**Ecommerce Sales Dashboard**

* **Overall sales:** Year-to-date (YTD) sales in 2022 were $11.53 million and Year-to-date (YTD) sales in 2021 were $11.63 million.
* **Overall Quantity**: total quantity sales in 2022 were 107218 and Total Quantity Sales in 2021 were 115648
* **Overall Profit:** Total Profit in 2022 was 1.34 million and Total Profit in 2021 was 1.28 million profit has increased
* **Order by delivery\_status:** Late delivery count is less compared to 2021.
* **Sales by customer segment:** The Consumer segment was the largest in both 2021 and 2022 and Home office sale was the lowest.
* **Top 5 product**: The top-selling product in both 2021 and 2022 was the Eldon Jumbo, with YTD sales of $20,000 in 2021 and $40,000 in 2022.
* Bottom 5 product: The bottom-selling product in both 2021 and 2022 was the
* **Sales by region**: The west region was the largest in both 2021 and 2022, with YTD sales of The South region was the smallest in both years.