

E - COMMERCE INSIGHTS DASHBOARD

This report provides comprehensive insights into an E-commerce business, summarizing key metrics across Overview & KPIs, Sales, Customer, Product, Delivery, and Time Trend to support data-driven decision-making.

Click on any tabs to navigate to respective dashboards!!

Overview & KPIs

Sales

Customer

Product

Delivery

Time Trend

Overview & KPIs

Year

▼

All

▼

Quarter

▼

All

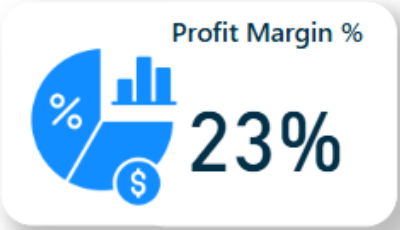
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Month

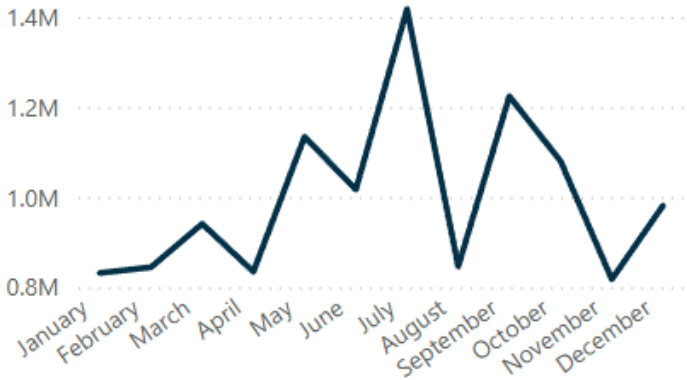
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All

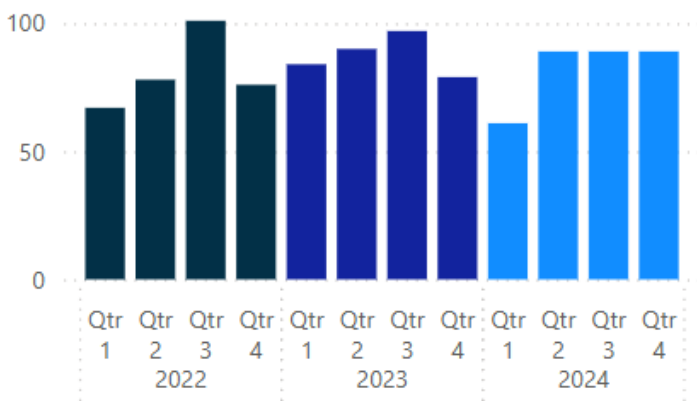
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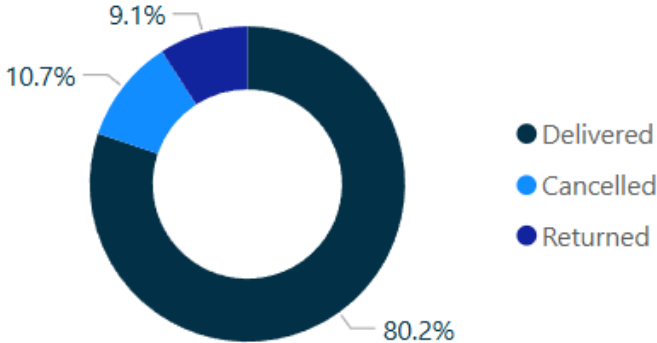
Total Sales by Month



Total Orders by Year & Quarter



Orders Status



Sales Analysis Dashboard

Year

All

Prod. Cat...

All

Pymt. M...

All



Total Sales



12M

Total Profit



3M

Profit Margin %



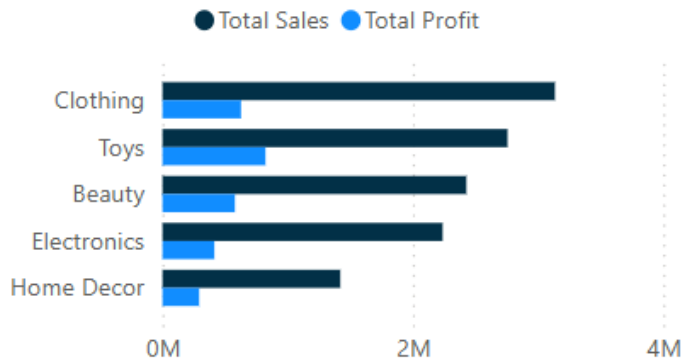
23%

Total Orders

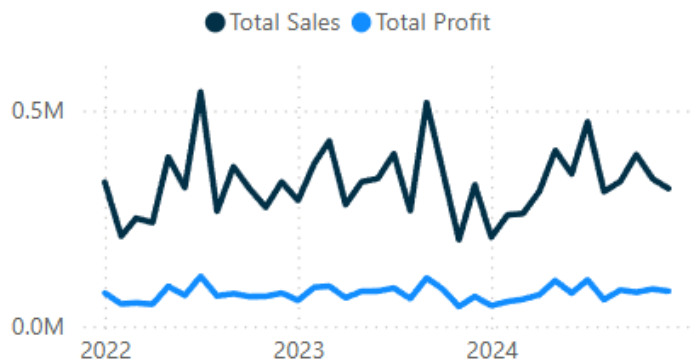


1000

Sales vs. Profit by Category



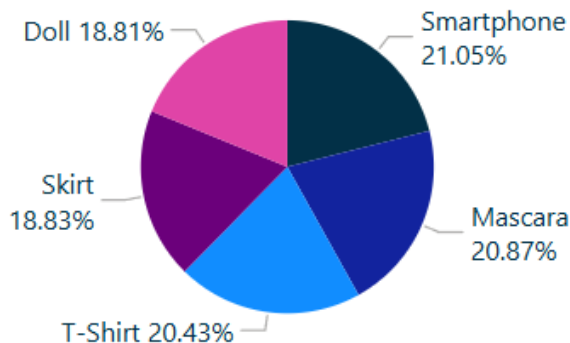
Monthly Total Sales vs. Profit



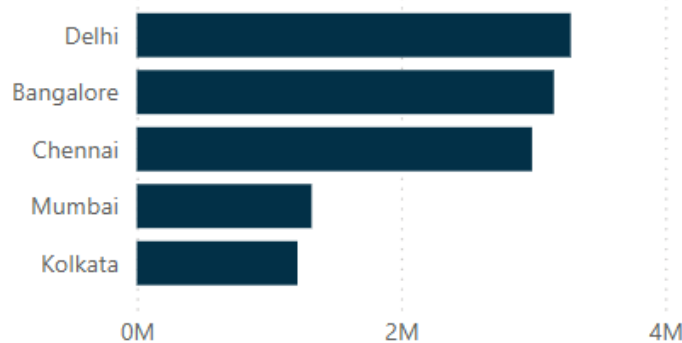
Sales & Quantity by Payment Mode

| Payment Mode | Total Sales | Total Quantity |
|--------------|-------------|----------------|
| Debit Card | 2590650 | 513 |
| Credit Card | 2566116 | 499 |
| Net Banking | 2481878 | 505 |
| COD | 2205842 | 477 |
| UPI | 2128718 | 448 |
| Total | 11973204 | 2442 |

Top 5 Products by Sale



Total Sales by City



Customer Analysis Dashboard

Year

▼

All

▼

Gender

▼

All

▼

City

▼

All


▼



Customers

100

Top Customer

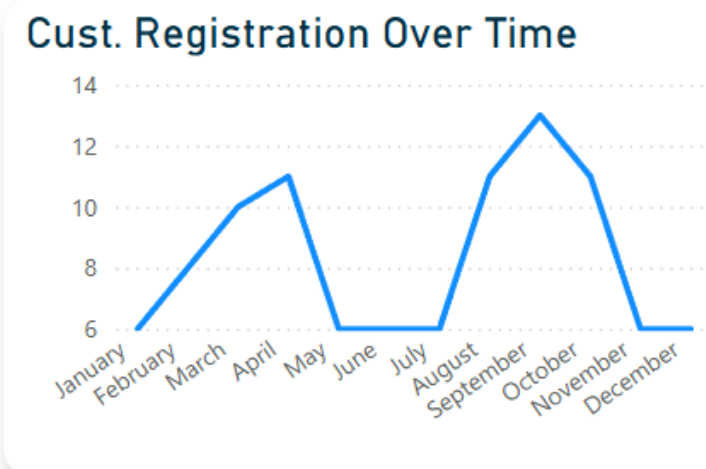
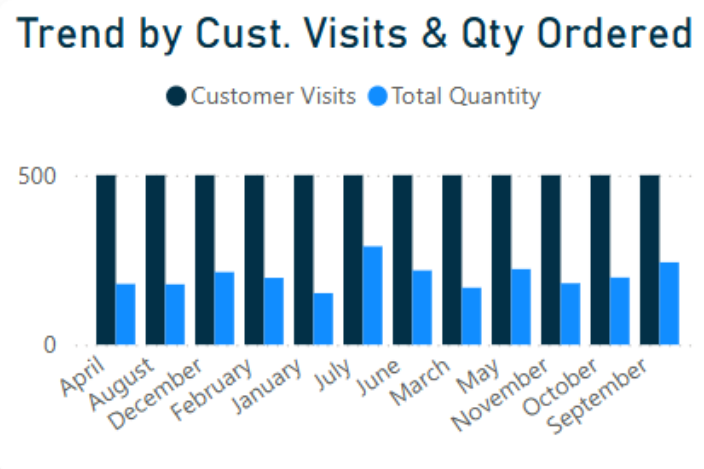
Darshan

Quantity Ordered

2K

Total Orders

1000



Customers Summary

This table provide summary based on age, gender, city, sales, profit etc.

| Customer Name | Age | Gender | City | Payment Mode | Order Quantity | Login Type | Device Type | Browser | Total Sales | Total Profit |
|---------------|-----|--------|-----------|--------------|----------------|------------|-------------|---------|-------------|--------------|
| Aanya | 25 | Female | Kolkata | COD | 27 | Guest | Desktop | Edge | 127687 | 34,290.09 |
| Aarav | 41 | Male | Bangalore | COD | 32 | Guest | Desktop | Chrome | 90604 | 24,196.35 |
| Aarohi | 28 | Female | Delhi | Credit Card | 25 | Registered | Desktop | Chrome | 163040 | 33,037.65 |
| Aditya | 58 | Male | Kolkata | COD | 10 | Registered | Desktop | Chrome | 45630 | 10,452.51 |
| Aishwarya | 34 | Female | Bangalore | Credit Card | 24 | Guest | Desktop | Chrome | 113552 | 22,848.07 |
| Akanksha | 50 | Female | Mumbai | COD | 23 | Guest | Desktop | Chrome | 149550 | 34,122.39 |

Product Analysis Dashboard

Year

All

Prod. Cat...

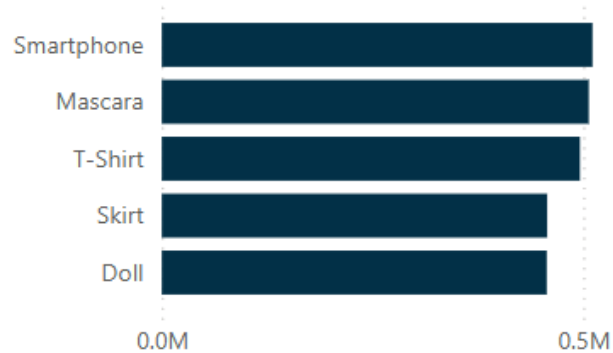
All

Prod. Na...

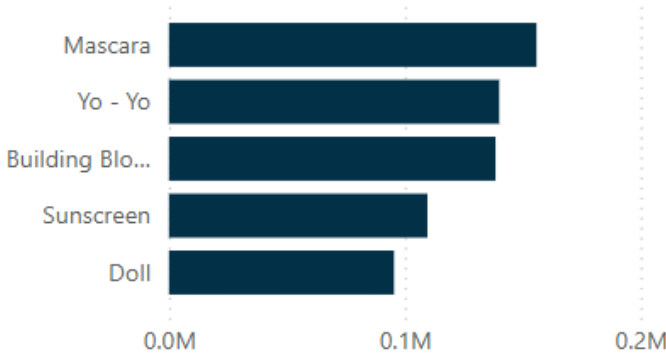
All



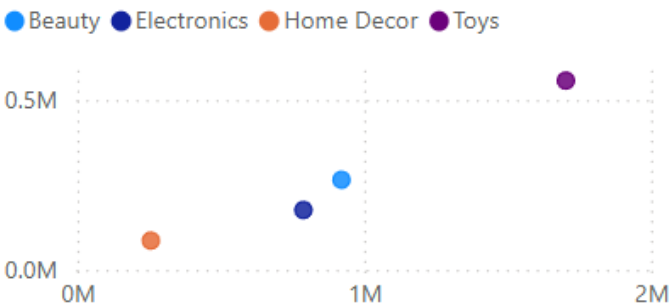
Top 10 Products by Sales



Top 10 Products by Profit



Sales vs Profit by Prod. Category



Products Summary

This table provide summary based on orders, price, sales, profit, profit margin (%), cost of goods sold (COGS) etc.

| Product Name | Total Orders | Total Price | Total Sales | Total Profit | Total COGS | Profit Margin (%) | Average Order Value | Sales with Discount | Sales without Discount |
|-----------------|--------------|-------------|-------------|--------------|---------------|-------------------|---------------------|---------------------|------------------------|
| Puzzle | 31 | 739 | 53947 | 17,677 | 106,822.75 | 33% | 1,740.23 | 44340 | 9607 |
| Building Blocks | 28 | 5520 | 358800 | 138,472 | 647,425.06 | 39% | 12,814.29 | 325680 | 33120 |
| Mascara | 28 | 7914 | 506496 | 155,832 | 1,019,116.32 | 31% | 18,089.14 | 411528 | 94968 |
| Monitor LED | 28 | 4668 | 312756 | 54,740 | 774,046.98 | 18% | 11,169.86 | 256740 | 56016 |
| Perfume | 25 | 2200 | 145200 | 55,194 | 286,381.20 | 38% | 5,808.00 | 140800 | 4400 |
| 5.11 | 24 | 155 | 33660 | 3344 | 53,500.04 | 16% | 1402.50 | 18655 | 5005 |
| Total | 1000 | 245339 | 11973204 | 2,734,408 | 27,432,407.58 | 23% | 11,973.20 | 9985343 | 1987861 |

Delivery Analysis Dashboard

Year



All

Dlv. Status

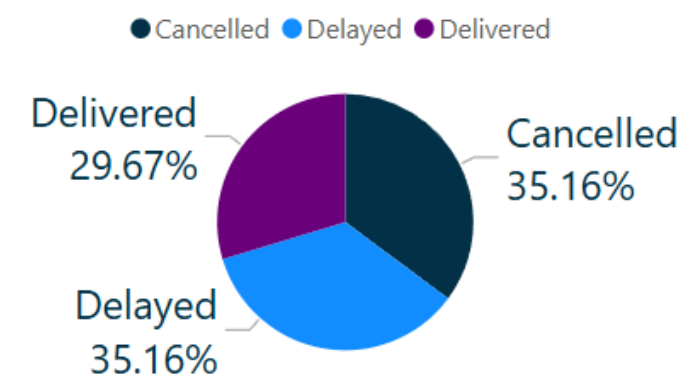
All

Prod. Cat...

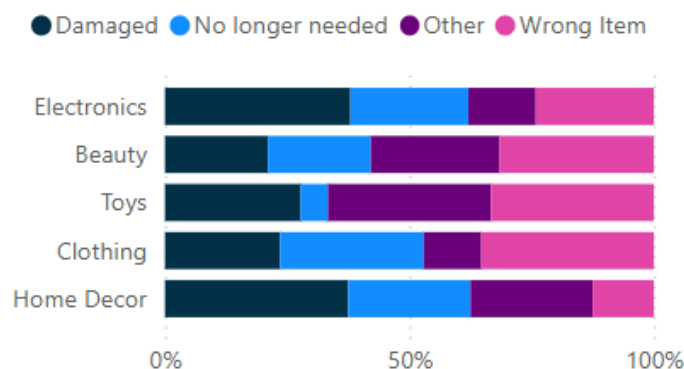
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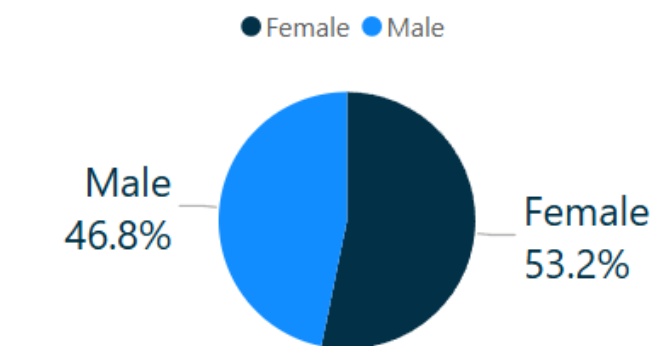
Order Distr. by Delivery Status



Returns by Products Category



Gender-wise Distr. of Dlv. Order



Order Summary

This table provide summary based on customer name, order id, order date, delivery date, aging, delivery status etc.

| Cust. Name | Order ID | Order Date | Delivery Date | Aging | Delivery Status | Shipping Mode | Pymt. Mode | Login Type | Device Type |
|------------|----------|-----------------------------|----------------------------|-------|-----------------|---------------|-------------|------------|-------------|
| Aanya | ORD00039 | Wednesday, January 19, 2022 | Monday, January 24, 2022 | 50 | Cancelled | Express | COD | Guest | Desktop |
| Aarav | ORD00042 | Sunday, January 23, 2022 | Saturday, January 29, 2022 | 52 | Cancelled | Express | COD | Guest | Desktop |
| Aarohi | ORD00082 | Wednesday, January 26, 2022 | Saturday, January 29, 2022 | 53 | Cancelled | Express | Credit Card | Registered | Desktop |
| Aditya | ORD00392 | Thursday, August 18, 2022 | Monday, August 22, 2022 | 15 | Cancelled | Express | COD | Registered | Desktop |
| Aishwarya | ORD00016 | Saturday, January 08, 2022 | Monday, January 10, 2022 | 57 | Cancelled | Express | Credit Card | Guest | Desktop |
| Akanksha | ORD00015 | Tuesday, March 01, 2022 | Wednesday, March 02, | 36 | Cancelled | Express | COD | Guest | Desktop |

Time Trend Dashboard

Month

All

Month

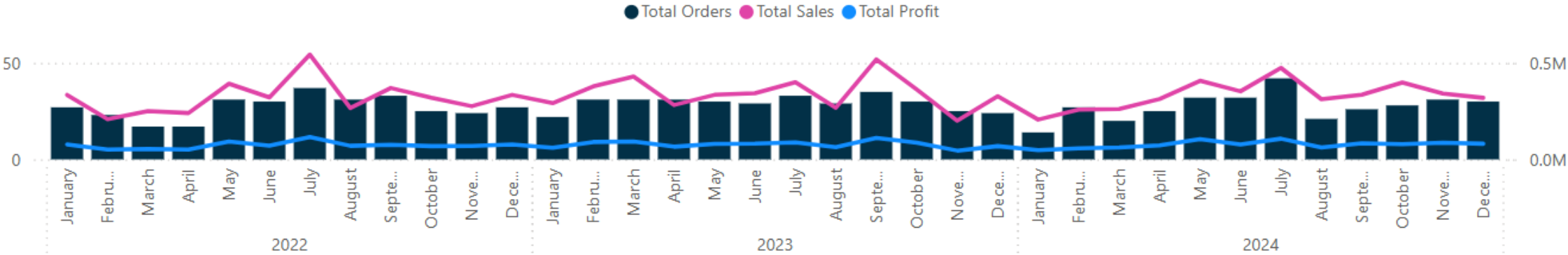
All

Month

All



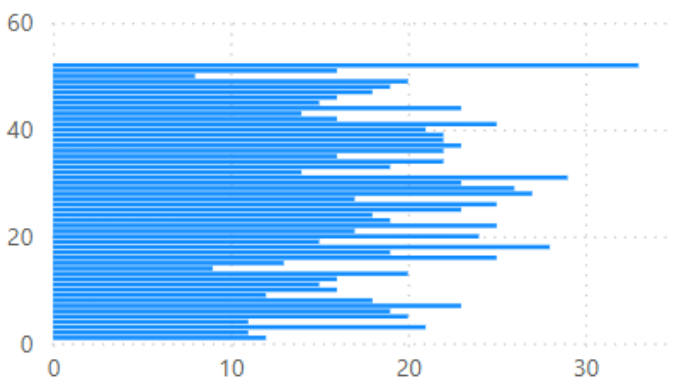
Sales, Profit & Orders Over Time



Sales Pattern by Day of Week and Month

| Week Name | 1 | 2 | 3 | 4 | 5 |
|-----------|--------|--------|--------|--------|-----|
| Friday | 82898 | 139050 | 116928 | 197550 | 14 |
| Monday | 44957 | 193074 | 59773 | 81181 | 23 |
| Saturday | 280868 | 146641 | 124169 | 102109 | 10 |
| Sunday | 67517 | 81755 | 130444 | 149319 | 6 |
| Thursday | 50229 | 176915 | 116914 | 111495 | 24 |
| Tuesday | 53791 | 34684 | 177683 | 129037 | 12 |
| Wednesday | 251856 | 72677 | 215244 | 64284 | 22 |
| Total | 832116 | 844796 | 941155 | 834975 | 113 |

Weekly Order Volume



Monthly Sales Trend

