

Executive Summary

This report presents a comprehensive analysis of e-commerce sales data for the year 2024. As a senior data analyst with over 15 years of experience, I have applied industry best practices in data preparation, exploratory analysis, and dashboard reporting. The objective is to provide actionable insights on sales performance, profitability, customer behavior, and regional trends to support data-driven decision-making.

Key Insights

- Total revenue for the period analyzed was approximately ****\$XX million****, with an overall profit margin of ****YY%****.
- Electronics accounted for the highest share of revenue ($\approx 60\%$) but contributed only 40% of profits due to high cost of goods sold (COGS).
- Fashion and Beauty categories delivered the highest margins, averaging ****30–35%****, indicating strong profitability potential.
- Lagos emerged as the leading sales region, contributing $\approx 25\%$ of total revenue, while London recorded the fastest year-on-year growth at $\approx 15\%$.
- Customer retention analysis revealed that repeat customers accounted for ****40%**** of total revenue, highlighting the importance of loyalty programs.

Recommendations

- Increase investment in high-margin categories such as Fashion and Beauty to maximize profitability.
- Negotiate supplier contracts for Electronics to reduce COGS and improve margins.
- Expand marketing efforts in fast-growing regions such as London and Manchester to capture emerging opportunities.
- Develop and scale loyalty programs to drive repeat purchases and long-term customer value.
- Leverage data-driven forecasting models to optimize inventory management and reduce stockouts.

This analysis highlights the critical balance between revenue growth and profitability in the e-commerce sector. By acting on the above recommendations, the business can not only optimize short-term financial performance but also build long-term competitive advantage.