

ECOMMERCE SALES ANALYSIS

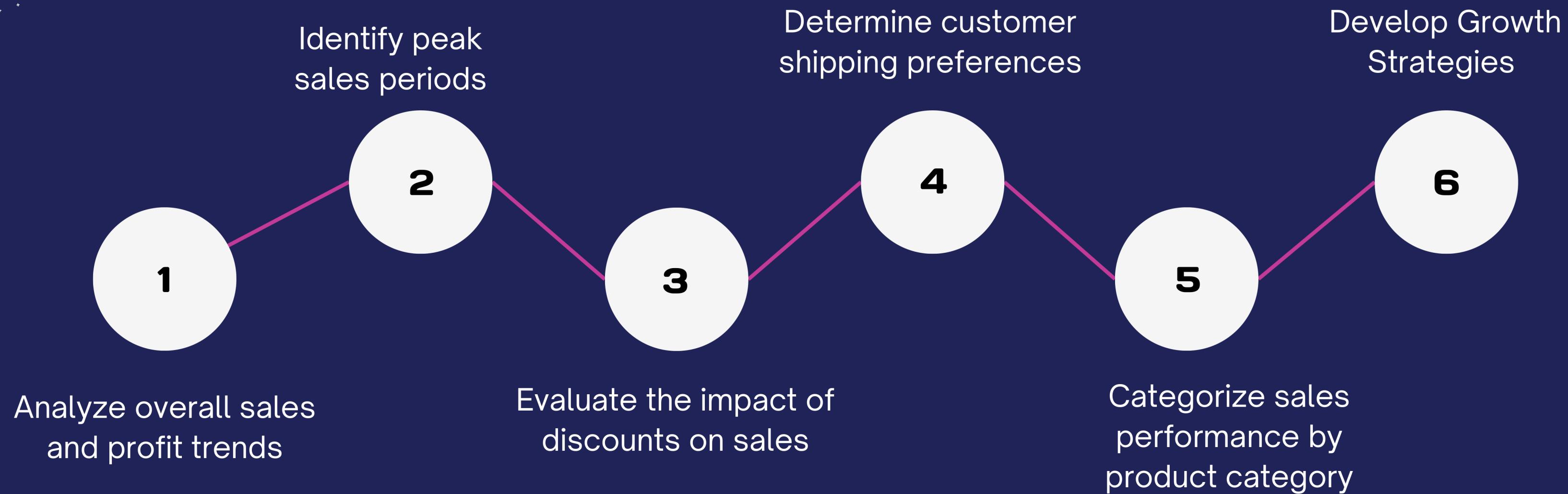
By Komal Sukheja



Problem Statement

The need to identify trends and patterns in e-commerce sales data to improve business strategies and operational efficiency.

Objectives





INSIGHTS AND RECOMMENDATIONS

Key Performance Indicators

Total Sales: \$2,297,200.86

Total Profit: \$286,397.02

Total Orders: 9,994

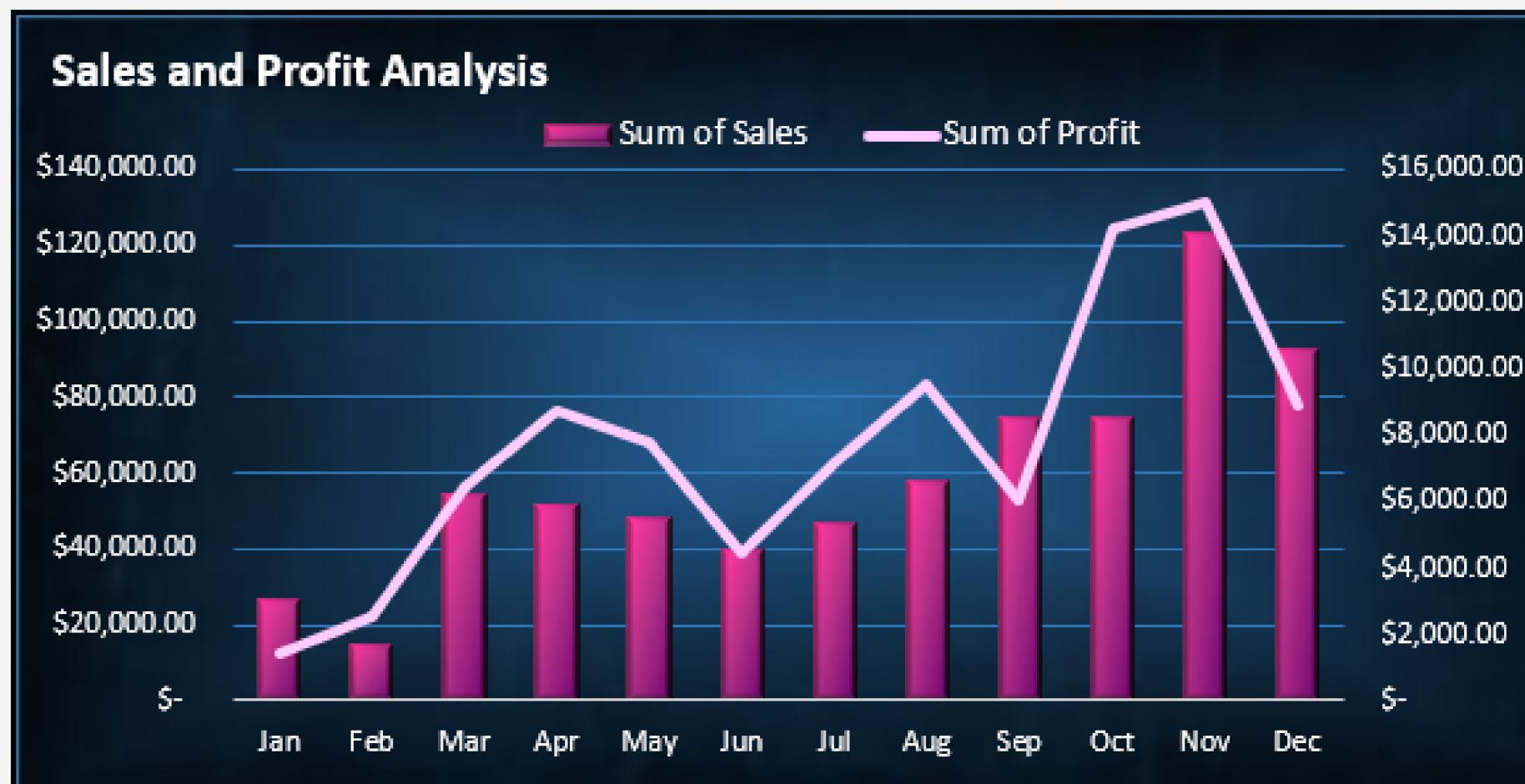
Quantity Sold: 37,873 units

Profit Margin: 12.47%

Average Discount: 16%

SALES AND PROFIT ANALYSIS

Question: What are the monthly trends in sales and profit?



Insight

Sales and profits peaked in November and December, highlighting the significance of holiday promotions.

Objective

To Understand monthly performance to plan effective sales strategies.

SALES BY CATEGORY

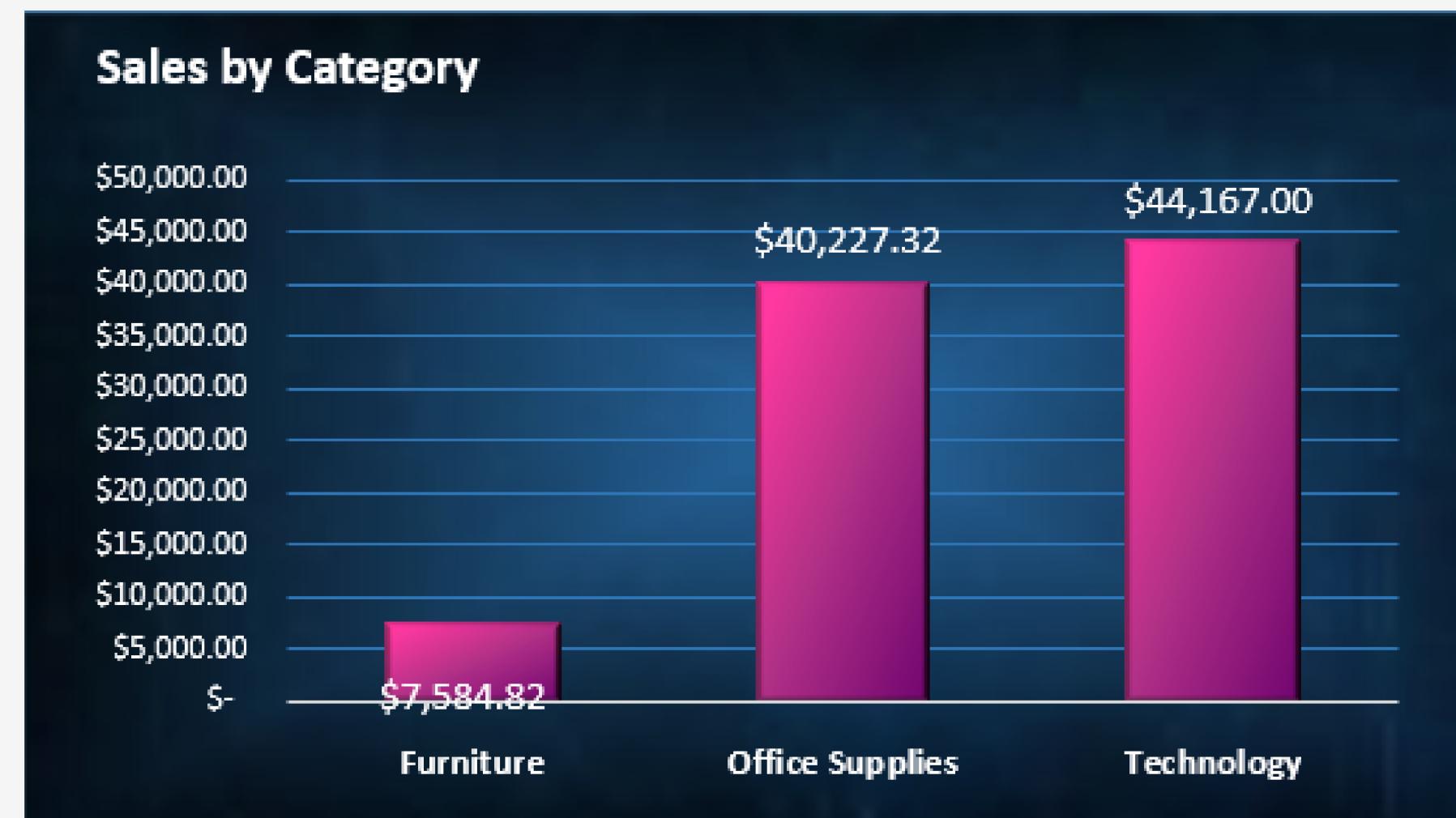
Question: Which product categories generate the most sales?

Insight

Technology and Office Supplies are the top-performing categories.

Objective

To Focus marketing efforts on high-performing categories.



EFFECT OF DISCOUNT ON SALES

Question: How do discounts impact sales volume?

Insight

Sales drop significantly with initial discounts but recover with moderate discounts, indicating an optimal discount range.

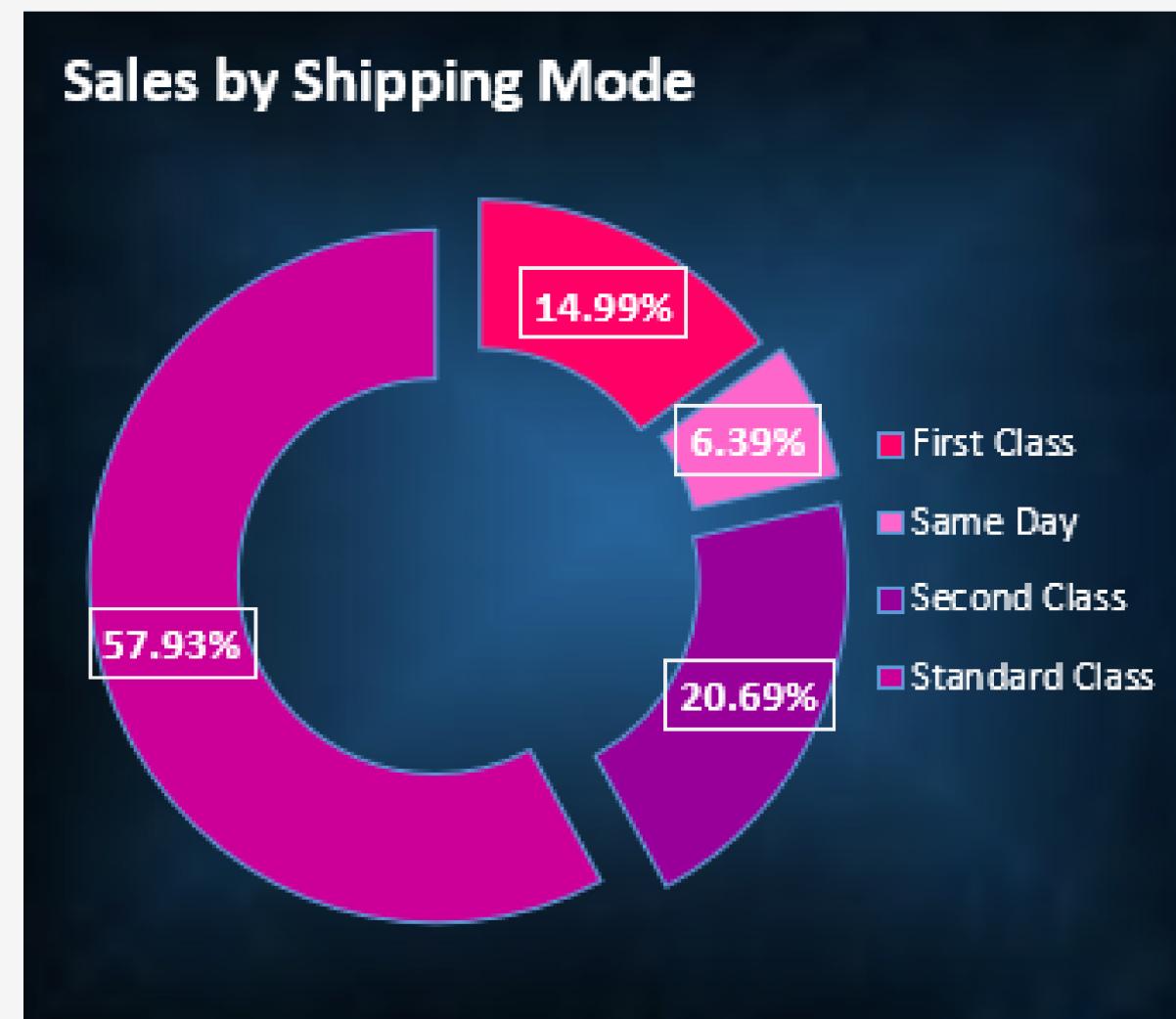
Objective

To find the right discount strategy to maximize sales without harming profit margins.



SALES BY SHIPPING MODE

Question: What are the customer preferences for shipping modes?



Insight

Standard Class is the most preferred, accounting for 59.12% of sales.

Objective

To Optimize shipping options to meet customer preferences and reduce shipping costs.

SUBCATEGORIES BREAKDOWN

Question: Which subcategories are the top performers?

Insight

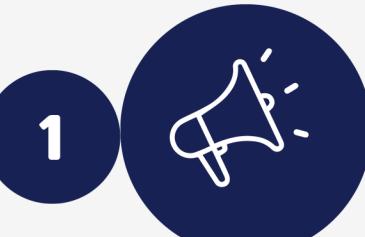
Phones, Chairs, and Storage are the leading subcategories in sales.

Objective

Identify and promote top-selling subcategories to boost overall sales.



RECOMMENDATIONS

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Focus on Seasonal Promotions

Capitalize on the sales peak in November and December with targeted promotions.

Optimize Discount Strategy

Implement moderate discounts (around 0.2) to maximize sales without significantly impacting profit margins.

Enhance Shipping Options

Maintain and improve Standard Class shipping to meet customer demands.

Prioritize High-Performing Categories

Focus marketing and inventory efforts on Technology and Office Supplies.

Monitor Profit Margins

Regularly review pricing and discount strategies to address the negative trend in profit margin growth.

DASHBOARD



Ecommerce Sales Analysis

Sales

\$2,297,200.86

YoY Growth ▲ 20.62%

Profit

\$286,397.02

YoY Growth ▲ 14.41%

Quantity

37873

YoY Growth ▲ 27.45%

Total Orders

9994

YoY Growth ▲ 28.64%

Profit Margin

12.47%

YoY Growth ▼ -5.15%

Average Discount

16%

YoY Growth ▲ 1.16%

Filters

Year

2011

2012

2013

2014

Segment

Consumer

Corporate

Home Office

Region

Central

East

South

West

State

Alabama

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

Florida

Illinois

Michigan

Sales and Profit Analysis



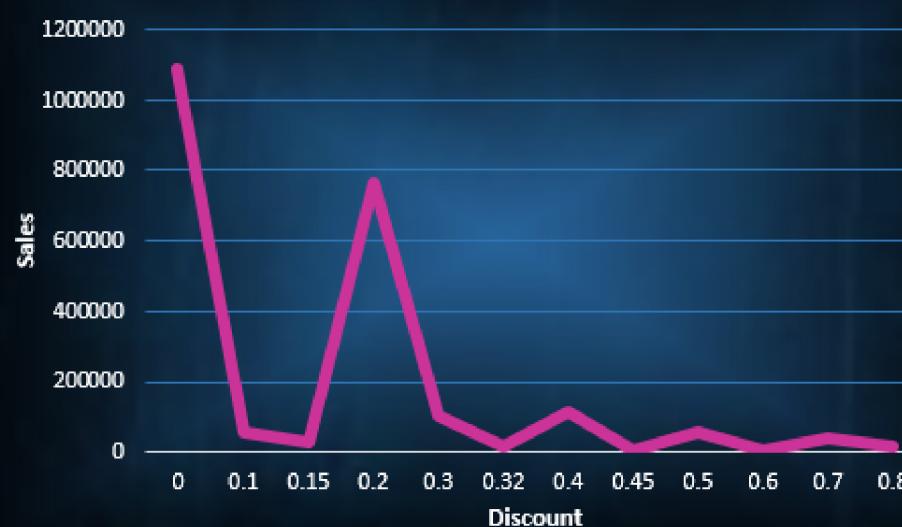
Sales by Category



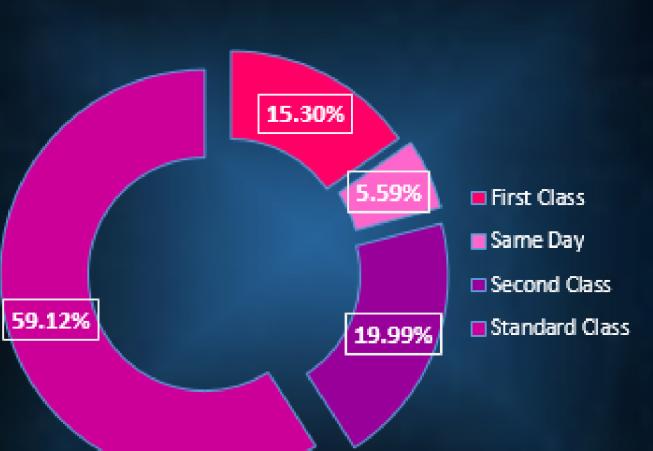
Top 10 Subcategories by Sales



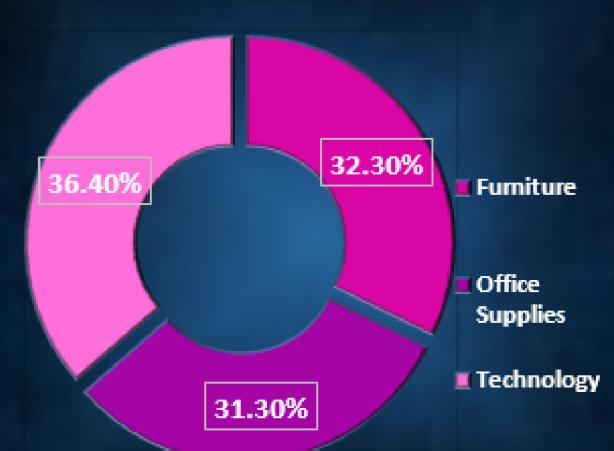
Effect of Discount on Sales



Sales by Shipping Mode



Category wise Sales Contribution



THANK YOU