

ECOMMERCE CASE STUDY

Performance Overview

CLICK TO VIEW DASHBOARD

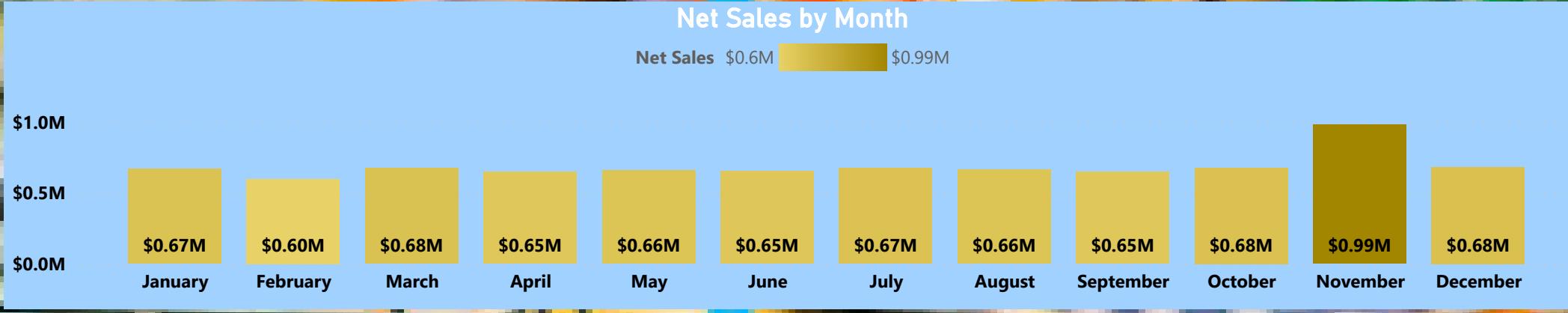
Net Sales Sales Returns
\$82,49,600 | **\$83,61,964** | **\$1,12,364**

Profit Total Customers Avg customers pm
\$37,29,903 | **51290** | **4,274**

Net Margin Total Orders Avg Orders pm
45.21% | **51276** | **4,273**

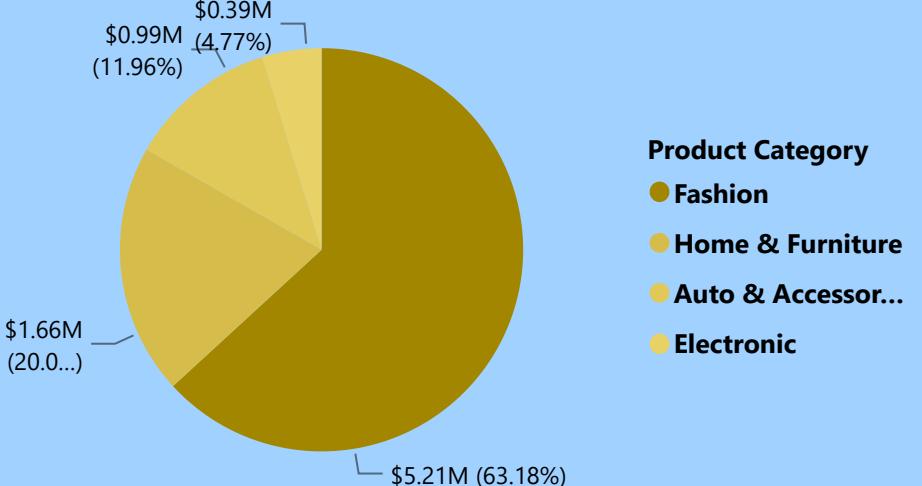
GEOGRAPHY PRESENCE

Regions: 13
Country : 147
State : 1094
City : 3636

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Product Category	Net Sales	%GT Net Sales	Net margin	Sum of Pro
Auto & Accessories	\$9,86,504	11.96%	49.09%	\$4,84,2
Tyre	\$2,04,500	2.48%	64.70%	\$1,32,3
Car Pillow & Neck Rest	\$1,71,171	2.07%	63.02%	\$1,07,8
Car Speakers	\$1,57,617	1.91%	58.46%	\$92,1
Car Mat	\$39,312	0.48%	53.00%	\$20,8
Bike Tyres	\$52,848	0.64%	50.72%	\$26,8
Car Media Players	\$1,04,300	1.26%	38.34%	\$39,9
Car & Bike Care	\$87,910	1.07%	25.82%	\$22,7
Car Body Covers	\$84,942	1.03%	25.45%	\$21,6
Car Seat Covers	\$83,904	1.02%	23.84%	\$20,0
Fashion	\$52,12,097	63.18%	47.66%	\$24,83,8
T - Shirts	\$6,92,912	8.40%	58.84%	\$4,07,7
Titak watch	\$6,37,260	7.72%	55.75%	\$3,55,2
Running Shoes	\$6,26,080	7.59%	55.32%	\$3,46,3
Jeans	\$6,09,092	7.38%	54.49%	\$3,31,9
Formal Shoes	\$5,95,335	7.22%	53.48%	\$3,18,3
Total	\$82,49,600	100.00%	45.21%	\$37,29,9

Net Sales, Count of Order ID, Count of Customer ID and Count of Product by Product Category

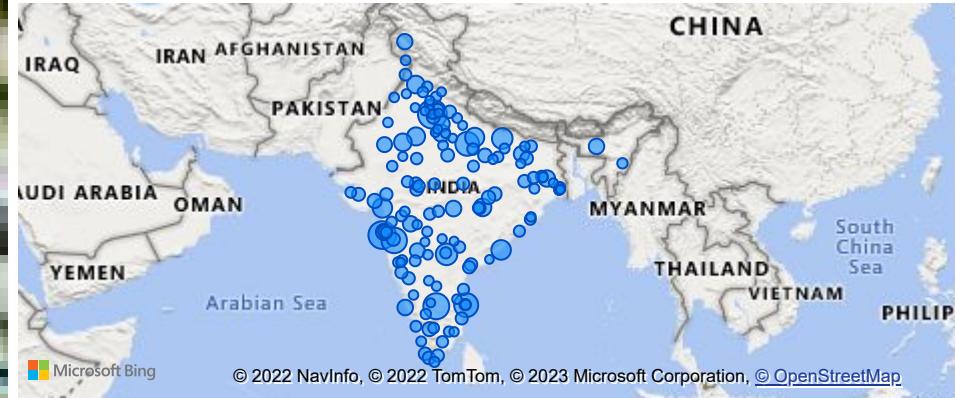


- Product Category
- Fashion
- Home & Furniture
- Auto & Accessor...
- Electronic

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- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Net Sales by City



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Net Sales by City

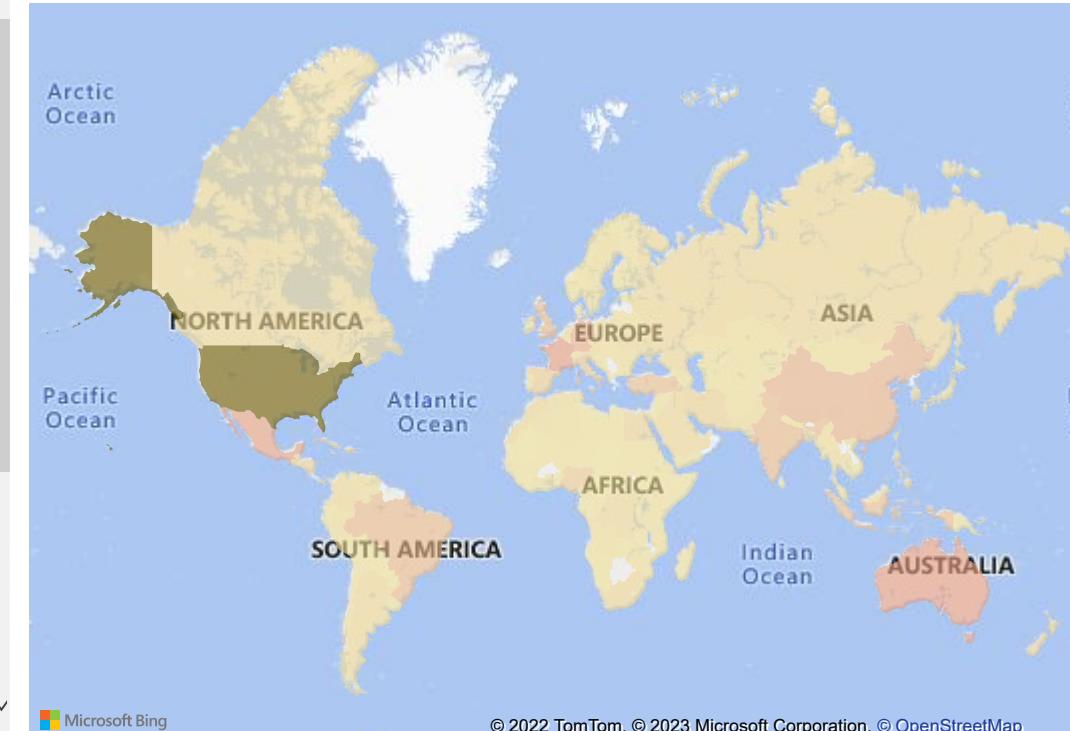


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Product Category

Product Category	Net Sales	%GT Net Sales	Net margin	Sum of Profit
Auto & Accessories	\$9,86,504	11.96%	49.09%	\$4,84,212
Tyre	\$2,04,500	2.48%	64.70%	\$1,32,320
Car Pillow & Neck Rest	\$1,71,171	2.07%	63.02%	\$1,07,800
Car Speakers	\$1,57,617	1.91%	58.46%	\$92,110
Car Mat	\$39,312	0.48%	53.00%	\$20,816
Bike Tyres	\$52,848	0.64%	50.72%	\$26,819
Car Media Players	\$1,04,300	1.26%	38.34%	\$39,900
Car & Bike Care	\$87,910	1.07%	25.82%	\$22,717
Car Body Covers	\$84,942	1.03%	25.45%	\$21,626
Car Seat Covers	\$83,904	1.02%	23.84%	\$20,072
Fashion	\$52,12,097	63.18%	47.66%	\$24,83,812
T - Shirts	\$6,92,912	8.40%	58.84%	\$4,07,776
Titak watch	\$6,37,260	7.72%	55.75%	\$3,55,212
Running Shoes	\$6,26,080	7.59%	55.32%	\$3,46,320
Jeans	\$6,09,092	7.38%	54.49%	\$3,31,900
Formal Shoes	\$5,95,335	7.22%	53.48%	\$3,18,335
Others	\$5,47,624	6.64%	50.26%	\$2,75,212
Total	\$82,49,600	100.00%	45.21%	\$37,29,912

Net Sales by Country



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