

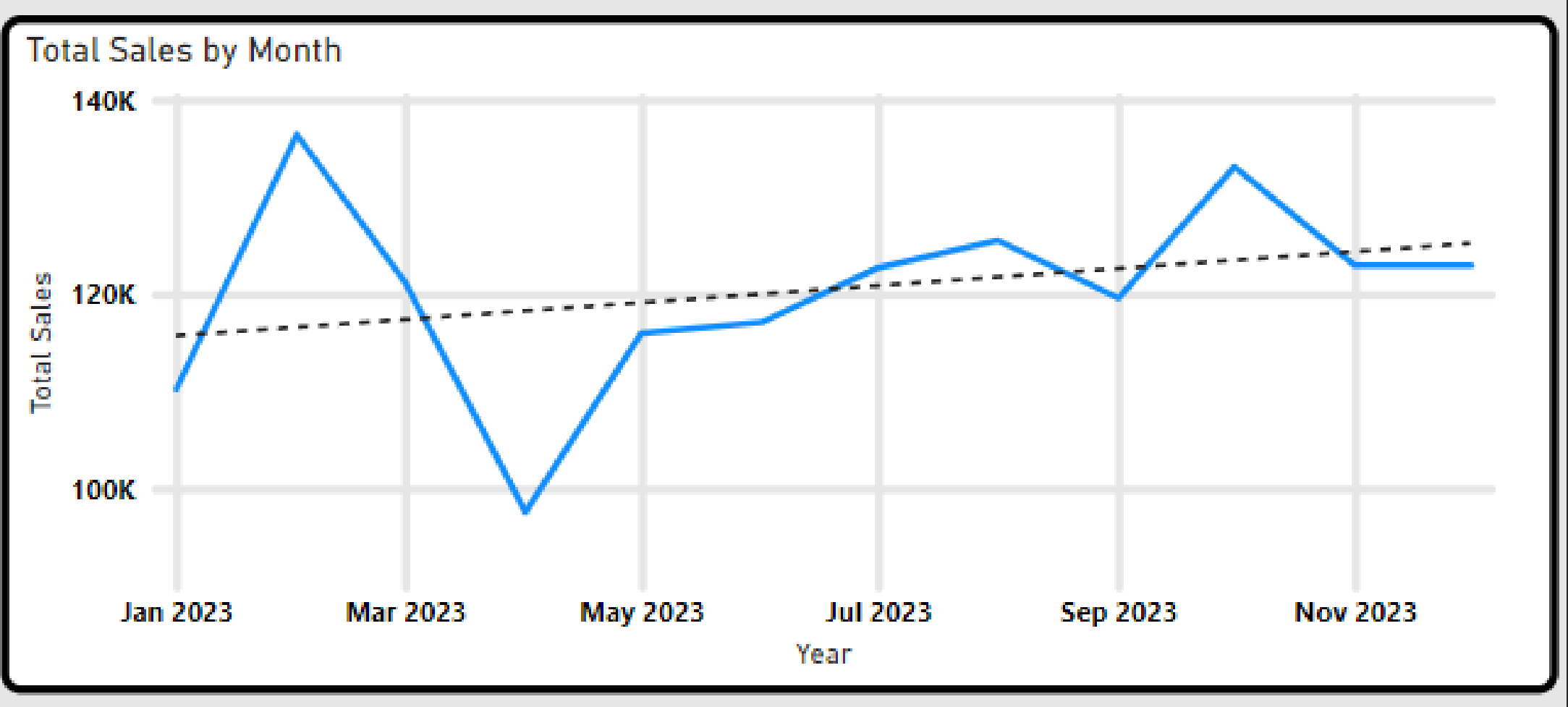
# E-COMMERCE SALES PERFORMANCE ANALYSIS



# 2023 SALES KPIs

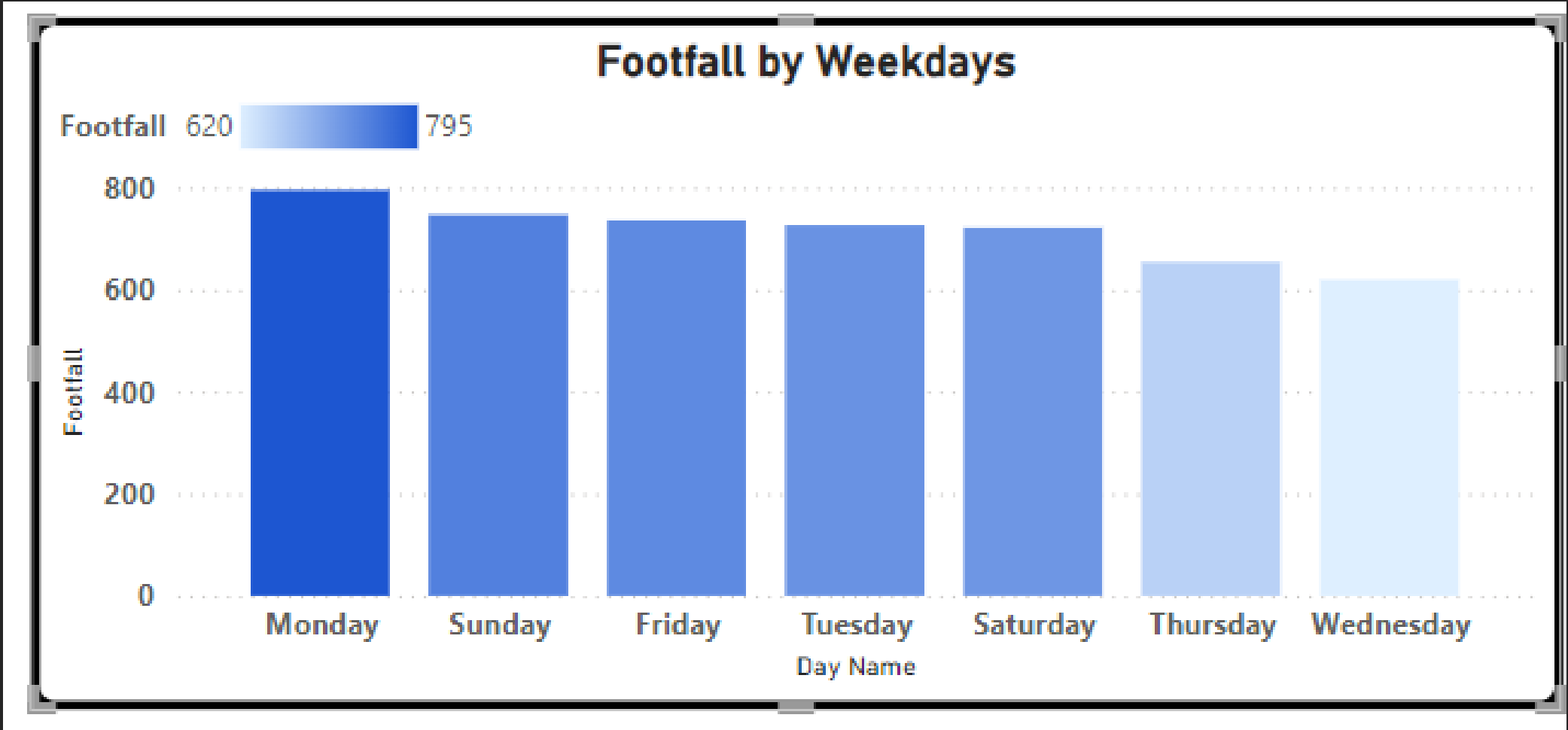
Total Sales	CM Sales	PM Sales	MOM%
1.45M	122.96K	122.95K	0.01%
	CQ Sales	PQ Sales	QOQ%
	379.01K	367.85K	3.04%

- Total Sales of 1.45M indicates the cumulative sales, which is a benchmark for overall business performance.
- Month-over-Month growth is almost flat (+0.01%), indicating steady sales without much fluctuation.
- Quarter-over-Quarter growth is more significant at +3.04%, reflecting a better sales trend over a longer period.



# MONTHLY SALES TREND

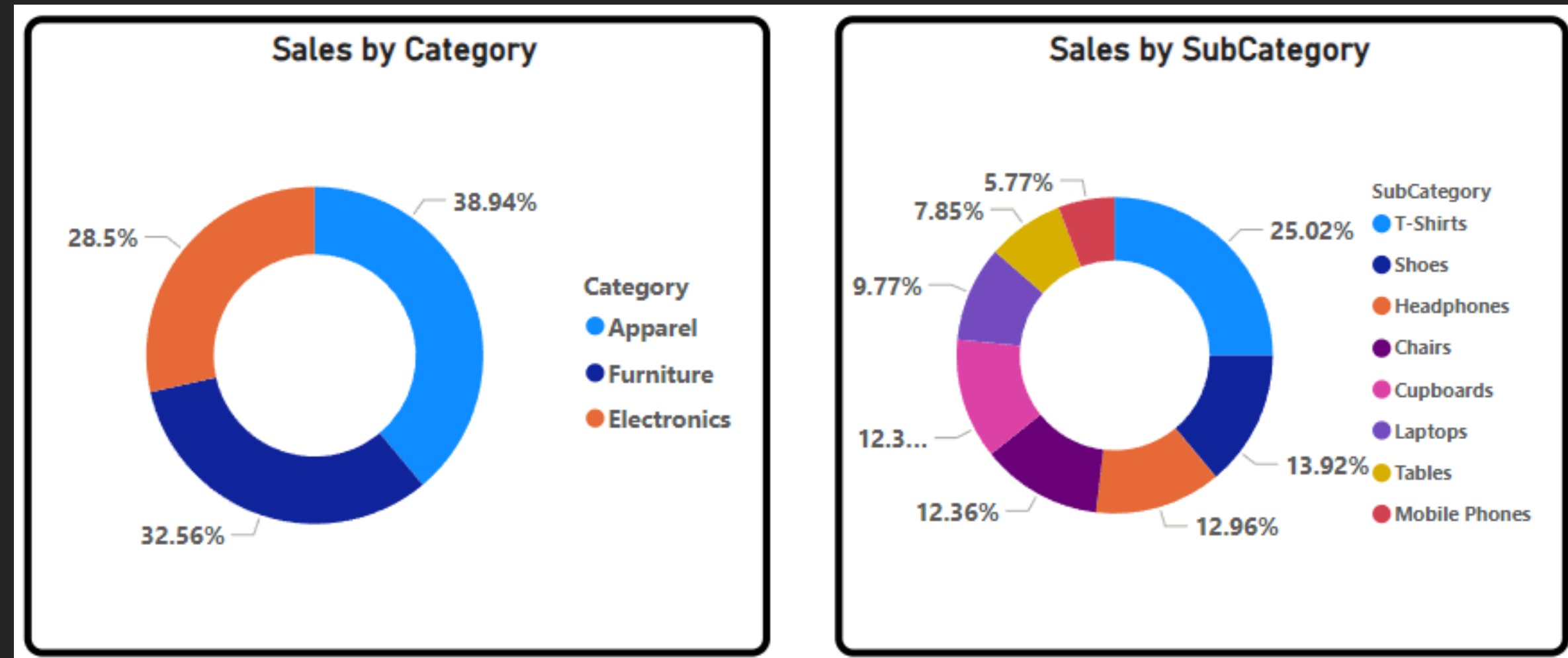
February and October show highest sales whereas April shows downward trend. Rest of the months shows average sales trends.



# WEEKLY TRANSACTION TREND

- Monday is the day with most number of transactions of around 800.
- Wednesday is seen as the least responsive day with not more than 600 transactions.

# PRODUCT ANALYSIS

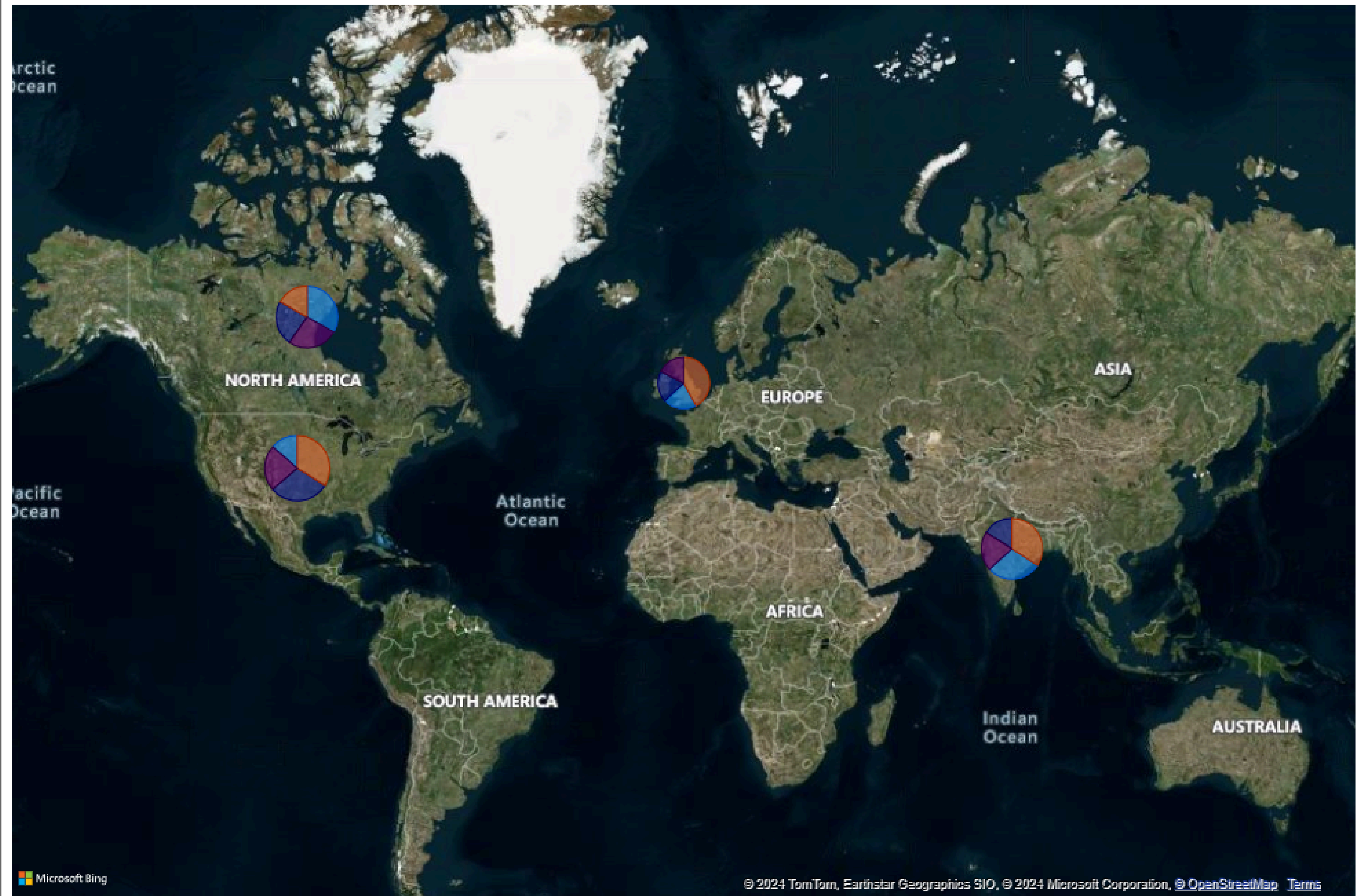


- Electronics is the dominant category, driven by high sales of Mobile Phones and Laptops.
- Apparel performs well, with T-Shirts and Shoes as its leading subcategories.
- Furniture has room for improvement, as its subcategories (Tables, Chairs, and Cupboards) show smaller contributions compared to others.
- Focus areas for growth could be increasing Furniture sales or expanding product variety within Apparel.



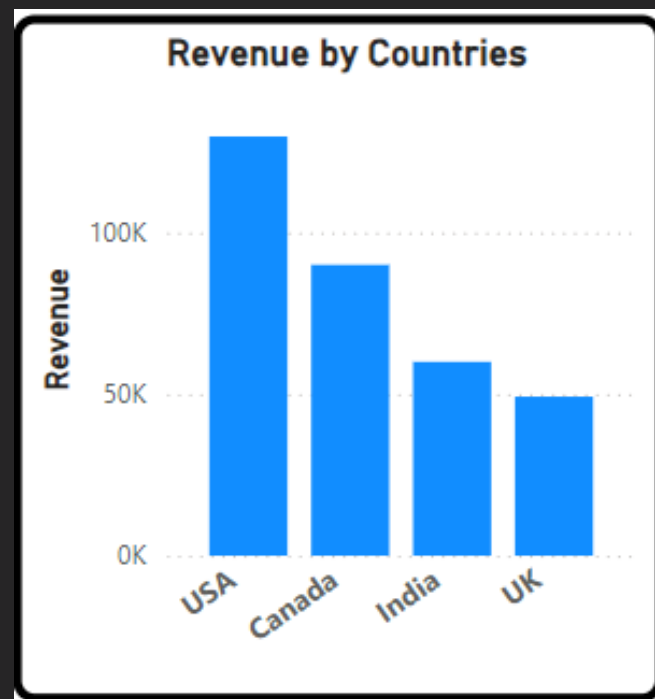
# **REGIONAL ANALYSIS**

## Sales by Country

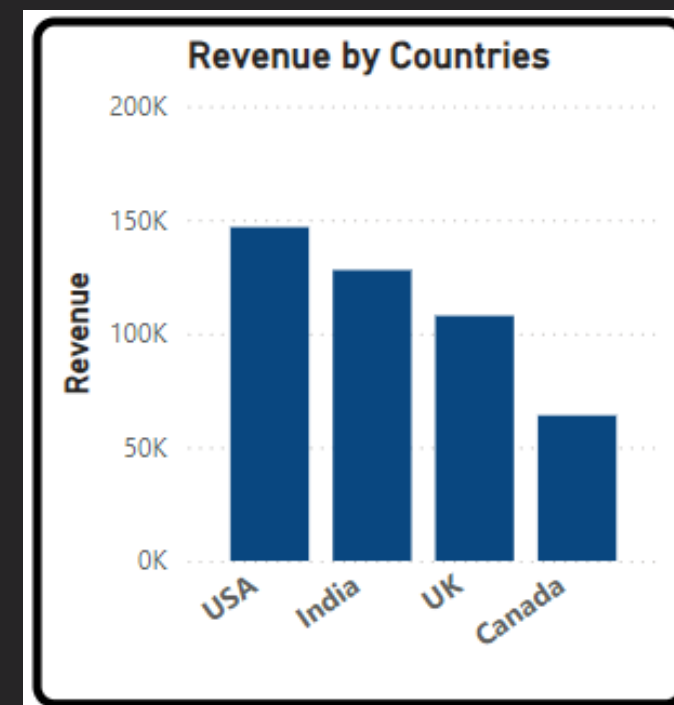


# REGIONS

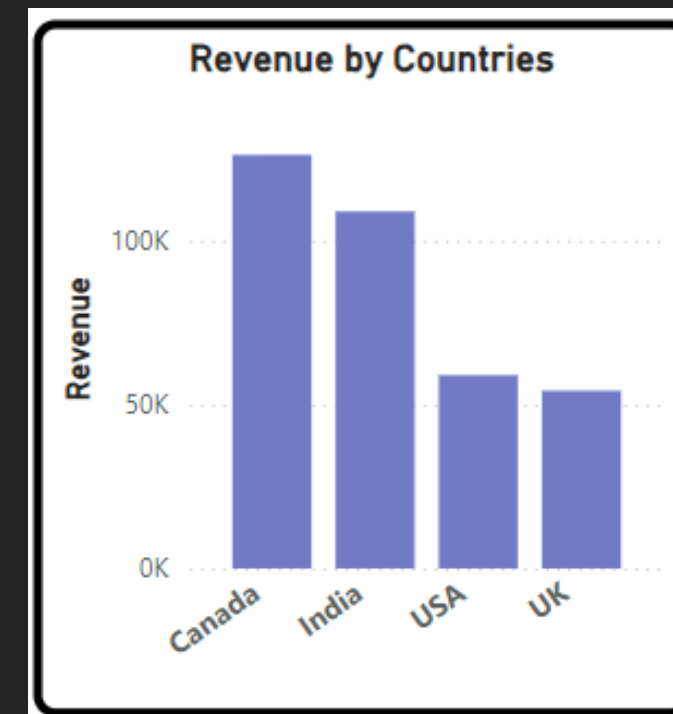
**NORTH**



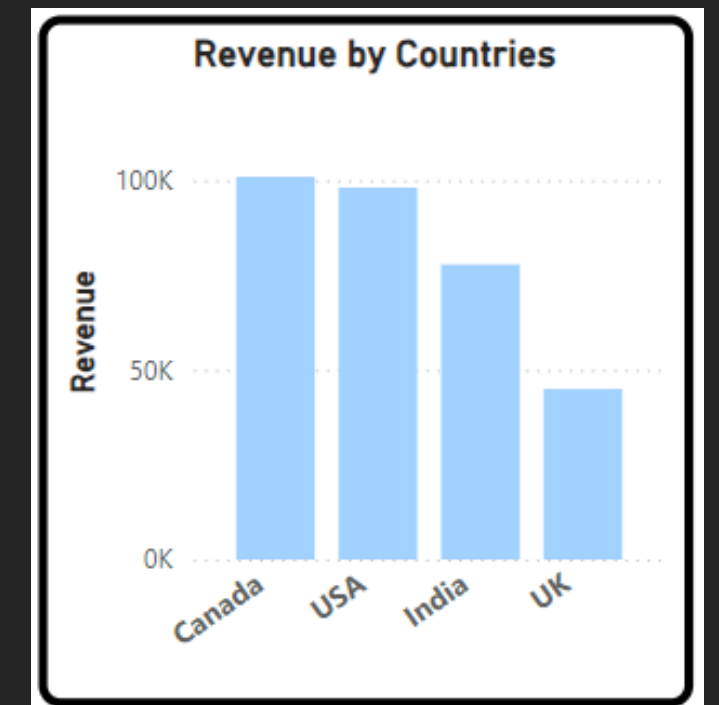
**SOUTH**



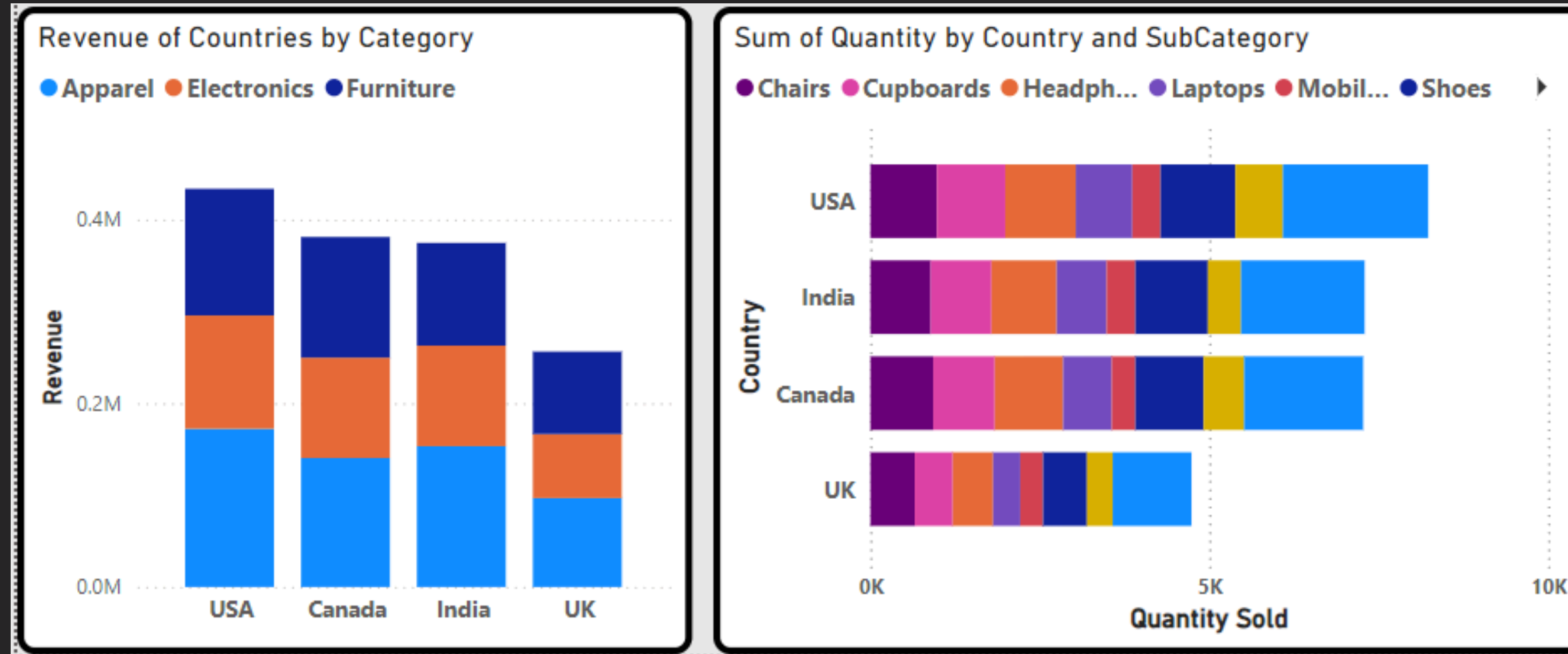
**EAST**



**WEST**



# COUNTRY ANALYSIS

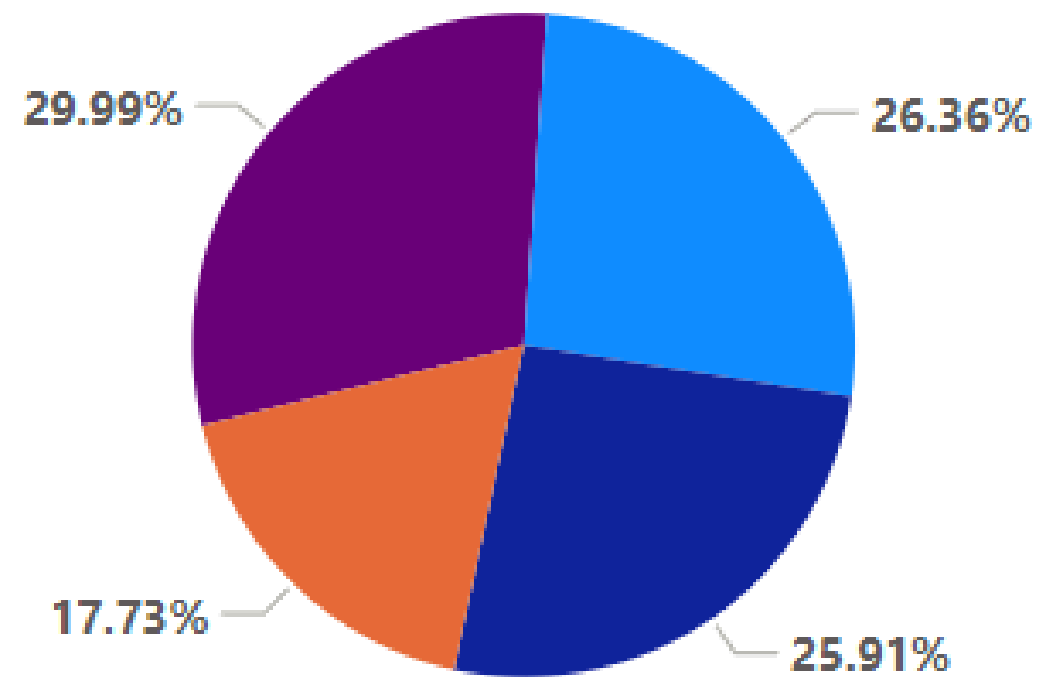


- **Revenue vs Quantity:** USA dominates both in revenue and quantity, indicating high value and volume sales. UK, however, underperforms in both metrics.
- **Category/Subcategory Trends:** Apparel (especially Shoes) and Electronics (like Laptops and Mobile Phones) appear to be the leading categories contributing to both revenue and quantity.



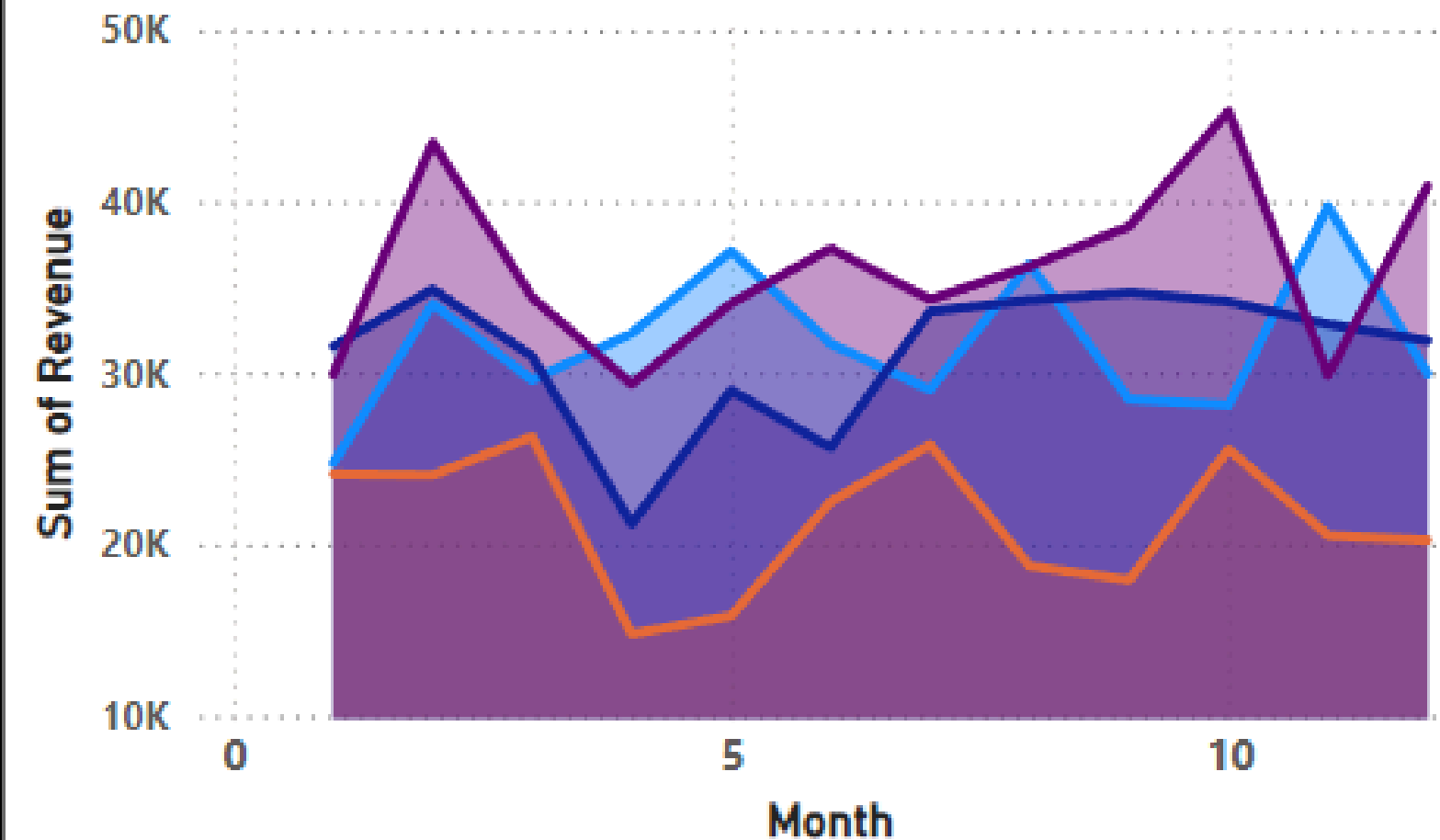
Revenue by Countries

● USA ● Canada ● India ● UK



Sum of Revenue by Month and Country

● Canada ● India ● UK ● USA



- **Performance by Country:** USA leads in both total and monthly revenue performance, while the UK significantly underperforms.
- **Seasonality:** There are apparent revenue spikes during certain months (likely driven by seasonal events, promotions, or holidays), particularly for the USA. These patterns are less pronounced for the UK.
- **Close Competition:** Canada and India are closely competing in revenue contribution, making them secondary but important markets after the USA.

# KEY INSIGHTS

- Electronics is the dominant category.
- Focus areas for growth could be increasing Furniture sales or expanding product variety within Apparel.
- USA dominates both in revenue and quantity.
- Canada and India are closely competing in revenue contribution.

# CHALLENGES FACED DURING DEVELOPMENT

## **Dynamic Visualizations:**

Balancing dashboard interactivity, such as filters by region, date, and category, while optimizing performance, was critical to delivering a smooth user experience.

## **Regional Analysis:**

Analyzing regions like North, South, East, and West across four different countries was challenging, as regional comparisons are typically within a single country. It was difficult to align and compare similar regions between countries meaningfully.