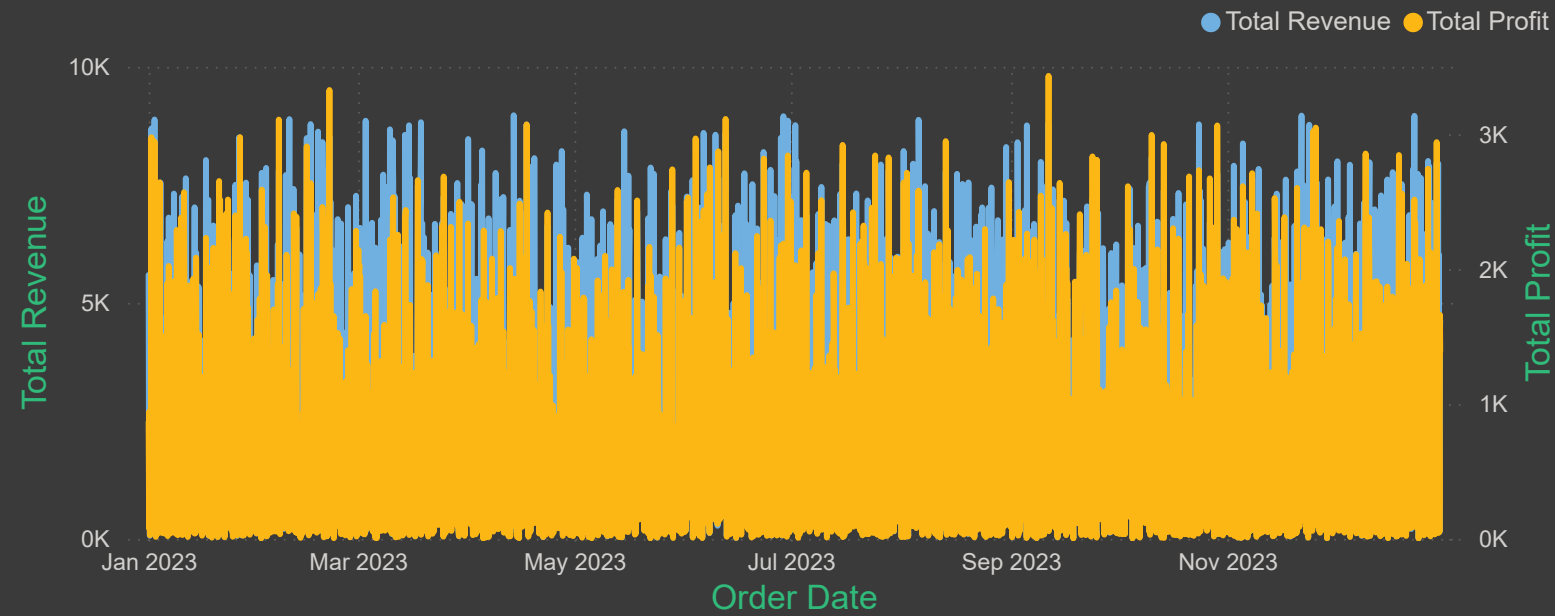
1/1/2023



12/31/2023



Total Revenue and Total Profit by Order Date



Region

- ☐ Asia
- ☐ Europe
- ☐ North America
- ☐ South America

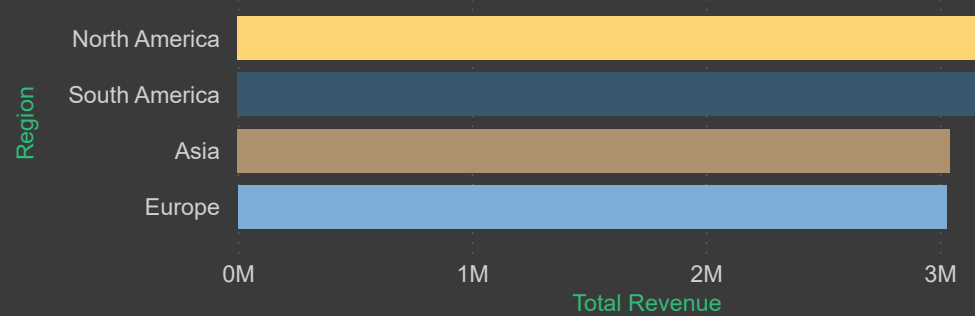
Product Cat...

- ☐ Beauty
- ☐ Clothing
- ☐ Electronics
- ☐ Home
- ☐ Sports

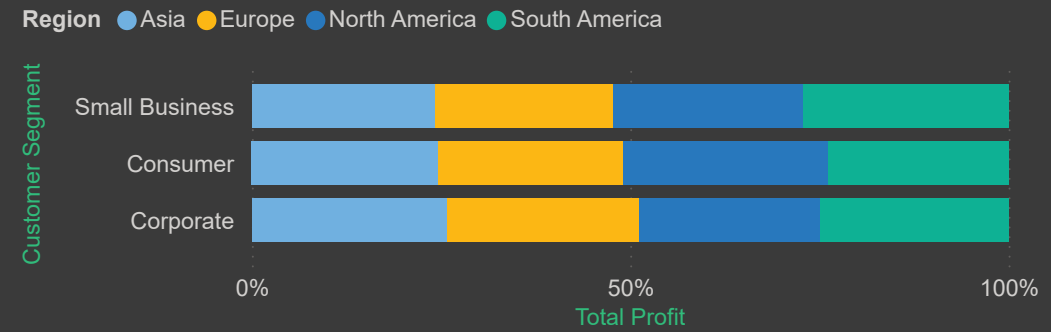
Customer S...

- ☐ Consumer
- ☐ Corporate
- ☐ Small Business

Total Revenue by Region

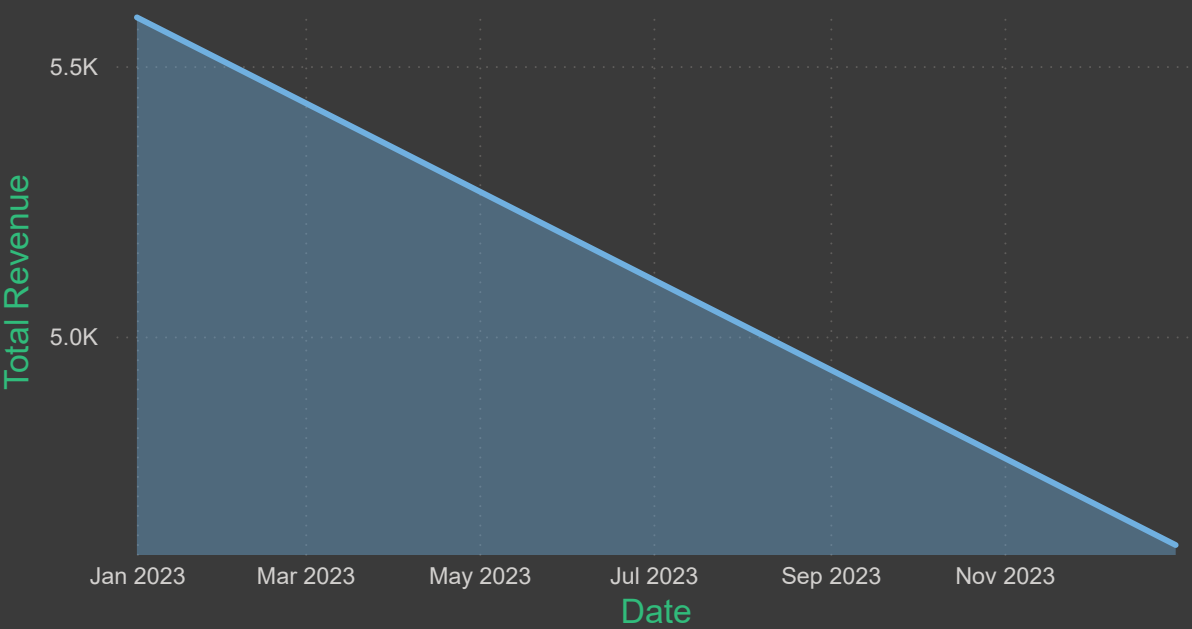


Total Profit by Customer Segment and Region

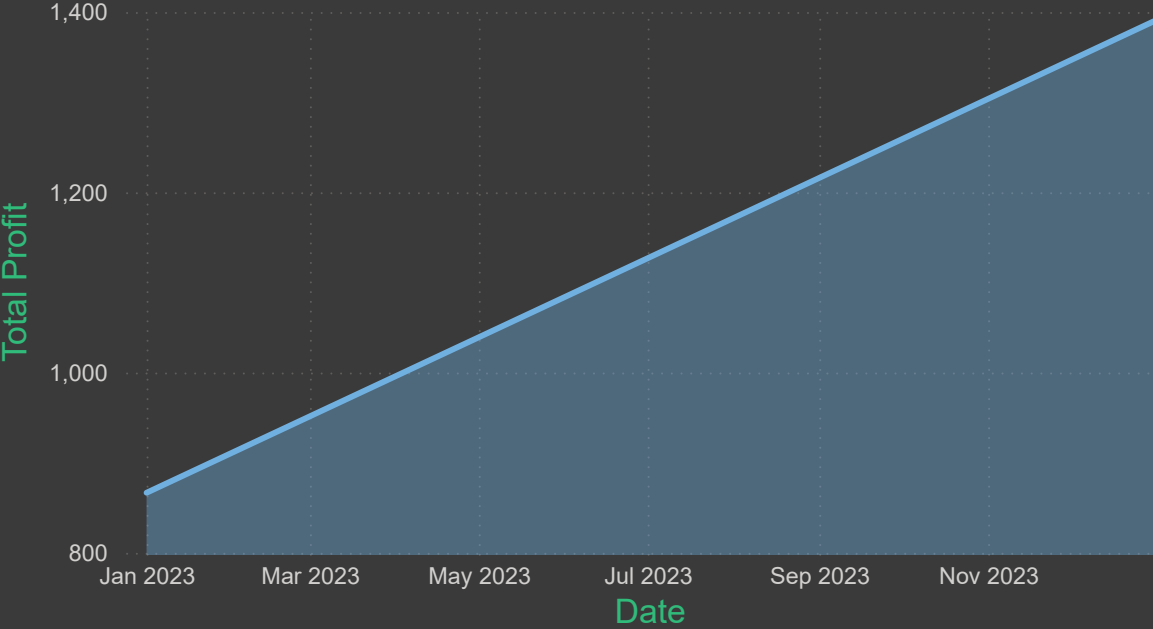


# Revenue & Profit Trends

Total Revenue by Date



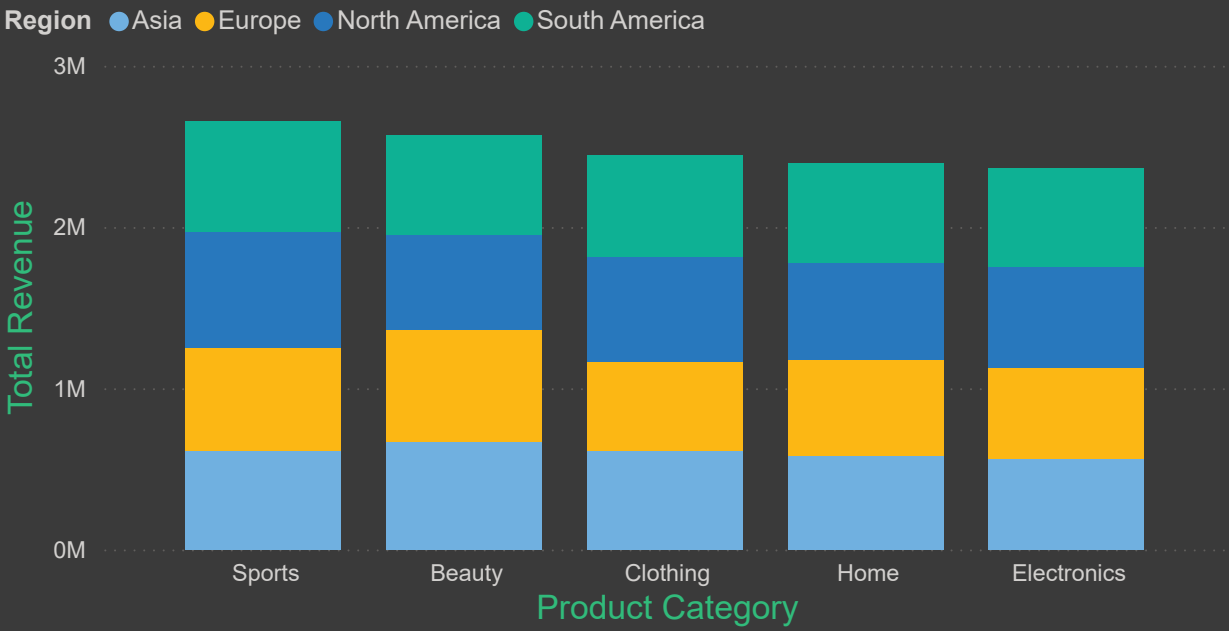
Total Profit by Date



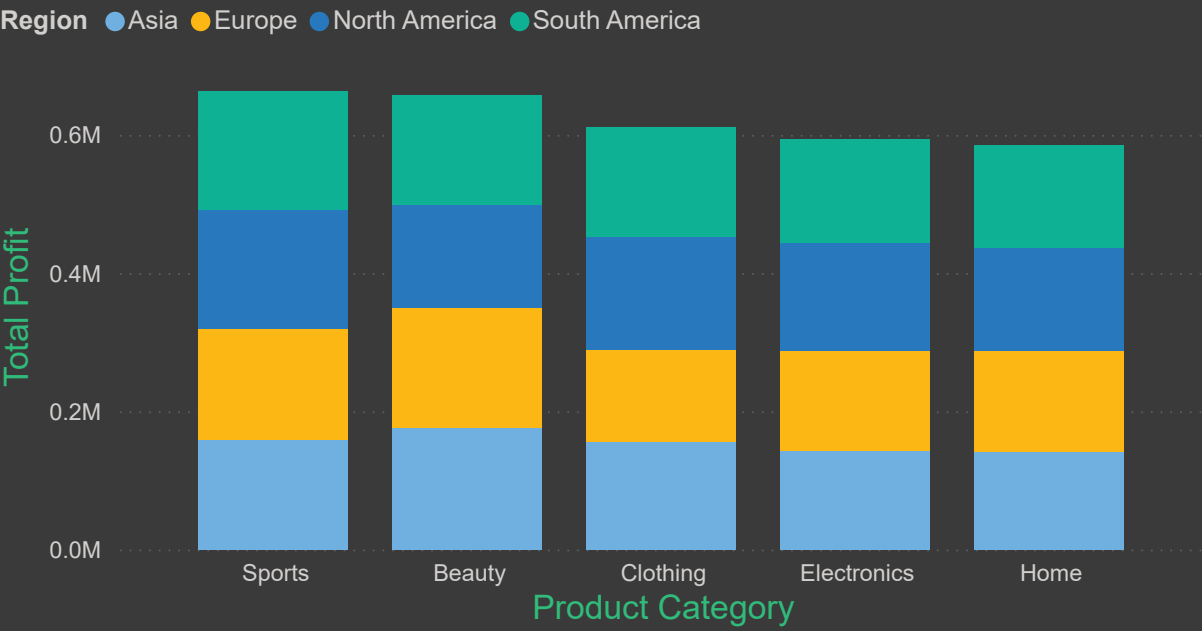
# Category & Region Breakdown

» Quick measure

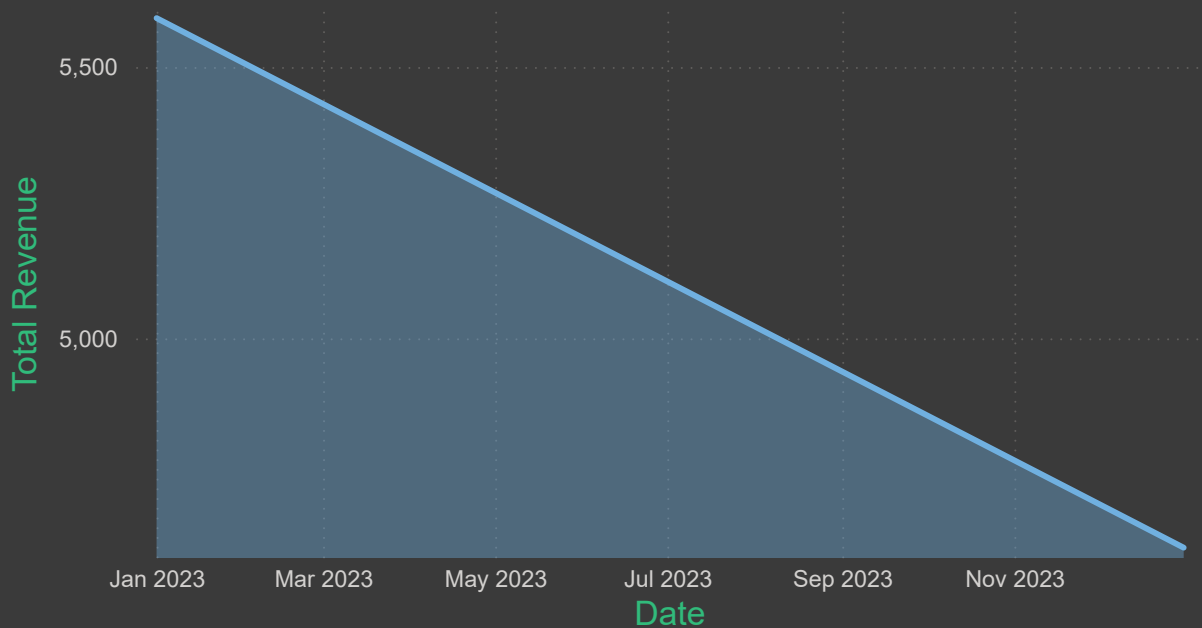
Total Revenue by Product Category and Region



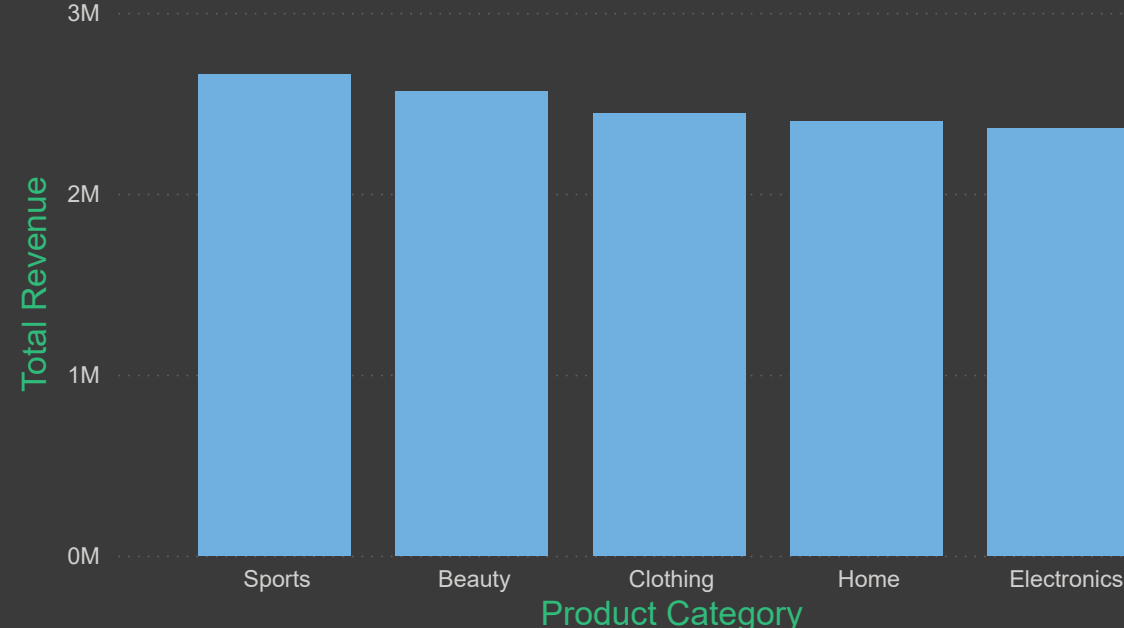
Total Profit by Product Category and Region



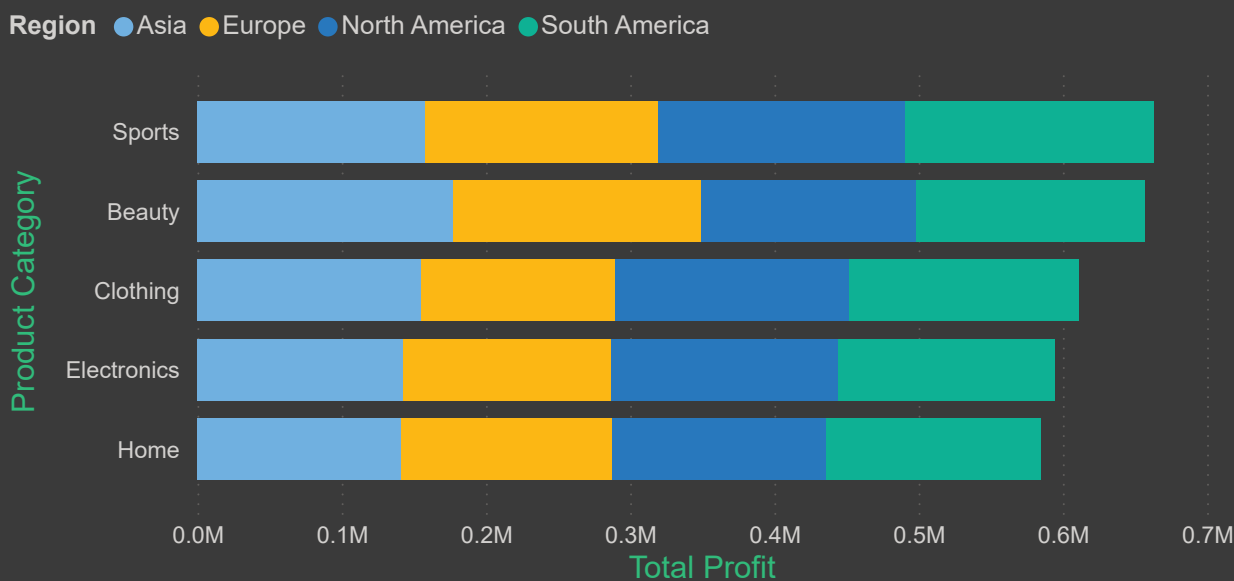
Total Revenue by Date



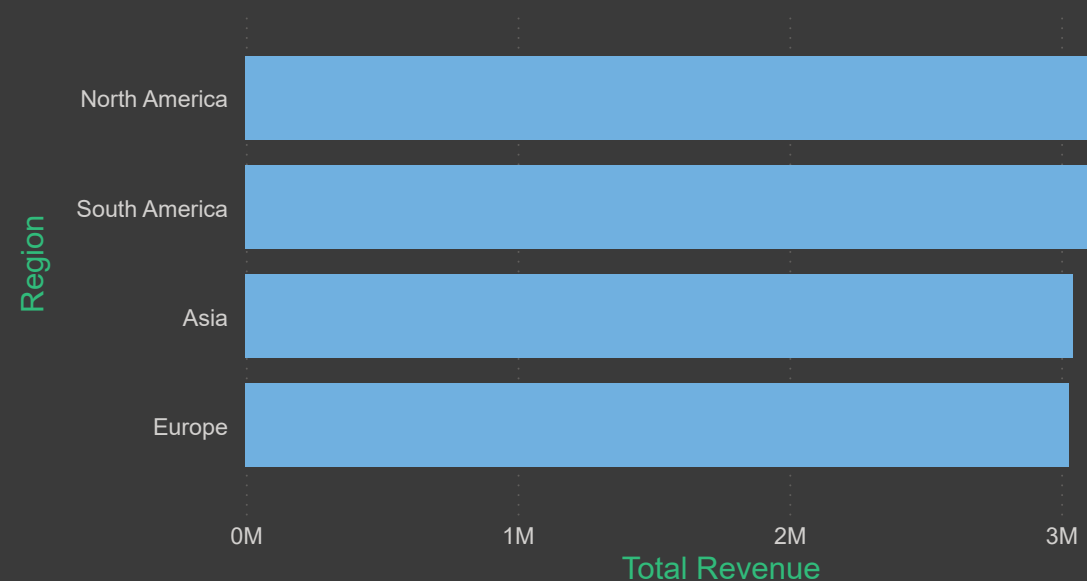
Total Revenue by Product Category



Total Profit by Product Category and Region



Total Revenue by Region



# Insights

## Revenue trend:

- Total revenue declined steadily across 2023, suggesting either seasonality or weakening demand.

## Category performance:

- **Sports** and **Beauty** categories are top contributors to profit.
- **Home** category is consistently the weakest performer (lowest revenue + profit).
- **Electronics** and **Clothing** perform mid-range, but Electronics profit margins look thinner.

## Regional performance:

- **North America** and **South America** lead in total revenue.
- **Asia** and **Europe** are slightly behind, with Europe showing the smallest contribution.

## Profit distribution:

- Profit is spread relatively evenly across regions within **Sports** and **Beauty**, making them resilient categories.
- **Clothing** and **Home** show high dependency on specific regions (risk if those markets slow down).

## Overall takeaway:

- Strong categories (Sports, Beauty) and strong regions (Americas) are driving the business.
- Weak spots are the **Home** category and slower growth in **Europe**.
- Focus should be on **protecting Americas revenue, boosting underperforming categories, and improving margins in Electronics.**