



E-Commerce Sales Dashboard

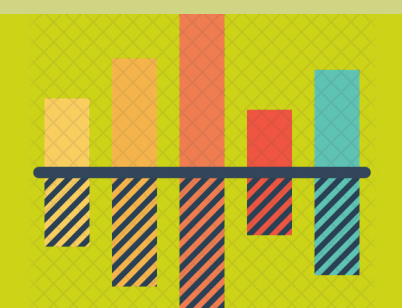
Minimum Sales

2.19K



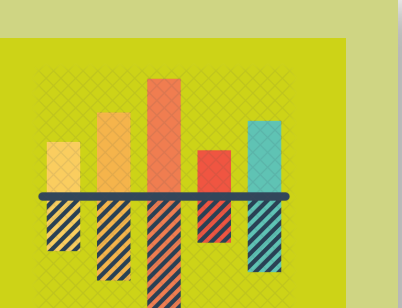
Maximum Sales

353.17K

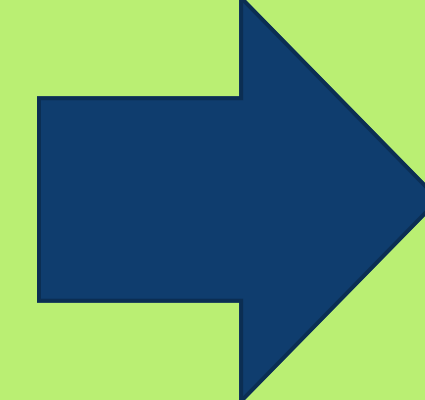


Average

107.77K



sales analysis



Total Sales

53.88M

No.of.tems

500

Sum of Profit...

7643%

Sum of Profit

8.29M

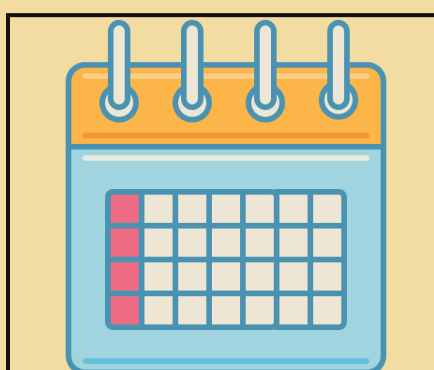
Total Quantity Sold

2K

Discount and Revenue

YTD Sales

map visual



year

All

Month and date

All

Category

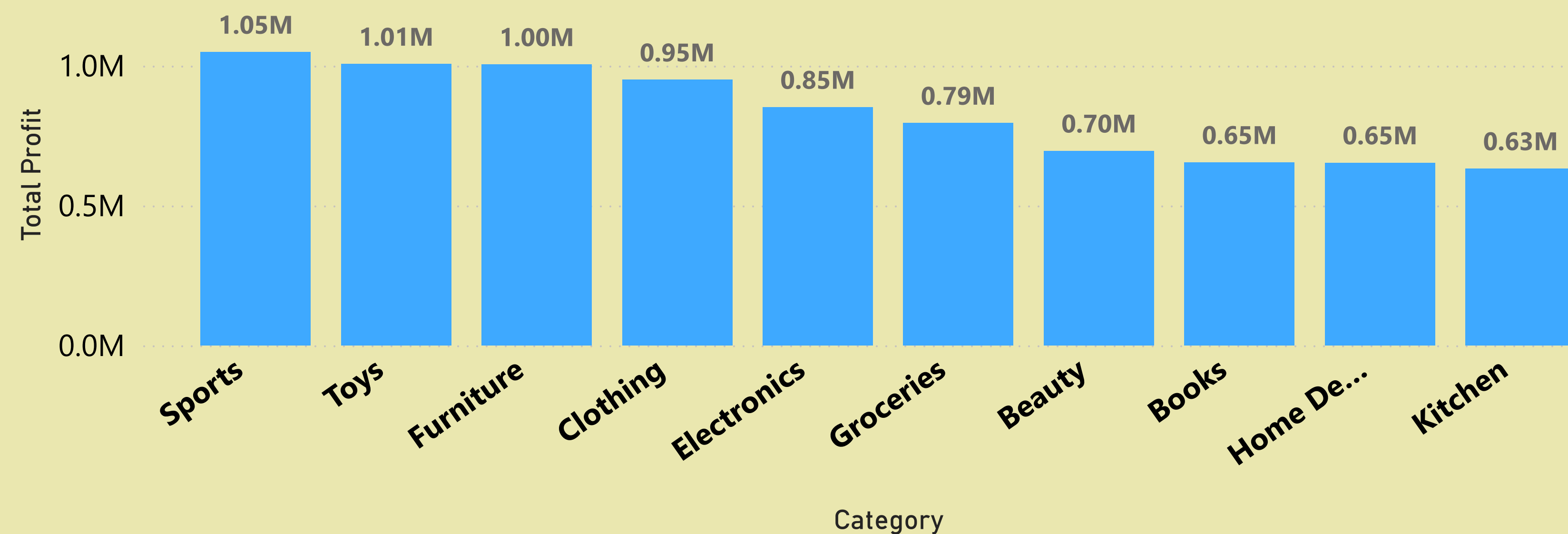
All

Order ID

All

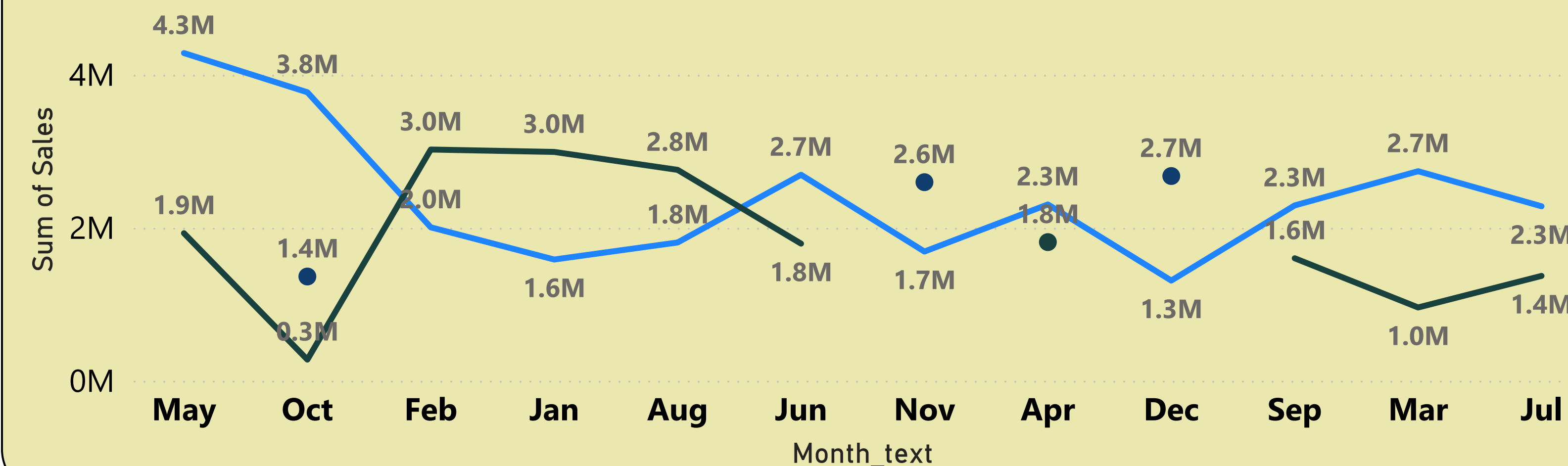
Clear all slicers

Profit by Category



Sales by Month over the year

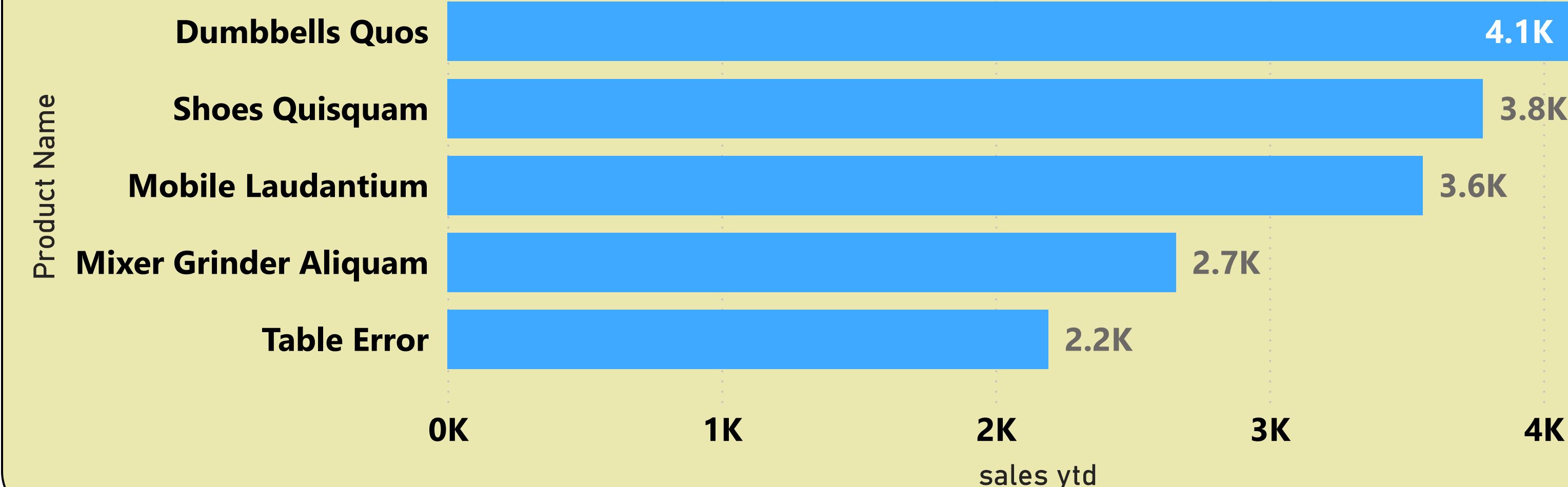
Year ● 2023 ● 2024 ● 2025

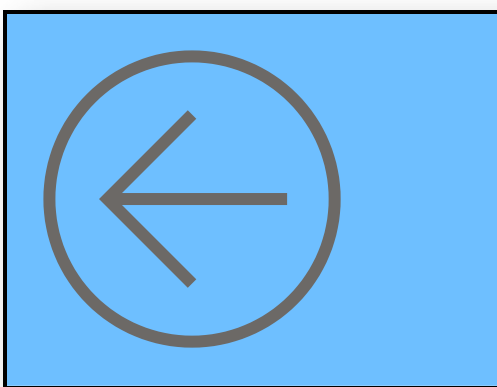


Top 5 products by YTD sales

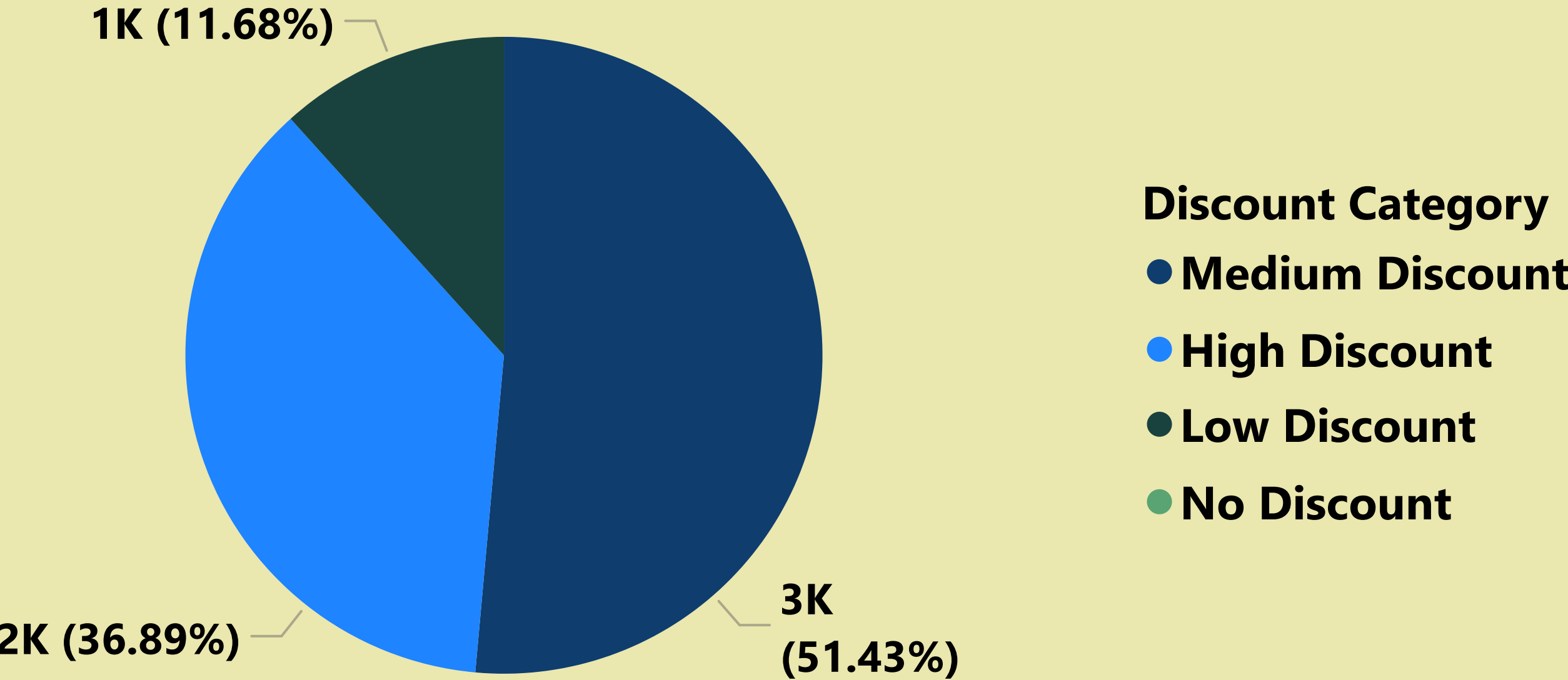


Bottom 5 products by YTD sales

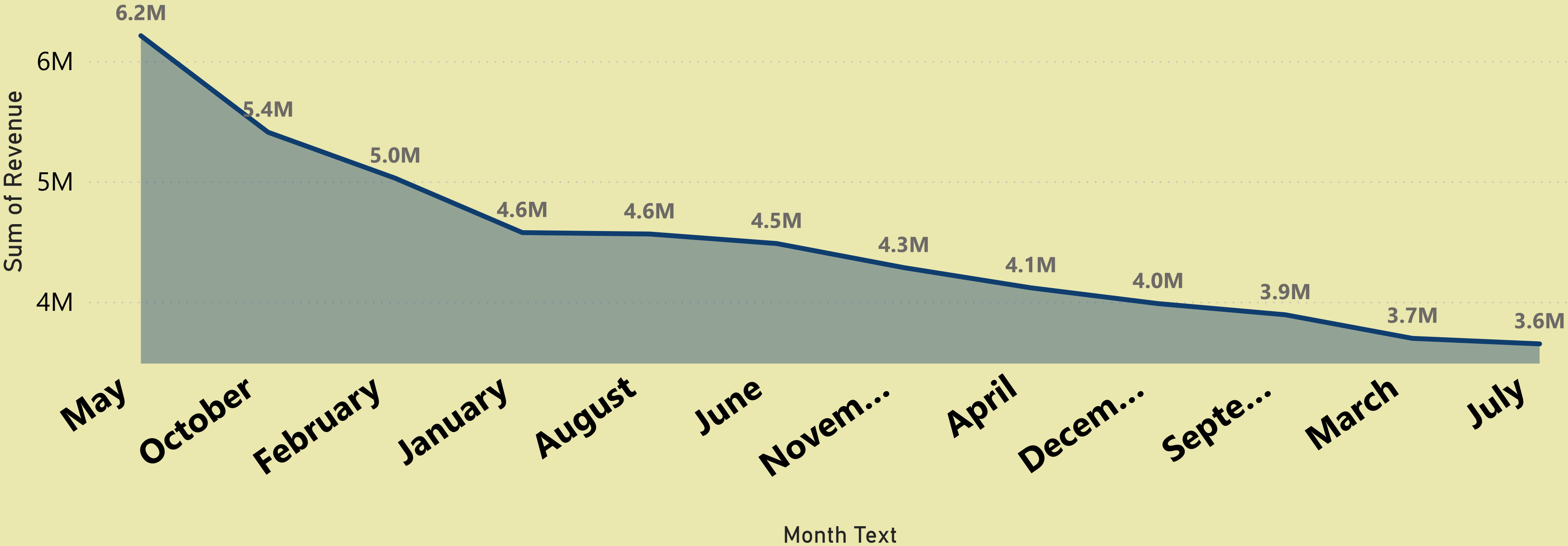




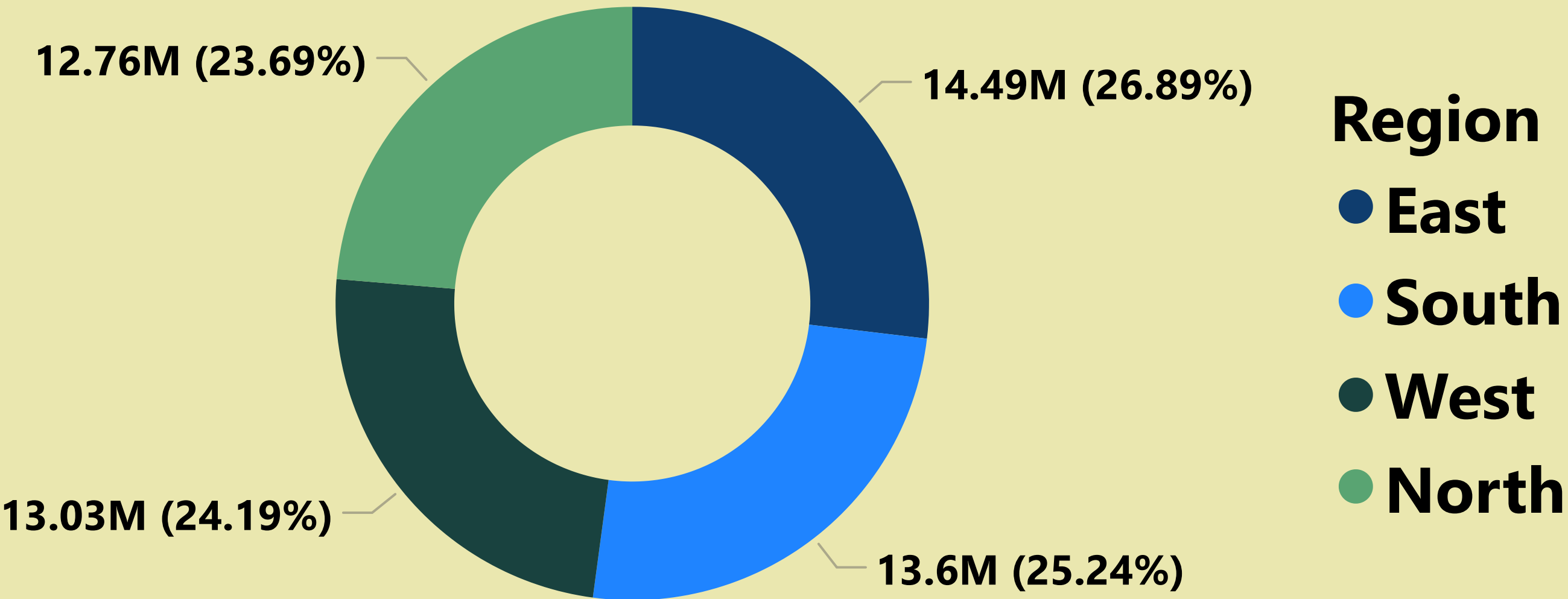
Discount Category

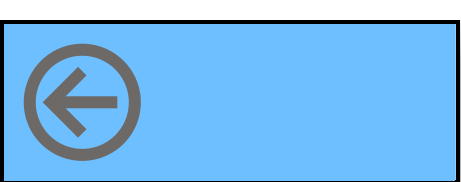


Revenue by Month

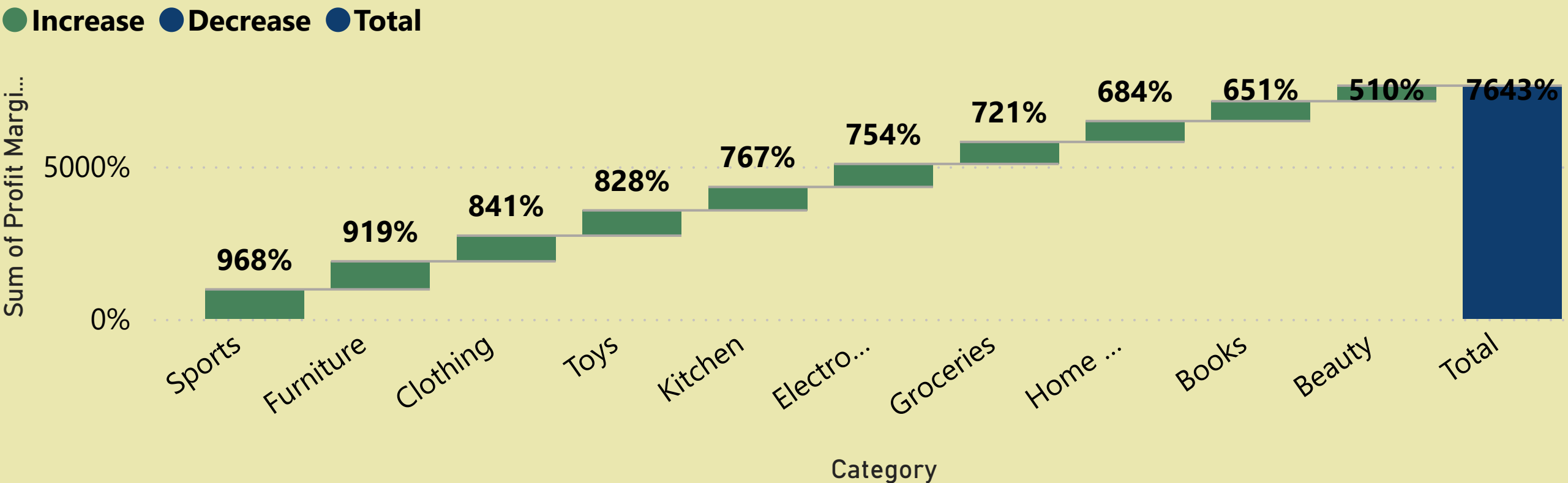


Revenue by Region

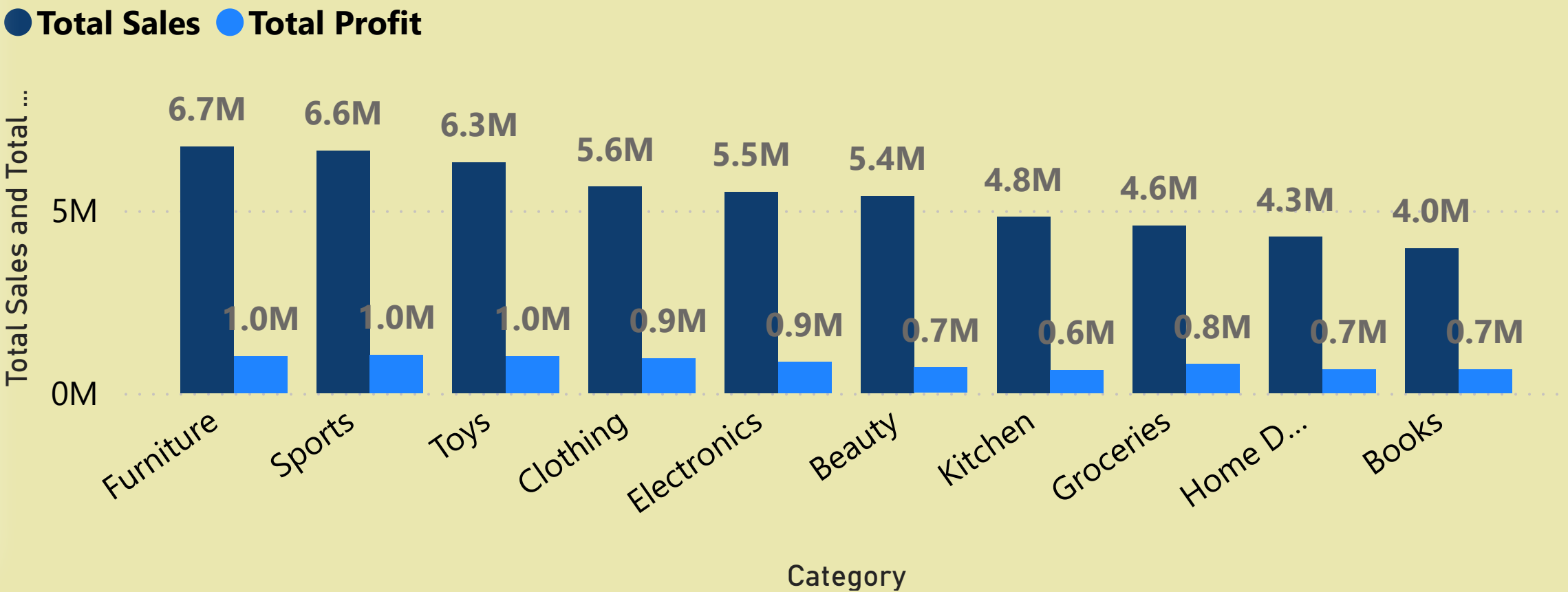




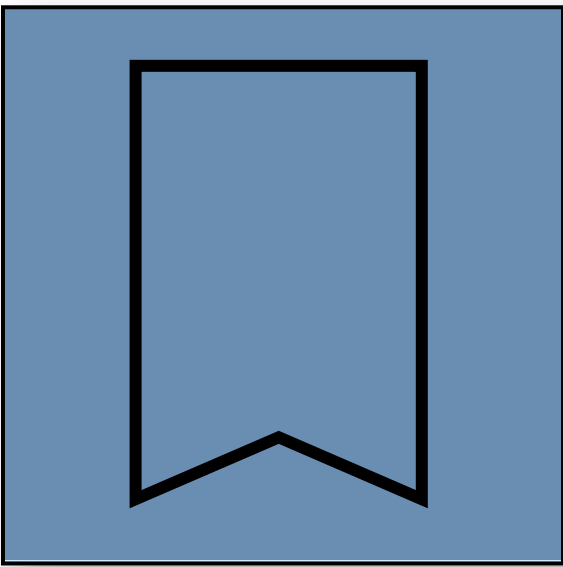
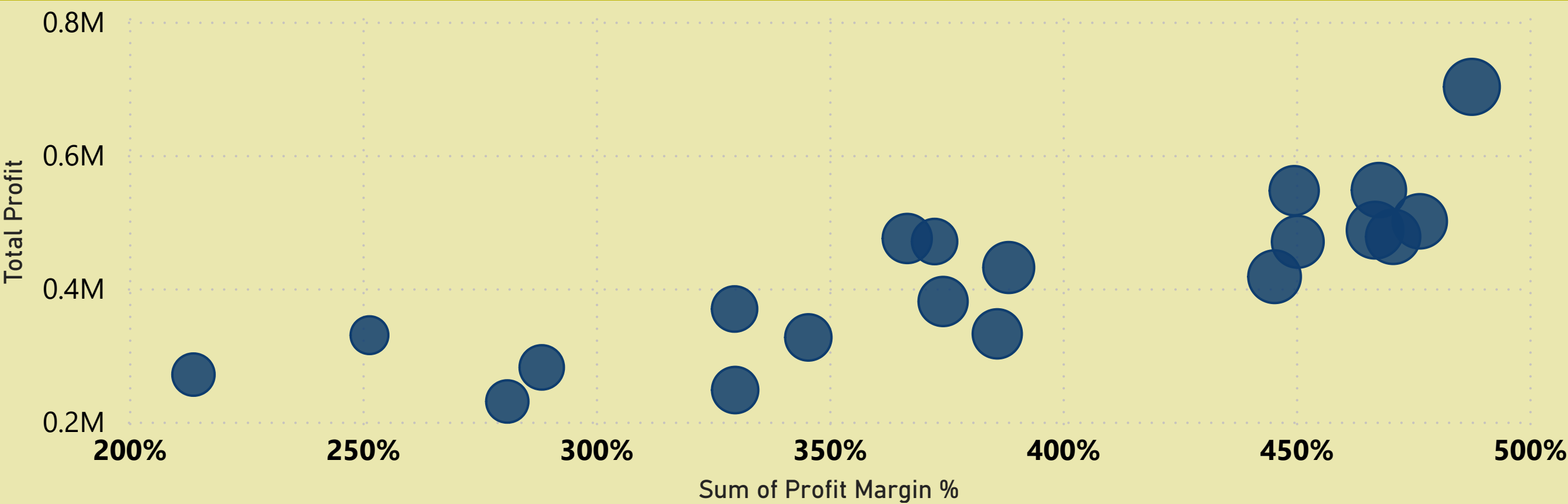
Profit Margin by Category



Sales and Profit by Category

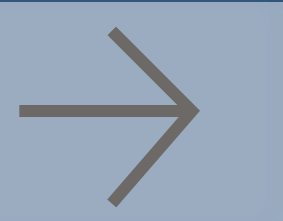


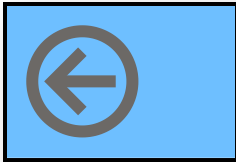
Profit Margin ,Profit, Orders by Location



- Top Categories:** Sports & Furniture
- Risk Area:** Electronics (low margin)
- Opportunity:** High-margin location with low order volume
- Focus:** Margin + Volume balance

sales by month





Category Performance:

Sports and Furniture generate the highest profit margins and contribute significantly to overall profitability.
Toys and Clothing show stable performance with balanced sales and margins.
Beauty and Books contribute the least and require cost or pricing optimization.

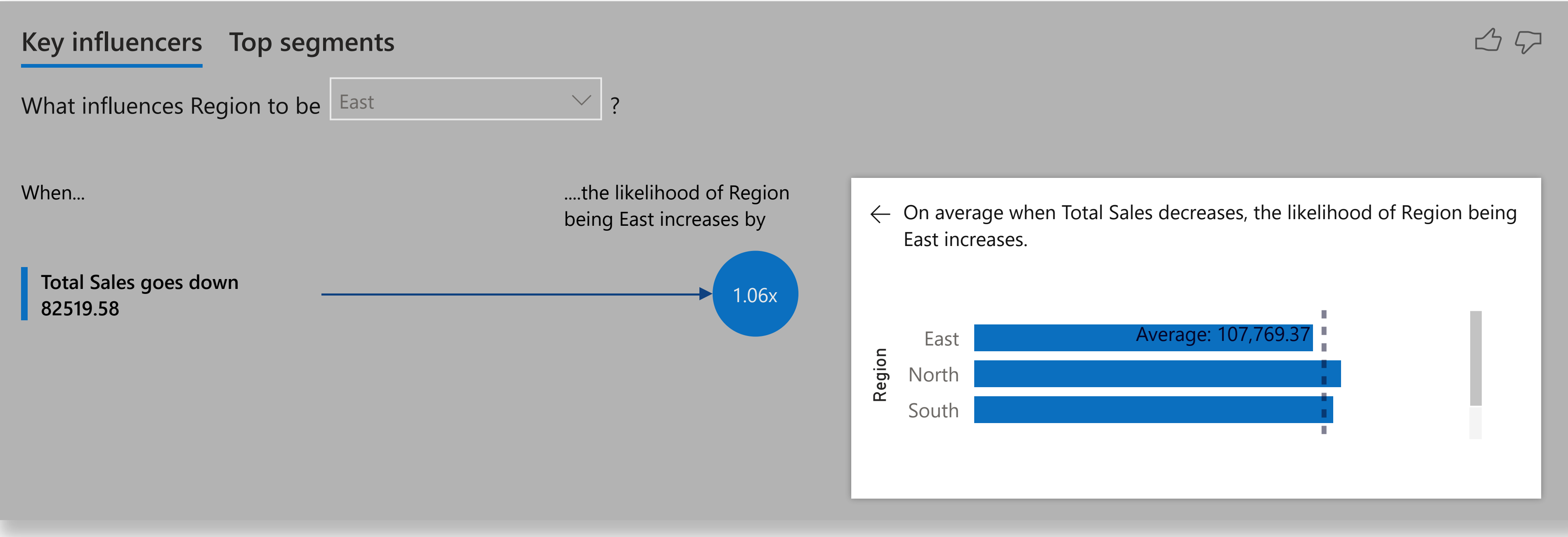
Sales vs Profit:

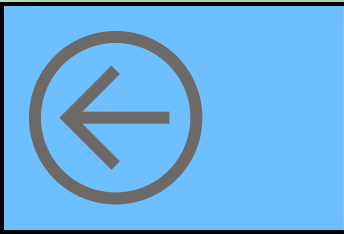
High sales do not always result in high profit.
Furniture and Sports achieve strong sales with consistent profit.
Electronics records good sales but lower profit, indicating thin margins.

Location Insights:

Locations with higher profit margins (450%+) deliver the highest profits when supported by strong order volume.
High-margin but low-profit locations present opportunities to increase demand.

Maximum profitability is achieved when high-margin categories are sold in high-volume locations.





54M
sales ytd

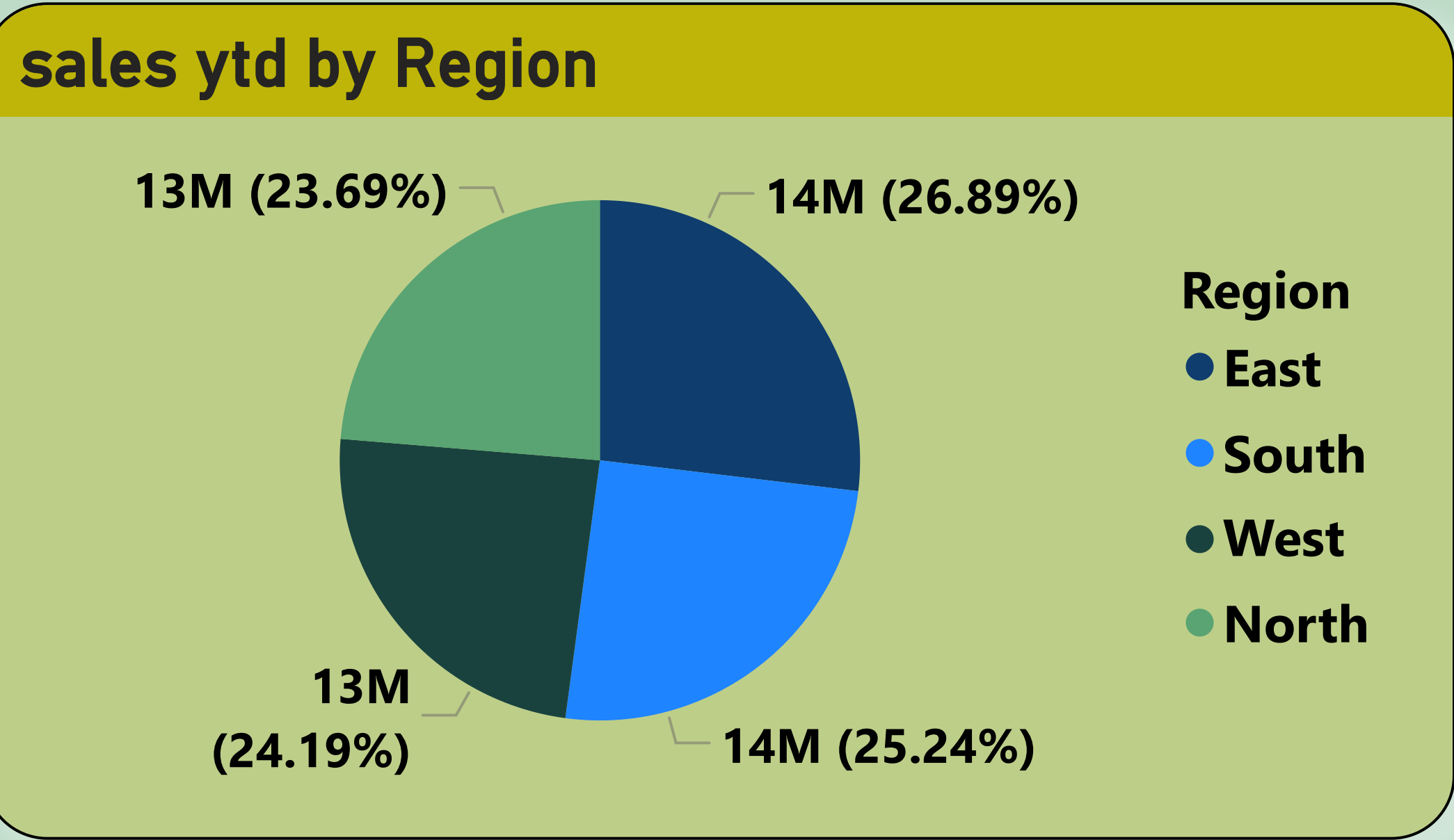
8.29M
YTD profit

2K
YTD quantity

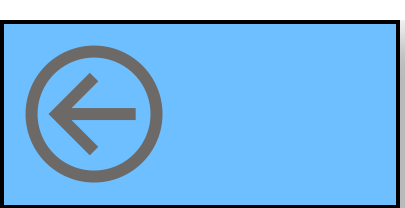
53.88M
Sales PYD

Year	Month	Quarter	Total Sales	Total Profit	sales ytd	Category
2023	10	2	77,522.40	10,882.22	77522	Furniture
2023	10	3	223,100.00	17,960.38	223100	Furniture
2023	10	3	31,347.90	4,061.30	31348	Home Decor
2023	10	4	257,712.00	26,012.11	257712	Beauty
2023	10	4	45,990.40	10,796.45	45990	Books
2023	10	4	53,383.60	8,561.22	53384	Clothing
2023	10	4	280,276.80	42,222.01	280277	Electronics
Total			53,884,682.95	8,290,343.63	53884683	

Category	YTD profit	YTD quantity	Sales PYD
Beauty	695,379.52	123	5,388,916.55
Books	654,380.67	121	3,966,397.30
Clothing	949,598.21	167	5,646,335.55
Electronics	851,708.44	146	5,505,866.75
Furniture	1,004,418.97	197	6,744,770.85
Groceries	794,892.50	145	4,583,289.25
Home Decor	653,284.28	121	4,275,454.50
Total	8,290,343.63	1516	53,884,682.95



Category	sales ytd	YTD profit	YTD quantity	Sales PYD
Beauty	5388917	695,379.52	123	5,388,916.55
Books	3966397	654,380.67	121	3,966,397.30
Clothing	5646336	949,598.21	167	5,646,335.55
Electronics	5505867	851,708.44	146	5,505,866.75
Furniture	6744771	1,004,418.97	197	6,744,770.85
Groceries	4583289	794,892.50	145	4,583,289.25
Home Decor	4275455	653,284.28	121	4,275,454.50
Kitchen	4818730	632,245.59	148	4,818,729.95
Sports	6637060	1,048,690.39	186	6,637,059.55
Total	53884683	8,290,343.63	1516	53,884,682.95



Quarter

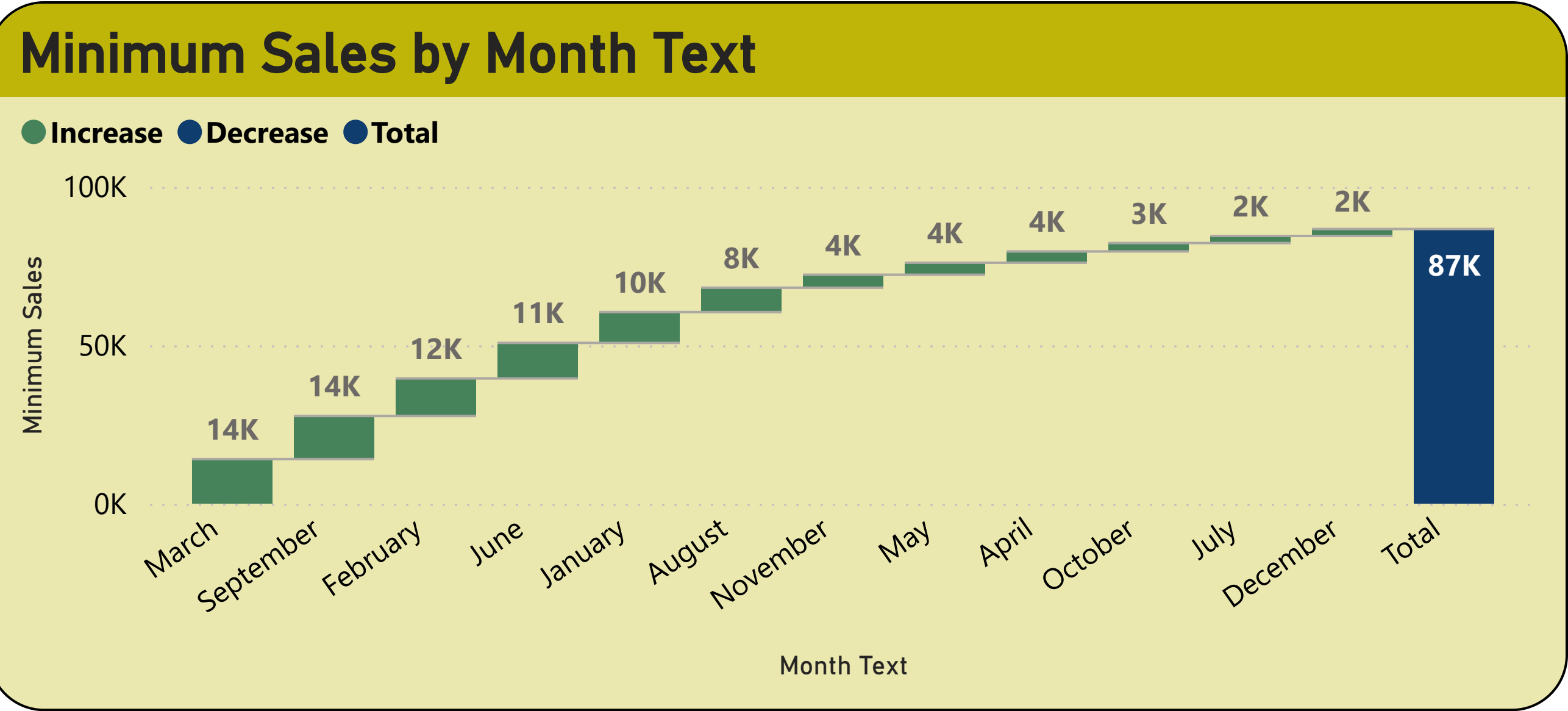
Q1

53.88M

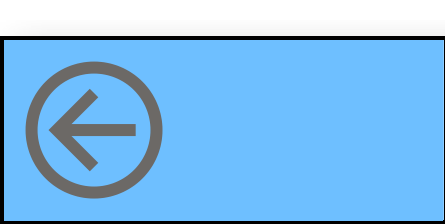
sales by month

sales by month		Year	Month Name
	53,884,682.95	2023	Feb
	53,884,682.95	2023	Jan
	53,884,682.95	2023	Mar
	53,884,682.95	2024	Feb
	53,884,682.95	2024	Jan
	53,884,682.95	2024	Mar
	53,884,682.95	2025	Feb
	53,884,682.95	2025	Jan
	53,884,682.95	2025	Mar
	53,884,682.95	2026	Feb
	53,884,682.95	2026	Jan
	53,884,682.95	2026	Mar
	53,884,682.95		

53,884,682.95



Maximum Sales	Minimum Sales	City	Total Quantity Sold
353,172.00	10,023.45	Amritsar	38
352,555.00	33,732.00	Delhi	50
342,567.00	2,230.40	Bangalore	114
337,675.25	5,141.00	Chandigarh	66
327,536.25	3,560.00	Coimbatore	88
324,859.50	15,455.70	Jaipur	97
319,065.00	11,565.30	Thiruvananthapuram	60
315,968.00	2,193.00	Bhubaneswar	80
307,128.00	32,827.20	Guwahati	64
304,904.00	7,779.20	Ranchi	95
295,950.00	7,658.90	Kolkata	82
289,565.00	4,714.00	Hyderabad	57
288,705.00	6,898.40	Mumbai	78
353,172.00	2,193.00		1516



Map Visualization

Profit Margin and Revenue by City



Sales, Profit Margin and Revenue by Location

