Gamezone

Insights & Recommendation

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context

The goal of this project is to analyze Sales performance,across region,platform,marketing channel,and product to identify growth opportunity

Dashboard covers total sales, Orders metrics,sales breakdown,Product performance and operational KPIs

Insights Deep-Dive

- # Overall Sales Performance

  - Total Sales:6,151,266
  - Total Orders:21,719
  - Average Order value:283

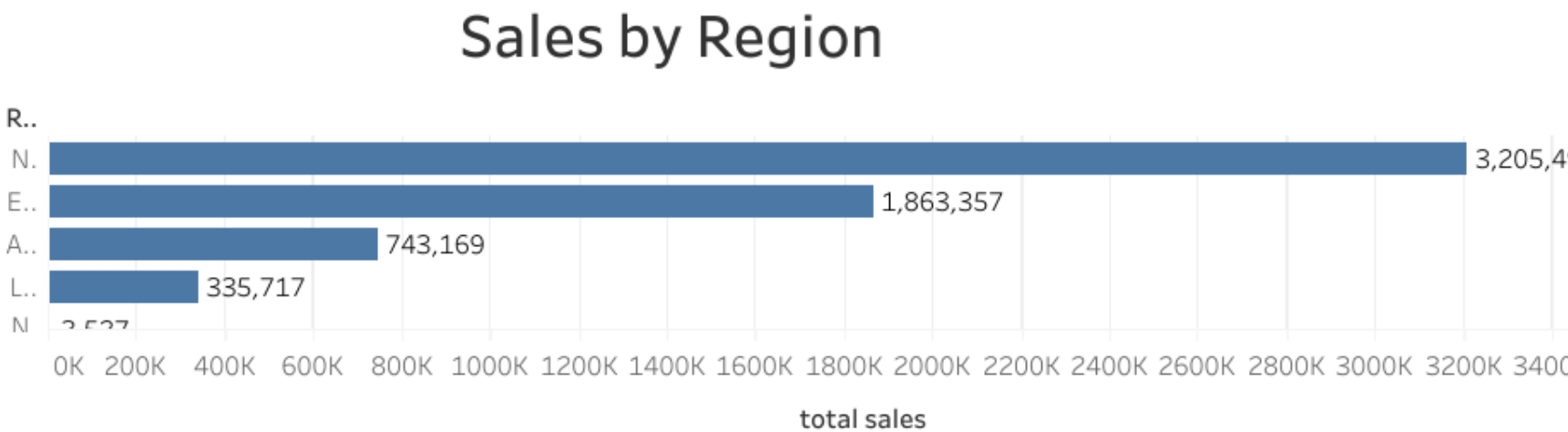- # Sales by Region

  - North America (NA): HIghest Sales (3,205,496)
  - EMEA: 1,863,357
  - APAC: 743:169
  - LATAM: 335,717

- # Sales by platform

  - website: Dominates with 5,997,324 Sales
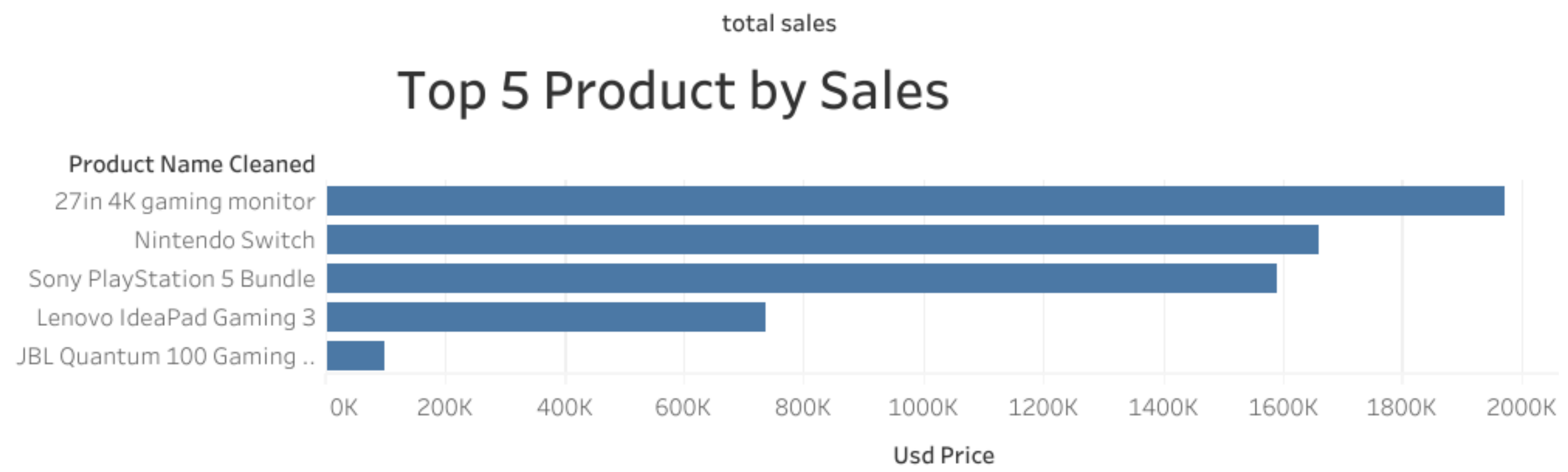 - Mobile app: 153,942 sales

KPI CARDS

total sales	6,151,266
Total Orders	21,719
Average Orders Value	283

Sales by Region

R..	
N.	3,205,4
E..	1,863,357
A..	743,169
L..	335,717
N	3,537

0K 200K 400K 600K 800K 1000K 1200K 1400K 1600K 1800K 2000K 2200K 2400K 2600K 2800K 3000K 3200K 3400K

total sales

Sales by Platform

Purchase Pl..	
website	5,997,324
mobile app	153,942

- # **Top Products**
  - 27in 4K gaming monitor leads product sales
  - Nintendo switch, playstation 5, Lenovo ideapad, and Acer Nitro also strong perfomnace

total sales

Top 5 Product by Sales

Product Name Cleaned

27in 4K gaming monitor	
Nintendo Switch	
Sony PlayStation 5 Bundle	
Lenovo IdeaPad Gaming 3	
JBL Quantum 100 Gaming ..	

0K   200K   400K   600K   800K   1000K 1200K 1400K 1600K 1800K 2000K

Usd Price

- # **marketing Channel Performance**
  - Direct: 5,209,859 Sales(dominant channel)
  - Email: 611,183
  - Affiliate: 222,426
  - Social media: 69,526

Sales by Marketing Channel

Marketing ..
direct	5,209,859
email	611,183
affiliate	222,428
social media	69,526
unknown	38,270

Recommendations

* **Focus on High-Performing Regions** Prioritize marketing and inventory in North America and EMEA

- **Leverage Direct Channel: Continue investment in direct Sales explore why this channel outperforms others**

Enhance Mobile App Experience: Mobile app Sales are low optimize UX and marketing to drive adoption

- Promote Top Product: Expand visibility and stock for bestsellers (27in 4K monitor,Nintendo switch, Playstation 5)

Caveats and Next Steps

Caveats and Next Steps

- ## Caveats
  - Some data labelled as 'Null' or "unknown" may affect accuracy
  - Average time to ship varies widely by Region, further investigation needed
  - No breakdown of customer demographics or seasonality

- ## Next Steps
  - Deep-Dive into underperforming channels and platforms
  - analyze customer Feedback for shipping and Product satisfaction
  - Test targeted campaigns in regions with lower sales or higher shipping times

appendix

Technical Process

- **Data Sources**
  - Sales,Orders amd shipping data aggregated from e-commerce platform and marketing channel

- **Dashboard tools**
  - Data visualized using business intelligence tools(e.g Power BI,Tableau or excel

- **metrics calculated**
  - Total Sales,Average Order value,Sales by region/platform/Channel,Product performance, Shipping times

Thank You