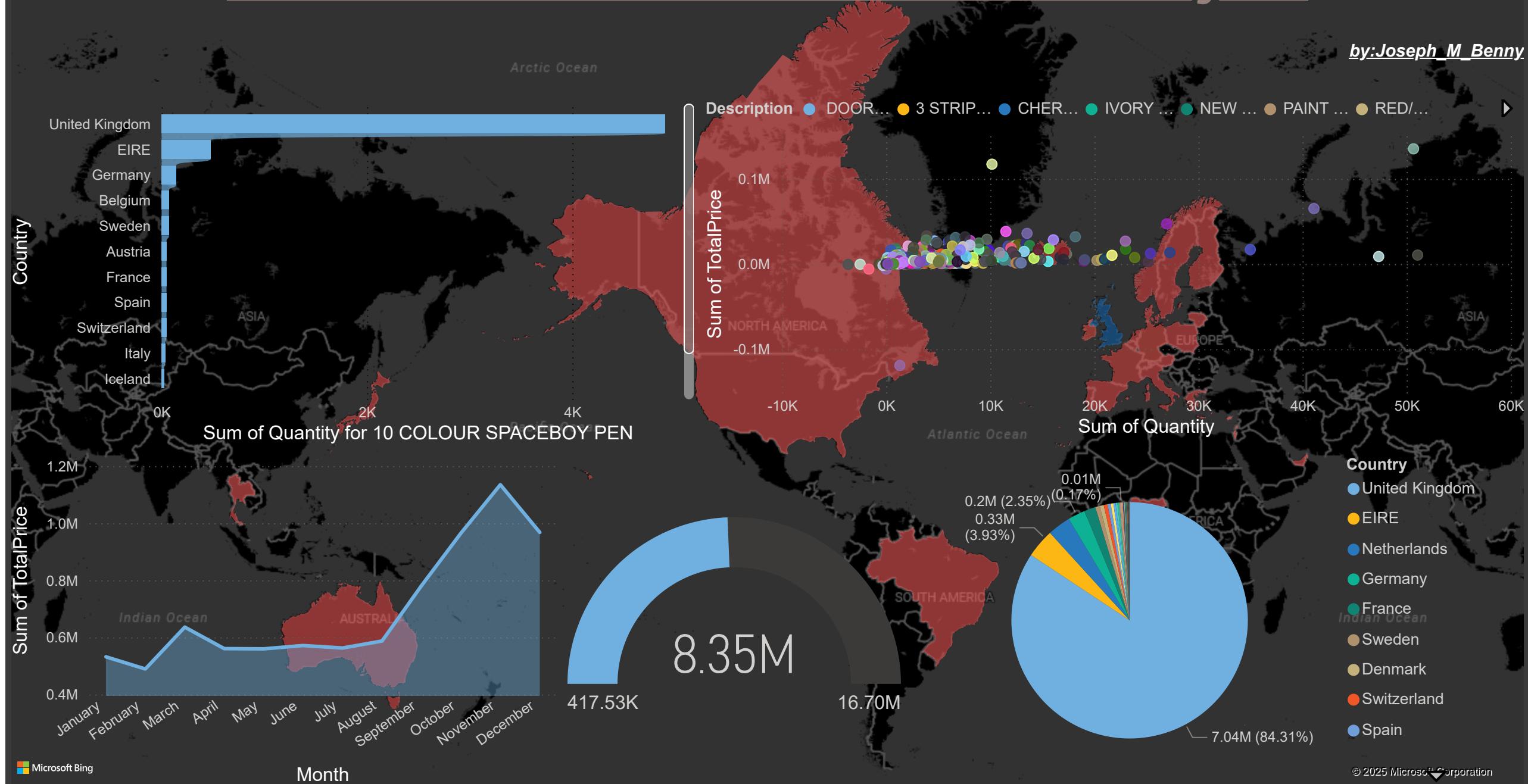
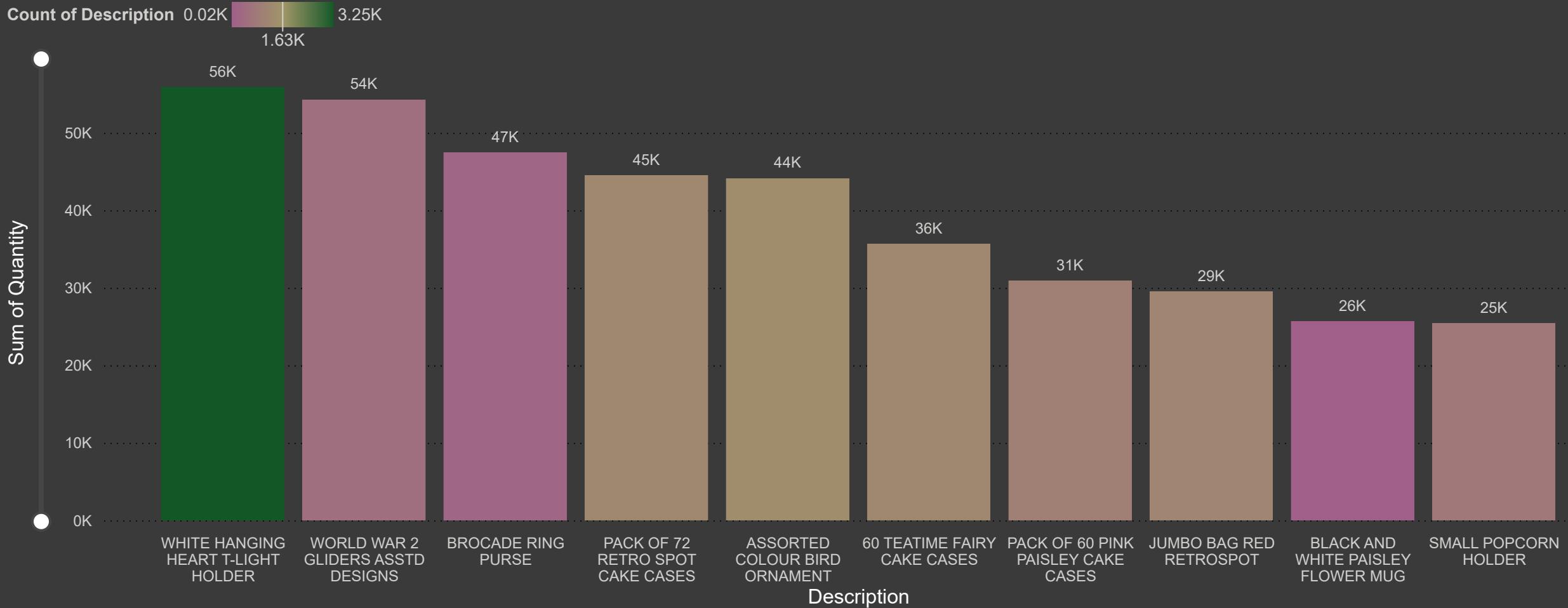


E-Commerce Sales Dashboard Analysis

by:Joseph_M_Benny



Top_10_products_by_quantity



Best-Selling Products (by Quantity)

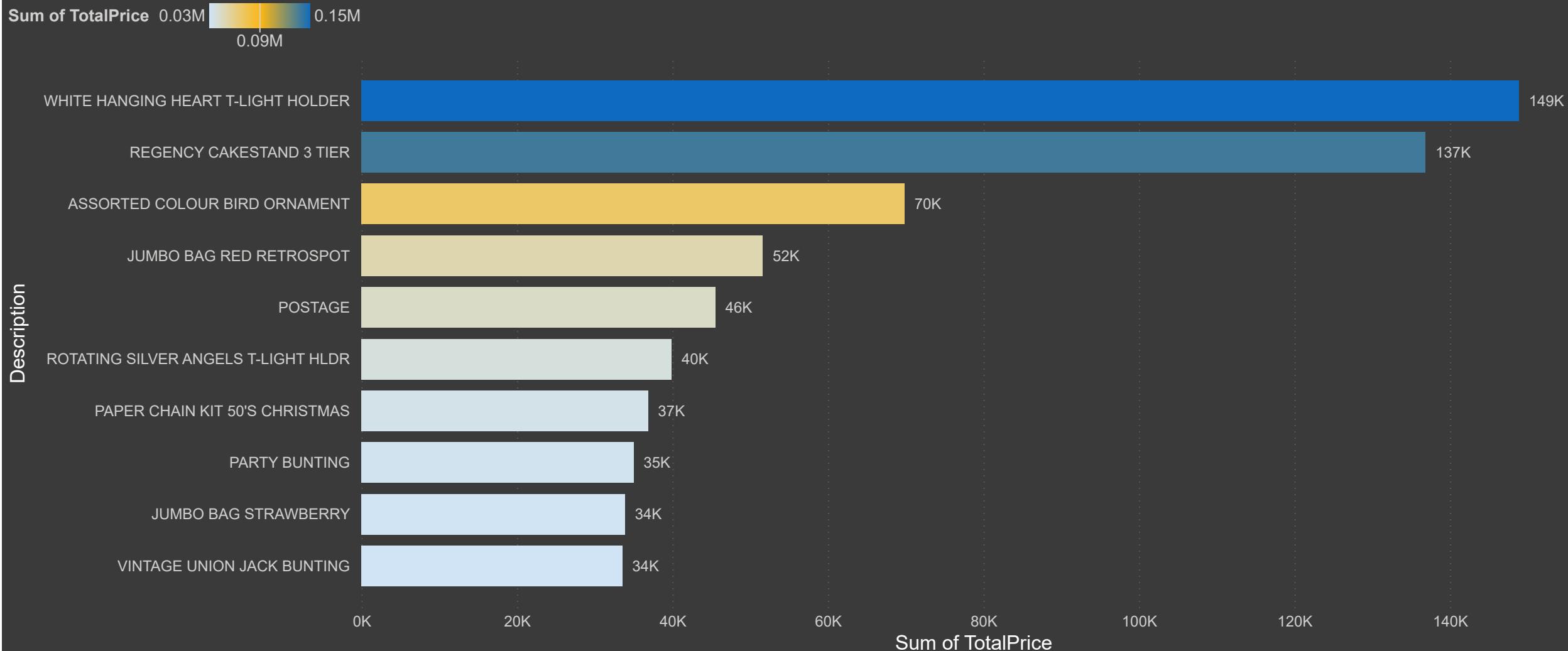
- The top-selling product by quantity is WHITE HANGING HEART T-LIGHT HOLDER with 55,861 units sold, followed closely by WORLD WAR 2 GLIDERS ASSTD DESIGNS with 54,274 units.

Other popular items include:

- BROCADE RING PURSE (47,430 units)
- PACK OF 72 RETRO SPOT CAKE CASES (44,507 units)
- These products likely have strong demand due to affordability, gifting potential, or seasonal popularity.

👉 **Business Insight: Focus marketing campaigns and promotions around these top performers to maximize sales volume and customer acquisition**

Top_10_products_by_revenue.



Top Revenue-Generating Products

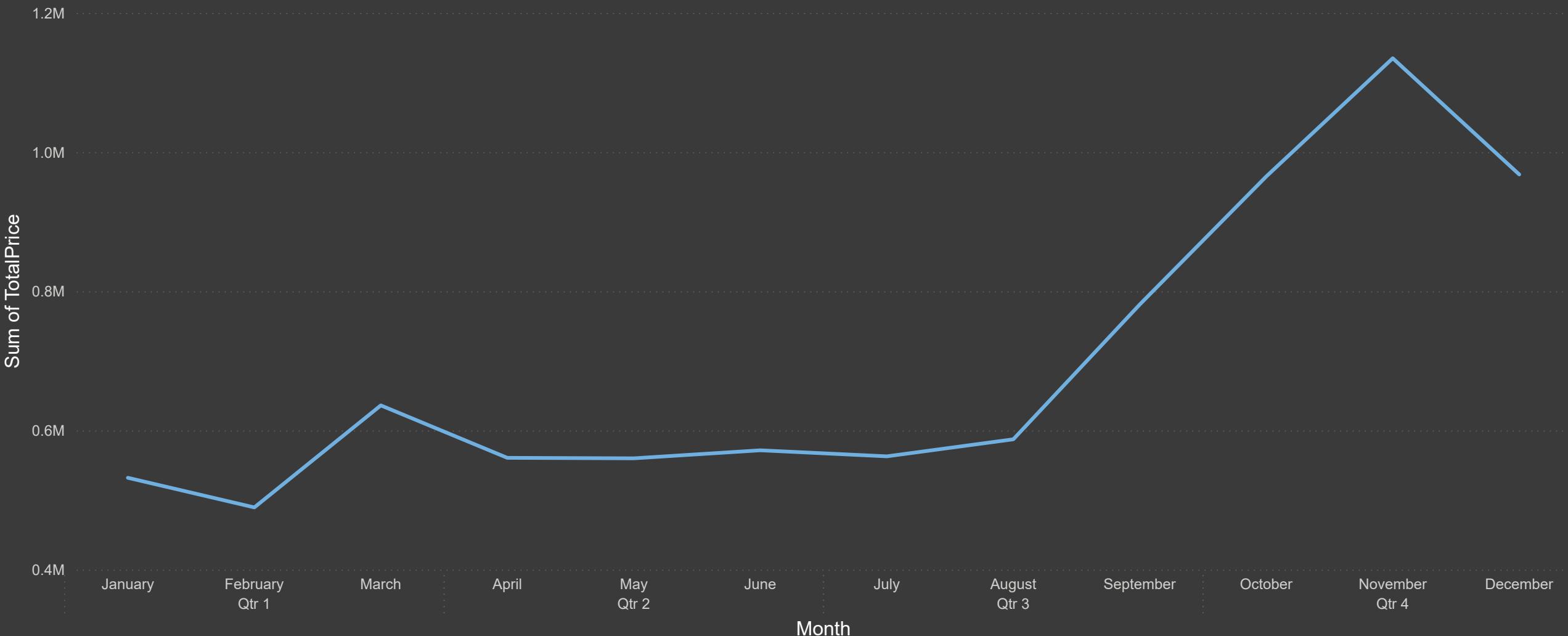
- WHITE HANGING HEART T-LIGHT HOLDER is also the highest revenue contributor at ~£149K.

Other top earners include:

- REGENCY CAKESTAND 3 TIER (~£137K)
- ASSORTED COLOUR BIRD ORNAMENT (~£70K)
- POSTAGE appears in top revenue, indicating high shipping fee contributions.

👉 **Business Insight:** Prioritize these high-margin products in premium bundles, upselling strategies, and featured listings.

Revenue by Quarter, Month and Day



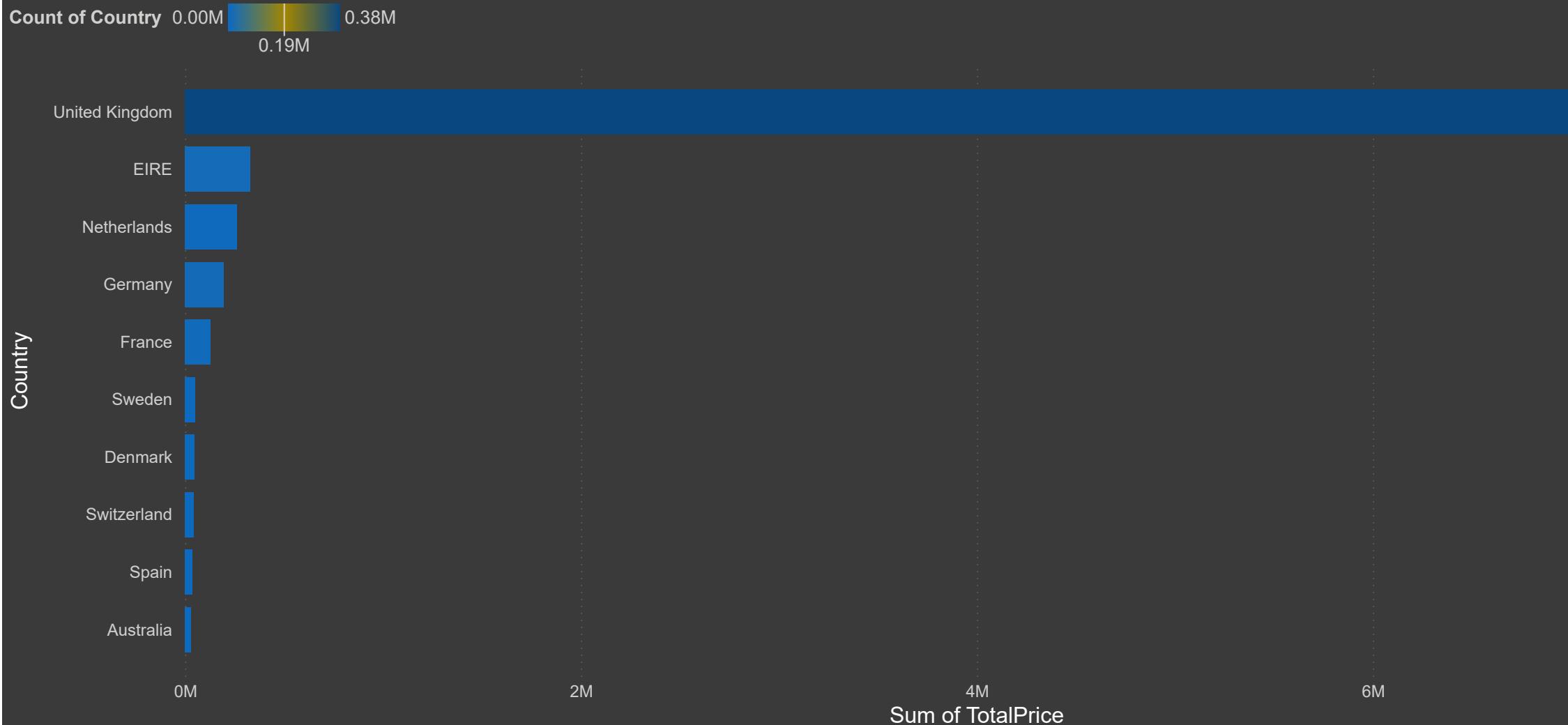
Monthly Sales Trends & Seasonality

- Sales peak in November and December, with revenue exceeding £1M/month, showing strong holiday season performance.
- A smaller spike is visible in March–May, possibly due to spring sales or product launches.

👉 Business Insight:

- Plan inventory, logistics, and digital marketing to ramp up before Q4.
- Launch holiday campaigns in October to capture early shoppers.

Top 10 Country by Revenue



Top Revenue-Generating Countries

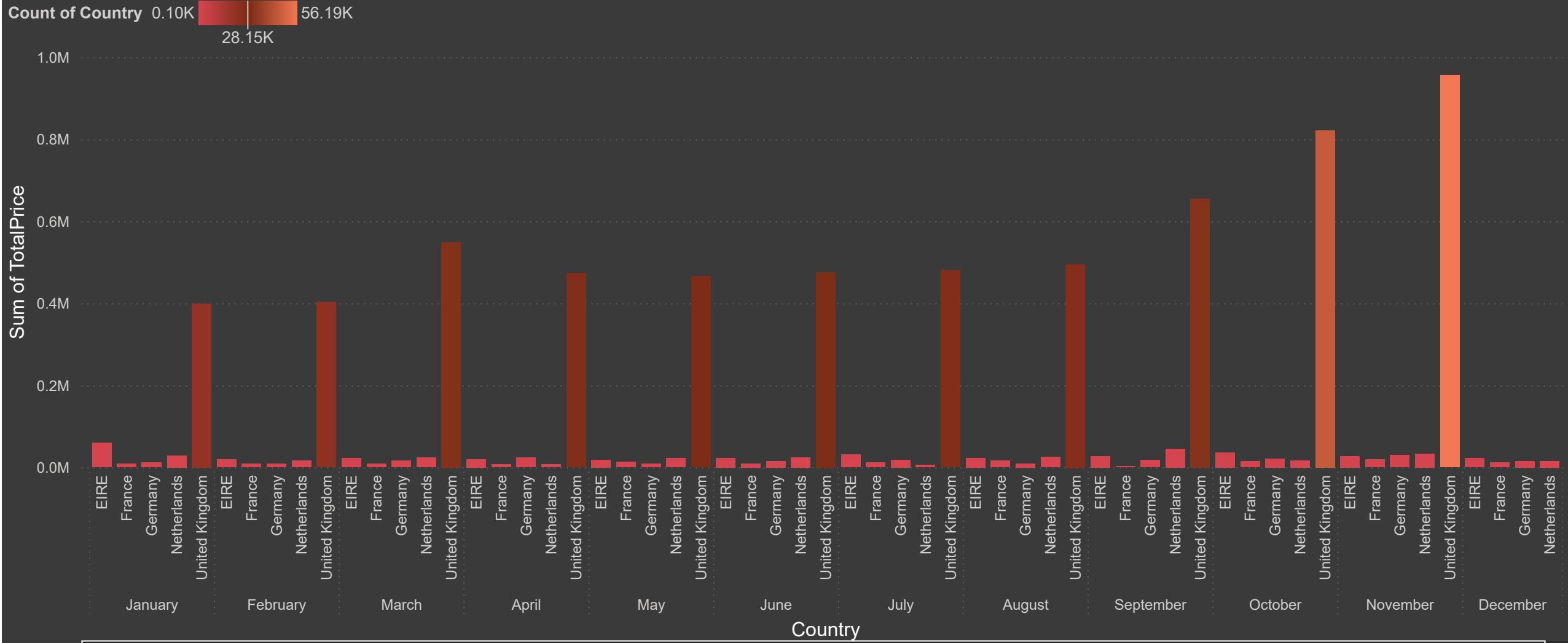
- United Kingdom is by far the top-performing country with ~£8M in total revenue.

Other key markets:

- EIRE (Ireland) – ~£0.38M
- Netherlands, Germany, France – consistent contributors.

👉 **Business Insight:** Consider localized promotions, language support, and seasonal offerings in UK & top EU countries to strengthen loyalty and repeat sales.

Monthly Revenue by Top 5 Countries



Monthly Revenue By The Top 5 Countries

- United Kingdom is by far more performing in each Month

Other Key Remarks:

- In November all countries is having there highest sales

👉 **Business Insight:** Consider localized promotions, language support, and seasonal offerings in UK & top EU countries to strengthen loyalty and repeat sales.

Key Findings

- **Top-selling products** like *WHITE HANGING HEART T-LIGHT HOLDER* and *WORLD WAR 2 GLIDERS ASSTD DESIGNS* dominate both in quantity and revenue, indicating high customer demand and profitability.
- **Sales peak in Q4**, especially during **November and December**, reflecting strong holiday shopping behavior.
- The **United Kingdom** is the most significant revenue contributor by a wide margin, followed by **Ireland, Netherlands, Germany, and France**.
- All major countries experience a revenue spike in November, highlighting the universal impact of the holiday season across regions.

Strategic Business Recommendations

1. Inventory & Supply Chain:

increase stock of best-selling items before Q4 to meet demand without shortages.
Monitor inventory turnover for high-performing SKUs and restock proactively.

2. Marketing Strategy:

Launch targeted campaigns in October to attract early holiday shoppers.
Use product bundles featuring top revenue-generating items to increase average order value.
Apply seasonal themes and discounts during peak months.

3. Regional Expansion:

Strengthen brand presence in high-revenue countries with localized ads and promotions.
Introduce multilingual support and local payment/shipping options for better customer experience.

4. Customer Insights:

Analyze buying patterns of repeat customers for personalized recommendations.
Segment customers by region and season to better tailor marketing strategies.

Final Note:

This dashboard offers a data-driven foundation for smarter business decisions. By leveraging insights from sales patterns, product performance, and regional trends, businesses can **enhance profitability, reduce risk, and scale effectively**.