Ecommerce Sales Analysis

Sales	Profit	Quantity	Total Orders	Profit Margin	Average Discount
$2,297,200.86	$286,397.02	37873	9994	12.47%	16%
YoY Growth ▲ 20.62%	YoY Growth ▲ 14.41%	YoY Growth ▲ 27.45%	YoY Growth ▲ 28.64%	YoY Growth ▼ -5.15%	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

Sales and Profit Analysis

Sum of Sales — Sum of Profit

(Monthly bar/line chart: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec)

Left axis: $-, $50,000.00, $100,000.00, $150,000.00, $200,000.00, $250,000.00, $300,000.00, $350,000.00, $400,000.00
Right axis: $-, $5,000.00, $10,000.00, $15,000.00, $20,000.00, $25,000.00, $30,000.00, $35,000.00, $40,000.00, $45,000.00, $50,000.00

Sales by Category

- Furniture: $18,451.27
- Office Supplies: $122,490.80
- Technology: $145,454.95

Top 10 Subcategories by Sales

- Phones: $330,007
- Chairs: $328,449
- Storage: $223,844
- Tables: $206,966
- Binders: $203,413
- Machines: $189,239
- Accessories: $167,380
- Copiers: $149,528
- Bookcases: $114,880
- Appliances: $107,532

(x-axis: 0, 50000, 100000, 150000, 200000, 250000, 300000, 350000)
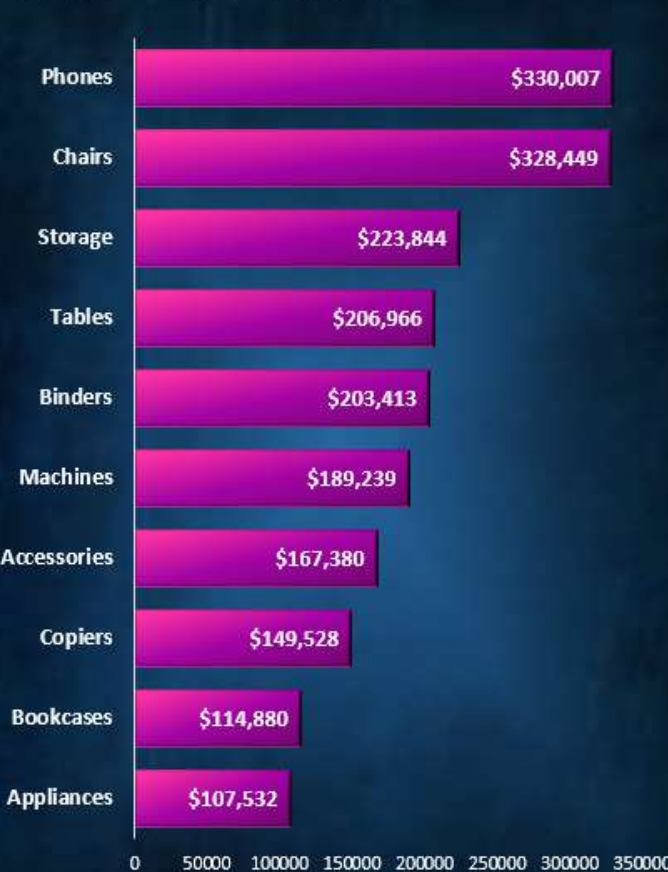
Effect of Discount on Sales

Sales vs Discount (line chart)
y-axis: 0, 200000, 400000, 600000, 800000, 1000000, 1200000
x-axis Discount: 0, 0.1, 0.15, 0.2, 0.3, 0.32, 0.4, 0.45, 0.5, 0.6, 0.7, 0.8

Sales by Shipping Mode

- First Class: 15.30%
- Same Day: 5.59%
- Second Class: 19.99%
- Standard Class: 59.12%
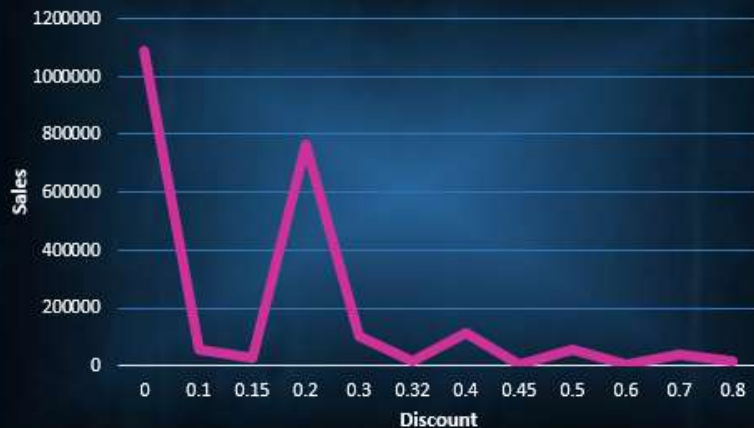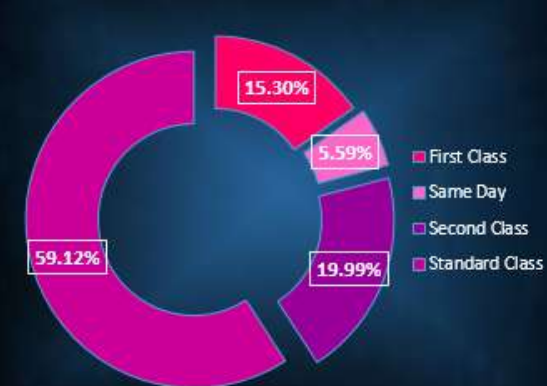
Category wise Sales Contribution

- Furniture: 32.30%
- Office Supplies: 36.40%
- Technology: 31.30%