**Insights:**

* **Informed decision-making**: Customized dashboards bring relevant data together and empower users to make informed decisions.
* **Bird's eye view**: Dashboards provide a bird’s eye view of various metrics and KPIs. You can understand what’s happening with a particular department just by looking at the computer screen.
* **Team motivation**: The statistics about the sales, progress towards financial goals, and KPIs help you keep your staff engaged with the work. They spark healthy competition within their respective teams and encourage team members to work smarter.
* **Accurate forecasting**: An e-commerce dashboard built with appropriate KPIs can provide a clear picture of past and present activities. Online retailers can use these real-time insights for accurate forecasting

**##Top day of week by potential revenue.**

*-Sunday is top day of week by potential revenue 2,45,420.*

**##Total revenue by month.**

*-November=6,37,746.43*

*-December=5,46,792.83*

**##Price varying by channel**

*-Both Browser and app contributes equally.*

**##Top state by Total Revenue.**

*-HI state contributes 32,781.68*

* *Category Electronics contributes 11,41,583.69 in Total revenue.*
* *In smartphone sub-category,Apple brand takes 67.12% of Total price.*
* *Most of the customers prefer Apple brand followed by Samsung.*

There are two issues that every e-commerce business owner wants to overcome with e-commerce data. They are:

1. **Time-consumption**: It takes a lot of time and effort to analyze data and convert it into at-a-glance visualizations that help guide informed decision-making.
2. **Excessive data**: E-commerce analytics tools gather and analyze a plethora of information about various KPIs of an online store. Sometimes, the decision-making insights and reports generated by these e-commerce analytics tools can be overwhelming.

**##This Dashboard can be accessed by Business owners,Sales team and marketing professionals.**