

E-COMMERCE SALES ANALYSIS

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$22,97,200.86



YOY Growth

▲ 20.62%

PROFIT

\$2,86,397.02



YOY Growth

▲ 14.41%

QUANTITY

37873



YOY Growth

▲ 14.41%

NO OF ORDERS

9994



YOY Growth

▼ 5.15%

PROFIT MARGIN

12.47%



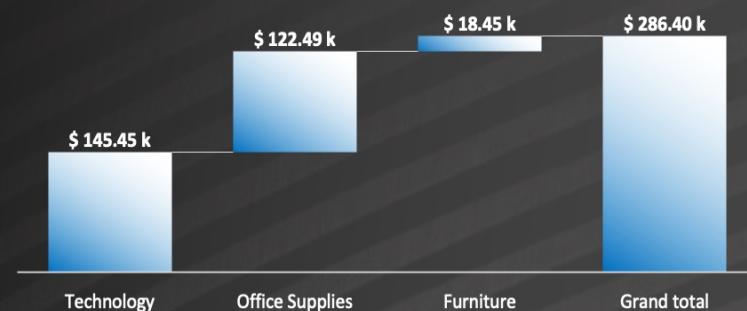
YOY Growth

▲ 28.64%

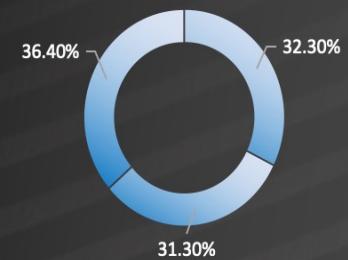
SALES AND PROFIT ANALYSIS



CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



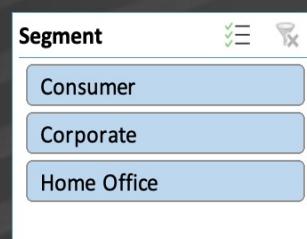
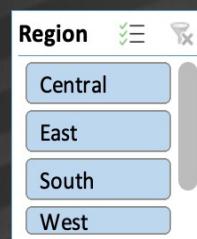
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



FINAL ECOMMERCE SALES DASHBOARD

OVERALL OBSERVATIONS :

- 1) The Y.O.Y Growth of sales is : + 20.62%
- 2) The Y.O.Y Growth of profit is : + 14.41%
- 3) The Y.O.Y Growth of number of order is : - 5.15%
- 4) The Y.O.Y Growth of profit margin is : + 12.47%
- 5) The maximum number of sales happened in ‘November’ and maximum profit happened in ‘December’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘January’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Mobile’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$4,84,247.50

YOY Growth

#REF!

PROFIT

\$49,543.97

YOY Growth

#REF!

QUANTITY

7581

YOY Growth

#REF!

NO OF ORDERS

1993

YOY Growth

#REF!

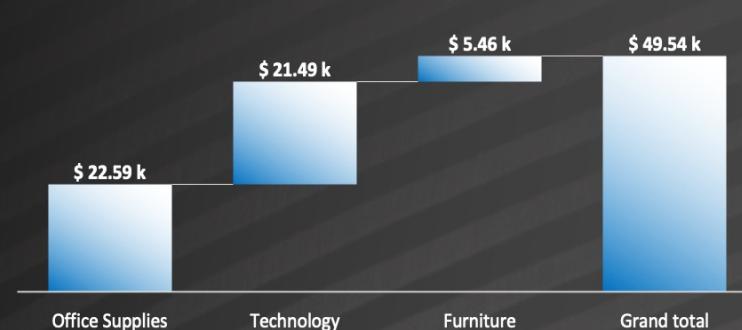
PROFIT MARGIN

10.23%

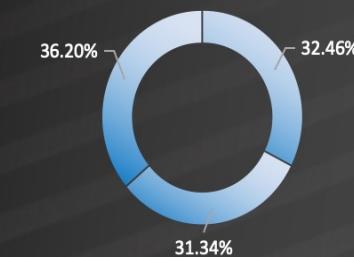
SALES AND PROFIT ANALYSIS



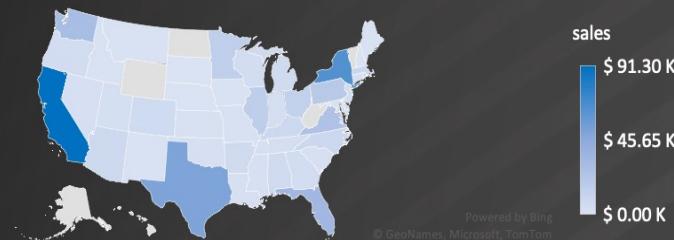
CATEGORY WISE PROFIT



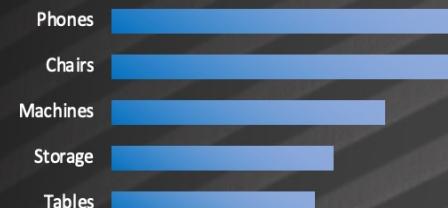
CATEGORY WISE SALES SHARE %



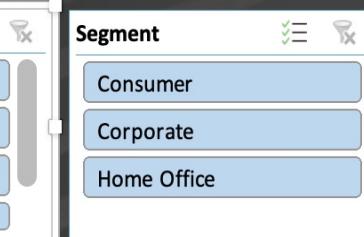
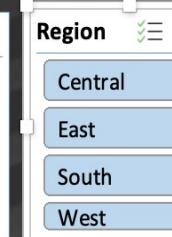
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



OBSERVATIONS BASED ON YEAR 2011 :

- 1) The sales value in year 2011 was : \$ 4,84,247.50
- 2) The profit value in year 2011 was : \$ 49,543
- 3) The profit margin in year 2011 was : + 10.23%
- 5) The maximum number of sales happened in ‘September’ and maximum profit happened in ‘November’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘July’.
- 7) Maximum profit came from the products from ‘Office Supplies’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Mobile’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$4,70,532.51

YOY Growth

#REF!

PROFIT

\$61,618.60

YOY Growth

#REF!

QUANTITY

7979

YOY Growth

#REF!

NO OF ORDERS

2102

YOY Growth

#REF!

PROFIT MARGIN

13.10%

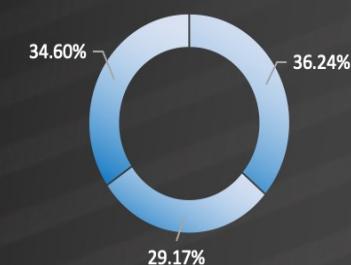
SALES AND PROFIT ANALYSIS



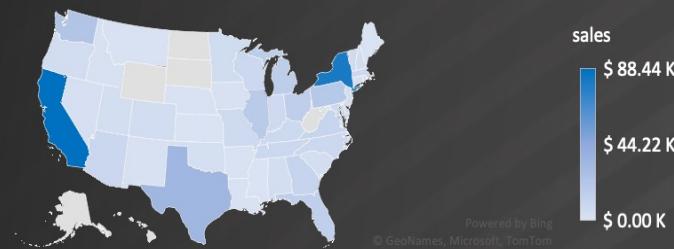
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



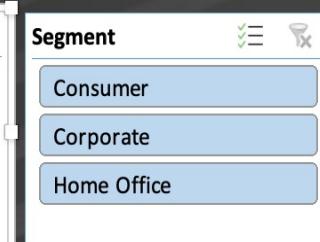
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD – Year 2012

OBSERVATIONS BASED ON YEAR 2012 :

- 1) The sales value in year 2012 was : \$ 4, 70, 532.51
- 2) The profit value in year 2012 was : \$ 61, 618.610
- 3) The profit margin in year 2012 was : + 13.10 %
- 5) The maximum number of sales happened in ‘November’ and maximum profit happened in ‘November’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘January’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Chairs’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$6,08,473.83

YOY Growth

#REF!

PROFIT

\$81,726.93

YOY Growth

#REF!

QUANTITY

9810

YOY Growth

#REF!

NO OF ORDERS

2580

YOY Growth

#REF!

PROFIT MARGIN

13.43%

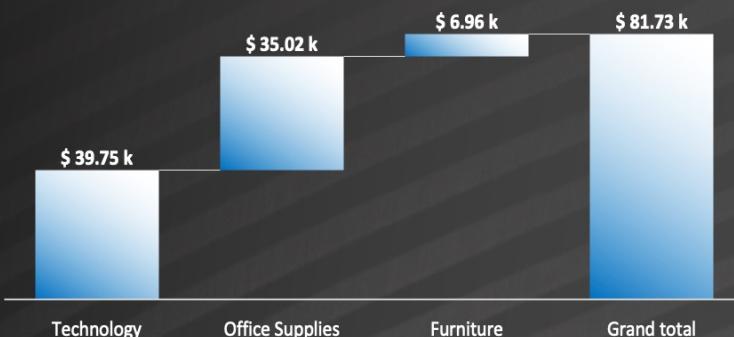
YOY Growth

#REF!

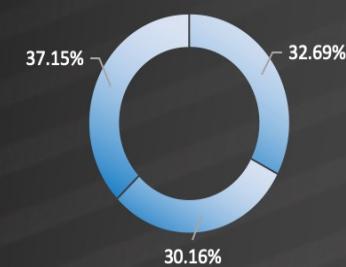
SALES AND PROFIT ANALYSIS



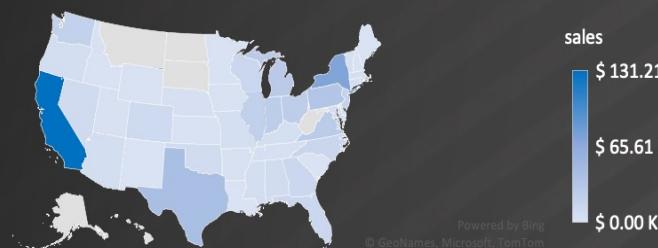
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



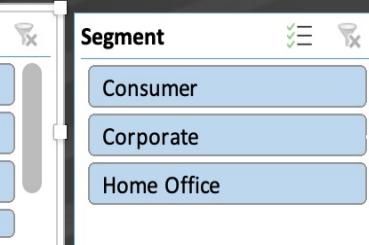
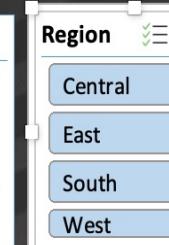
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD – Year 2013

OBSERVATIONS BASED ON YEAR 2013 :

- 1) The sales value in year 2013 was : \$ 6,08,473.83
- 2) The profit value in year 2013 was : \$ 81,726.93
- 3) The profit margin in year 2013 was : + 13.43 %
- 5) The maximum number of sales happened in ‘December’ and maximum profit happened in ‘December’.
- 6) The minimum number of sales happened in ‘January’ and minimum profit happened in ‘August’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Chairs’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$7,33,947.02

YOY Growth

#REF!

PROFIT

\$93,507.51

YOY Growth

#REF!

QUANTITY

12503

YOY Growth

#REF!

NO OF ORDERS

3319

YOY Growth

#REF!

PROFIT MARGIN

12.74%

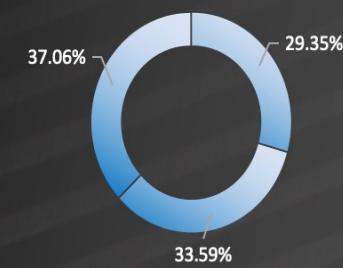
SALES AND PROFIT ANALYSIS



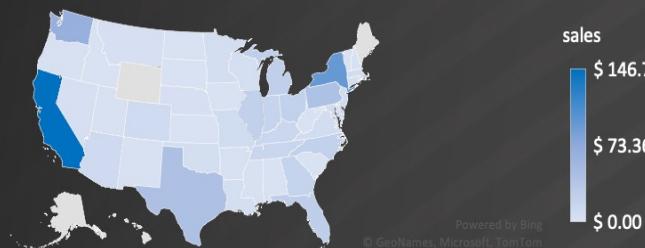
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD – Year 2014

OBSERVATIONS BASED ON YEAR 2014 :

- 1) The sales value in year 2014 was : \$ 7, 33, 947.02
- 2) The profit value in year 2013 was : \$ 93, 507.51
- 3) The profit margin in year 2013 was : + 12.74 %
- 5) The maximum number of sales happened in ‘November’ and maximum profit happened in ‘March’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘February’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Phones’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$5,01,239.89



YOY Growth ▼ 0.22%

PROFIT

\$39,706.36



YOY Growth ▼ 62.05%

QUANTITY

8780



YOY Growth ▼ 62.05%

NO OF ORDERS

2323



YOY Growth ▼ 61.97%

PROFIT MARGIN

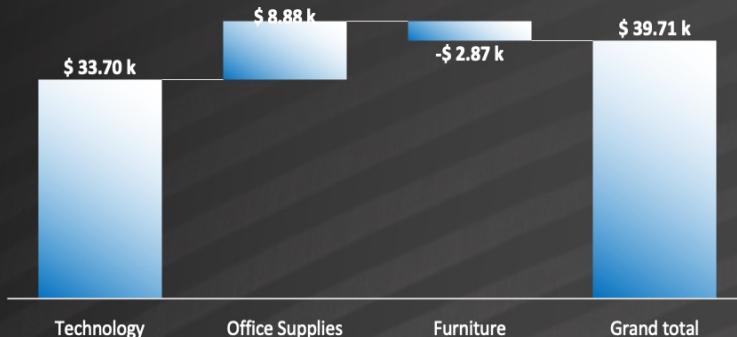
7.92%



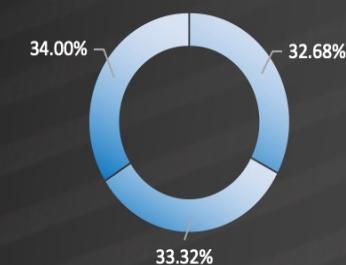
SALES AND PROFIT ANALYSIS



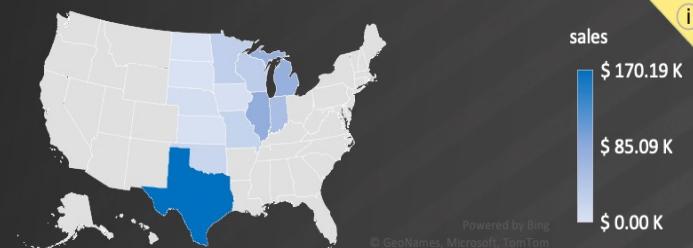
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



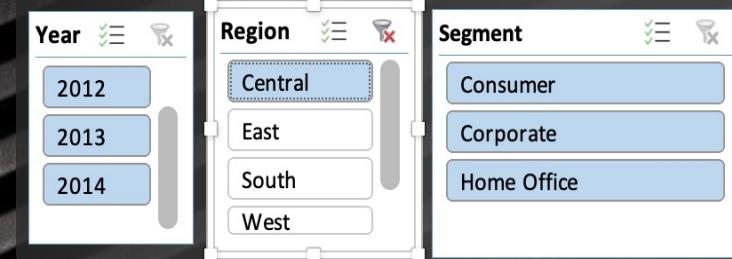
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD – CENTRAL REGION

OBSERVATIONS BASED ON Region - Central :

- 1) The overall sales was : \$ 5,01,239.89
- 2) The overall profit was : \$ 39,706.36
- 3) The overall profit was : + 7.92%
- 5) The maximum number of sales happened in ‘September’ and maximum profit happened in ‘October’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘July’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘Texas’.
- 9) Most overall item sold was ‘Chairs’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$6,78,781.24

YOY Growth

▲ 18.12%

PROFIT

\$91,522.78

YOY Growth

▲ 64.52%

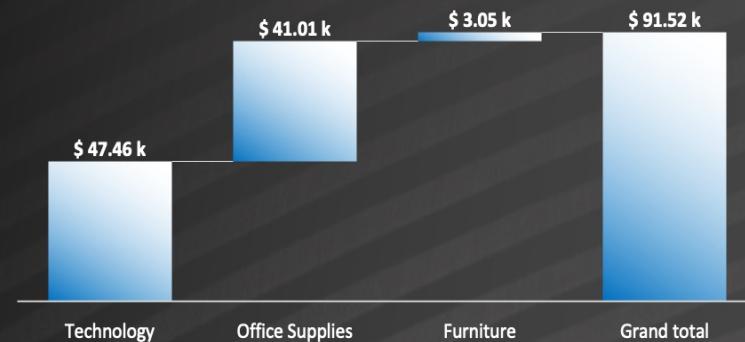
QUANTITY

10618

SALES AND PROFIT ANALYSIS



CATEGORY WISE PROFIT



PROFIT MARGIN

13.48%

YOY Growth

▲ 39.29%

YOY Growth

▲ 20.52%

SALES BY STATE

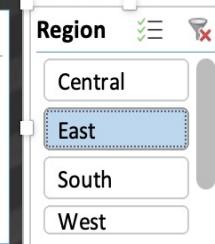


sales
\$ 310.88 K
\$ 155.44 K
\$ 0.00 K

TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD –EAST

OBSERVATIONS BASED ON Region - East :

- 1) The overall sales was : \$ 6, 78, 781.24
- 2) The overall profit was : \$ 91, 522.78
- 3) The overall profit was : + 13.48%
- 5) The maximum number of sales happened in ‘November’ and maximum profit happened in ‘November’.
- 6) The minimum number of sales happened in ‘January’ and minimum profit happened in ‘January’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘New York’.
- 9) Most overall item sold was ‘Phones’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$3,91,721.91

YOY Growth

▲ 31.47%

PROFIT

\$46,749.43

YOY Growth

▼ 49.91%

QUANTITY

6209

SALES AND PROFIT ANALYSIS



CATEGORY WISE PROFIT



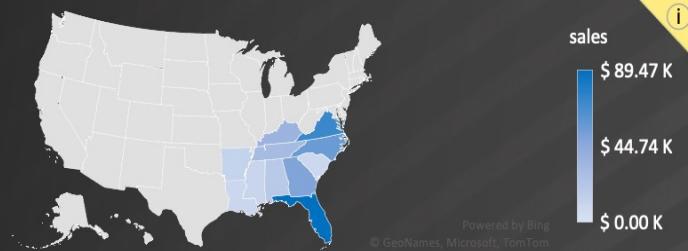
PROFIT MARGIN

11.93%

YOY Growth

▲ 26.52%

SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES

Phones	Bar length
Machines	Bar length
Chairs	Bar length
Tables	Bar length
Binders	Bar length

FILTERS

Year	Filter icon
2012	Filter icon
2013	Filter icon
2014	Filter icon

Region	Filter icon
Central	Filter icon
East	Filter icon
South	Filter icon
West	Filter icon

Segment	Filter icon
Consumer	Filter icon
Corporate	Filter icon
Home Office	Filter icon

SALES DASHBOARD – SOUTH

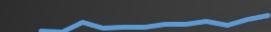
OBSERVATIONS BASED ON Region - South :

- 1) The overall sales was : \$ 3, 93, 721.91
- 2) The overall profit was : \$ 46, 749.43
- 3) The overall profit was : + 11.39%
- 5) The maximum number of sales happened in ‘November’ and maximum profit happened in ‘September’.
- 6) The minimum number of sales happened in ‘July’ and minimum profit happened in ‘October’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘Florida’.
- 9) Most overall item sold was ‘Phones’.

Ecommerce Sales Analysis Dashboard

Sales

\$7,25,457.82



YOY Growth

▲ 34.05%

Profit

\$1,08,418.45



YOY Growth

▲ 83.23%

Quantity

12266



YOY Growth

▲ 83.23%

No of Orders

3203



YOY Growth

▲ 36.69%

Profit Margin

14.94%



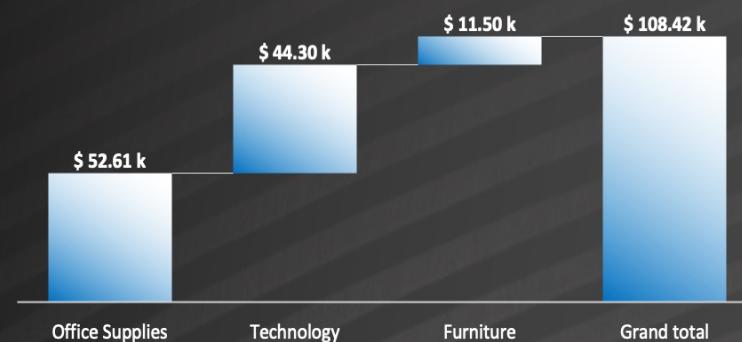
YOY Growth

▲ 37.20%

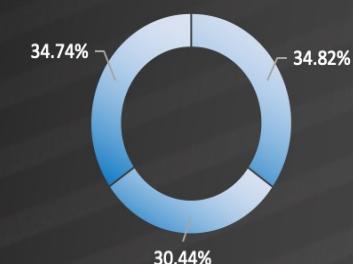
Sales and Profit Analysis



Category Wise Profit



Category Wise Sales Share %



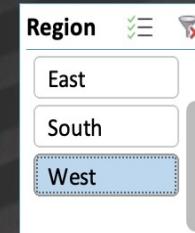
Sales by State



Top 5 Subcategories by Sales



Filters



SALES DASHBOARD – WEST

OBSERVATIONS BASED ON Region - West :

- 1) The overall sales was : \$ 7, 25, 457
- 2) The overall profit was : \$ 1,08, 418.45
- 3) The overall profit was : + 14.94 %
- 5) The maximum number of sales happened in ‘December’ and maximum profit happened in ‘March’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘April’.
- 7) Maximum profit came from the products from ‘Office supplies’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Chairs’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$11,61,401.35



YOY Growth

▲ 12.21%

PROFIT

\$1,34,119.21



YOY Growth

▲ 27.47%

QUANTITY

19521



YOY Growth

▲ 27.47%

NO OF ORDERS

5191



YOY Growth

▲ 13.60%

PROFIT MARGIN

11.55%



YOY Growth

▲ 26.46%

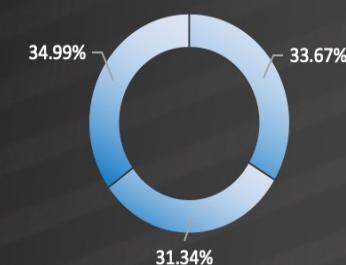
SALES AND PROFIT ANALYSIS



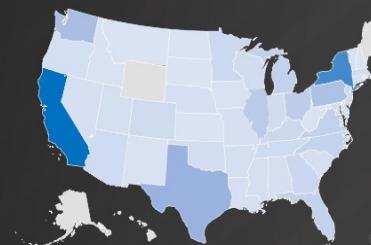
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



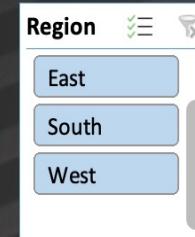
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD – CONSUMER

OBSERVATIONS BASED ON SEGMENT - CONSUMER :

- 1) The overall sales was : \$ 11,61,401.35
- 2) The overall profit was : \$ 1,34,119.21
- 3) The overall profit was : + 11.55 %
- 5) The maximum number of sales happened in ‘September’ and maximum profit happened in ‘September’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘January’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Chairs’.

ECOMMERCE SALES ANALYSIS DASHBOARD

SALES

\$4,29,653.15

YOY Growth ▲ 51.53%

PROFIT

\$60,298.68

YOY Growth ▲ 40.32%

QUANTITY

6744

YOY Growth ▲ 40.32%

NO OF ORDERS

1783

YOY Growth ▼ 7.40%

PROFIT MARGIN

14.03%

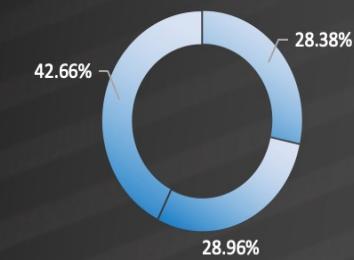
SALES AND PROFIT ANALYSIS



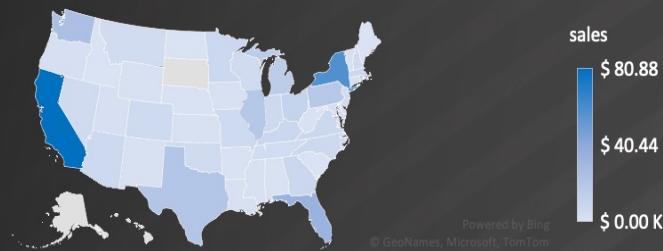
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



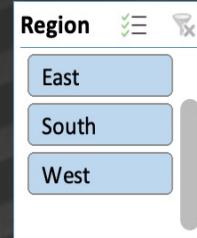
SALES BY STATE



TOP 5 SUBCATEGORIES BY SALES



FILTERS



SALES DASHBOARD – HOME OFFICE

OBSERVATIONS BASED ON SEGMENT – HOME OFFICE :

- 1) The overall sales was : \$ 4, 29, 653.15
- 2) The overall profit was : \$ 60, 298.68
- 3) The overall profit was : + 14.03 %
- 5) The maximum number of sales happened in ‘November’ and maximum profit happened in ‘December’.
- 6) The minimum number of sales happened in ‘February’ and minimum profit happened in ‘April’.
- 7) Maximum profit came from the products from ‘Technology’ category.
- 8) Most sales happened in ‘California’.
- 9) Most overall item sold was ‘Phones’.