

Ecommerce Sales Analysis

2011

2012

2013

2014

KPIs and
Sales

Profit

Total Sales

12.64M

Total Orders

25.0K

Total Customers

1590

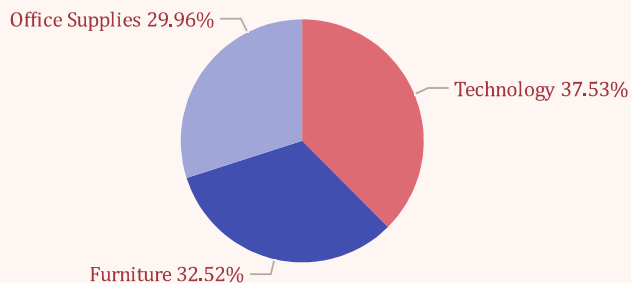
AVG Profit

28.61

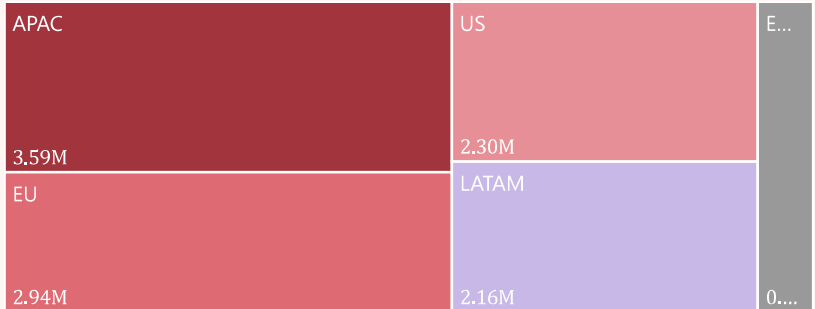
Total Quantity

178.3K

Total Sales by Category



Top Markets by Total Sales



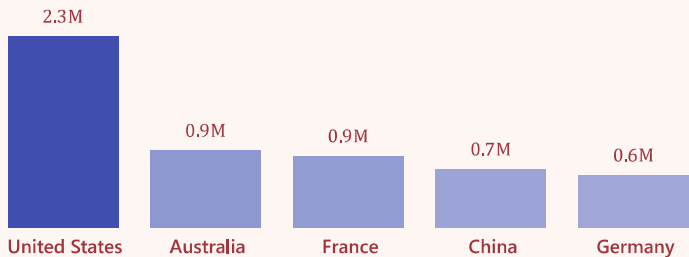
Segment

Consumer

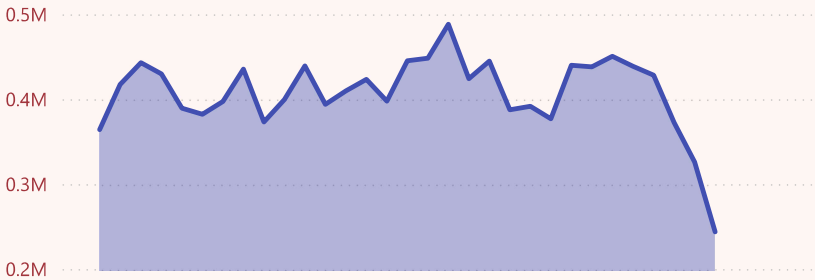
Corporate

Home Office

Top 5 Countries Sales-wise



Daily Sales Trend



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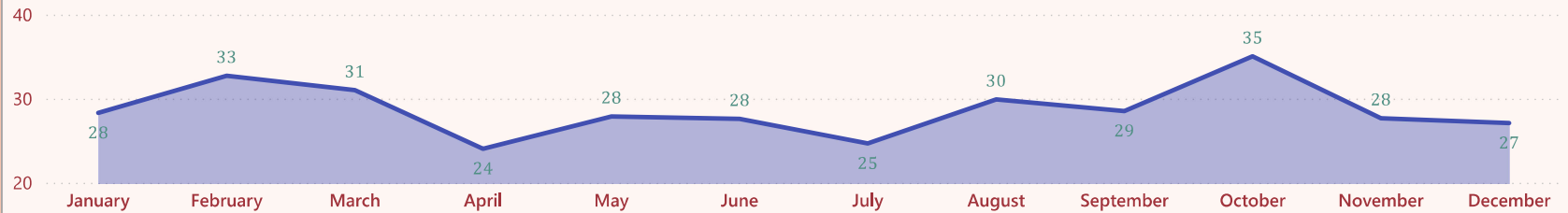
Segment

Consumer

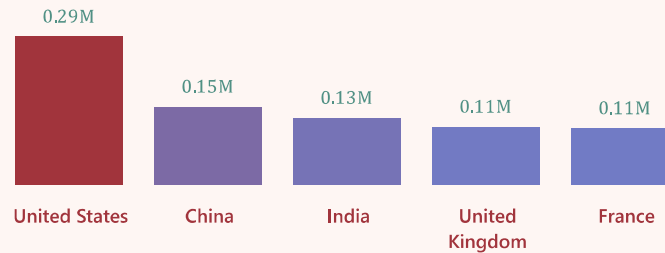
Corporate

Home Office

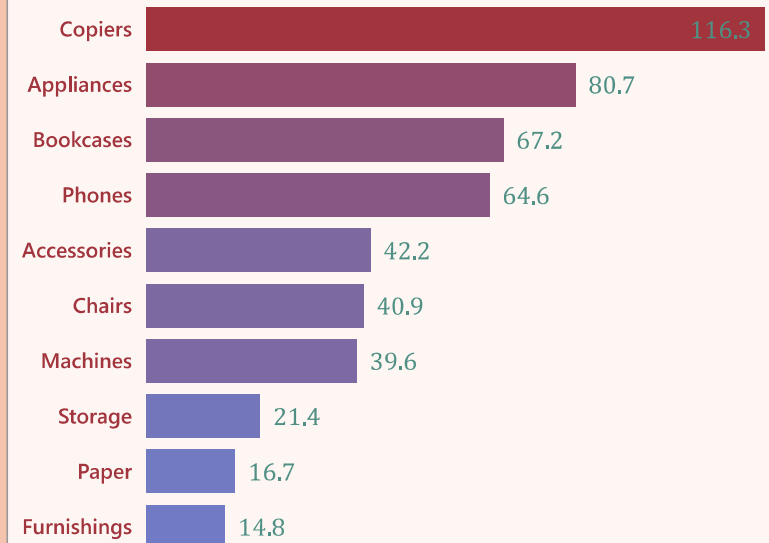
Month-wise AVG Profit



Top 5 Countries Profit-wise



AVG Profit by Sub-Category



Top Markets by Total Profit

