

E COMMERCE SALES ANALYSIS DASHBOARD

TOTAL SALES
\$22,97,200.86
YoY GROWTH ▲ 20.62%

PROFIT
\$2,86,397.02
YoY GROWTH ▲ 14.41%

PROFIT MARGIN
12.47%
YoY GROWTH ▼ 5.15%

QUANTITY
37873
YoY GROWTH ▲ 27.45%

NO. OF ORDERS
9994
YoY GROWTH ▲ 28.64%

Segment

Consumer

Corporate

Home Office

Region

Central

East

South

West

Year

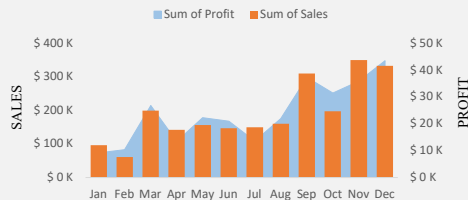
2011

2012

2013

2014

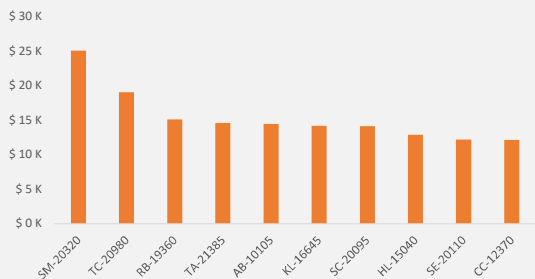
SALES AND PROFIT ANALYSIS



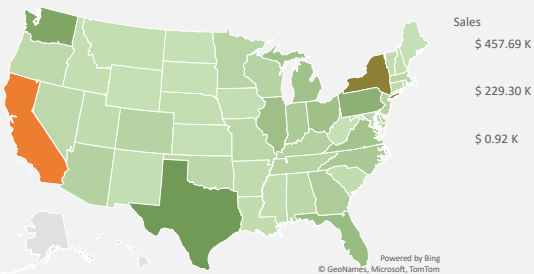
CATEGORY WISE PROFIT



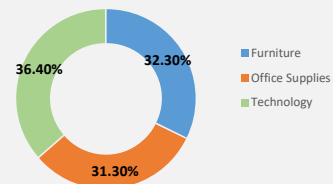
TOP 10 CUSTOMERS BASED ON SALES



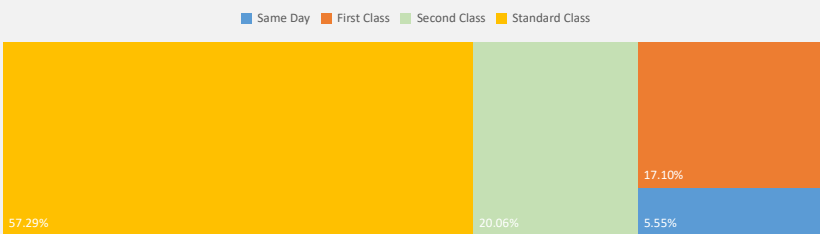
SALES BY STATE



CATEGORY WISE SALES SHARE %



PROFIT (%) BY SHIPPING MODE



TOP 5 SUB CATEGORIES BY SALES

