Data Analysis Hackathon 2025: E-commerce Sales and Customer Insights

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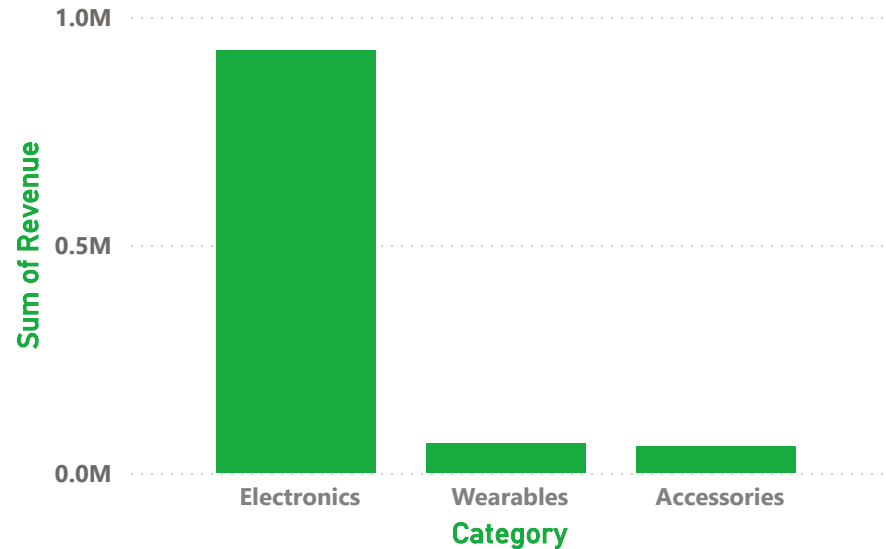
2025, March

E-commerce Sales Analysis Dashboard
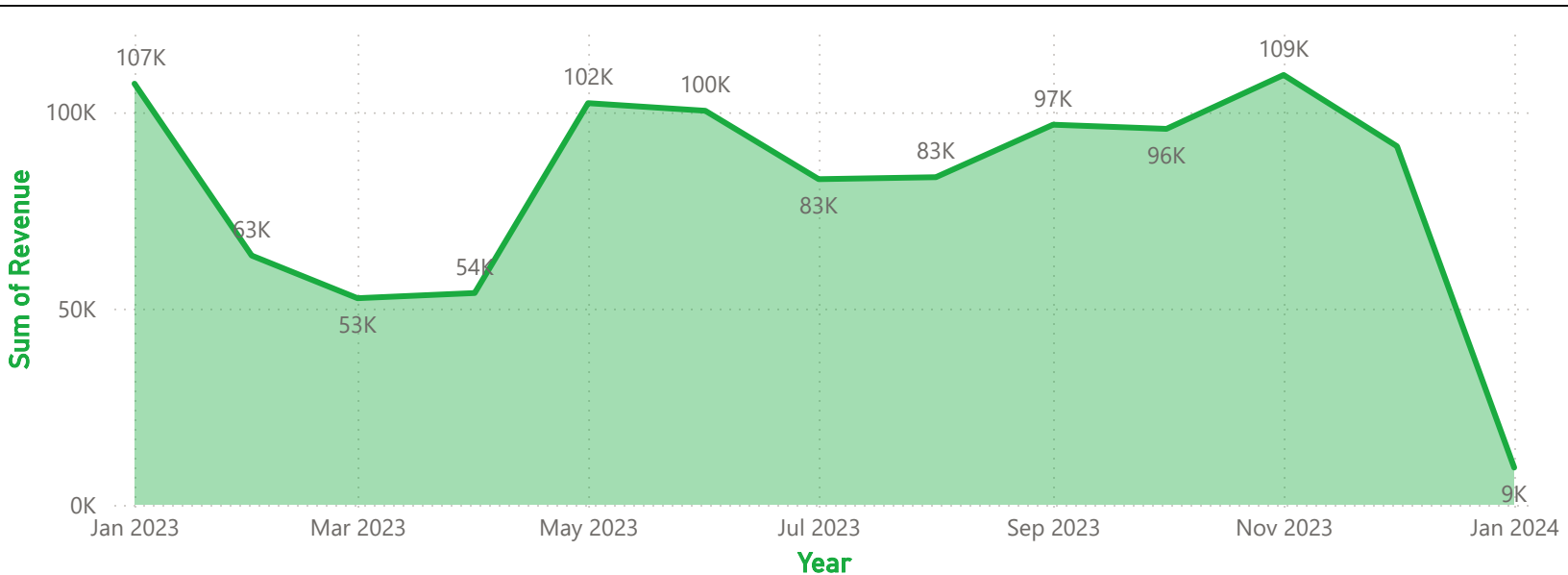
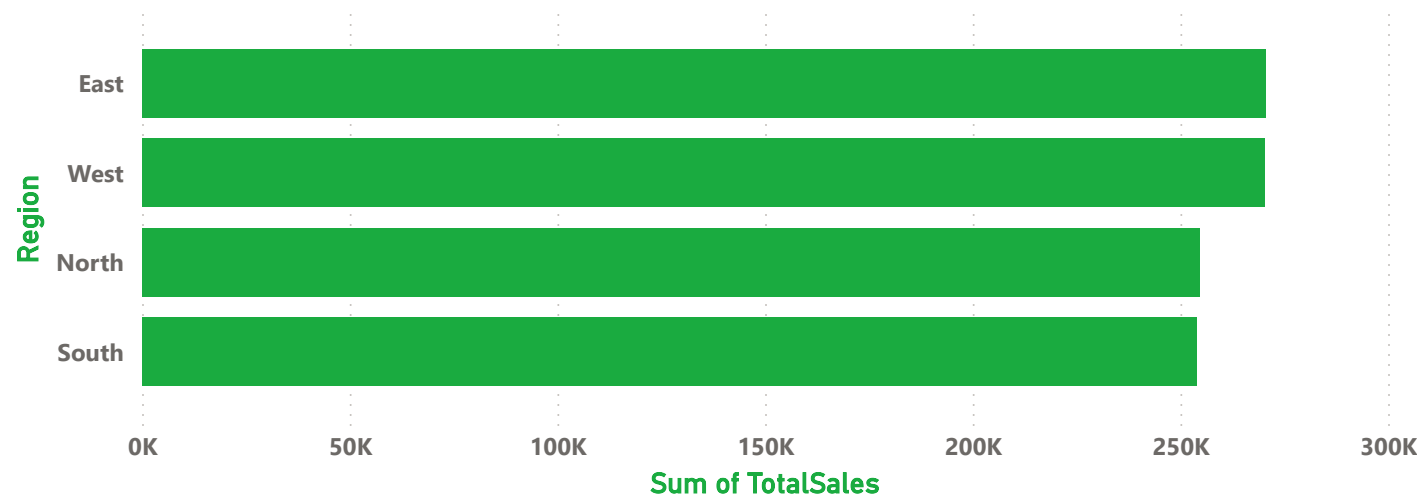**Total Sales Revenue**

1M

Revenue by Category

Revenue by Month

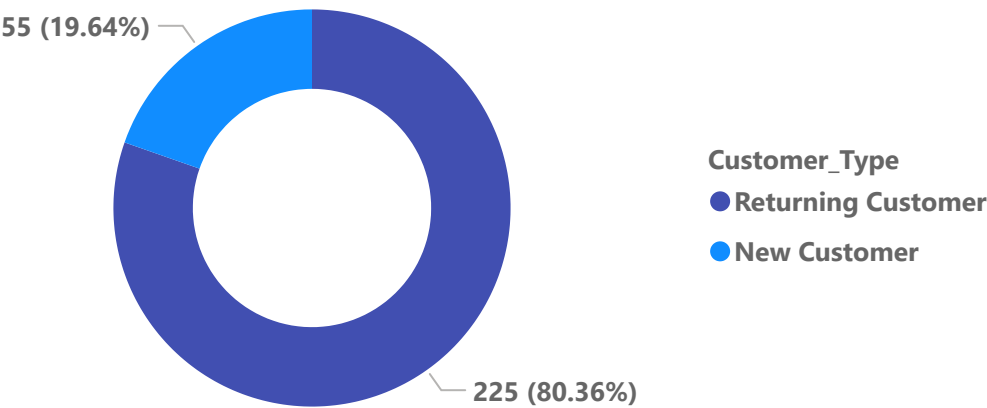## Total Sales by Region

Top Selling Products in Revenue

ProductName	Sum of Total_Quantity_Sold ▾	Sum of Total_Sales
Laptop	351	526500
Smartphone	342	273600
Monitor	423	126900
Smartwatch	318	63600
Headphones	304	30400
Keyboard	371	18550
Mouse	321	9630
Total	**2430**	**1049180**

Customer Behavior Dashboard

Average Order Value

3.75K

Returning vs. New Customers

55 (19.64%)

225 (80.36%)

Customer_Type
- Returning Customer
- New Customer

Customer Segmentation by Gender

214 (49.42%)

219 (50.58%)

Gender
- Male
- Female
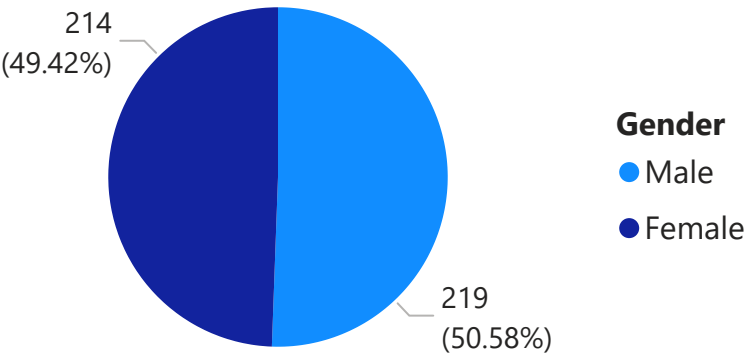
Age Group with the Highest Spending

0.6M	
0.54M	
0.4M	
0.2M	0.19M 0.17M 0.15M
0.0M	

Sum of TotalSpending

AgeGroup: Retirement Age 50+, Young Adults 18-29, Senior Professionals 40-49, Established Workforce 30-39
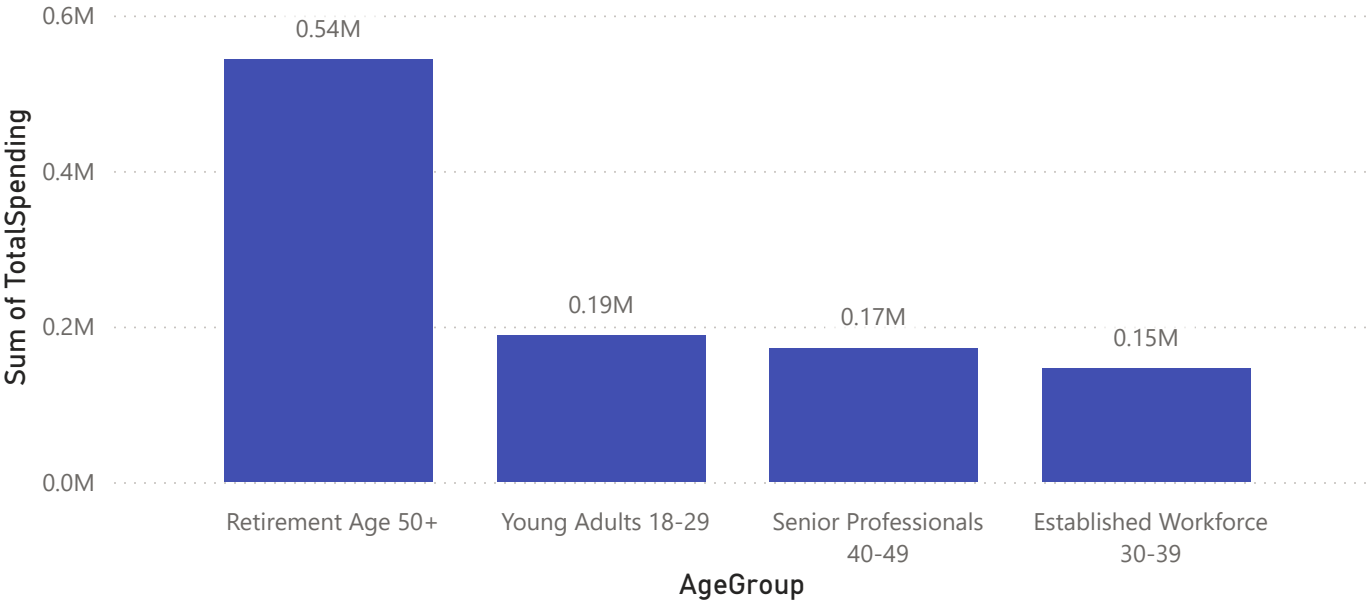
Age Distribution of Customers

Customer Count

Age
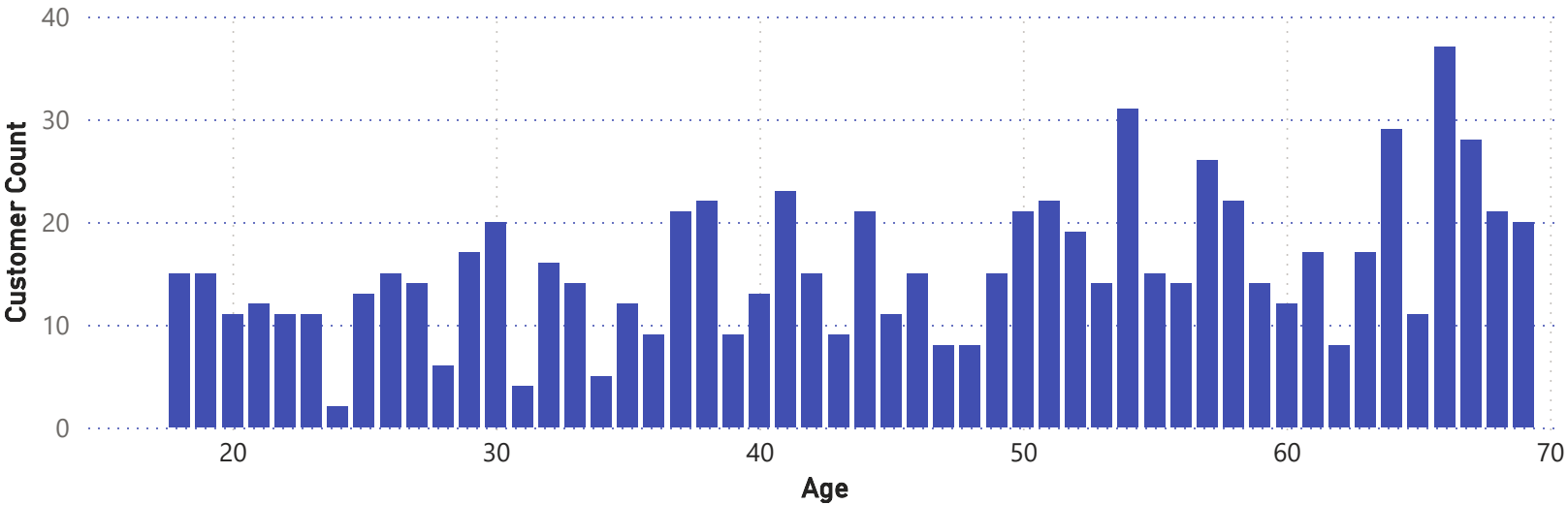
Order Fulfillment Dashboard

Average Shipping Fee per Region

Order Fulfillment Analysis

- 31.85 (31.85%)
- 33.09 (33.09%)
- 35.06 (35.06%)

Legend:
- Sum of FulfillmentRate
- Sum of InTransitRate
- Sum of ReturnRate

Delivery Performance Over Time

Legend:
- Sum of Total_Orders
- Sum of Delivered_Orders
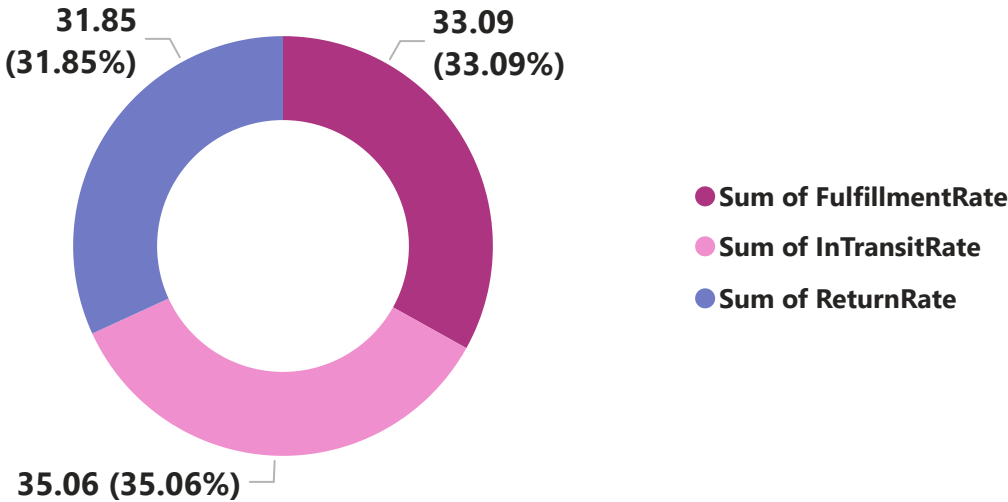
Shipping Status Distribution

- 258 (31.85%)
- 284 (35.06%)
- 268 (33.09%)

Shipping Status
- In Transit
- Delivered
- Returned