WELUP DIGITAL PROJECT DASHBOARD

Sum Of Revenue 60.1M

Month With Highest sales

Total quantity sold 5.57M

Total Return " -269K Country 38 count of customers 4739

distribution of sales by country

Ocean

SOUTH AMERICA

slicers

Revenue

Customer no

Country Australia

Ocean

10 Colour Spa. 12 Coloured P..

Austria



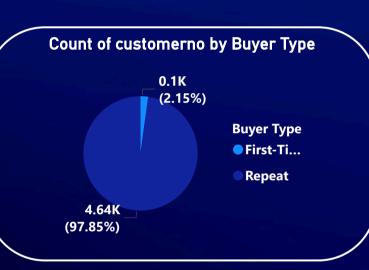
November

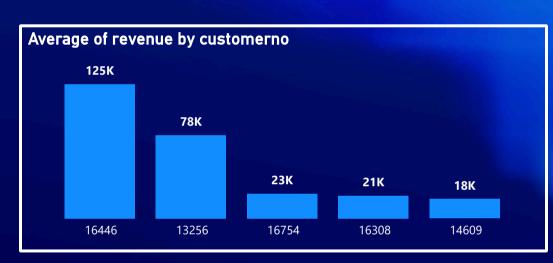


top 10 customers by total spend 2109K 897K 895K 876K 873K 683K 634K 632K 628K 519K 14646 18102 12415 17450 14911 14156 14298 13694 17511 16684 country with highest transaction

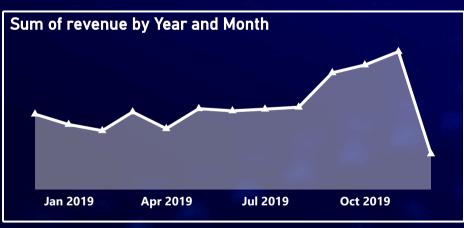
Sum of .price and Sum of total sales volumn by productname Regency Mirror ...

Sweden Netherl... 764











Unusual transaction pattern		
productname	Sum of pattern flag	Sum of > 100 purchase.pattern flag
12 Pencils Small Tube Skull	-1,036.00	6,928.00
3 Hook Photo Shelf Antique White	-152.00	1,760.00
3 Tier Cake Tin Red And Cream	-96.00	657.00
36 Doilies Vintage Christmas	-576.00	5,172.00
36 Foil Heart Cake Cases	-288.00	2,042.00
60 Cake Cases Vintage Christmas	-480.00	15,986.00
Total	-365,944.00	1,598,106.00

INTRODUCTION

The "WELUP DIGITAL PROJECT DASHBOARD" is a data visualization tool designed to provide key insights into the business performance of the WELUP Digital platform. The dashboard comprehensive understanding of sales, return rates, product performance, and customer behavior.

Aim:

The aim of this dashboard is to provide a comprehensive overview of business performance through various data visualizations, enabling decision-makers to monitor sales trends, customer behavior, product performance, and regional distribution. It serves as a tool for data-driven decisionmaking to enhance the company's operational and financial performance.

Key Insights

Sales and Revenue:

The total revenue stands at 60.1 million, indicating robust sales performance. The highest sales occur in November as shown by the "Month with Highest Sales" section

Improve Return Rates:

Investigate high-return products (such as "Paper Craft") to identify possible issues related to quality or customer expectations.

Focus on improving product descriptions and customer support for products with high return rates.

Address high return rates by conducting customer satisfaction surveys and working directly with product teams to improve product quality or clarify product

Recommendations

Implement a Return Rate Dashboard that tracks the top return products on a weekly basis, providing actionable insights for the operations team to act

Enhance Customer Retention:

Develop targeted compaigns simed at converting first-time huvers into repeat customers. I everage the data on customer behavior to craft personalized