

Unlocking Business Insights: A Deep Dive into E-commerce Sales Trends for 2024

INTRODUCTION

In today's competitive landscape, businesses must leverage data-driven insights to stay ahead. This report highlights key findings, trends, and actionable recommendations derived from data analysis to drive growth, improve efficiency, and capitalize on emerging opportunities.

OVERVIEW

Let's begin with a snapshot of key sales metrics:

Total Sales 2024: \$689k this Year.

Average Sales Per Day: \$2047.46 across all regions and categories

Total Orders Placed: 1000, across all regions and categories

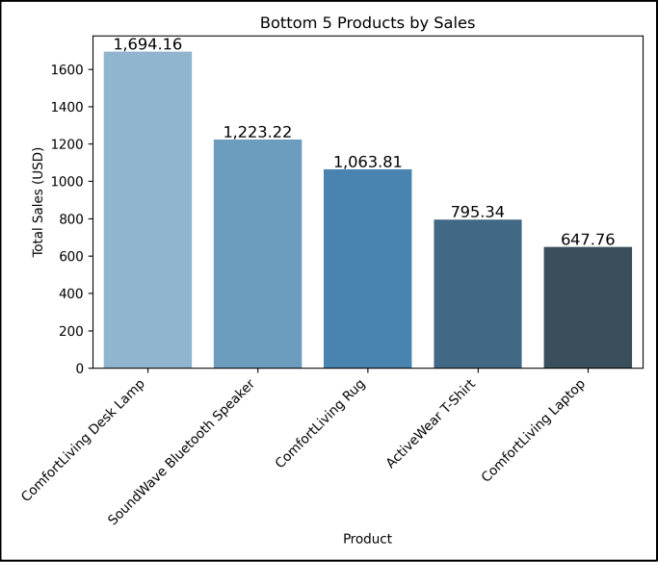
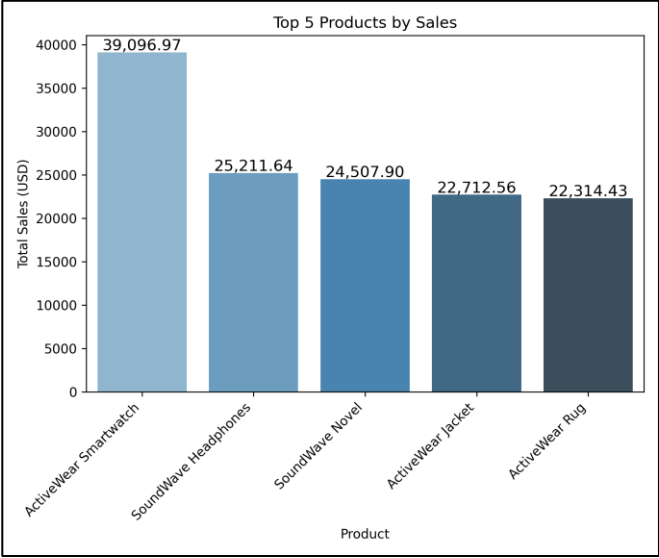
Average Order Value (AOV): \$272.55

Average number of orders placed by each customer: 5

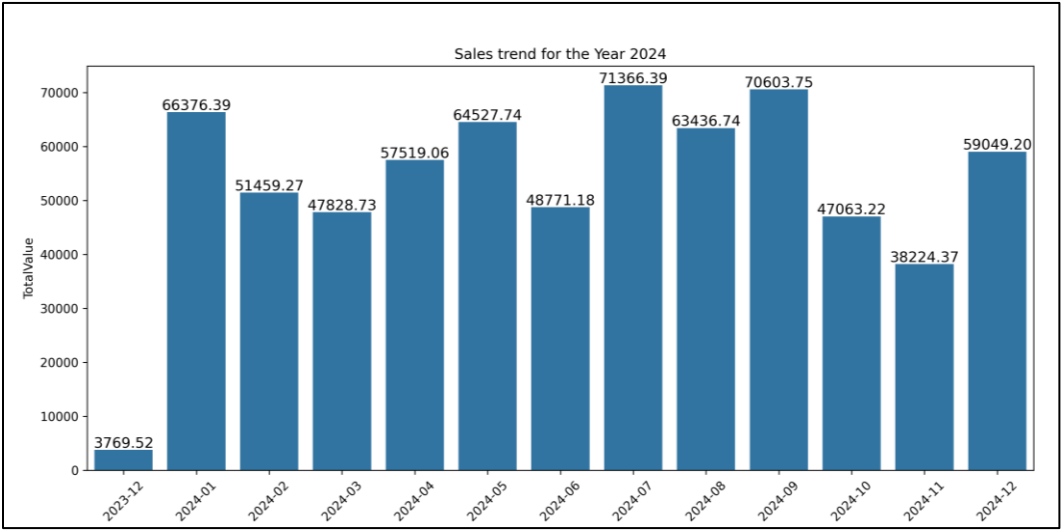
PRODUCT PERFORMANCE

Our product sales performance has been led by the ActiveWear Smartwatch, which emerged as the top seller with 100 units sold, generating a total revenue of \$39,096.97 and contributing 5.67% to the overall sales. The SoundWave Headphones followed closely, with 97 units sold, bringing in \$25,211.64 in revenue, accounting for 3.65% of total sales.

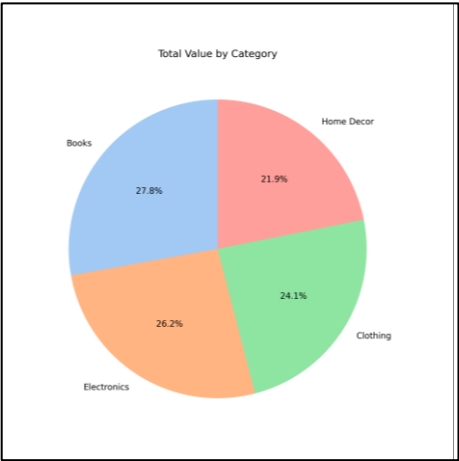
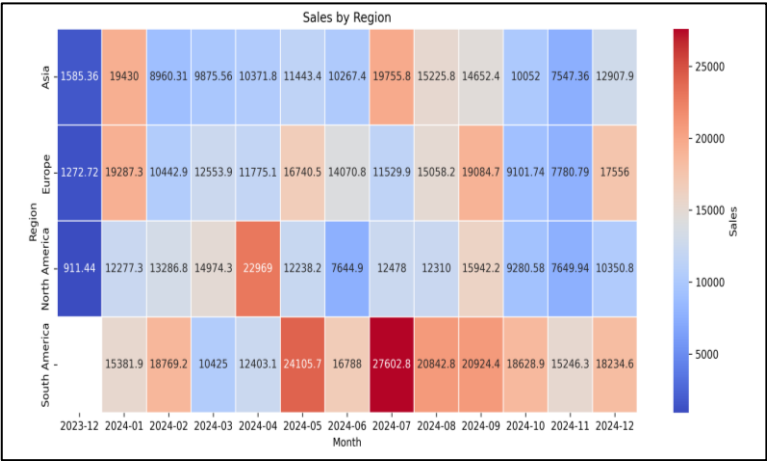
Additionally, we identified products that performed poorly, which we may consider on improving marketing efforts for.



SALES TRENDS



The sales trends have shown consistency throughout the year, with July 2024 marking the highest sales at \$71,336, followed closely by September at \$70,603. However, November 2024 experienced a decline in performance, with sales dropping to \$38,224. We also observed that South America has the best sales performance overall, with the highest sale of the month coming from this region, totaling \$27,602 in July 2024.



CATEGORY INSIGHTS:

Books lead with a total of \$192,147.47 across all regions, followed by Electronics at \$180,783.50 and Clothing at \$166,170.66. Home Decor has the lowest total at \$150,893.93, though sales are spread across all regions.