

Ecommerce Sales Analysis Dashboard

CONTENTS

- 1. Project Overview
- 3. Sales and Profit Trends
- 5. Sales Distribution by Category
- 7. Top Subcategories by Sales
- 9. Conclusion

- 2. Key Performance Indicators (KPIs)
- 4. Category Profit Breakdown
- ĎBĠÑŎŊØMŐOÒŃMÕ Ĭ MÕÑŒ GÒŒPØÒNÞPÒŎŌ
- 8. Interactive Filters

ĆĈ

Project Overview

Overview

Sales Performance Overview

In the rapidly evolving world of e-commerce, having a clear and comprehensive view of sales performance is crucial.

Dashboard Insights

This dashboard provides critical insights, tracks key KPIs, and enhances enhances strategic planning.

J ΄ØÆĞØÒÑŌŇÕŘ GÑŒÒŊŌ

Designed with a user-friendly interface to make complex data understandable and actionable.



Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs)



Total Sales

₫ ČŒĐÆČĆĈ



i ŎPMÕ Ĩ ØŎŅÒP

₹2,86,397



Total Quantity Sold

37,873 units



Number of Orders

9,994



Profit Margin

12.47%

Sales and Profit Trends



Sales and Profit Trends

- Chart Overview
 - 📊 F ŎÖNÒŌÑŇ NMỚ MŌŇ ÕÒŌÑ ŃOMỚP ŒOŎRÒŌŊ ÖŎŌPOÕŘ ŒMÕÑŒ MŌŇ
- 2 Analysis

 Identifies patterns and seasonal impacts.
- 3 Key Months

 Key months: October and December.

ĆÇ

Category Profit Breakdown

Category Profit Breakdown





- Furniture
- Office Supplies
- Technology



Highest profits from Technology.

Sales Distribution by Category

Sales Distribution by Category

- 1 Sonut chart representing sales share % among categories.
- Provides quick glance at which category dominates.



Geographical Sales Distribution

Geographical Sales Distribution



Heat map

III Ģ ÑMP ÖMŐ ŎŅ ĮBĬB ŒPMPÑŒB



Highest Sales

California has the highest sales: ₹457,087.85.



Visualization

IJÒŒÞMÕÒŖÑŒ ØÑŊÒŎŌMÕ ŐÑØŅŎØÖMŌŃÑ ŃÕÑMØÕŘB

Top Subcategories by Sales

İ ÖŐ Ĭ ÞNŃMPÑŊŎØÒÑŒ NŘ Ĭ MÕÑŒ

- 1 Horizontal bar chart ranking:
 - Phones
 - Chairs
 - Storage
 - Tables
 - Binders
- 2 Phones lead in sales volume.



ĆĐ

Interactive Filters

Interactive Filters



Year Filter

2011 to 2014





Customer Segment Filter

Consumer, Corporate, Home Office

ĆE

Conclusion



Conclusion

1 GMŒONŎMØŇ ŎŅŅÑØŒ M ŅÞÕÕ QÒÑR ŎŅ ŒMÕÑŒ ŐÑØŊŎŐÖMŌMBB businesses to:

- Optimize strategies
- Enhance customer targeting
- Drive growth effectively

i OMŌÔ KŎÞ