The **E-Commerce Sales Dashboard** provides key fields such as total sales amount (438K), profit (37K), quantity sold (5615), and average order value (121K). Maharashtra leads with the highest sales (102K), followed by Madhya Pradesh (87K). Clothing dominates sales categories (63%), while Cash on Delivery (44%) is the preferred payment mode. Subcategories like Printers and Bookcases contribute the most to profits, and Shivam has the lowest profit among contributors. Monthly profits peak in March and December, reflecting seasonal demand.

Key insights include the need to target high-performing states and categories while optimizing payment methods and expanding less-profitable subcategories.

**Key fields**:

* 1. **Sum of Amount**: Total sales revenue (438K).
  2. **Sum of Profit**: Total profit earned (37K).
  3. **Sum of Quantity**: Total items sold (5615).
  4. **Average Order Value (AOV)**: Average value per order (121K).
  5. **Sum of Amount by State**: Breakdown of sales by states (e.g., Maharashtra - 102K, Madhya Pradesh - 87K).
  6. **Sum of Quantity by Category**: Share of items sold by category (e.g., Clothing - 63%).
  7. **Profit by Month**: Monthly profit trends, highlighting peak and low-profit months.
  8. **Sum of Profit by Subcategory**: Contribution of subcategories like Printers and Bookcases to total profits.
  9. **Quantity by Payment Mode**: Payment methods used, with COD (44%) being the most preferred.
  10. **Profit by Subcategory**: Profit details across subcategories and contributors like Madhav, Madan Mohan, etc.