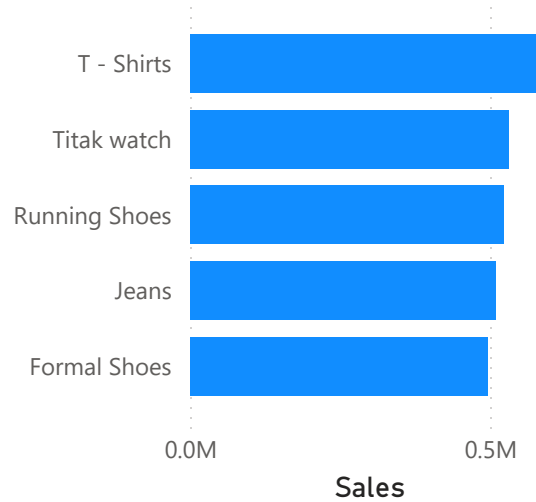
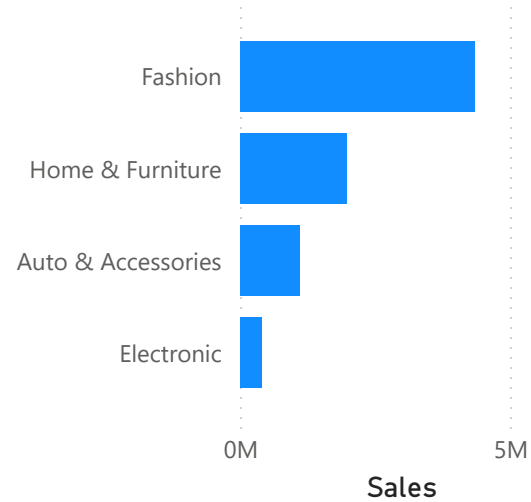


E-commerce Sales Performance Dashboard

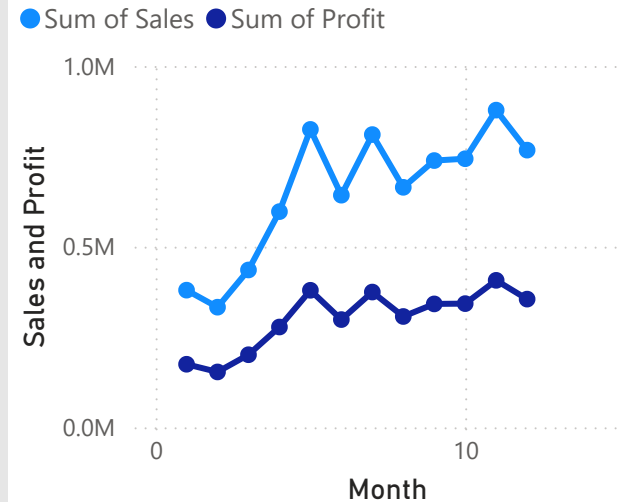
Sales by Product



Sales by Category



Sales and Profit by Month



8M

Total Revenue

3.6M

Total Profit

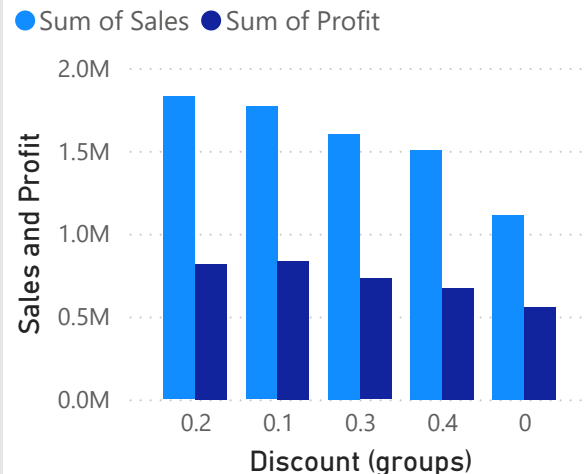
51K

Total Orders

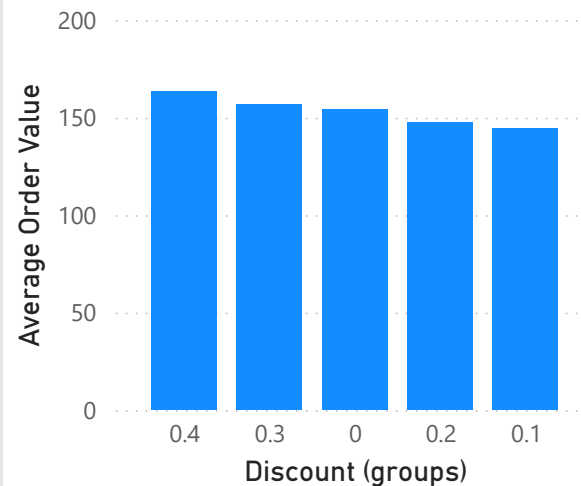
0.46

Profit Margine

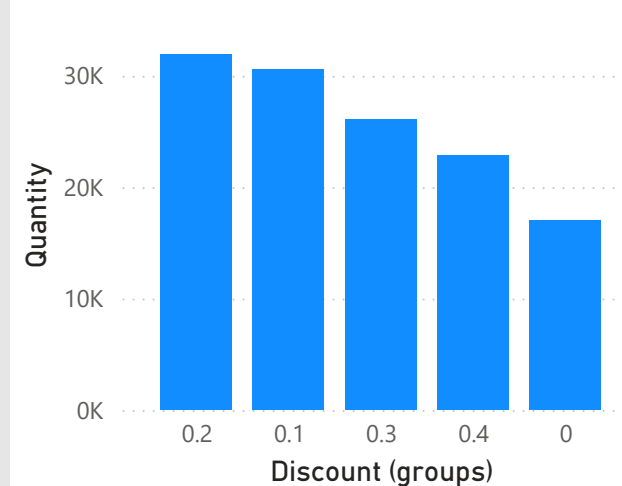
Sales and Profit by Discount



Average Order Value by Discount



Quantity by Discount



Month

1

12



Discount (groups)

All

Product_Category

- ☐ Auto & Accessories
- ☐ Electronic
- ☐ Fashion
- ☐ Home & Furniture

Business Insights

Total Revenue = \$8M

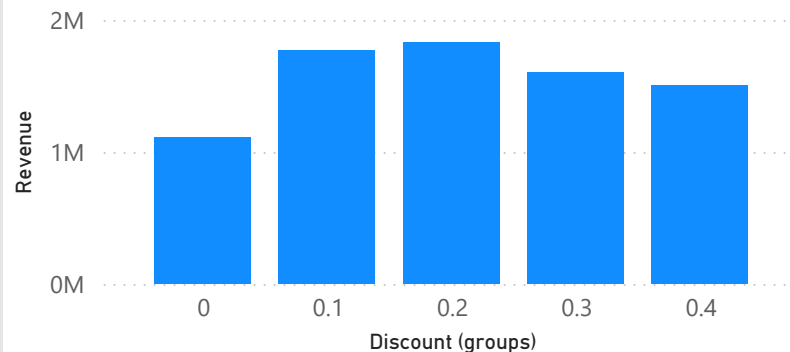
Total Profit = \$3.6M

Profit Margin = 46% ==> Strong Profitability

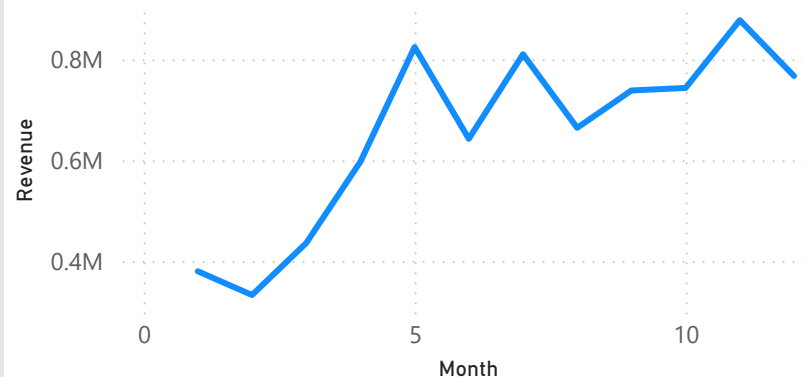
Product and Category

- Top Categories: Fashion and Home & Furniture
- Top Products: T-Shirts, Watches, Running Shoes

Revenue by Discount



Seasonality



Discounts

- 10 - 20 % = Best Profitability
- Higher Discount rates erode margins

Recommendation

- Focus stock + marketing on top 10 products

Recommendation

- Align promotion with spring demand surge

Recommendation

- Test reducing discount on high-ticket items by 5-10 %