



DataVinci Private Limited
Corporate identity Number - U93090PN2018PTC174145

Data Visualisation Expert Assignment

E-Commerce Sales Dashboard Report

➤ Introduction

This document provides a detailed explanation and interpretation of the E-Commerce Sales Dashboard. It includes key performance indicators, sales patterns, customer behavior analysis, and geographic trends. Two dashboard images are used for visual reference.

➤ Dashboard Visuals

Below are the dashboard images used for analysis:

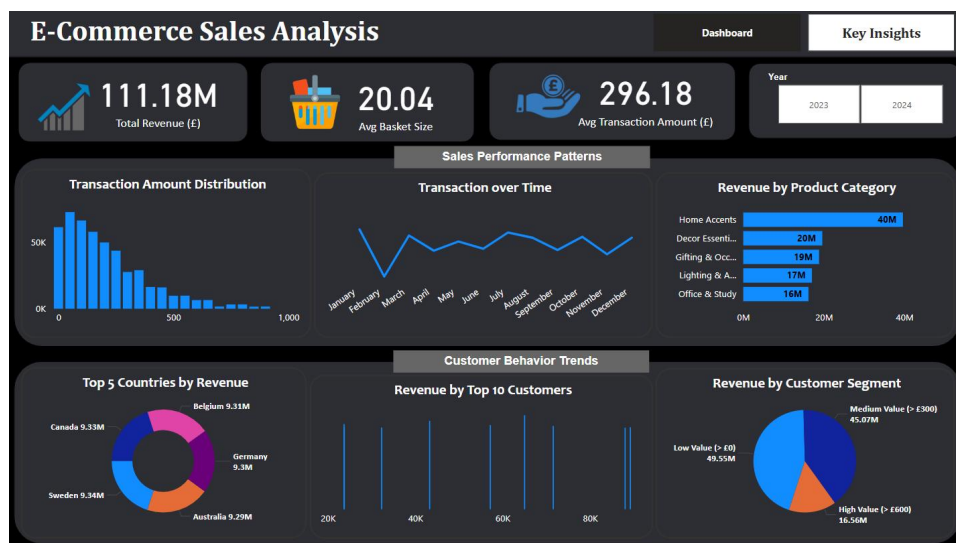


Figure 1: E-Commerce Dashboard

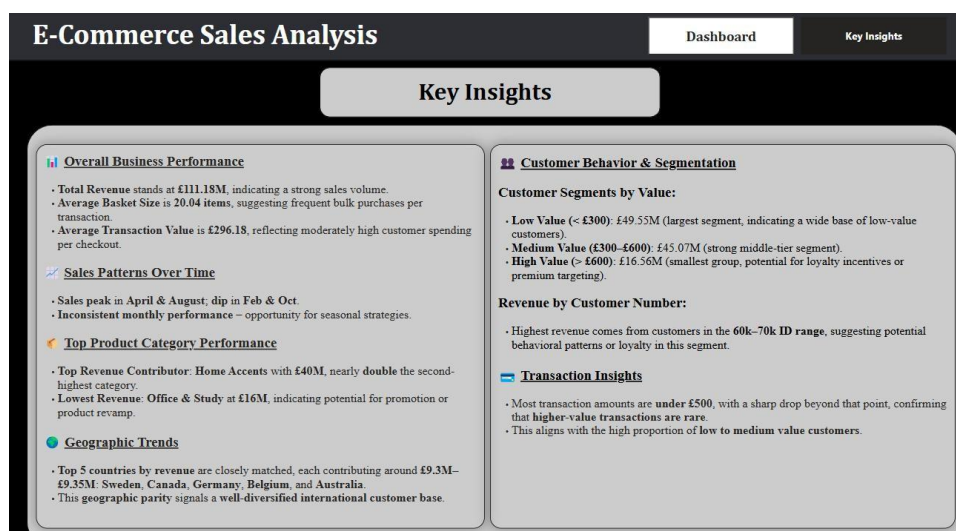
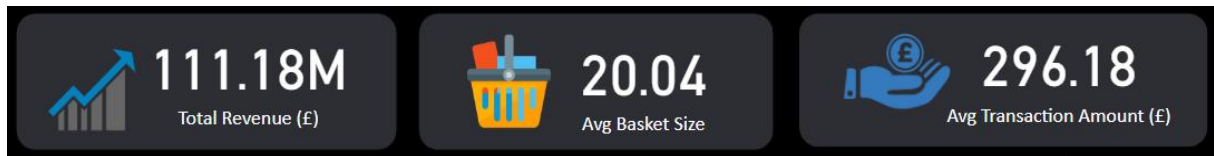


Figure 2: Key Insights Panel

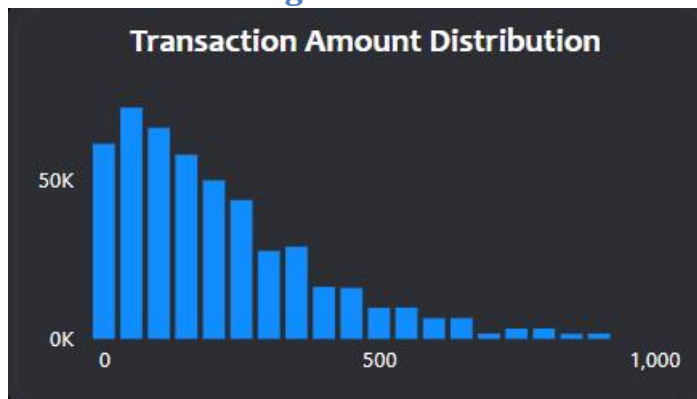
➤ Dashboard Interpretation

Overall Business Performance



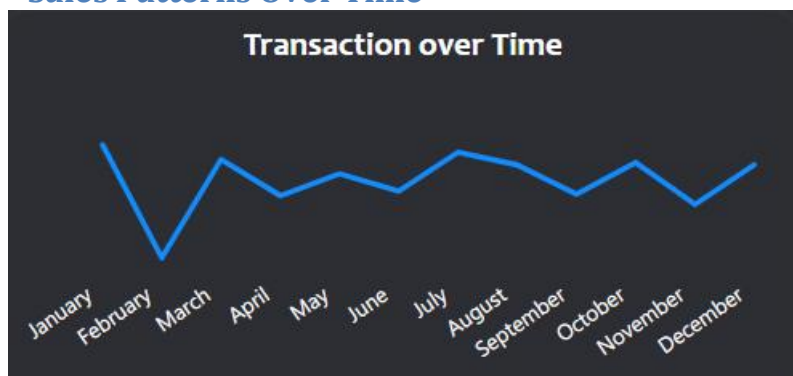
- Total Revenue: £111.18M, indicating strong sales volume.
- Average Basket Size: 20.04 items, suggesting frequent bulk purchases.
- Average Transaction Value: £296.18, reflecting moderate to high spend per transaction.

Transaction Insights



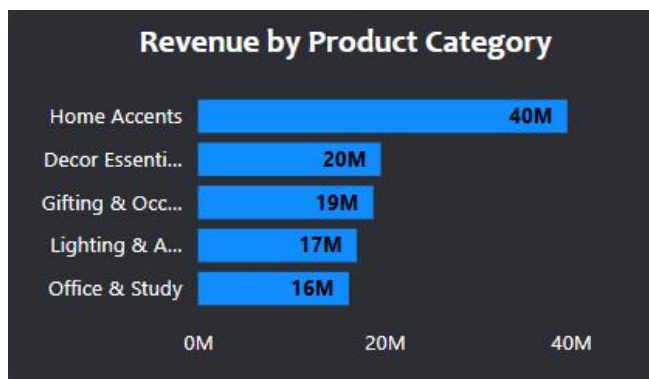
- Most transactions fall under £500.
- Confirms a high volume of low to medium value purchases.

Sales Patterns Over Time



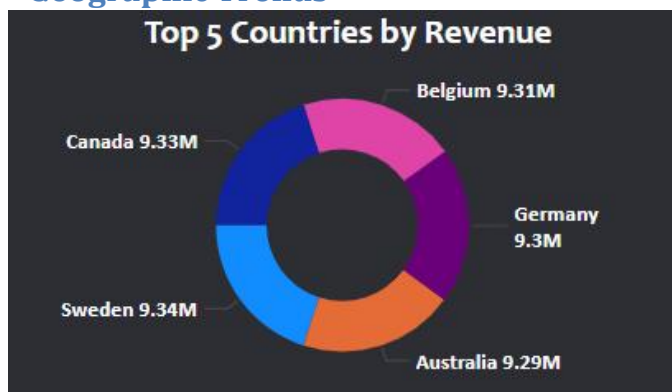
- Sales peak in April & August; dip in February & October.
- Indicates seasonal trends and opportunity for focused marketing in low months.

Top Product Category Performance



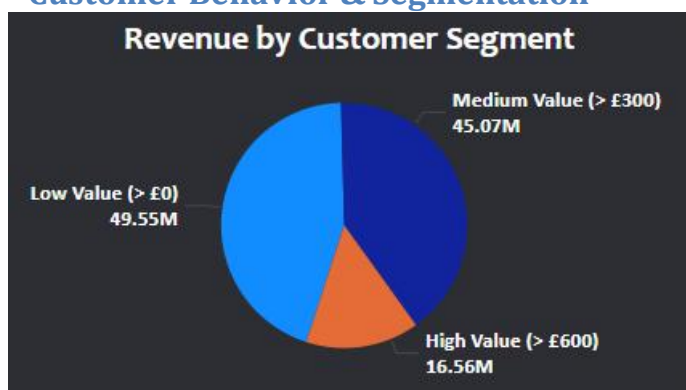
- Home Accents leads with £40M, nearly double the next best category.
- Office & Study lags at £16M – consider marketing/promotion strategies.

Geographic Trends



- Top 5 countries (Sweden, Canada, Germany, Belgium, Australia) each contribute around £9.3M.
- Shows well-diversified customer base.

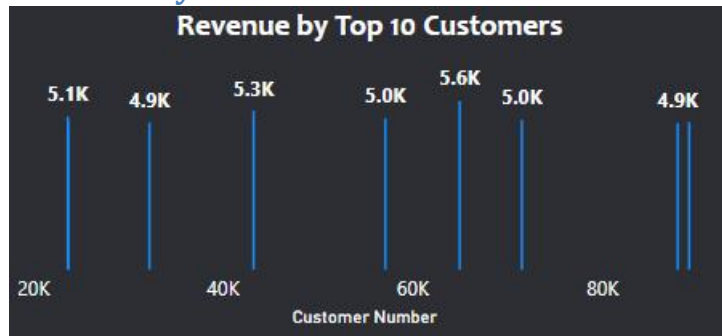
Customer Behavior & Segmentation



Customer Segments by Value:

- Low Value (<£300): £49.55M
- Medium (£300–£600): £45.07M
- High (>£600): £16.56M
- Suggests majority of customers are low to mid-value, with room to target high-value buyers.

Revenue by Customer Number



- Most revenue is generated by customers in the 60k–70k ID range.
- Indicates potential loyalty or effective targeting in this group

Questions:

a. What is the distribution of transaction amounts?

Most transactions are below **£500**, showing that **high-value purchases are rare** and **low to mid-value purchases are common**.

b. How does the total transaction amount vary over time?

Sales **peak in April and August**, with **dips in February and October**, indicating **seasonal buying patterns**.

c. Which product categories generate the most revenue?

Home Accents leads with **£40M**, followed by **Decor Essentials** and **Gifting & Occasions**. **Office & Study** is the lowest.

d. Can you identify any trends or patterns in customer purchasing behaviour?

Majority of customers are **low to mid spenders**. Most revenue comes from **customers in the 60k–70k ID range**. Frequent purchases with **moderate spending per transaction**.

