

# Ecommerce KPI Analysis - Overview

Select all

2020

2021

2022

2023

Sales

**\$6,517,674.00**

PY Sales

**\$4.33M**

Sales Δ%

**50.70%**

Profit

**\$1,065,413.65**

PY Profit

**\$785.48K**

Profit Δ%

**35.64%**

Orders

**51.29K**

PY Orders

**33.76K**

Orders Δ%

**51.93%**

Quantity

**278K**

PY Quantity

**184.17K**

Qty Δ%

**50.82%**

Avg Discount %

**14.29%**

PY Disc. %

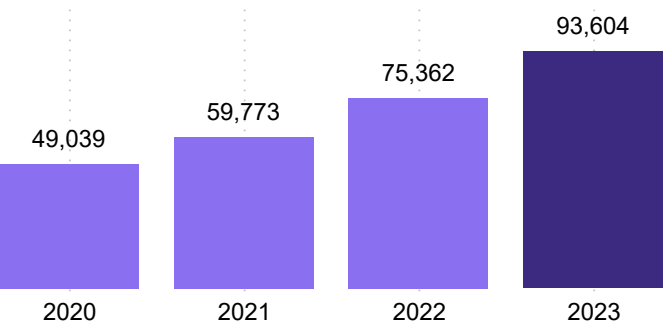
**14.27%**

Disc. Δ%

**0.14%**

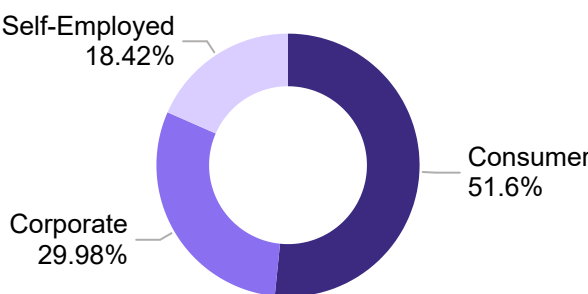
## Quantity by Year

Year 2023 has the highest quantity



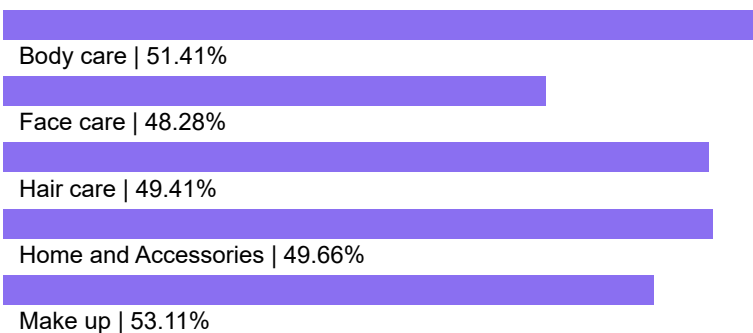
## Customers by Segment

Majority of customers belong to the consumer segment



## Average Discount by Product Category

Insight into discounts across categories



## Total Sales

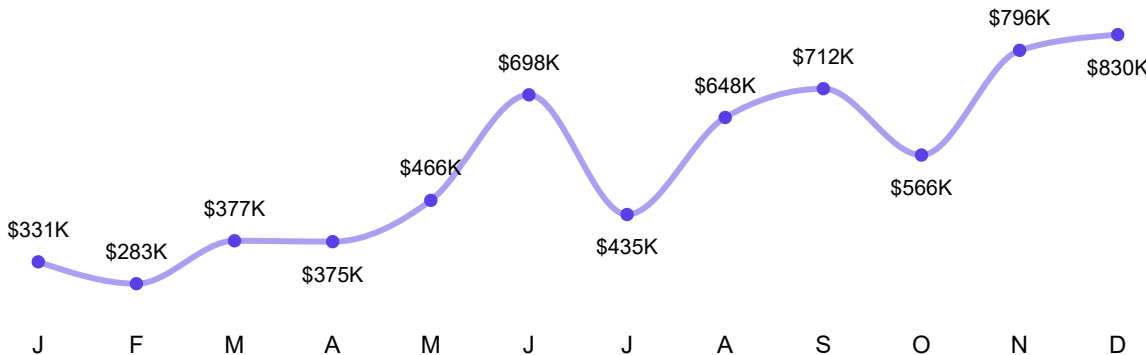
by Month Name

Sales

Profit

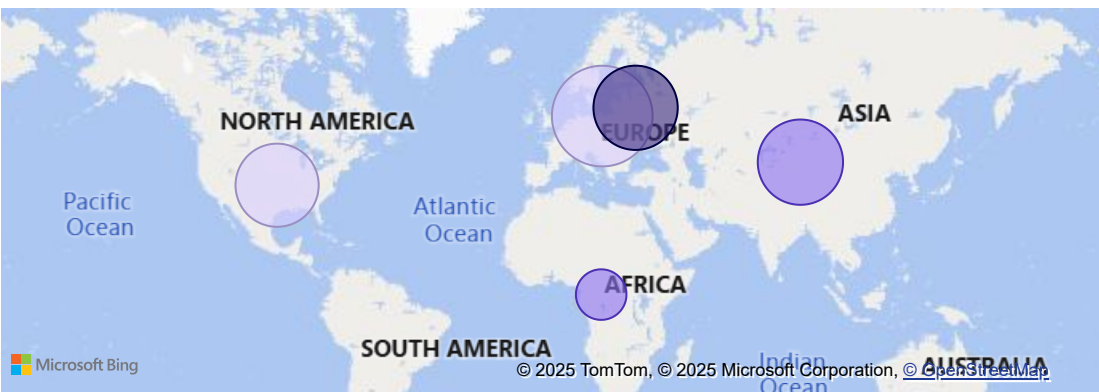
Quantity

Orders



## Profit distribution by Market

USCA tops the chart with 394K profit



# Ecommerce KPI Analysis - Market

Select all

2020

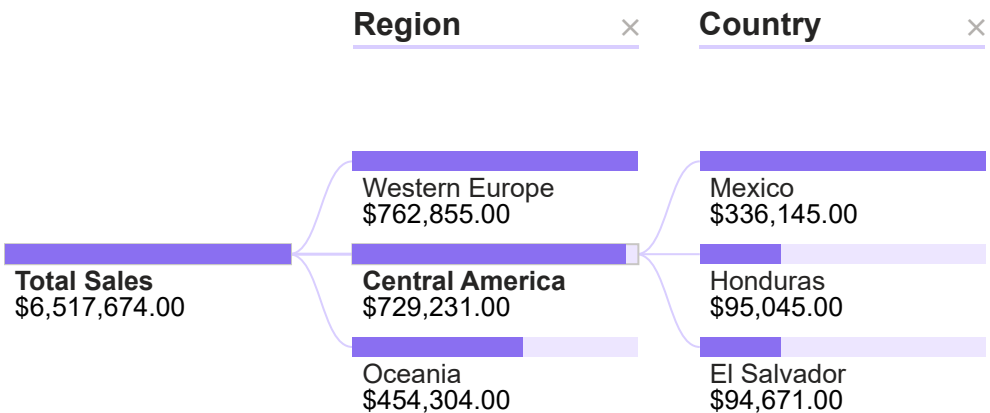
2021

2022

2023

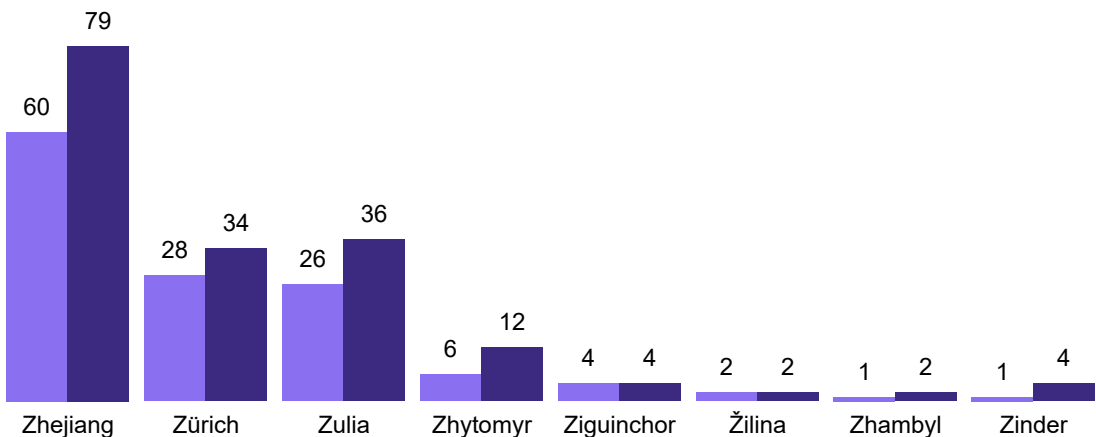
## Total Sales by Region and Country

Interactive breakdown of market-level sales.



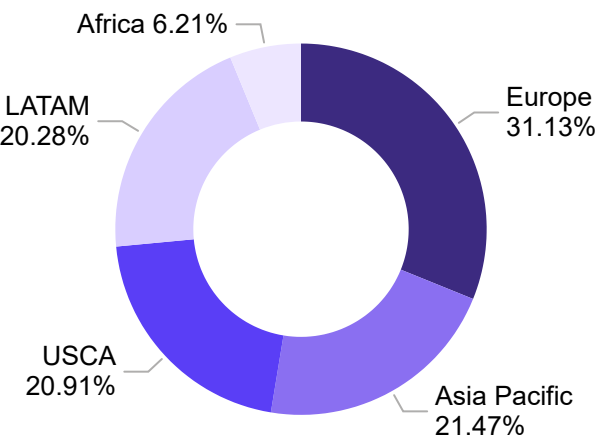
## Orders by State

Track order changes across each state



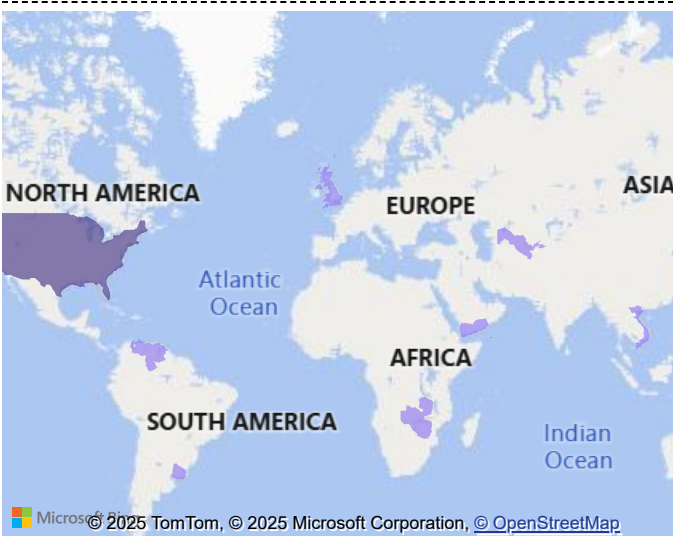
## Most Profitable Markets

Highest profit comes from Europe 31.13%



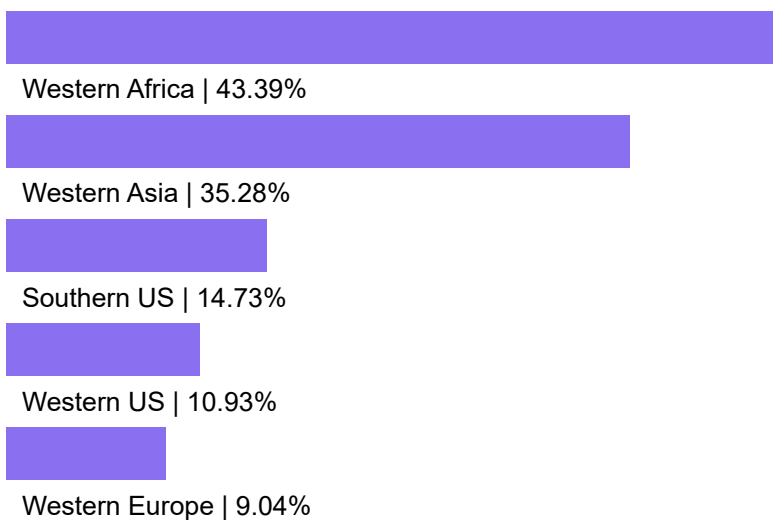
## Quantity by Country

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

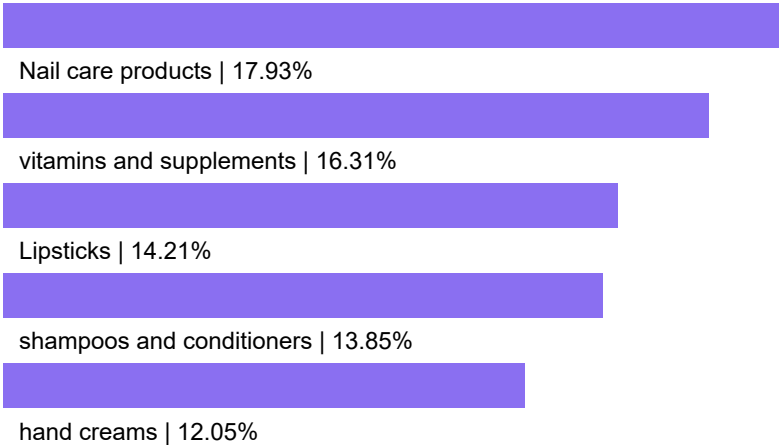
2021

2022

2023

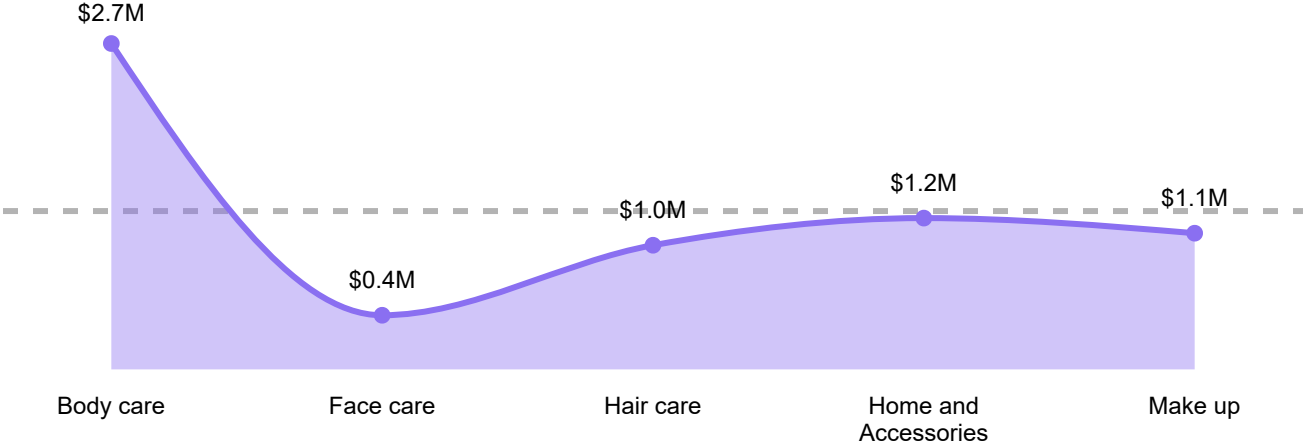
## Average Discount by Subcategory

Shows the average discount applied across all product sub-categories



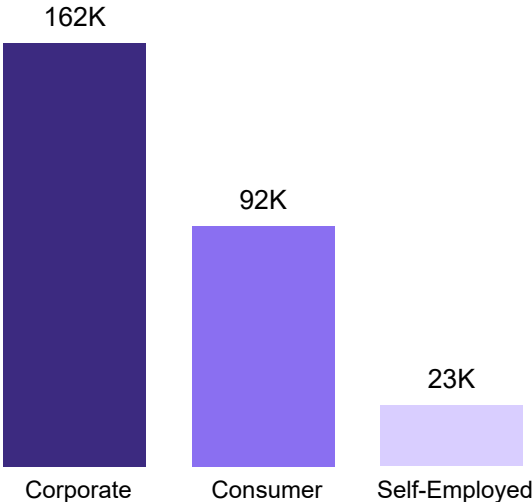
## Sales by Category and Sub-Category

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



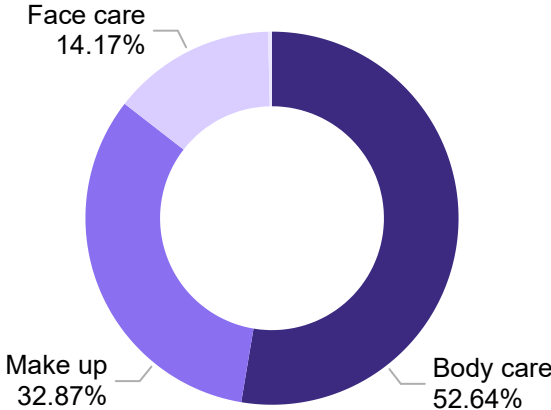
## Quantity by Segment

Units ordered across all customer segments



## Category Contribution

Share of sales across categories with drill-down.



## Segment Performance

Click a segment to view category-level details

