

Team Members:

- 1- Yousef Ahmed Mohamed (Team Leader)
- 2- Nayra Mahmoud Gabr
- 3- Mennatallah Mohamed Hussein
- 4- Eslam Ragab Kamal

Special Thanks to:

Dr. Wael Hussien



E-Commerce Company

Performance report and Dashboard

16.01M

Total Sales

\$13.59M

Total Price

\$159.85

Average Order Value

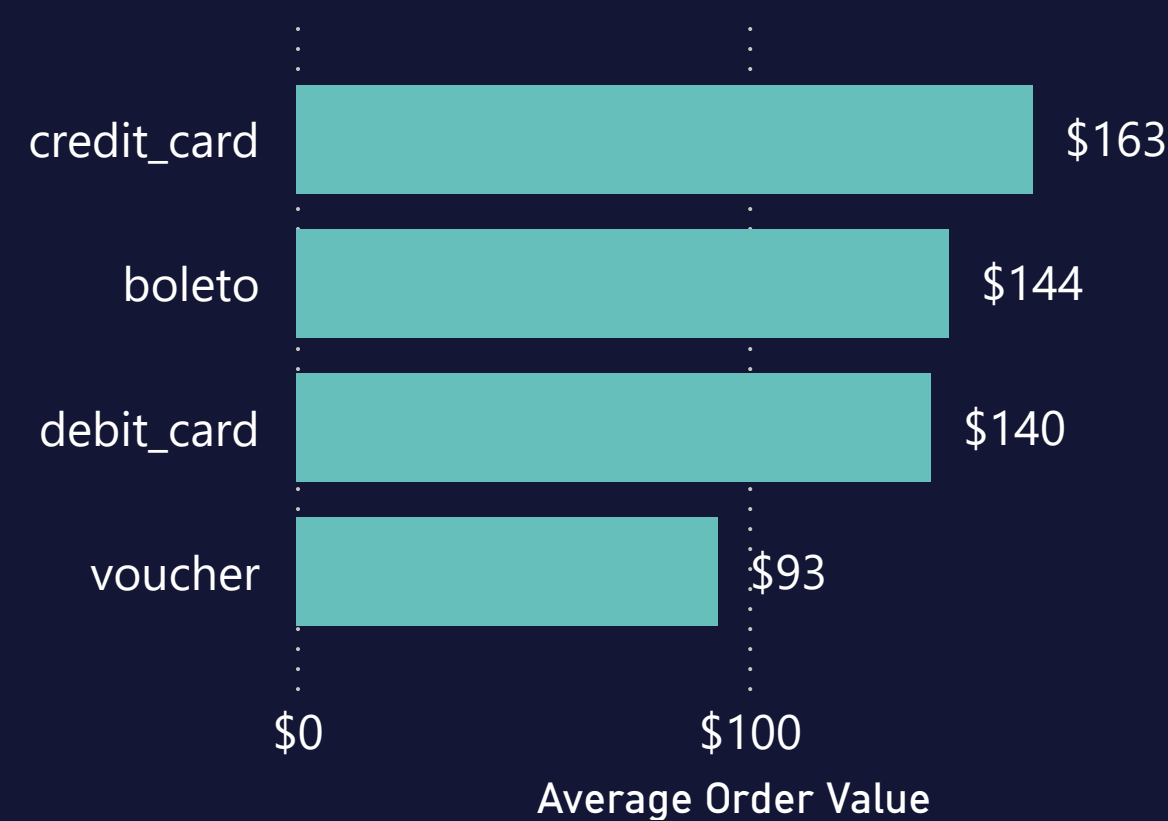
99,441

Total Orders

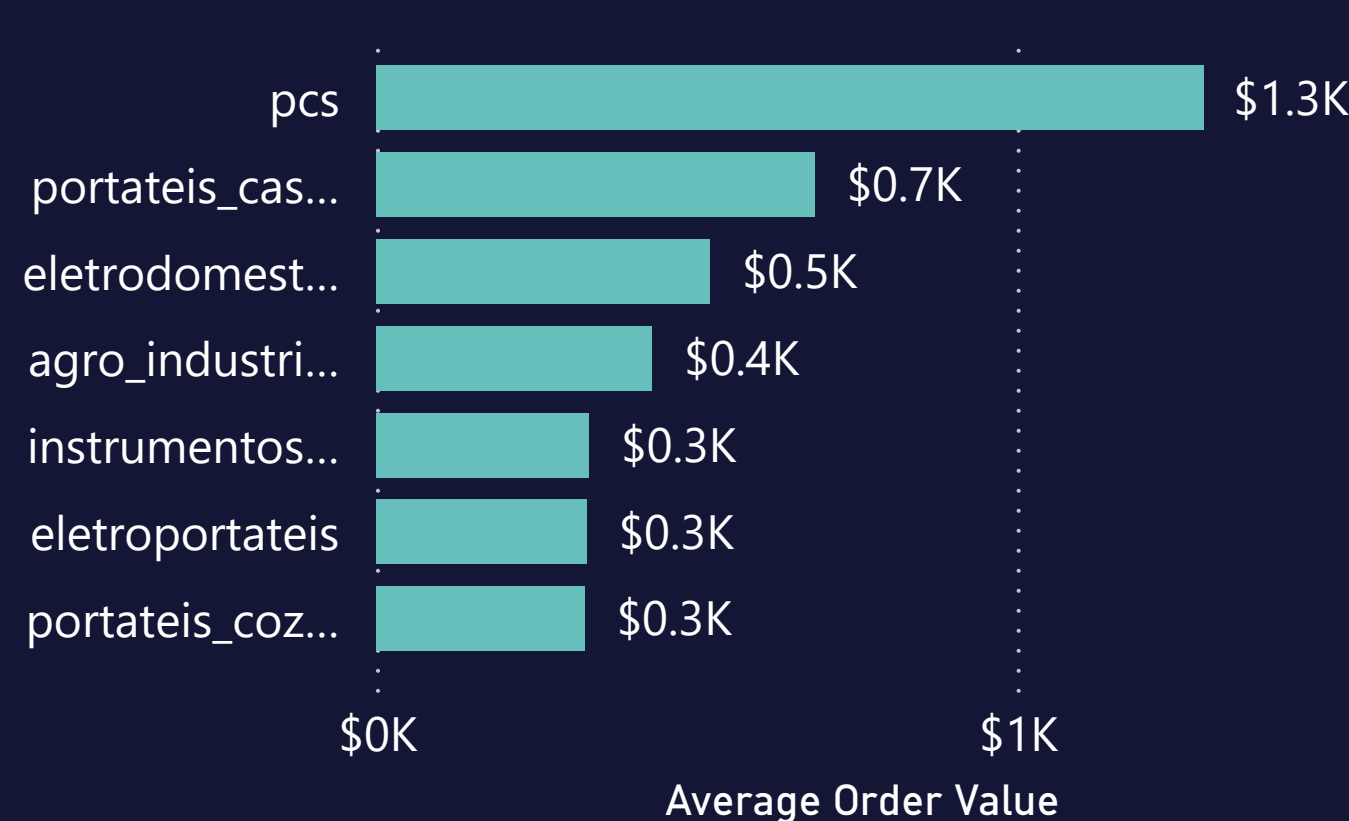
\$15.42M

Total Revenue

Average Order Value by Payment Type

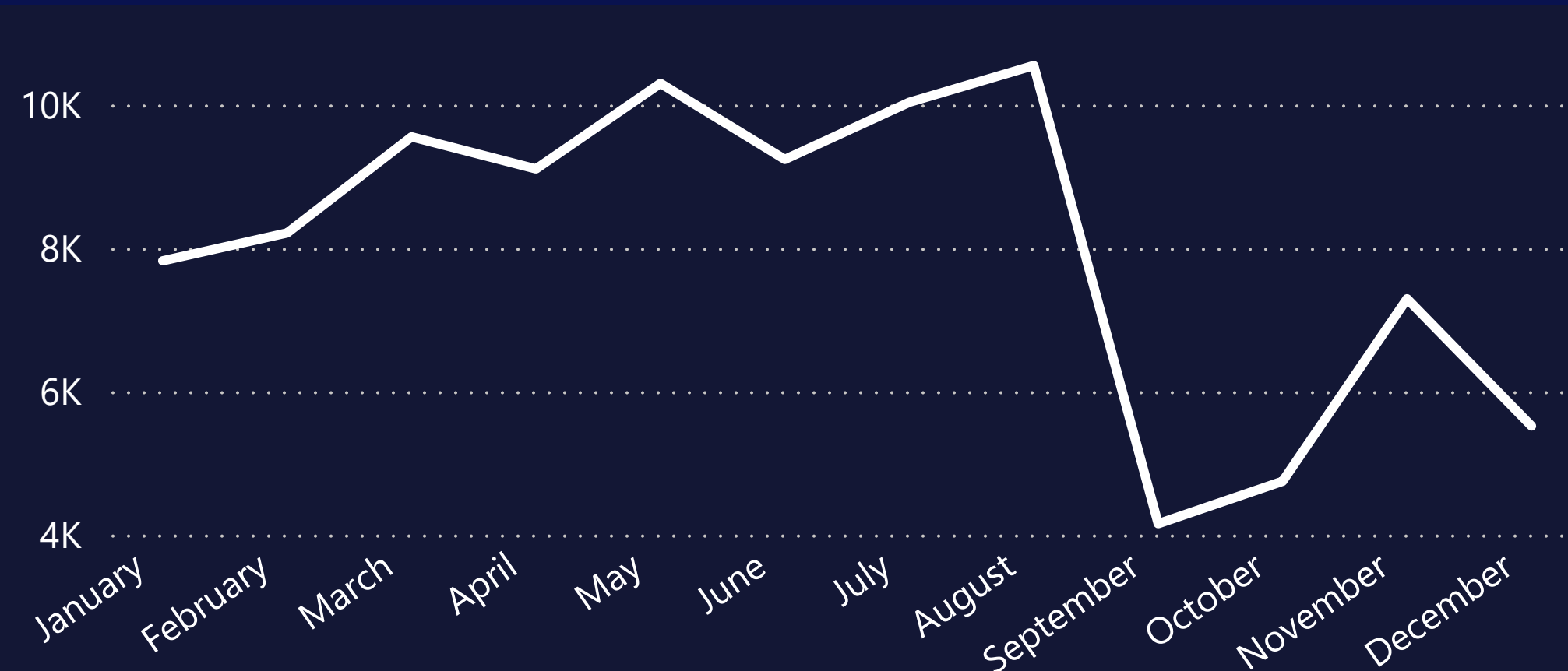


Average Order Value by Product Category

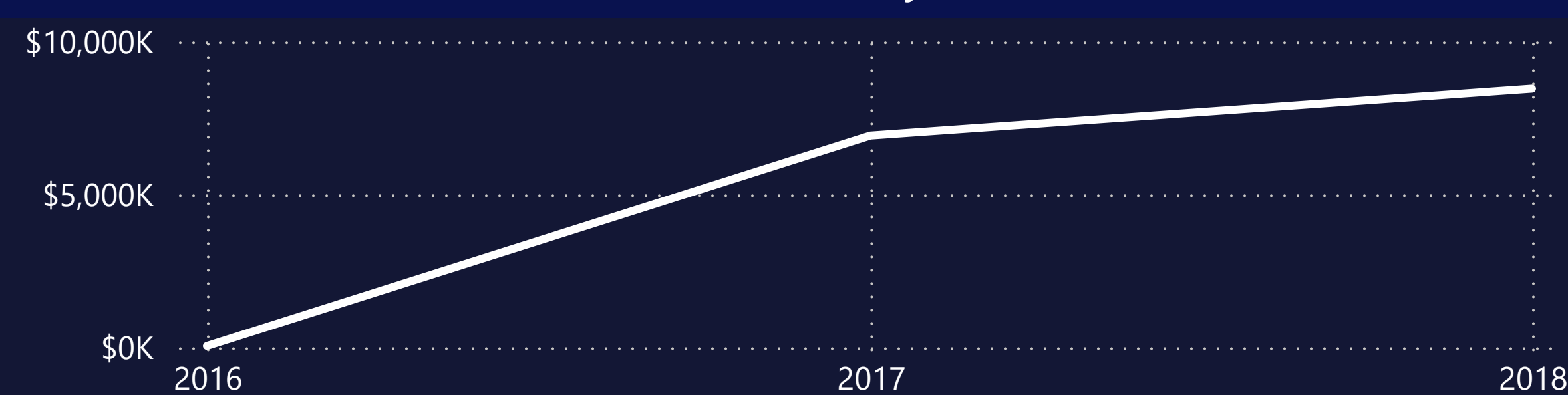


Top 20 Product	Orders	Revenue
health_beauty	8,836	\$1,419,510
watches_gifts	5,624	\$1,269,685
bed_bath_table	9,417	\$1,249,412
sports_leisure	7,720	\$1,127,661
computers_accessories	6,689	\$1,039,486
furniture_decor	6,449	\$909,940
housewares	5,884	\$773,233
Total	86,443	\$12,931,905

Total Delivered Orders by Month



Total Revenue by Year



cama_mesa_banho

Most Ordered Product Type

fraldas_higiene

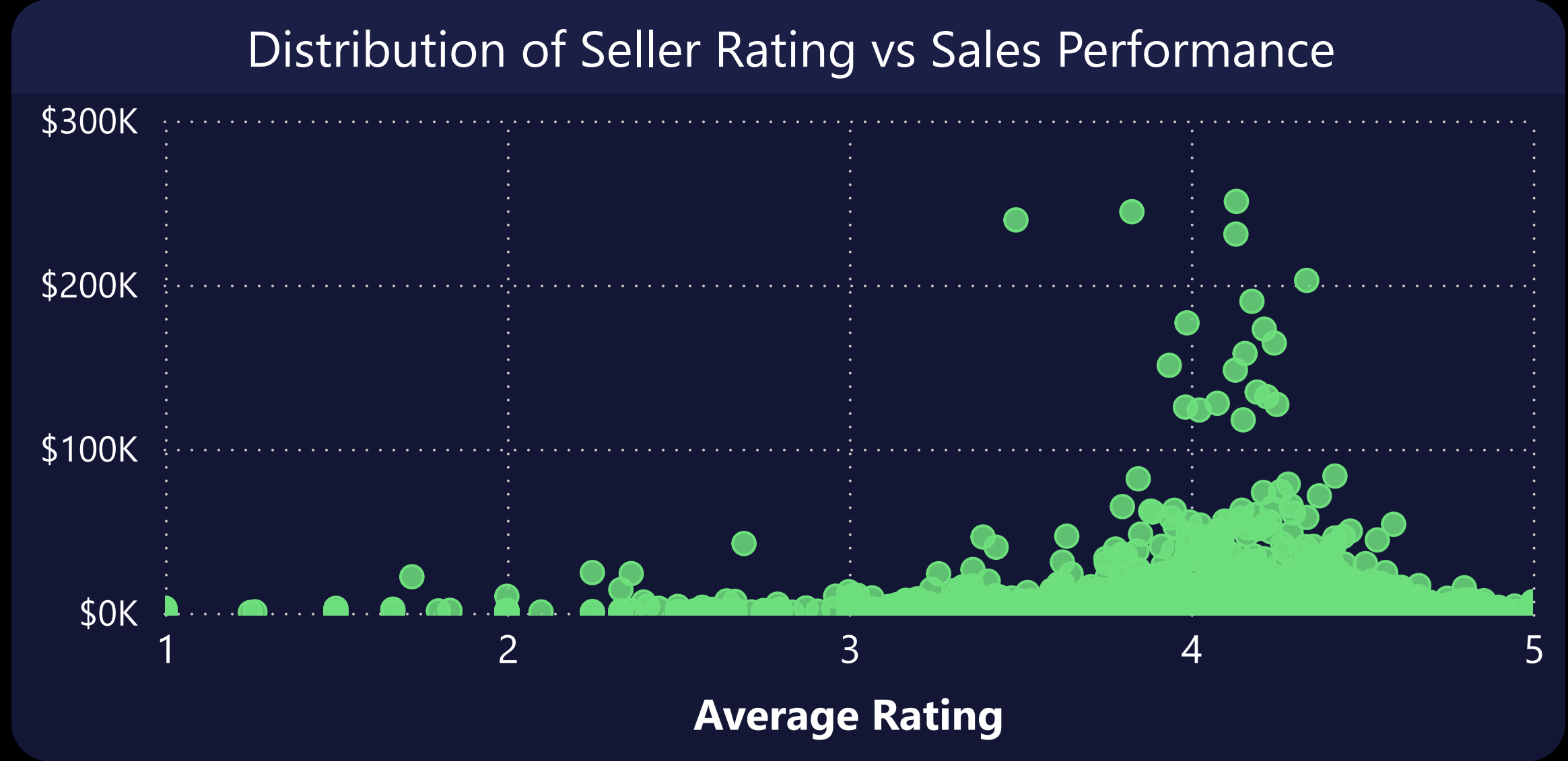
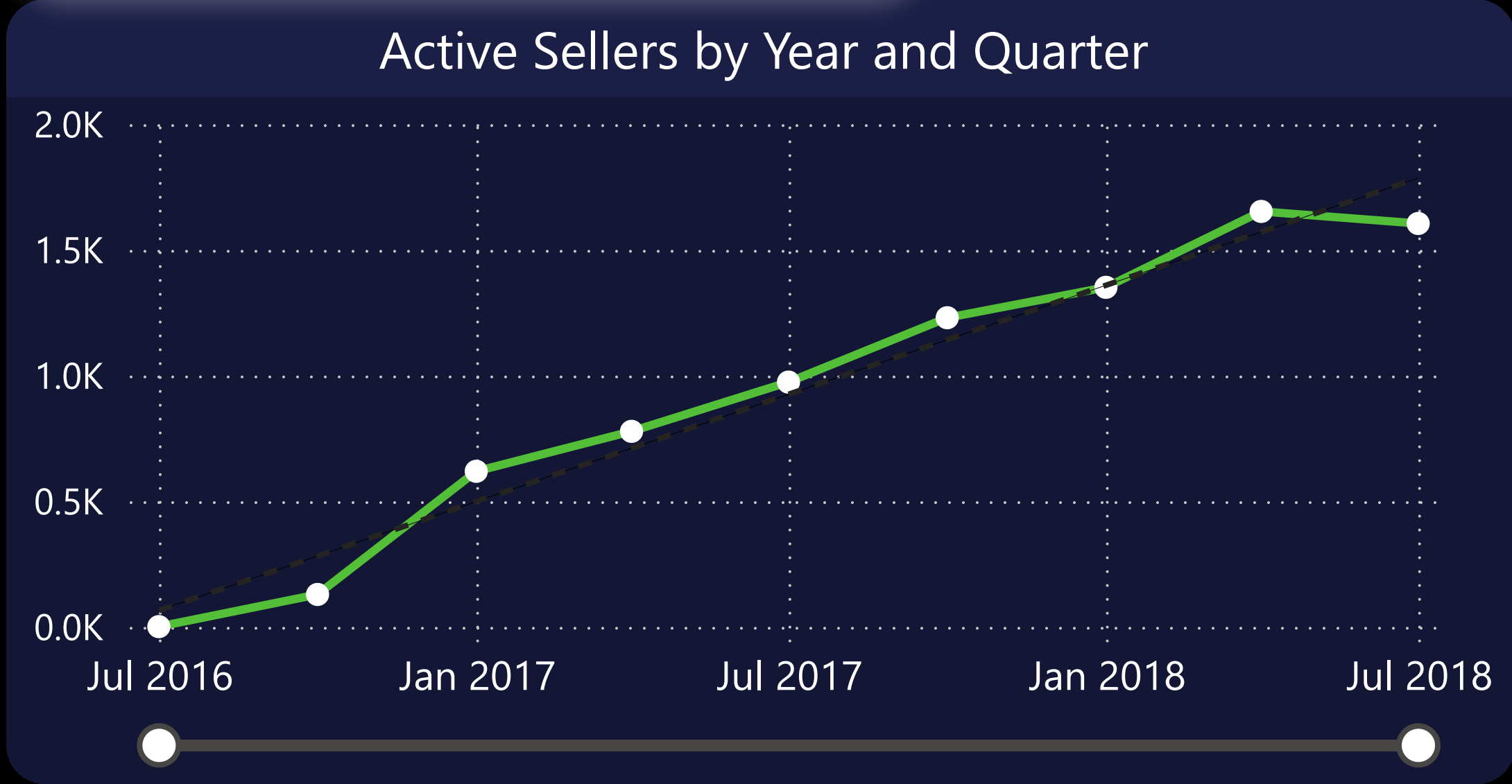
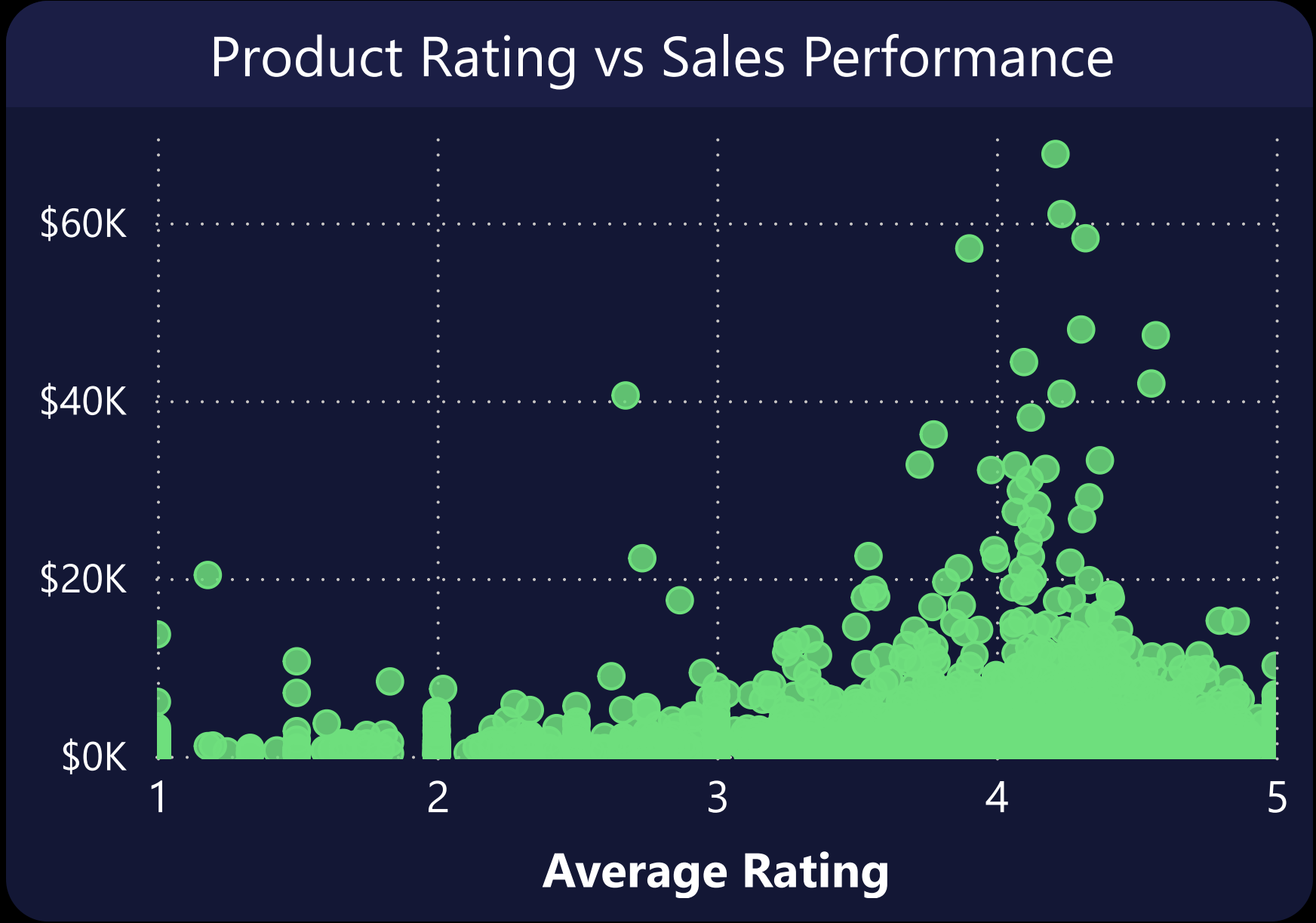
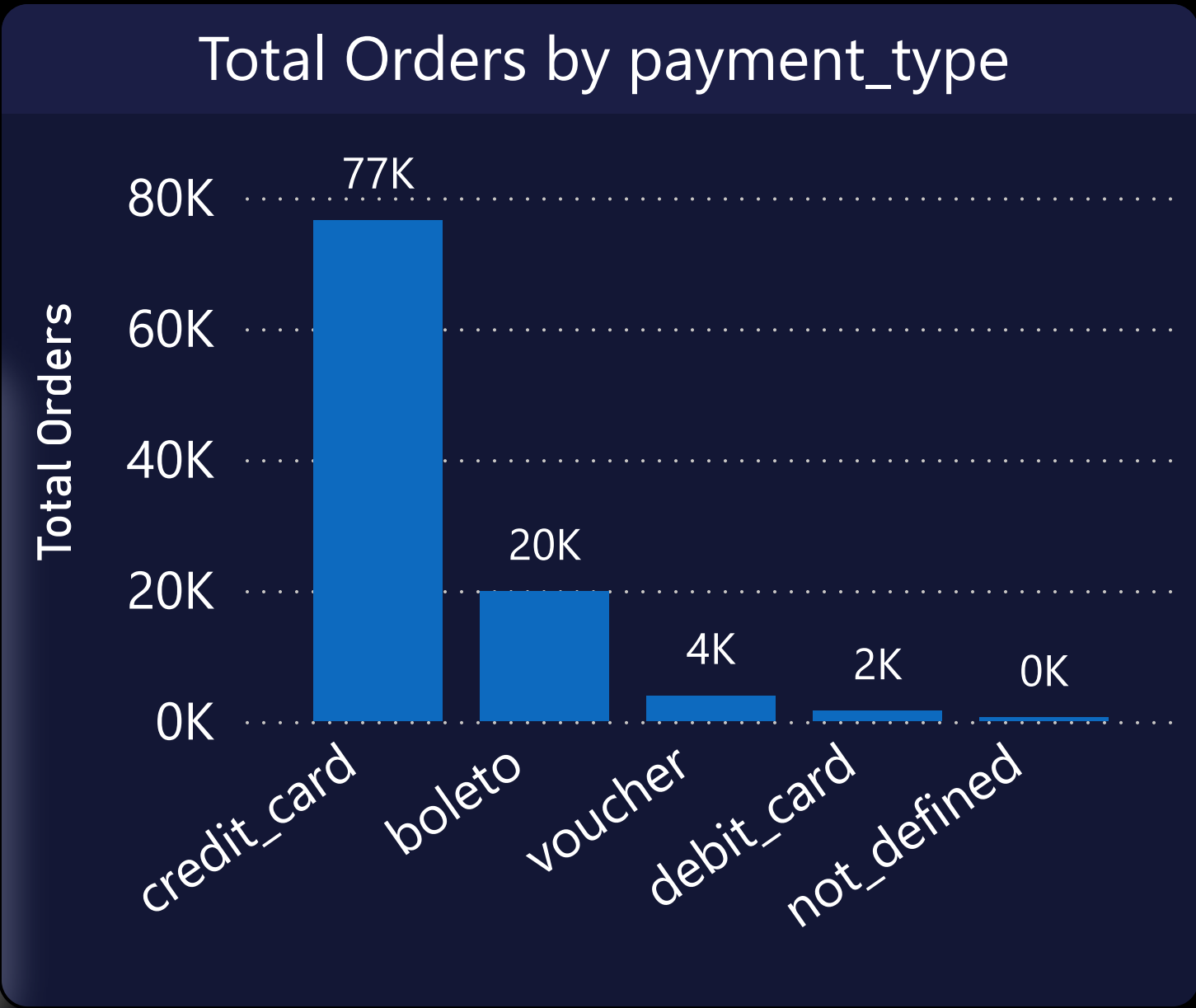
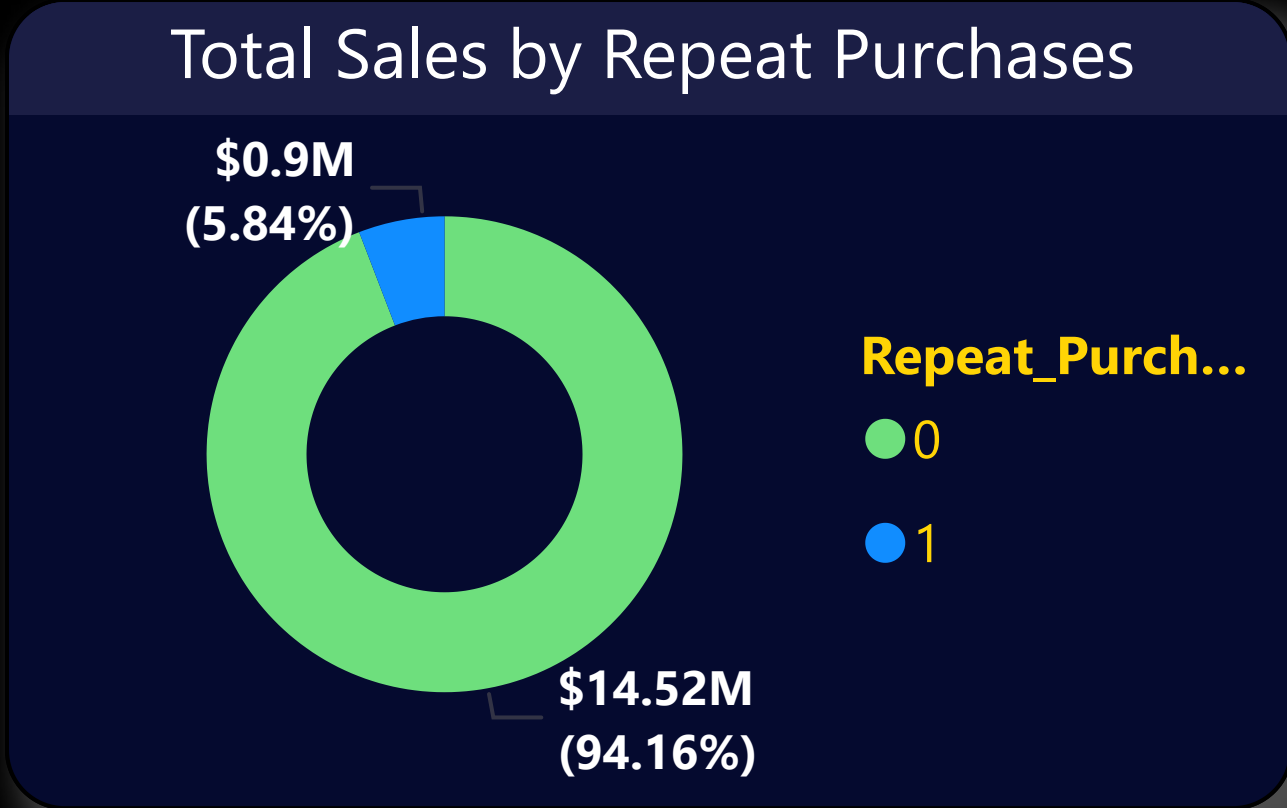
Most Canceled Product Type

4.09

Average Rating

2970

Active Sellers



99,441

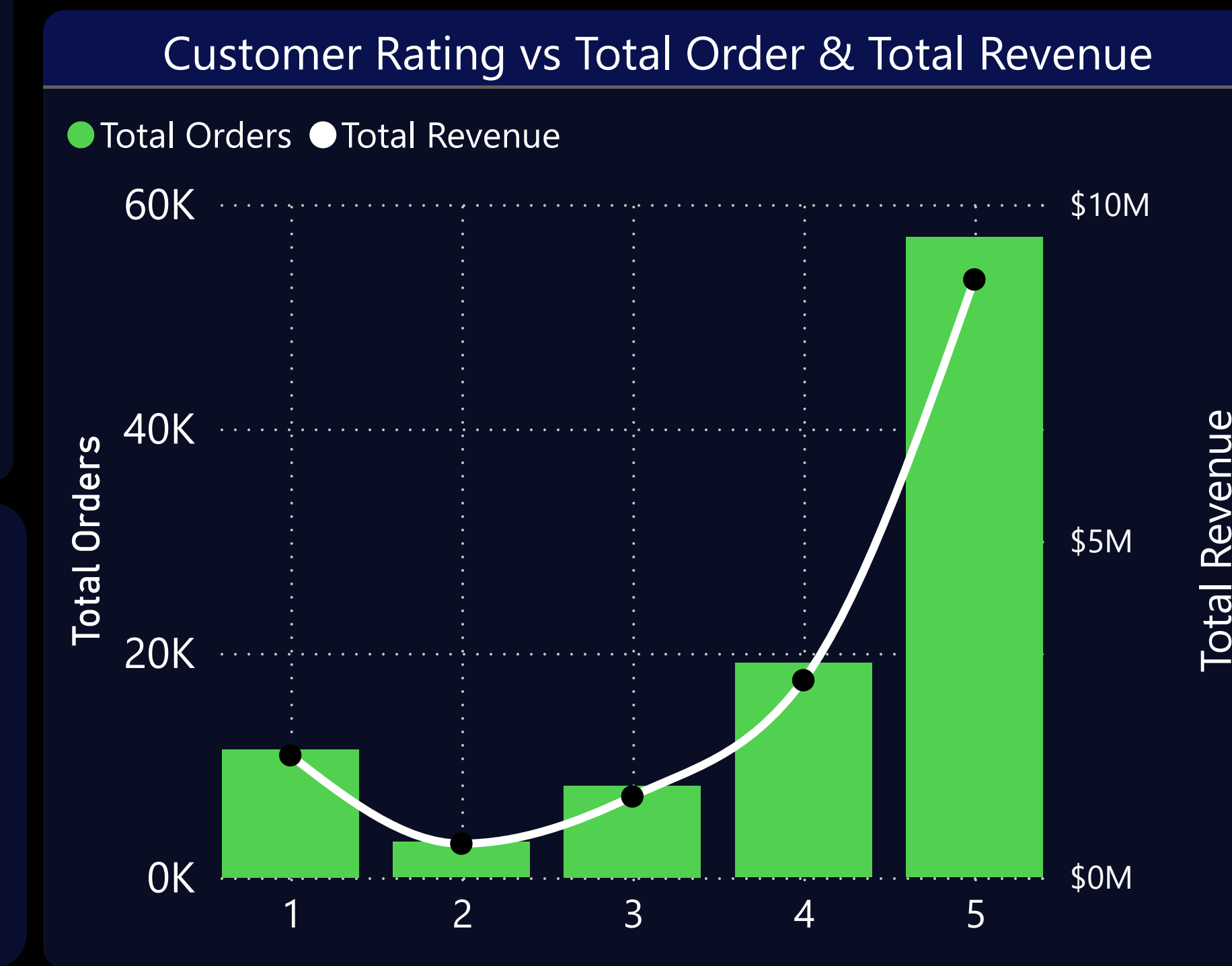
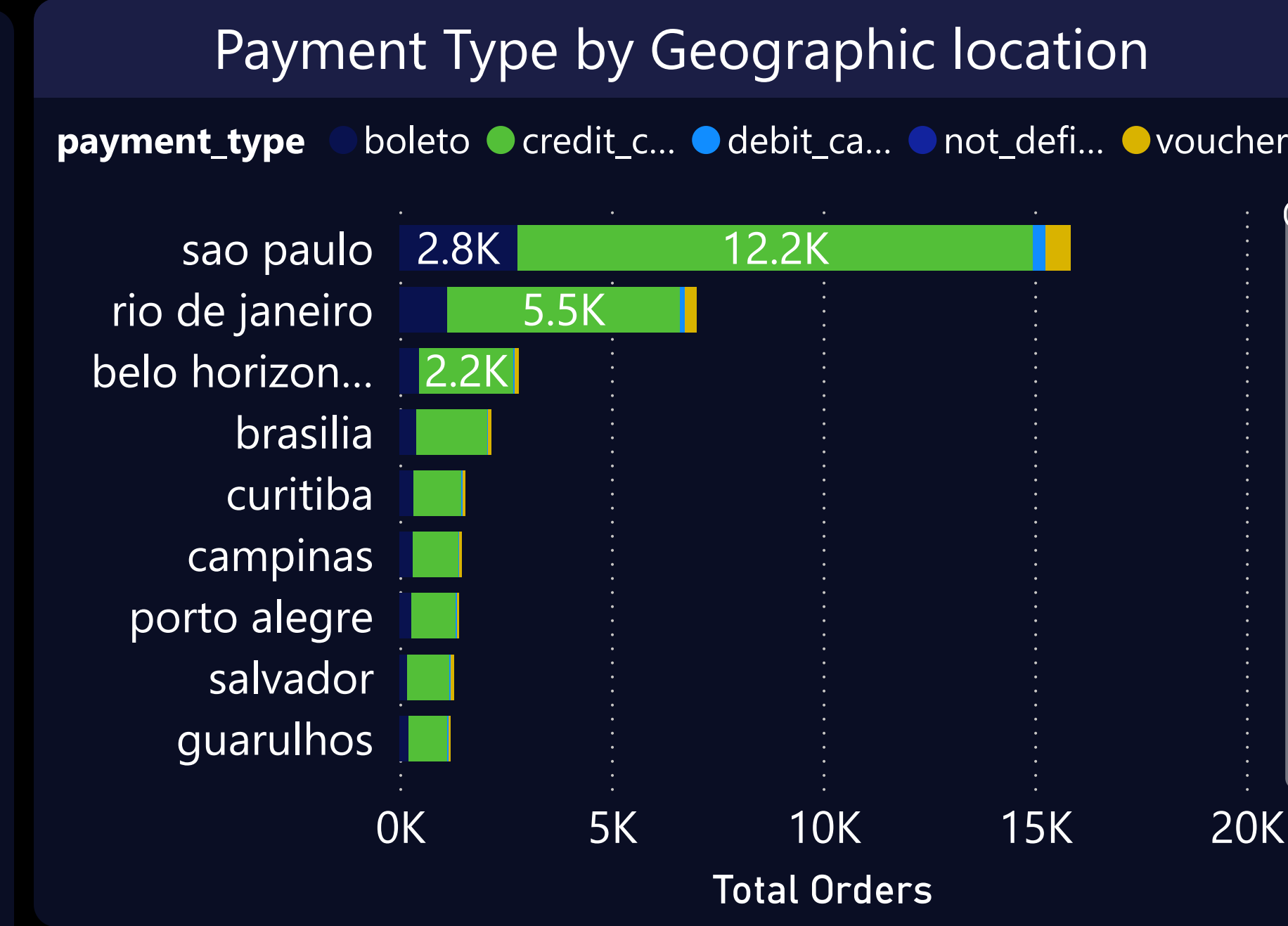
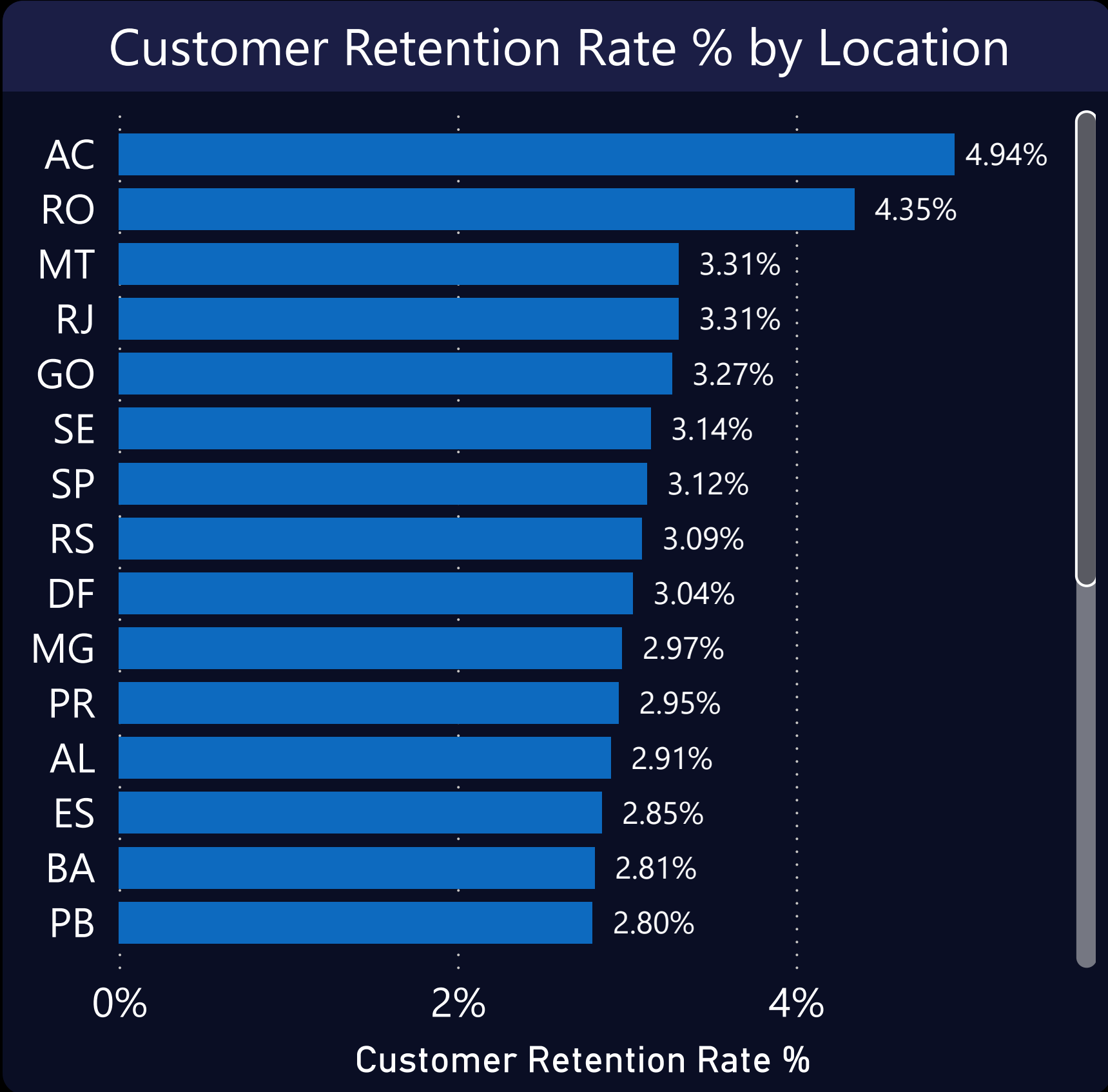
Total Customer

2979

Repeat Purchase Customers

3.00%

Customer Retention Rate %



review_score	Total Products	Total Delivered Orders	Total Revenue
1	7484	9381	\$1,812,476
2	2622	2938	\$499,427
3	5627	7942	\$1,200,510
4	10542	18943	\$2,927,630
5	23212	56817	\$8,880,438
Total	32951	96478	\$15,422,462

Top 100 Customer_id	Total Orders	Total Revenue
fd78e5e3abdc375368456fe738694c00	1	\$3,024
fc8d842c7dad61e8ce47b49229659718	1	\$2,819
f767e7437c3aa2c044523c0a6712380b	1	\$2,328
f7622098214b4634b7fe7eee269b5426	1	\$3,243
f48d464a0baaea338cb25f816991ab1f	1	\$6,922
64166655864a25056c445a27a2a2d8b	1	\$2,813
Total	100	\$333,133

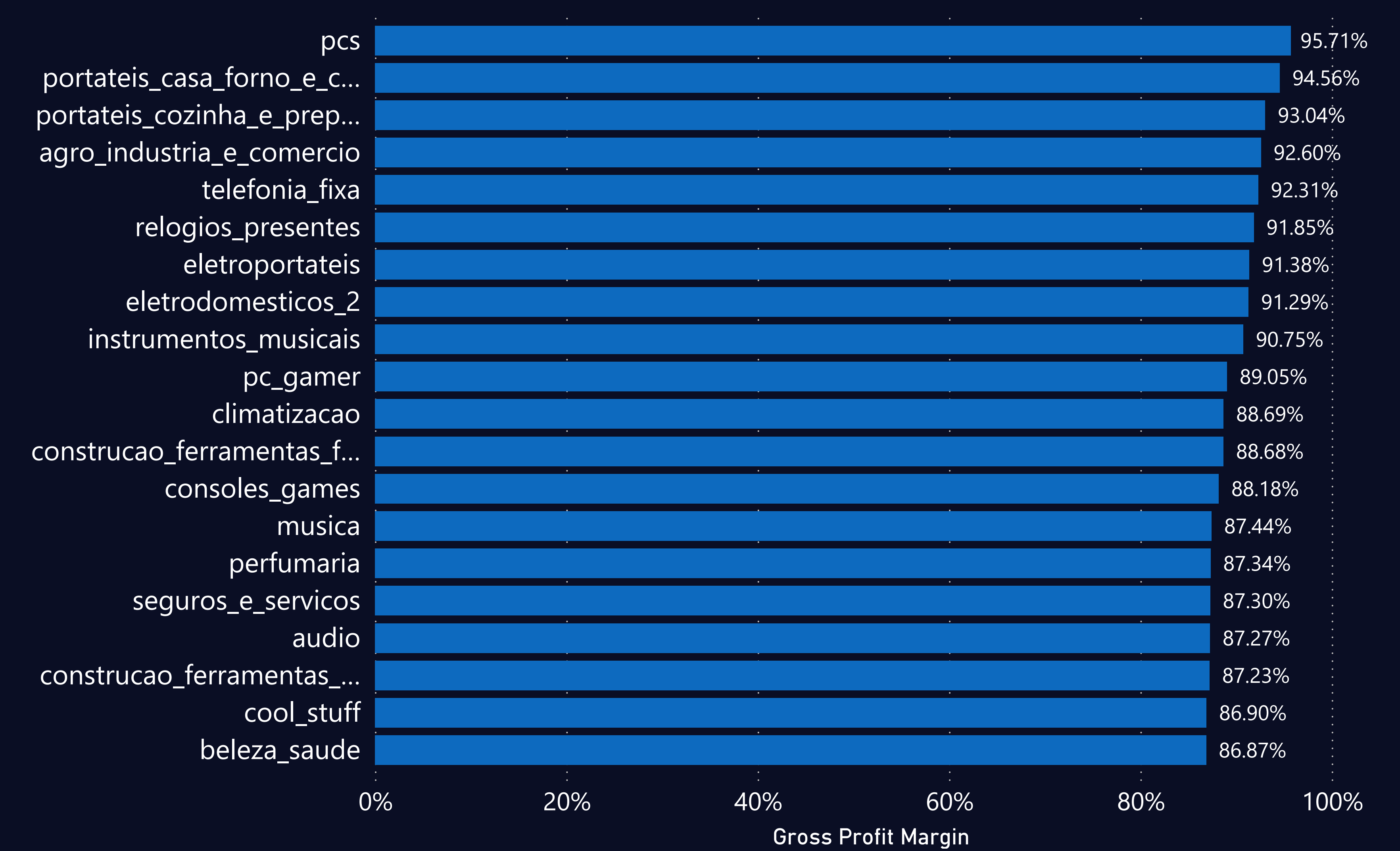
85.73%

Gross Profit Margin

Average Order Value by Product Category



Gross Profit Margin by Product Category





Sales Prediction For The Upcoming 6 Months

59K

Sales in 2016

7M

Sales in 2017

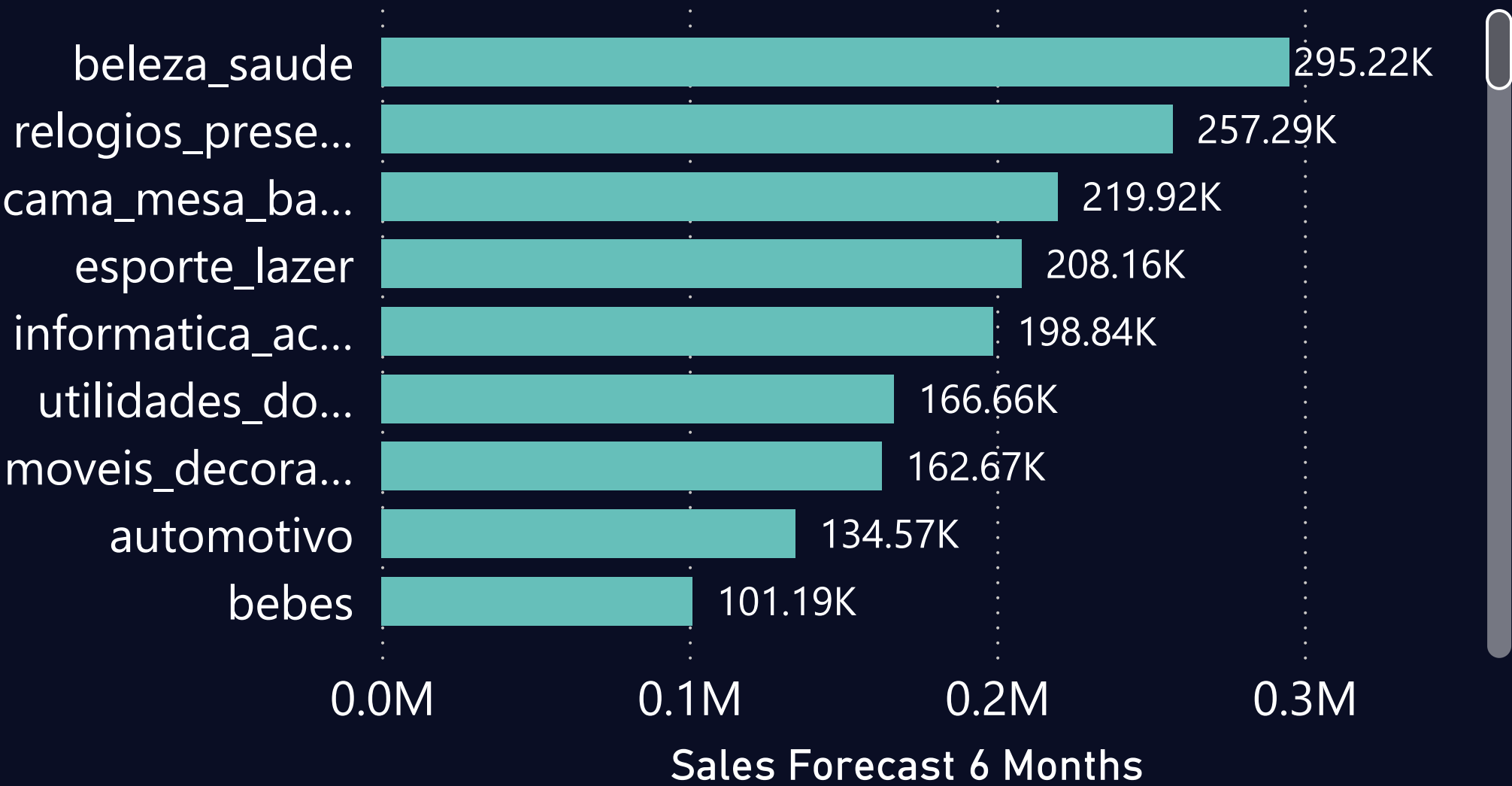
9M

Sales in 2018

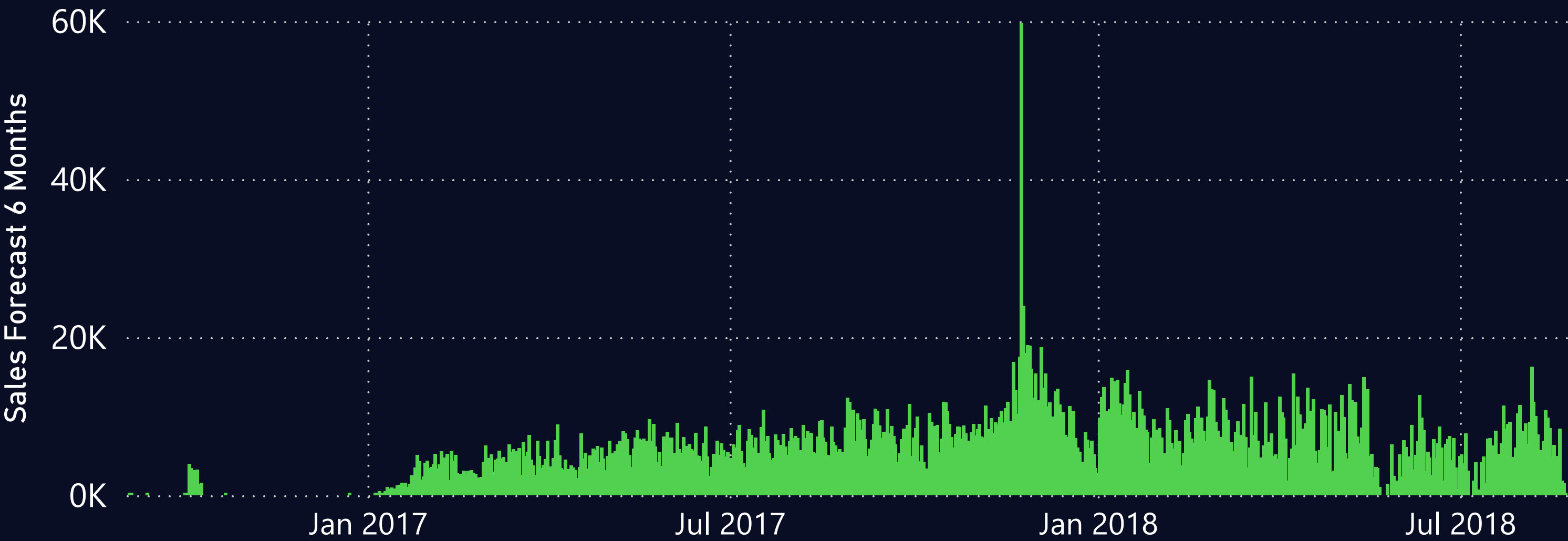
3M

6-Months Sales Forecast

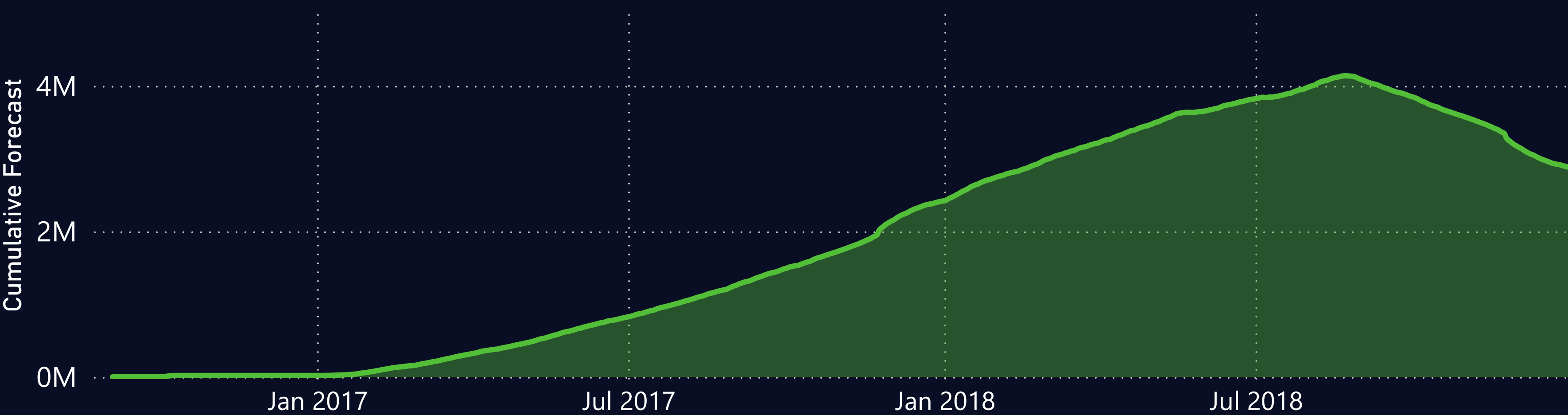
6-Month Sales Prediction by Category



Average Sales by Date



Cumulative Forecast



Date	Sales in 2018	Sales Prediction 6 Months
11/24/2017	179,200.03	59,733.34
11/25/2017	71,897.01	23,965.67
11/27/2017	56,966.28	18,988.76
11/28/2017	56,708.41	18,902.80
12/4/2017	56,225.41	18,741.80
11/26/2017	53,939.87	17,979.96
11/23/2017	52,584.62	17,528.21
11/20/2017	50,621.24	16,873.75
8/6/2018	48,837.04	16,279.01
11/29/2017	48,043.16	16,014.39
Total	8,640,400.71	2,880,133.57

Year



payment_type

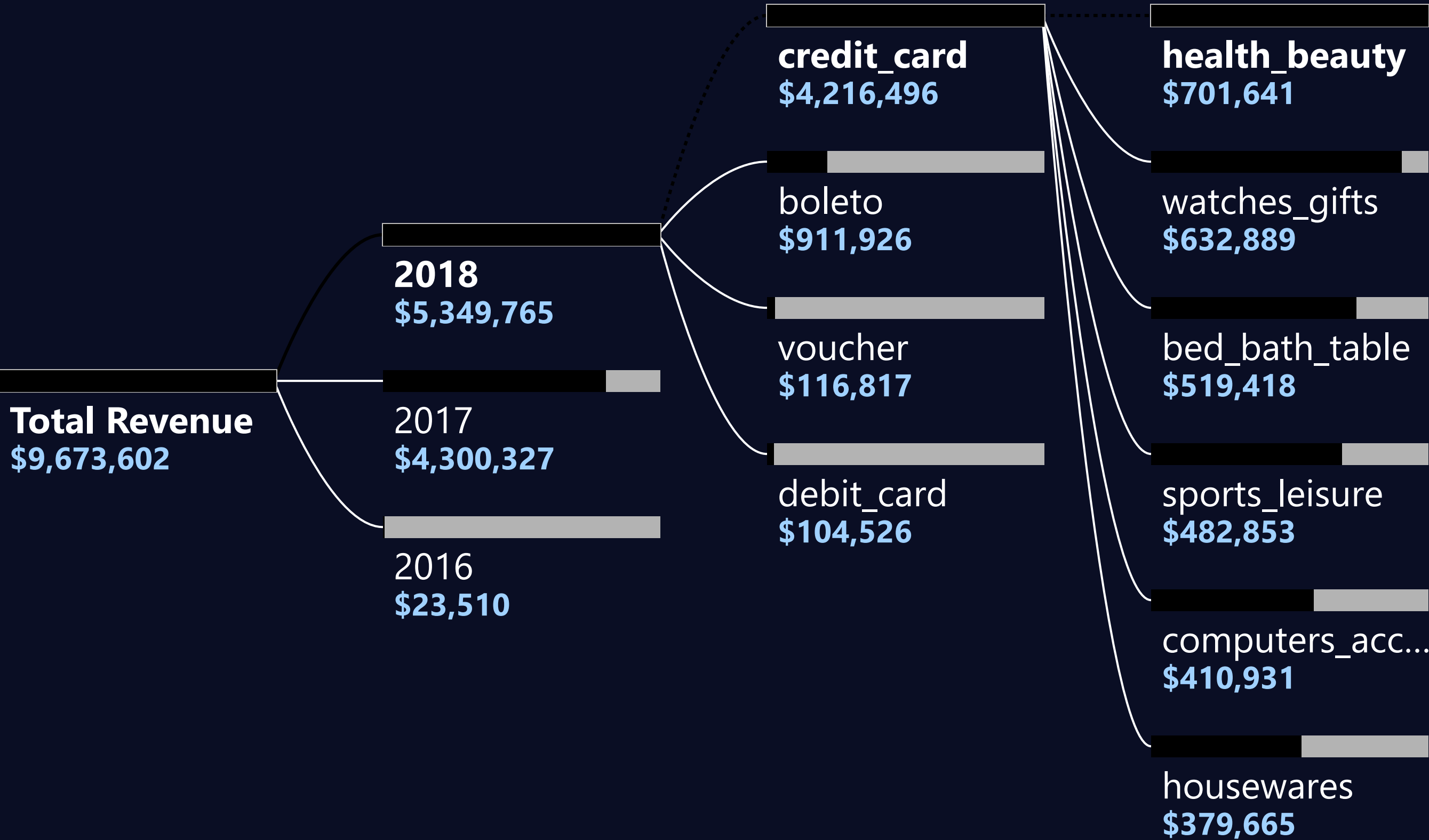


product_categ...



2018

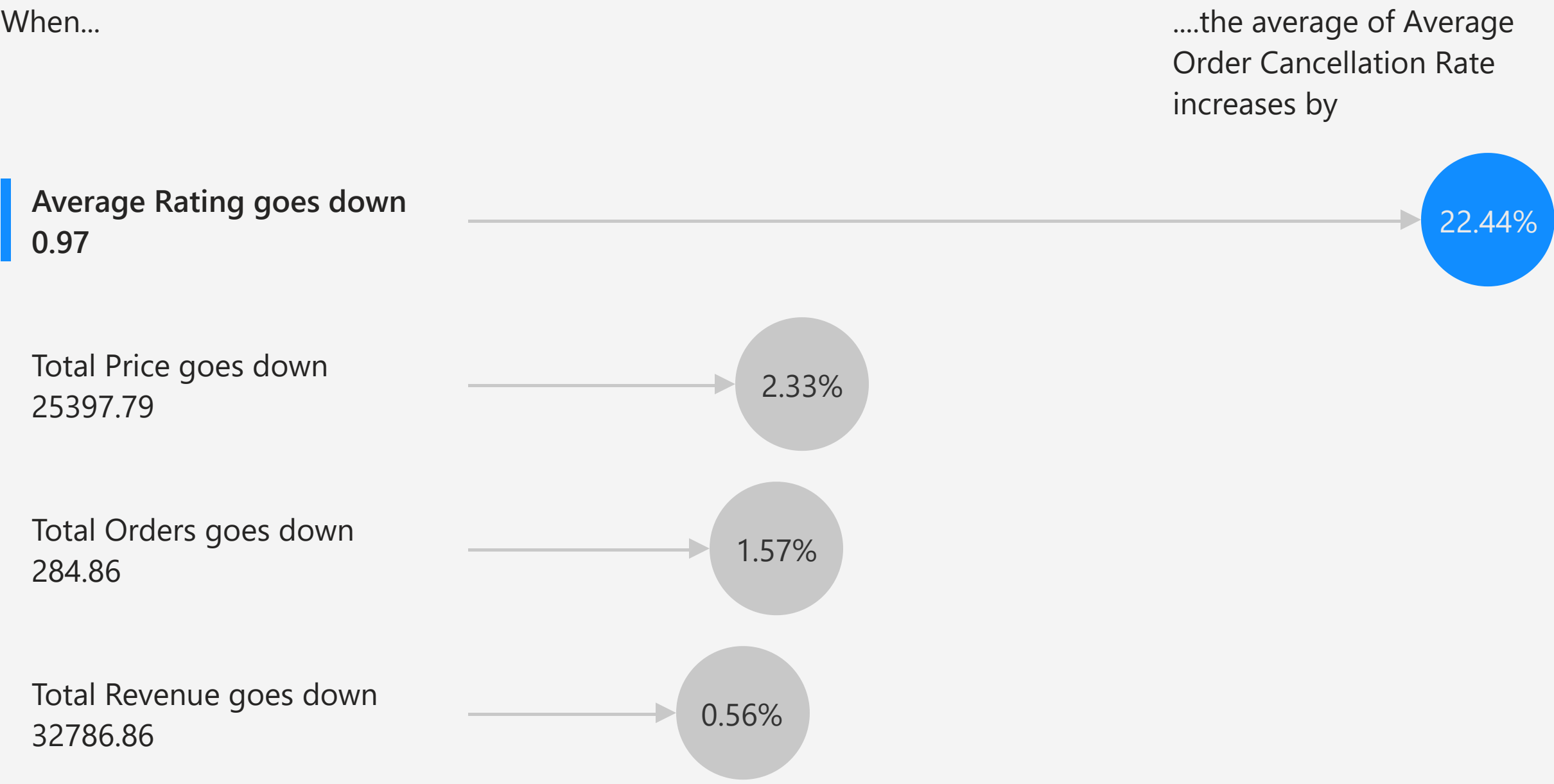
credit_card



What influences Average Order Cancellation Rate to

Increase

 ?



← On average when Average Rating decreases, Average Order Cancellation Rate increases.

