

ECOMMERCE SALES DASHBOARD

Consumer

Corporate

Home Office

YTD SALES

\$11.53M

-0.83% ▼

YTD PROFIT

\$1.34M

4.50% ▲

YTD QUANTITY

#107.2 K

-7.29% ▼

YTD PROFIT MARGIN

11.58%

5.37% ▲

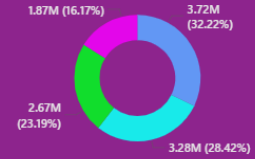
SALES BY CATEGORY

Category	PYTD Sales	Y2D Sales	YTY Sales	Trend
Furniture	2.50M	2.52M	0.73%	▲
Office Supplies	7.00M	6.92M	-1.22%	▼
Technology	2.13M	2.10M	-1.37%	▼

Top 5 Products by YTD Sales

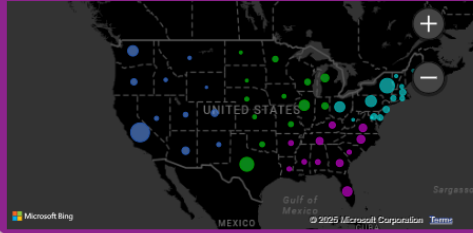
Staple envelope	57K
Staples	52K
Easy-staple paper	47K
Staples in misc. c...	26K
KI Adjustable-Hei...	22K

Y2D Sales by Region



Sales by State

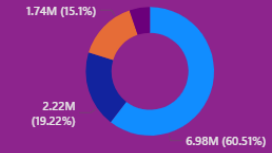
Region: Central East South West



Bottom 5 Products by YTD Sales

Eidon Jumbo Pro...	380
Lexmark X 9575 ...	270
Cisco SPA525G2 ...	250
Xerox Blank Com...	230
Rediform S.O.S. P...	180

Y2D Sales by Shipment Type



E-commerce Sales Dashboard Report

Executive Summary

This report provides an analysis of the key performance indicators (KPIs) and sales trends from the E-commerce Sales Dashboard. The data reflects year-to-date (YTD) and year-to-date from two years ago (Y2D) performance across various metrics, including sales, profit, product categories, and regional distribution. Overall, the company shows strong growth in YTD profit and YTD profit margin, despite a slight decrease in YTD sales and quantity.

Key Performance Indicators (KPIs)

- **YTD Sales:** The company has achieved \$11.53M in YTD sales, which represents a decline of 0.83% compared to the previous year.
- **YTD Profit:** Profit for the year-to-date period stands at \$1.34M, marking a positive growth of 4.50%.
- **YTD Quantity:** The quantity of items sold YTD is 107.2K, showing a decrease of 7.29%.
- **YTD Profit Margin:** The profit margin is at 11.58%, which is a healthy increase of 5.37%.

Detailed Sales Analysis

Sales by Category

The dashboard shows mixed performance across product categories based on YTD sales and year-over-year (YTY) trends:

- **Furniture:** YTD sales are \$2.50M with a strong YTY increase of 0.73%.
- **Office Supplies:** YTD sales are the highest at \$7.00M, but this category experienced a YTY decline of 1.22%.
- **Technology:** YTD sales are \$2.13M, also showing a YTY decline of 1.37%.

Sales by Product

The top-performing products by YTD sales are:

1. **Staple envelope:** 57K
2. **Staples:** 52K
3. **Easy-staple paper:** 47K
4. **Staples in misc. cartons:** 26K
5. **KI Adjustable-Height...:** 22K

Conversely, the bottom-performing products by YTD sales are:

1. **Eidon Jumbo Pro...:** 380
2. **Leimark X 9575...:** 270
3. **Cisco SPA525G2...:** 250
4. **Xerox Blank Com...:** 230
5. **Rediform S.O.S. P...:** 180

Geographic and Regional Sales

The United States map shows a concentration of sales in specific regions. A more detailed breakdown of Y2D sales by region shows the following distribution:

- **Central:** 3.28M (28.42%)
- **East:** 2.67M (23.19%)
- **West:** 1.87M (16.17%)
- **South:** 3.72M (32.22%)

Sales by Shipment Type

The distribution of Y2D sales by shipment type is as follows:

- **Standard Class:** 6.98M (60.51%)
- **Second Class:** 2.22M (19.22%)
- **First Class:** 1.74M (15.1%)
- **Same Day:** 0.6M (5.17%)

Conclusion

While overall YTD sales have slightly decreased, the company is seeing a healthy increase in profitability. The data highlights a need to investigate the declines in sales for Office Supplies and Technology, which are key categories. Future analysis could focus on product-specific performance within these categories and regional strategies to boost sales in underperforming areas.

