

ECOMMERCE SALES ANALYSIS

Key Performance Indicators (KPIs) Requirements:

1. Sales and YoY Growth in Sales
2. Profit and YoY Growth in Profit
3. Quantity and YoY Growth in Quantity
4. Number of Orders and YoY Growth in Orders
5. Profit Margin and YoY Growth in Profit Margin

Charts

1. Monthly Sales and Profit Trend
Chart Type: Line & Column Chart
X – axis: Months
Y – axis: Sales
Secondary Y – axis: Profit
2. Category wise Profit
Chart Type: Waterfall Chart
X – axis: Category (Technology, Office supplies, Furniture)
Y – axis: Profit
3. Category wise Sales Share Percentage
Chart Type: Donut Chart
Segment: Category (Technology, Office supplies, Furniture)
4. Sales by State
Chart Type: Filled Map Chart
5. Top 5 Sub-categories by Sales
Chart Type: Bar Chart
X – axis: Sales
Y – axis: Sub-categories (Phones, Chairs, Storage, Tables, Binders)

Ecommerce Sales Analysis Dashboard

SALES

\$22,97,200.86



YoY Growth : ▲ 20.62%

PROFIT

\$2,86,397.02



YoY Growth ▲ 14.41%

QUANTITY

37873



YoY Growth ▲ 28.64%

NO OF ORDERS

9994



YoY Growth ▲ 27.45%

PROFIT MARGIN

12.47%



YoY Growth ▼ 5.15%

Sales & Profit Analysis

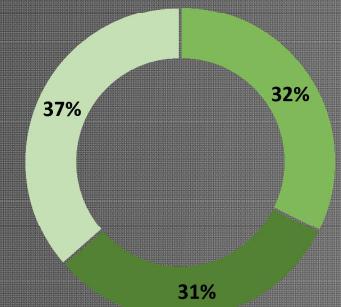


Categorywise Profit

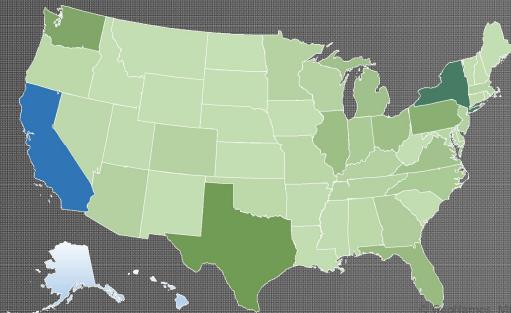


Categorewise Sales Share %

Furniture Office Supplies Technology



Sales by State



Top 5 Sub-Category

Phones	\$ 330.01 K
Chairs	\$ 328.45 K
Storage	\$ 223.84 K
Tables	\$ 206.97 K
Binders	\$ 203.41 K

FILTERS

Year

- 2011
- 2012
- 2013
- 2014

Segment

- Consumer
- Corporate
- Home Office

Reg...

- Central
- East
- South
- West