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Product performance

E-commerce Sales & Customer Insight Dashboard

An analytical summary of sales performance, customer behavior, and product trends to drive better business decisions.



Report created by Siya Mishra

B.TECH in AI & ML, GGSIPU (2022–2026)

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SALES OVERVIEW

SalesAmount
\$16K

TotalOrders
451

TotalCustomers
94.0

AvgOrderValue
\$36.1

TotalUniqueProducts
304

Profit by Product

Product	Profit
POSTAGE	650
REGENCY C...	380
PACK OF 6 ...	150
ROUND SN...	120
EDWARDIA...	100
RABBIT NIG...	80
WHITE ROC...	70
RED RETRO...	60
SET OF 4 P...	60
STRAWBER...	60
SET OF 5 P...	60
COLOURIN...	60
JAM MAKI...	60
HAND WAR...	60
BELLE JAR...	60
6 RIBBONS ...	60
PACK 3 BO...	60
RED TOADS...	60
RED ROCKI...	60

SalesAmount by ProductName

ProductName	SalesAmount	Percentage
POSTAGE	\$2K	47.3%
Cake Stand	\$1K	27.77%
PACK OF 6 BIRDY ...	\$0K	10.29%
ROUND SNACK BO...	\$0K	8.29%
EDWARDIAN PARA...	\$0K	6.39%

CustomerType

☐ New

☐ Returning

Country

☐ Australia

☐ Austria

☐ Bahrain

☐ Belgium

☐ Brazil

☐ Canada

☐ Channel Islands

☐ Cyprus

☐ Czech Republic

☐ Denmark

☐ EIRE

☐ European Commun...

☐ Finland

☐ France

☒ Germany

☐ Greece

SalesAmount by Quarter

Quarter	SalesAmount
Qtr 1	\$2.8K
Qtr 2	\$3.0K
Qtr 3	\$3.8K
Qtr 4	\$6.5K

SalesAmount by Country

Microsoft Bing Atlantic Ocean © 2025 TomTom, © 2025 Microsoft Corporation, © OpenStreetMap

OrderMonthDate

12/1/2010

12/1/2011

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TIME AND CUSTOMER INSIGHTS



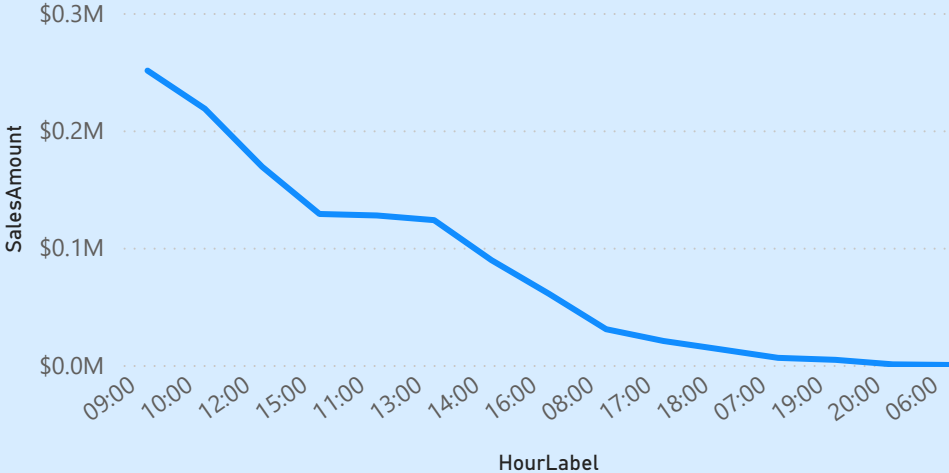
OrderMonthDate

12/1/2010

12/1/2011



SalesAmount by HourLabel

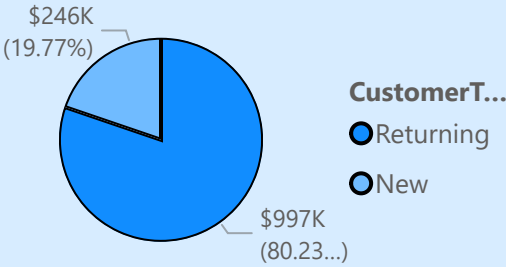


CustomerID	SalesAmount	Sum of Quantity	TotalOrders
14646	\$19,045	11886	74
16029	\$24,385	8143	63
18102	\$42,054	9058	60
16013	\$17,895	8036	47
17450	\$26,769	9211	46
17949	\$29,520	19561	44
16333	\$14,419	14208	22
15098	\$39,917	121	3
16446	\$168,471	80996	2
12346	\$77,184	74215	1
Total	\$459,658	235435	362

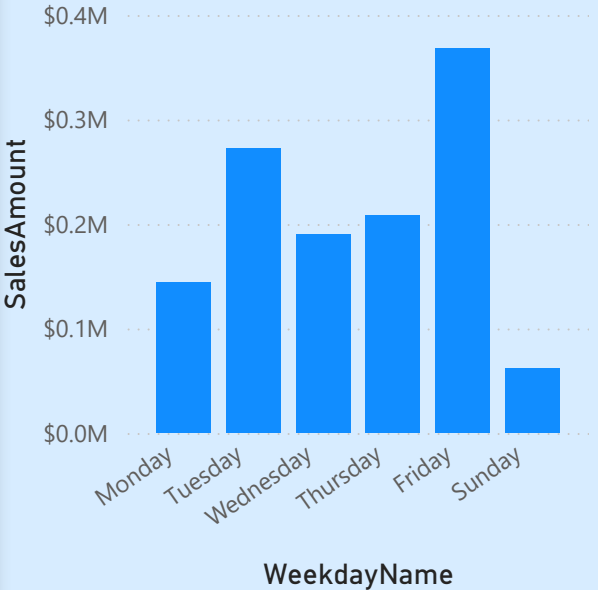
Country

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<input type="checkbox"/>	Austria
<input type="checkbox"/>	Bahrain
<input type="checkbox"/>	Belgium
<input type="checkbox"/>	Brazil
<input type="checkbox"/>	Canada
<input type="checkbox"/>	Channel Islands
<input type="checkbox"/>	Cyprus

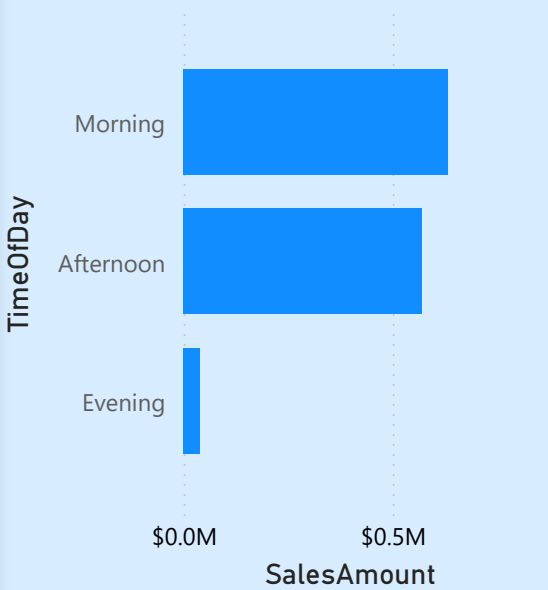
SalesAmount by CustomerType



SalesAmount by WeekdayName



SalesAmount by TimeOfDay



WeekdayName

<input type="checkbox"/>	Monday
<input type="checkbox"/>	Tuesday
<input type="checkbox"/>	Wednesday
<input type="checkbox"/>	Thursday
<input type="checkbox"/>	Friday
<input type="checkbox"/>	Sunday

TimeOfDay

<input type="checkbox"/>	Morning
<input type="checkbox"/>	Evening
<input type="checkbox"/>	Afternoon

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PRODUCT PERFORMANCE



Product

All

OrderMonthDate

12/1/2010

12/1/2011

Country

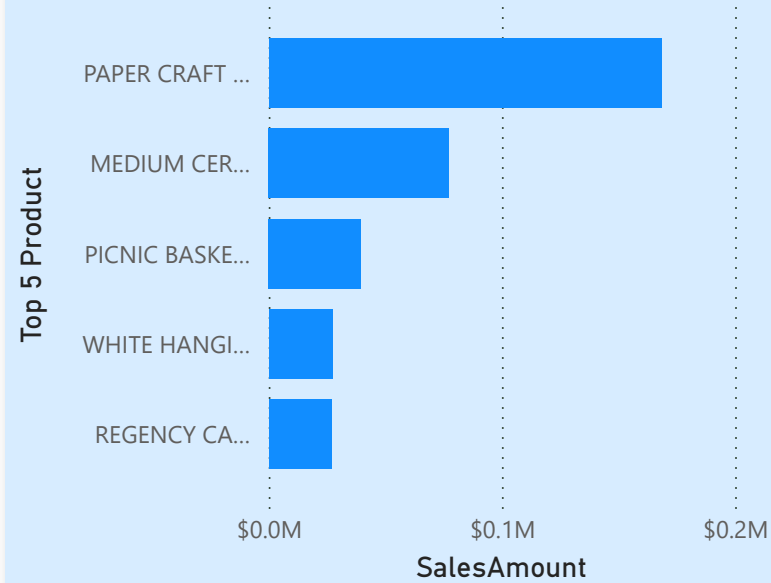
- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Channel Islands
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ EIRE
- ☐ European Com...
- ☐ Finland

Quantity

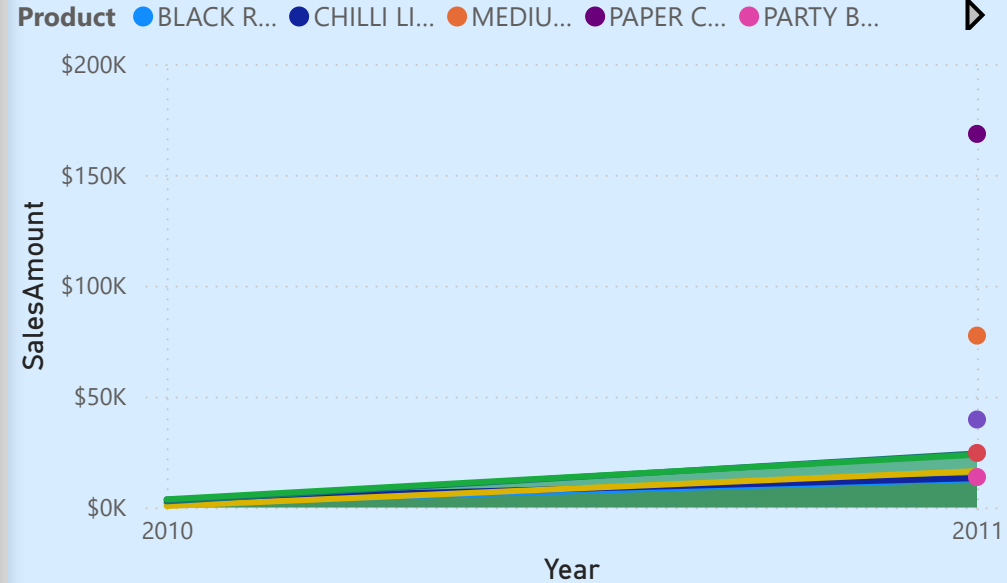
55

2880

SalesAmount by Top 5 Product



SalesAmount by Year and Product



Product	Sum of Quantity	SalesAmount	TotalOrders
PAPER CRAFT , LITTLE BIRDIE	80995	\$168,470	1
MEDIUM CERAMIC TOP STORAGE JAR	74488	\$77,474	9
RABBIT NIGHT LIGHT	13140	\$24,542	155
ASSTD DESIGN 3D PAPER STICKERS	12540	\$0	1
SMALL CHINESE STYLE SCISSOR	12005	\$3,842	10
POPCORN HOLDER	11072	\$8,021	35
WHITE HANGING HEART T-LIGHT HOLDER	10692	\$27,381	181
WORLD WAR 2 GLIDERS ASSTD DESIGNS	9552	\$2,062	21
Total	708813	\$1,243,230	18417

Sum of Quantity by Product

