

# Ecommerce Sales Dashboard

106M

Total Revenue

113K

Total Orders

31K

Orders Returned

82K

Orders Delivered

27

No.of Locations

3

Avg of Rating

10

Avg Delivery Time

12

Avg Shipping cost

## KEY INSIGHTS

### Filters

Year

All

Gender

All

Status

All

Product Cate...

All

SubCategory

All

Delivery Type

All

Rating

All

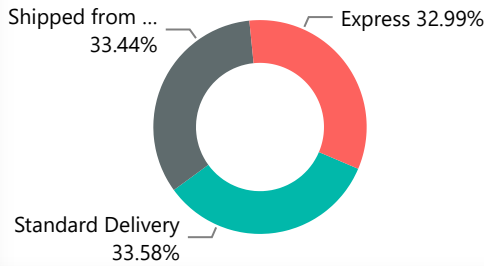
Zone

All

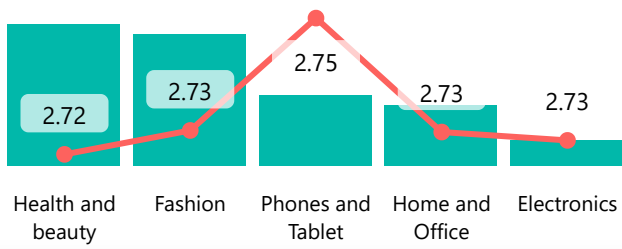
### Top 5 Products Ordered

- Avon Soft Musk Eau de Toilette Spray - 50ml
- B5 HiFi 5.0 Ture Wireless Headsets Auto Pair Touch - Black
- Fashion 4-Piece Leather HandBag Set - Black
- Triple Power C20 Super Bass USB Bluetooth Subwoofer - Bro...
- Yazole Leather Wrist Watch - Black

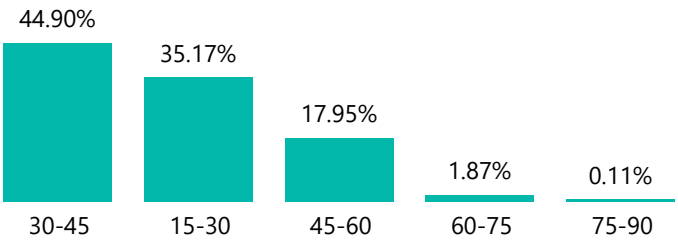
### Preferred Delivery Type



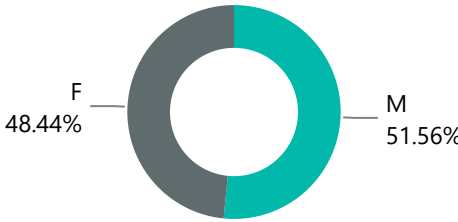
### Total Orders and Average Rating by Product Category



### Age Groups



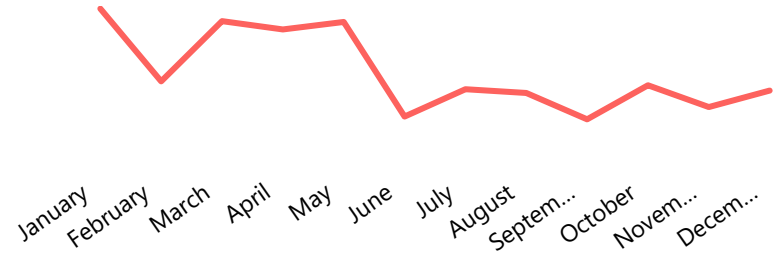
### Gender



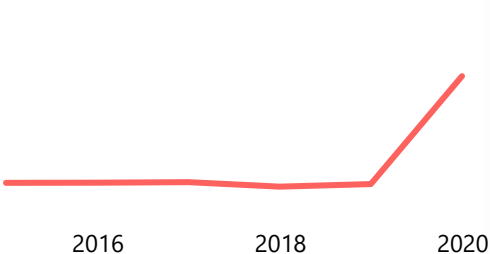
### Location



### Revenue by Month



### Orders by Year



### Reason for Returned Orders

Reasons	Count
Quality-Defective item	6065
Delivey - Missing item/part	6013
Product - Not fitting expectation	5872
Delivery-Wrong item	5868
Onsite -Description mismatch	5827

## Key Insights

### Product Analysis:

- Total number of orders are 113k out of which 82k have been delivered and 31k orders were returned back.
- The top 5 products ordered belong to the product sub categories :
  - Home Audio
  - Fragrances
  - Women's Fashion.
- All the three delivery types Standard, Express and Shipped from abroad were almost equally preferred by the customers .
- Though all the 5 product categories have similar ratings , Health and Beauty has the highest number of orders followed by Fashion and Phone and Tablet categories.
- The average product rating is 2.7 .
- The average delivery time for an order is 10 days and the average shipping cost is \$12.
- The top 2 reasons for returned products are :
  - Quality defect
  - Delivery missing items

### Demographic Analysis:

- The customers belonging to the Age group 30-45 have purchased highest amount of products.
- Both Male and Female customers have a similar purchase pattern.
- The total number of locations are 27 with highest amount of sales being made from Greater Accra with 27.3 %.

### Sales Analysis:

- The total revenue of the store is \$106M with the highest sales being generated in the month of January.
- The performance of the store remained consistent through the years 2015 - 2019 but has increased significantly since the year 2020.