

MADHAV ECOMMERCE SALES DASHBOARD

Understanding Sales Performance and Trends



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Project Objective

To develop a comprehensive Madhav ecommerce sales dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze Sales operations effectively.



Project Insights 31.Decmber.2018

WoW change:

- Revenue decreased by 8.58%
- Profit decreased by -4.34%
- Customer count decreased by 11.61%

Overview YTD:

- Overall revenue is 438k
- Total Profit is 37K
- Total Customer Count is 39
- Top states are Maharashtra and Madhya Pradesh
- Clothing is contributing to 63% Overall Profit
- Printers is contributing to 23% Overall Profit
- Sale and Profit Are high in Months of January , March And November

