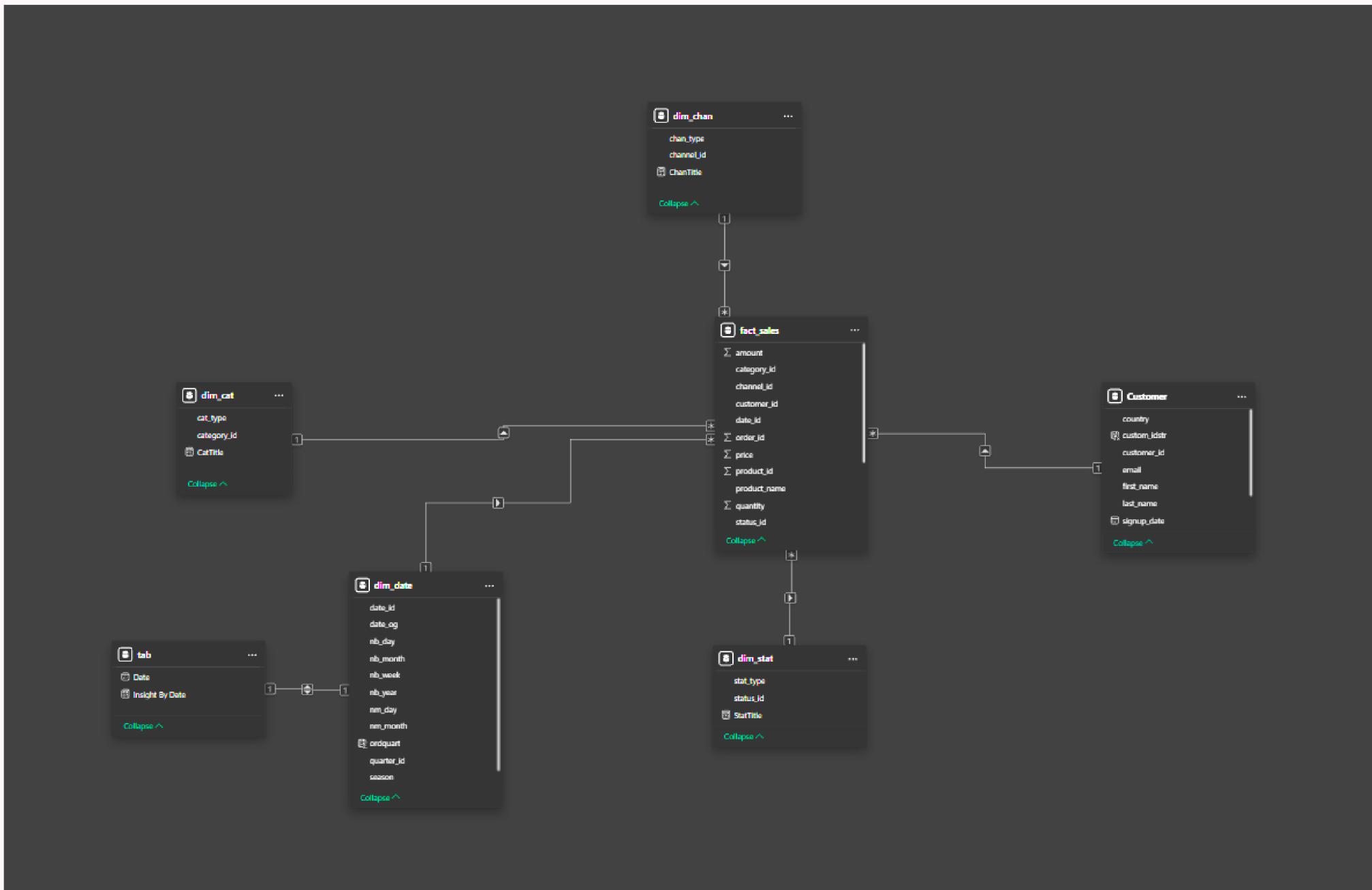


# **Sales e-commerce analysis**

- 0. Summary*
- 1. Revenue trend Analysis*
- 2. Analysis of extreme peaks*
- 3. Products performance Analysis*
- 4. Categories performance Analysis*
- 5. Customers and country*
- 6. Overall Dashboard*
- 7. Products Dashboard*
- 8. Customers Dashboard*

# Model view



## Revenue by quarter

€ 20K

### Insight into annual revenue trends

- Revenue in 2024 presents high volatility in all the quarters. There are several peaks but the overall direction is slightly upward, indicating a soft improvement in sales throughout the year.

€ 15K

€ 10K

€ 5K

€ 0K

Jan 2024

Mar 2024

May 2024

Jul 2024

Sep 2024

Nov 2024

date\_og

● 2024-Q1 ● 2024-Q2 ● 2024-Q3 ● 2024-Q4

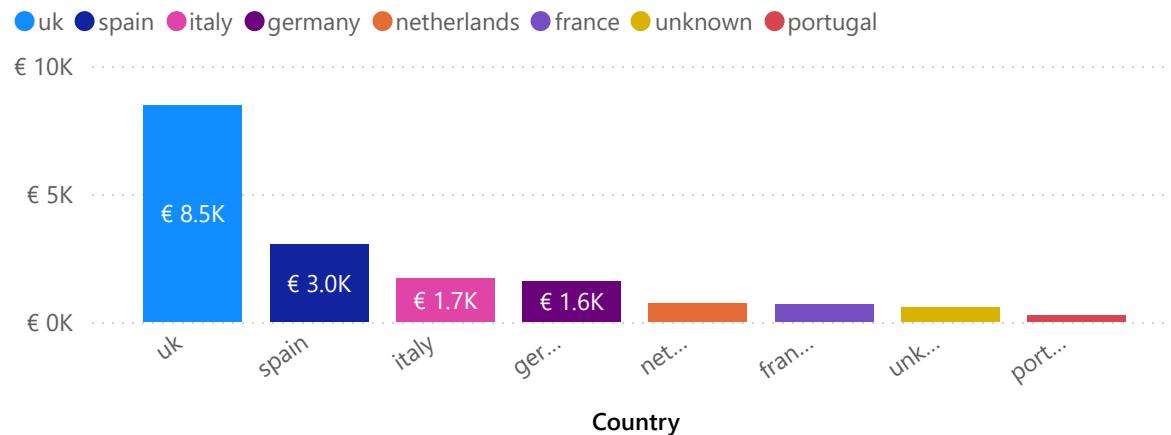
Filter Date

01/01/2024 30/12/2024

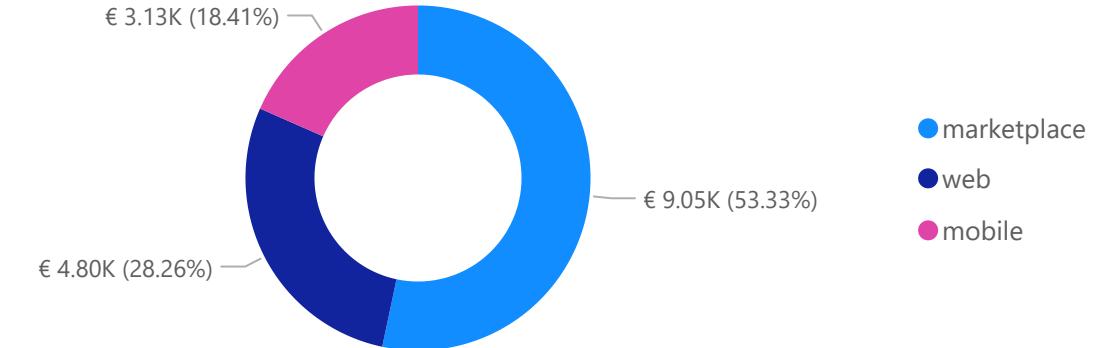
Slider



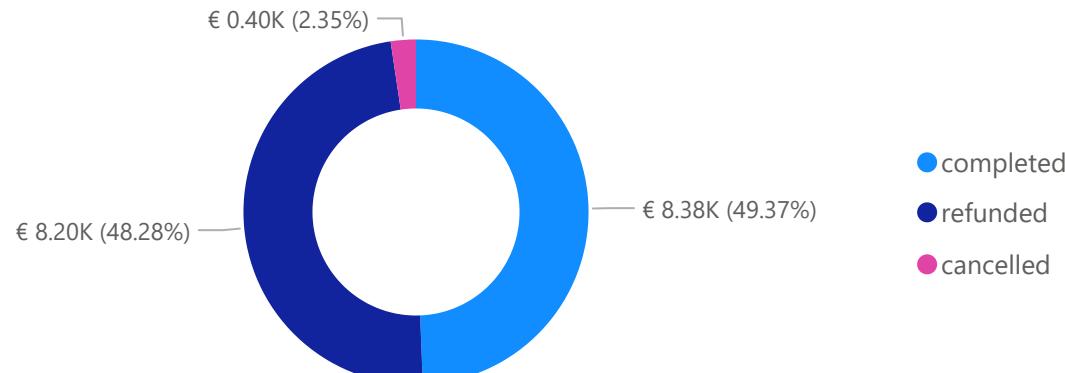
## Revenue by country on 24 May 2024



## Revenue by channel on 24 May 2024



## Revenue by status on 24 May 2024



## Revenue by category on 24 May 2024



On 24 May 2024, there was a spike due to high sales of electronic products (7.3K), but out of a total turnover of 16.98K, 8.3K of products were refunded. Therefore, the actual turnover for that day was a...

**€ 16.98K**  
Total revenue

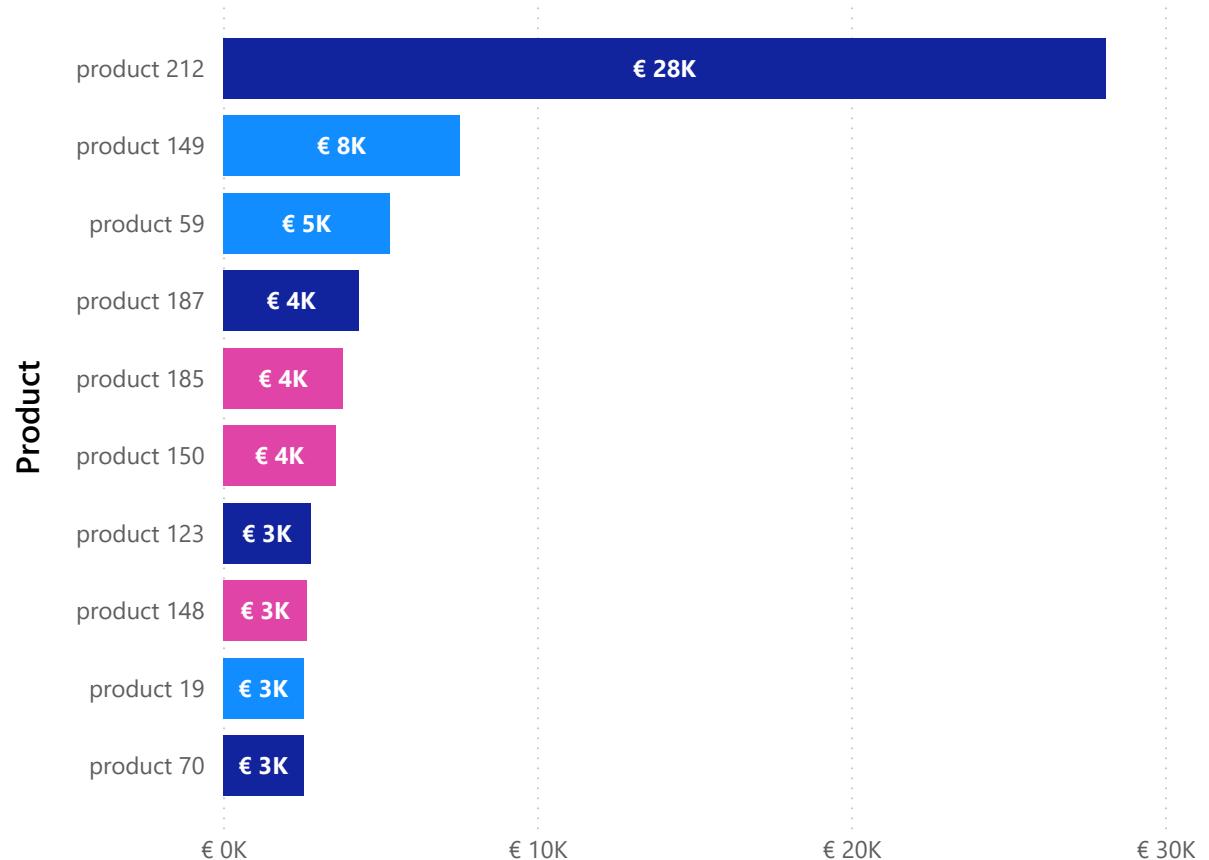
### Date of Peaks

24 May 2024



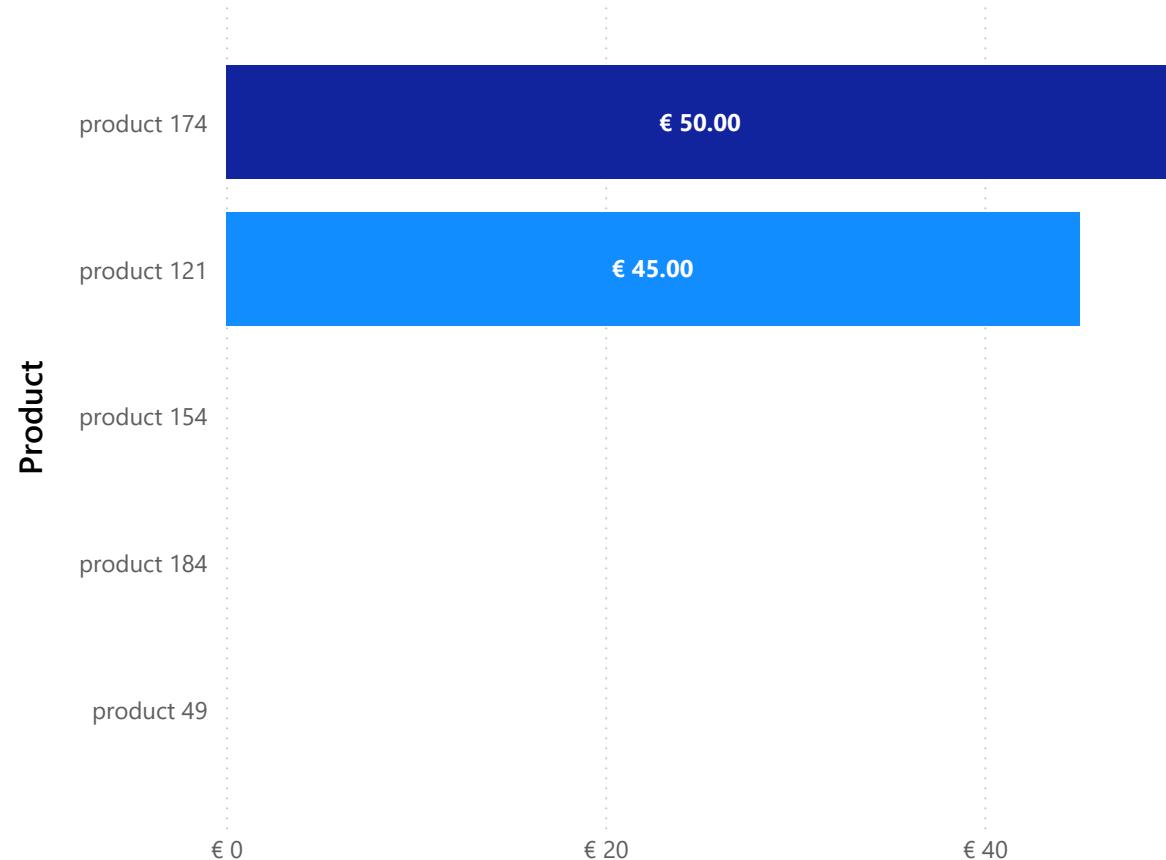
## The ten products with the highest revenue

● clothing ● electronics ● home



## The ten products with the lowest revenue

● clothing ● electronics ● home



Quarter

Category

**€ 160.98K**  
Total revenue

Season

Country

**2K**  
Total quantity

Use filters to get change revenue:

Quarter: 2024-Q3

Season: All seasons

Category: clothing, electronics, home

Country: italy, germany, netherlands

Revenue change: 10% Current: 160,983 Previous: 146,334

## Revenue by Country and Category

● beauty ● books ● clothing ● electronics ● home ● sports ● toys

€ 200K

€ 150K

€ 100K

€ 50K

€ 0K

italy

uk

spain

france

germany

unknown

portugal

netherlands

Country

Season

All

Quarter

All

Product

All

## Revenue by Channel and Category

● beauty ● books ● clothing ● electronics ● home ● sports ● toys

€ 0.3M

€ 0.2M

€ 0.1M

€ 0.0M

web

mobile

marketplace

Channel

## Revenue by Status and Category

● beauty ● books ● clothing ● electronics ● home ● sports ● toys

€ 0.4M

€ 0.2M

€ 0.0M

completed

cancelled

refunded

Status

€ 2.11M

Total revenue

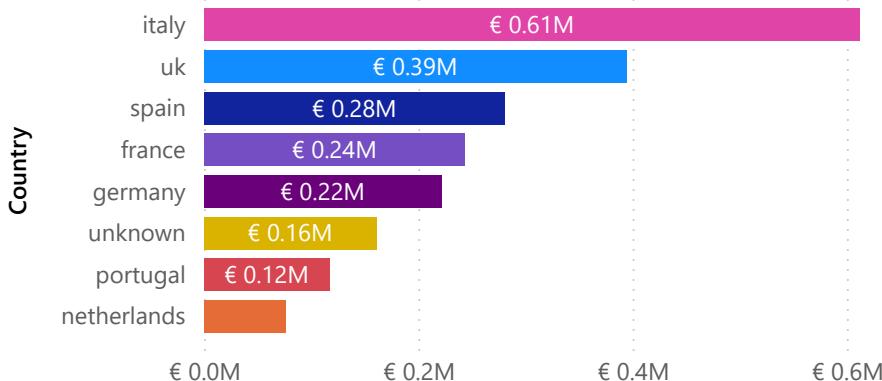
29K

Total quantity



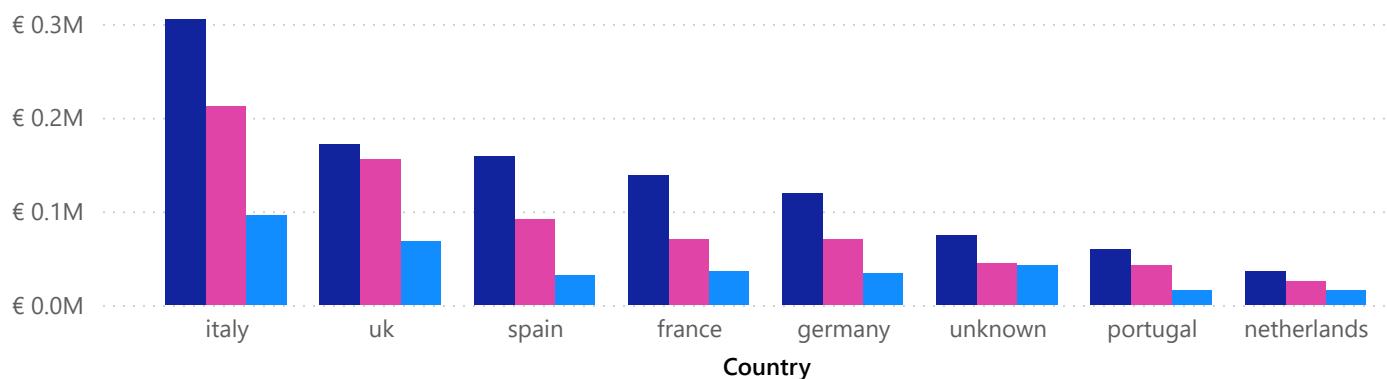
## Revenue by Country

italy uk spain france germany unknown portugal netherlands



## Revenue by Country and Channel

marketplace mobile web



## Revenue by Country and Category

beauty books clothing electronics home sports toys

€ 200K

€ 150K

€ 100K

€ 50K

€ 0K

italy uk spain france germany unknown portugal netherlands

Country

### Country Ranking

- 1: italy: 611,868 ▲
- 2: uk: 394,157 ▲
- 3: spain: 280,717 ▲
- 4: france: 243,514 ▲
- 5: germany: 221,552 ▲
- 6: unknown: 160,727 ▲
- 7: portugal: 116,806 ▲
- 8: netherlands: 75,722 ▲

€ 2.11M

Total revenue

29K

Total quantity

### Season

All

### Quarter

All



# DASHBOARDS



**€ 2.11M**

Total revenue

**29K**

Total quantity

**€ 663.43**

AOV Order

**3.173K**

Number of orders

**9.07**

AVG Item X Order

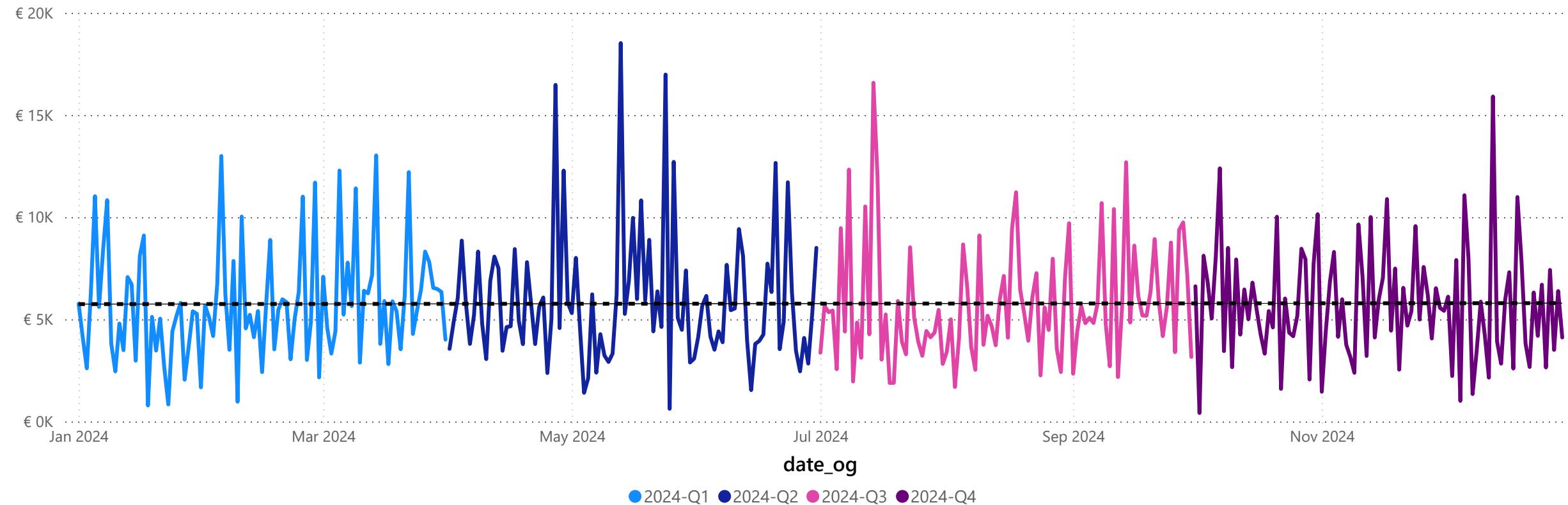
**€ 6.01K**

AOV Customer

**73.17**

Unit value

## Revenue by quarter



Season filter

All

Date filter

01/01/2024 30/12/2024

Category filter

All

Country Filter

All

Select two or more countries to view turnover comparison



**€ 2.11M**

Total revenue

**29K**

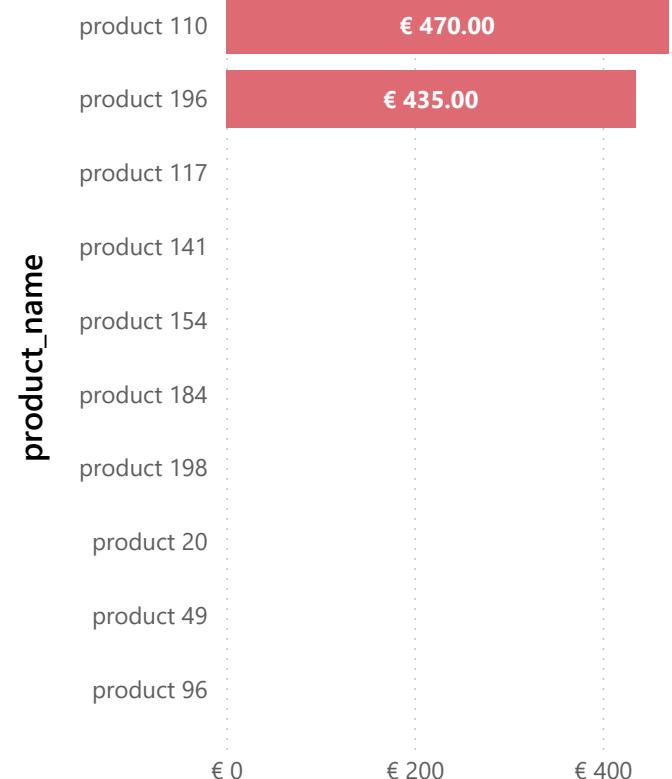
Total quantity

**3.173K**

Number of orders

**9.07**

AVG Item X Order

**The ten products with the highest revenue****The ten products with the lowest revenue****Product****Category****Revenue****Order Id**

Product	Category	Revenue	Order Id
212	electronics	€ 7,028.40	10068
212	electronics	€ 7,028.40	10426
212	electronics	€ 7,028.40	10606
212	electronics	€ 7,028.40	10931
212	electronics	€ 7,028.40	11022
212	electronics	€ 7,028.40	11068
212	electronics	€ 7,028.40	11069
212	electronics	€ 7,028.40	11279
212	electronics	€ 7,028.40	11467
212	electronics	€ 7,028.40	11698
212	electronics	€ 7,028.40	11737
212	electronics	€ 7,028.40	11857
212	electronics	€ 7,028.40	11859
212	electronics	€ 7,028.40	12438
212	electronics	€ 7,028.40	12583
212	electronics	€ 7,028.40	12722
<b>Total</b>			<b>€ 2,105,060.09</b>

product\_name

Country Filter

All

Category filter

All

Channel filter

All

Status filter

All

Product Filter

All

Date filter

01/01/2024 30/12/2024

Season filter

All

Quarter Filter

All



3.173K

Number of orders

€ 663.43

AOV Order

9.07

AVG Item X Order

€ 2.11M

Total revenue

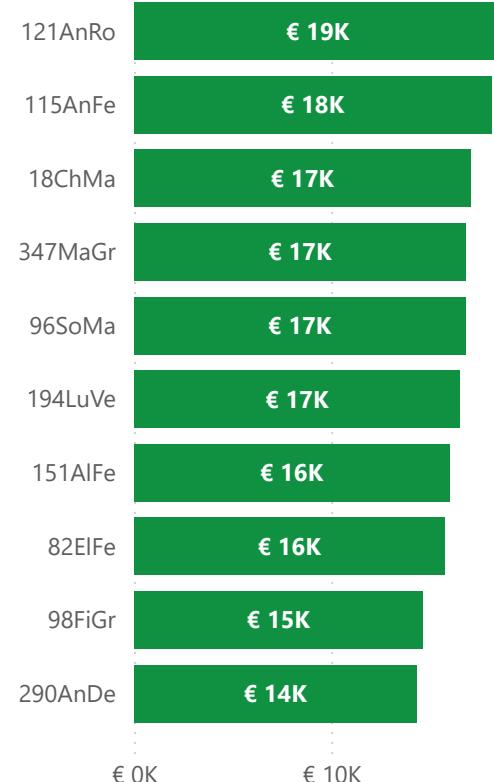
29K

Total quantity

350

Number of customers

## The ten customers with the highest turnover



## The ten customers with the lowest turnover



## Customer

## Category

## Product

## Revenue

Customer	Category	Product	Revenue
115AnFe	electronics	212	€ 9,839.76
121AnRo	electronics	212	€ 9,839.76
277MaRo	electronics	212	€ 8,434.08
118MaLo	electronics	212	€ 7,028.40
119PaBi	electronics	212	€ 7,028.40
129SoGr	electronics	212	€ 7,028.40
136MaGa	electronics	212	€ 7,028.40
141LuGr	electronics	212	€ 7,028.40
151AlFe	electronics	212	€ 7,028.40
165GiRo	electronics	212	€ 7,028.40
18ChMa	electronics	212	€ 7,028.40
194LuVe	electronics	212	€ 7,028.40
215ElCo	electronics	212	€ 7,028.40
245FiDe	electronics	212	€ 7,028.40
297SaLo	electronics	212	€ 7,028.40
32SoVe	electronics	212	€ 7,028.40
<b>Total</b>			<b>€ 2,105,060.09</b>

custom\_idstr

Country Filter

Category filter

Channel filter

Status filter

Customer ID

Date filter

Season filter

Quarter Filter

