



Clear All

E-COMMERCE KPI ANALYSIS

Select all

2020

2021

2022

2023



Total Orders

51K



Total Orders CY 18K

Total Orders PY 14K

%Change (O) +27.05%

Total Sales

\$6.52M



Total Sales CY \$2.19M

Total Sales PY \$1.77M

%Change (S) +23.82%

Total Quantity

278K



Total Quantity CY 94K

Total Quantity PY 75K

%Change (Q) +24.21%

Total Profit

\$1.07M



Total Profit CY \$279.93K

Total Profit PY \$318.67K

%Change (P) -12.16%

Profit Margin

16.35%



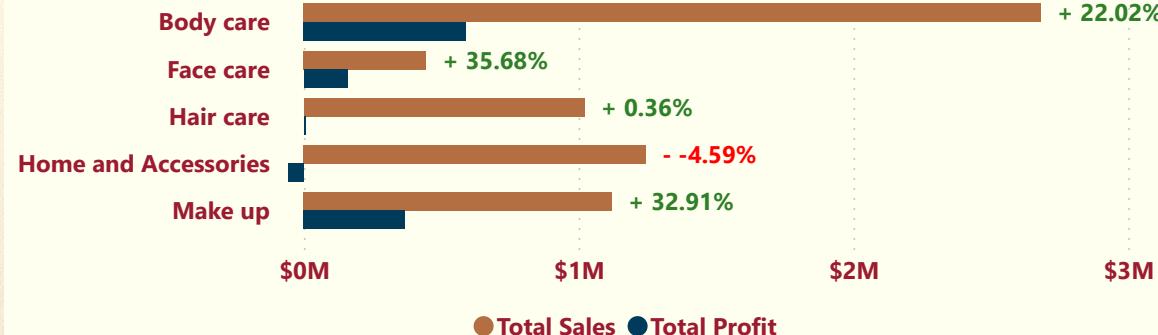
Profit Margin CY 12.77%

Profit Margin PY 18.00%

%Change (P.M) -29.06%

Sales & Profit by Category

The decreasing margin may be due to a shift towards lower-margin

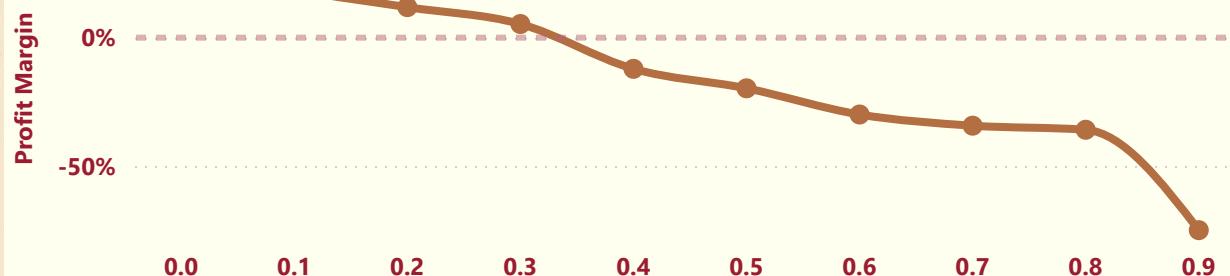


Total Sales by Month



Profit Margin by Discount (bins)

After a 5.32% discount, the profit margin drops significantly.



Top 10 Products by Profit

Product	Total Sales	Total Profit	Profit Margin	Profit Margin by Year
Emerald Crown Necklace	\$14,938	\$5,125	34.31%	34.31%
Gold Spectrum Anklet	\$27,004	\$5,943	22.01%	22.01%
Golden Feather Earrings	\$24,448	\$5,508	22.53%	22.53%
Golden Vine Bracelet	\$19,026	\$5,742	30.18%	30.18%
Herbal Essences Bio	\$67,640	\$9,090	13.44%	13.44%
Rose Gold Petal Studs	\$29,987	\$7,401	24.68%	24.68%
Silver Mirage Necklace	\$26,226	\$4,486	17.10%	17.10%
Sterling Crown Anklet	\$15,372	\$4,676	30.42%	30.42%



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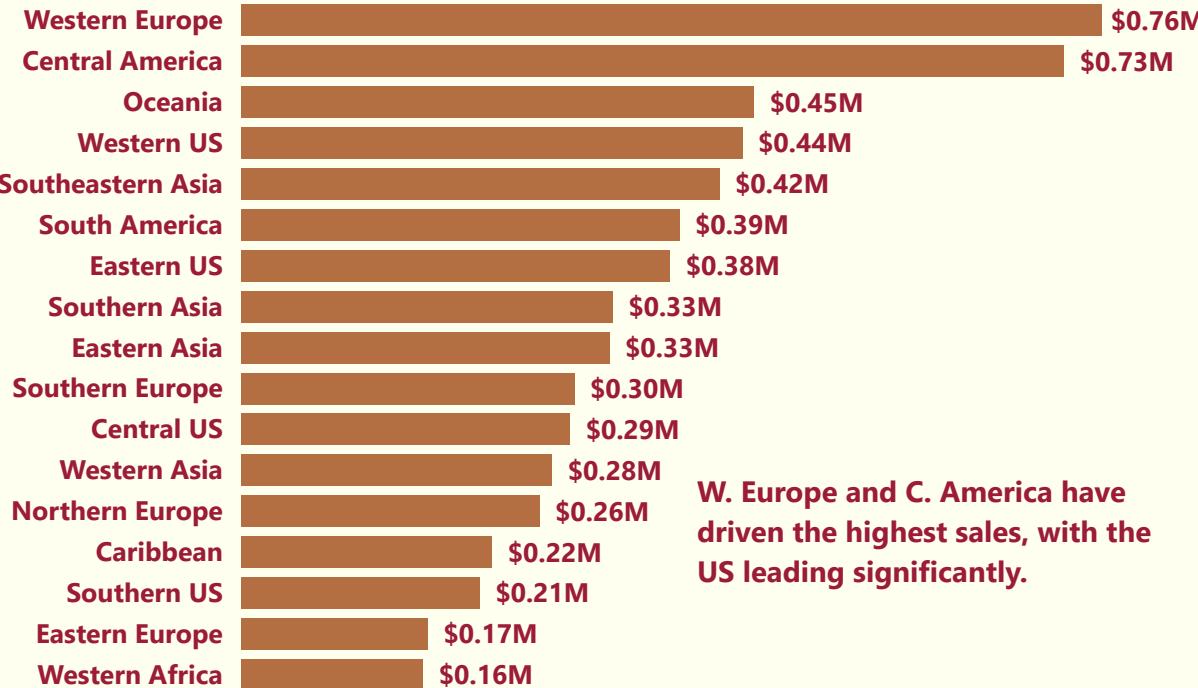
2021

2022

2023



Total Sales by Region



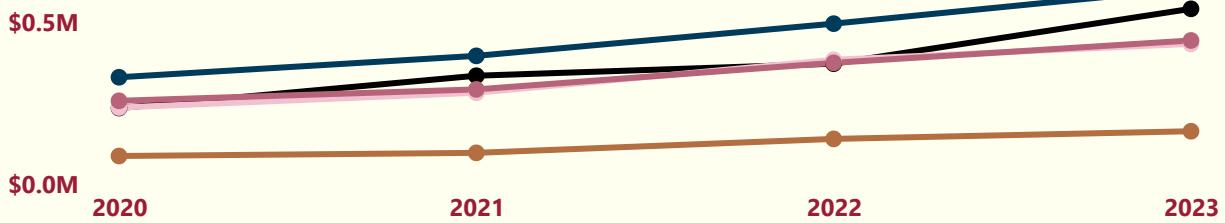
Total Sales by Region



Total Sales by Year & Market

● Africa ● Asia Pacific ● Europe ● LATAM ● USCA

Africa has the lowest sales, while the other three markets are close.



Top 10 countries contributing to maximum product

Country	Total Sales	Total Profit	Profit Margin	Profit Margin by Year
United Kingdom	\$198,645	\$48,035	24.18%	24.18% 23.85% 23.52% 23.18%
United States	\$1,326,577	\$207,879	15.67%	15.67% 15.85% 15.52% 15.18%
Uruguay	\$2,357	\$739	31.33%	31.33% 31.85% 31.52% 31.18%
Uzbekistan	\$4,468	\$876	19.60%	19.60% 20.85% 20.52% 20.18%
Venezuela	\$22,232	(\$2,487)	-11.19%	-11.19% -10.85% -10.52% -10.18%
Vietnam	\$25,236	\$990	3.92%	3.92% 4.85% 4.52% 4.18%
Western Sahara	\$64	\$19	29.22%	29.22% 30.85% 30.52% 30.18%
Yemen	\$2,653	(\$638)	-24.04%	-24.04% -23.85% -23.52% -23.18%
Zambia	\$9,998	\$3,803	38.04%	38.04% 37.85% 37.52% 37.18%



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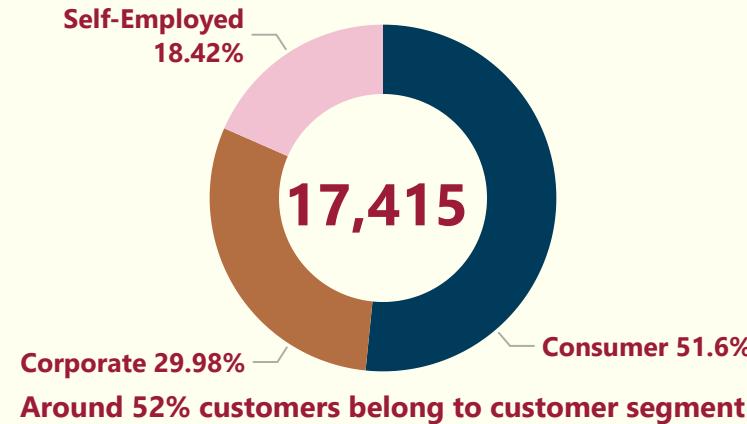
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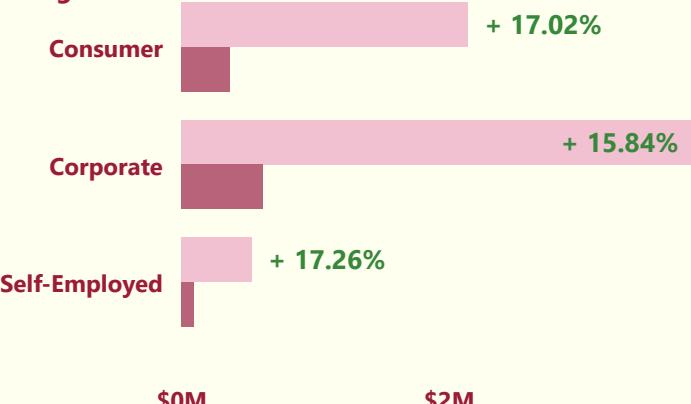


Total Customers by Segment



Total Sales and Total Profit by Segment

Corporates drive sales, but self-employed earn higher profit margins.



Total Customers by Country



Total Customers by Year



Total Customers by Sales

Customer ID	City	Country	Total Sales	Total Profit	Profit Margin
ZD-219251404	Los Angeles	United States	\$318.00	\$127.20	40.00%
ZD-219251404	San Francisco	United States	\$342.00	\$95.80	28.01%
ZD-219251408	Chattanooga	United States	\$70.00	(\$3.50)	-5.00%
ZD-219251408	Jacksonville	United States	\$66.00	(\$0.20)	-0.30%
ZD-2192518	Rondonópolis	Brazil	\$24.00	\$2.40	10.00%
ZD-2192527	Shijiazhuang	China	\$18.00	(\$3.60)	-20.00%
ZD-2192545	Marignane	France	\$72.00	(\$3.60)	-5.00%
ZD-2192545	Rouen	France	\$74.00	\$3.50	4.73%
ZD-2192548	Berlin	Germany	\$84.00	\$25.20	30.00%
ZD-2192548	Bremen	Germany	\$85.00	\$42.50	50.00%
ZD-2192548	Viersen	Germany	\$12.00	\$1.20	10.00%