

E-COMMERCE SALES DASHBOARD

used sample Superstore data from kaggle.

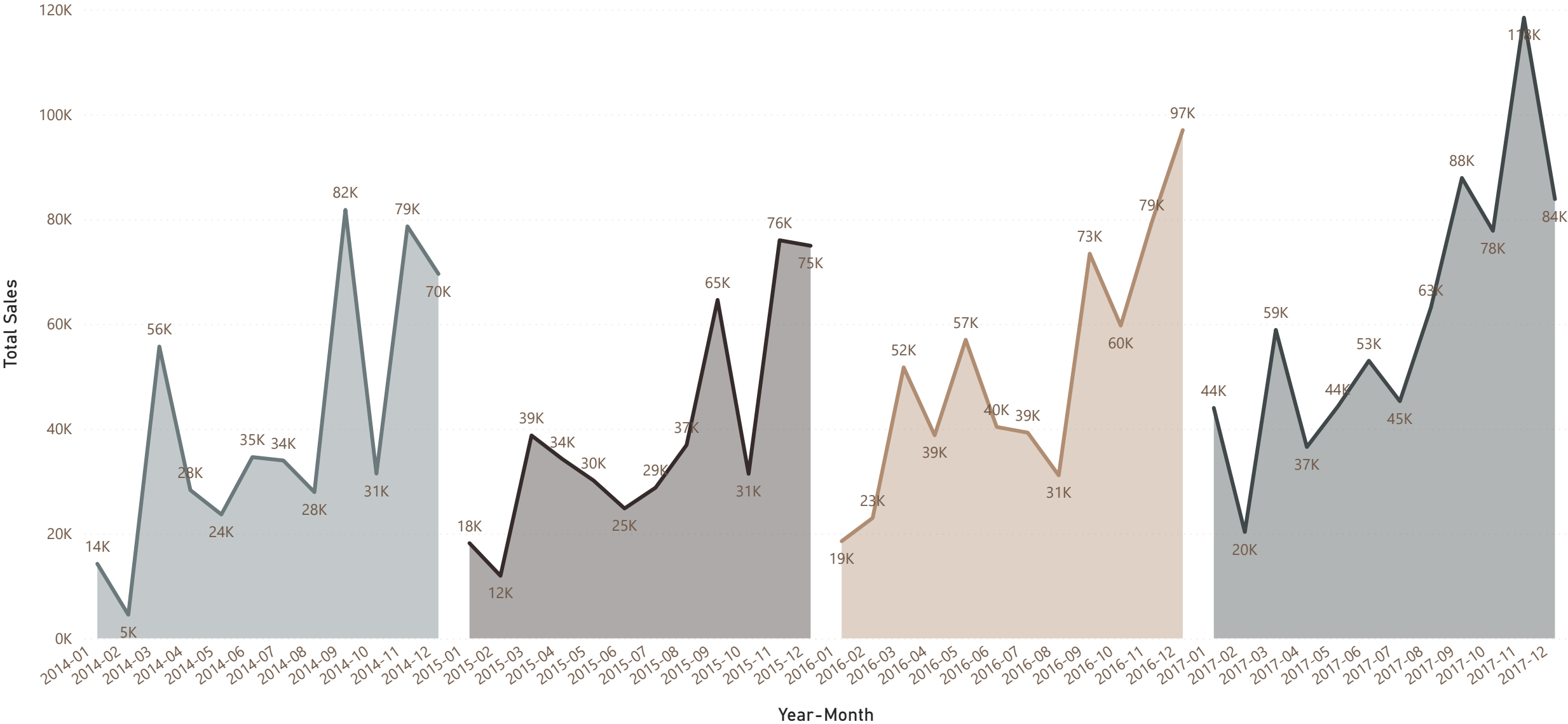


Year	Total Sales	Total Profit	Average Order Value (AOV)	Avg Shipping Days	Profit Margin %	Unique Customers	Total Orders
2014	4,84,247.50	49,543.97	499.74	4.01	0.10	595	969
2015	4,70,532.51	61,618.60	453.31	3.98	0.13	573	1038
2016	6,09,205.60	81,795.17	463.27	3.92	0.13	638	1315
2017	7,33,215.26	93,439.27	434.63	3.94	0.13	693	1687
Total	22,97,200.86	2,86,397.02	458.61	3.96	0.12	793	5009

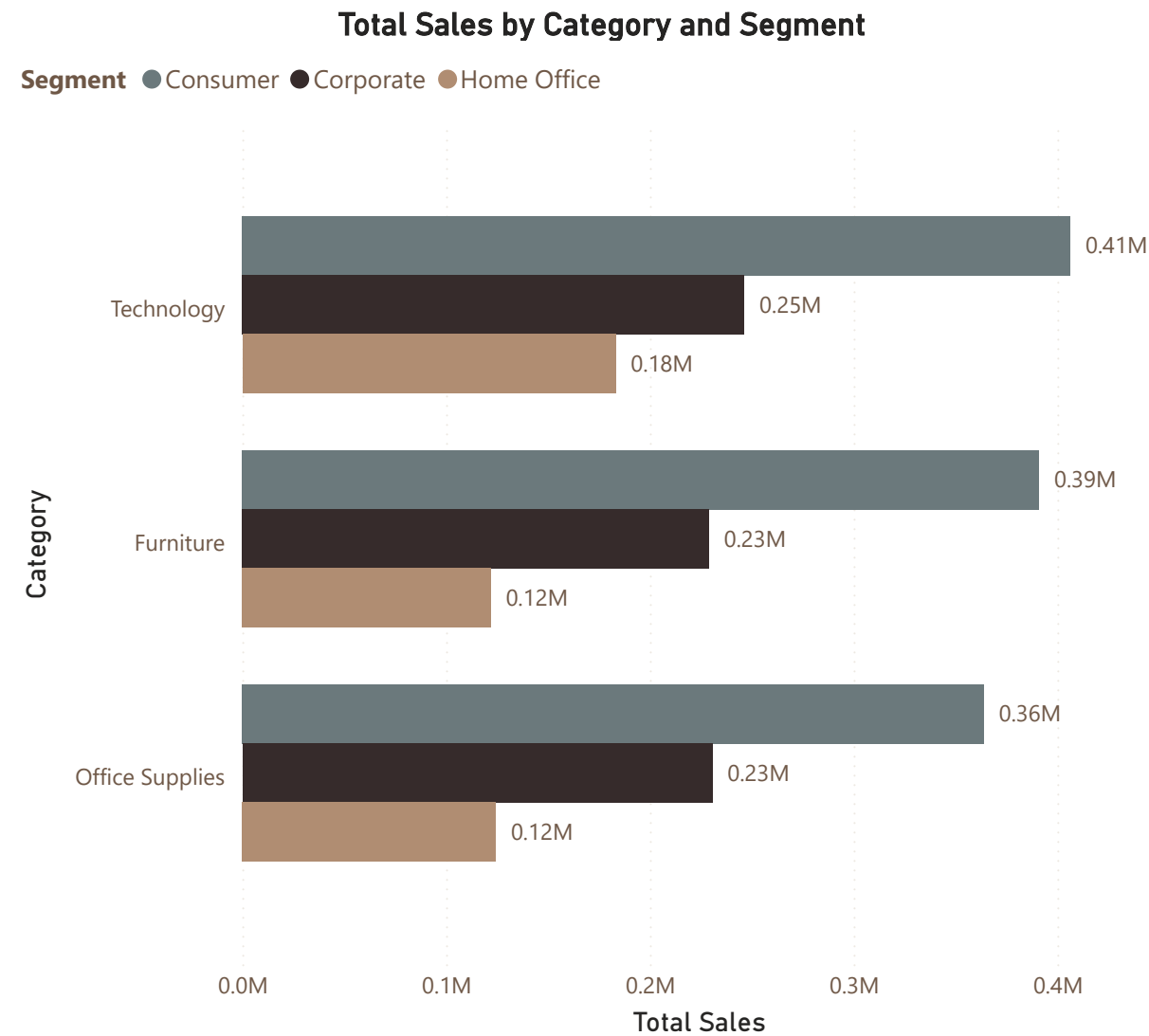
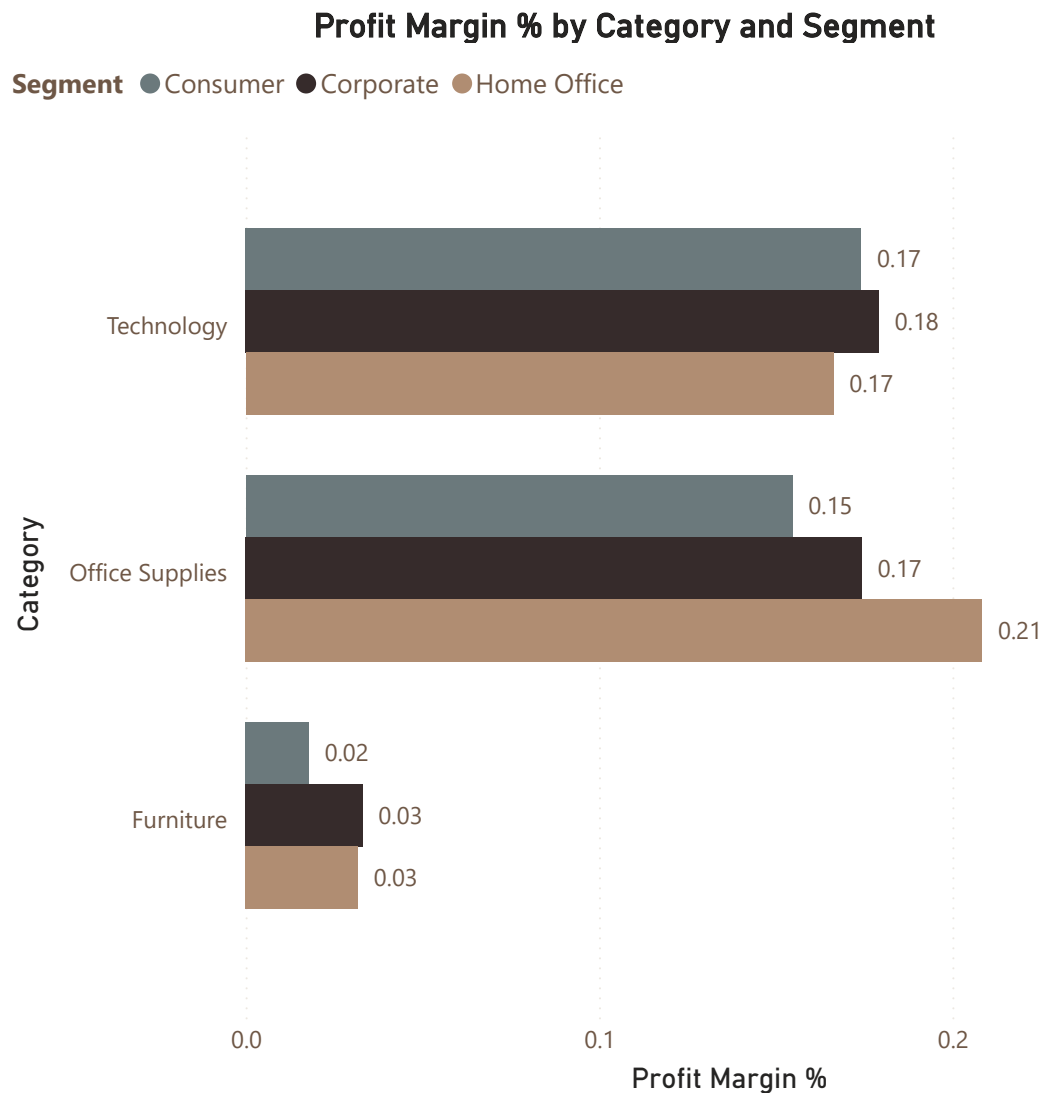


Total Sales by Year-Month and Year

Year ● 2014 ● 2015 ● 2016 ● 2017

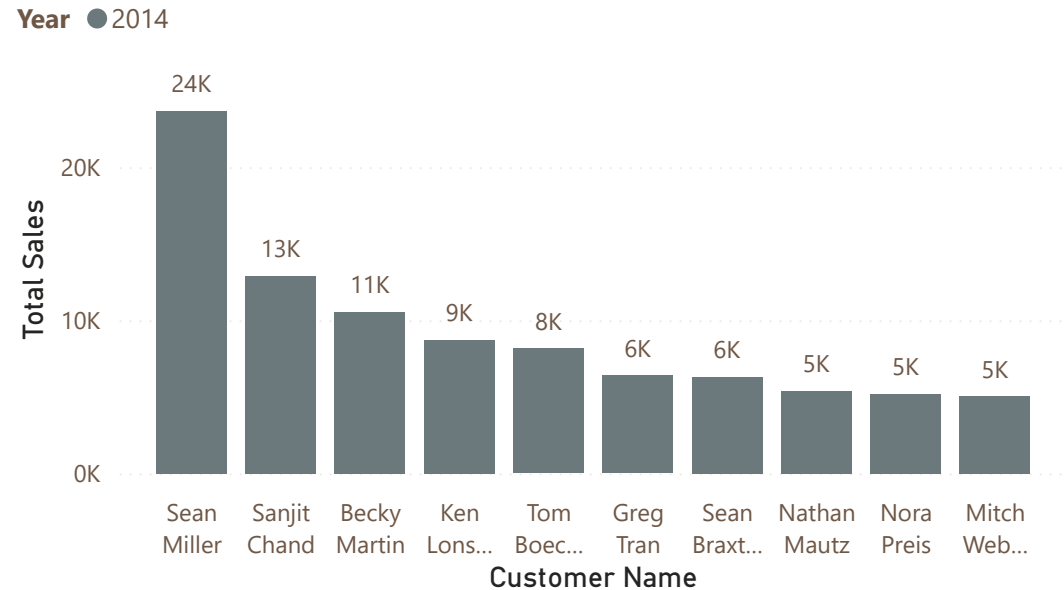


There is a good overall trend indicating higher sales in the second half of the year with a gradual decrease towards the beginning of the new year possibly indicating the decrease in shopping trends after holiday season which causes spike towards the year end. The trend also indicates the yearly low around the 4th and 5th months which can be worked upon.

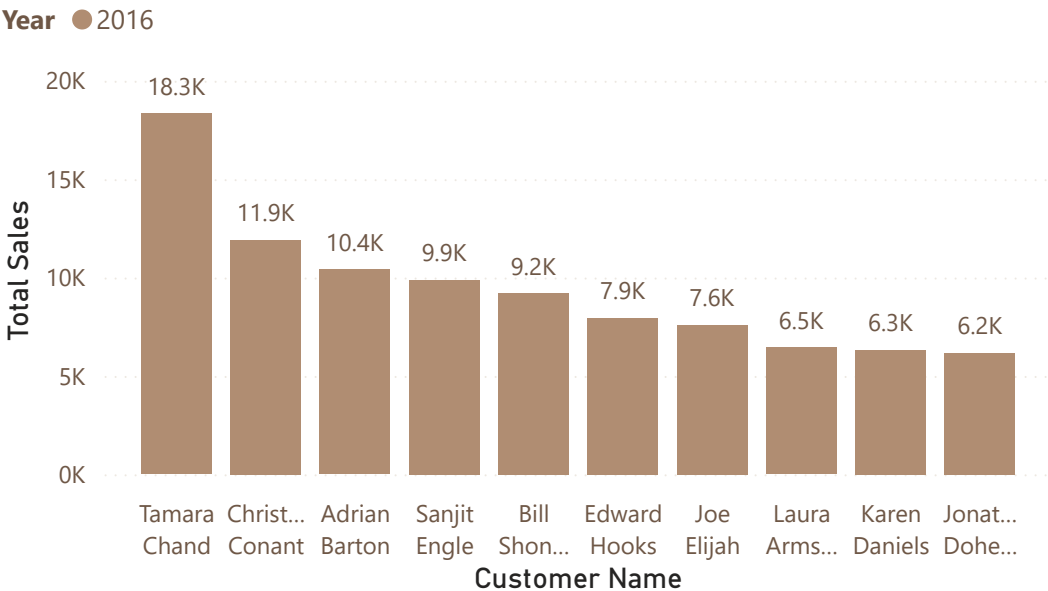


Technology and Office Supplies are making a lot more profit as compared to Furniture category while there is not much difference in their total sales amount. Furniture has the lowest profit margin (almost 6 to 7 times lower than the other categories).

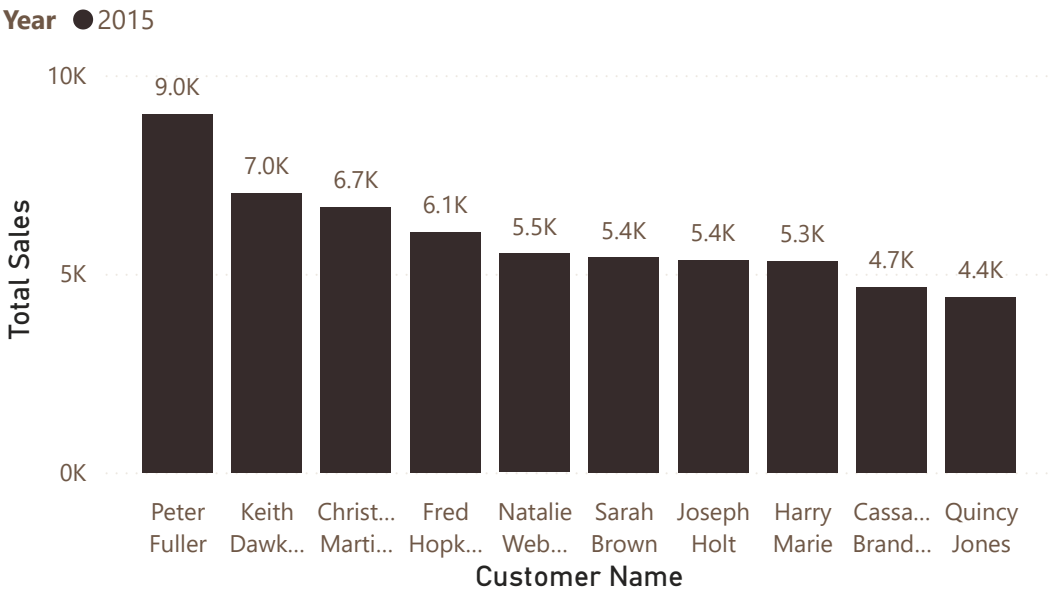
TOP 10 CUSTOMERS IN 2014



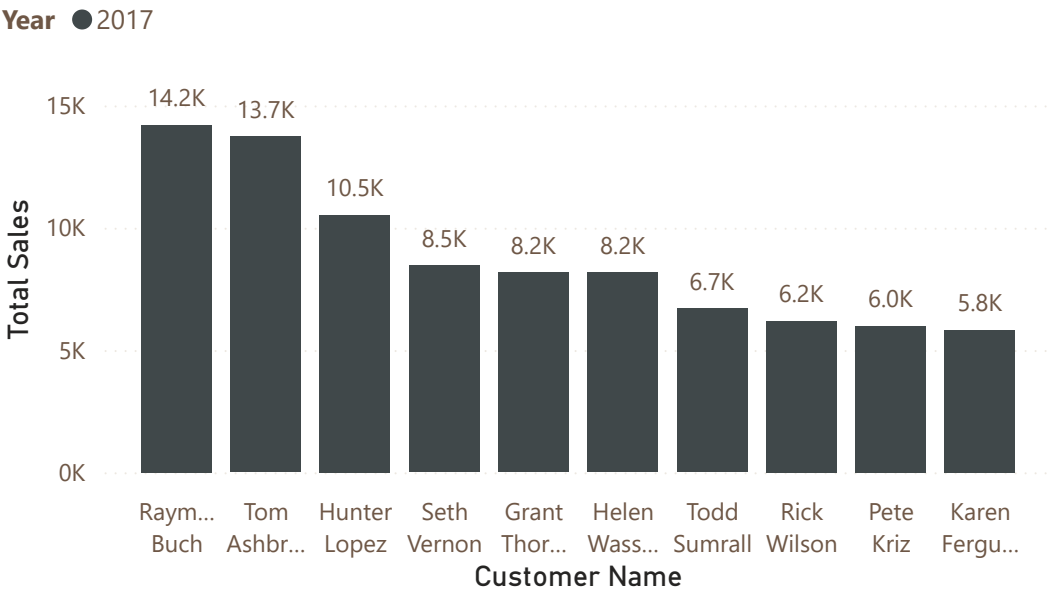
TOP 10 CUSTOMERS IN 2016



TOP 10 CUSTOMERS IN 2015

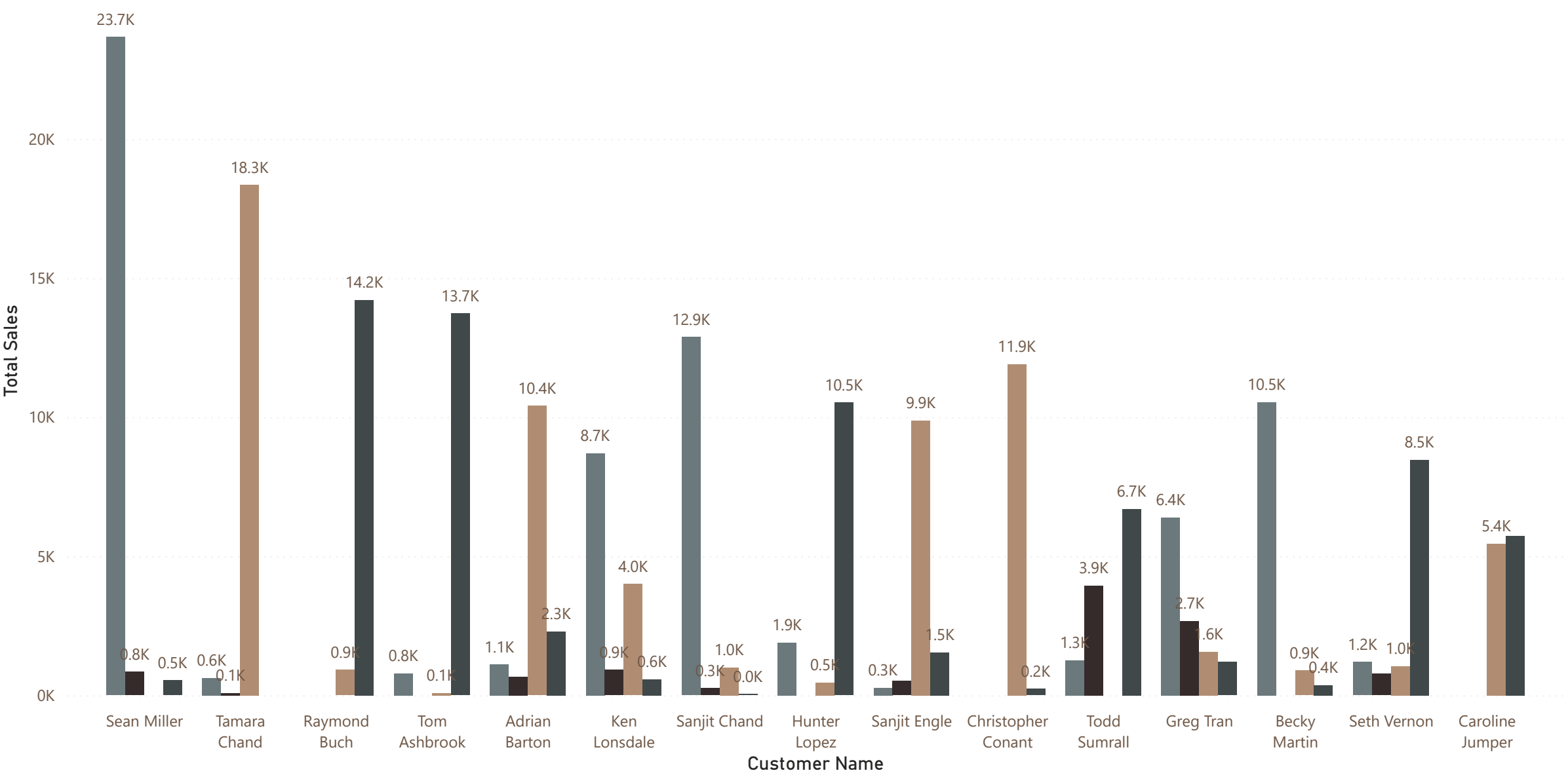


TOP 10 CUSTOMERS IN 2017



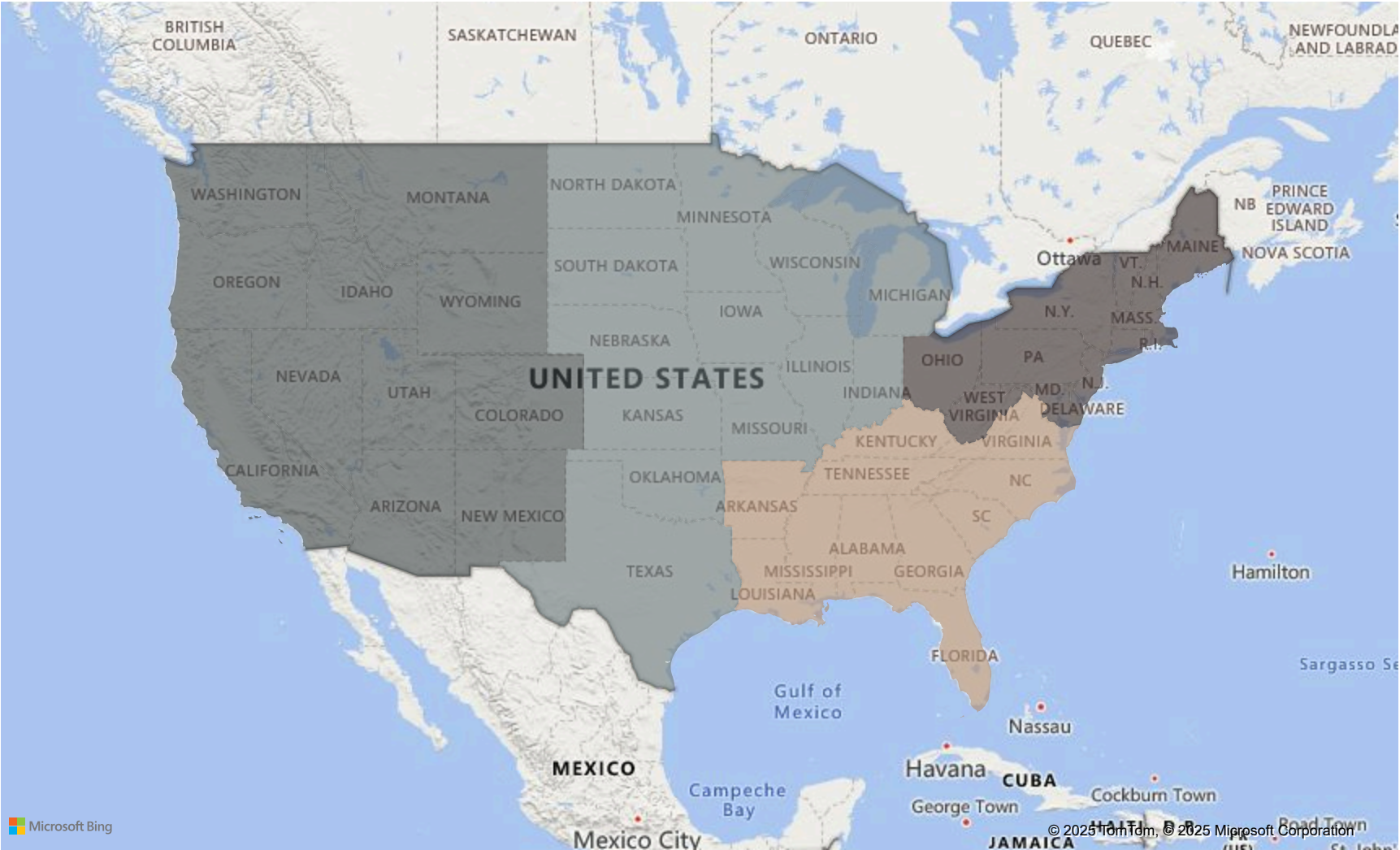
TOP 15 CUSTOMERS OF ALL TIME

Year ● 2014 ● 2015 ● 2016 ● 2017



Total Sales, Average Shipping Days and Average Order Value (AOV) by State and Region

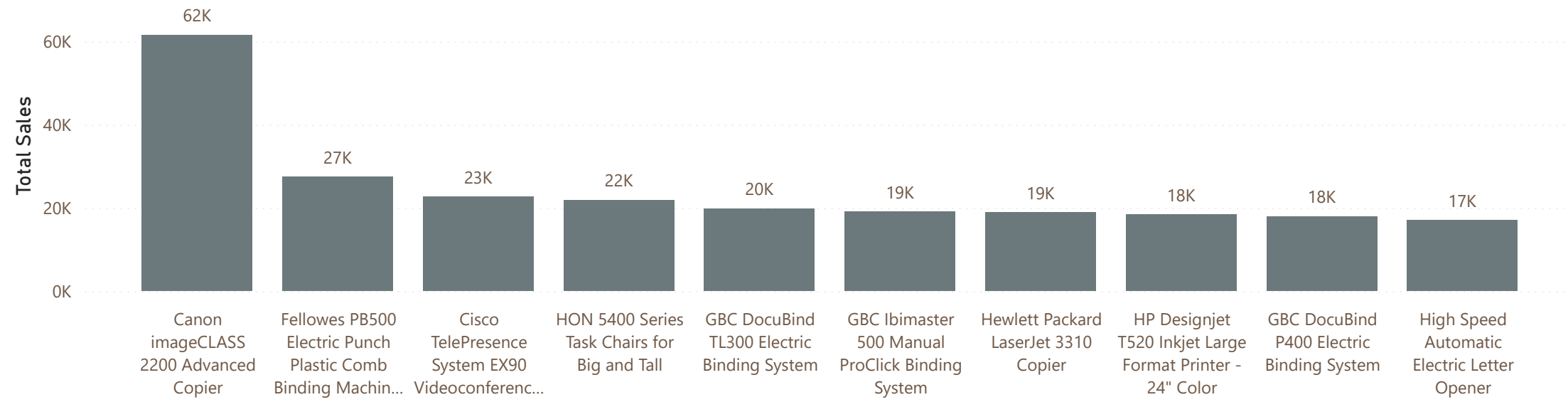
Region ● Central ● East ● South ● West



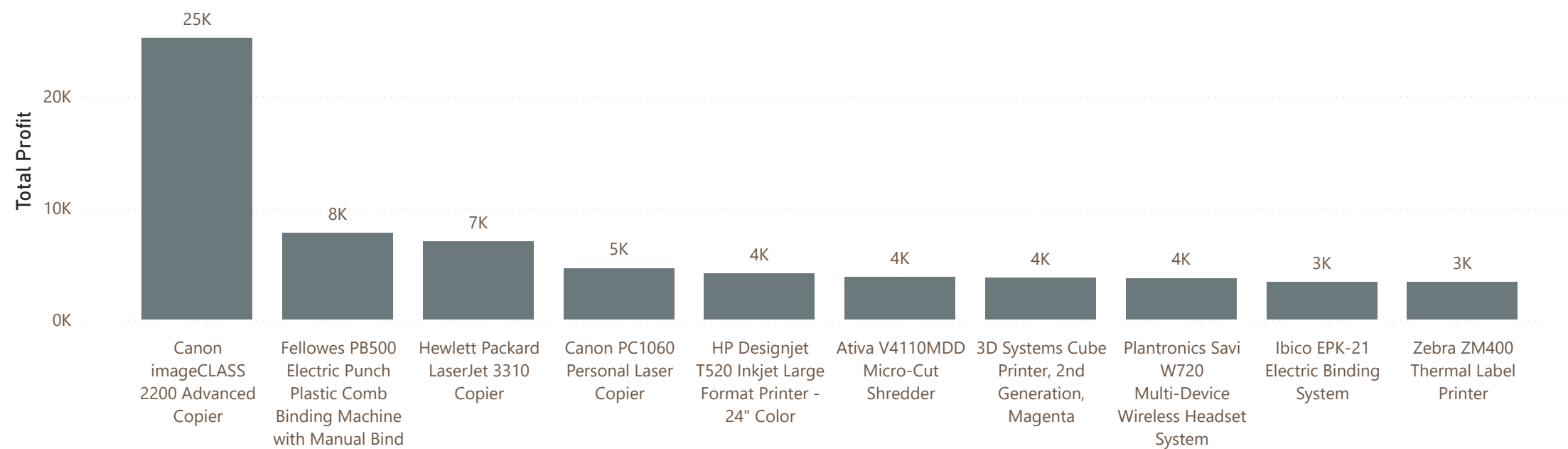
State	Region	Total Sales	Total Profit	Avg
California	West	4,57,687.63	76,381.39	
New York	East	3,10,876.27	74,038.55	
Texas	Central	1,70,188.05	-25,729.36	
Washington	West	1,38,641.27	33,402.65	
Pennsylvania	East	1,16,511.91	-15,559.96	
Florida	South	89,473.71	-3,399.30	
Illinois	Central	80,166.10	-12,607.89	
Ohio	East	78,258.14	-16,971.38	
Michigan	Central	76,269.61	24,463.19	
Virginia	South	70,636.72	18,597.95	
North Carolina	South	55,603.16	-7,490.91	
Indiana	Central	53,555.36	18,382.94	
Georgia	South	49,095.84	16,250.04	
Kentucky	South	36,591.75	11,199.70	
New Jersey	East	35,764.31	9,772.91	
Arizona	West	35,282.00	-3,427.92	
Wisconsin	Central	32,114.61	8,401.80	
Colorado	West	32,108.12	-6,527.86	
Tennessee	South	30,661.87	-5,341.69	
Minnesota	Central	29,863.15	10,823.19	
Massachusetts	East	28,634.43	6,785.50	
Delaware	East	27,451.07	9,977.37	
Maryland	East	23,705.52	7,031.18	
Rhode Island	East	22,627.96	7,285.63	
Missouri	Central	22,205.15	6,436.21	
Oklahoma	Central	19,683.39	4,853.96	
Alabama	South	19,510.64	5,786.83	
Oregon	West	17,431.15	-1,190.47	
Nevada	West	16,729.10	3,316.77	
Connecticut	East	13,384.36	3,511.49	
Arkansas	South	11,678.12	4,008.60	
Total		22,97,200.86	2,86,397.02	

The states of Texas, Ohio, Pennsylvania, Illinois, North Carolina, Colorado, Tennessee, Arizona, Florida and Oregon and causing losses, i.e., there is no profit made here (profit in -ve). Actions need to be taken here.

TOP 10 PRODUCTS BY SALES



TOP 10 PRODUCTS BY PROFIT



Performance Overview

- ₹2.30M in total sales delivering ₹286.4K profit at a 12% margin from 5,009 orders and 793 unique customers in 4 years.
- Average Order Value (AOV): ₹459 | Average Shipping Time: ~ 4.0 days.
- Total Sales have increased each year. There is also a good increase in the total profit made each year. Profit Margin has also remained stable.
- Average Order Value decreased in time but the total number of orders each year have also increased significantly thus explaining the low AOV.

Sales Trends & Seasonality

- November–December is consistently the strongest period while April–May are recurring low points.
- Seasonal peaks followed by softer starts each year suggest proactive inventory planning and targeted off-peak campaigns.

Category & Segment Insights

- **Technology** and **Office Supplies** deliver both strong sales and higher margins (17–21%).
- **Furniture** remains margin-weak (2–3%), likely due to discounts and freight costs.
- Consumer segment dominates sales; Home Office, though smaller, shows high margins in Office Supplies.
- **Action:** Reduce Furniture discounting and prioritize promotions in high-margin categories.

Geographical Performance

- The states of Texas, Ohio, Pennsylvania, Illinois, North Carolina, Colorado, Tennessee, Arizona, Florida and Oregon and causing losses, i.e., there is no profit made here (profit in -ve). Actions need to be taken here.

Product Performance

- **Canon imageCLASS 2200 Advanced Copier** is the top performer in both sales (₹62K) and profit (₹25K).
- High-margin printers and binding systems dominate top ranks, a clear focus areas for growth.