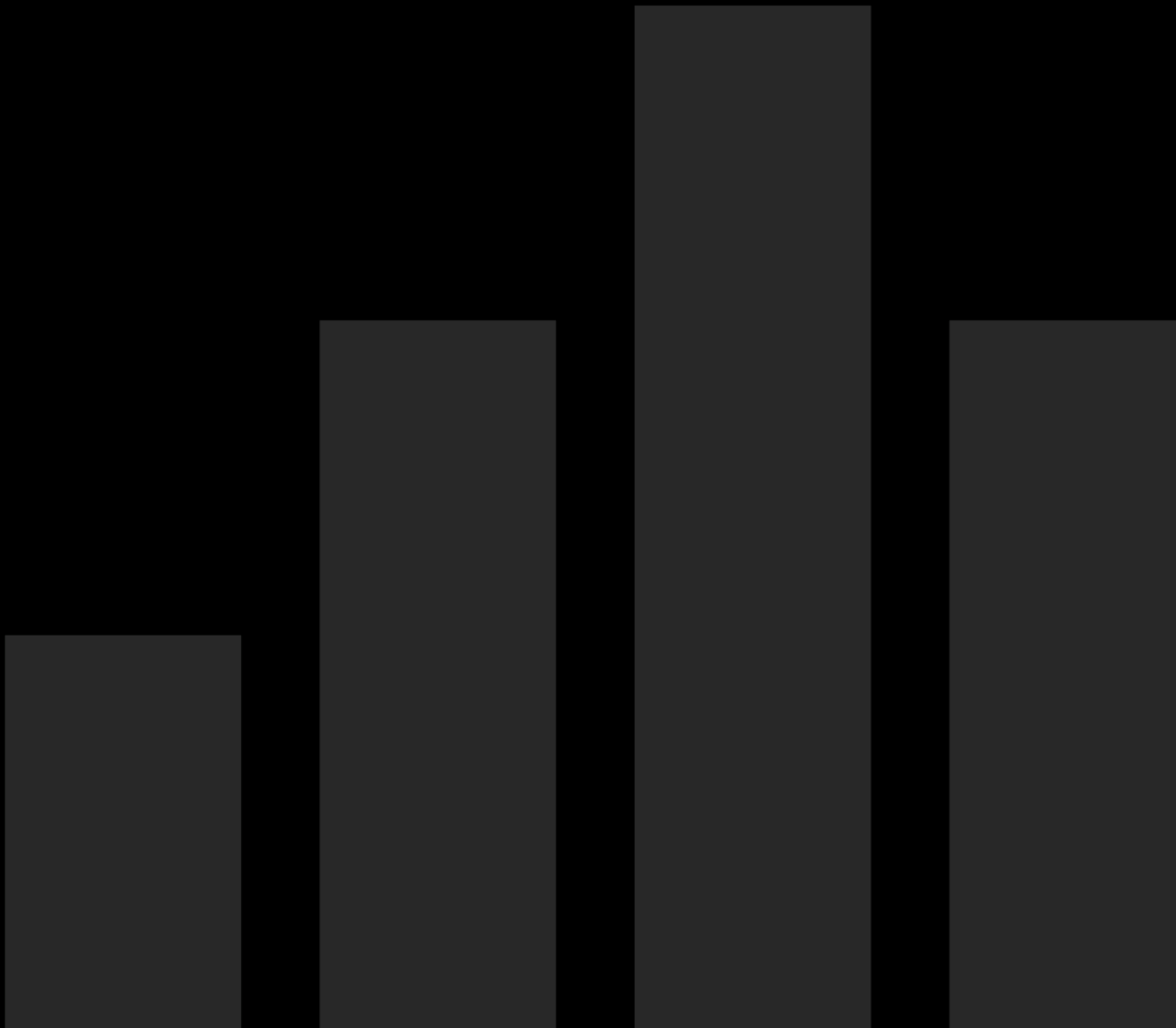


viz 2

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Last data refresh:
10/24/2025 2:58:25 PM UTC

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10/24/2025 3:03:20 PM UTC



E-commerce Performance & Strategic Growth Analysis

Total Sales
198.21M

Total Profit
29.82M

profit margin
15.04

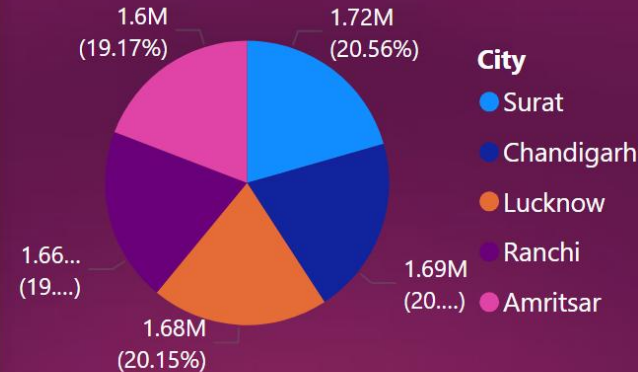
YoY Sales %
-11.76%

YOY profit %
-10.35

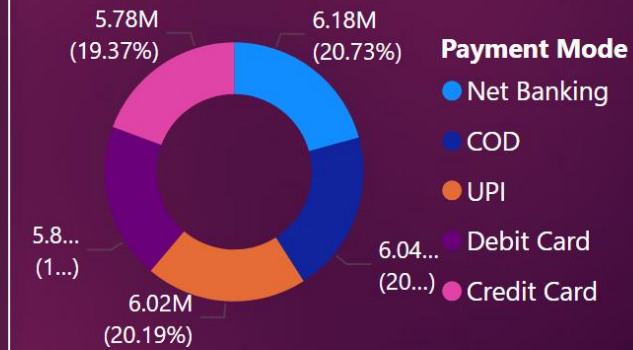
Total Sales and sales last year by month



Profit by City



Profit by Payment Mode



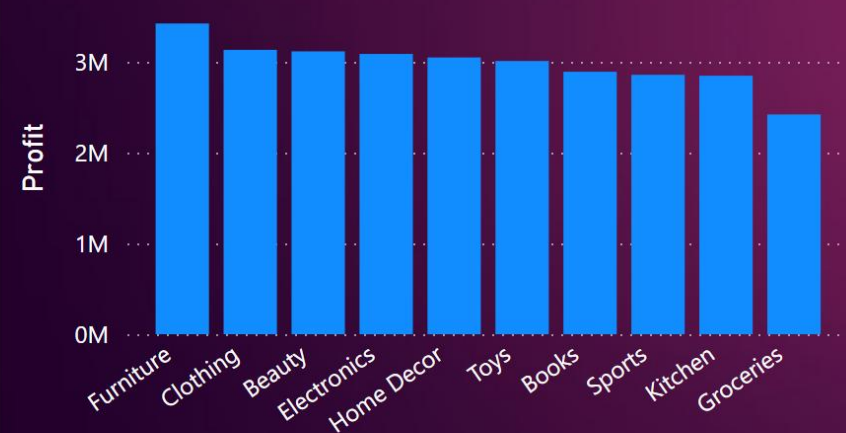
year

2023

2024

2025

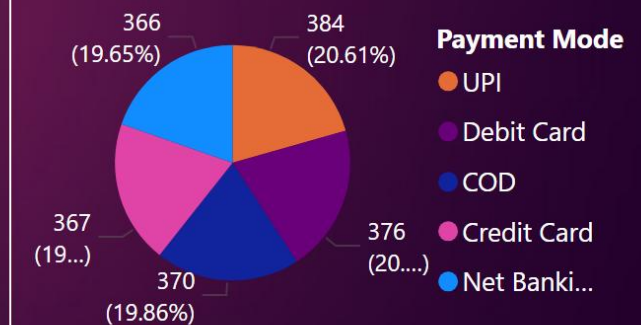
Profit by Category



Profit by Sub-Category

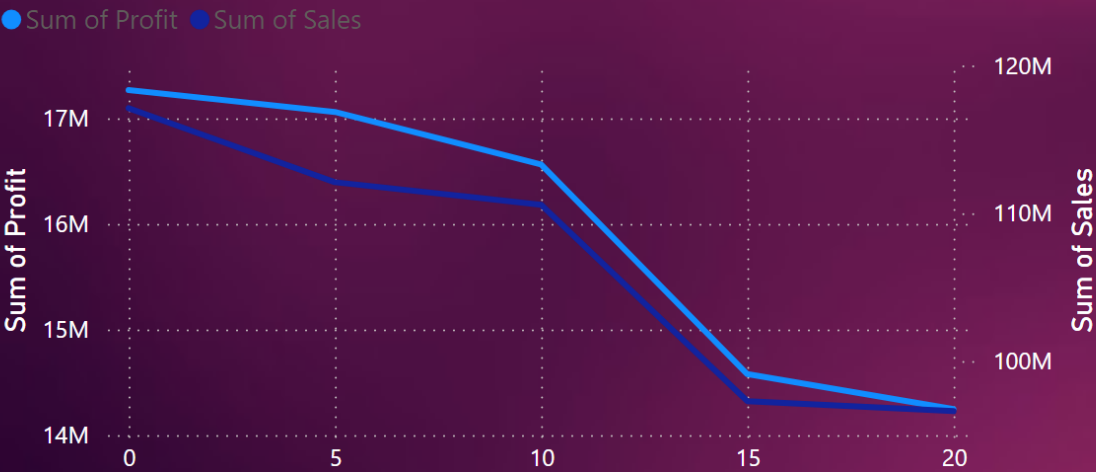


customer repeat by Payment Mode



Profitability & Discount Strategy

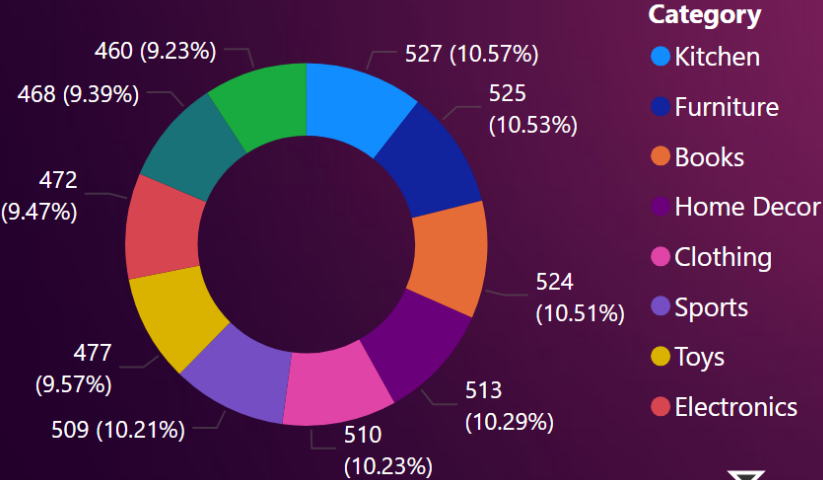
Sum of Profit and Sum of Sales by Discount



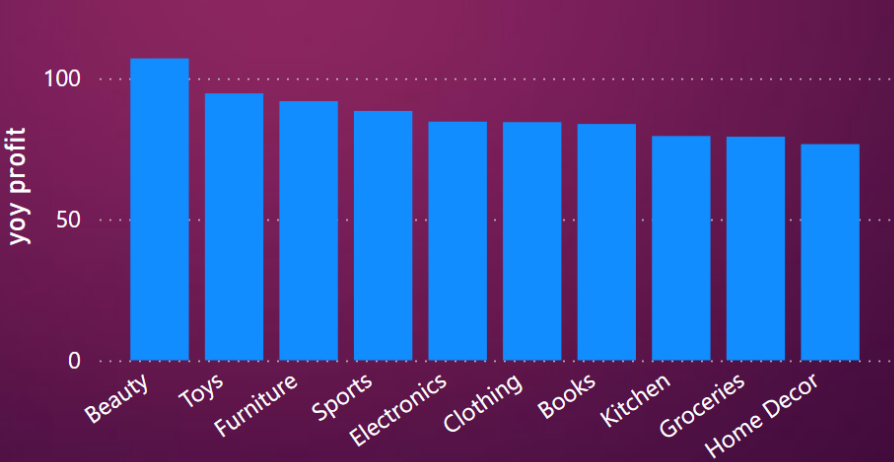
Discount Band total profit total sales total order profit margin

Discount Band	total profit	total sales	total order	profit margin
1 - 0% (Full Price)	17,266,608.70	117,106,034.00	998	14.74
2 - 01% to 05%	17,059,182.93	112,096,122.10	978	15.22
3 - 06% to 10%	16,562,542.62	110,572,965.90	1020	14.98
4 - 11% to 15%	14,575,951.61	97,285,450.35	983	14.98
5 - 16% + (Deep Cut)	14,244,449.05	96,605,452.00	1021	14.74
Total	79,708,734.91	533,666,024.35	5000	14.94

customer repeat by Category



yoy profit by Category



Based on the Trade-Off analysis, we confirm the **5% discount band is the highest-margin promotional tool**, generating 15.22% profit margin. The recommendation is to make 5% the standard customer incentive, while strictly limiting 15%-20% discounts only to designated clearance inventory.

Inventory and Demand Forecasting

Total Sales
533.67M

Total Profit
79.71M

YoY Sales %
84.91%

YOY profit %
86.47

profit margin
14.94

Product Name	total profit	Sum of Quantity	Sum of profit_per_unit
Headphones Accusantium	141,873.79	14	41,243.93
Laptop Similique	136,751.80	11	37,813.74
Accessories Repellendus	131,526.41	11	33,950.29
Textbook Omnis	119,166.66	14	25,347.41
Lipstick Accusamus	119,017.65	9	25,993.80
Men's Wear Voluptatibus	118,300.59	10	23,660.12
Shampoo Commodi	111,950.64	11	33,249.24
Cushion Rem	111,530.63	8	27,668.31
Wall Art Saepe	109,548.98	14	22,784.62
Sugar Voluptates	108,494.16	9	22,639.12
Total	1,208,161.31	111	294,350.58

Product Name	Total Quantity Sold	Sum of profit_per_unit
Board Game Ab	15	8,151.19
Comics Voluptatibus	14	10,167.19
Headphones Accusantium	14	41,243.93
Kids Wear Accusamus	15	18,451.67
Lamp Enim	16	22,998.66
Lamp Nostrum	15	26,708.03
Microwave Provident	17	12,286.47
Oil Iusto	14	20,155.98
Total	191	241,076.89

Region

East

North

South

West

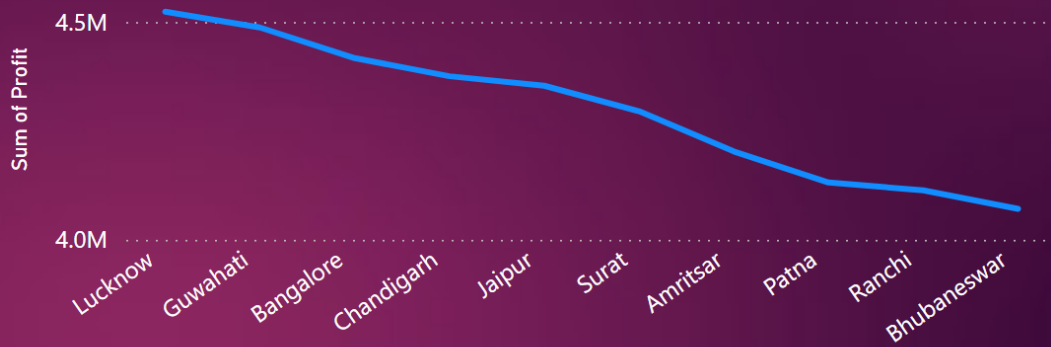
year

2023

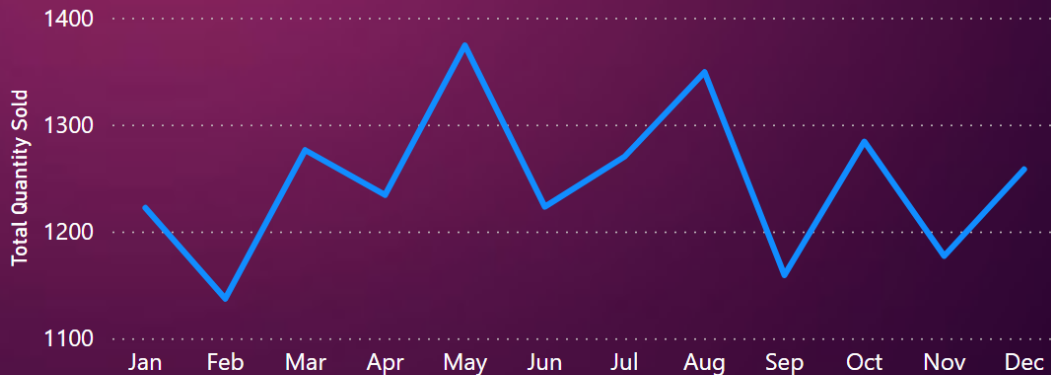
2024

2025

Sum of Profit by City



Total Quantity Sold by month



Category

Beauty

Books

Clothing

Electronics

Furniture

Groceries

Home Decor

Kitchen

Sports

Toys