

Online Store Sales Dashboard

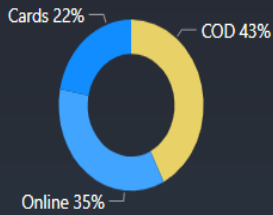
Central

East

South

West

Sales by Payment Mode



Sales

1.6M

Orders

22K

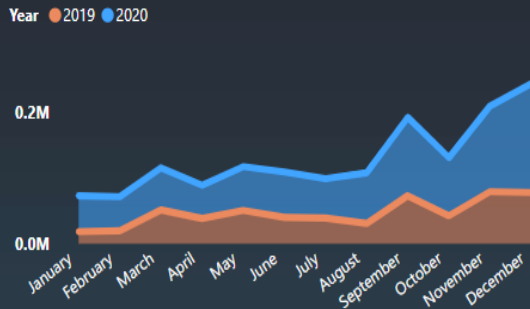
Profit

175K

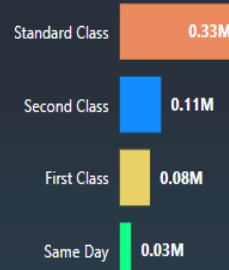
Ship Days

4

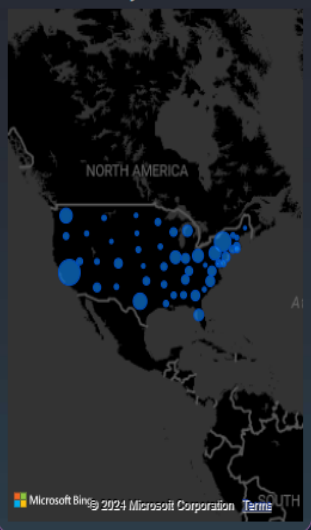
Sales By Month



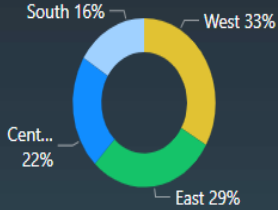
Sales by Ship Mode



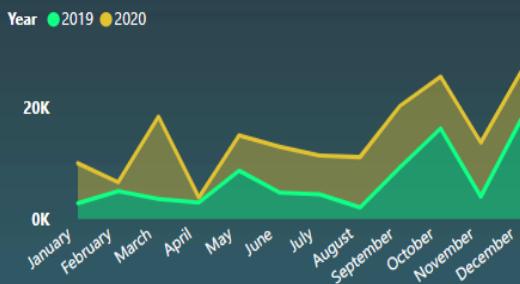
Sum of Sales and Sum of Profit by State



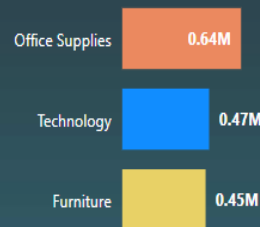
Sales by Region



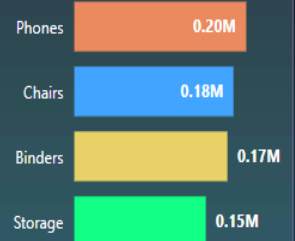
Profit By Month



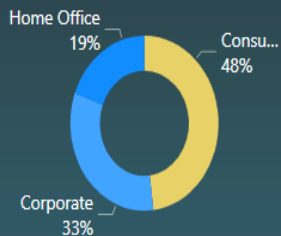
Sales by Category



Sales by Sub-Category



Sales by Segment

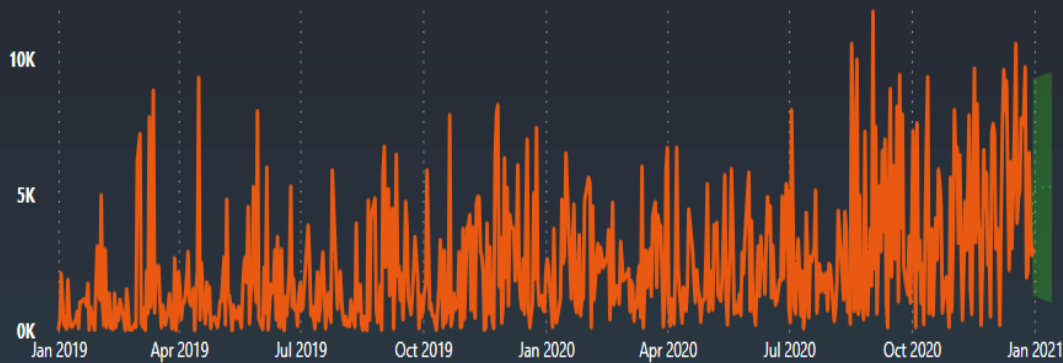


Key Insights

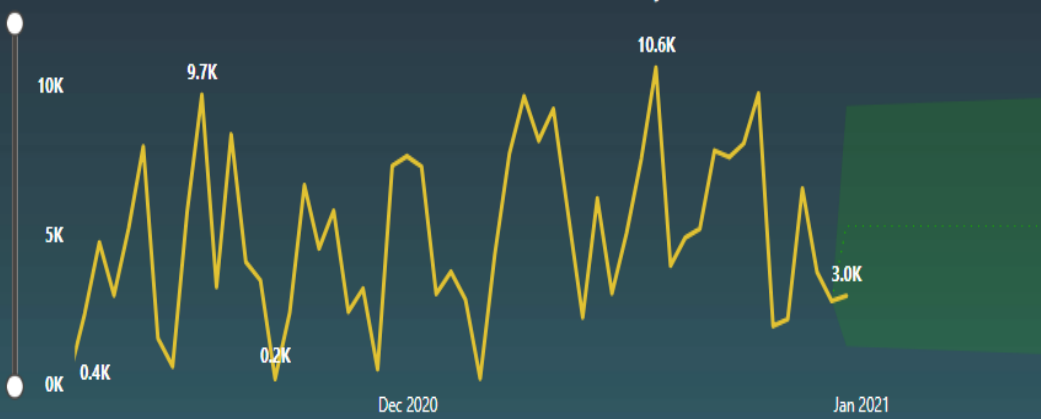
- **Monthly Sales Trends:**
 - **September:** Notable increase in sales for both 2019 and 2020.
 - **October:** Sales decreased, yet profit was higher during this month.
- **Payment Preferences:**
 - **Cash on Delivery (COD):** The most preferred payment mode.
- **Regional Sales:**
 - **West Region:** Highest sales observed.
 - **South Region:** Lowest sales observed.
- **Customer Segments:**
 - **Consumer Segment:** Highest sales among all segments.
- **Shipping Modes:**
 - **Standard Class:** Most frequently used shipping mode.
- **Product Categories:**
 - **Phones:** The most sold products.

Online Store Sales Forecast - 15 Days Forecast

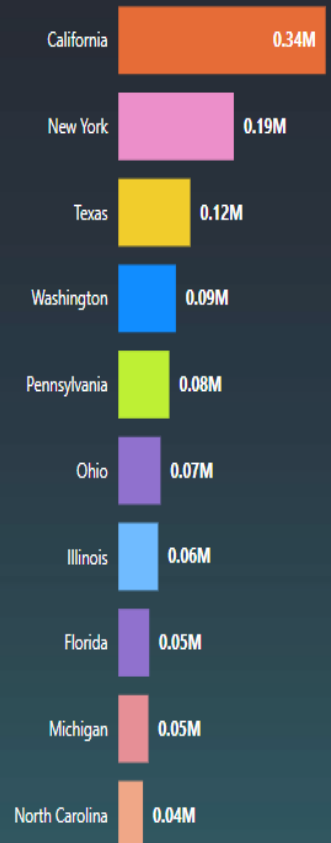
Sales Forecast 15 days



Sales forecast - 15 days



Sum of Sales by State



Insights

- **Top 3 Regions by Sales:** California, New York, Texas
- **Region with the Lowest Sales:** North Carolina
- **Sales Forecast:** Sales are expected to remain stable at approximately 5,000 units per day over the next 15 days, according to time series analysis.