**Ecommerce Sales Analysis**

**Overview**

This Ecommerce Sales Analysis Dashboard provides a comprehensive overview of the company’s sales performance over a specified period. The dashboard visualizes key performance metrics across various categories, states, and timeframes. The goal is to identify growth trends, high-performing products, and areas requiring attention, thereby supporting strategic business decisions.

**Key Highlights**

**1. Overall Performance Metrics**

* **Total Sales**: $22,97,200.86
* **Total Profit**: $2,86,397.02
* **Total Quantity Sold**: 37,873 units
* **Total Orders**: 9,994 orders
* **Profit Margin**: 12.47%

**Year-over-Year (YoY) Growth:**

* **Sales Growth**: ▲ 20.62%
* **Profit Growth**: ▲ 14.41%
* **Quantity Growth**: ▲ 27.45%
* **Orders Growth**: ▲ 28.64%
* **Profit Margin**: ▼ 5.15%

**Positive growth** across all major KPIs except **profit margin**, which has declined.

**2. Sales and Profit Trends**

* Monthly analysis shows a steady increase in both **sales** and **profit** from January to December.
* Peak sales occurred in **October and December**, indicating strong performance during festive/holiday seasons.

**3. Category-wise Performance**

**Sales Share by Category:**

* **Furniture**: 36.40%
* **Technology**: 32.30%
* **Office Supplies**: 31.30%

**Category-wise Sales Growth:**

* **Furniture** led the growth with $286.40K in revenue.
* **Office Supplies** and **Technology** followed with $122.49K and $145.45K, respectively.
* Positive growth was noted across all categories, reinforcing a diversified sales base.

**4. Regional Performance**

**Top Performing States:**

* **California**: $457.69K
* **New York**: $310.88K
* **Texas**: $170.19K
* **Washington**: $138.64K
* **Pennsylvania**: $116.51K

**California** leads with a significant margin, indicating strong market penetration.

**5. Product-Level Insights**

**Top 5 Sub-Categories by Sales:**

1. **Phones**: $330.01K
2. **Chairs**: $328.45K
3. **Storage**: $223.84K
4. **Tables**: $206.97K
5. **Binders**: $203.41K

Phones and chairs are the most lucrative product lines, indicating potential areas for focused marketing and inventory scaling.

**6. Filters for Deeper Insights**

The dashboard includes interactive filters for:

* **Year**: 2011–2014
* **Region**: Central, East, South, West
* **Segment**: Consumer, Corporate, Home Office

These filters enable dynamic analysis tailored to specific time periods, geographies, and customer segments.

**Conclusion**

The ecommerce business shows strong **year-over-year growth** in sales, profit, quantity, and orders. However, a **decline in profit margin** suggests increasing costs or discounting strategies. Strong performance in **California**, **Phones**, and **Furniture** categories offers opportunities for strategic focus.

**Recommendation:**

* Investigate reasons for declining profit margins.
* Focus on high-performing regions and product categories.
* Leverage strong YoY growth to drive further expansion and optimization.