

# E-Commerce Sales Revenue Report

Total Orders  
**500**

Total Revenue  
**432K**

Total Profit  
**24K**

Most Sold Category  
**Electronics**

**State**

All

**City**

All

**Categ...**

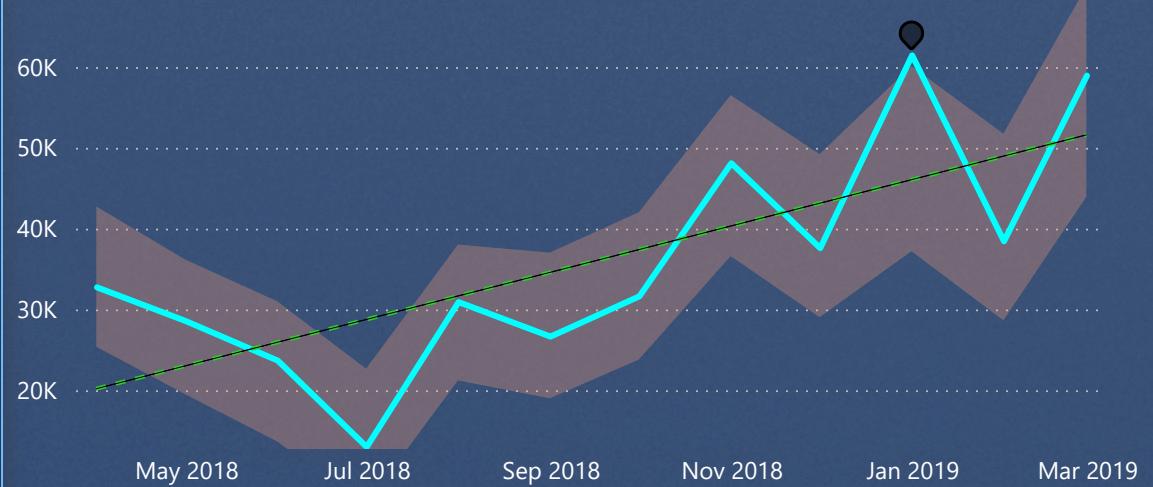
Clothing

Electronics

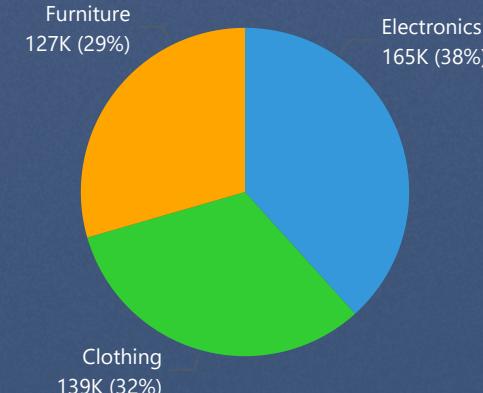
Furniture



Total Revenue by Year and Month



Total Revenue By Category



Top-5 Sub Category By Revenue

Printers	58K
Bookca...	57K
Saree	54K
Phones	46K
Electro...	39K

Top-5 States By Revenue

Madhya ...	103K
Maharas...	95K
Delhi	25K
Uttar Pra...	22K
Rajasthan	21K

Sales vs Target

Category	Total Revenue	Total Target	Difference
Electronics	165267	129000	36267
Furniture	127181	132900	-5719
Clothing	139054	174000	-34946
<b>Total</b>	<b>431502</b>	<b>435900</b>	<b>-4398</b>

Top-5 City By Revenue

Indore	79K
Mumbai	62K
Pune	33K
Delhi	25K
Bhopal	24K

Time Slicer

01-04-2018 31-03-2019

Bottom 5 Sub-Category By Revenue

Skirt	1.9K
Leggings	2.1K
Kurti	3.4K
T-shirt	7.4K
Shirt	7.6K

# E-Commerce Sales Profit Report

Total Orders  
**500**

Total Revenue  
**432K**

Total Profit  
**24K**

Most Profitable Category  
**Clothing**

**State**

All

**City**

All

**Categ...**

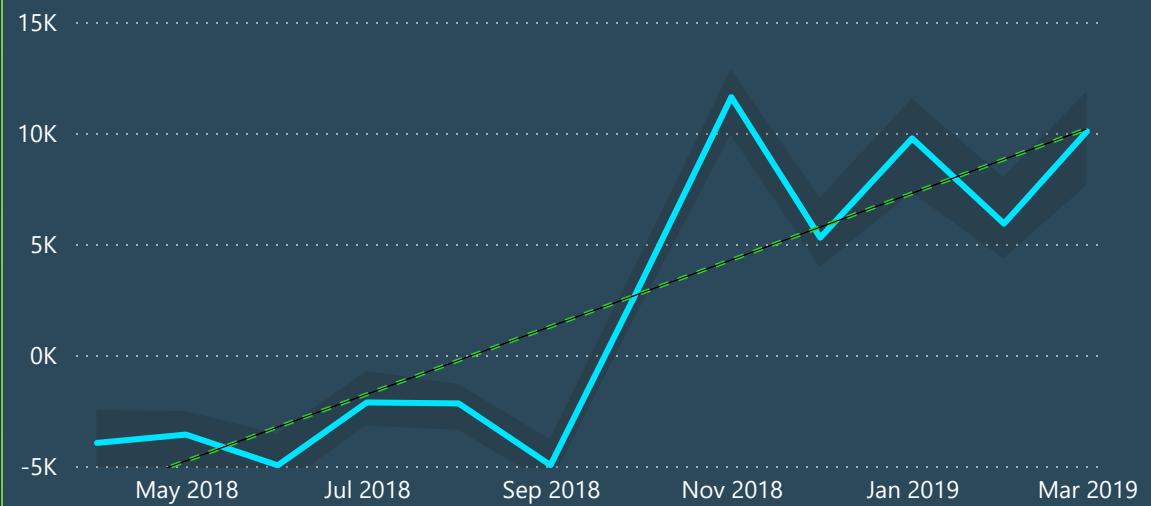
Clothing

Electronics

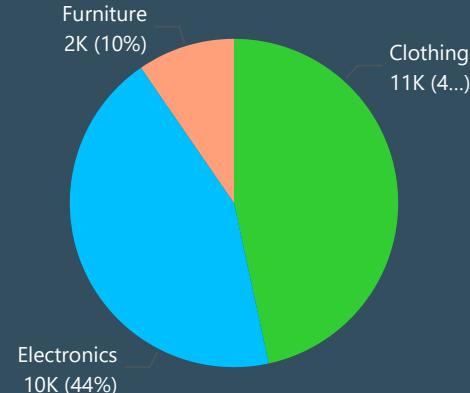
Furniture



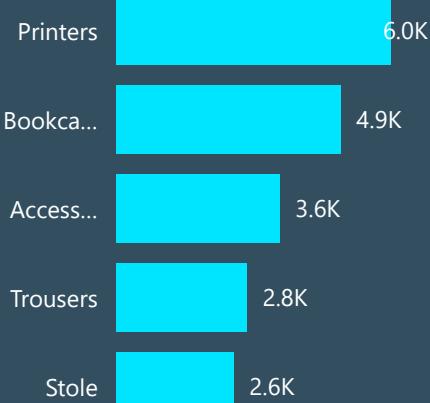
Total Profit by Year and Month



Total Profit By Category



Top-5 Sub-category By Profit



Top-5 States By Profit



Category	Total Orders	Total Profit	Profit Margin%
Clothing	393	11163	8.03
Electronics	204	10494	6.35
Furniture	186	2298	1.81
<b>Total</b>	<b>500</b>	<b>23955</b>	<b>5.55</b>

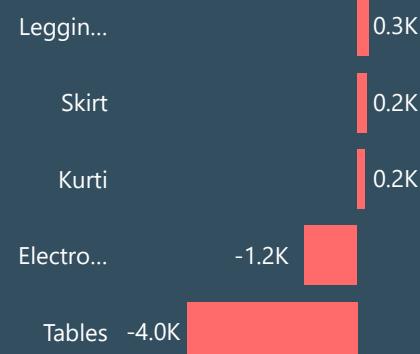
Time Slicer

01-04-2018 31-03-2019

Top 5 Profit Margin Sub-Category



Bottom-5 Sub Category By Profit



# Key Business Insights And Strategic Recommendations



Total Revenue

**432K**

Total Profit

**24K**

The business generated a total revenue of ₹432K, but the overall profit remains at ₹24K, leading to a **profit margin of just 5.5%**.

✓ **Revenue is strong**, indicating good sales volume.

⚠ **Low profitability** suggests that some product categories are underperforming in terms of margins.

☒ **Possible revenue leakage** -

- ◆ High Discounts & Promotions
- ◆ High Return & Shipping Costs
- ◆ Low-Margin Product Mix
- ◆ Advertising Costs

## Least Profit Margin Sub-Categories

Sub-Category	Profit Margin%
Phones	4.79
Chairs	1.69
Saree	0.66
Electronic Games	-3.16
Tables	-17.74

## Recommendations:

- ◆ **Optimize Pricing Strategy** – Adjust pricing to ensure sustainable margins.
- ◆ **Reduce Return Rates** – Improve product descriptions & quality control to minimize refunds 🚧
- ◆ **Refine Ad Spend** – Focus on high-converting marketing channels for better ROI 💡
- ◆ **Improve Supplier & Logistics Efficiency** – Negotiate better rates & reduce fulfillment costs 📦 (Specially in Furniture Category)



## SALES ANALYSIS BY

State	Sum of Amount	Sum of Profit	Profit Margin%
Sikkim	5276	401	7.60
Tamil Nadu	6087	-2216	-36.41
Goa	6705	370	5.52
Himachal Pradesh	8666	656	7.57
Haryana	8863	1325	14.95
Jammu and Kashmir	10829	8	0.07
<b>Total</b>	<b>46426</b>	<b>544</b>	<b>1.17</b>

Category
<input type="checkbox"/> Clothing
<input type="checkbox"/> Electronics
<input type="checkbox"/> Furniture

**Sikkim,Tamil Nadu,Himachal Pradesh and Goa** has least revenue across all the Categories. ⚠

## Key Insights:

These states show **low sales performance** with profitability challenges due to common factors:

### ⚠ Potential Reasons for Low Sales & Profitability:

- **Limited Market Demand** 📉 – Smaller population or weaker e-commerce penetration compared to metro cities.
- **Logistics & Shipping Costs** 🚚 – Difficult terrains (Himachal, Sikkim) or high delivery costs affecting competitiveness.
- **Customer Preferences** 🛍 – More reliance on offline retail or tourism-driven economies (Goa).
- **Product Mix & Pricing Issues** 💰 – Heavy

## Recommendations for Improvement:

- ✓ **Enhance Localized Marketing** 🔊 – Target audience with region-specific promotions and digital campaigns.
- ✓ **Optimize Logistics & Partnerships** 🚚 – Collaborate with local delivery providers to cut fulfillment costs.
- ✓ **Adjust Product Strategy** 🛒 – Focus on high-demand, profitable products while minimizing discounts.
- ✓ **Improve Customer Experience & Retention** 💬 – Reduce return rates with better product descriptions & quality checks.