



E-Commerce Sales Dashboard



year
All

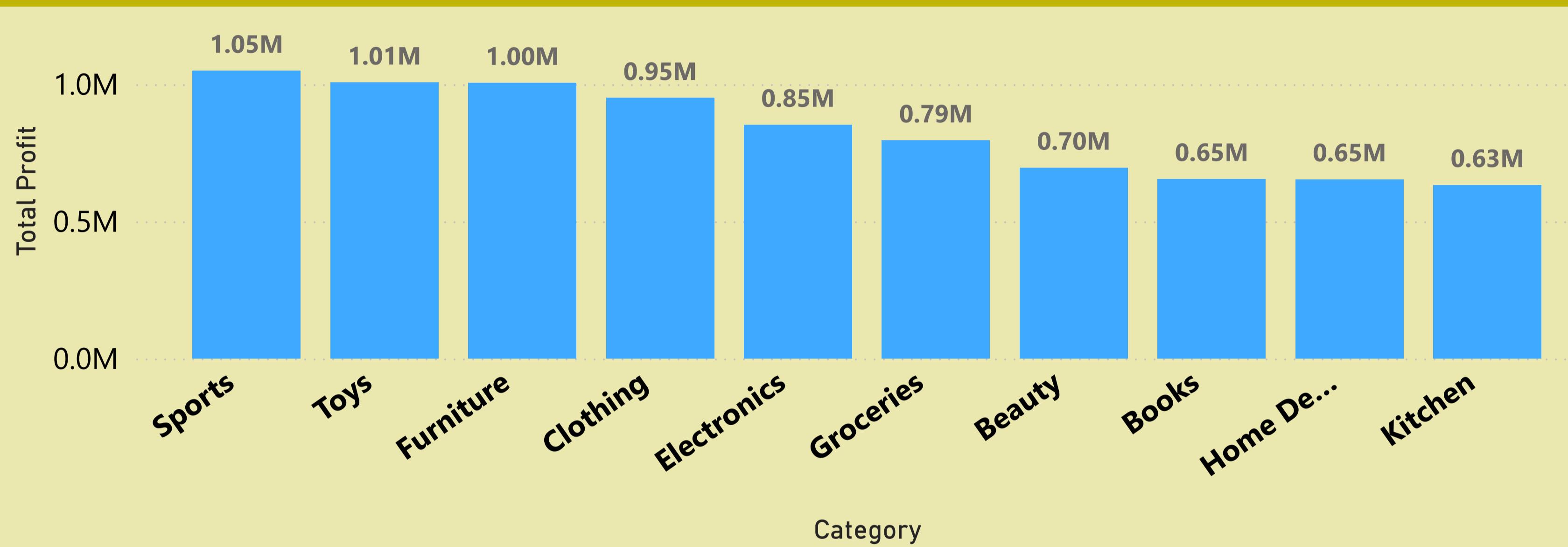
Month and date
All

Category
All

Order ID
All

Clear all slicers

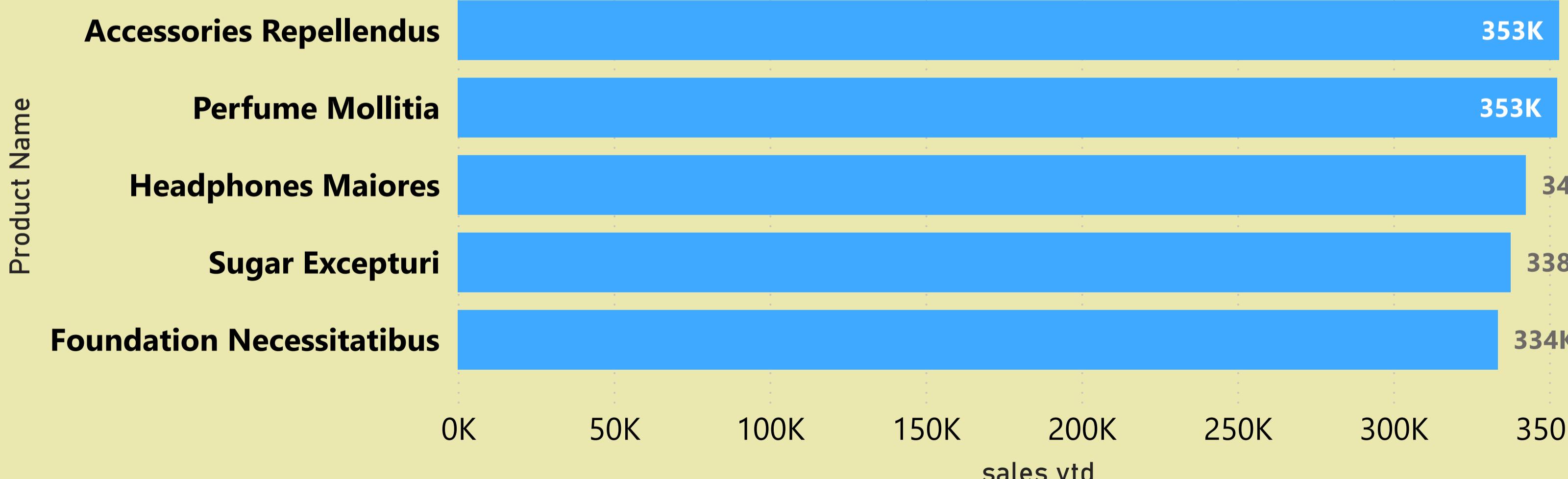
Profit by Category



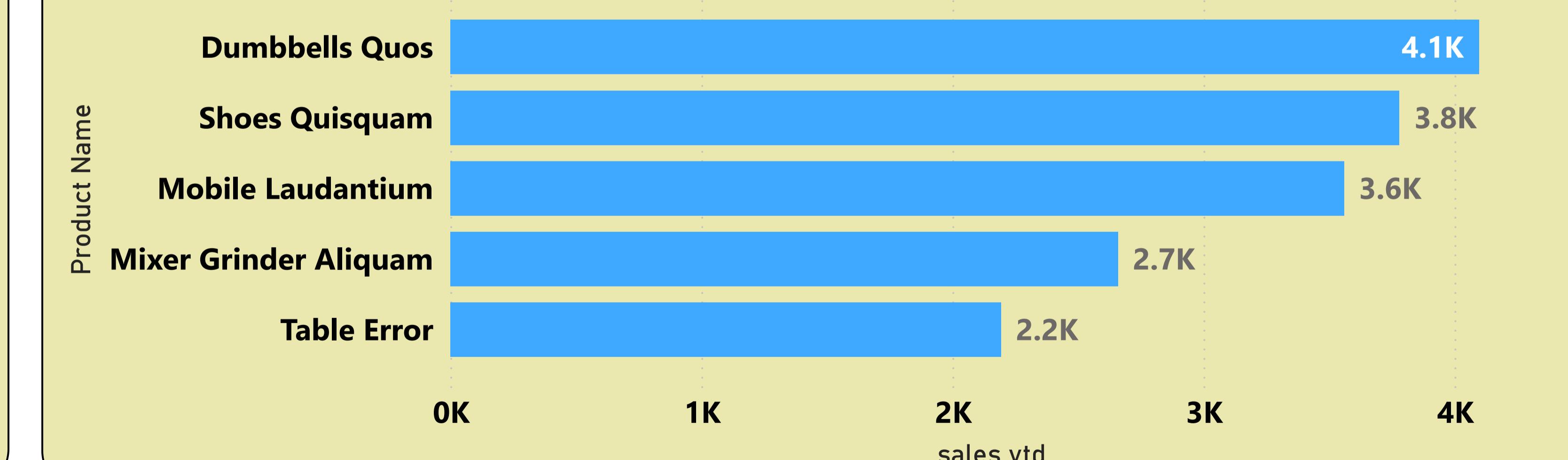
Sales by Month over the year



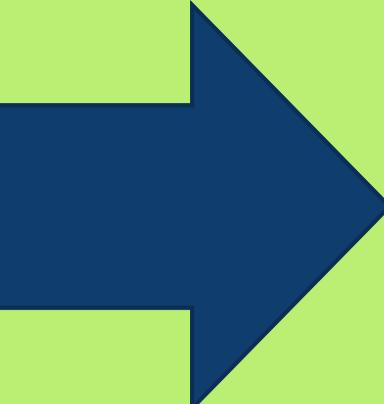
Top 5 products by YTD sales

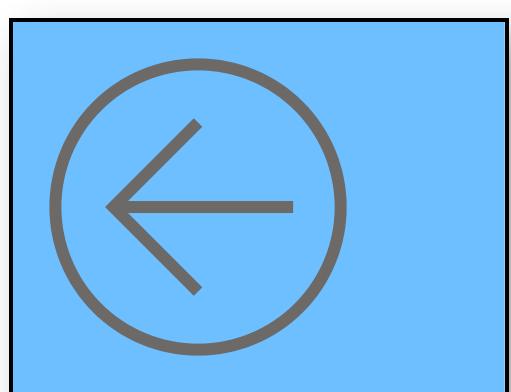


Bottom 5 products by YTD sales

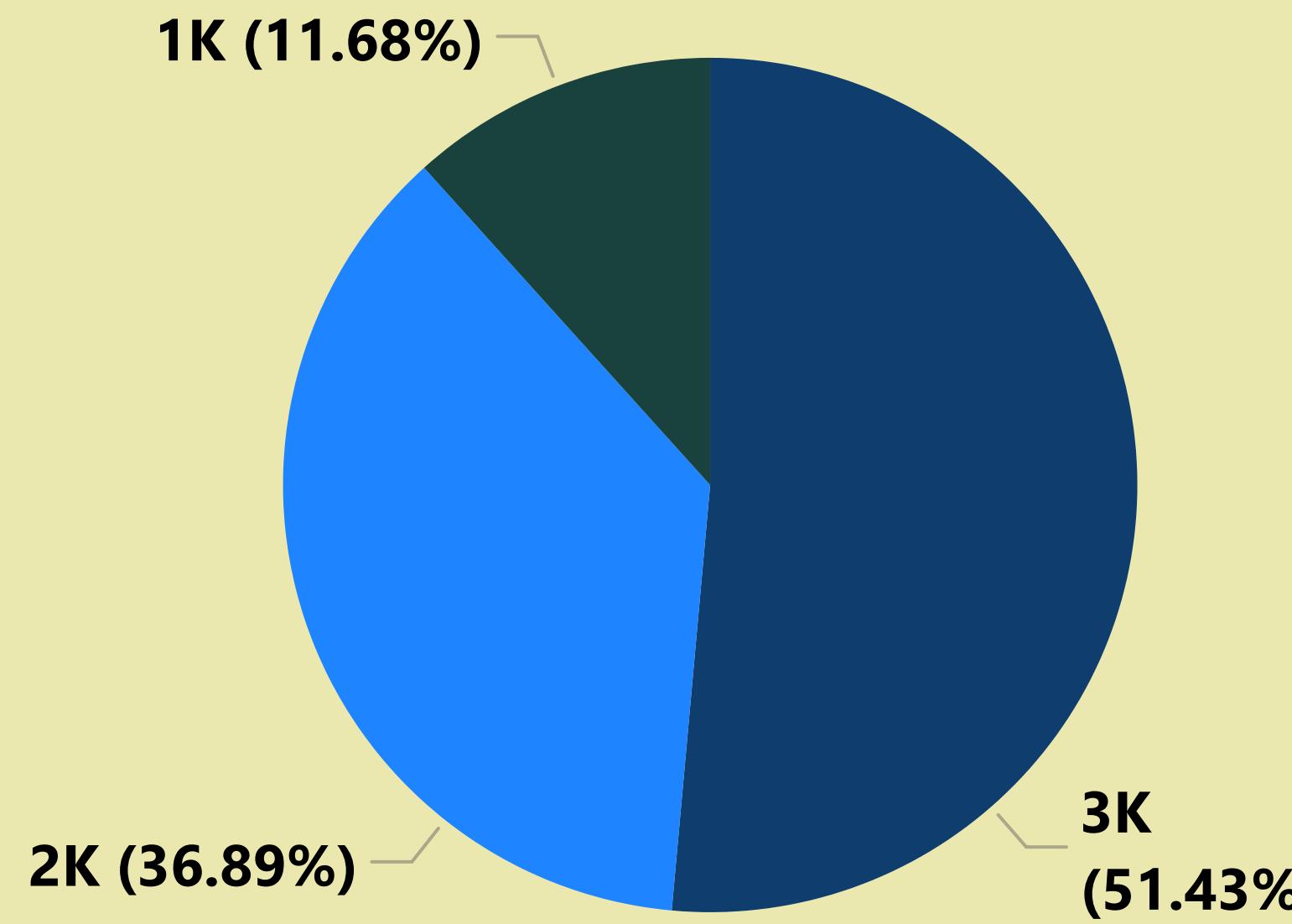


sales analysis





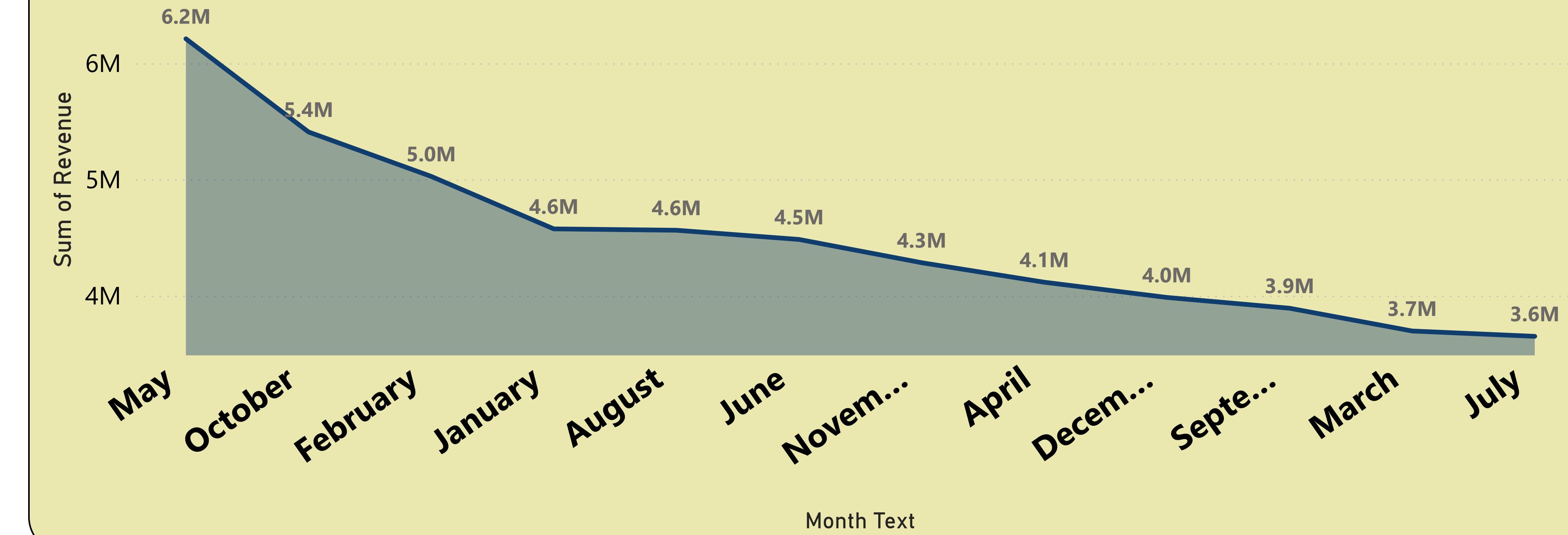
Discount Category



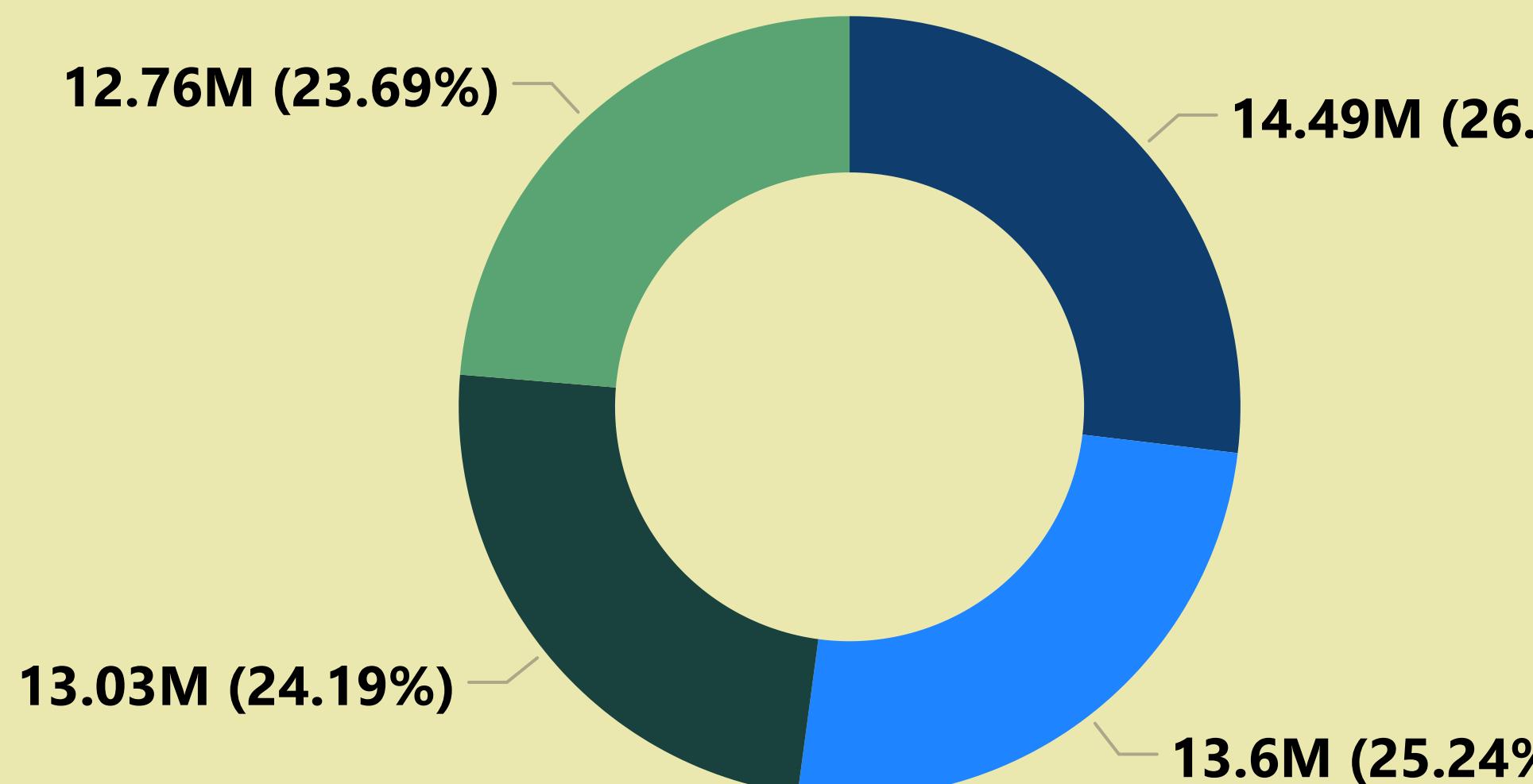
Discount Category

- Medium Discount
- High Discount
- Low Discount
- No Discount

Revenue by Month



Revenue by Region

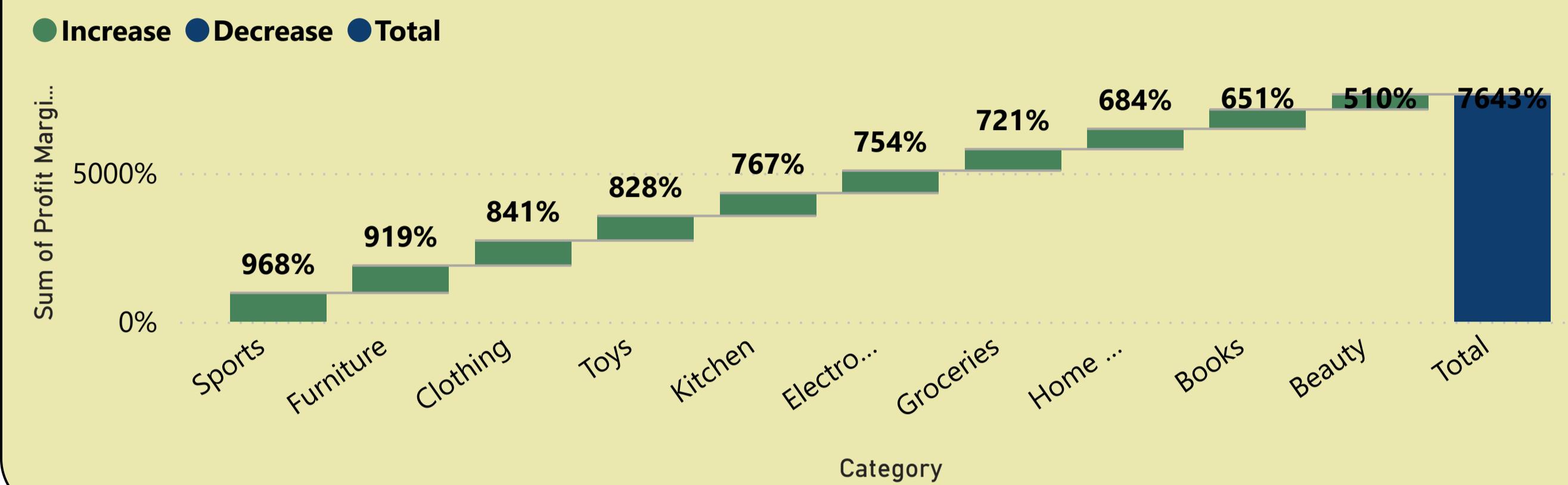


Region

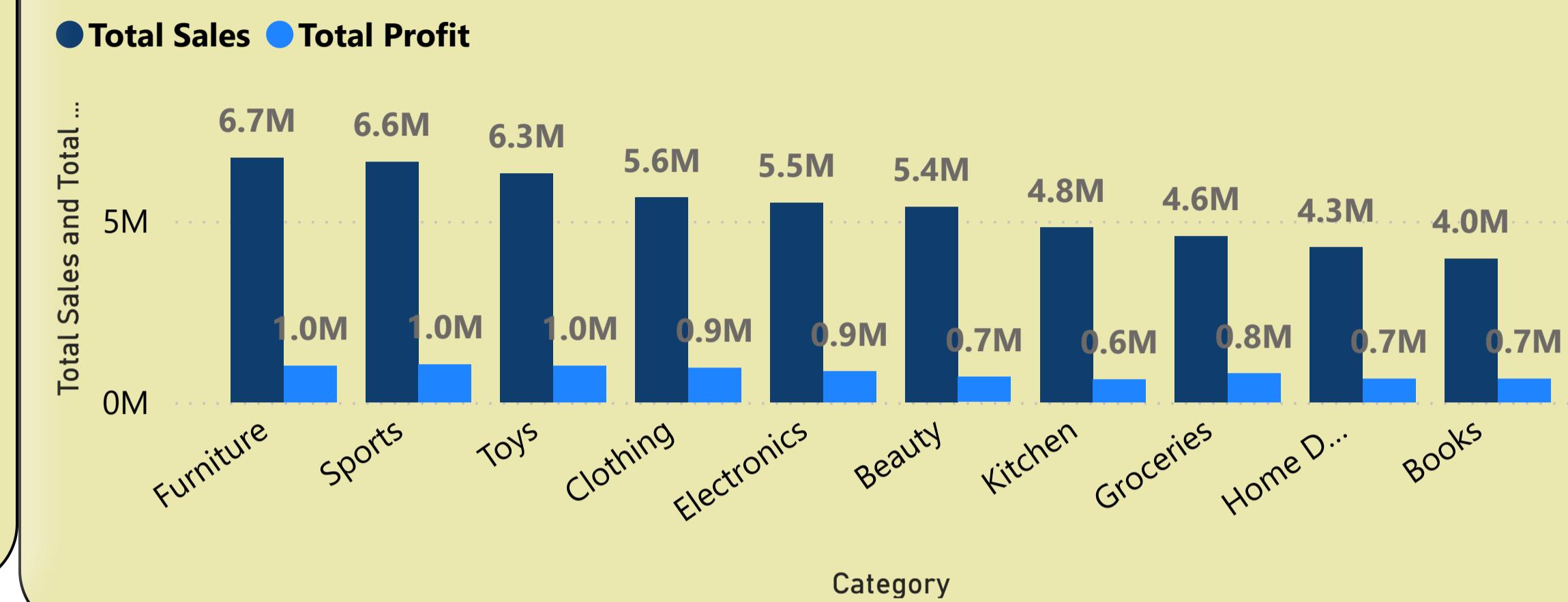
- East
- South
- West
- North



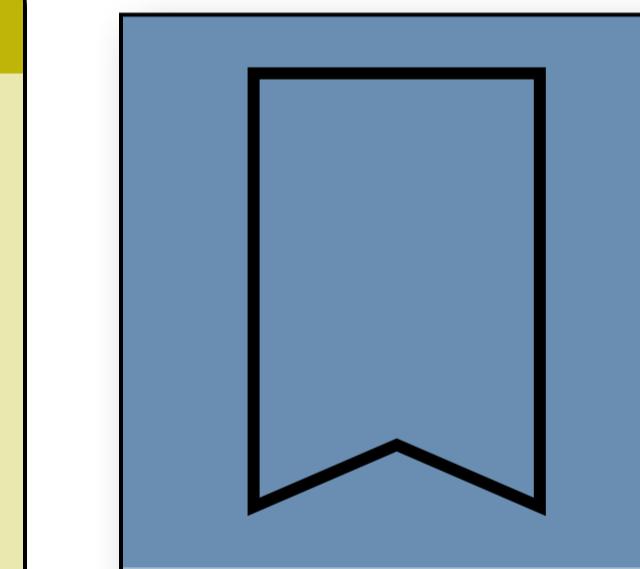
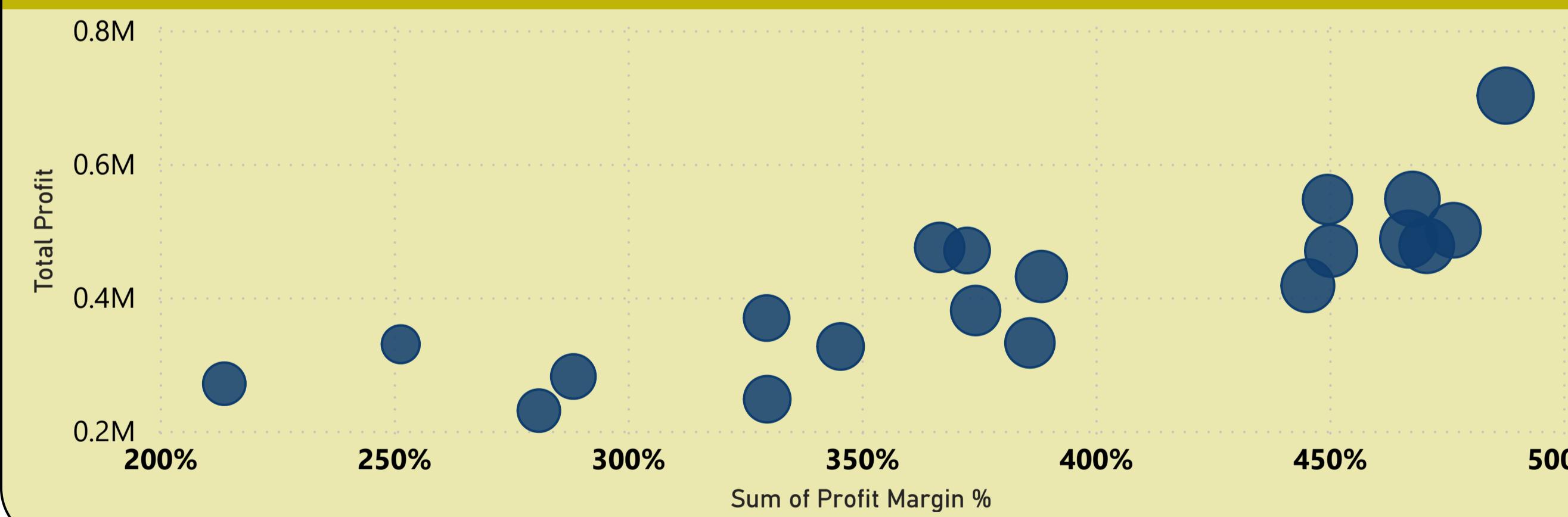
Profit Margin by Category



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.

Key influencers Top segments Like Dislike

What influences Region to be East ?

When...the likelihood of Region being East increases by

Total Sales goes down 82519.58 → 1.06x

← On average when Total Sales decreases, the likelihood of Region being East increases.

Region	Average Sales
East	Average: 107,769.37
North	
South	



54M
sales ytd

8.29M
YTD profit

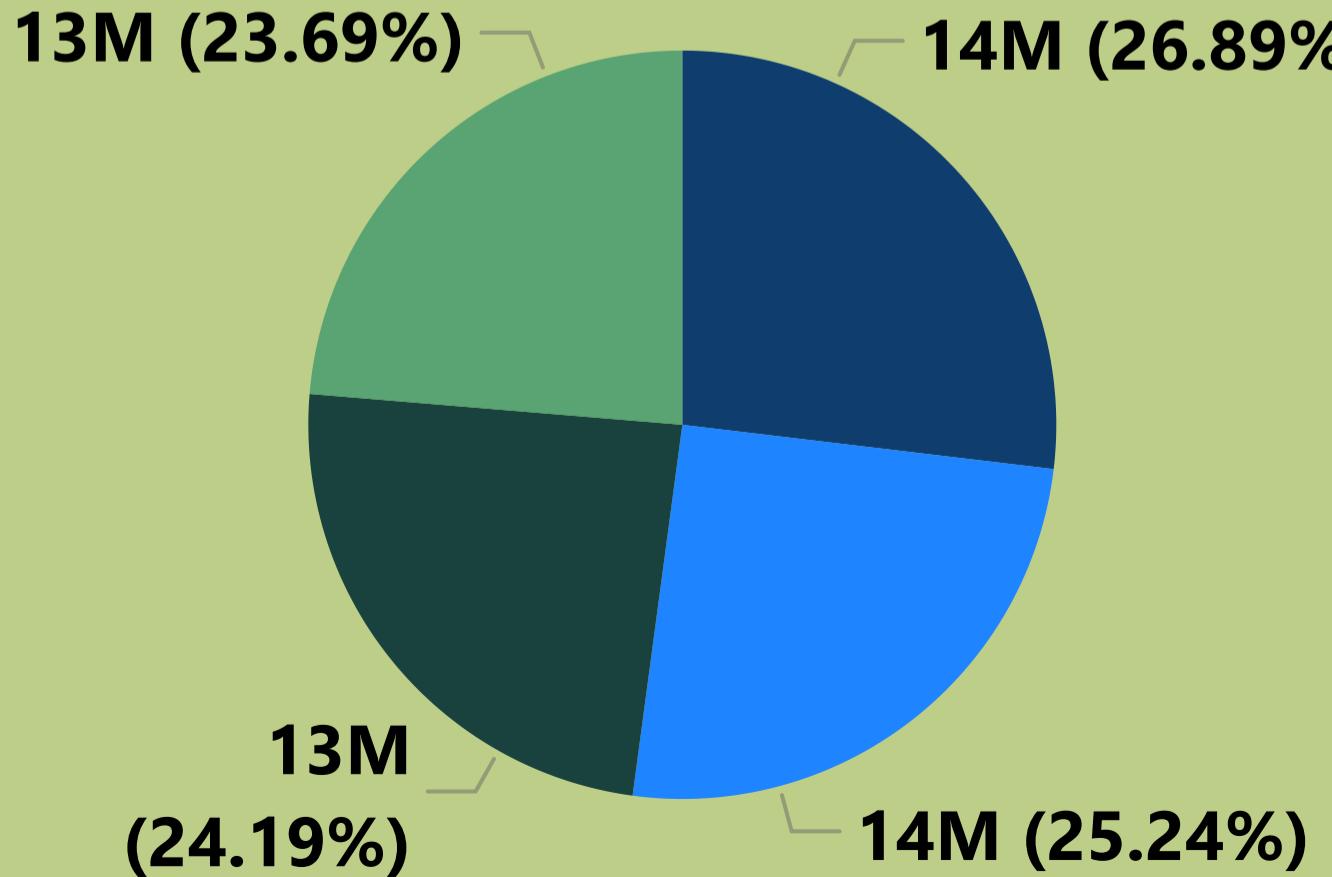
2K
YTD quantity

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

sales ytd by Region



- **East**
- **South**
- **West**
- **North**

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

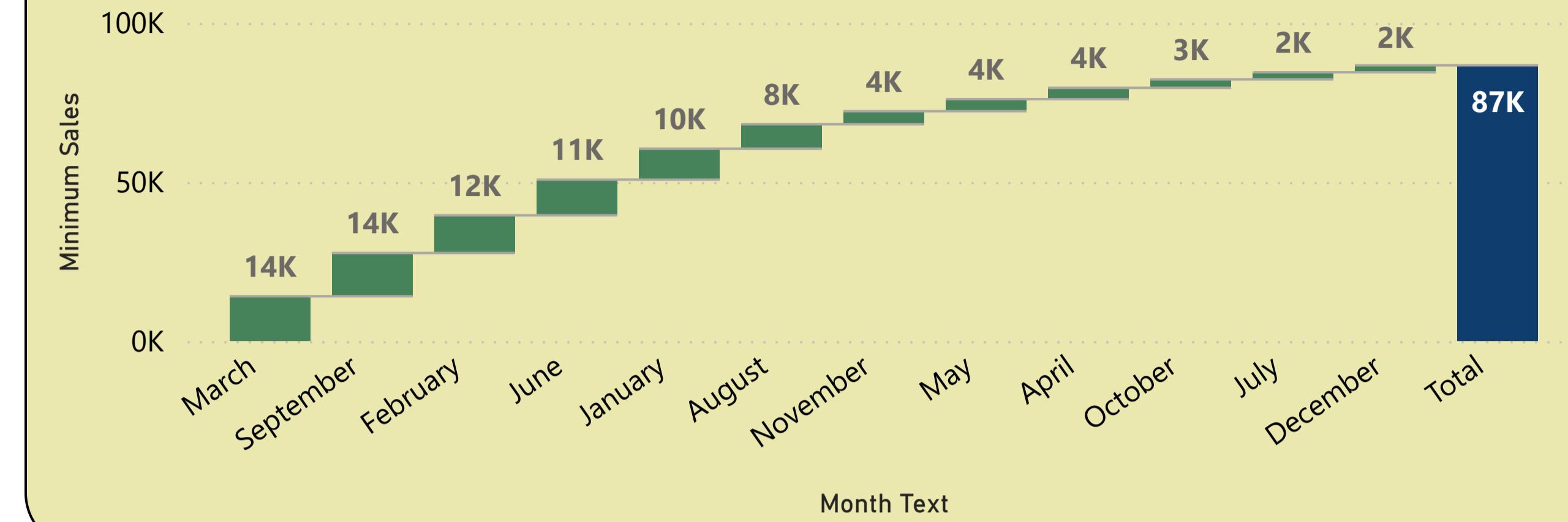


Quarter
Q1 ▼

53.88M
sales by month

Minimum Sales by Month Text

● Increase ● Decrease ● Total



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		

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

