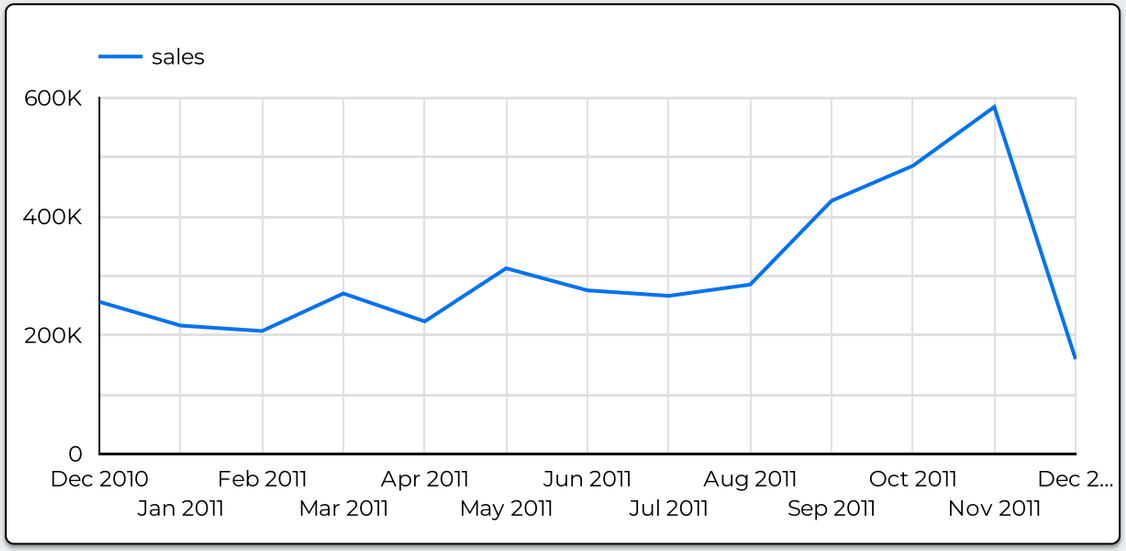
Dashboard for E-commerce

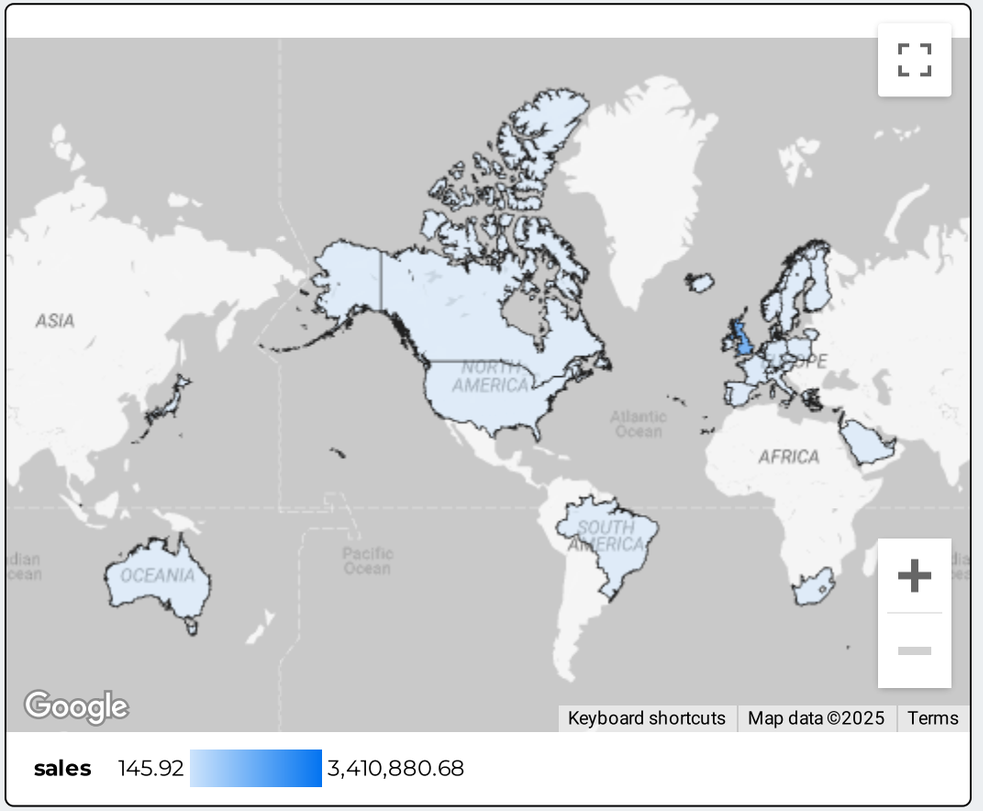
Total revenue	AVG Price	Quantity	AOV
4.0M	2.6	1.9M	12.3

Select date range

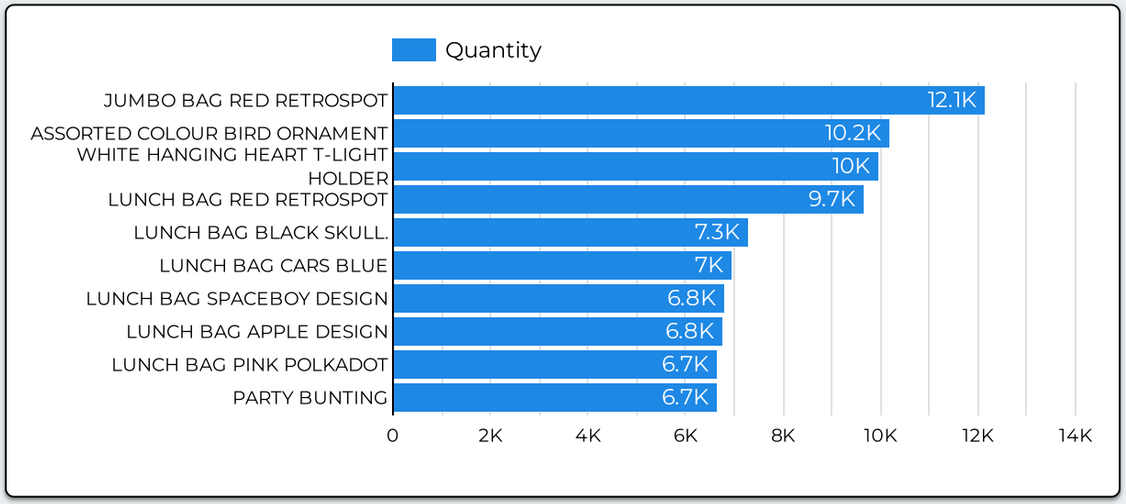
Sales trend



Sales by country



Number of items sold



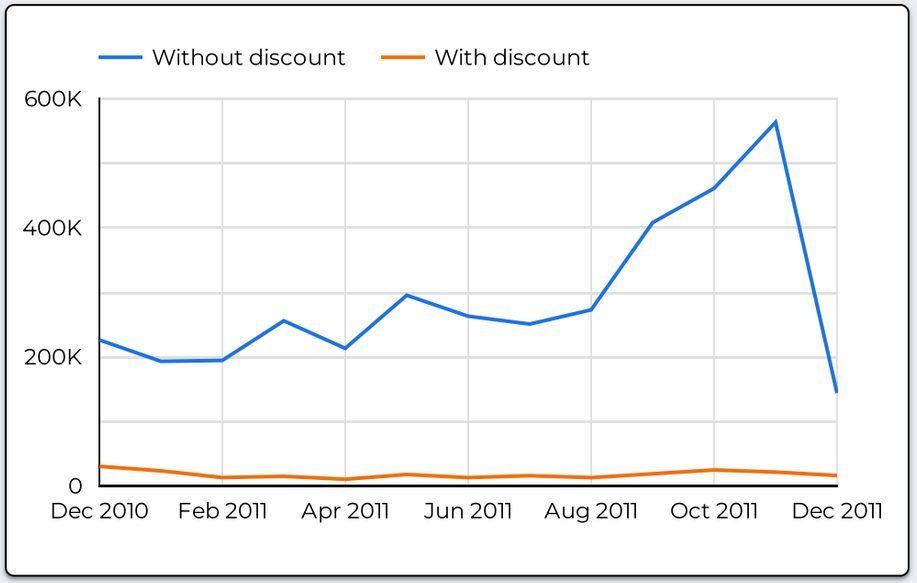
Dashboard for E-commerce

Country

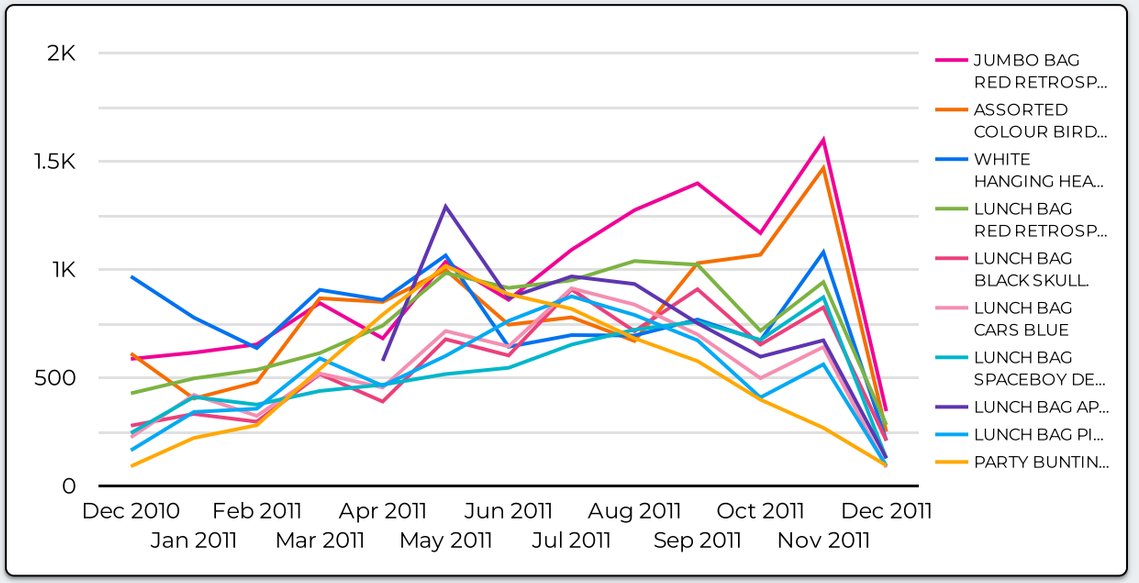
Select date range

The Impact of Discounts on Sales

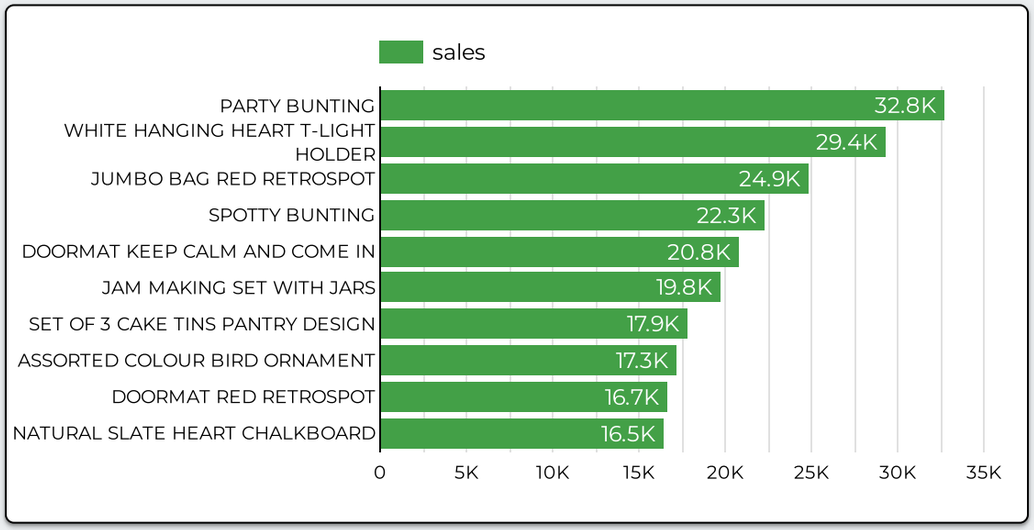
Sales with discount and without discount



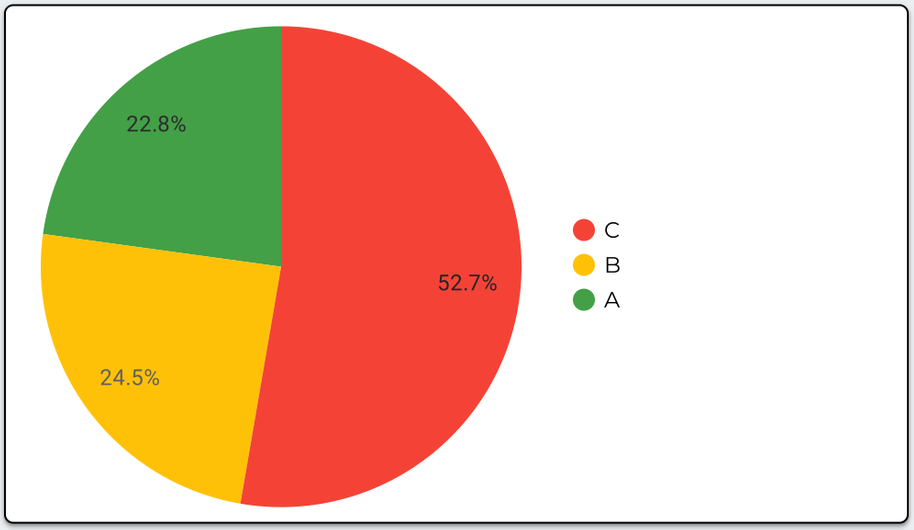
Seasonality by product category



Sales by product category



Distribution of goods by ABC categories



Dashboard for E-commerce

Country

Select date range

Table

Description	ABC_category	discount_flag	Quantity	sales
4 PURPLE FLOCK DINNER CANDLES	C	With discount	49.00	38.7
4 PURPLE FLOCK DINNER CANDLES	C	Without discount	89.00	227.0
50'S CHRISTMAS GIFT BAG LARGE	A	Without discount	1,161.00	1,451.3
DOLLY GIRL BEAKER	B	Without discount	898.00	1,122.5
I LOVE LONDON MINI BACKPACK	B	Without discount	219.00	908.9
I LOVE LONDON MINI RUCKSACK	B	Without discount	1.00	4.2
OVAL WALL MIRROR DIAMANTE	C	Without discount	1.00	0.0
RED SPOT GIFT BAG LARGE	B	Without discount	894.00	1,117.5
SET 2 TEA TOWELS I LOVE LONDON	A	Without discount	1,012.00	3,101.8
TRELLIS COAT RACK	B	Without discount	145.00	717.8
10 COLOUR SPACEBOY PEN	B	Without discount	807.00	699.2
12 COLOURED PARTY BALLOONS	B	Without discount	1,701.00	1,107.5
12 DAISY PEGS IN WOOD BOX	B	Without discount	298.00	491.7
12 HANGING EGGS HAND PAINTED	C	Without discount	40.00	83.2
12 IVORY ROSE PEG PLACE SETTINGS	B	Without discount	473.00	591.3
12 MESSAGE CARDS WITH ENVELOPES	A	Without discount	1,015.00	1,674.7
12 PENCIL SMALL TUBE WOODLAND	B	Without discount	818.00	561.1
		Grand total	**1,868,275.00**	**3,969,452.4**

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Dashboard for E-commerce

Strategic Recommendations

1. Product Portfolio Optimization
 - Re-evaluate Category C: While it drives volume, it lacks profitability. Consider repricing strategies, bundling, or targeted upsells to improve margins.
 - Phase out or reposition low-margin products with weak performance, particularly in stagnant categories.

2. Discount Strategy Refinement
 - Implement targeted discounting for fast-moving or seasonal products.
 - Avoid blanket discounting — instead, run A/B tests in key regions to identify optimal timing and product combinations.
 - Use discounts tactically during low-season months (January–August) to maintain demand while protecting margins.

3. Marketing and Sales Focus
 - Increase marketing spend for high-margin products and top-performing categories.
 - Launch category-focused campaigns in emerging markets like Germany, France, and EIRE to capitalize on growing momentum.

4. Inventory and Supply Chain
 - Use seasonal insights to adjust inventory levels in advance of Q4 demand surges — mitigating both stock-outs and overstock risks.
 - Introduce dynamic restocking models based on product velocity and regional demand trends.

5. Data-Driven Expansion
 - Collect additional data from low-performing markets to understand demand patterns and identify untapped opportunities.
 - Invest in customer segmentation and behavior tracking to personalize offerings and promotions.

Expected Impact

Initiative	Business Impact
Optimize Category C strategy	↑ Profit margins, ↓ reliance on volume
Refined discounting	↑ ROI on promotions, ↓ margin erosion
Region-focused marketing	↑ Revenue in emerging markets
Inventory alignment to season	↓ Lost sales, ↓ overstock costs
Data expansion & segmentation	↑ Personalization, ↑ customer retention

Final Thoughts

This analysis provides a roadmap to enhance profitability and operational efficiency. By implementing the above recommendations — particularly around product strategy, discount refinement, and market-specific focus — the business can sustainably scale revenue while protecting margins and improving customer experience.