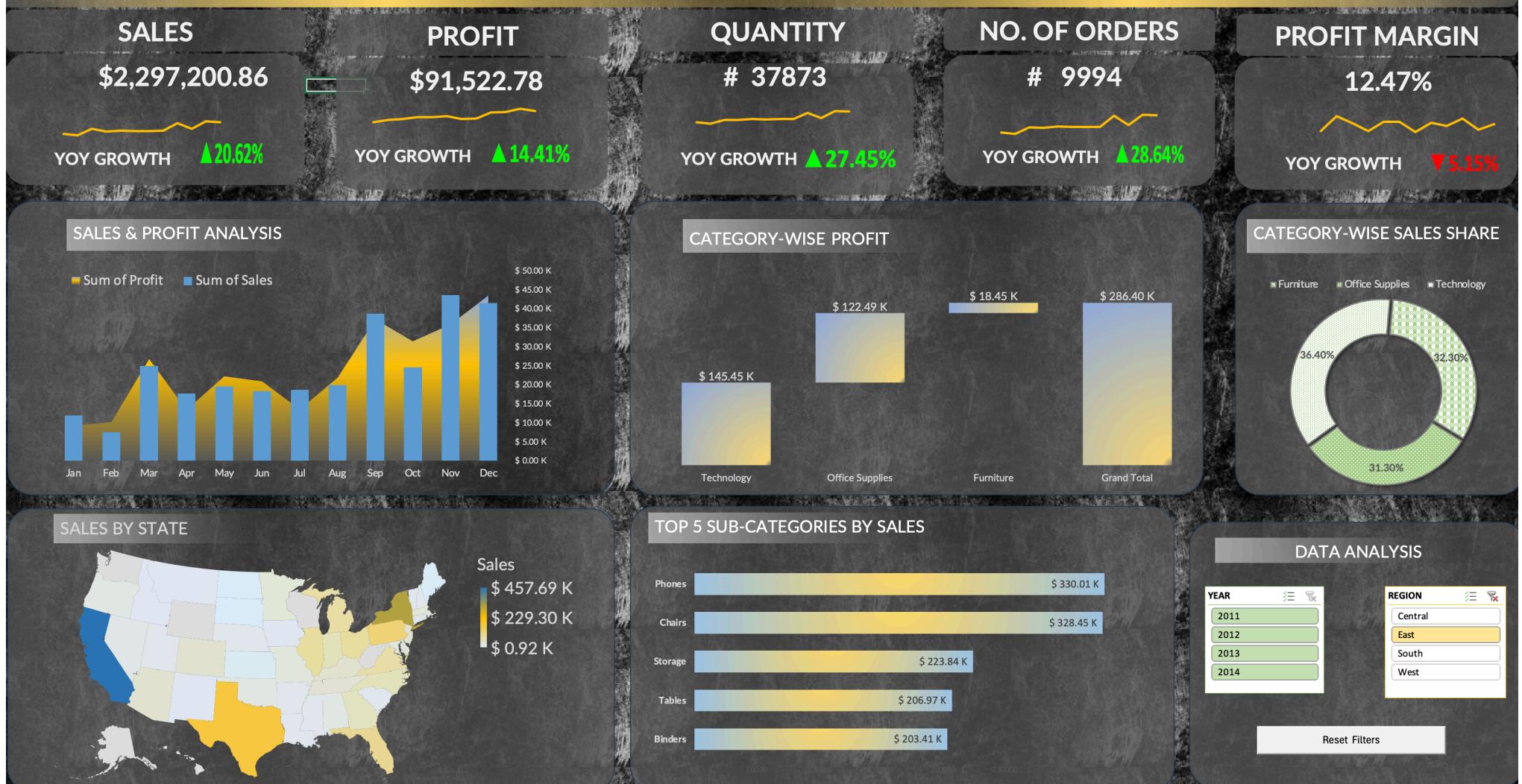
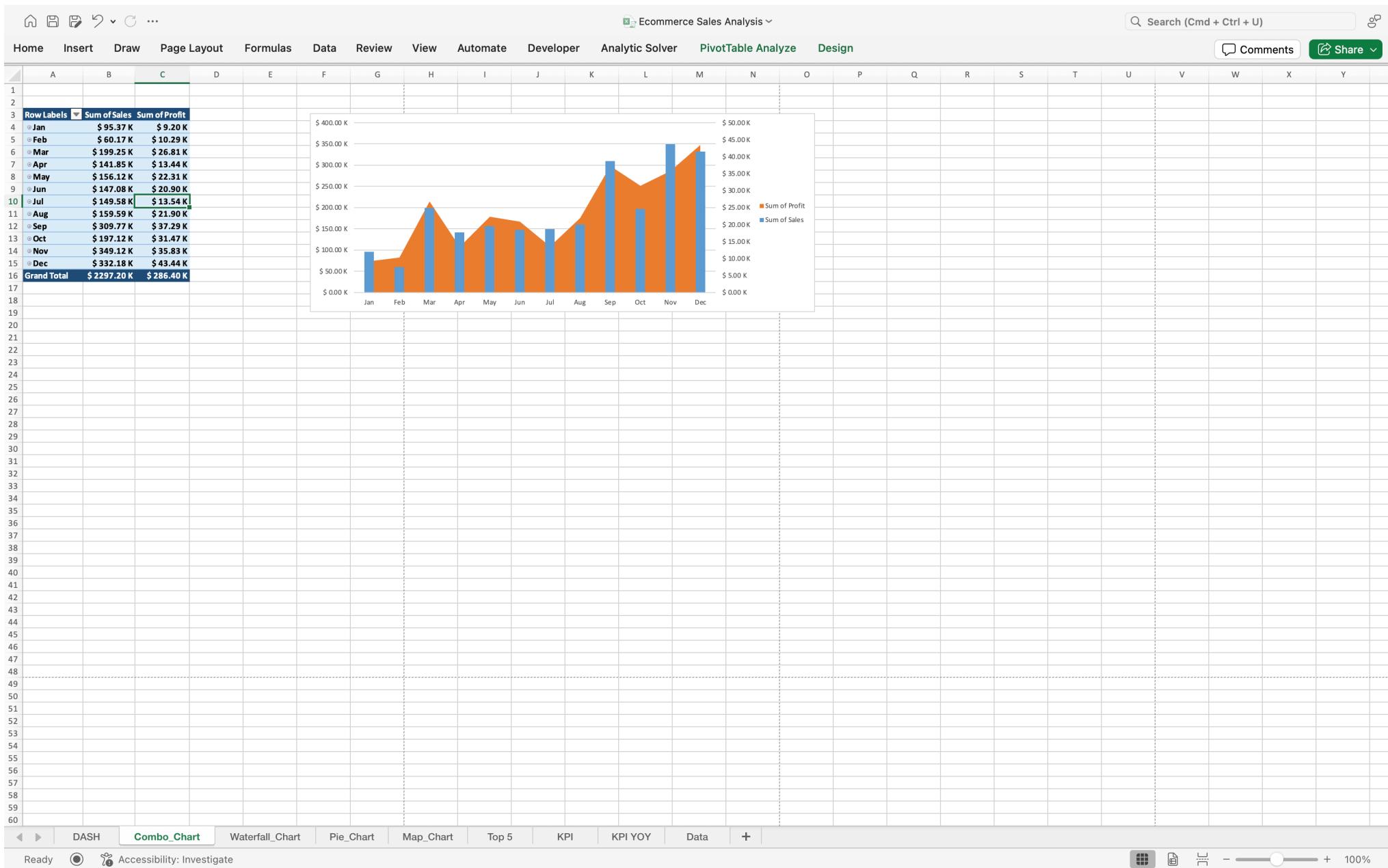
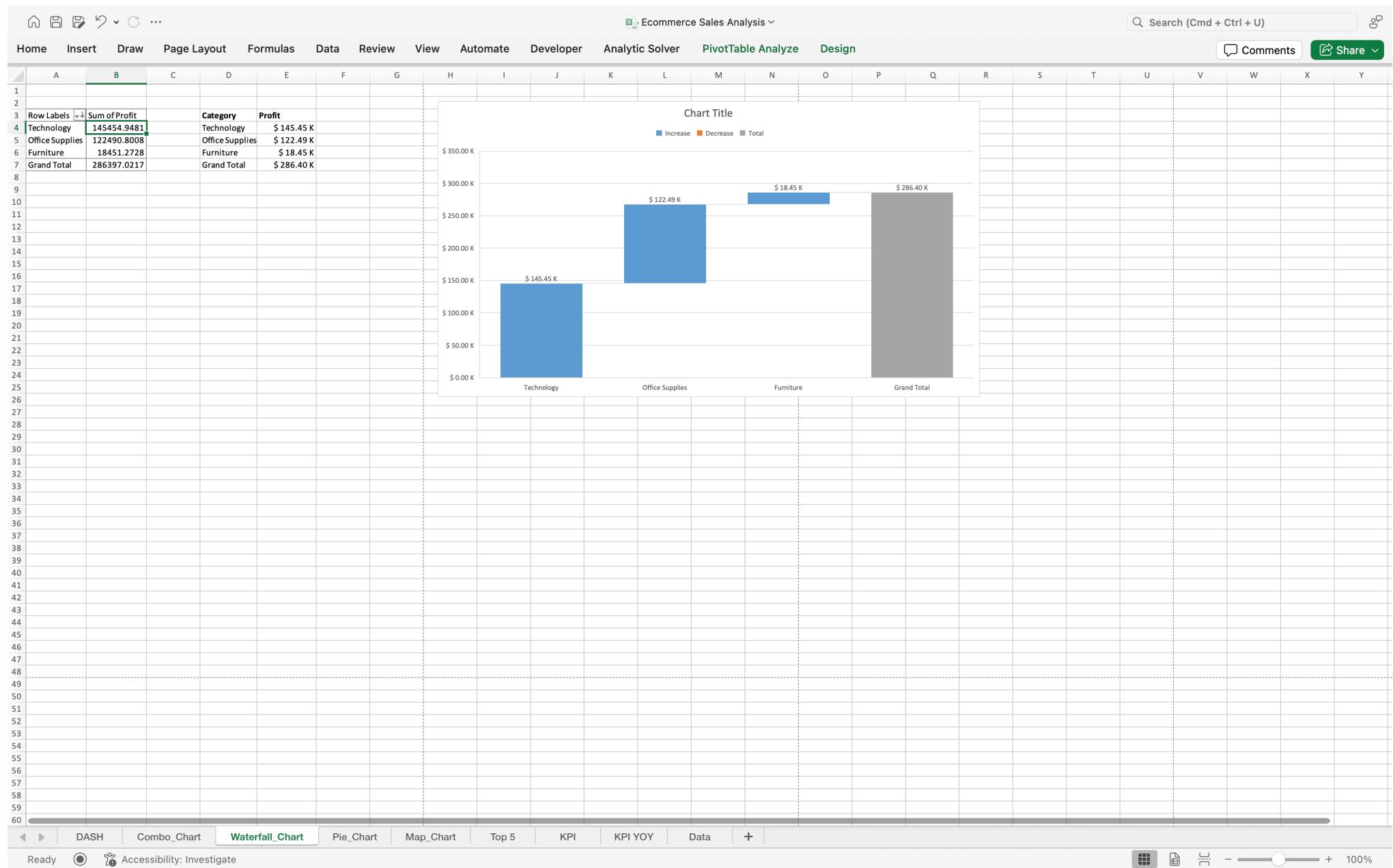
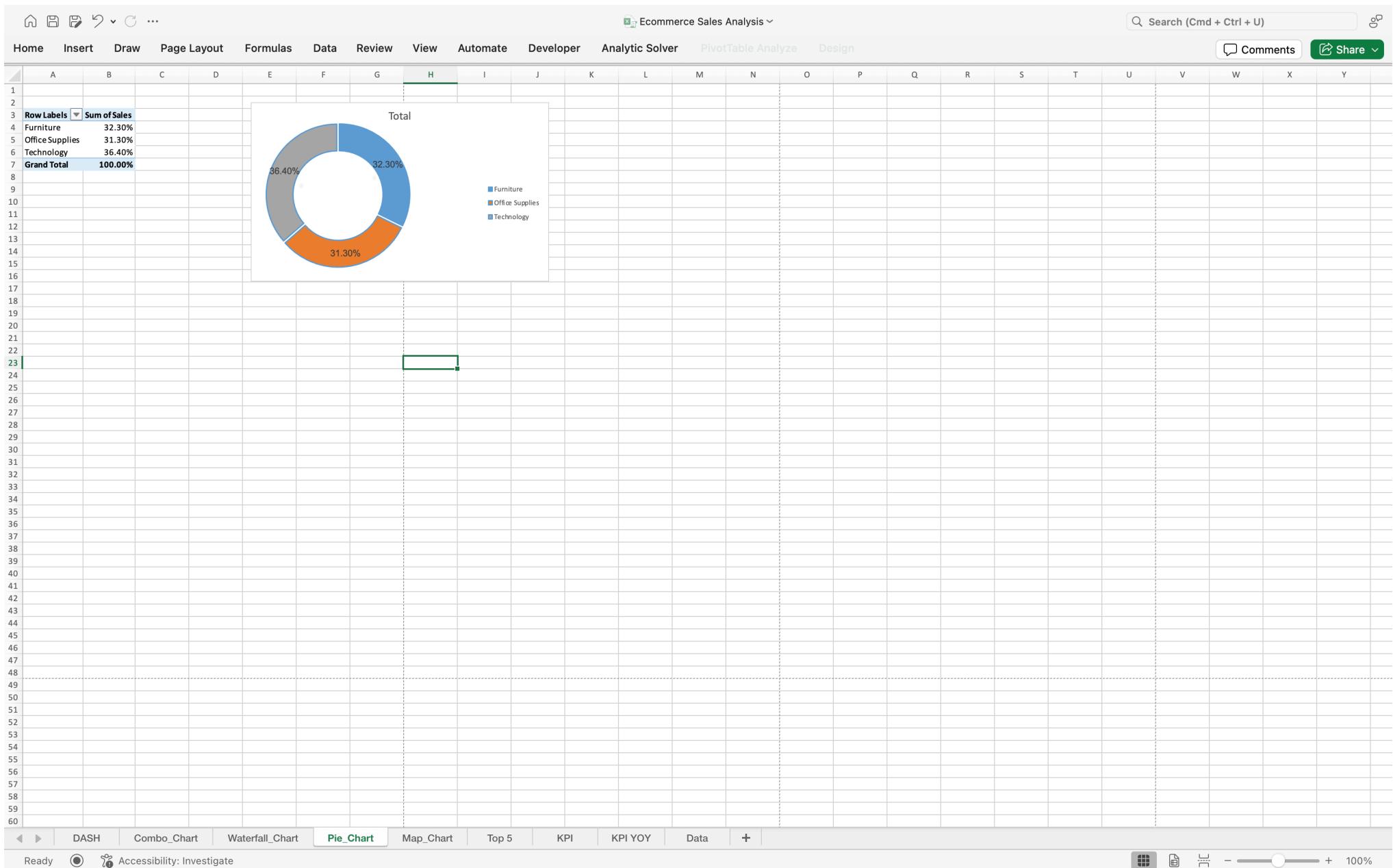


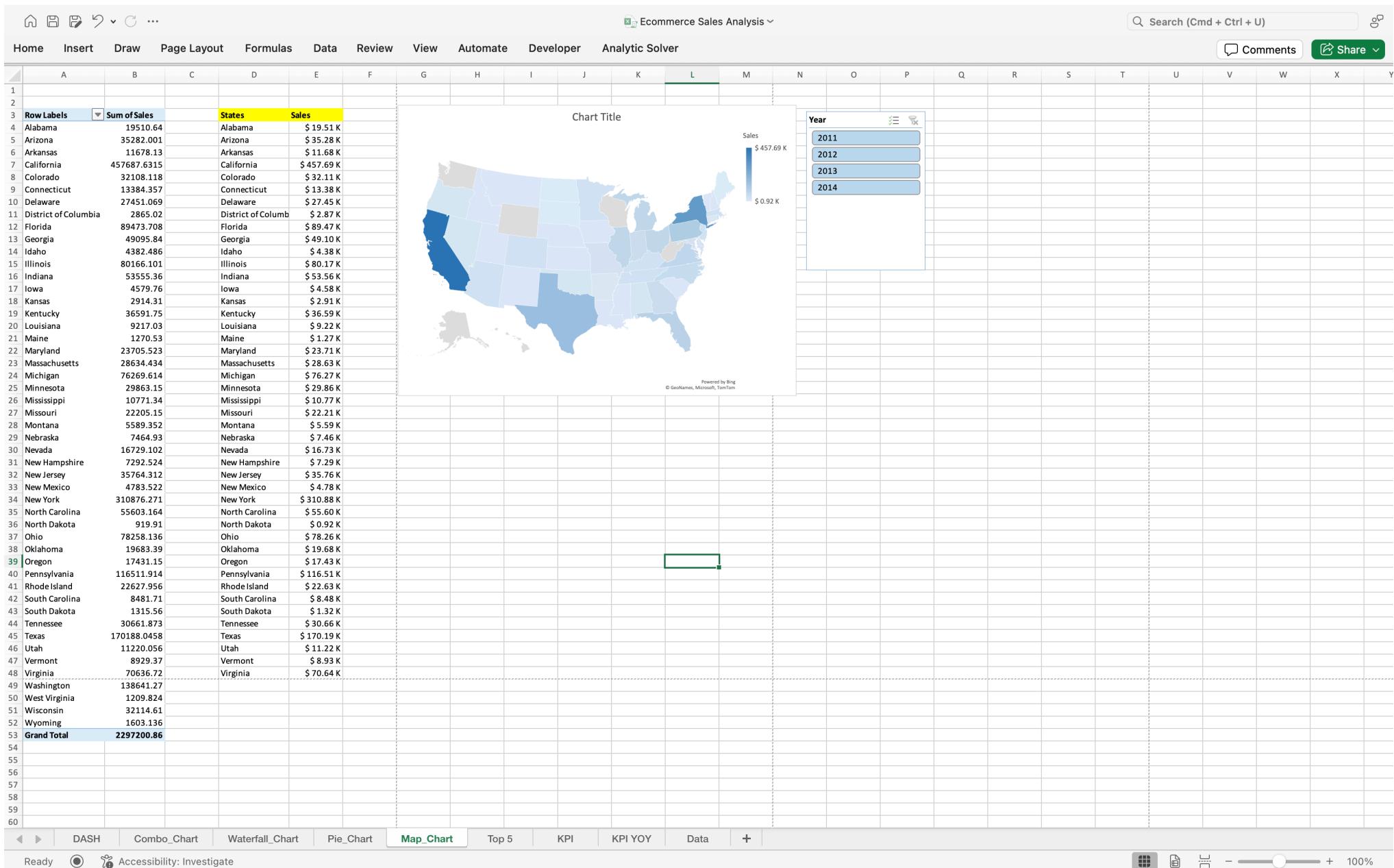
ECOMMERCE SALES ANALYSIS DASHBOARD

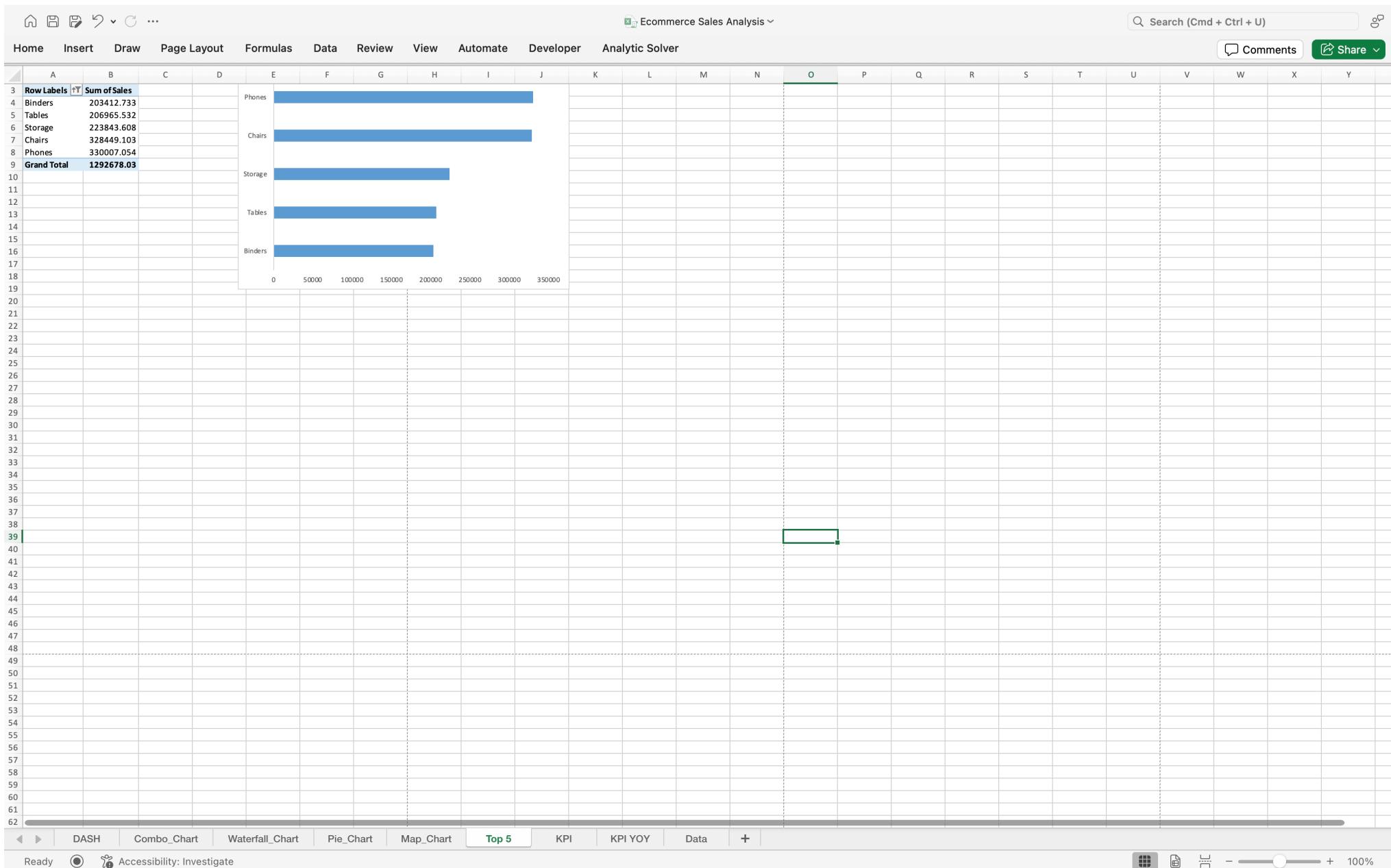












Ecommerce Sales Analysis

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| 3 | Row Labels | Sum of Sales | | Row Labels | Sum of Profit | | | Row Labels | Sum of Quantity | | | Row Labels | Count of Order ID | | Row Labels | Sum of Profit Margin | | | | | | | | |
| 4 | Jan | 95365.9376 | | Feb | -553.0635 | | | Mar | 1500 | | | Apr | 387 | | May | 9.65% | | | | | | | | |
| 5 | Feb | 60172.6494 | | Mar | 2920.9229 | | | Apr | 1068 | | | May | 301 | | Jun | 0.170989624 | | | | | | | | |
| 6 | Mar | 199252.984 | | Apr | 4076.3529 | | | May | 2491 | | | Jun | 680 | | Jul | 0.134535369 | | | | | | | | |
| 7 | Apr | 141851.5674 | | May | 5979.785 | | | Jun | 2441 | | | Jul | 663 | | Aug | 0.094731465 | | | | | | | | |
| 8 | May | 156122.2867 | | Jun | 6543.6961 | | | Jul | 2850 | | | Sep | 750 | | Oct | 0.142891276 | | | | | | | | |
| 9 | Jun | 147082.6113 | | Jul | 7337.4717 | | | Aug | 2644 | | | Nov | 709 | | Dec | 0.14209249 | | | | | | | | |
| 10 | Jul | 149580.838 | | Aug | 3725.4857 | | | Sep | 2705 | | | Jan | 708 | | Feb | 0.09048875 | | | | | | | | |
| 11 | Aug | 159589.451 | | Sep | 4670.9461 | | | Oct | 2796 | | | Mar | 710 | | Apr | 0.137206534 | | | | | | | | |
| 12 | Sep | 309770.0997 | | Oct | 12285.8723 | | | Nov | 5073 | | | May | 1386 | | Jun | 0.120389904 | | | | | | | | |
| 13 | Oct | 197115.2017 | | Nov | 12917.4296 | | | Dec | 3095 | | | Jul | 1462 | | Aug | 0.159651125 | | | | | | | | |
| 14 | Nov | 349120.074 | | Dec | 17418.708 | | | Jan | 5741 | | | Sep | 1421 | | Oct | 0.102616662 | | | | | | | | |
| 15 | Dec | 332177.1595 | | Grand Total | 14199.1732 | | | Feb | 5469 | | | Nov | 124672172 | | Dec | 0.130761952 | | | | | | | | |
| 16 | Grand Total | 2297200.86 | | Grand Total | 91522.78 | | | Grand Total | 37873 | | | Jan | 9994 | | Feb | 0.124672172 | | | | | | | | |
| 17 | | # ##### | | | \$91,522.78 | | | | # 37873 | | | | | | Mar | # 9994 | | | | | | | | |
| 18 | | | | | | | | | | | | | | | Apr | 12.47% | | | | | | | | |
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DASH Combo_Chart Waterfall_Chart Pie_Chart Map_Chart Top 5 KPI KPI YOY Data +

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Row Labels Sum of Sales Row Labels Sum of Profit Row Labels Sum of Quantity Row Labels Count of Order ID Row Labels Sum of Profit Margin

Jan 95365.9376 Feb -553.0635 Mar 1500 Apr 387 May 9.65% Jun 60172.6494 Jul 2920.9229 Aug 301 Jun 301 Sep 0.170989624 Oct 199252.984 Nov 0.134535369 Nov 680 Dec 0.142891276 Dec 663 Jan 0.14209249 Feb 0.094731465 Mar 750 Jul 0.14209249 Aug 0.09048875 Sep 0.137206534 Oct 0.120389904 Nov 0.102616662 Dec 0.130761952 Jan 0.130761952 Feb 0.124672172 Mar 0.124672172 Apr 0.124672172 May 0.124672172 Jun 0.124672172 Jul 0.124672172 Aug 0.124672172 Sep 0.124672172 Oct 0.124672172 Nov 0.124672172 Dec 0.124672172

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| Row Labels | | | Sum of Sales | Sum of Profit | Sum of Quantity | Count of Order ID | | | | | | | | | | | | | | | | |
| 2011 | 484247.4981 | 49543.9741 | 7581 | 1993 | 0.102311265 | | | | | | | | | | | | | | | | | |
| 2012 | 470532.509 | 61618.6037 | 7979 | 2102 | 0.13095504 | | | | | | | | | | | | | | | | | |
| 2013 | 608473.83 | 81726.9308 | 9810 | 2580 | 0.134314619 | | | | | | | | | | | | | | | | | |
| 2014 | 733947.0232 | 93507.5131 | 12503 | 3319 | 0.127403627 | | | | | | | | | | | | | | | | | |
| YOY | ▲ 20.62% | ▲ 14.41% | ▲ 27.45% | ▲ 28.64% | ▼ 5.15% | | | | | | | | | | | | | | | | | |
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