

# Ecommerce Sales Dashboard

Project Presentation By Pavithra L





# Introduction

## Purpose of Dashboard

- Provides complete overview of ecommerce sales
- Tracks KPIs, states, categories, customers & payment behavior
- Helps identify trends and support data-driven decisions

# Ecommerce Sales Dashboard

37K

Sum of Profit

438K

Sum of Amount

5615

Sum of Quantity

121K

Sum of AVG

Qtr 1

Qtr 2

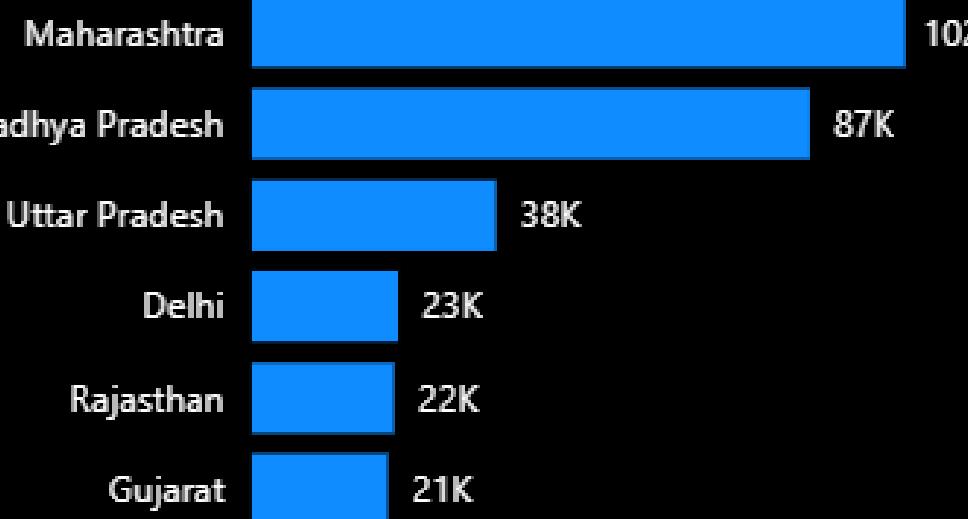
Qtr 3

Qtr 4

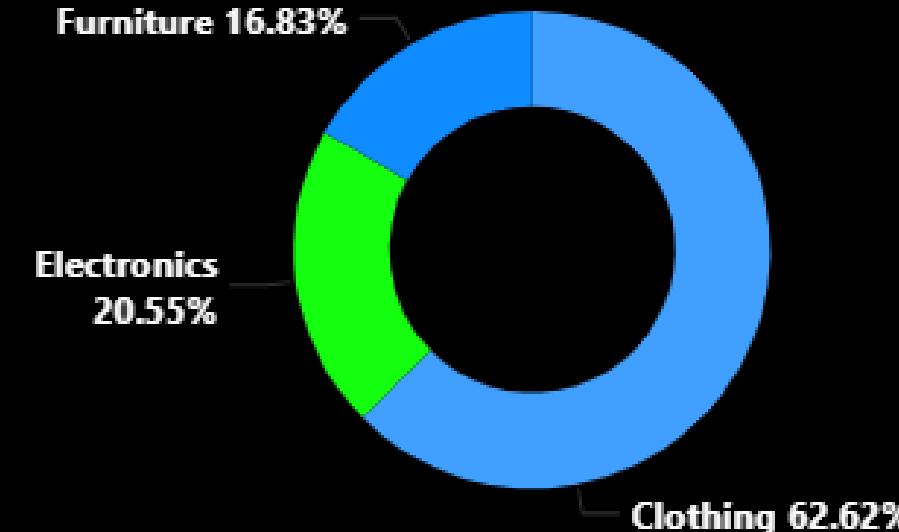
Month

All

## Total Sales By State



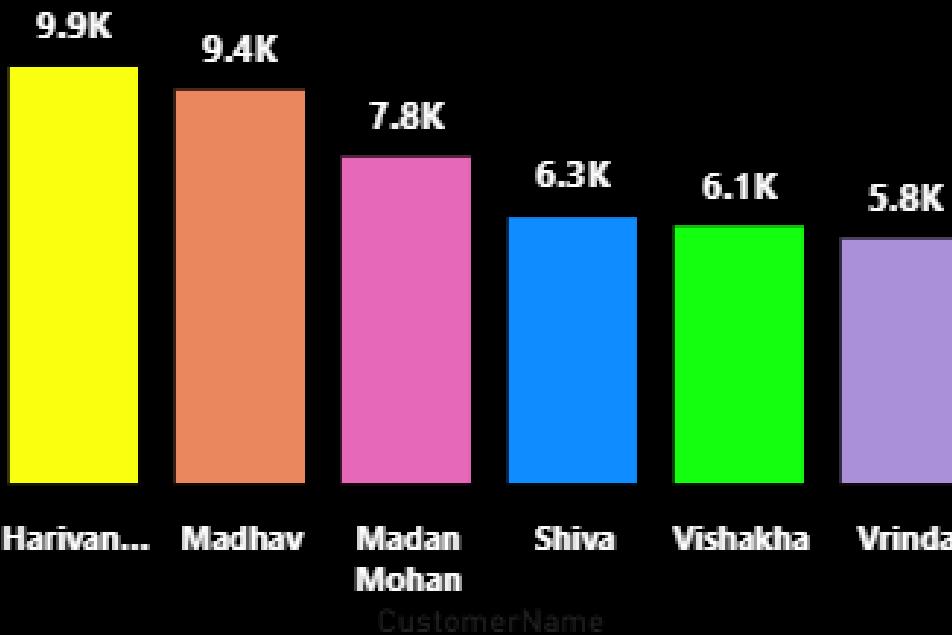
## Category Performance



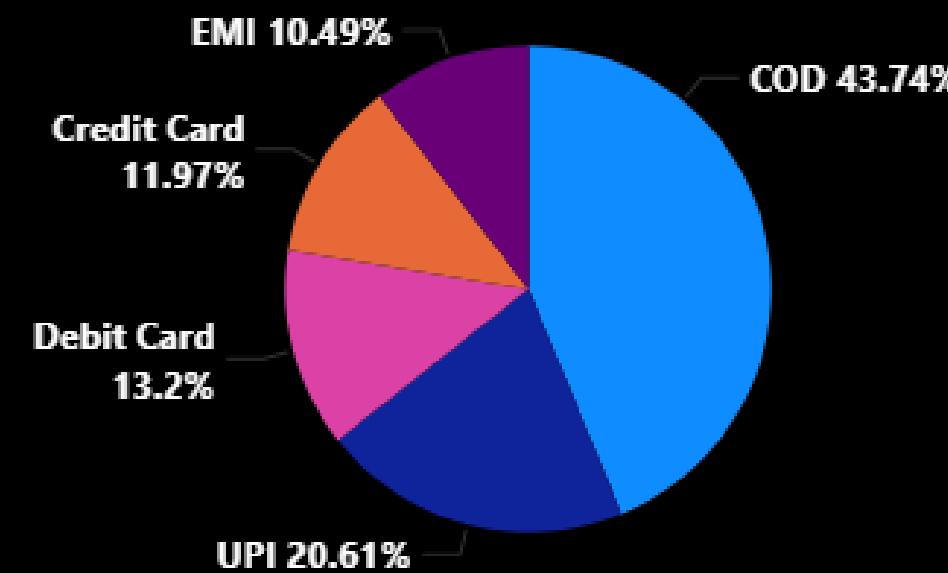
## Profit by Month



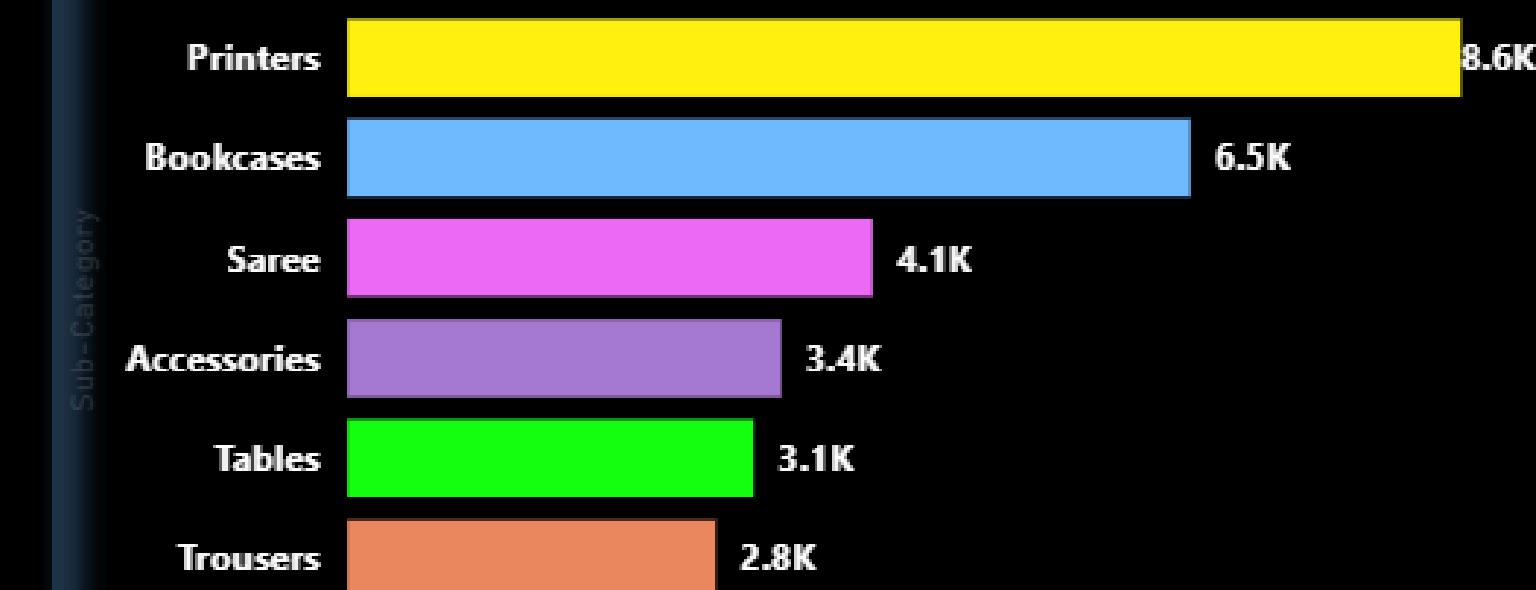
## Top 6 Customers



## Mode Of Payments



## Sales By Sub-Category





# Key Performance Indicators (KPIs): A Snapshot of Success

**37K**

Total Profit

Reflecting our overall financial health and operational efficiency.

**438K**

Total Sales Amount

The cumulative revenue generated across all transactions.

**5615**

Total Quantity Sold

The sheer volume of products moved, indicating market demand.

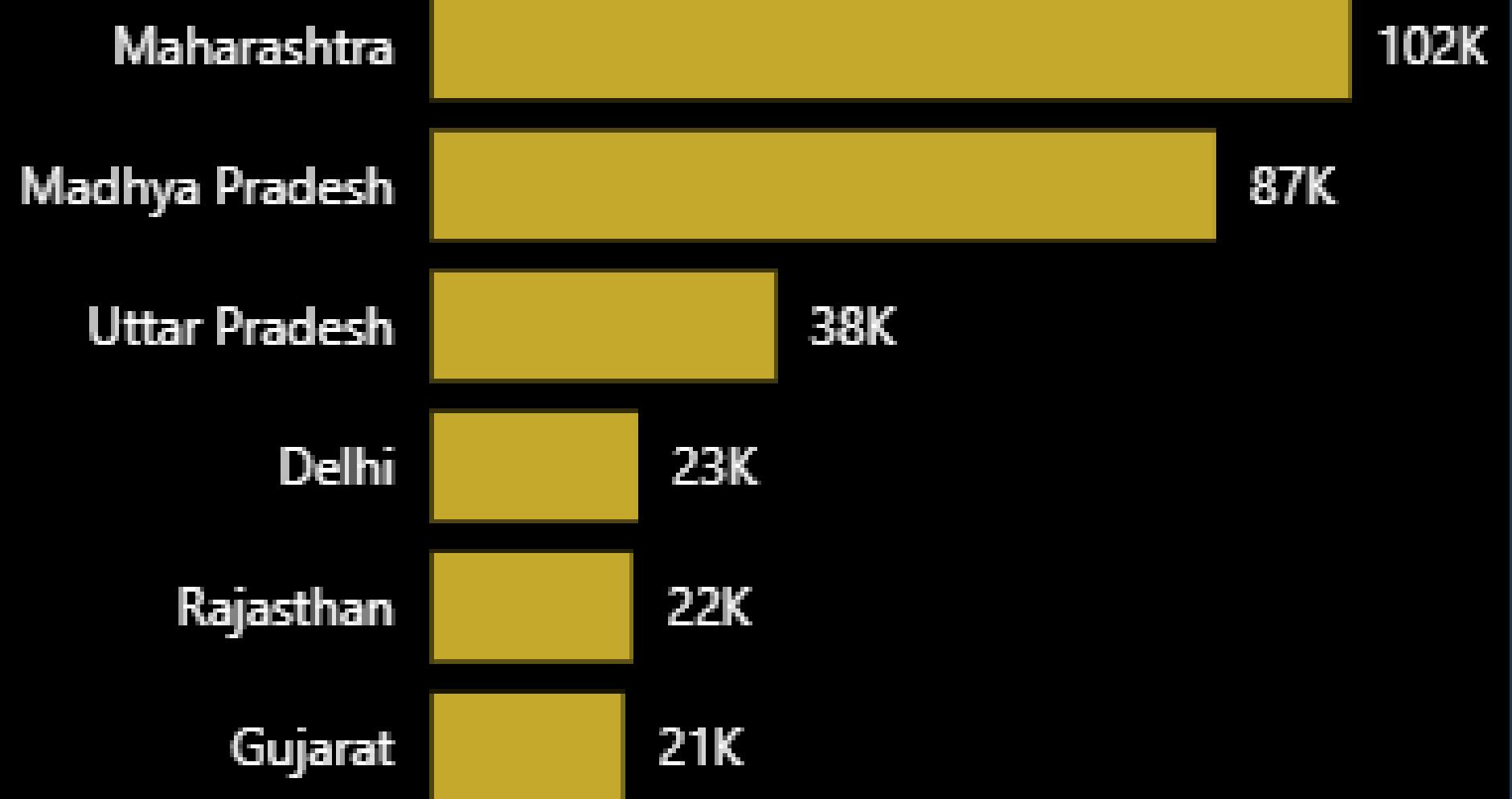
**121K**

Average Sales

The mean value of sales per transaction, highlighting typical order size.

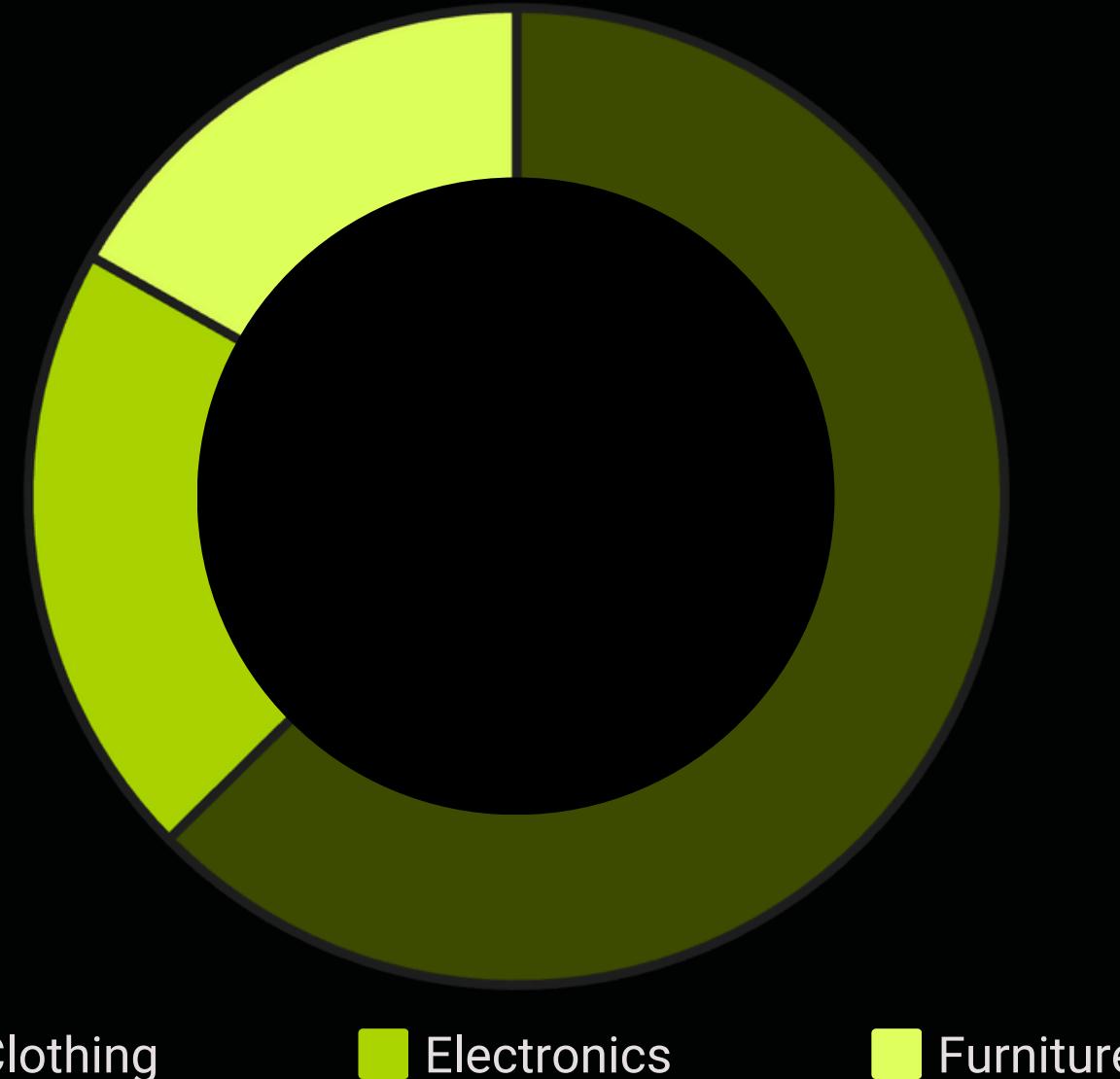
These essential KPIs provide a swift and precise overview of our business's current standing, acting as a foundation for deeper analysis.

# Top 6 States by Total Sales Contribution

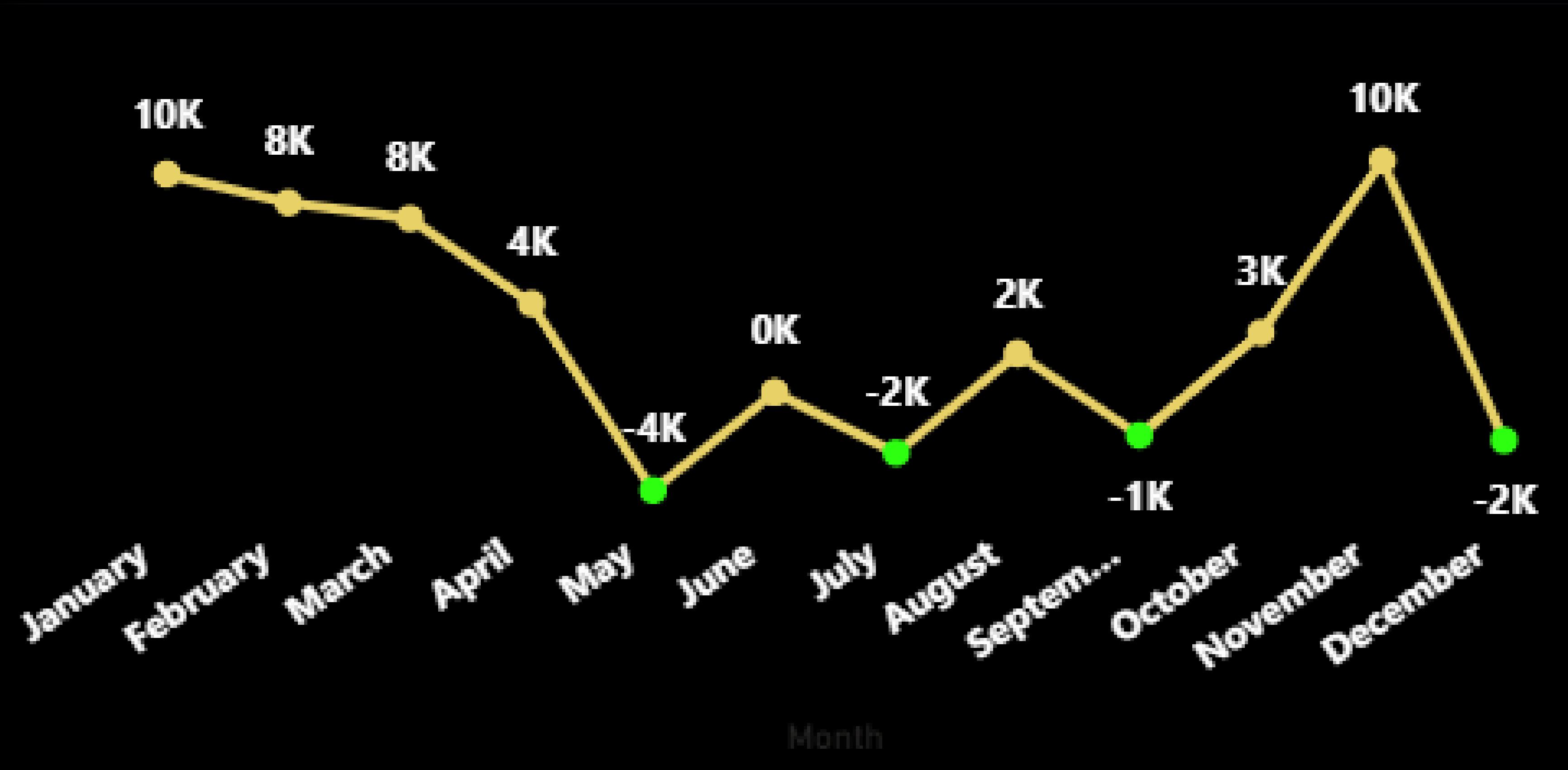


# Category Performance: Dominance of Clothing

- **Clothing** stands out as our premier revenue contributor, accounting for a substantial **62.62%** of total sales, solidifying its position as a market leader.
- **Electronics** contribute **20.55%**, carving out a significant niche in our product portfolio.
- **Furniture** rounds out the top three with **16.83%**, indicating consistent demand.



# Monthly Profit Trend: Navigating Seasonal Fluctuations

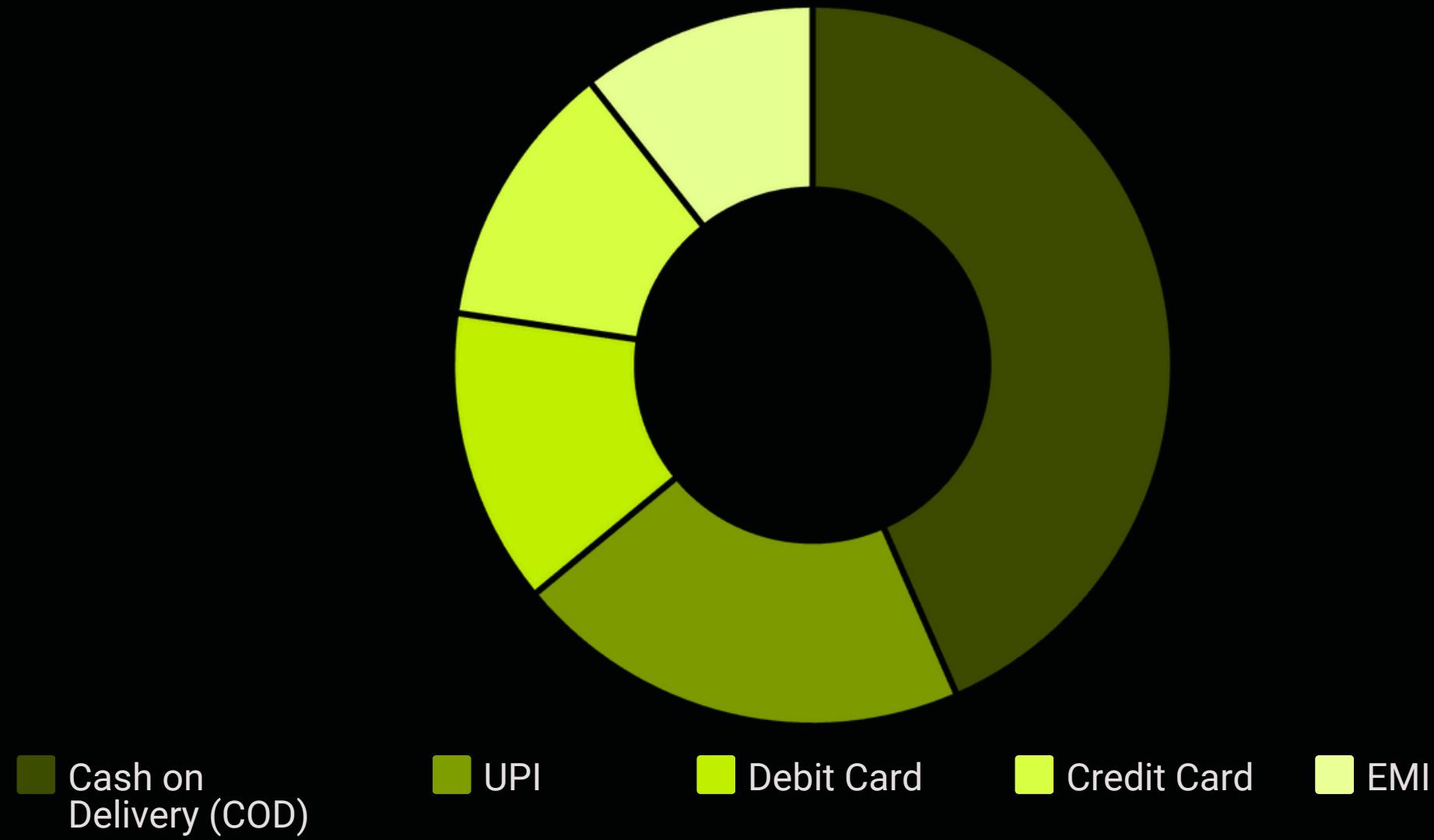


# Top Customers: Pillars of Loyalty

- Harivam – 9.9K
- Madhav – 9.4K
- Madan Mohan – 7.8K
- Shiva – 6.3K
- Vishakha – 6.1K
- Vrinda – 5.8K

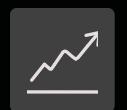
Shows loyalty and high-value customer contribution.

# Mode of Payments: Customer Preference Insights



- **Cash on Delivery (COD)** dominates, accounting for **43.74%** of transactions, highlighting a strong inclination for flexible, risk-free payment options among our customers.
- **UPI** follows with **20.61%**, indicating a growing adoption of digital payment solutions.
- Traditional methods like **Debit Card (13.2%)** and **Credit Card (11.97%)** remain relevant, alongside **EMI (10.49%)** options.

# Conclusion: Charting a Course for Enhanced Growth



## Strong Performance

The ecommerce business exhibits robust sales in key states and categories, particularly within the clothing sector.



## Targeted Expansion

Focus on low-selling states to unlock new market potential and diversify revenue streams.



## Payment Optimisation

Implement strategies to reduce dependency on Cash on Delivery, encouraging digital payment adoption.



## Enhanced Inventory

Improve inventory planning and management to mitigate profit fluctuations and optimise stock levels.

Thank You