

E-COMMERCE BUSINESS DASHBOARD

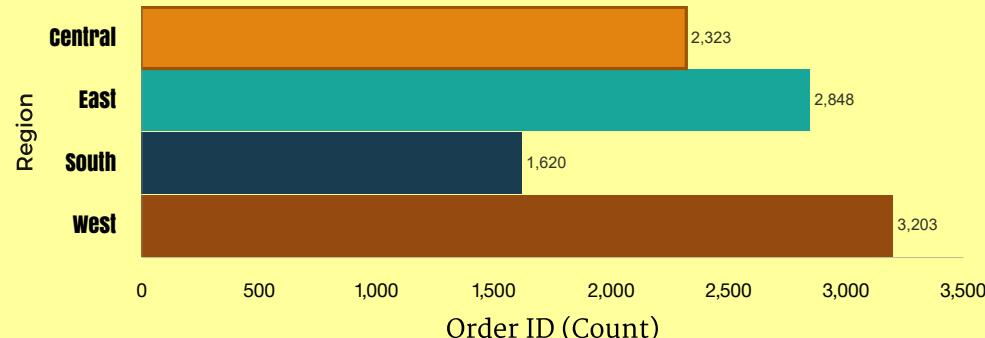


TIME TO ANALYSE THE GROWTH OF THE COMPANY AND DEMANDS OF CUSTOMERS



Region that accounts for greater number of orders.

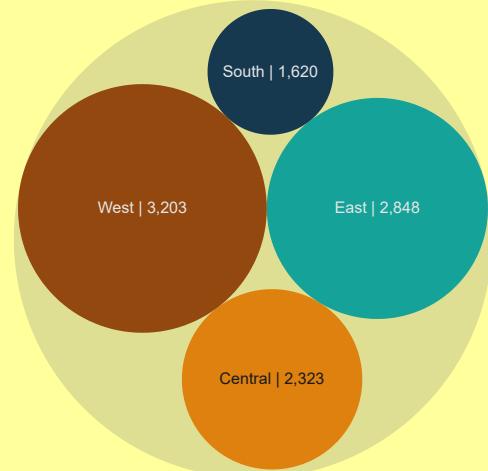
Region Vs Orders



Order ID (Count)



Region hierarchy sized by Orders



Regions sized based on the Maximum no of Orders

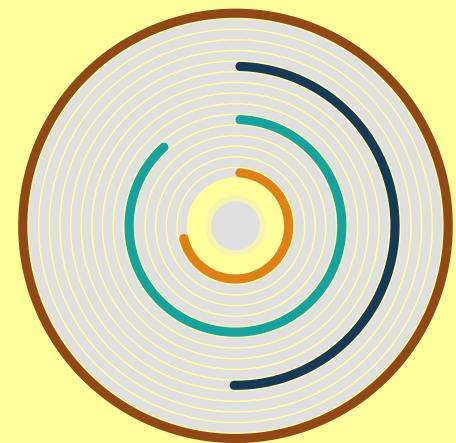


West East

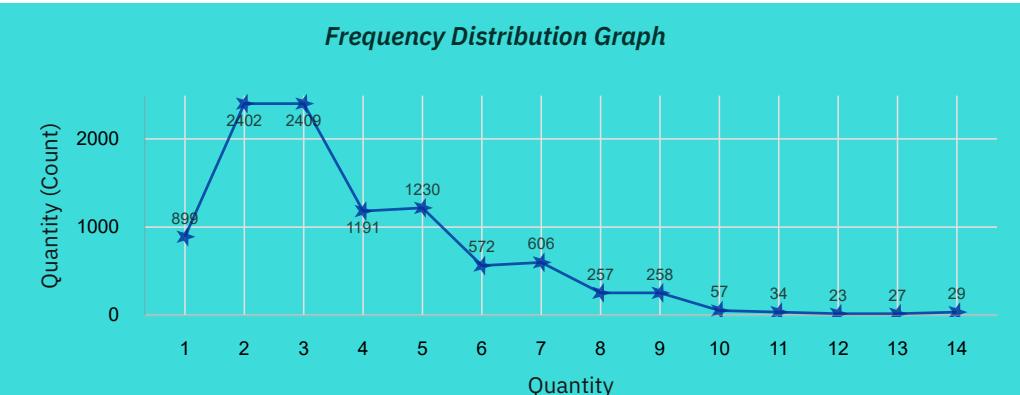
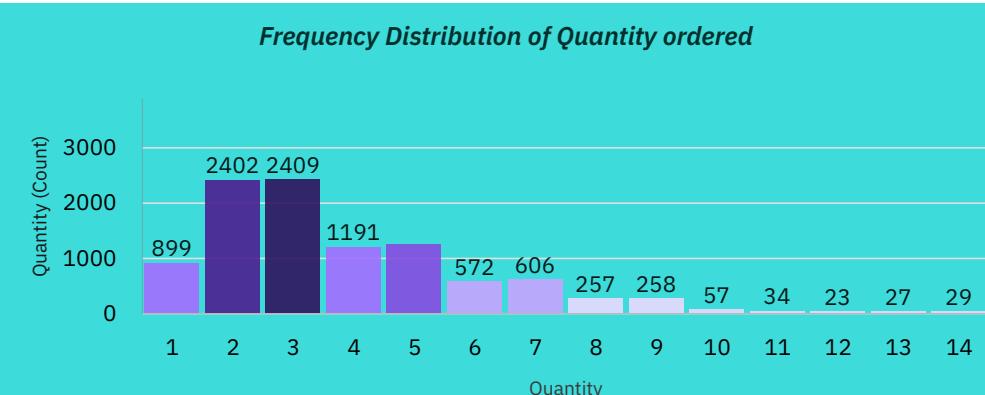
Central South



Region Vs Orders



Frequency Distribution of Quantity ordered



Frequency Distribution table for Quantity ordered

	Quantity
1	899
2	2402
3	2409
4	1191
5	1230
6	572
7	606
8	257
9	258
10	57
11	34

Quantity (Count)

23 2409

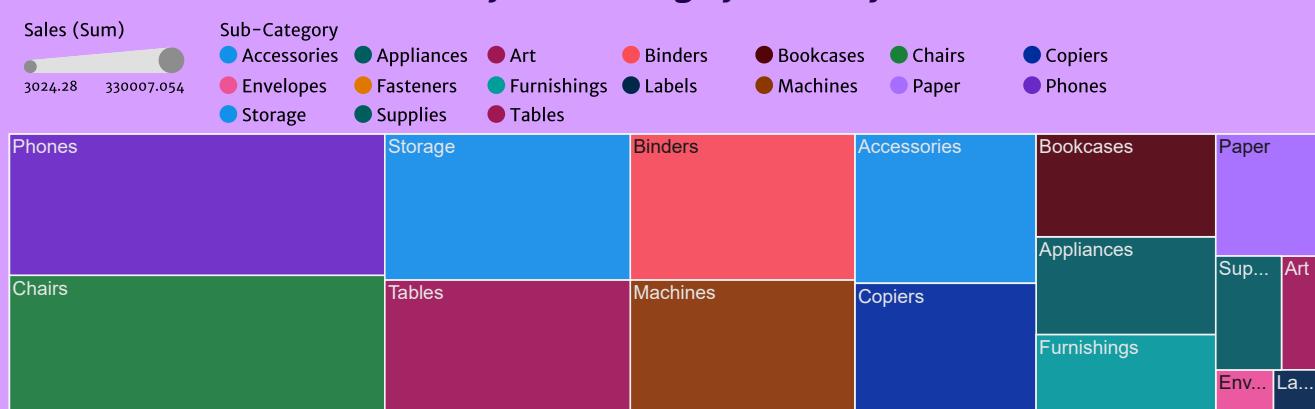
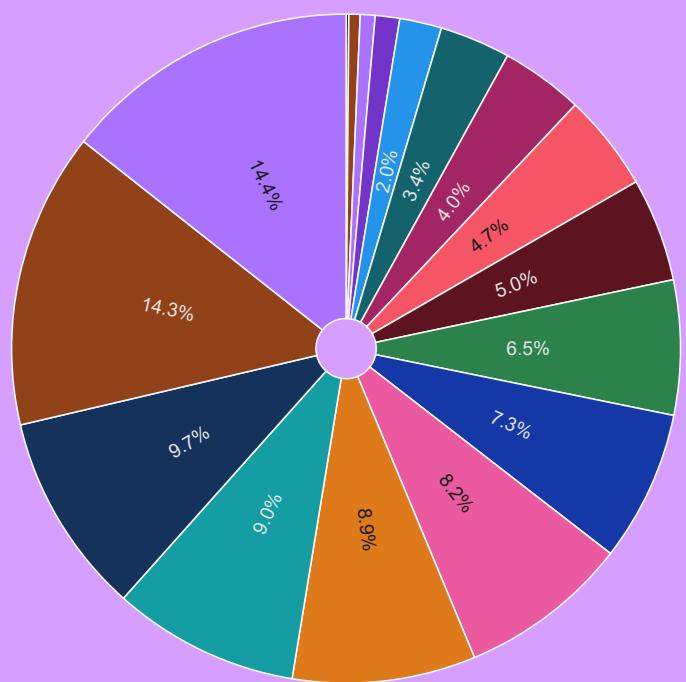
Quantity

1 2 3 4 5 6 7 8 9 10 11 12 13 14

Quantity hierarchy

Percentage Sales by Different Product categories

Category - Sub-Category	
● Office Supplies Fasteners	● Office Supplies Labels
● Office Supplies Envelopes	● Office Supplies Art
● Office Supplies Supplies	● Office Supplies Paper
● Furniture Furnishings	● Office Supplies Appliances
● Furniture Bookcases	● Technology Copiers
● Technology Accessories	● Technology Machines
● Office Supplies Binders	● Furniture Tables
● Office Supplies Storage	● Furniture Chairs
● Technology Phones	



Sub-Category and Sales

1

Sales ▼	Sub-Category
330007.054	Phones
328449.103	Chairs
223843.608	Storage
206965.532	Tables
203412.733	Binders

2



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Sales Top 5

Widget 2

Sales Between 199,028.28 and 330,007.054

Sub-Category Top 5 by Sales

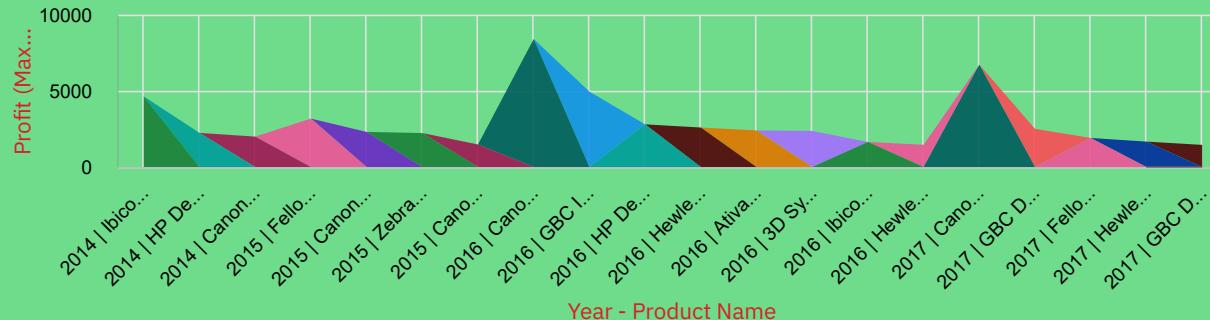


Profitable products and sub-products in last few years

Profitable Products over few years

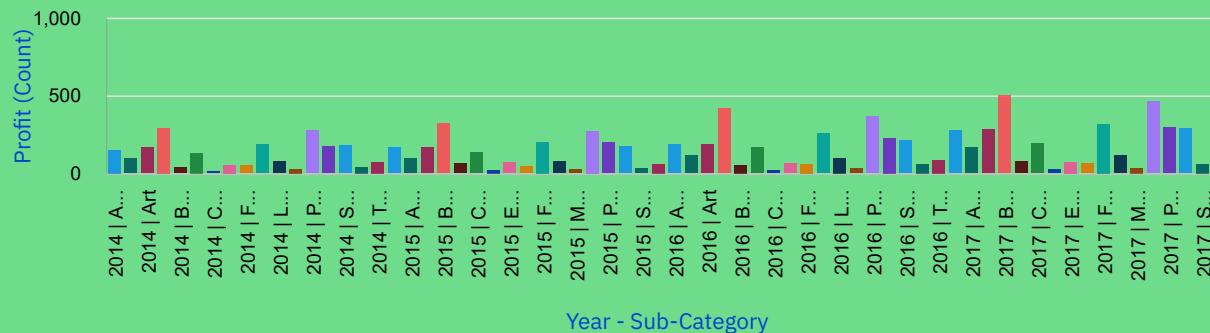
Product Name

- Ibico EPK-21 Electric Binding...
- Fellowes PB500 Electric Punc...
- Canon PC940 Copier
- HP Designjet T520 Inkjet Larg...
- Canon PC1060 Personal Laser ...
- Canon imageCLASS 2200 Adv...
- Canon imageCLASS MF7460 M...
- Zebra ZM400 Thermal Label P...
- GBC Ibimaster 500 Manual Pr...

**Profitable Sub-Products over few years**

Sub-Category

Accessories	Appliances	Art	Binders	Bookcases	Chairs	Copiers
Envelopes	Fasteners	Furnishings	Labels	Machines	Paper	Phones
Storage	Supplies	Tables				

**Table for Profitable product in last few years**

Year ▲	Product Name	Profit
2014	Ibico EPK-21 Electr...	4630.476
2015	Fellowes PB500 Ele...	3177.475
2016	Canon imageCLASS...	8399.976
	GBC Ibimaster 500 ...	4946.37
2017	Canon imageCLASS...	6719.981

Table for Profitable Sub-product in last few years

Year	Sub-Category	Profit
2014	Binders	290
2015	Binders	318
2016	Binders	415
2017	Binders	500
	Furnishings	316

3

1



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Profit Between 290 and 500

Sub-Category Includes: Binders, Furnishings

Widget 2

Profit Top 20

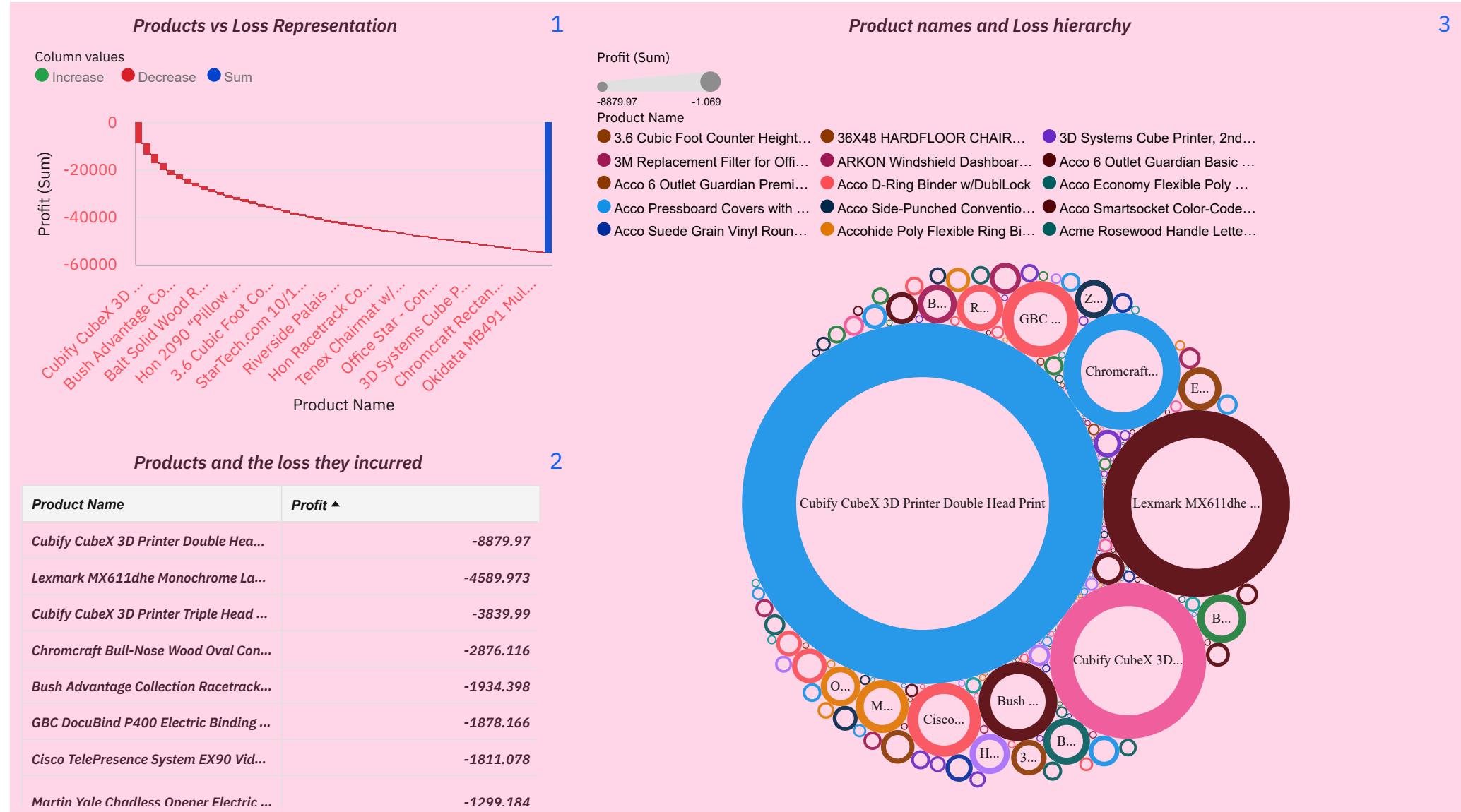
Widget 3

Year Includes: 2014, 2015, 2016, 2017

Profit Top 5



Products that incurred losses



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Profit Between -8,879.97 and 0.03

Profit Bottom 50

Widget 2

Profit Between -8,879.97 and -0.97

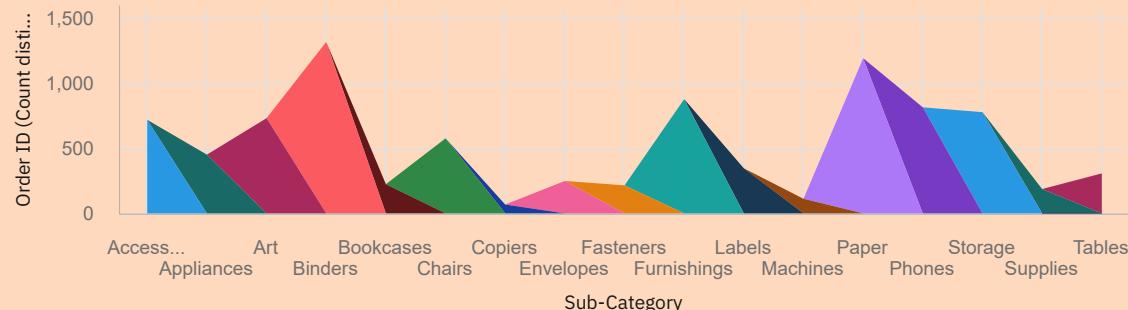
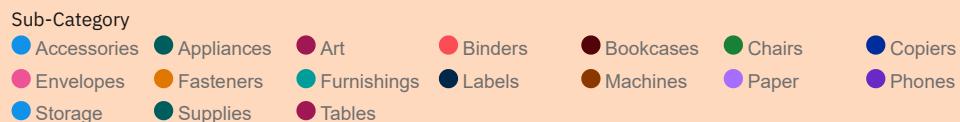
Widget 3

Profit Between -8,879.97 and -0.97

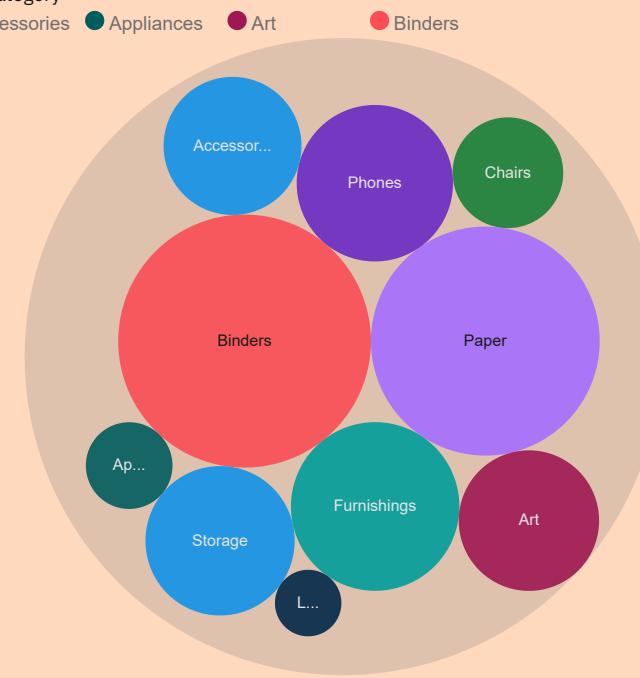
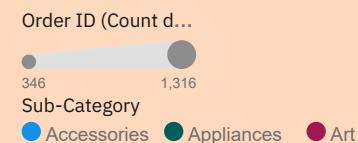


Product type ordered greater times

Products ordered greater times by sales

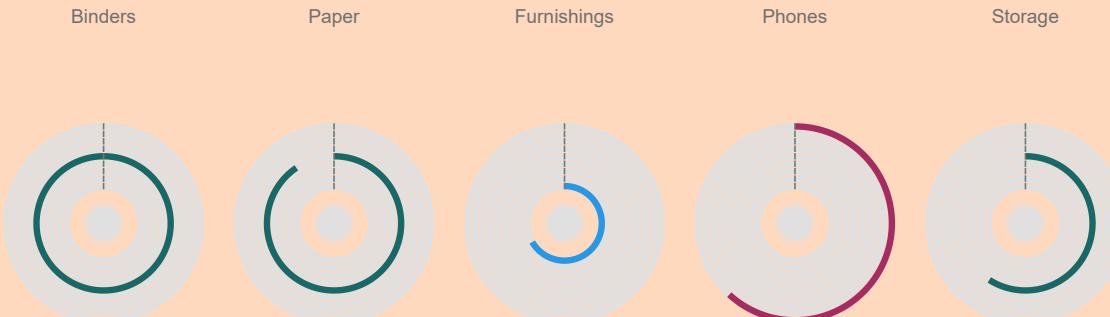


Top 10 Products Ordered



2

Order ID by Category colored by Category



1

Top five Sub Categories



3



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Sub-Category Includes: Binders, Paper, Furnishings, Phones, Storage

Widget 2

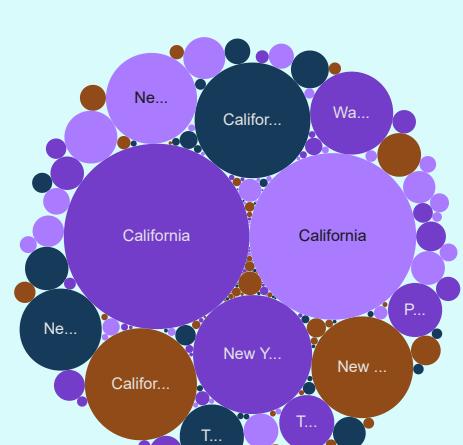
Order ID Top 10

Widget 3

Sales Between 200,886.28 and 330,007.054



Yearly Sales For Various States

Yearly Sales- State wise

Sales

2

14K

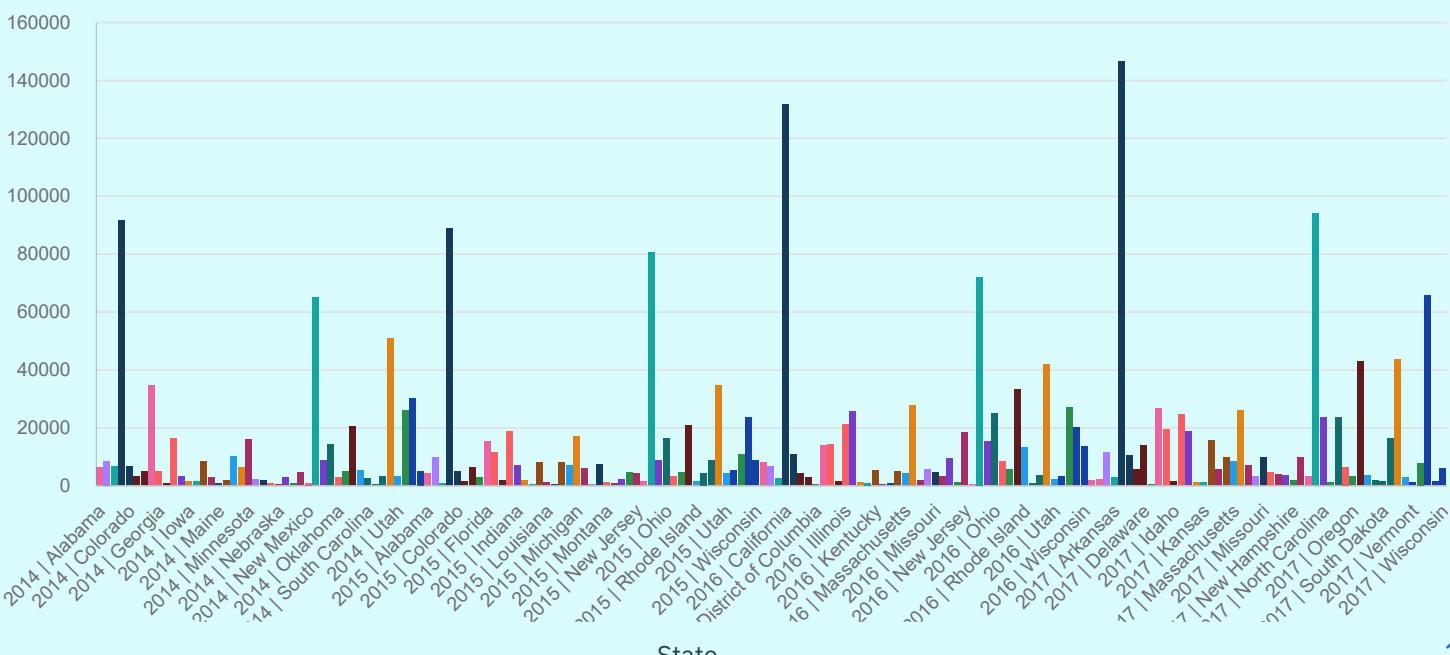
TOTAL SALES IN TOP 4 STATES

Different States and their Sales

State



Sales (Sum)



California

New York

Texas

Washington

1



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Sales Between 135,873.91 and 457,687.632

State Top 6 by Sales

Widget 2

State Includes: California, New York, Texas, Washington



Forecasting Future Sales

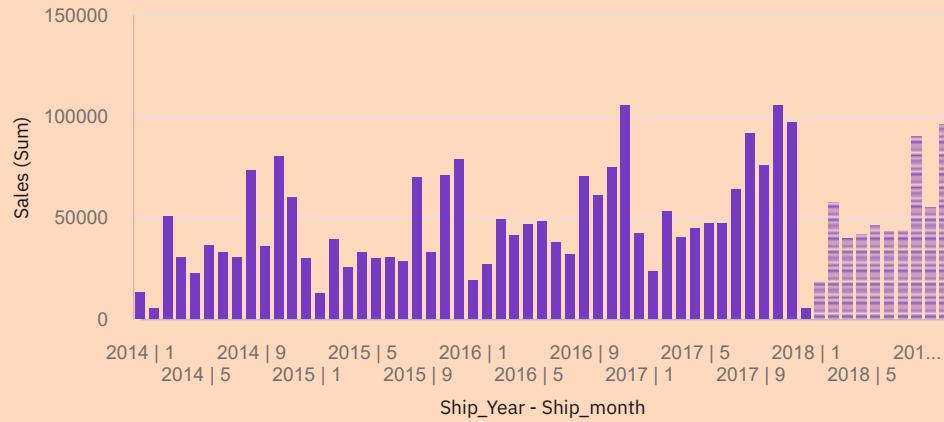
Forecasting Sales of 2019 based on previous years

.... Forecast



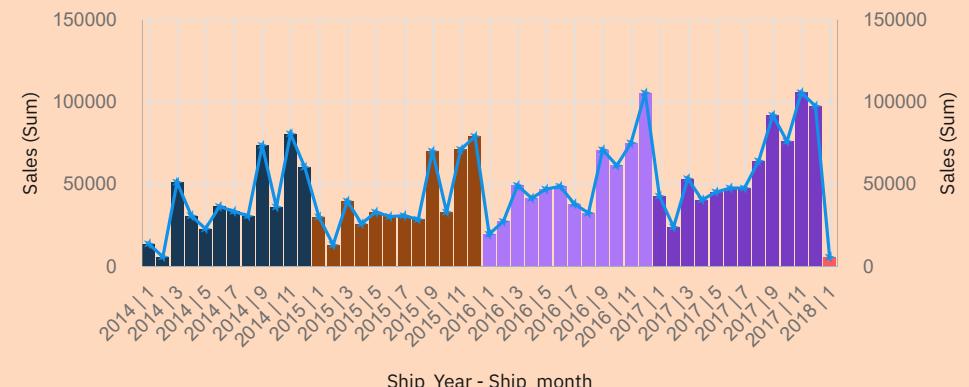
Sales by Ship_Year and Ship_month

≡ Forecast



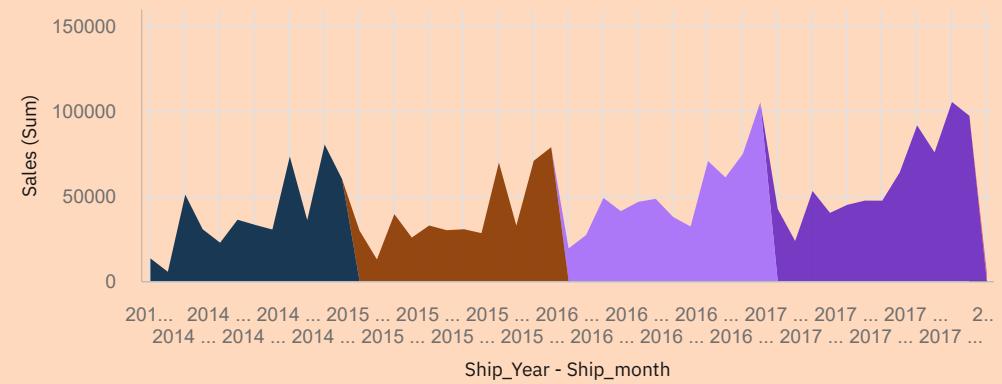
Ship_YearShip_month and Sales for Sales colored by Ship_Year

Ship_Year
● 2014 ● 2015 ● 2016 ● 2017 ● 2018
Line
★ Sales (Sum)



Sales by Ship_Year and Ship_month colored by Ship_Year

Ship_Year
● 2014 ● 2015 ● 2016 ● 2017 ● 2018

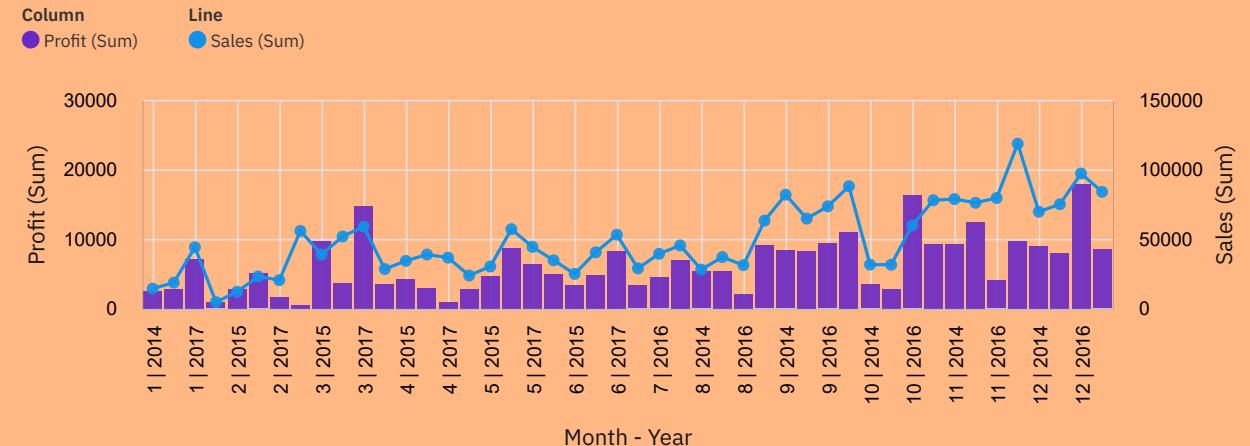


Trend in profit/sales

Profit and Sales Analysis by Year



Trend in Sales and Profit by Month and Year

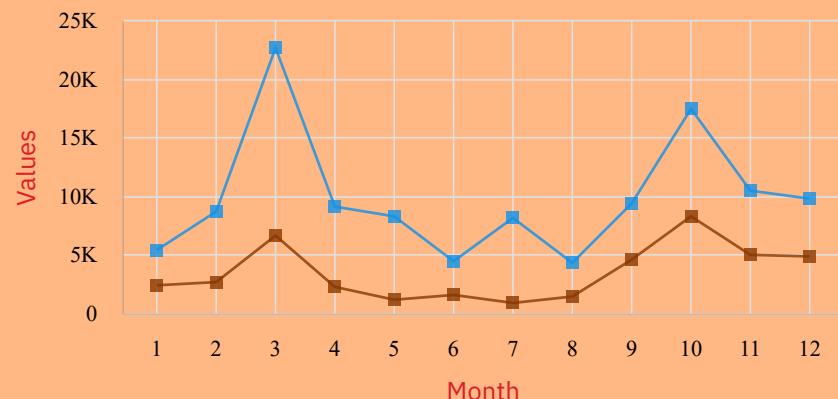


1

Profit and Sales Analysis by Month

Measures

- Profit
- Sales



Top Analysis in Profit and Sales over months and Year

Sales (Sum)

Profit (Sum)



2



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Profit Between 25.993 and 17,885.309

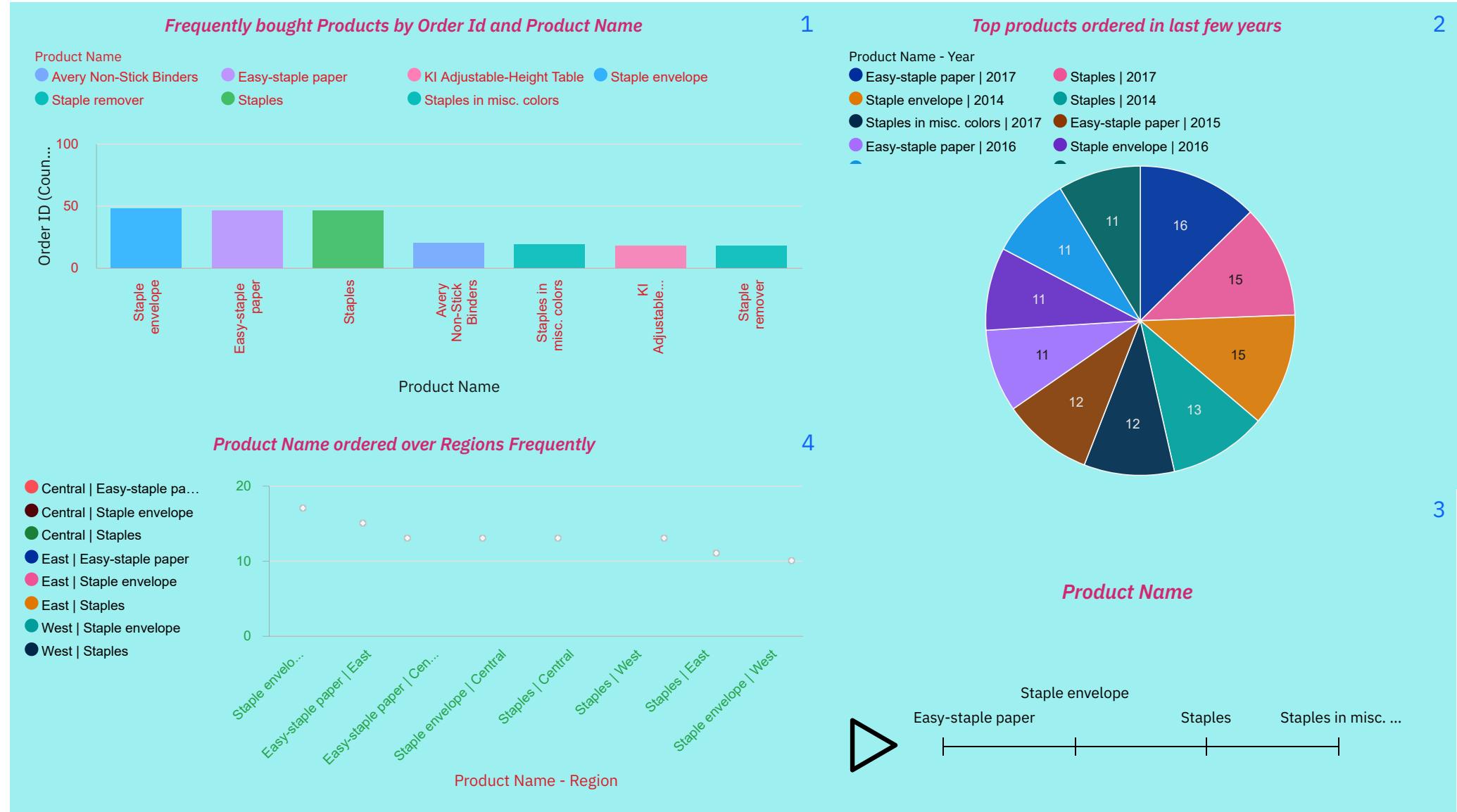
Widget 2

Profit Top 10

Sales Top 10



Frequently Ordered Products



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Order ID Top 5

Widget 2

Order ID Top 5

Widget 3

Product Name Includes: Easy-staple paper, Staple envelope, Staples, Staples in misc. colors

Year Includes: 2014, 2015, 2016, 2017

Widget 4

Order ID Top 5



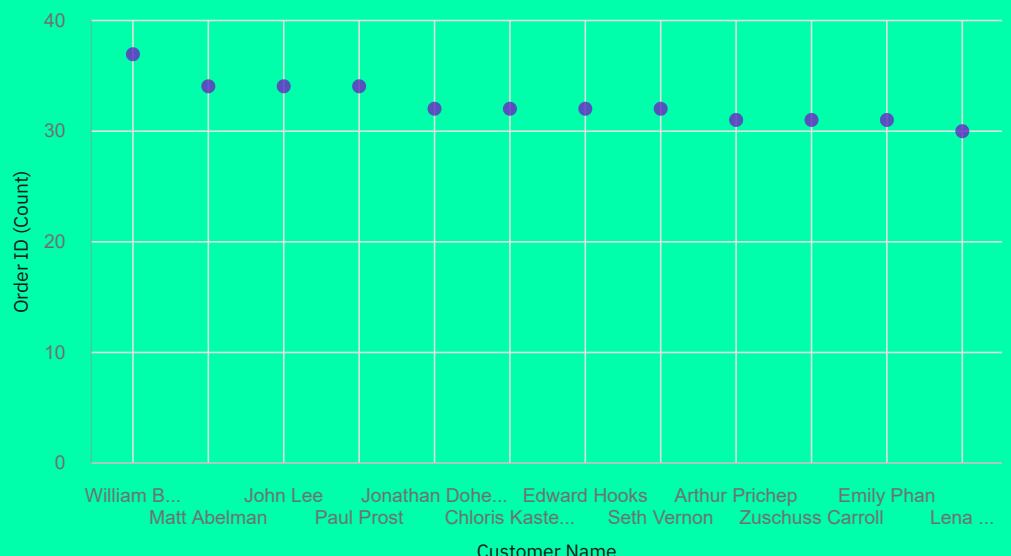
Frequently ordered customers

Frequently ordered Customers

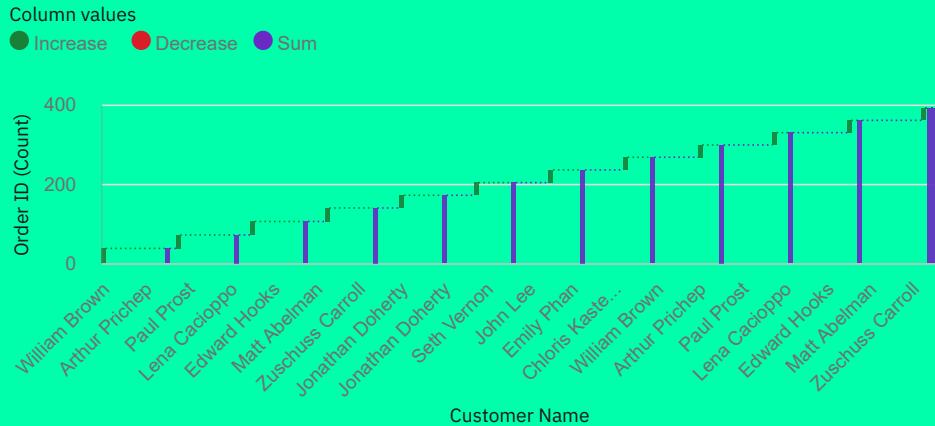
1

Top 5 Customers purchased frequently

2

Order ID by Customer Name

4

Customers ordered more number of times with sum

3



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Order ID Top 5

Widget 2

Order ID Top 5

Widget 3

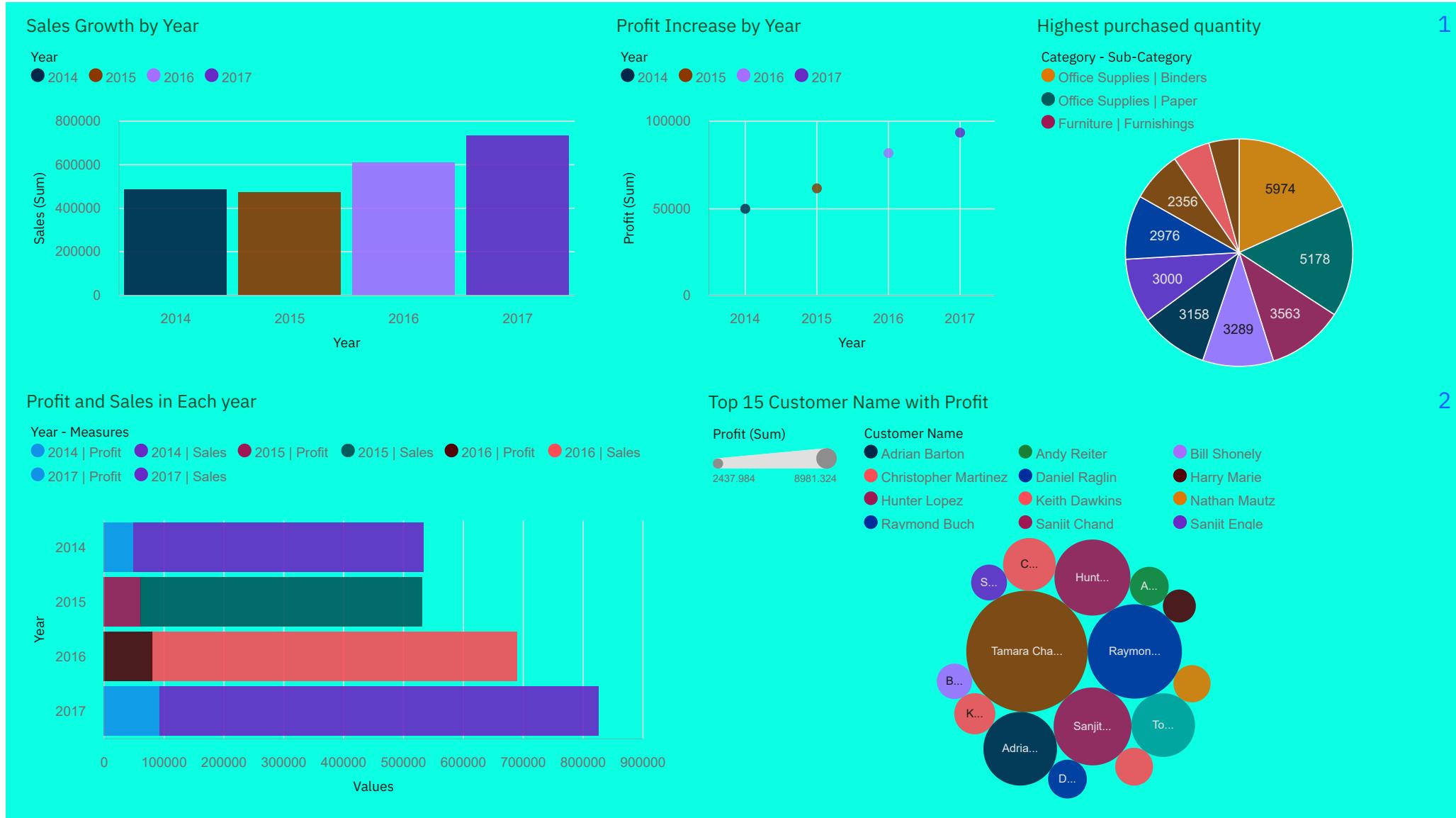
Order ID Top 5

Widget 4

Order ID Top 5



Growth of E-Commerce



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Quantity Top 10

Widget 2

Customer Name Top 15 by Profit

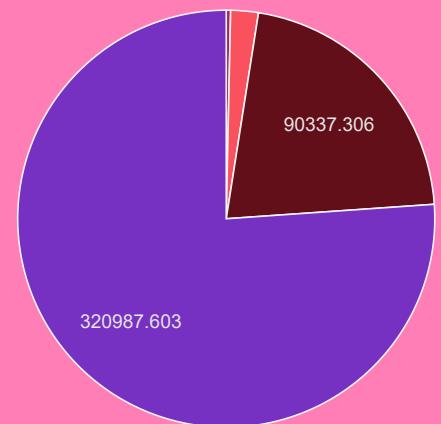
Profit Top 15



Profit and Loss based on Discount

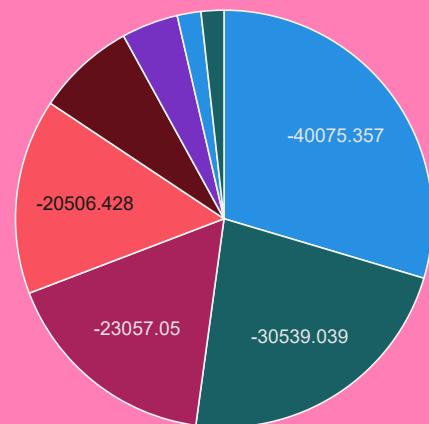
Profit by Discount

Discount
● 0.15 ● 0.1 ● 0.2 ● 0



Loss by Discount

Discount
● 0.7 ● 0.8 ● 0.4 ● 0.5 ● 0.3 ● 0.6 ● 0.45 ● 0.32



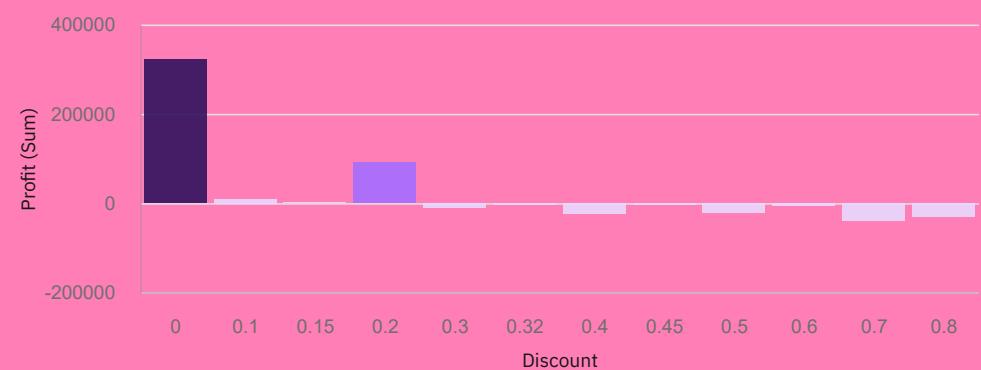
2 Profit and Loss based on Discount



Maximum profit and Loss through Discount

Profit (Sum)

-40075.357 320987.603



Discount



0 0.1 0.2 0.3 0.32 0.4 0.45 0.5 0.6 0.7 0.8



Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Profit Between 0.643 and 320,987.603

Widget 2

Profit Between -40,075.357 and -0.357



Segment with maximum orders

Segment-wise Sales

Segment
● Consumer ● Corporate ● Home Office

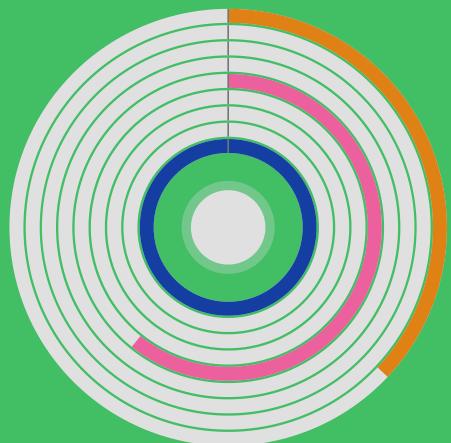


Table Representation

Segment	Sales
Consumer	1161401.345
Corporate	706146.367
Home Office	429653.149
Summary	2297200.86

Graphical Representation of sales based on Segment



Segment



Consumer

Corporate

Home Office

Maximum sales produced segment

Sales (Sum)
● 429653.149 ● 1161401.345

Segment
● Consumer ● Corporate ● Home Office

Consumer Corporate

