

E-Commerce Sales Dashboard

2.25M

Total Sales

4916

Number of Orders

\$458.22

Average Order Value



March 18, 2015 |
\$28,106.72



Highest Sales Day

Single Highest Sales Day:

On March 18, 2015, sales hit a record **\$28.1K**, highlighting peak demand opportunities.

State with Highest Total Sales:

California led with the highest total revenue across all states with **\$446.31K**

Most Frequently Ordered Product:

"Staple Envelope" was the top-selling product, reinforcing demand for office essentials.

Year Selection

All

Category

All

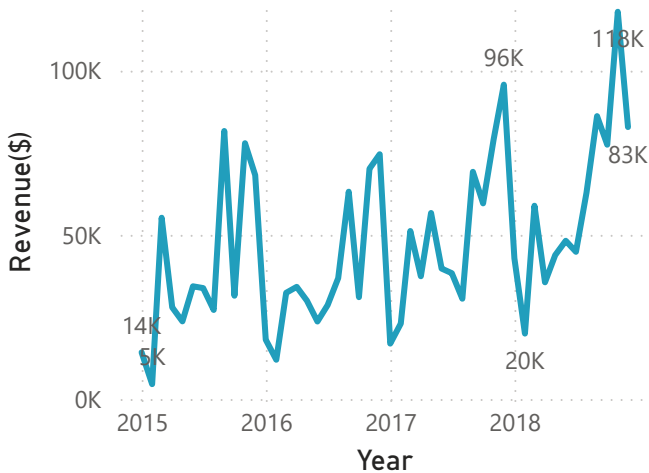
Customer ID

All

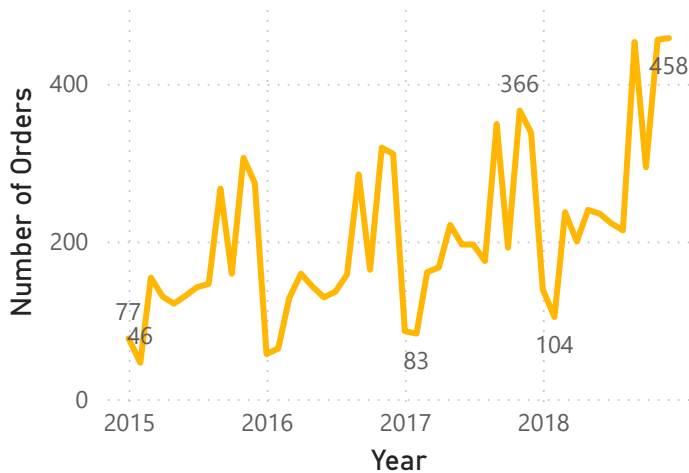
Region, City

All

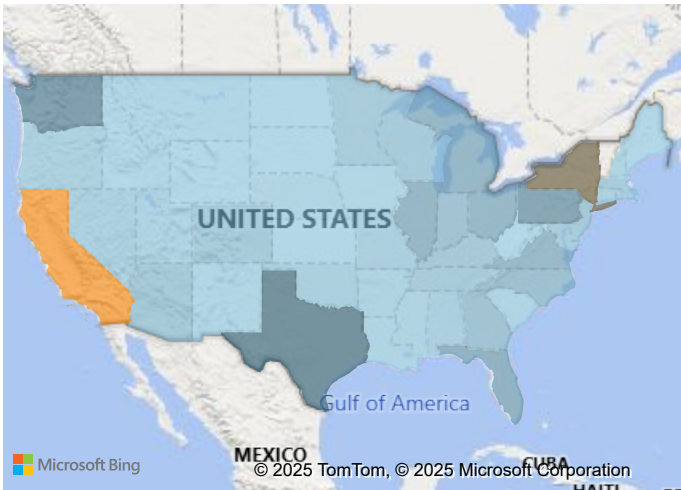
Total Sales by Year and Month



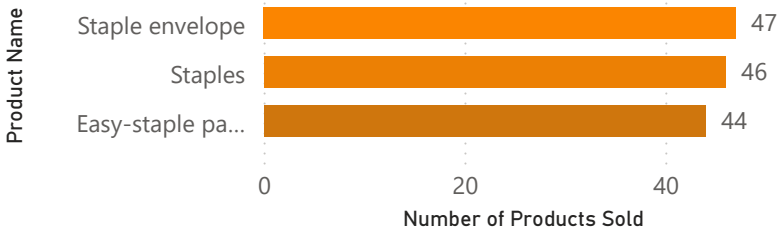
Count of Order ID by Year and Month



Total Sales by State



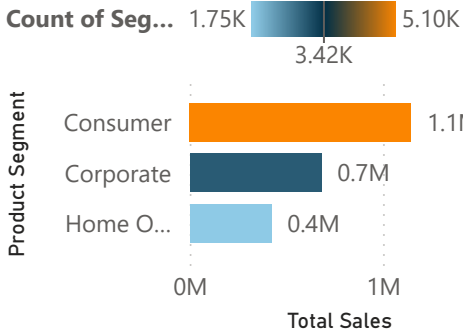
Number of Product Sold



Customer Analysis

Customer Name	Total Orders	Total Sales	Customer Category
Sean Miller	5	25,043.05	Big Spender
Tamara Chand	5	19,052.22	Big Spender
Raymond Buch	6	15,117.34	Big Spender
Tom Ashbrook	4	14,595.62	Big Spender
Adrian Barton	10	14,473.57	Frequent Buyer & Big Spender
Ken Lonsdale	12	14,175.23	Frequent Buyer & Big Spender
Total	4916	2,252,607.41	

Total Sales and AOV by Segment



Data from 2015-2018.
Methodology applicable to modern business