



Ecommerce Dashboard



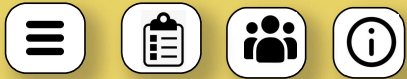
Order Details



Customer Details



Insights



Ecommerce Dashboard



FILTER

Date

01-01-2018

31-12-2019

Category

All

Status

All

Age Bucket

All



1500

Total Orders



5615

Total Quantity sold



₹ 2M

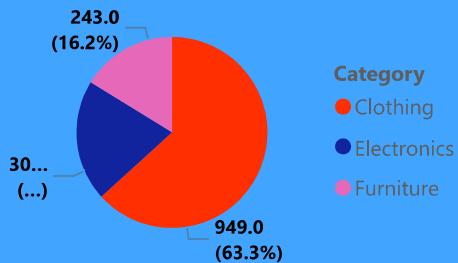
Total Revenue



₹ 24K

Total Profit

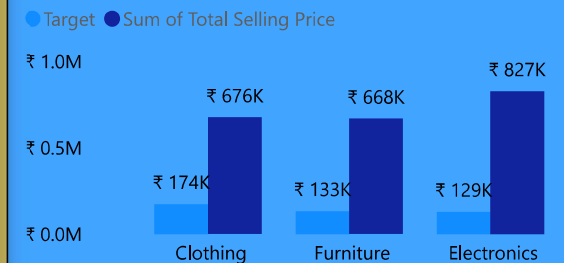
Total Orders by Category



Total Orders by Status



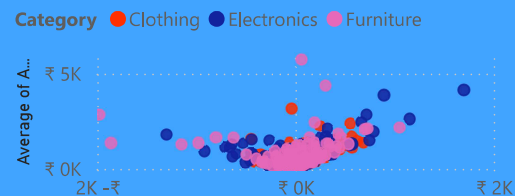
Target vs Actual Sale by Category



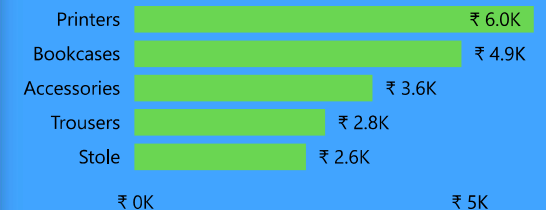
Profit vs Total Orders

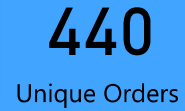



Average of Amount by Category and Profit



Top 5 Sub-category by Profit





31-12-2019 



All

All

All

State	Number of Cases (K)
Madhya Pradesh	7.1K
Maharashtra	5.4K
Uttar Pradesh	3.2K
Delhi	3.0K
West Bengal	2.4K

Age Group	Number of Respondents
31-40	403
21-30	375
41-50	343
15-20	196



Ecommerce Dashboard



Insights

Order Details:

- 63% of total orders is from Clothing category.
- 68% orders are Profitable, 30% orders are giving Loss & 2% are None.
- Most Profitable months are March and November.
- All the categories have achieved more than 70% of target revenue.
- Electronics making the most revenue i.e., 37%
- Electronic games & Tables sub-categories orders are not profitable to the business.

Customer Details:

- There are total 331 customers with 440 unique orders.
- Madhya Pradesh is the most profitable state i.e., Rs.7K
- Tamil Nadu, Andhra Pradesh & Punjab are the states which are making loss.
- Most orders are from the customer age bucket of 41-50 i.e., 389 and Clothing is the popular category.
- Indore, Delhi, Allahabad and Mumbai are cities with most profits.
- Average Cost price & Selling price is approximately Rs. 1 Lakh per state.