Global E-Commerce Sales Analysis Report

Power BI Business Intelligence Project

This report provides a detailed corporate-level analysis of global e-commerce sales performance. It is based on transactional data visualized through Power BI dashboards and is intended to support strategic, operational, and analytical decision-making.

1. Executive Summary

The analysis evaluates global e-commerce performance across 147 countries and 1,094 states. The primary objective is to identify revenue drivers, assess regional and market-level performance, analyze category and sub-category trends, and highlight optimization opportunities.

The dashboard integrates key business metrics such as Sales, Profit, Cost, Market Contribution, Geographical Distribution, and Product Categories. Together, these metrics provide a holistic view of business performance and risk exposure.

Insights from this analysis are intended to support executive decision-making related to pricing, market expansion, cost management, and product portfolio optimization.

2. Overall Business Performance

Metric	Value
Total Sales	$12.64M
Total Profit	$1.47M
Total Cost	$11.18M
Profit Margin	~11.6%

Overall performance indicates that the business is operating profitably. However, the profit margin remains moderate, suggesting that while revenue generation is strong, operational and supply-chain efficiencies could be improved to enhance profitability.

Management attention should be directed toward margin expansion strategies such as pricing review, supplier negotiations, and logistics optimization.

3. Market-Level Analysis

Market-level analysis reveals uneven revenue distribution across global regions. The APAC region is the largest contributor, accounting for approximately 28% of total sales.

The EU and US markets demonstrate strong and consistent performance, supported by mature e-commerce infrastructure and stable consumer demand.

LATAM and EMEA regions show moderate growth potential, while Africa and Canada currently contribute a smaller share of revenue but present long-term expansion opportunities.

4. Country-Level Performance

At the country level, revenue concentration is evident. The United States contributes approximately 35% of total sales, making it the dominant revenue-generating market.

Other high-performing countries include Australia, France, China, and Germany, each benefiting from strong purchasing power and developed logistics networks.

This concentration highlights potential dependency risk, reinforcing the need for geographical diversification across high-growth emerging markets.

5. State-Level Sales Analysis

State-level analysis shows that sales are heavily concentrated in major economic hubs. England (~38%), California (~36%), and Île-de-France (~25%) are the top-performing states.

These regions benefit from dense customer populations, efficient logistics infrastructure, and high digital adoption rates.

Future growth strategies may include replicating successful state-level models in adjacent regions.

6. Category Performance Analysis

Category	Sales
Technology	~$4.7M
Furniture	~$4.1M
Office Supplies	~$3.8M

Technology products generate the highest revenue due to higher unit values and strong demand. Furniture and Office Supplies contribute stable and recurring revenue, supporting business continuity.

Balanced category performance reduces volatility and strengthens long-term revenue sustainability.

7. Sub-Category Trend Analysis

Top-performing sub-categories include Phones, Copiers, Chairs, and Storage, which collectively account for a significant portion of total revenue.

Low-performing sub-categories such as Labels, Fasteners, and Envelopes show limited contribution and may require strategic review.

Optimization initiatives could include bundling, pricing adjustments, or portfolio rationalization.

8. Geographical & Map Insights

Geographical analysis indicates that sales are concentrated in North America, Europe, and APAC. These regions benefit from high internet penetration and mature e-commerce ecosystems.

Africa and parts of South America show lower penetration, highlighting opportunities for targeted market entry and localized partnerships.

9. Key Business Recommendations

Revenue Growth: Expand high-performing technology categories in emerging markets and strengthen brand visibility through targeted marketing campaigns.

Cost Optimization: Improve logistics efficiency, renegotiate supplier contracts, and review pricing strategies.

Market Expansion: Pilot region-specific strategies in Africa and LATAM to test demand and scalability.

Product Strategy: Focus inventory on top revenue drivers while optimizing or bundling low-performing products.

10. Conclusion

This Power BI business intelligence dashboard delivers a comprehensive and decision-ready view of global e-commerce performance. The analysis highlights strong core markets, profitable product categories, and actionable opportunities for sustainable growth and optimization.