

E-Commerce Sales Dashboard Insights Report

1. Executive Summary

This report analyses the sales performance of Madhav E-commerce using Power BI visualizations. It provides key metrics, trends, and recommendations for business optimization.

2. Key Performance Metrics

Total Revenue: ₹438K

Total Profit: ₹37K

Total Quantity Sold: 5,615 units

Average Order Value (AOV): ₹120.9K

Profit margin is relatively low at ~8.45%, indicating scope for improvement in cost management or pricing strategy.

3. Monthly Profit & Loss Trend

High-Profit Months: January and November.

Loss-Making Months: May, June, July, and December.

Losses in mid-year and December suggest potential issues such as discounting, increased returns, or delivery costs.

4. Regional Sales Insights

Top Performing States:

-Maharashtra

-Madhya Pradesh

-Uttar Pradesh

-Gujarat

Focus on Maharashtra and MP for expansion, and explore marketing efforts in underperforming states.

5. Sales by Category

Clothing: 62.62%

Electronics: 20.55%

Furniture: 16.83%

Clothing dominates sales. There is room to cross-promote electronics and furniture.

6. Payment Mode Preference

Cash on Delivery (COD): 44%

UPI: 21%

Debit Card: 13%

Credit Card: 12%

High COD usage suggests potential delivery risks and returns. Promote prepaid options.

7. Customer & Product Profitability

Top Customers contribute significantly to revenue.

Top Profitable Sub-Categories:

- Printers
- Bookcases
- Tables (low margin)

Target top customers with loyalty campaigns. Optimize or replace low-margin products.

8. Recommendations

- Investigate loss-making months and take corrective actions.
- Promote online prepaid payments through discounts or loyalty points.
- Retarget high-value customers with personalized offers.
- Promote bundles to increase AOV.
- Review underperforming SKUs for cost and pricing improvements.

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