E-commerce Sales Dashboard Report

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Introduction

This report provides an analysis of the e-commerce sales dashboard, highlighting key performance indicators (KPIs), trends, and insights. The dashboard offers a comprehensive view of sales data, including total sales amount, average value, quantity sold, profits, and breakdowns by various dimensions such as state, category, customer, month, and payment mode.

Key Metrics Overview

Total Sales

- Total Amount: $438K

- Total Average Value: $121K

- Total Quantity Sold: 5615 units

Profit Analysis

- Profit and Target Profit: Current profit stands at 37% of the target profit of $74K.

- Growth Rate: Currently at 0.00%, indicating no growth compared to the previous period.

Detailed Analysis

Sales and Forecasted Amount

- Sum of Amount: $0.44M

- Forecasted Amount: Slightly below the actual sales, indicating accurate forecasting models.

Top Customers

- Harivansh: $9.9K

- Madhav: $9.4K

- Madan: $7.8K

- Shiva: $6.3K

- Vishakha: $6.1K

Profit by Month

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- Peak Months: January and December, each with $10K profit.

- Low Months: June and July, with -$4K and -$2K losses respectively.

Sales by Category

- Clothing: 63% of total sales.

- Electronics: 21% of total sales.

- Furniture: 17% of total sales.

Profit by State

- Madhya Pradesh: $7.4K

- Maharashtra: $7.0K

- Uttar Pradesh: $3.4K

- Gujarat: $3.0K

Sales Trends by Year, Quarter, and Month

- 2018-2019 Trends: Sales peaked in mid-2018 and saw a decline in mid-2019.

- Seasonal Trends: Notable dips in sales in June and July each year.

Payment Modes

- COD (Cash on Delivery): 44%

- UPI (Unified Payments Interface): 21%

- Debit Cards: 13%

- Credit Cards: 12%

- EMI (Equated Monthly Installments): 10%

Profit by Sub-Category

- Printers: $8.6K

- Bookcases: $6.5K

- Saree: $4.1K

- Accessories: $3.4K

- Tables: $3.1K

Key Insights

Sales Performance

- High Sales Volume: The total sales amount and average order value indicate a healthy e-commerce business with substantial transaction volume.

- Consistent Customers: Key customers contribute significantly to the sales, emphasizing the importance of customer retention and personalized marketing.

Profitability

- Top Profitable Months: Profits are highest in January and December, likely due to holiday shopping and new year sales.

- Low Profit Months: June and July show negative profit, suggesting a potential need for targeted promotions or inventory adjustments during these months.

Regional Analysis

- Madhya Pradesh and Maharashtra: These states are leading in profits, indicating strong market presence and customer base.

- Growth Opportunities: Uttar Pradesh and Gujarat show potential for increased focus to boost sales and profits.

Category and Sub-Category Performance

- Dominance of Clothing: Clothing leads the sales by a significant margin, followed by electronics and furniture.

- Top Sub-Categories: Printers and bookcases are top performers, suggesting high demand in these segments.

Payment Preferences

- COD Preference: A significant portion of customers prefer cash on delivery, indicating trust issues or convenience factors.

- Digital Payments: UPI and card payments also contribute significantly, showing a trend towards digital transactions.

Recommendations

Marketing Strategies

- Focus on High-Performing Customers: Develop loyalty programs and personalized marketing for top customers to increase retention and sales.

- Seasonal Promotions: Implement targeted promotions during low-profit months (June and July) to stimulate sales.

Regional Expansion

- Strengthen Presence in Top States: Enhance marketing efforts in Madhya Pradesh and Maharashtra to leverage their strong performance.

- Explore Growth in Uttar Pradesh and Gujarat: Increase marketing and promotional activities to tap into the potential of these states.

Product and Inventory Management

- Boost High-Demand Categories: Increase inventory and promotions for high-demand categories like clothing and electronics.

- Manage Sub-Category Stocks: Ensure sufficient stock levels for top sub-categories like printers and bookcases to avoid stockouts.

Payment Methods

- Promote Digital Payments: Encourage customers to use digital payment methods by offering discounts or incentives.

- Enhance COD Experience: Ensure efficient COD operations to maintain customer satisfaction and trust.

Conclusion

The e-commerce sales dashboard provides critical insights into sales performance, customer behaviour, regional trends, and category-wise performance. By leveraging these insights, businesses can make informed decisions to drive growth, enhance customer satisfaction, and optimize operations. Regular monitoring and updates to the dashboard will ensure it remains an effective tool for strategic planning and performance evaluation.