



Overview

Executive Dashboard

Territory Insights

Customer Analysis

Customer RFM
Segmentation

Product summery

🌟 Welcome to this Comprehensive E-Commerce Business Solution Report!

This interactive **Power BI Report** helps you make smarter, data-driven decisions to optimize **sales performance, customer loyalty, and product growth** across multiple regions and customer segments.

With this report, you can explore insights from high-level executive KPIs to detailed customer behaviors—everything you need to transform data into **actionable strategies**.

🔑 How this report helps you

Executive Dashboard

Get a high-level summary of **total sales, orders, revenue trends, and profitability** to monitor overall business performance at a glance.

Territory Insights

Analyze **regional and country-level performance**, identify top markets, and detect underperforming territories to guide expansion strategies.

Customer Analysis

Understand your **customer base, demographics, and purchasing behaviors** to improve targeting and increase customer satisfaction.

Customer RFM Segmentation

Segment customers (Loyal, At-Risk, New) using Recency, Frequency, and Monetary value to boost retention and reactivation.

Product Summary

Discover **top-selling products, categories, and contribution to revenue**, enabling smarter inventory and marketing decisions.

Glossary (Reference Guide)

A quick reference page explaining all **KPIs, acronyms, and metrics** used in the report so that everyone (executives, analysts, managers) understands the terms clearly.



Ready to Elevate Your E-Commerce Strategy?

Let's make your **data work for you** by uncovering insights that **drive growth, optimize customer engagement, and maximize profitability**.

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25K

of Orders

\$24.91M

Revenue

\$10.46M

Profit

41.97%

Profit Margin(%)

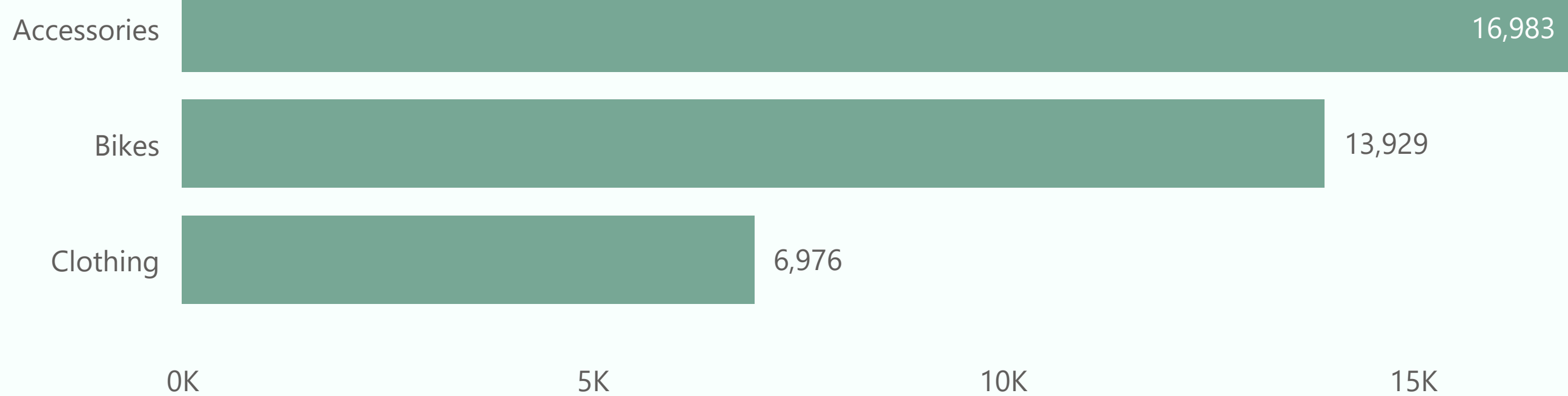
2.17%

Return Rate (%)

Revenue Trend and Forecast



of Orders and Profit by CategoryName



Top 10 products by Profit margin

ProductName	Quantity Ordered	Return Rate (%)	Revenue	Profit	Profit Margin(%)
▼					
Road-250 Red, 58	303	3.63%	\$661K	\$261K	39.46%
Road-250 Black, 52	316	3.48%	\$689K	\$272K	39.46%
Road-250 Black, 48	294	2.72%	\$641K	\$253K	39.46%
Road-150 Red, 48	179	4.47%	\$641K	\$252K	39.32%
Mountain-200 Silver, 46	571	2.10%	\$1,183K	\$544K	46.03%
Mountain-200 Silver, 42	547	2.74%	\$1,133K	\$522K	46.03%
Mountain-200 Silver, 38	586	2.90%	\$1,214K	\$559K	46.03%

CurrMonth Rev Growth

\$1.83M

PrevMonth: 1.77M (+3.31%)

CurrMonth Profit Growth

\$771,577

PrevMonth: 750.75K
(+2.77%)

CurrMonth Return Growth

167

PrevMonth: 169 (-1.18%)

Top Ordered Product By Sub-Category

Tires and
Tubes

Top Returned Product By Sub-Category

Tires and Tubes

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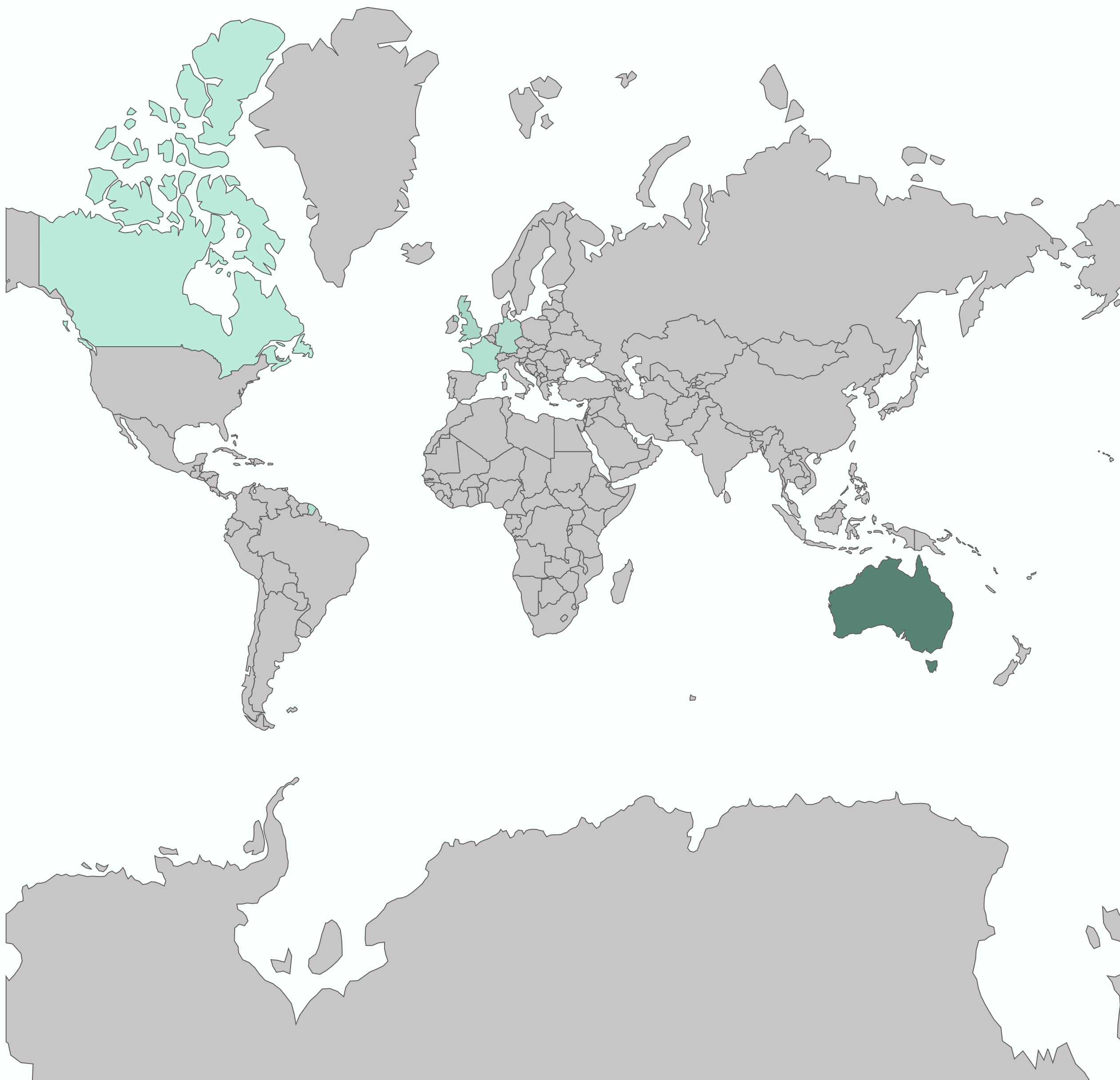
41.97%

Profit Margin(%)

2.17%

Return Rate (%)

Revenue by Country



Top 10 products by Profit margin

Continent	Quantity Ordered	Return Rate (%)	Revenue	Profit	Profit Margin(%)
Europe	1,457	2.75%	\$3,089K	\$1,368K	44.29%
North America	1,732	2.89%	\$3,735K	\$1,671K	44.73%
Pacific	1,384	3.32%	\$2,979K	\$1,300K	43.64%
Total	4,573	2.97%	\$9,803K	\$4,339K	44.26%

Top 10 products by Profit margin

Region	Quantity Ordered	Return Rate (%)	Revenue	Profit	Profit Margin(%)
Australia	1,384	3.32%	\$2,979K	\$1,300K	43.64%
Canada	276	2.17%	\$610K	\$270K	44.30%
Central	1		\$2K	\$1K	46.03%
Total	4,573	2.97%	\$9,803K	\$4,339K	44.26%

Top 10 products by Profit margin

Country	Quantity Ordered	Return Rate (%)	Revenue	Profit	Profit Margin(%)
Australia	1,384	3.32%	\$2,979K	\$1,300K	43.64%
Canada	276	2.17%	\$610K	\$270K	44.30%
France	452	3.54%	\$959K	\$424K	44.21%
Total	4,573	2.97%	\$9,803K	\$4,339K	44.26%

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18,148

of Customer

17,416

of cusotmers who purchased

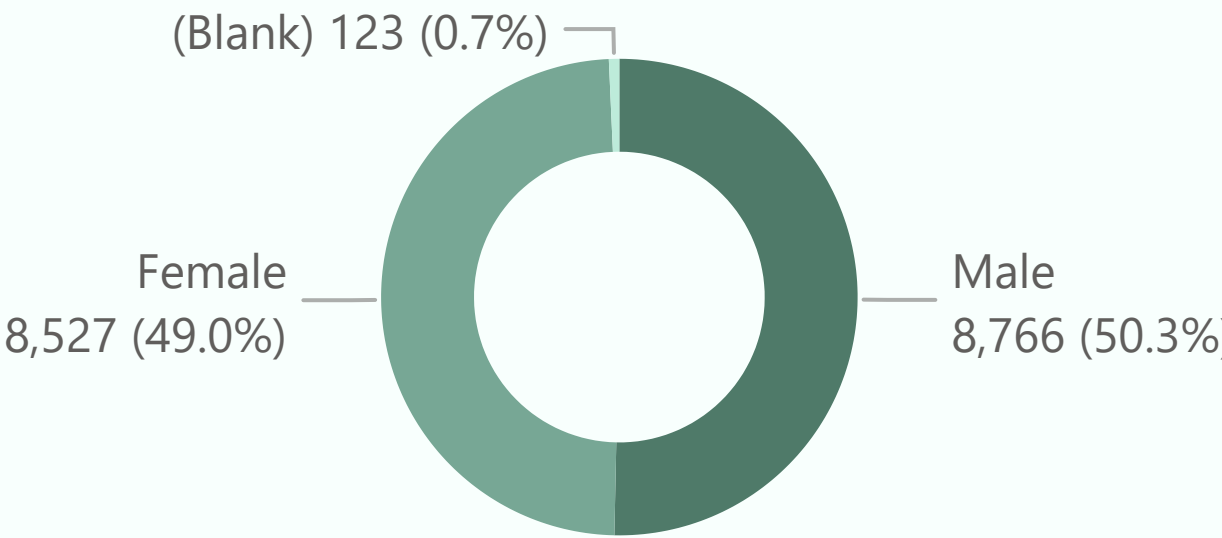
2.17%

Return Rate (%)

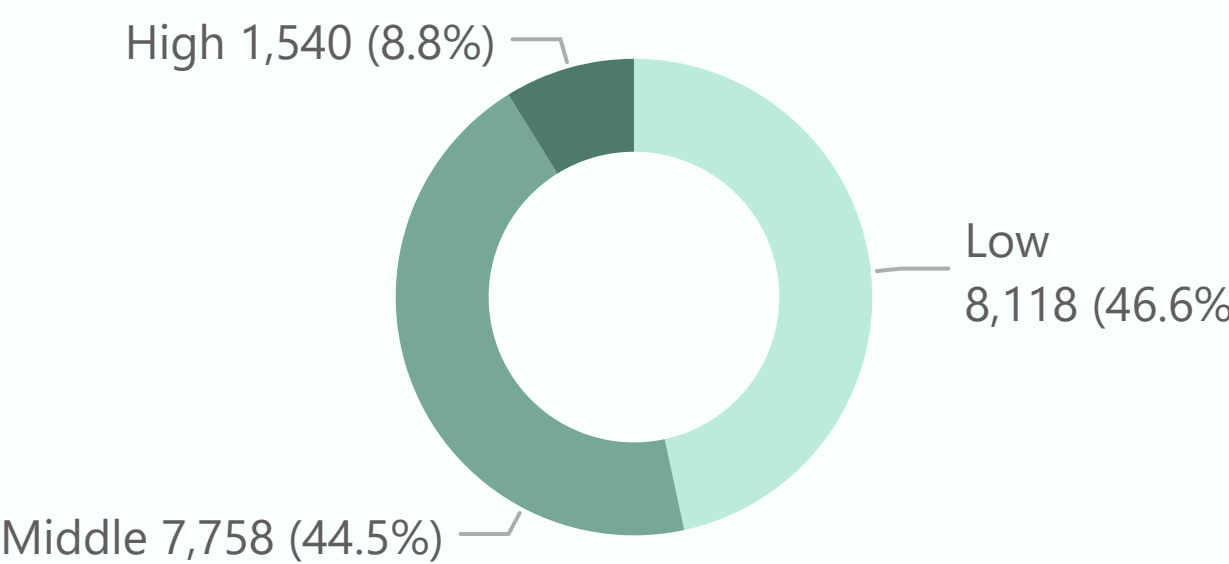
\$1,430.56

Revenue per customer

Purchasing Customers by Gender



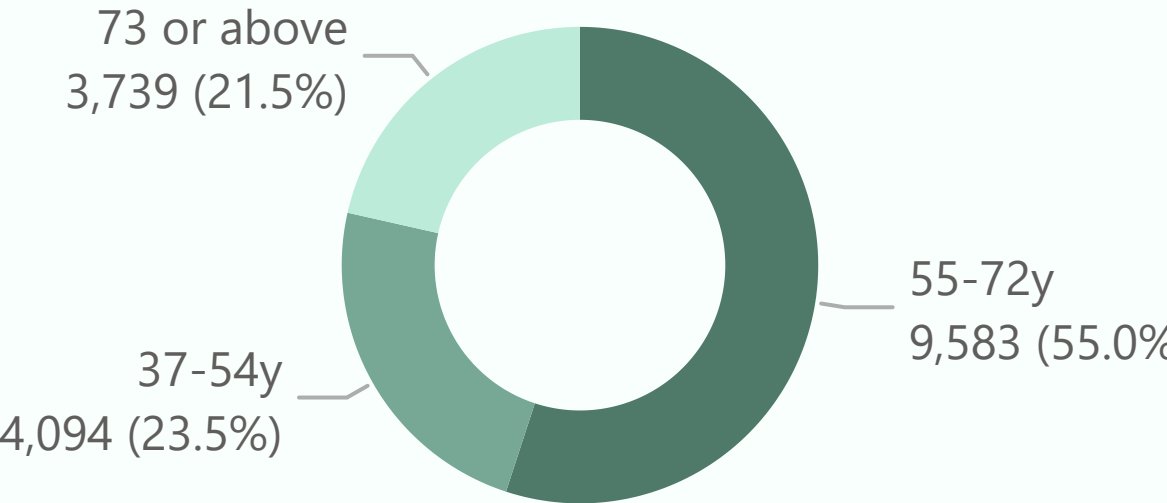
Purchasing Customers by IncomeLevel



Purchasing Customers by Marital Status



Purchasing Customers by Age Group

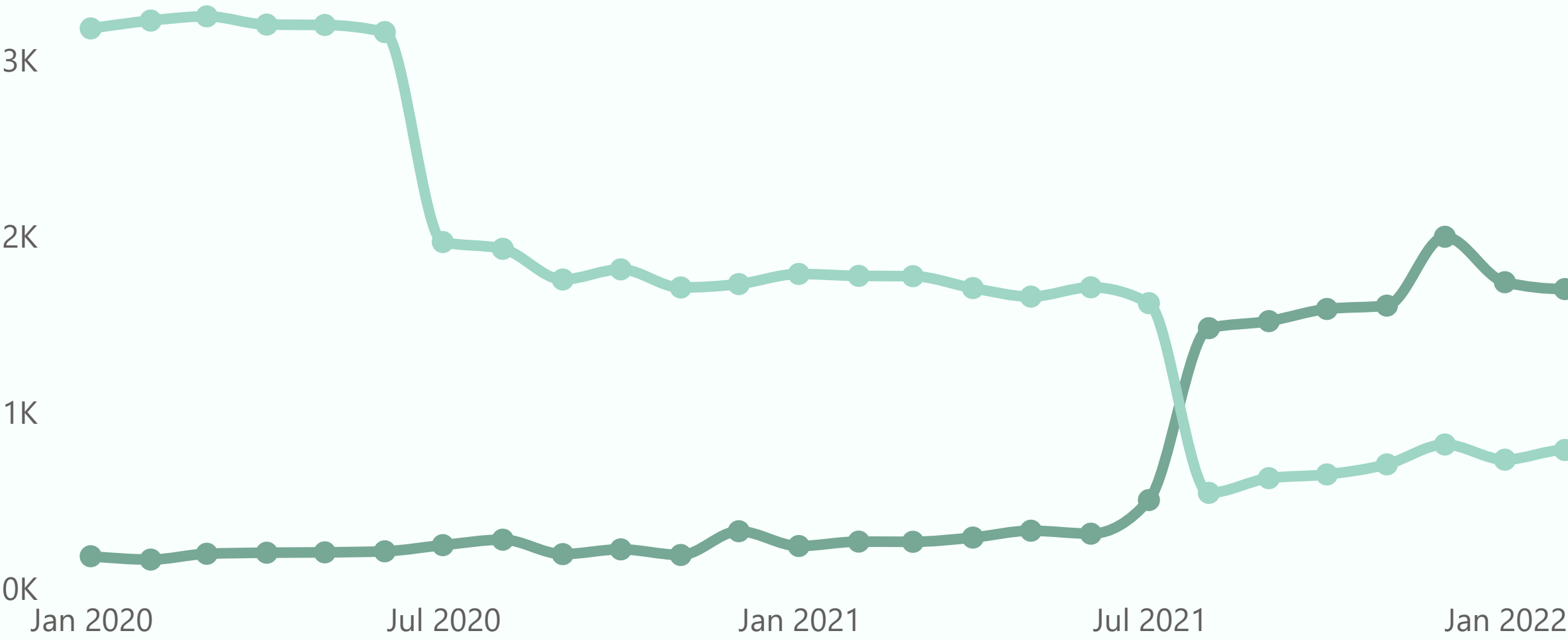


Cusotmers Who Purchased

RevPerCustomer

Cusotmers Who Purchased and RevPerCustomer by Start of the Month

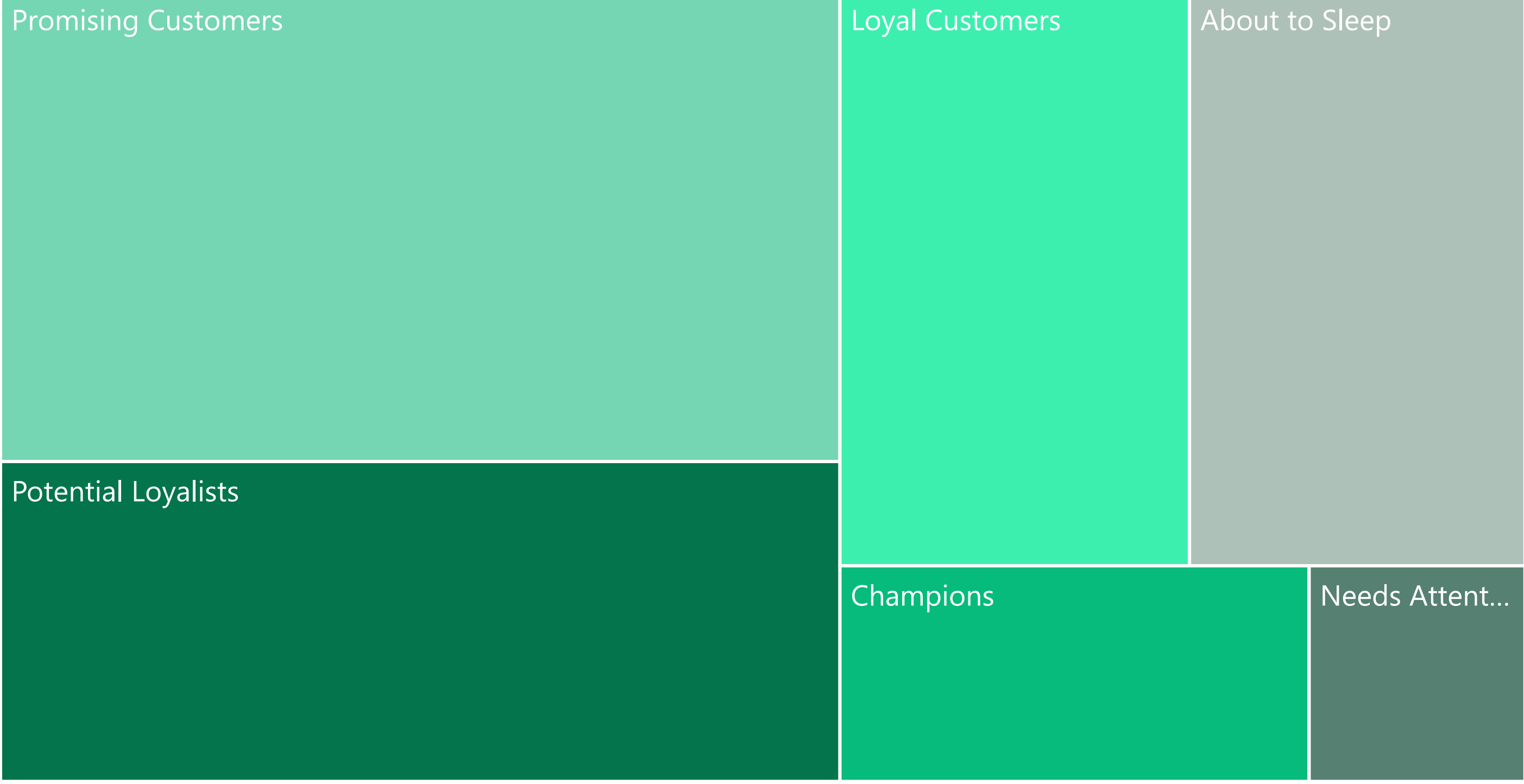
● Cusotmers Who Purchased ● RevPerCustomer



Top 10 Customer Based on # of Orders

Customer Name	# of Orders	Avg Order Value	Revenue	Profit
MR. DALTON PEREZ	26	\$58	\$1,513	\$870
MR. FERNANDO BARNES	26	\$71	\$1,839	\$1,082
MR. RYAN THOMPSON	26	\$61	\$1,597	\$937
MRS. HAILEY PATTERSON	26	\$62	\$1,616	\$954
MRS. SAMANTHA JENKINS	26	\$67	\$1,740	\$998
MR. JASON GRIFFIN	25	\$65	\$1,614	\$917
MRS. ASHLEY HENDERSON	25	\$69	\$1,717	\$996
MR. CHARLES JACKSON	24	\$74	\$1,777	\$1,065
MR. DANIEL DAVIS	24	\$58	\$1,404	\$855
MR. HENRY GARCIA	24	\$60	\$1,443	\$849
MR. MASON ROBERTS	24	\$64	\$1,526	\$889
MRS. JENNIFER SIMMONS	24	\$61	\$1,465	\$848
Total	324	\$64	\$20,673	\$12,104

Customer segmentation by Recency





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18,148

of Customer

17,416

of cusotmers who purchased

2.17%

Return Rate (%)

\$1,430.56

Revenue per customer

About to Sleep

17,416

Customer RFM info

Customer Name	# of Orders	Avg Order Value	Revenue	Profit	Last Order Date	Last Busienss Date updated	Recency
MR. MAURICE SHAN	6	\$2,068	\$12,408	\$5,075	3/17/2022	6/30/2022	105
MRS. JANET MUNOZ	6	\$2,003	\$12,015	\$4,972	4/22/2022	6/30/2022	69
MRS. LISA CAI	7	\$1,619	\$11,330	\$4,781	5/1/2022	6/30/2022	60
MRS. LACEY ZHENG	7	\$1,584	\$11,086	\$4,651	6/17/2022	6/30/2022	13
MR. JORDAN TURNER	7	\$1,575	\$11,022	\$4,612	6/1/2022	6/30/2022	29
MR. FRANKLIN XU	6	\$1,811	\$10,863	\$4,556	6/4/2022	6/30/2022	26
MR. LARRY MUNOZ	7	\$1,550	\$10,852	\$4,506	6/6/2022	6/30/2022	24
MRS. ARIANA GRAY	6	\$1,732	\$10,391	\$4,403	6/23/2022	6/30/2022	7
MR. MARCO LOPEZ	6	\$1,715	\$10,290	\$4,319	6/26/2022	6/30/2022	4
MR. RICKY VAZQUEZ	4	\$2,541	\$10,166	\$4,290	6/13/2022	6/30/2022	17
MRS. KATE ANAND	4	\$2,609	\$10,437	\$4,246	1/7/2022	6/30/2022	174
MR. CLARENCE ANAND	4	\$2,516	\$10,065	\$4,227	5/28/2022	6/30/2022	33
MR. LARRY VAZQUEZ	4	\$2,599	\$10,395	\$4,223	12/19/2021	6/30/2022	193
MR. CLARENCE GAO	4	\$2,583	\$10,332	\$4,201	12/9/2021	6/30/2022	203
MR. ETHAN BRYANT	4	\$2,577	\$10,309	\$4,186	1/25/2022	6/30/2022	156
MR. AARON WRIGHT	4	\$2,582	\$10,329	\$4,172	12/27/2021	6/30/2022	185
MRS. BONNIE NATH	4	\$2,571	\$10,283	\$4,166	12/18/2021	6/30/2022	194
MR. WILLIE XU	5	\$1,885	\$9,425	\$4,101	5/23/2022	6/30/2022	38
MRS. JASMINE STEWART	4	\$2,429	\$9,717	\$4,067	4/22/2022	6/30/2022	69
MRS. DEANNA PEREZ	4	\$2,440	\$9,762	\$4,065	4/24/2022	6/30/2022	67
MRS. DESIREE DOMINGUEZ	4	\$2,429	\$9,718	\$4,057	4/22/2022	6/30/2022	69
MRS. SYDNEY BRYANT	4	\$2,427	\$9,707	\$4,056	4/13/2022	6/30/2022	78
MR. BRYANT GARCIA	4	\$2,422	\$9,687	\$4,049	4/2/2022	6/30/2022	89
MRS. CINDY PATEL	4	\$2,417	\$9,668	\$4,017	3/18/2022	6/30/2022	104
MRS. AMY SUN	4	\$2,384	\$9,534	\$3,952	4/11/2022	6/30/2022	80
MRS. POLYNQUE BRADLEY	6	\$1,538	\$9,421	\$3,818	6/15/2022	6/30/2022	8
Total	25,164	\$990	\$24,914,587	\$10,457,715	6/30/2022	6/30/2022	

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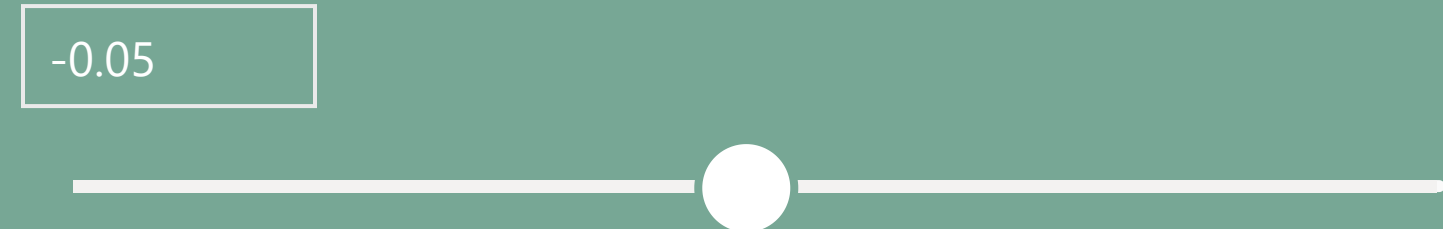
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Mountain-200
Silver, 38

Price Adjustment



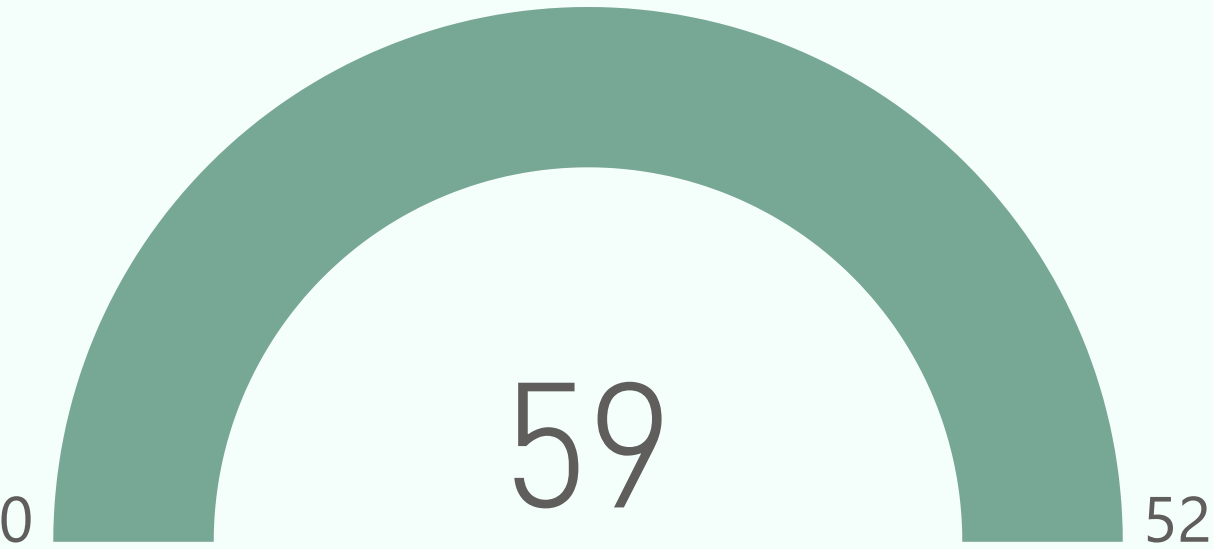
of Orders

Avg Order Value

Return Rate (%)

Revenue

Orders vs Target



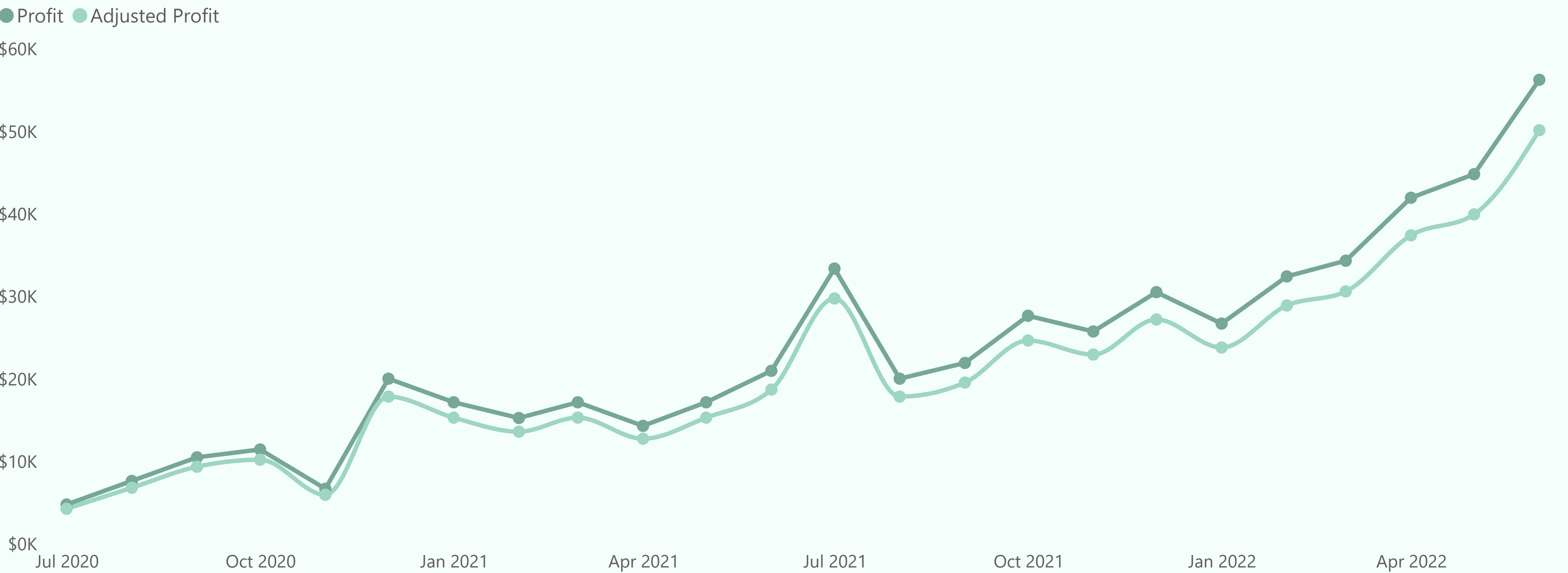
Revenue vs Target



Profit vs Target



Profit and Adjusted Profit by Start of the Month



of Orders, Avg Order Value, Return Rate (%) and Revenue by Start of the Month

