

# Sales e-commerce analysis

*0. Summary*

*1. Revenue trend Analysis*

*2. Analysis of extreme peaks*

*3. Products performance Analysis*

*4. Categories performance Analysis*

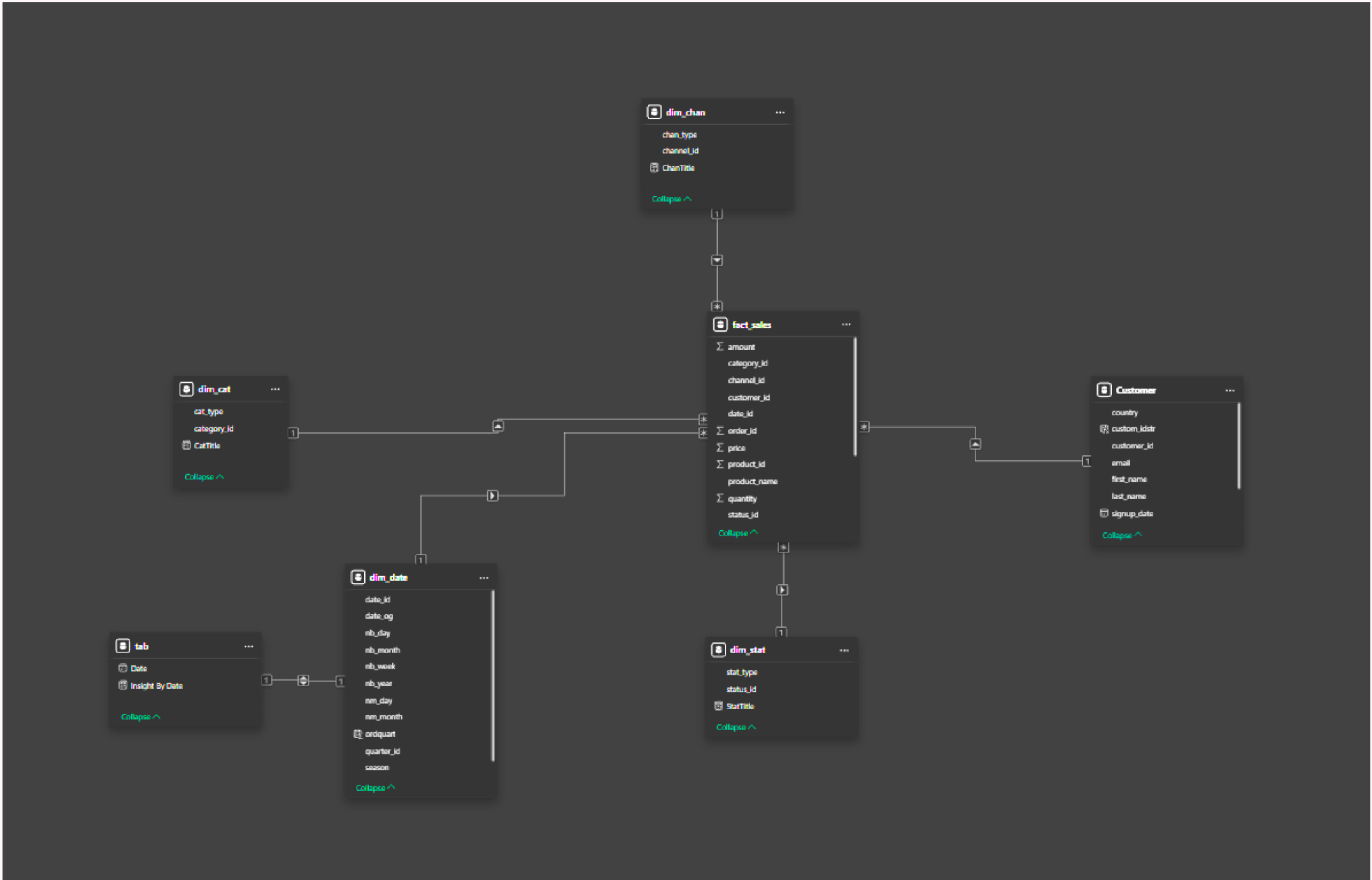
*5. Customers and country*

*6. Overall Dashboard*

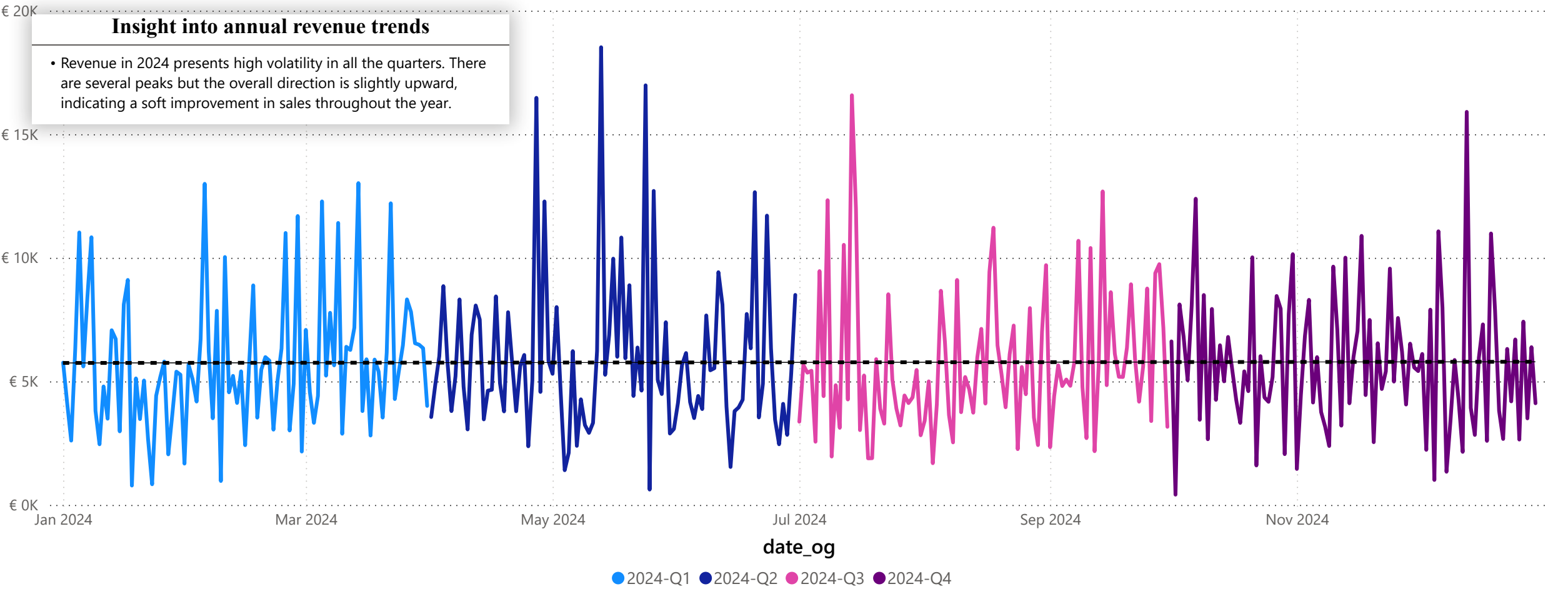
*7. Products Dashboard*

*8. Customers Dashboard*

# Model view



Revenue by quarter

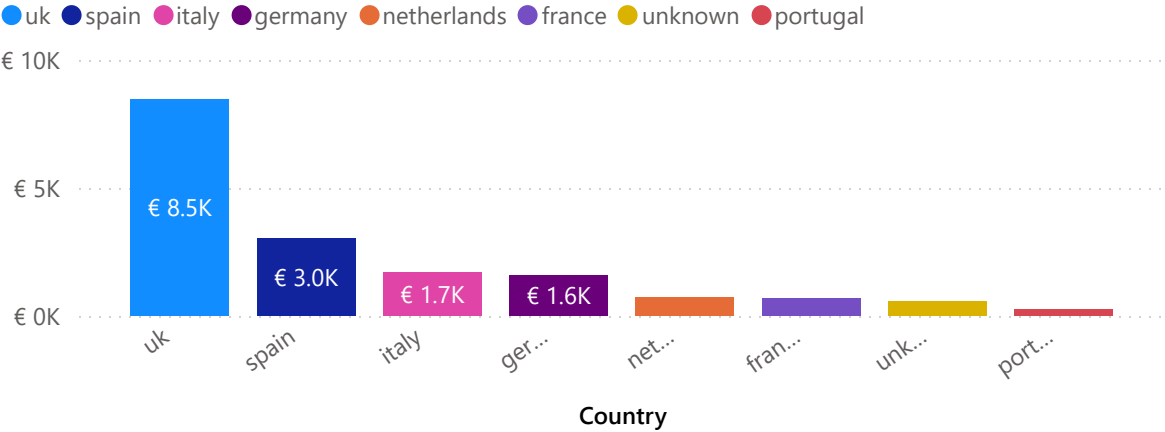


Filter Date

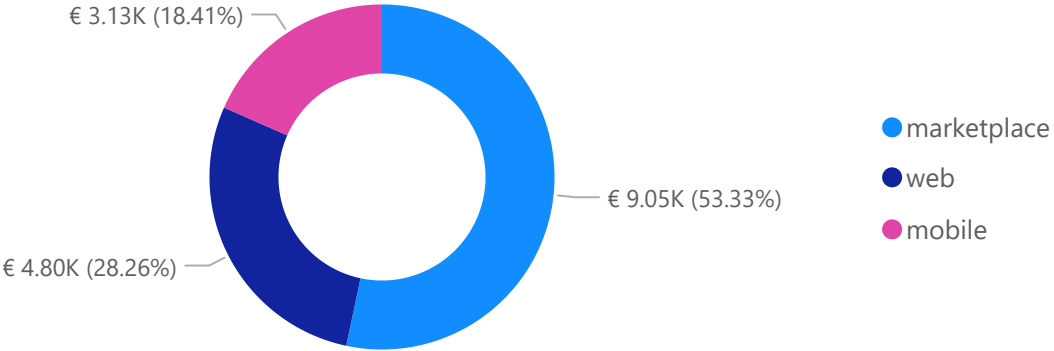
01/01/2024 30/12/2024



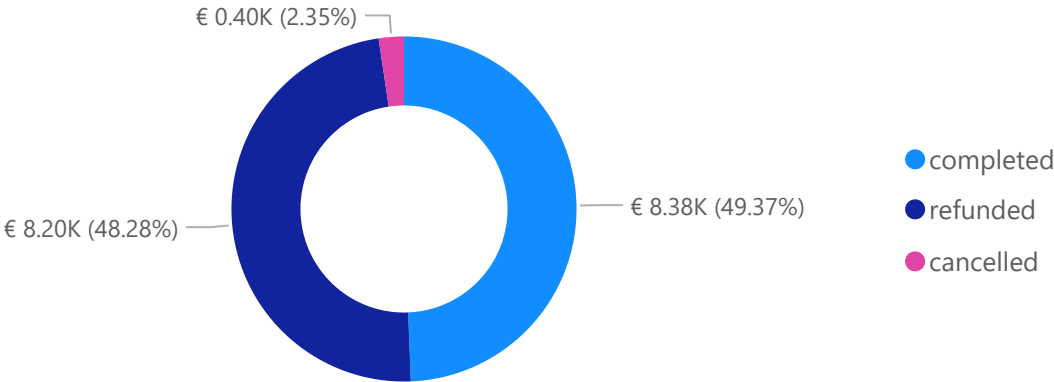
Revenue by country on 24 May 2024



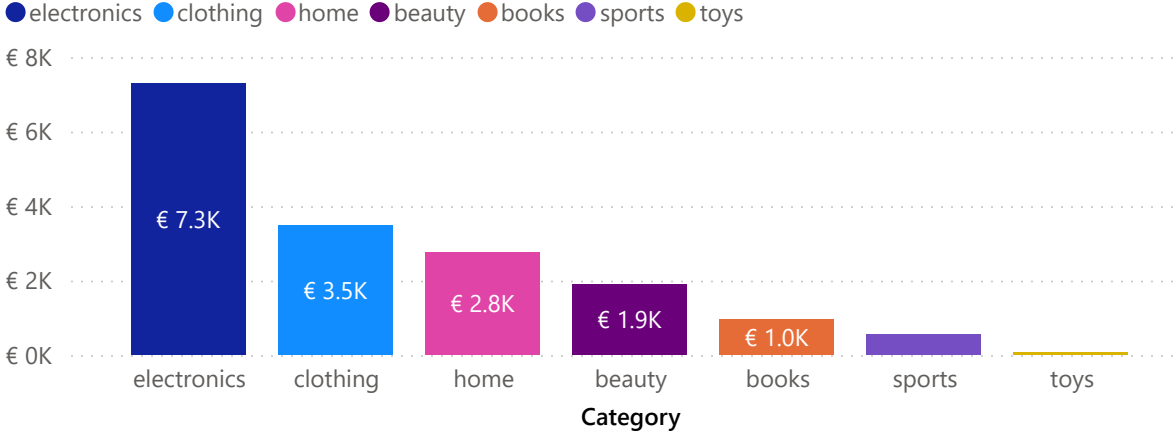
Revenue by channel on 24 May 2024



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

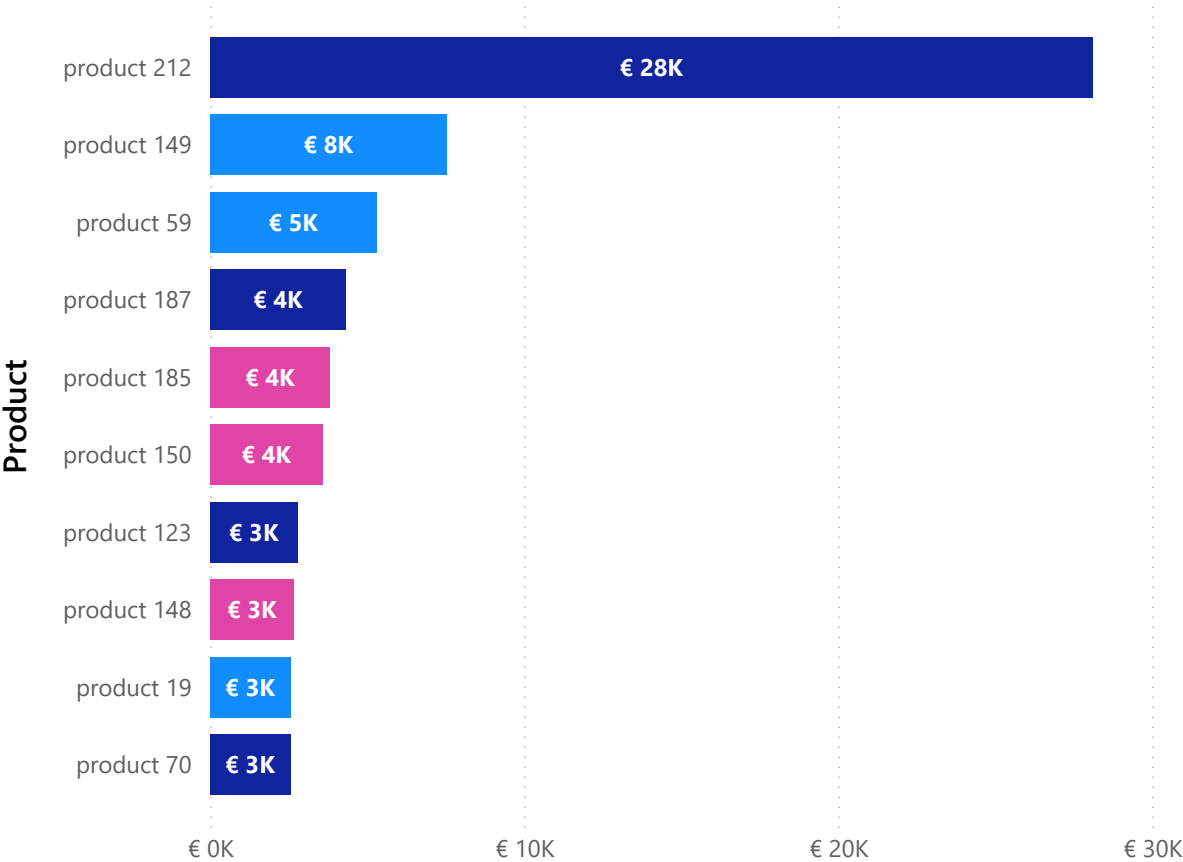
Date of Peaks

24 May 2024



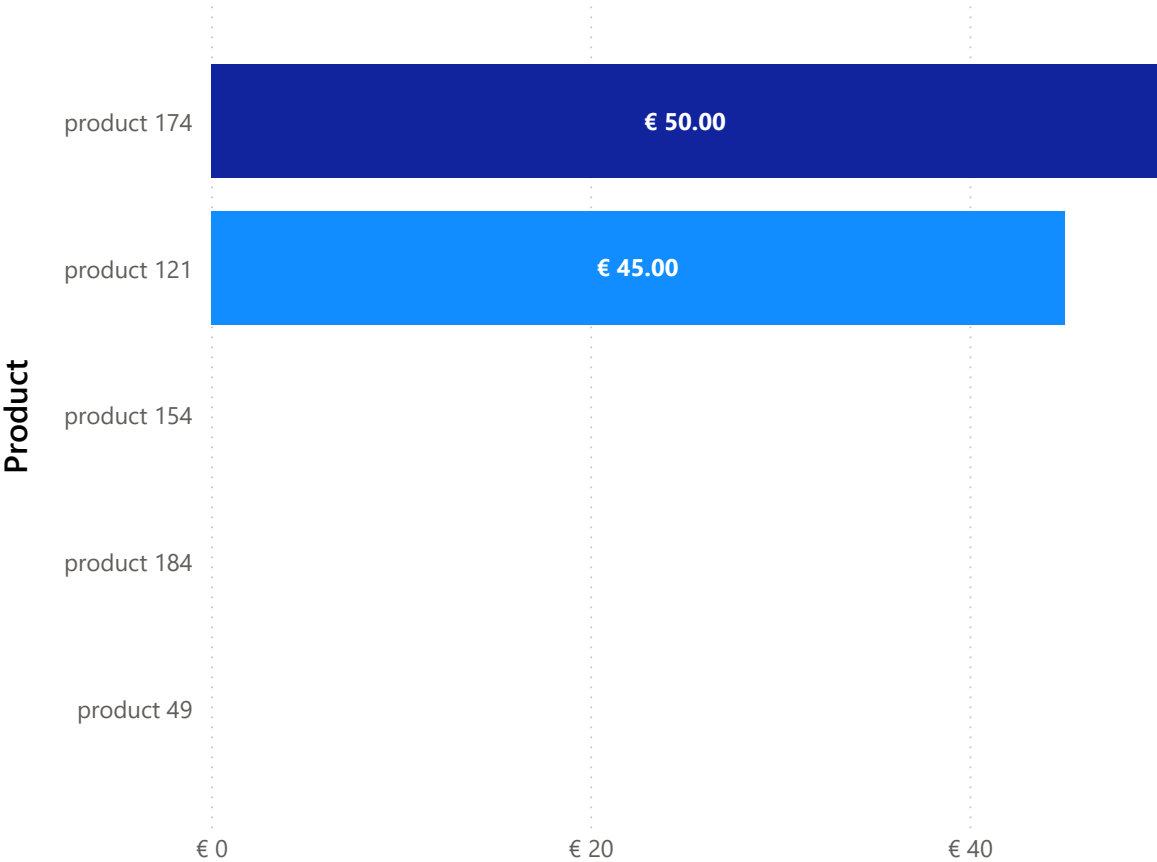
The ten products with the highest revenue

● clothing ● electronics ● home



The ten products with the lowest revenue

● clothing ● electronics ● home



Quarter

3

Category

Multiple selections

€ 160.98K

Total revenue

Season

All

Country

Multiple selections

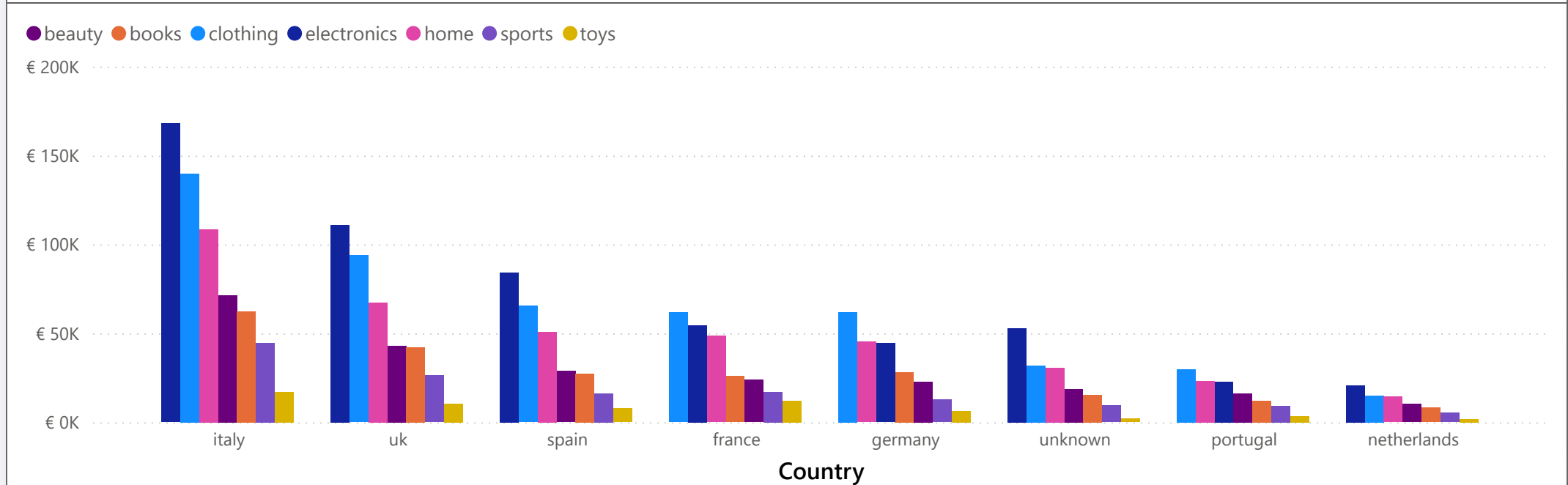
2K

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



Season

All

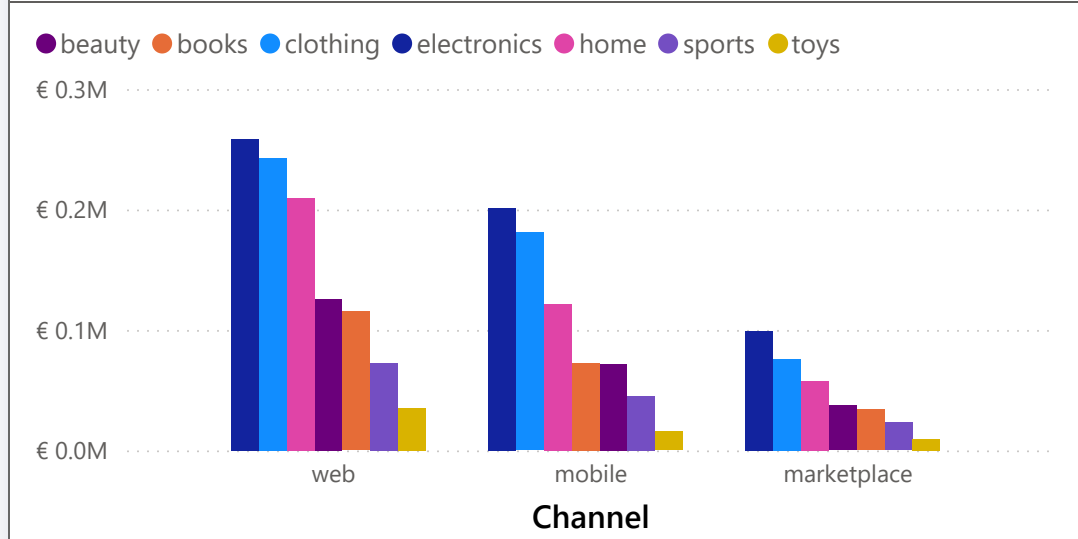
Quarter

All

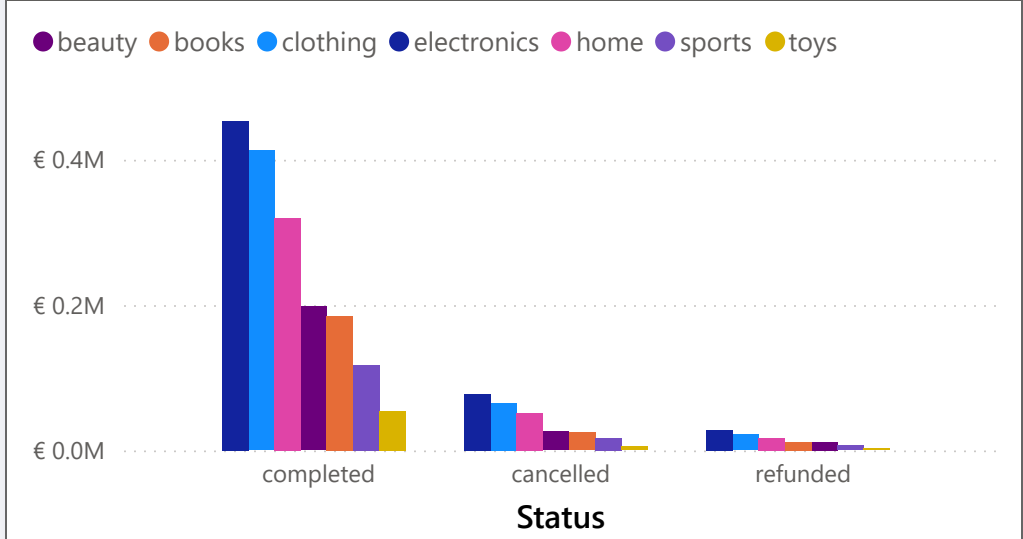
Product

All

Revenue by Channel and Category



Revenue by Status and Category



€ 2.11M

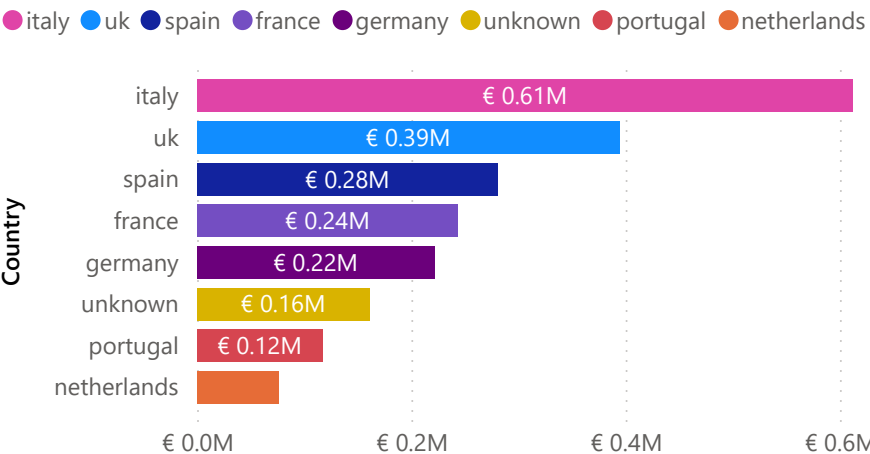
Total revenue

29K

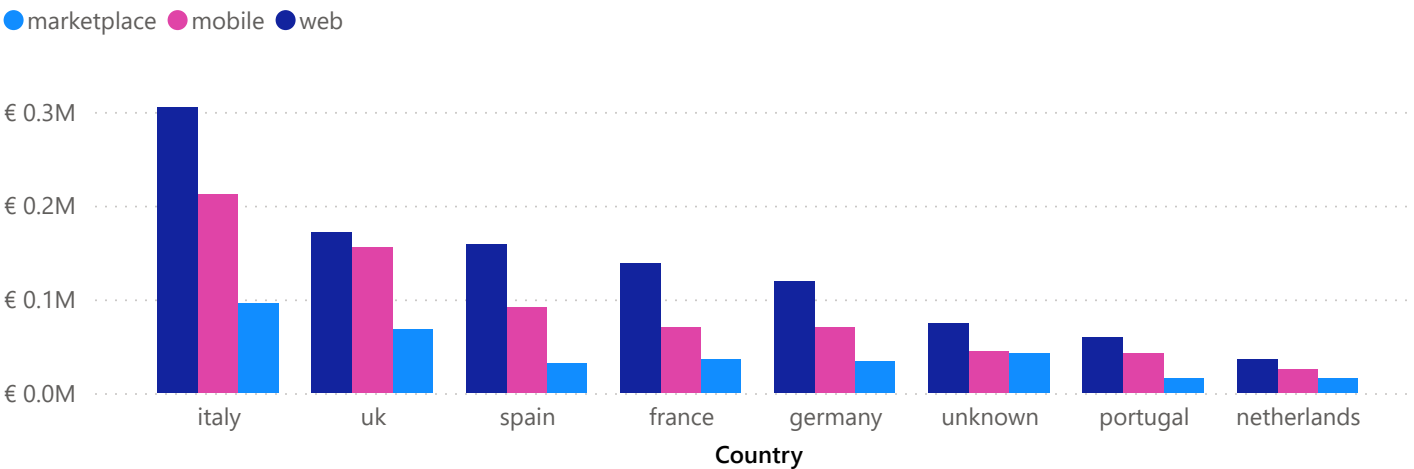
Total quantity



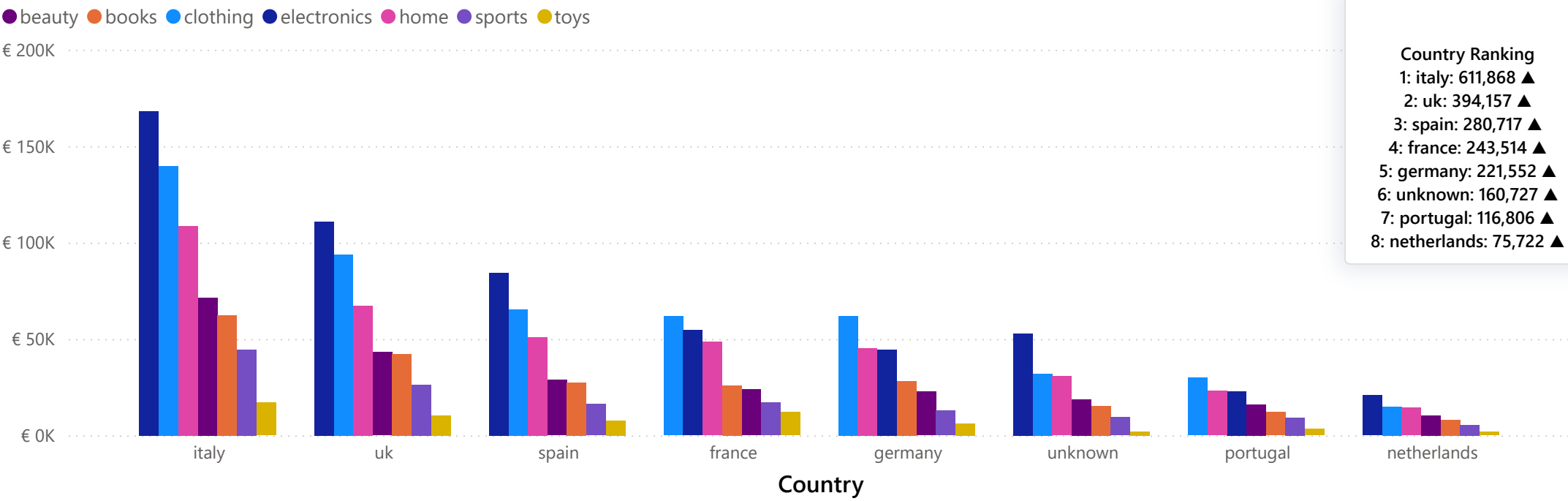
Revenue by Country



Revenue by Country and Channel



Revenue by Country and Category



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

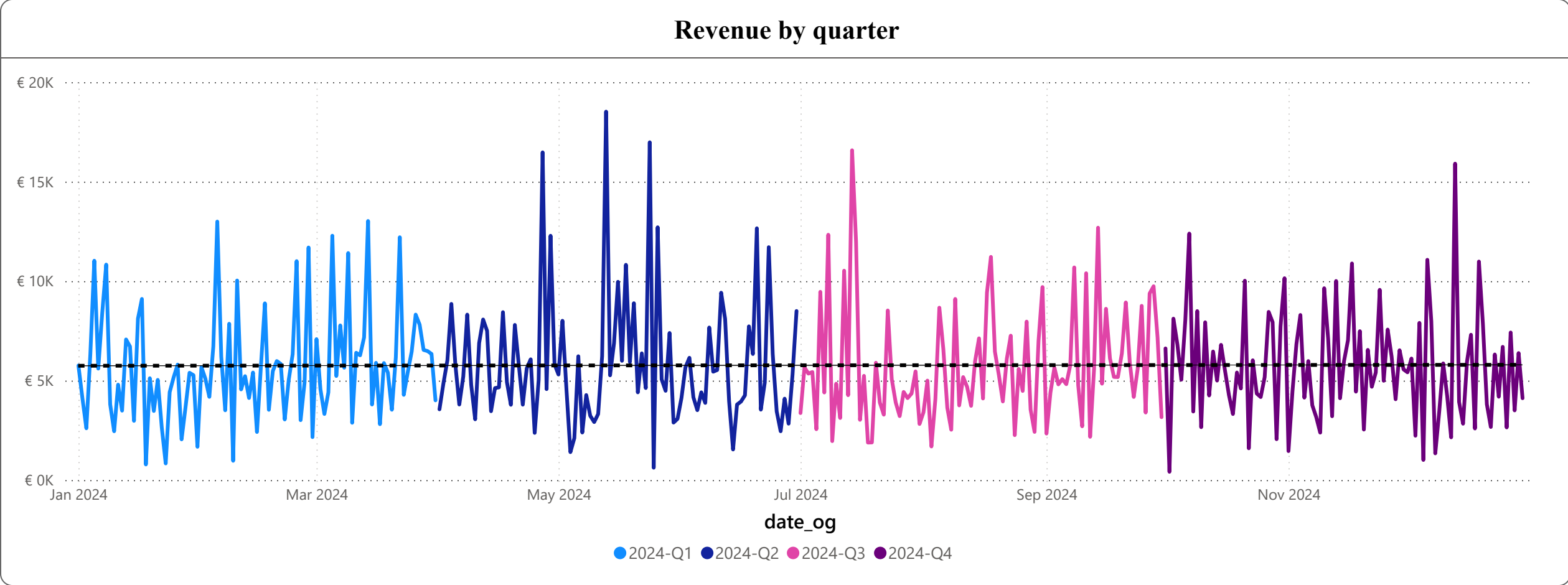
AVG Item X Order

€ 6.01K

AOV Customer

73.17

Unit value



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

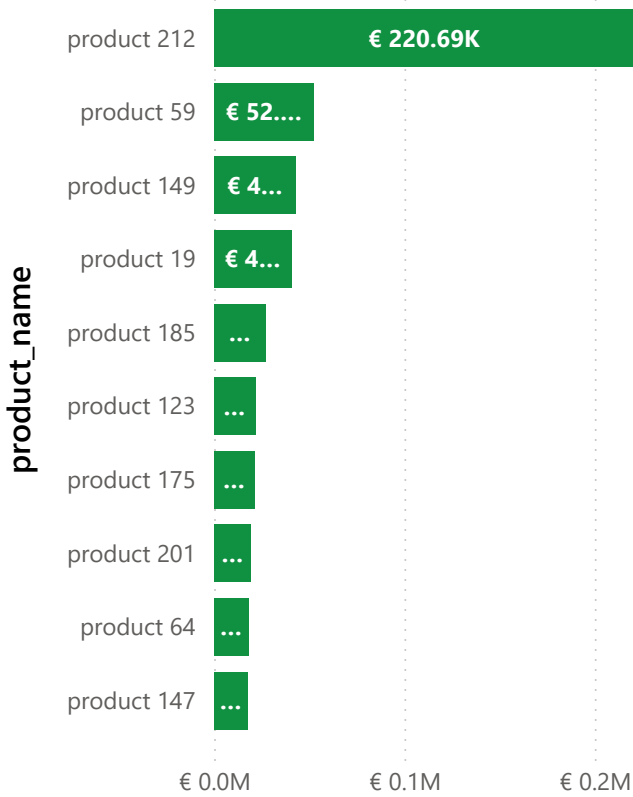
3.173K

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
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
Total		€ 2,105,060.09	

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

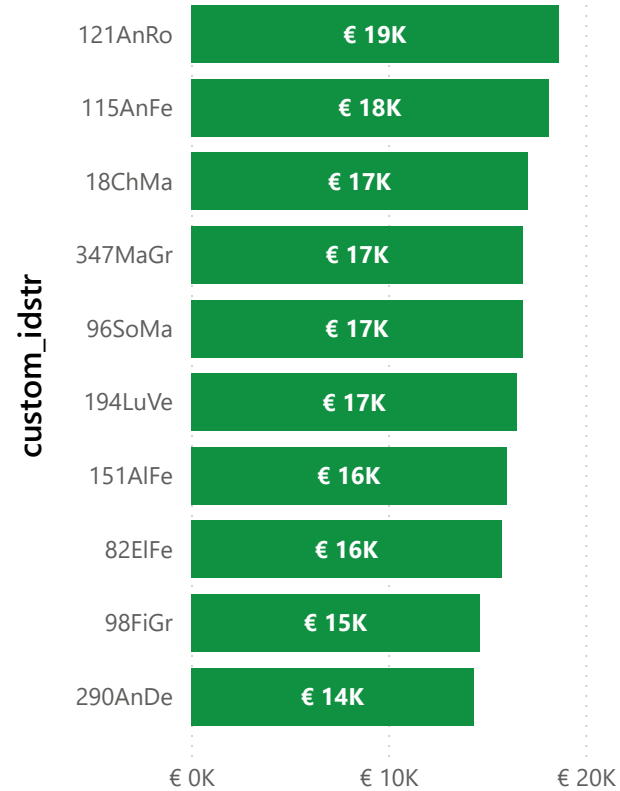
29K

Total quantity

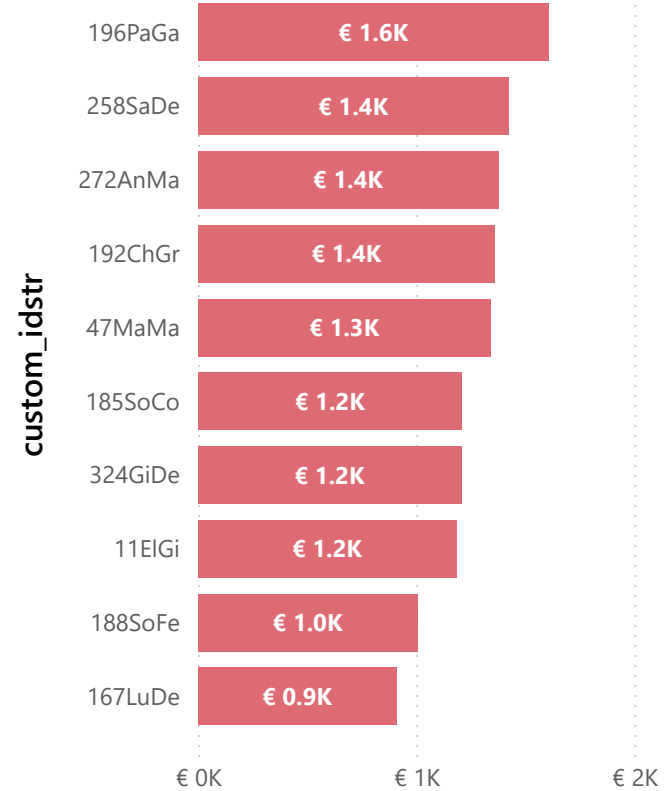
350

Number of customers

### The ten customers with the highest turnover



### The ten customers with the lowest turnover



Customer	Category	Product	Revenue
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
Total			€ 2,105,060.09

Country Filter

All

Category filter

All

Channel filter

All

Status filter

All

Customer ID

All

Date filter

01/01/2024 30/12/2024

Season filter

All

Quarter Filter

All

