

# E-Commerce: Segment-Wise Analysis

Segment3 of 4

Total Sales155400₹

Month6 of 12

Total Profit44220₹

Ship Mode2 of 3

Average Profit2010₹



Top 5 States in terms of Profit

States	Profit
Uttar Pradesh	7210
Tamil Nadu	6740
West Bengal	6090
Karnataka	4240
Punjab	3920



Top 10 Sub-Category in terms of Profit

Sub-Category	Profit
Tablets	3600
External Hard Dr	3450
Tape Dispensers	3120
Wardrobes	2850
Jackets	2800
GPS Devices	2640
Trousers	2600
Sofas	2550
Benches	2500
Chairs	2400

## E-commerce: Sales-Head Performance Analysis

Sales Head 1 of 4 Month 6 of 12 Category All

Total Sales  
127900



Total Profit  
28910



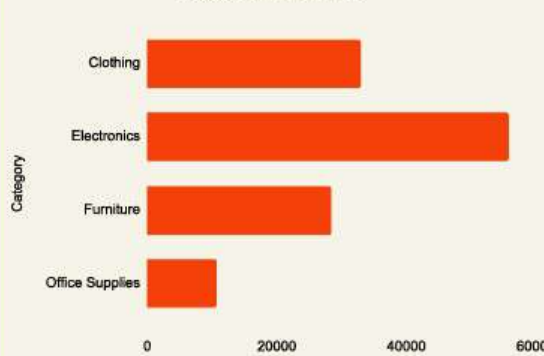
Avg Sales  
7994



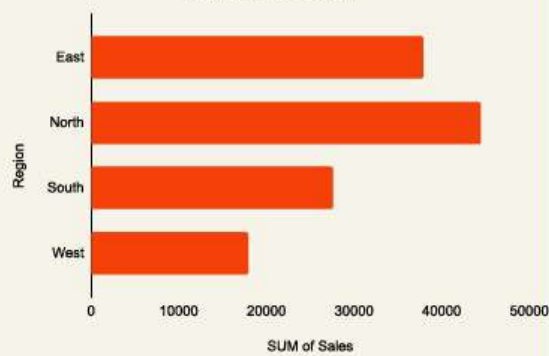
Monthly Sales



Category wise Sales



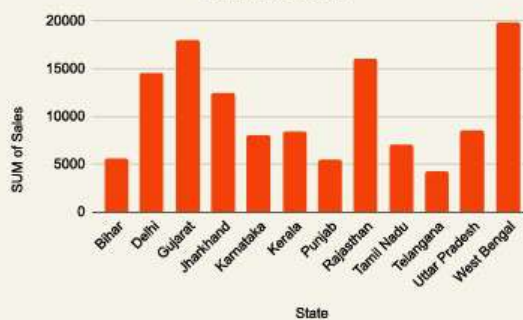
Region Wise Sales



Top 10 Cities in terms of profit

City Name	Profit
Ahmedabad	3600
Kolkata	3600
Jaipur	3200
Coimbatore	2800
Howrah	2640
Agra	2550
Bengaluru	2400
Ranchi	2160
Jalandhar	1960
Ramagundam	1520

State wise Sales



Top 10 Products in terms of sales

Product Name	Sales
Tablet	18000
DSLR Camera	16000
Monitor	12500
Double Bed	12000
Sofa	8500
Office Chair	8000
GPS Device	7800
Overcoat	7800
Winter Jacket	7000
Jumpsuit	6700



Top 3 Salesperson in terms of Sales

Vikram Malhotra  
Ananya Kapoor  
Ishita Chatterjee

Ship Mode Wise Sales



Top 5 States in terms of Sales

West Bengal  
Gujarat  
Rajasthan  
Delhi  
Jharkhand

# E-Commerce: Product-Wise Sales

Category4 of 6

Month6 of 12

Region3 of 5

Total Sales₹

218300

Total Profit₹

37850

Avg Sales₹

10395



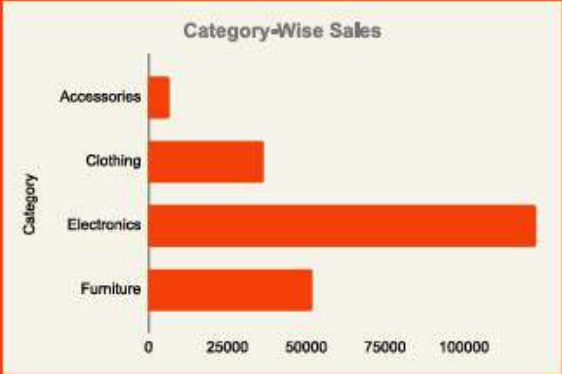
## Top 5 Sub-Category In Terms of Sales

- 1Cameras
- 2Drones
- 3Monitors
- 4Beds
- 5Gaming Consoles



## Top 5 Cities In Terms of Sales

- 1Jaipur
- 2Cuttack
- 3Ranchi
- 4Indore
- 5Kolkata



Top 10 Products In Terms of Sales

Product Name	Sales
LED TV	26000
Drone	25500
Monitor	22500
Double Bed	22000
Gaming Console	22000
Hard Drive	8500
Sofa	8500
Bench	8300
GPS Device	7800
Overcoat	7800



Top 10 Salesperson In Terms of Sales

Salesperson	Sales
Minal Sah	34800
Vikram Malhotra	33800
Saanvi Joshi	28000
Ayesha Dutta	25500
Riya Menon	24600
Aditya Patel	22000
Kamini Kaushal	8800
Rohan Reddy	8500
Ishita Chatterjee	7800
Kritika Singh	7800

# E-Commerce: Sales Head-Wise Analysis

Sales Head2 of 4

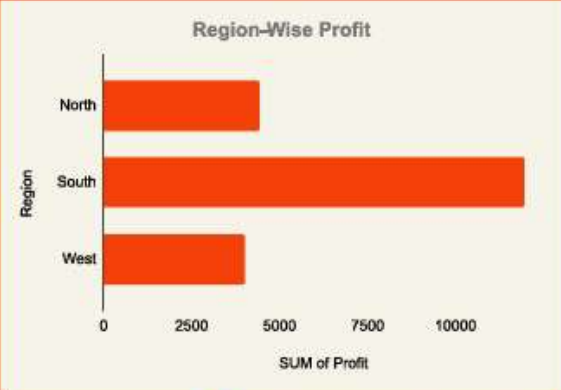
Month5 of 12

Region3 of 5

Total Sales88600₹

Total Profit20380₹

Avg Sales6815₹



## Top 10 Products in Terms of Profit

Product Name	Profit
Smart Watch	3000
Wardrobe	2850
Trousers	2600
Earphones	2490
Binder	2240
Coat Rack	1840
TV Stand	1760
Whiteboard	1320
Speakers	1000
Pillow	520



## Top 10 Salesperson in Terms of Profit

Salesperson	Profit
Sunny Sharma	5760
Niharika Iyer	3810
Tanvi Gupta	2850
Priya Mehta	2600
Kritika Singh	2240
Arnav Khanna	1840
Ayesha Dutta	830
Yogesh Kumar	450

Top 5 Sub-Category in Terms of Profit

- Mobile Phones
- Wardrobes
- Trousers
- Earphones
- Binders

Top 5 Cities in Terms of Profit

- Mumbai
- Bengaluru
- Chandigarh
- Hubballi-Dharwad
- Salem



## E-Commerce: Ship Mode-Wise Analysis

Ship Mode 2 of 3

Month 9 of 12

Total Sales ₹  
372700

Total Profit ₹  
77970

Avg Sales ₹  
7930



Top 3 Categories in Terms of Sales

- 1 Electronics
- 2 Furniture
- 3 Clothing



Top 5 Cities in Terms of Sales

- 1 Bengaluru
- 2 Kolkata
- 3 Ahmedabad
- 4 Mumbai
- 5 Cuttack



### Top 10 Products in Terms of Profit

Product Name	Profit
Printer	4800
Tablet	3600
Hard Drive	3450
Tape Dispenser	3120
Party Dress	3000
Wardrobe	2850
Winter Jacket	2800
Ruler	2680
GPS Device	2640
Trousers	2600

### Region-Wise Sales



### Top 10 Salesperson in Terms of Profit

Salesperson	Profit
Riya Menon	9070
Priya Mehta	8800
Sunny Sharma	6960
Vikram Malhotra	6510
Kamini Kaushal	6420
Niharika Iyer	6020
Minal Sah	4860
Arnav Khanna	4520
Rohan Reddy	4350
Saanvi Joshi	3840

# E-Commerce: Region-Wise Analysis

Region 2 of 5

Month 6 of 12

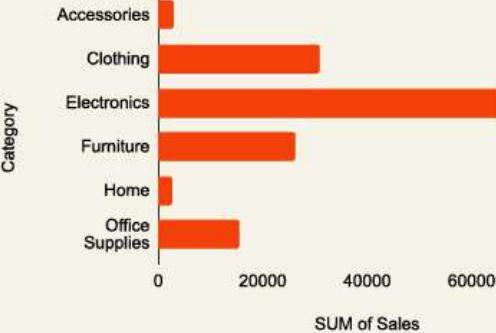
Ship Mode All

Total Sales 144500 ₹

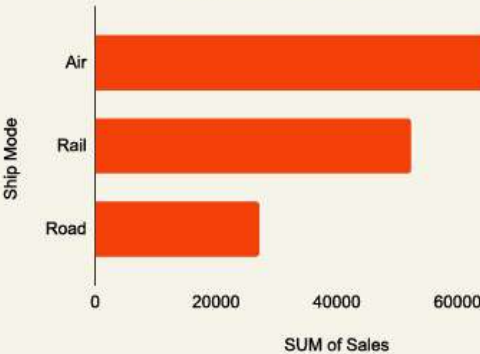
Total Profit 36590 ₹

Average Sales 7605 ₹

Category-wise sales



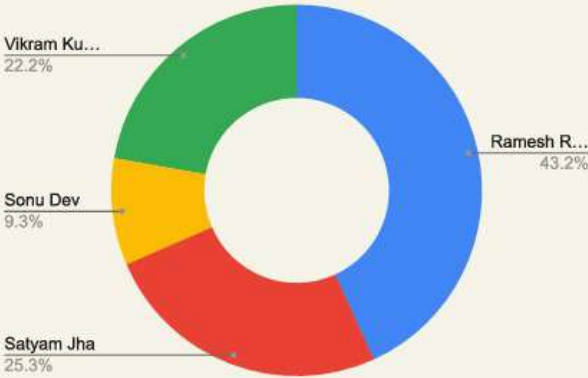
Ship Mode-wise Sales



Top 5 States in terms of sales

State	Sales
Maharashtra	32400
Rajasthan	28100
Uttar Pradesh	27600
Delhi	19500
Punjab	18900

Sales head-wise sales



Top 10 Salesperson in terms of sales

Salesperson	Sales
Vikram Malhotra	34000
Pranav Sharma	20000
Riya Menon	16100
Arjun Singhania	12200
Ananya Kapoor	12100
Tanvi Gupta	9500
Rohan Reddy	8500
Diya Sharma	8200
Ishita Chatterjee	7800
Niharika Iyer	7000