Ecommerce Sales Dashboard

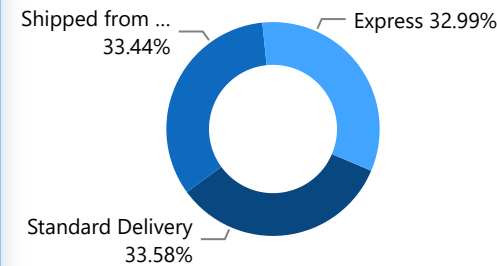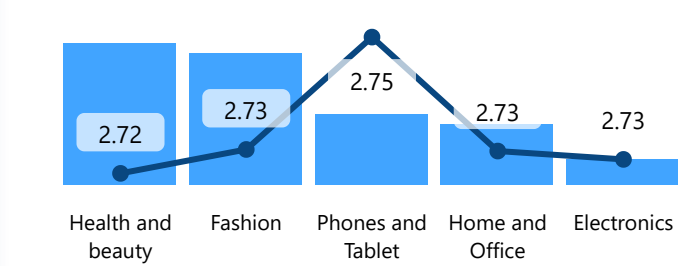| 106M	113K	31K	82K	27	2.7	10	12
Total Revenue	Total Orders	Orders Returned	Orders Delivered	No.of Locations	Avg of Rating	Avg Delivery Time	Avg Shipping cost

KEY INSIGHTS

Filters

Top 5 Products Ordered

- Avon Soft Musk Eau de Toilette Spray - 50ml
- B5 HiFi 5.0 Ture Wireless Headsets Auto Pair Touch - Black
- Fashion 4-Piece Leather HandBag Set - Black
- Triple Power C20 Super Bass USB Bluetooth Subwoofer - Bro...
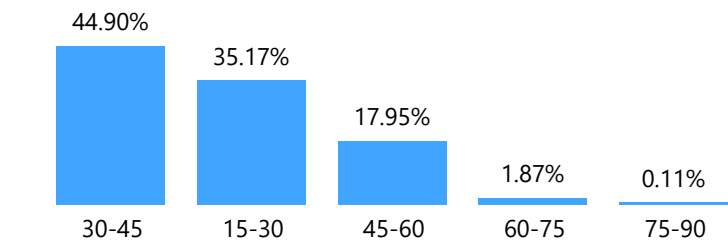- Yazole Leather Wrist Watch - Black
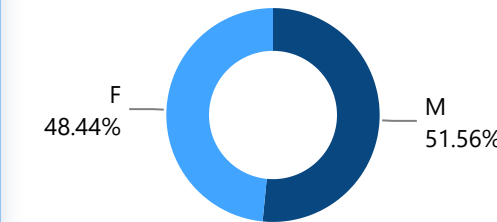
Preferred Delivery Type

Shipped from ... 33.44%
Express 32.99%
Standard Delivery 33.58%

Total Orders and Average Rating by Product Category

- Health and beauty: 2.72
- Fashion: 2.73
- Phones and Tablet: 2.75
- Home and Office: 2.73
- Electronics: 2.73

Age Groups

- 30-45: 44.90%
- 15-30: 35.17%
- 45-60: 17.95%
- 60-75: 1.87%
- 75-90: 0.11%

Gender

F 48.44%
M 51.56%

Location

- Greater Acc...: 27.34%
- Ashanti: 22.97%
- Western
- Weija
- Upper West
- Volta
- Upper East
- Prampram
- Savannah
- Oyarifa

Revenue by Month

January, February, March, April, May, June, July, August, Septem..., October, Novem..., Decem...

Orders by Year

2016, 2018, 2020
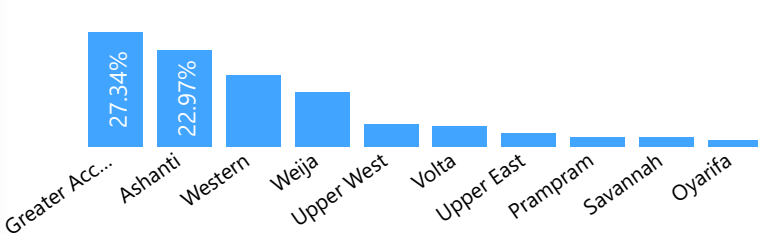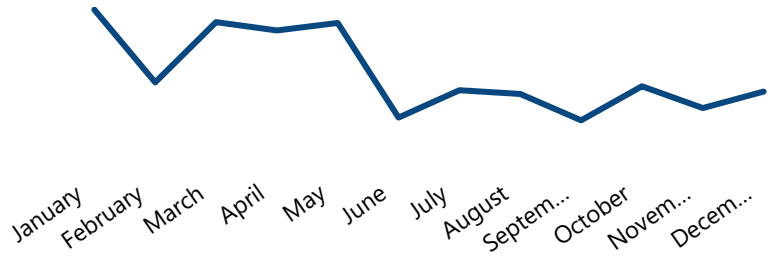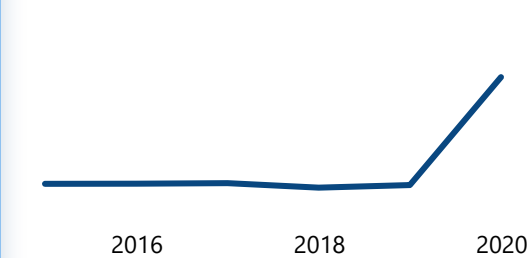
Reason for Returned Orders

Reasons	Count
Quality-Defective item	6065
Delivey - Missing item/part	6013
Product - Not fitting expectation	5872
Delivery-Wrong item	5868
Onsite -Description mismatch	5827

Filters

- Year: All
- Gender: All
- Status: All
- Product Cate...: All
- SubCategory: All
- Delivery Type: All
- Rating: All
- Zone: All

Key Insights

Product Analysis:

- Total number of orders are 113k out of which 82k have been delivered and 31k orders were returned back.
- The top 5 products ordered belong to the product sub categories :
  - Home Audio
  - Fragrances
  - Women's Fashion.
- All the three delivery types Standard, Express and Shipped from abroad were almost equally preferred by the customers .
- Though all the 5 product categories have similar ratings , Health and Beauty has the highest number of orders followed by Fashion and Phone and Tablet categories.
- The average product rating is 2.7 .
- The average delivery time for an order is 10 days and the average shipping cost is $12.
- The top 2 reasons for returned products are :
  - Quality defect
  - Delivery missing items

Demographic Analysis:

- The customers belonging to the Age group 30-45 have purchased highest amount of products.
- Both Male and Female customers have a similar purchase pattern.
- The total number of locations are 27 with highest amount of sales being made from Greater Accra with 27.3 %.

Sales Analysis:

- The total revenue of the store is $106M with the highest sales being generated in the month of January.
- The performance of the store remained consistent through the years 2015 - 2019 but has increased significantly since the year 2020.