

Ecommerce KPI Analysis - Overview

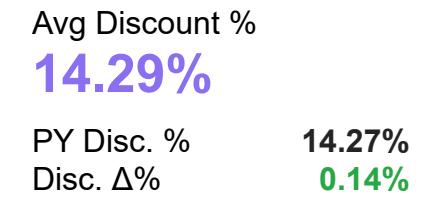
Select all

2020

2021

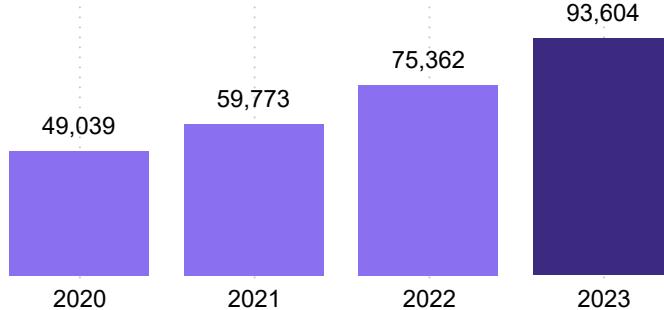
2022

2023



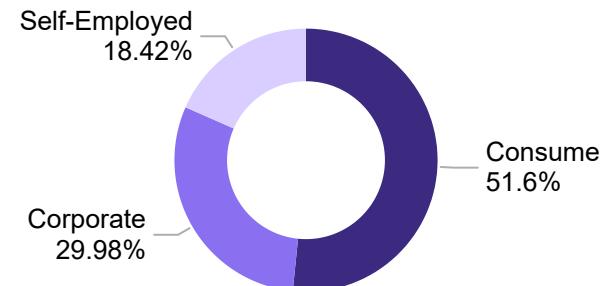
Quantity by Year

Year 2023 has the highest quantity



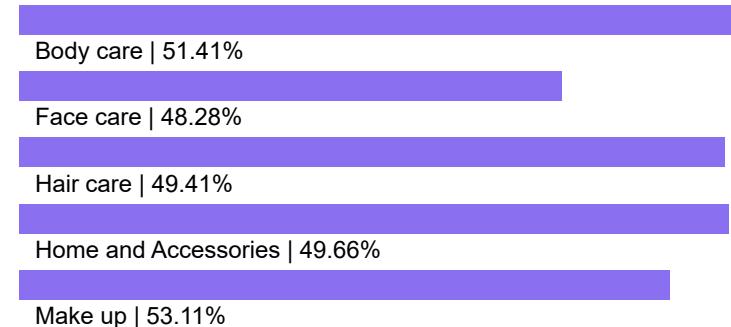
Customers by Segment

Majority of customers belong to the consumer segment



Average Discount by Product Category

Insight into discounts across categories



Total Sales

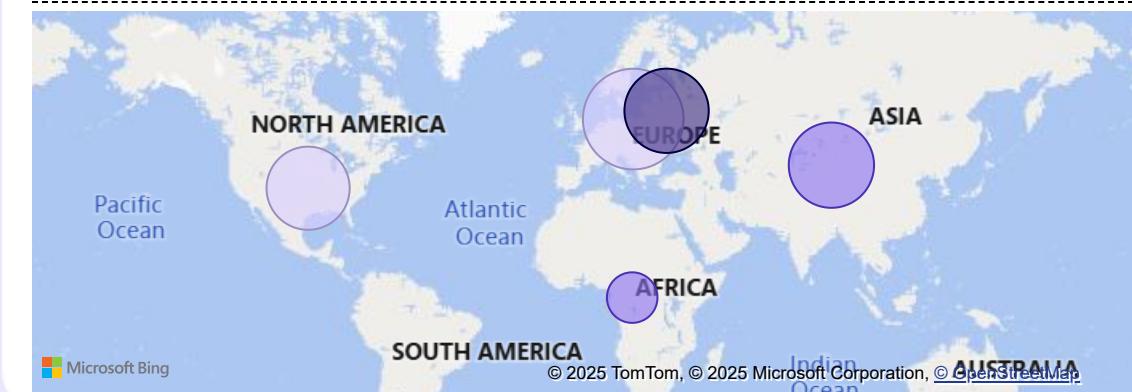
by Month Name

Sales Profit Quantity Orders



Profit distribution by Market

USCA tops the chart with 394K profit



Ecommerce KPI Analysis - Market

Select all

2020

2021

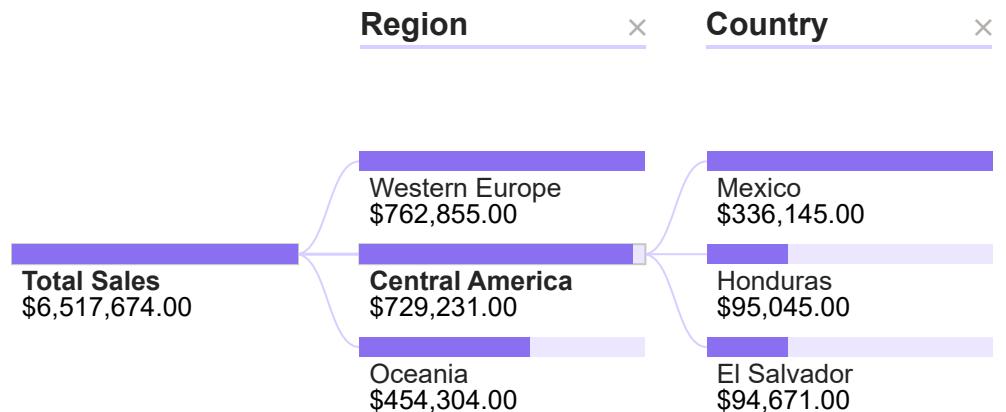
2022

2023



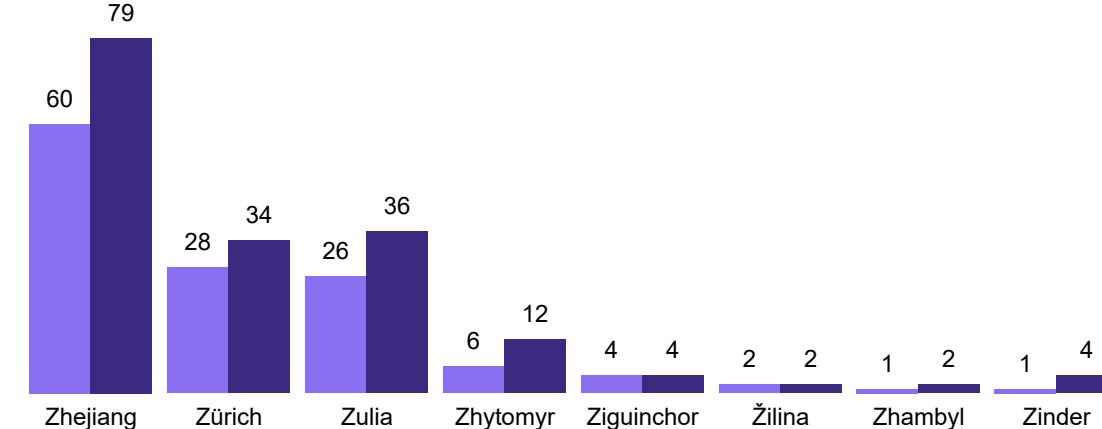
Total Sales by Region and Country

Interactive breakdown of market-level sales.



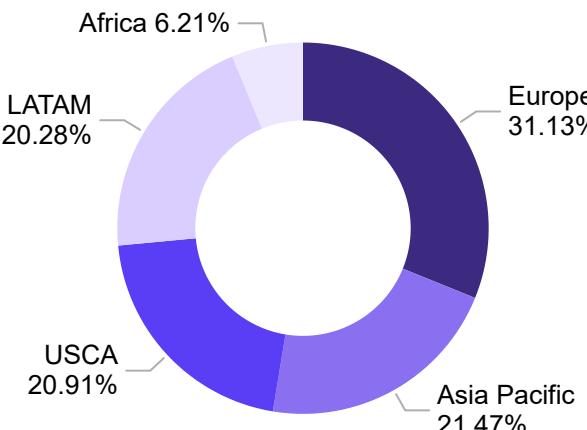
Orders by State

Track order changes across each state



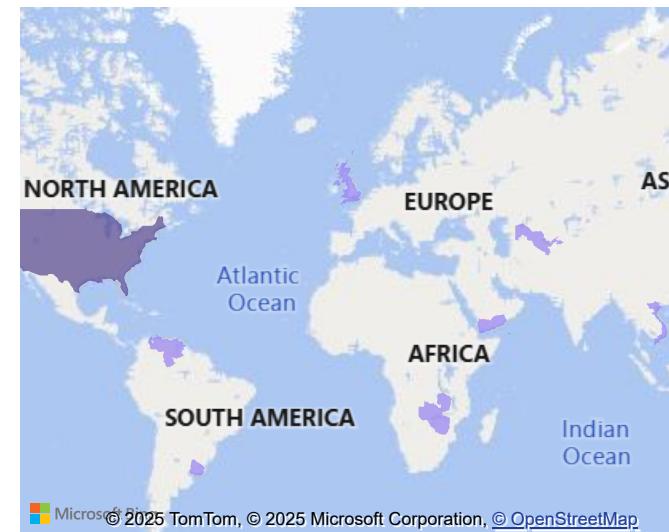
Most Profitable Markets

Highest profit comes from Europe 31.13%



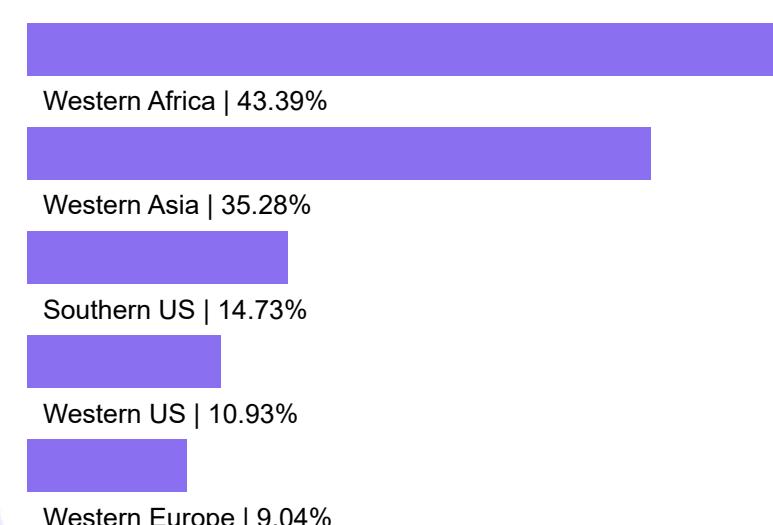
Quantity by Country

USA leads with 55,950 units ordered



Average Discount by Regions

Top 5 avg discounts across regions



Ecommerce KPI Analysis - S&C

Select all

2020

2021

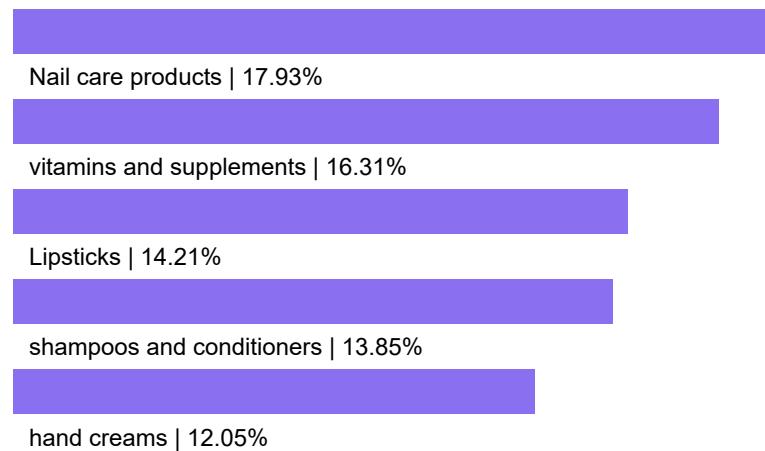
2022

2023



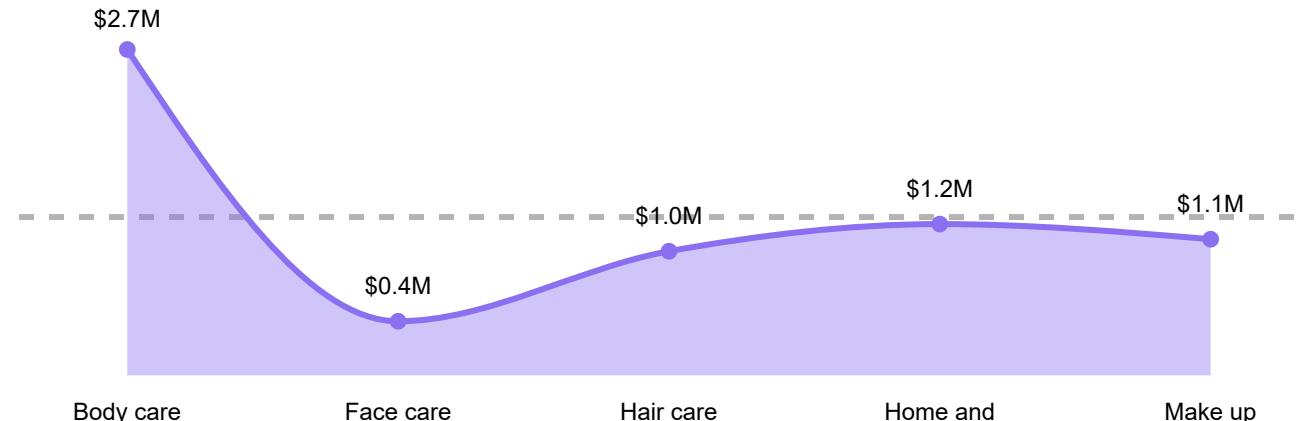
Average Discount by Subcategory

Shows the average discount applied across all product sub-categories



Sales by Category and Sub-Category

View sales trends by category, with drill-down to sub-category details



Quantity by Segment

Units ordered across all customer segments

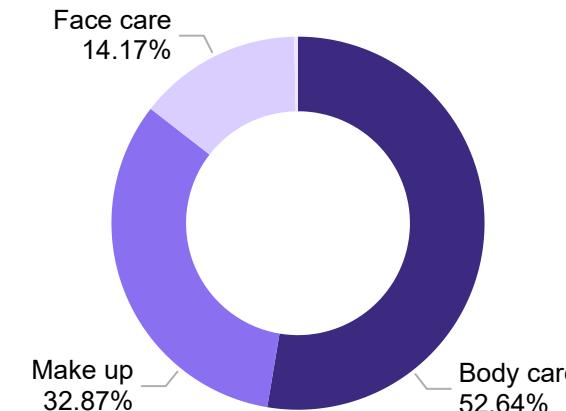


162K



Category Contribution

Share of sales across categories with drill-down.



Segment Performance

Click a segment to view category-level details



\$3,841K

