

# E-Commerce Data Analysis Dashboard

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Date

1/1/2023

3/31/2023

Total Revenue

\$2.44M

Total Marketing Spend

\$1.14M

Total Visitors

493K

Average ROI

2.86

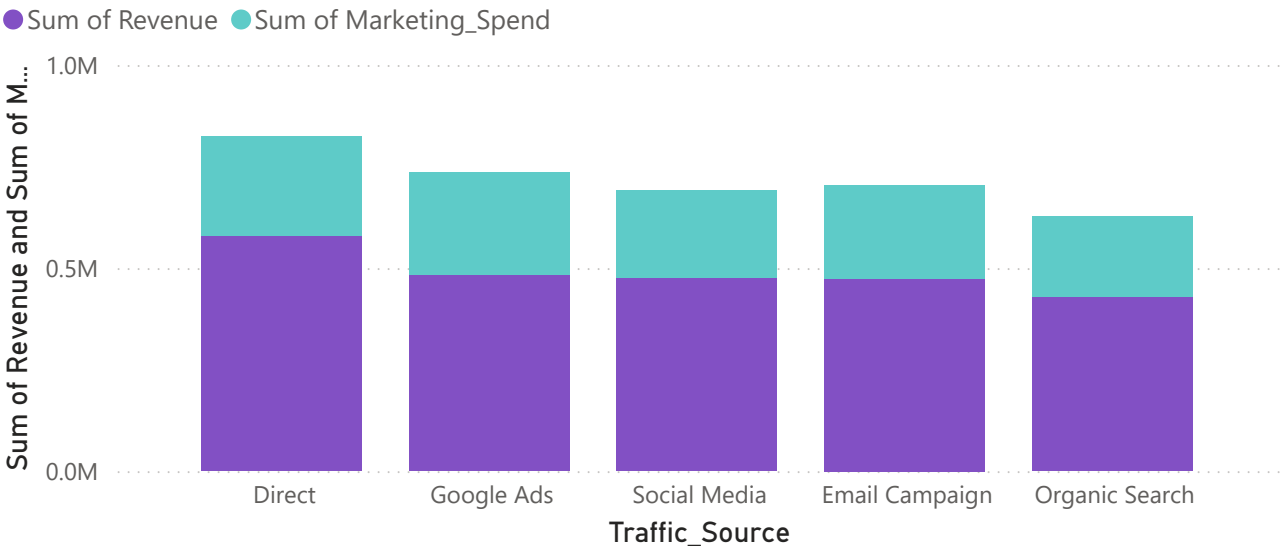
Avg Conversion Rate %

5.64

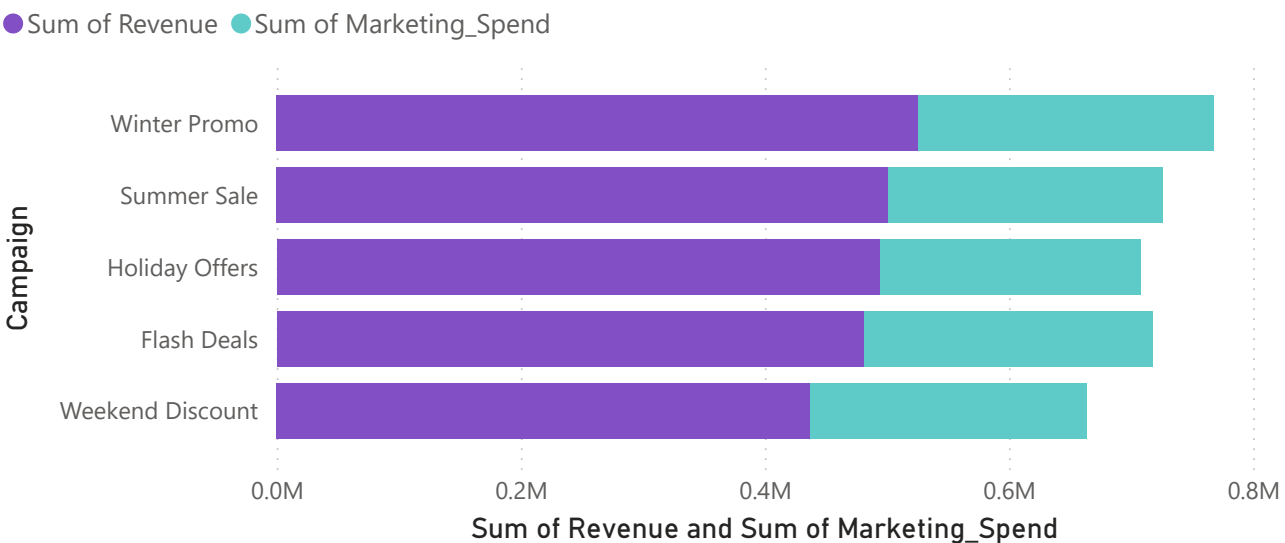
Avg Cart Abandonment Rate %

29.53

Revenue and Sum of Marketing\_Spend by Traffic\_Source



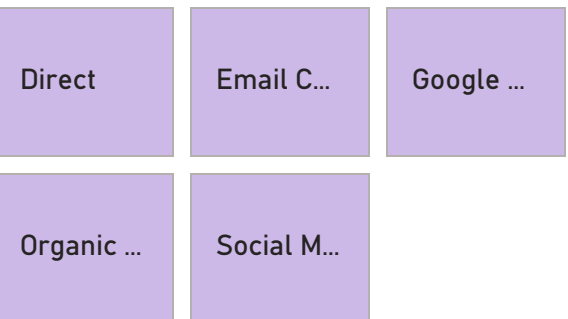
Revenue and Sum of Marketing\_Spend by Campaign



Revenue Trend by Month:

Month	Sum of Revenue
February	779,110.64
January	828,461.93
March	832,868.00

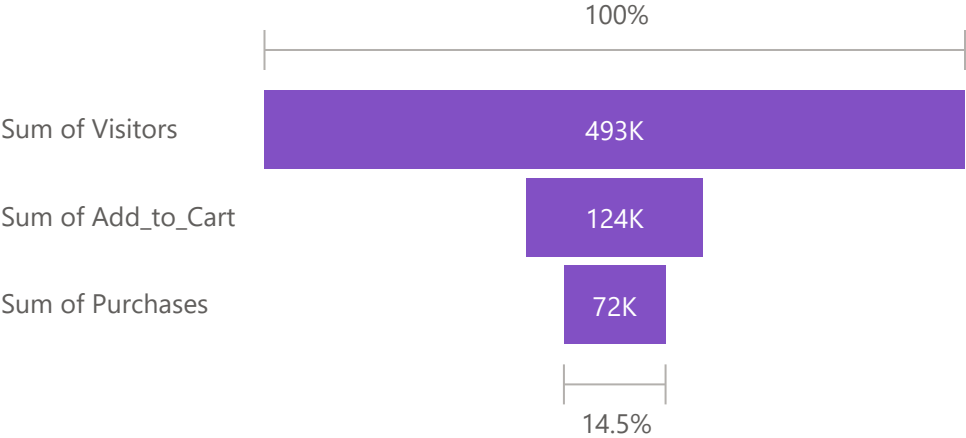
Traffic\_Source



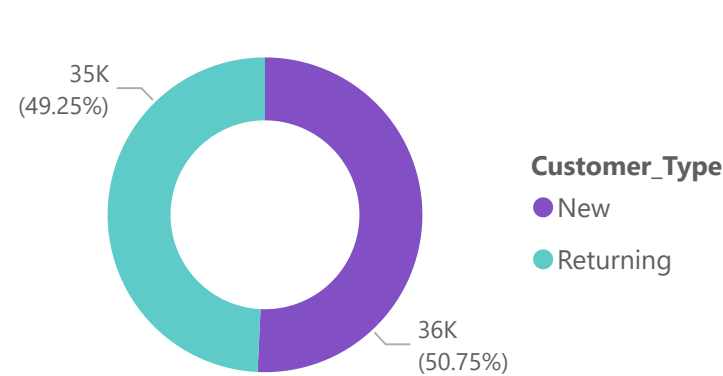
Campaign

- ☐ Flash Deals
- ☐ Holiday Offers
- ☐ Summer Sale
- ☐ Weekend Discount
- ☐ Winter Promo

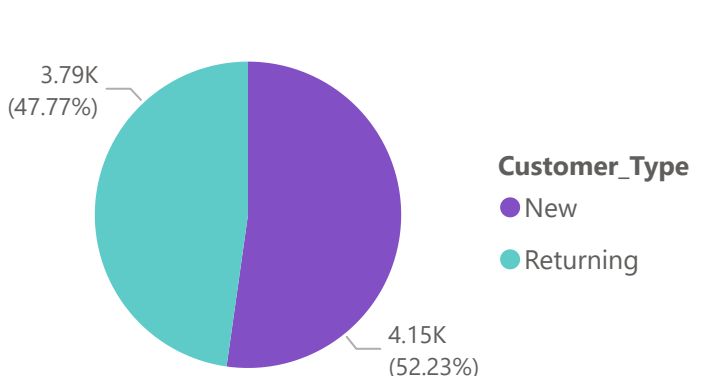
Visitors ---> Add\_to\_Cart ---> Purchases



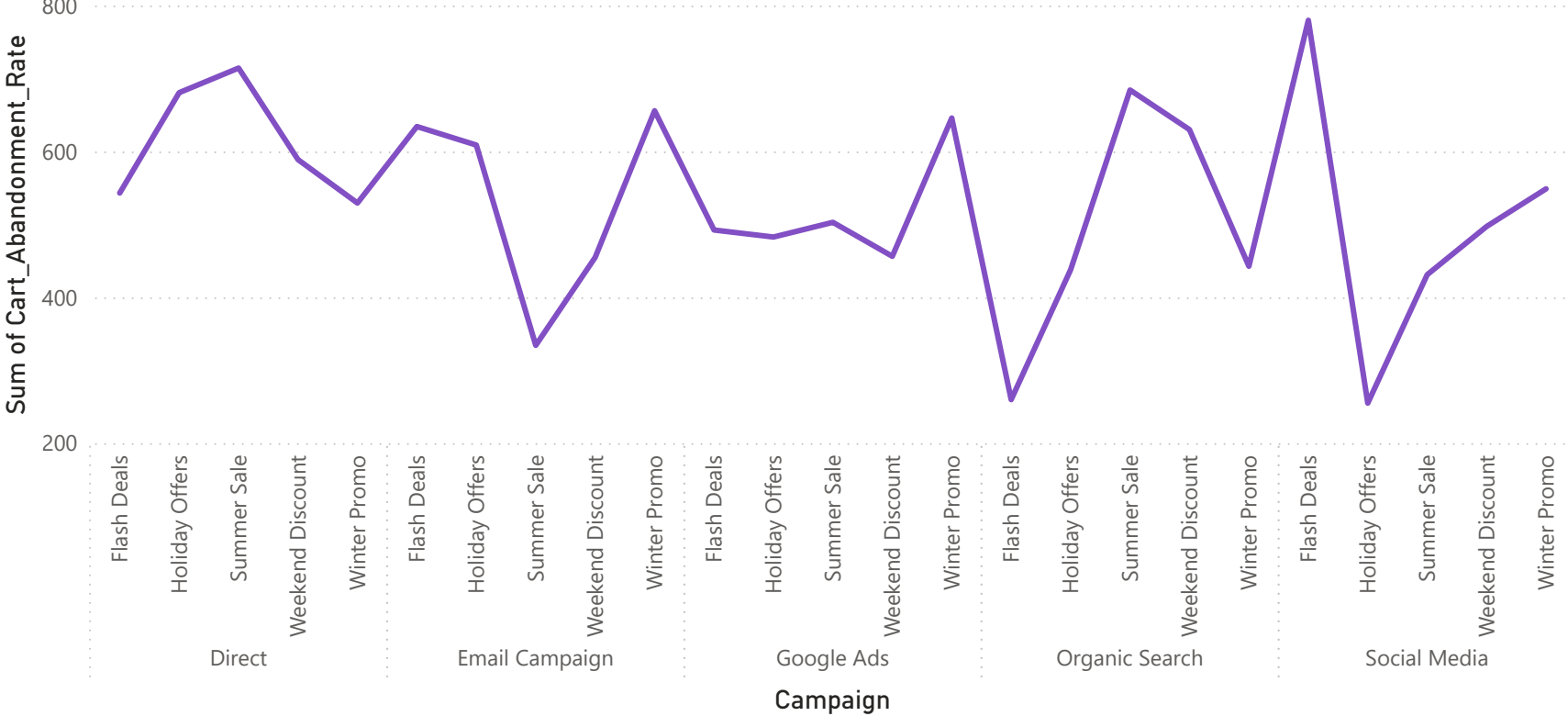
Purchases by Customer\_Type



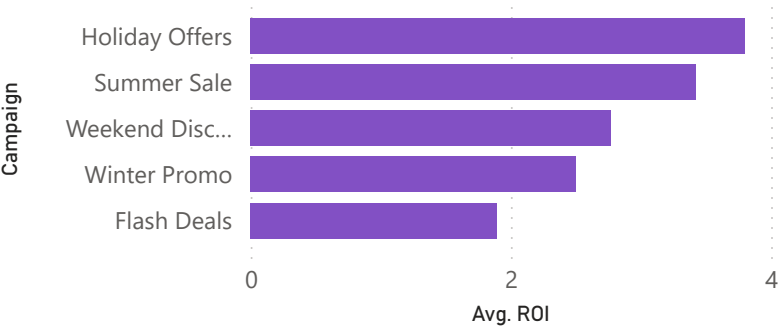
Repeat\_Purchase\_Rate by Customer\_Type



Cart\_Abandonment\_Rate by Traffic\_Source and Campaign



Top Campaigns by ROI



Top Traffic\_Sources by ROI

