



Overview

Product

Customer

Distribution & Operations

# E-Commerce Analysis Dashboard

## Business Overview



Total Revenue  
\$2.69M



Total Profit  
1.40M

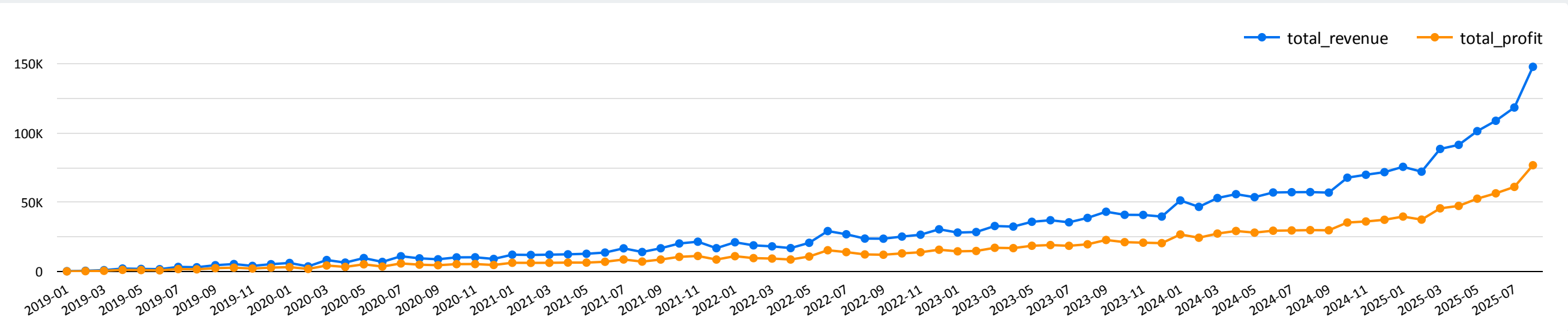


Total Orders  
31.23K

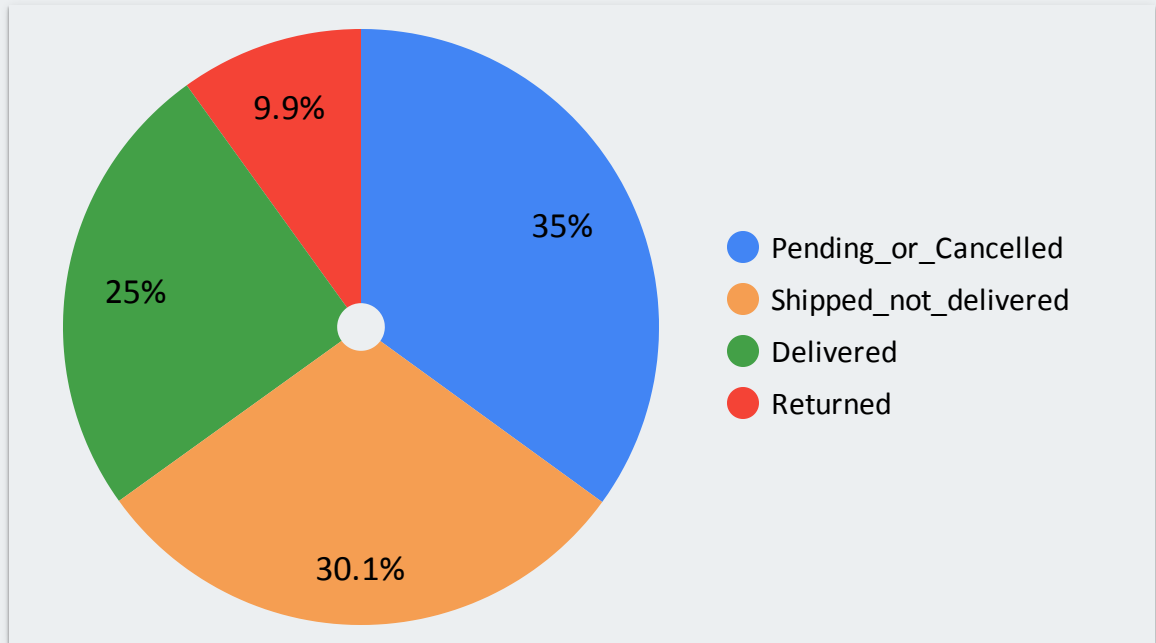


avg\_delivery\_days  
3.88

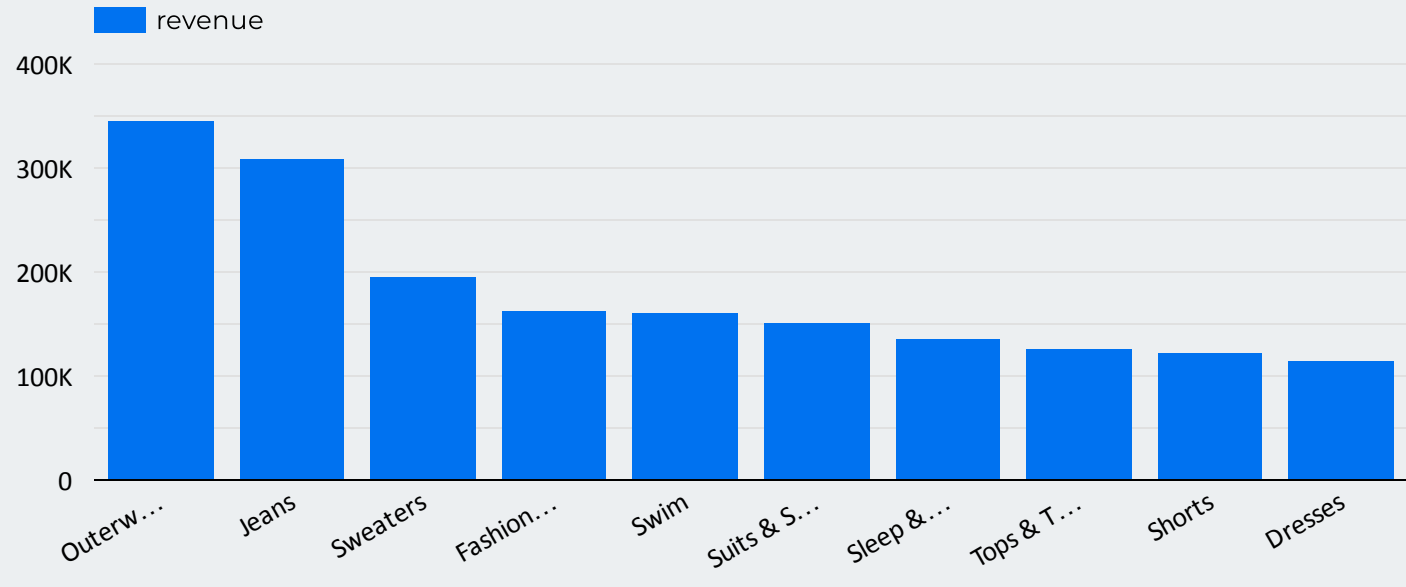
## Trends of Revenue and Profit



## Order\_stage by Total\_Orders



## Revenue by Category





Overview

Product

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Distribution & Operations

Category

Brand

# E-Commerce Analysis Dashboard

## Product Insights



Top Product ID  
8429



Top Brand  
Diesel

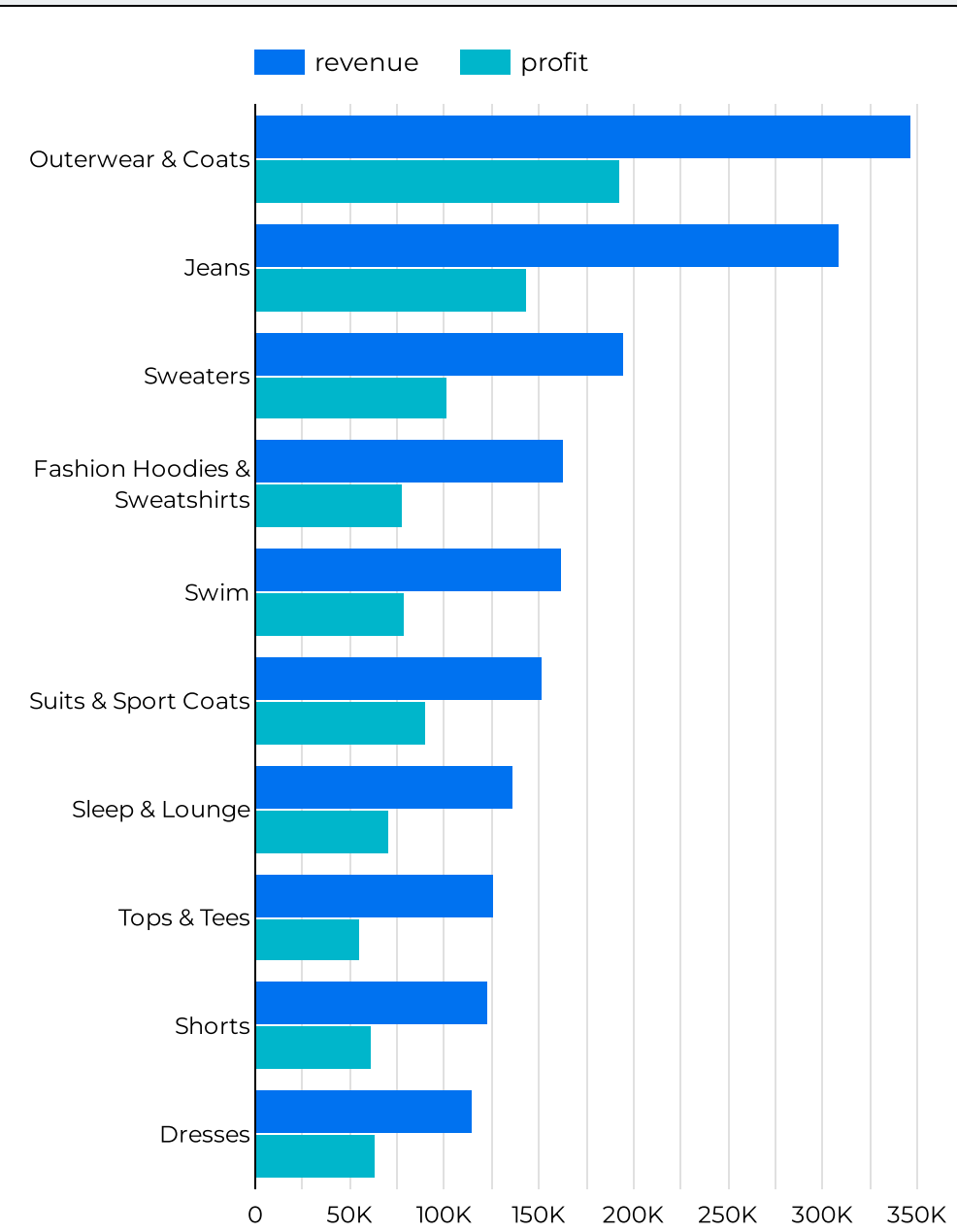


Top Category  
Outerwear & Coats

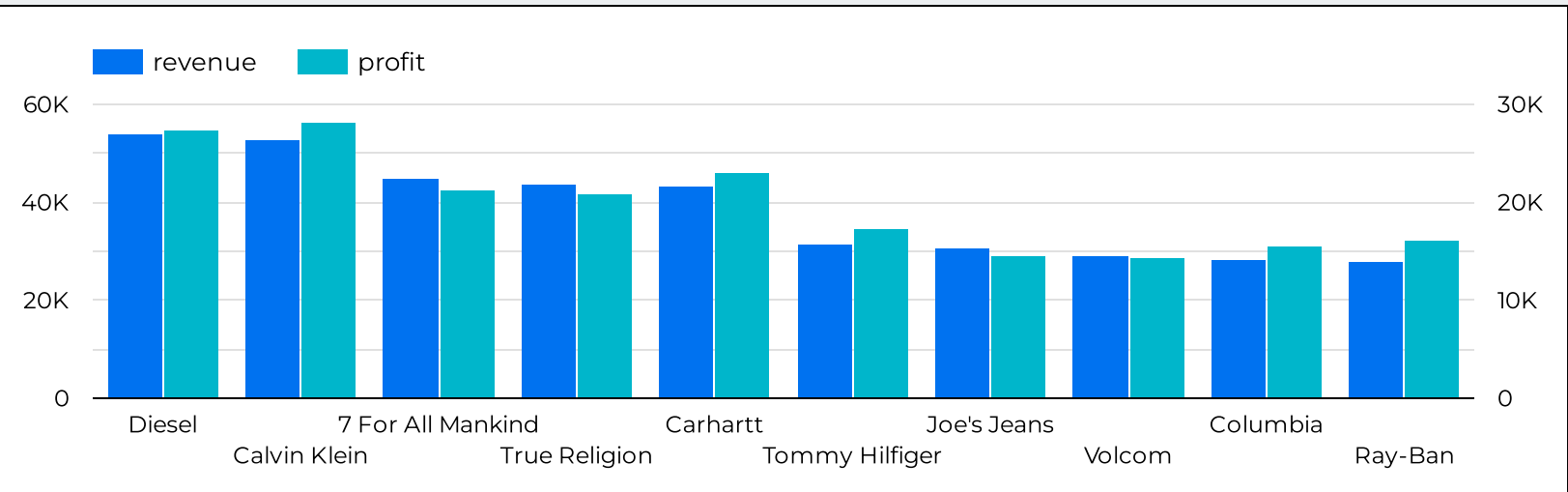


Profit Margin  
51.91%

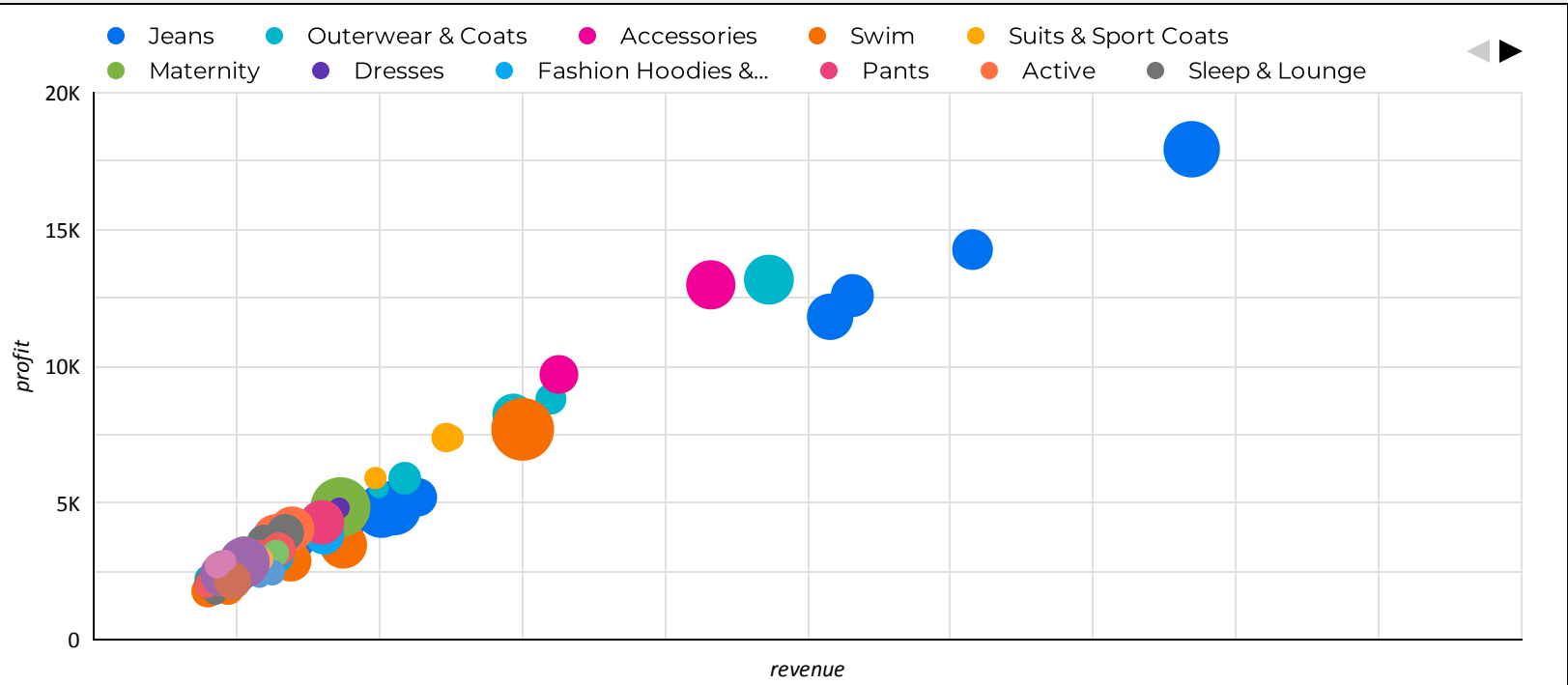
## Revenue and Profit by Category



## Revenue and Profit by Brand



## Distribution of revenue by profit, size indicates Record Count





Overview

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Distribution & Operations

Gender

Age

# E-Commerce Analysis Dashboard

## Customer Insights



Total Customers  
27.58K



Avg Revenue Per Customer  
\$97.67

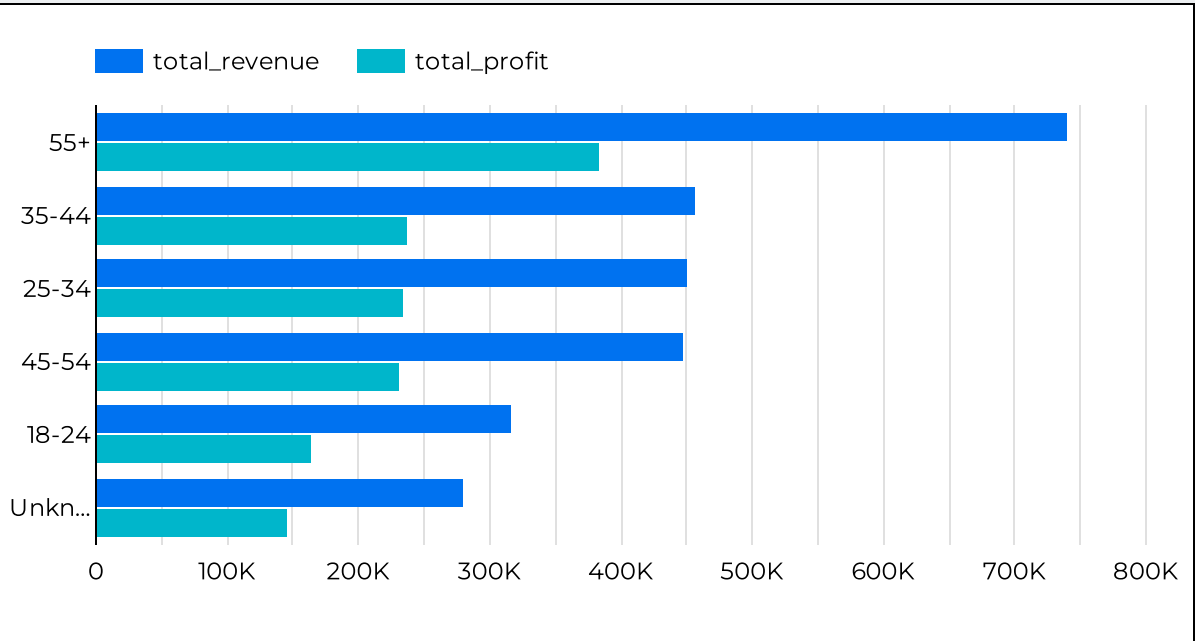


Repeat Customers %  
12.04%



Avg. Orders Per Customer  
1.13

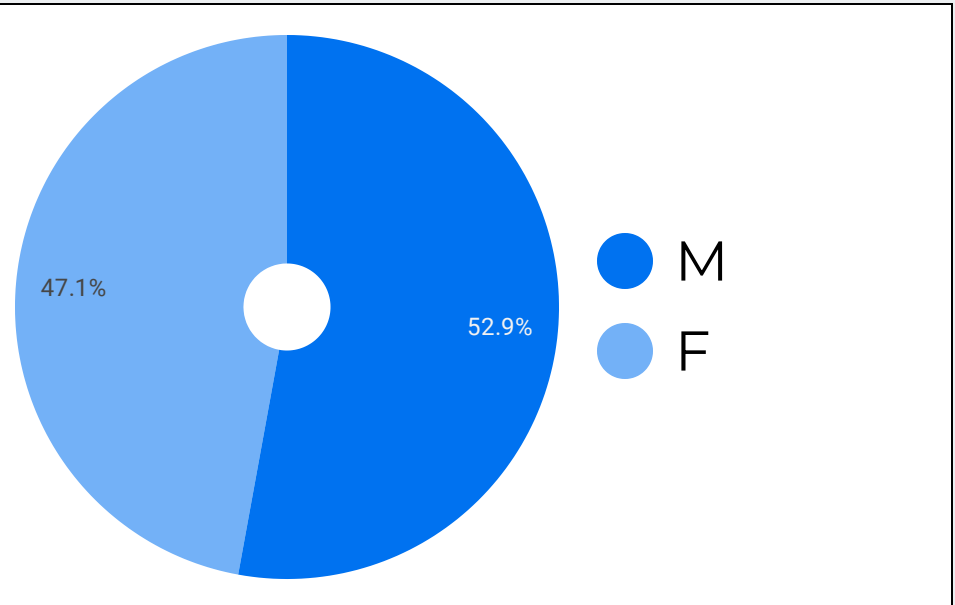
## Revenue by Age



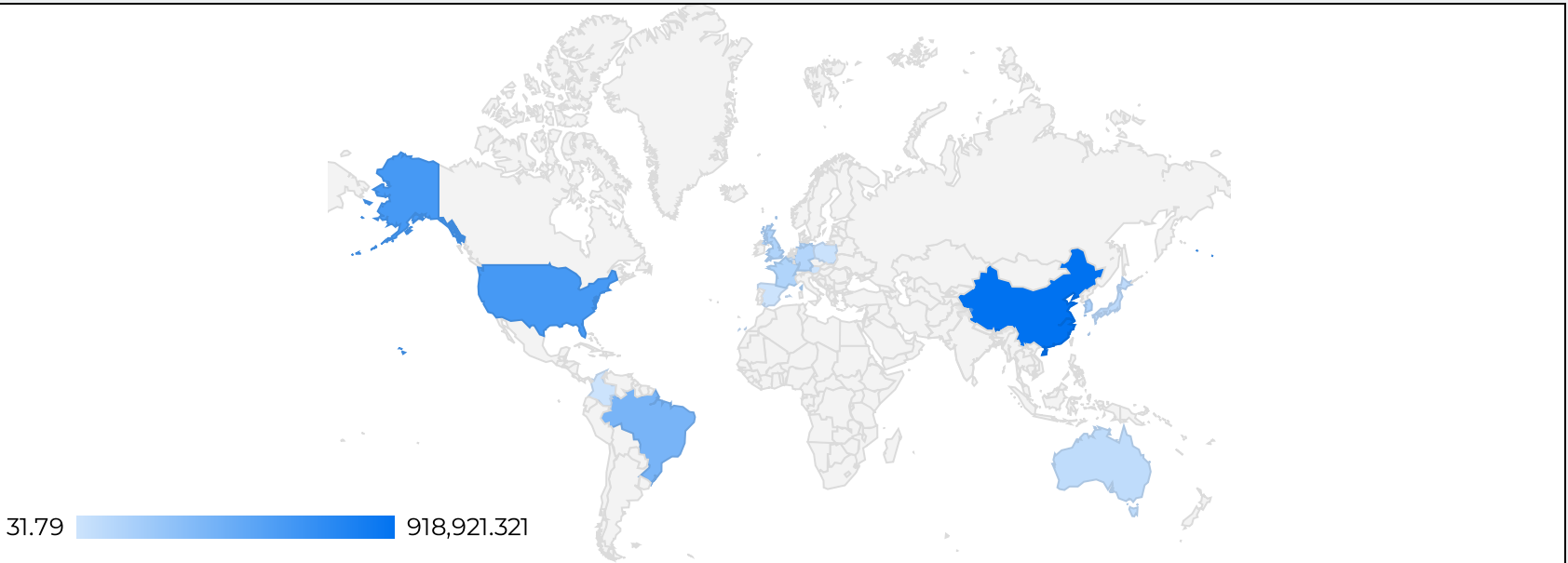
## Top Customers

	first_name	last_name	total_revenue ▾	total_profit	total_orders
1.	Matthew	Smith	1,920.33	986.24	12
2.	Michael	Smith	1,911.03	1,016.23	20
3.	Michael	Lopez	1,709.48	929.14	6
4.	Larry	Willis	1,541.96	835.95	2
5.	Joshua	Greene	1,527.44	813.36	2
6.	Samuel	Bell	1,520.94	760.6	2
7.	Christine	Johnson	1,392.49	814.47	5
8.	William	Smith	1,294.51	640.64	12
9.	Tony	Edwards	1,279.9	668.06	2
10.	Cory	Jackson	1,256.64	754.16	2

## Revenue Vs Gender



## Revenue By Country





Overview

Product

Customer

Distribution & Operations

Distrib... ▾

Select date range ▾

# E-Commerce Analysis Dashboard

## Distribution & Operations



Total Distribution Centers

10.00



Total Orders

125.03K



Return Orders

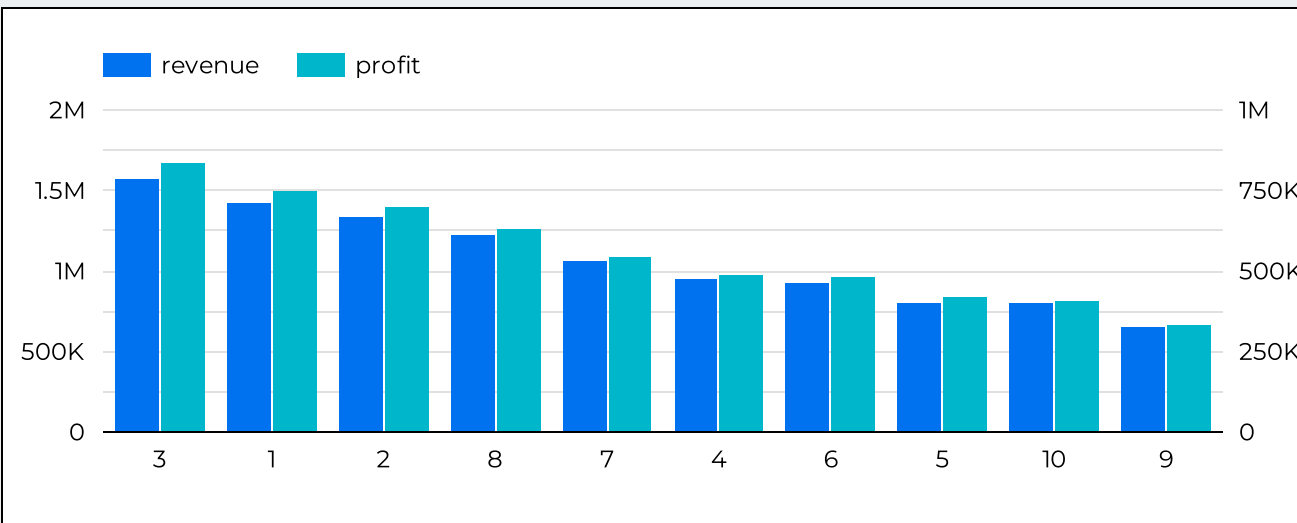
18.11K



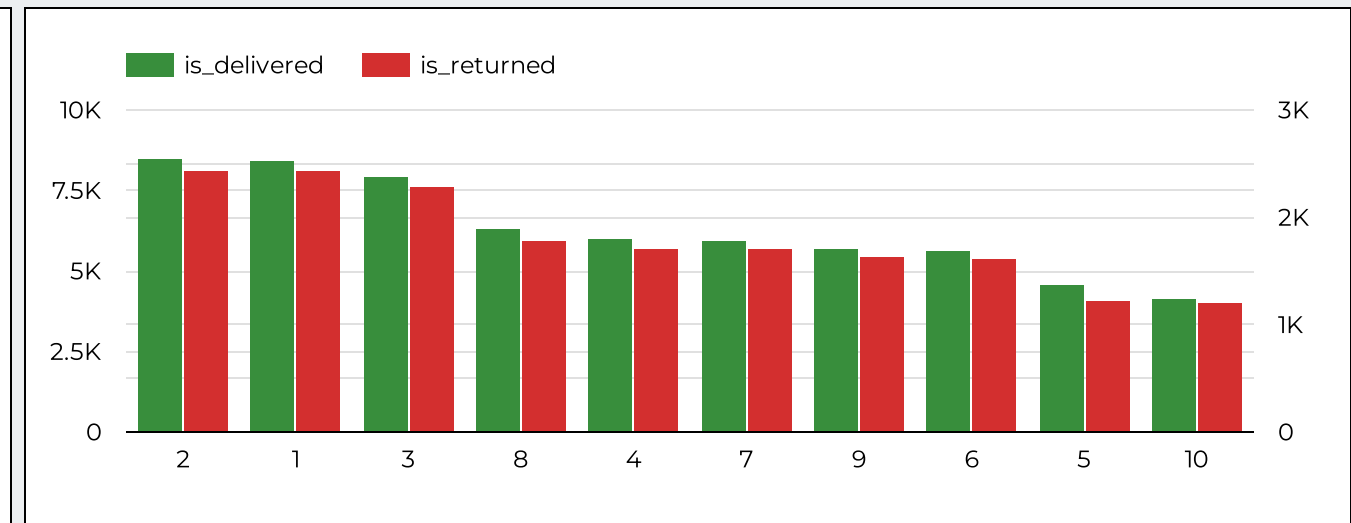
Delivered Orders

63.37K

## Revenue and Profit by Distribution Center



## Deliveries and Returns By Distribution Center



## Revenue by Distribution Center and Category

