

ECOMMERCE SALES DASHBOARD

Ecommerce Sales Dashboard

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

State

All

438K

Sum of Amount

5615

Sum of Quantiv

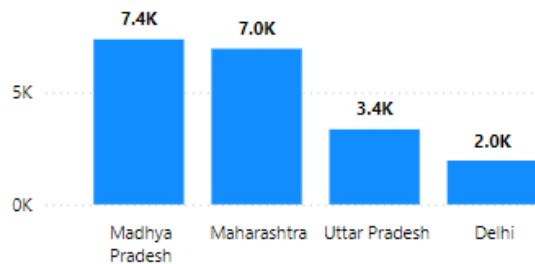
37K

Sum of Profit

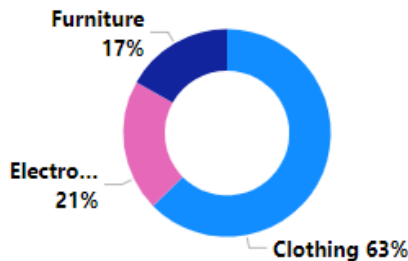
121K

Sum of ADV

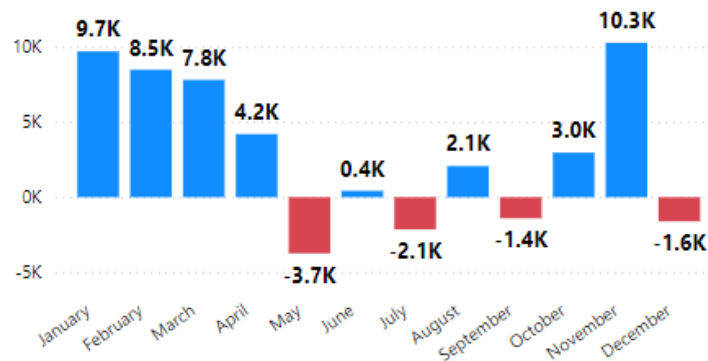
Sum of Profit by State



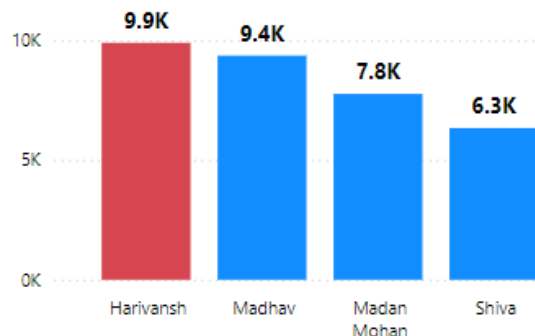
Sum of Quantity by Category



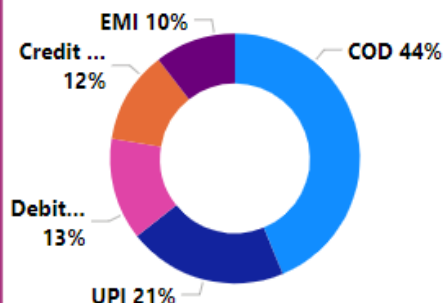
Profit by Month



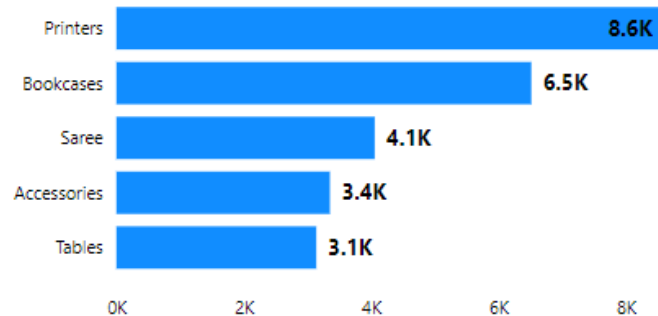
Sum of Amount by CustomerName



Sum of Quantity by PaymentMode

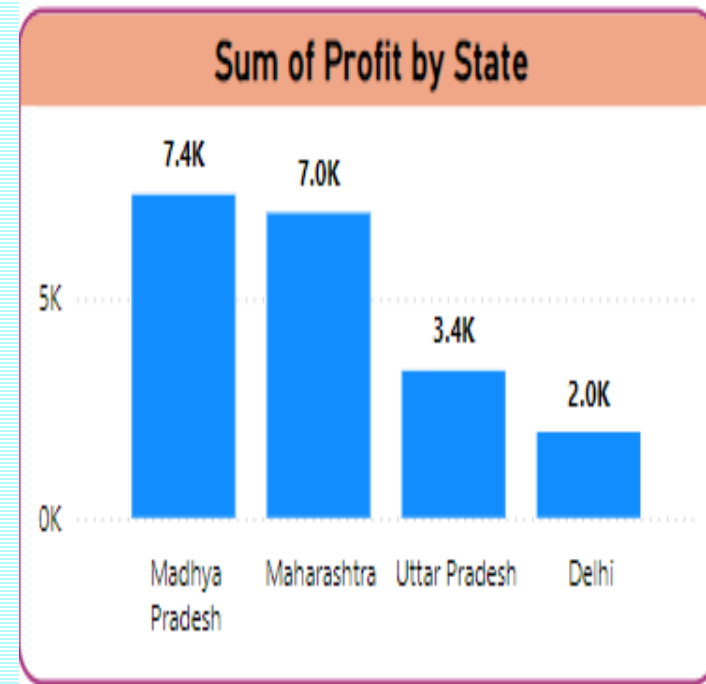


Sum of Profit by Sub-Category



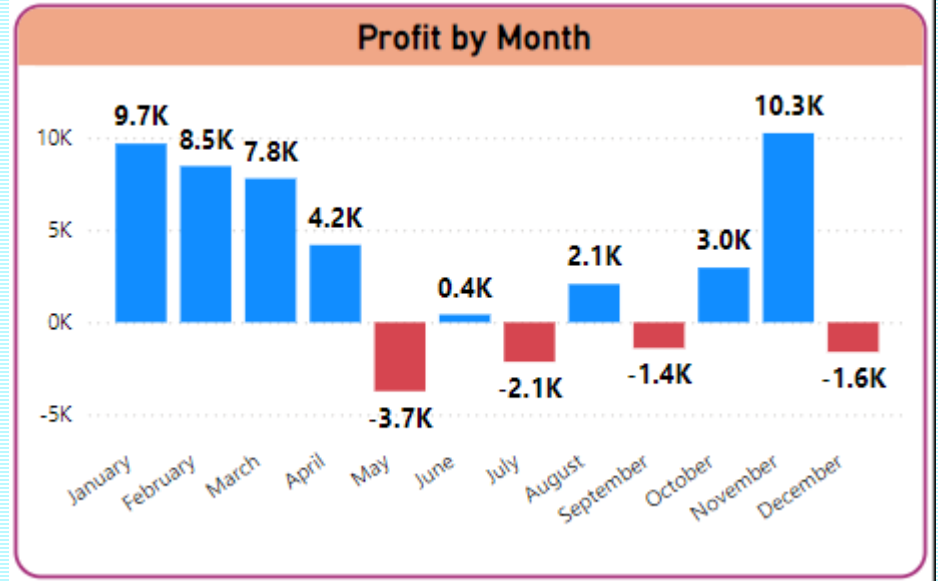
Sum of Profit by State

- **Madhya Pradesh** is the top profit-generating state.
- **Maharashtra** follows closely behind.
- **Uttar Pradesh** has lower profit compared to the top two.
- **Delhi** has the lowest profit among the four states.
- **Focus on top performers:** Invest more in Madhya Pradesh and Maharashtra.
- **Investigate underperformance:** Analyze reasons for Delhi's low profit.
- **Regional market analysis:** Understand each state's market for targeted strategies.



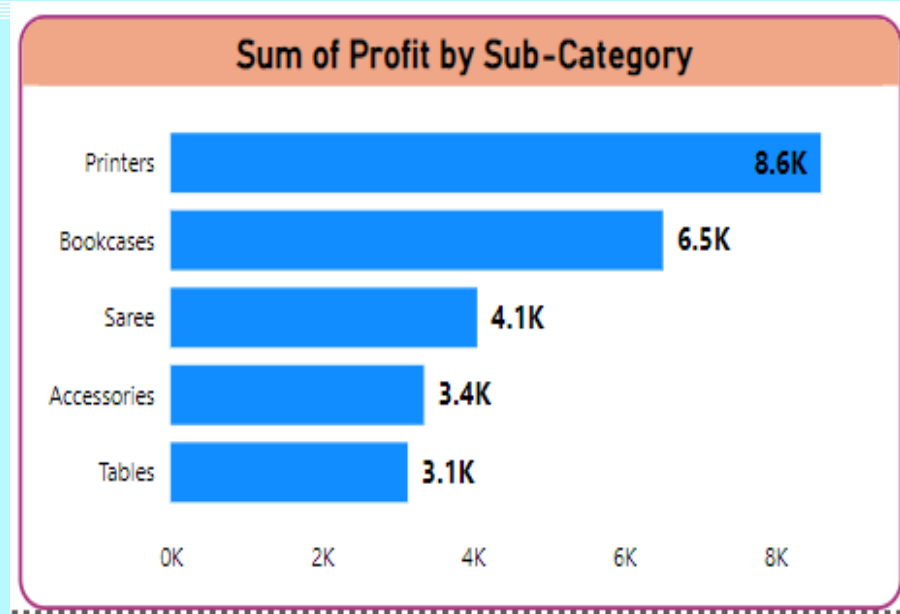
Profit by Month

- Peak Profits:** February and November show the highest profits.
- Losses:** May, June, July, August, September, and December show negative profits (losses).
- Sharp Drops:** There are steep declines in profit between February and March, and between October and November.
- Recovery:** Profits recover from losses in July and August with a slight increase in September and October before the final December drop.



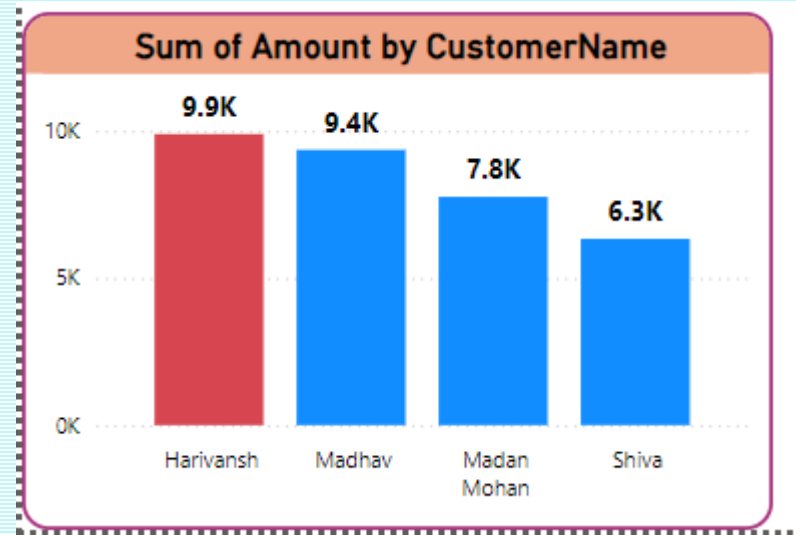
Sum of Profit by Sub-Category

- **Printers** is the most profitable sub-category, generating a substantial sum of **8.6K**.
- **Bookcases** follow as the second most profitable, with a profit of **6.5K**.
- **Saree** holds the third position, generating a profit of **4.1K**.
- **Accessories** and **Tables** have lower profits, with **3.4K** and **3.1K**, respectively.



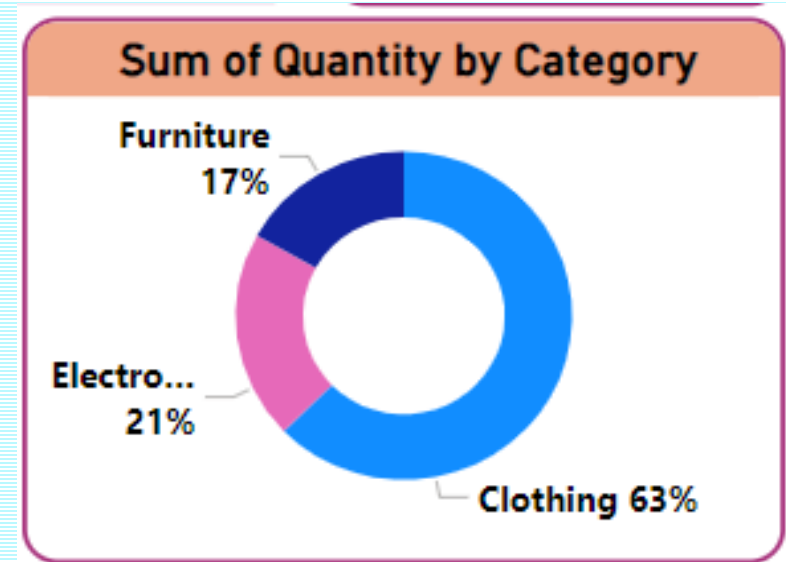
Sum of Amount by CustomerName

- **Harivansh** is the top spender, with a total amount of **9.9K**.
- **Madhav** follows closely behind, spending **9.4K**.
- **Madan Mohan** spent **7.8K**.
- **Shiva** spent **6.3K**.



Sum of Quantity by Category

- **Clothing** is the clear leader in terms of quantity sold, constituting **63%** of the total sales.
- **Electronics** comes in second with **21%** of the total quantity sold.
- **Furniture** has the lowest share with **17%** of the total quantity sold.
- Overall, the graph highlights the dominance of the clothing category in terms of quantity sold. By focusing on the strengths of the leading category and addressing the challenges in the other categories, the business can optimize its product strategy and enhance overall sales



Sum of Quantity by PaymentMode

- **Cash on Delivery (COD)** is the most preferred payment mode, accounting for **44%** of the total transactions.
- **UPI** is the second most popular payment mode, with **21%** of the transactions.
- **Debit Card** stands at **13%** of the total transactions.
- **Credit Card** follows with **12%** of the transactions.
- **EMI** has the lowest share with **10%** of the transactions.

