Executive Report for E-Commerce Dataset

# Overall Performance & Key Metrics

The e-commerce business performed strongly from 2017 to 2018, achieving a total revenue of **$4.1M**. The company processed **97,000 orders** from **94,000 unique customers**, indicating a high rate of one-time buyers. The average order value was approximately **$42**, and the on-time delivery rate was **90.4%**. The customer satisfaction rate, based on a 1-5 scale, was **4.16**.

# Geographic and Customer Insights

Geographically, the business has a strong presence in the **Southeast region**, which generated the highest revenue. This area should be a focus for continued growth strategies.

# Product & Sales Insights

* **Top-Performing Products:** The dashboard highlights **"bed\_bath\_table"** and **"health\_beauty"** as the top-selling product categories, generating the most revenue.
* **Most Profitable Categories:** The highest average revenue per item came from the **"computers"** and **"office\_furniture"** categories, suggesting they are the most profitable and warrant further investment.
* **High-Volume, Low-Value:** The **"bed\_bath\_table"** category, while a top seller, has a low average revenue per item, indicating it drives sales volume rather than high value.

# Key Recommendations

1. **Enhance High-Value Categories:** Invest in marketing and inventory for the **"computers"** and **"office\_furniture"** categories to maximize their high profitability.
2. **Customer Retention:** With a low repeat customer rate (3%), develop targeted campaigns and loyalty programs to convert one-time buyers into returning customers.
3. **Optimize Logistics:** Maintain the high on-time delivery rate to ensure continued customer satisfaction and competitive advantage.