Ecommerce Performance Analysis – Documentation & Insights

# 1. Original Documentation

This dashboard provides a comprehensive overview of the performance of an e-commerce business, including key metrics such as total revenue, orders, return rates, and performance by product and shipping company.

The dashboard contains:

- Key performance indicators (KPIs): Revenue, Orders, Quantity, Return Rate

- Returns analysis with status breakdown

- Shipping company distribution (UPS, DHL, FedEx)

- Top 10 profitable products and categories

- Monthly trends for orders and returns

- Detailed product performance table including stock status, revenue, reviews, and return values

# 2. Enhanced Analysis & Insights

## Key KPIs

- Total Revenue: 45M (+24.6%)

- Total Orders: 10.2K (+24.57%)

- Quantity Sold: 92K (+24.45%)

- Return Rate: 1% (very low, indicates high customer satisfaction)

- Products Analyzed: 599

## Returns Analysis

Completed: 29.13%

Rejected: 27.18% (high – requires review)

Pending: 23.3%

Approved: 20.39%

Returns peaked in February and March; dropped sharply in May.

## Shipping Company Distribution

UPS: 34.53%

FedEx: 32.93%

DHL: 32.54%

Balanced distribution, but need performance data beyond volume.

## Top Products & Categories

Top product: 'Customizable homogeneous installation' – Revenue: 1.17M

Most categories range between 6M–8.4M in revenue.

## Inventory Observations

Many overstocked items are high-sellers – potential supply chain optimization.

Products with high return value need attention (e.g., 'Team-oriented eco-centric emulation' – 18K+ return value).

## Critical Drop in May

Orders dropped from average of ~2.4K to 0.5K – a 75%+ decrease.

This is a red flag and could indicate marketing, technical, or supply issues.

Returns and reviews also dropped accordingly.

## Recommendations

- Investigate root cause of May performance drop (ads, supply chain, tech issues)

- Address high return rate in specific products

- Monitor overstocked items for future restocking strategy

- Correlate shipping performance with customer feedback