



COMPANY
business tagline

E-Commerce Store Data Analysis

Dashboard Overview



Last Refresh Date
09 January 2025

Sales Store Company Dashboard

2020 2021 2022



Total Revenue
\$24.91M

1.8% Less then last year(▼)

Total Profit
\$10.46M

0.9% More then last year(▲)

Total Orders
25K

7.5% More then last year(▲)

Return Rate
7.19%

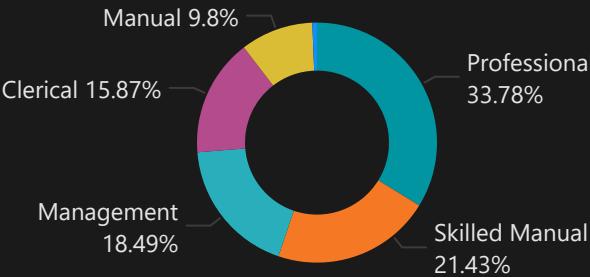
Target v/s Total Revenue



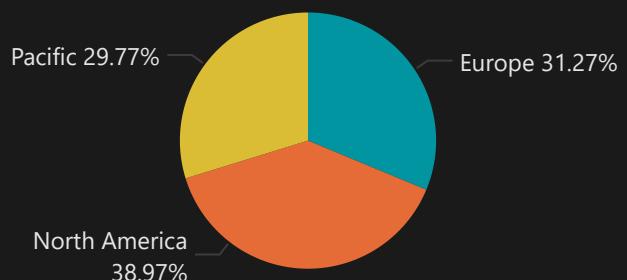
Total Revenue By Sub Category Name



Sales By Occupation



Sales By Continent



Order v/s Target



Product Performance Insight



Dashboard

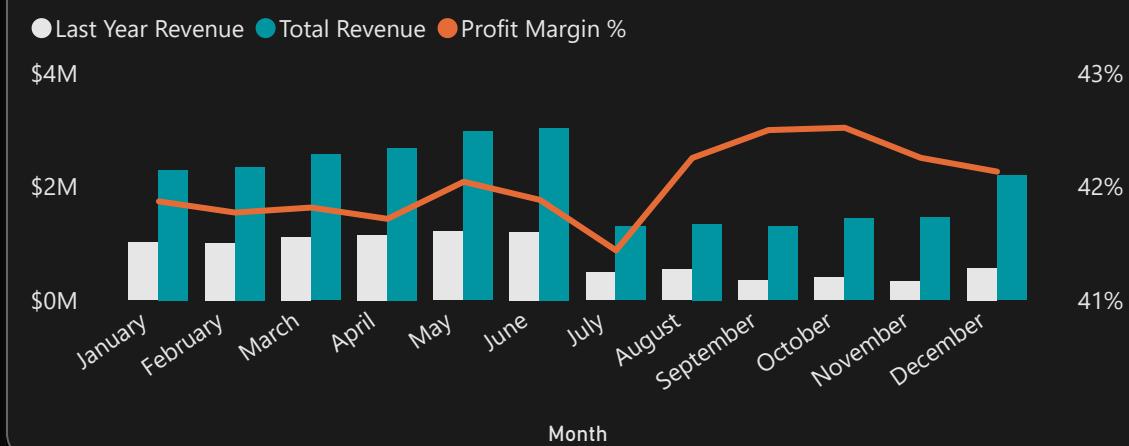
Performance
InsightProduct All
AnalysisCustomer
Insights

Map Visual

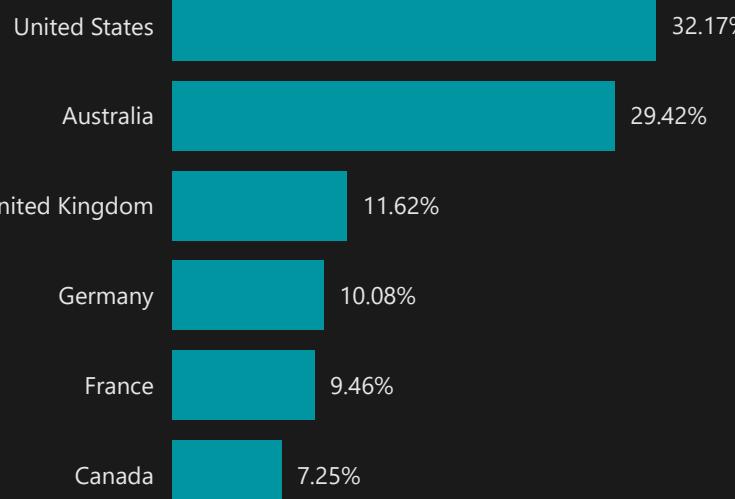
Total Revenue By Year, Quarter and Month



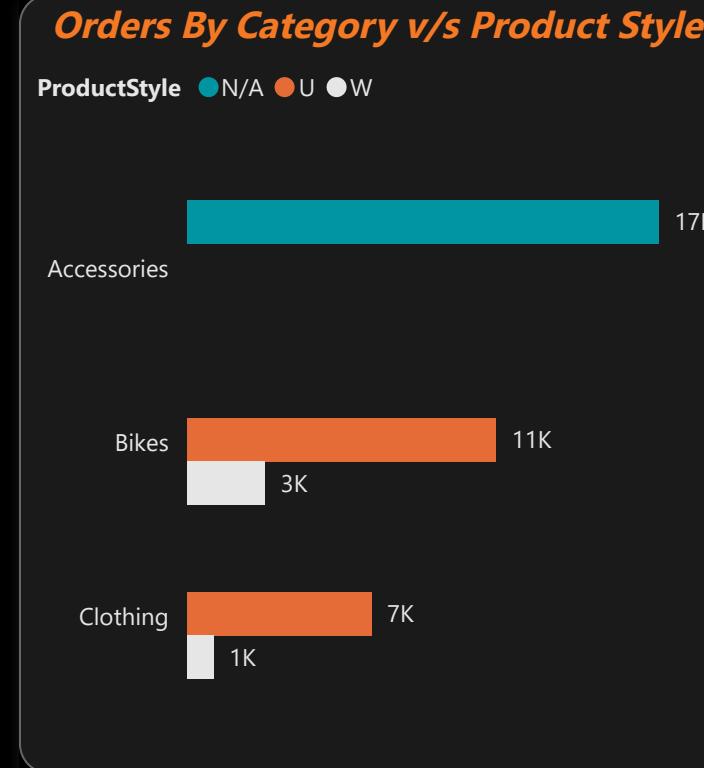
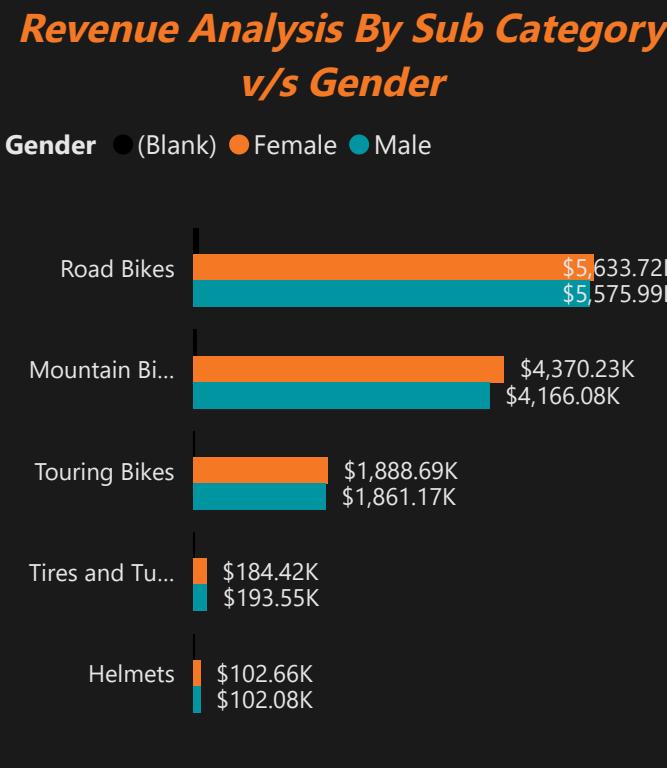
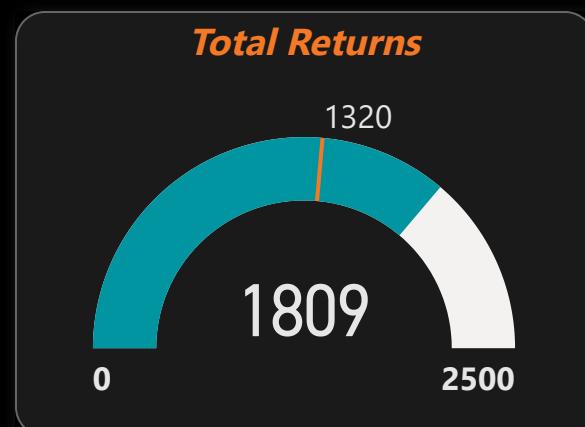
Revenue LY, Total Revenue and Profit Margin % By Year And Month



Profit Contribution By Country



ProductName	Total Orders	Total Revenue	Total Profit	Profit Margin Contribution	Profit Margin %	Return Rate
Mountain-200 Black, 46	606	\$12,41,753.51	\$5,71,632.65	5.47%	46.03%	2.97%
Mountain-200 Black, 42	602	\$12,33,557.12	\$5,67,859.50	5.43%	46.03%	3.49%
Mountain-200 Silver, 38	586	\$12,13,851.89	\$5,58,788.33	5.34%	46.03%	2.73%
Mountain-200 Silver, 46	571	\$11,82,780.59	\$5,44,484.87	5.21%	46.03%	2.10%
Mountain-200 Black, 38	569	\$11,65,936.88	\$5,36,730.99	5.13%	46.03%	2.64%
Mountain-200 Silver, 42	547	\$11,33,066.52	\$5,21,599.34	4.99%	46.03%	2.74%
Road-250 Black, 52	316	\$6,89,373.75	\$2,72,037.67	2.60%	39.46%	3.48%
Road-250 Red, 58	303	\$6,61,013.44	\$2,60,846.25	2.49%	39.46%	3.63%
Road-250 Black, 48	294	\$6,41,379.38	\$2,53,098.34	2.42%	39.46%	2.72%
Road-150 Red, 48	179	\$6,40,510.33	\$2,51,848.67	2.41%	39.32%	4.47%
Road-150 Red, 62	169	\$6,04,727.63	\$2,37,778.91	2.27%	39.32%	2.37%
Road-150 Red, 52	168	\$6,01,149.36	\$2,36,371.93	2.26%	39.32%	2.98%
Road-250 Black, 58	268	\$5,84,658.75	\$2,30,715.49	2.21%	39.46%	1.87%
Road-250 Black, 44	263	\$5,73,750.94	\$2,26,411.10	2.17%	39.46%	3.42%

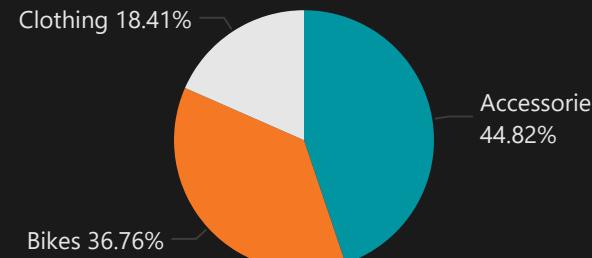


Customer Insights

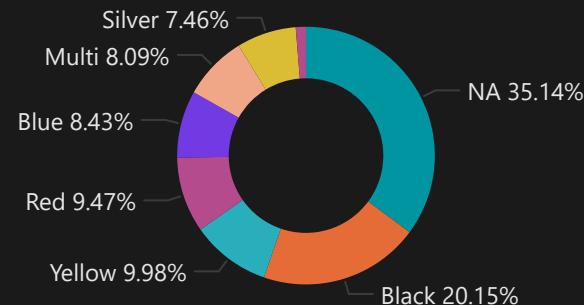


Last Refresh Date
09 January 2025

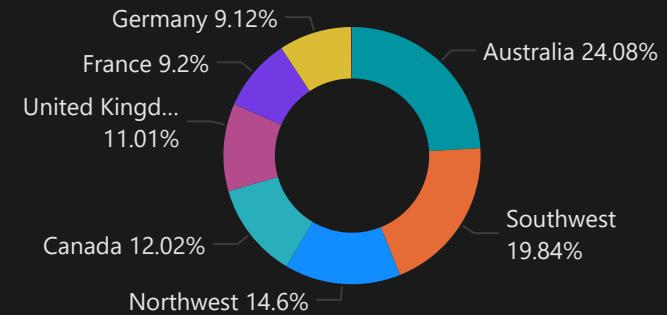
Total Orders by Category



Total Orders by ProductColor



Total Orders by Region



Top 5 Customer

(Blank) \$155.91K

MR. MAURICE SHAN \$12.41K

MRS. JANET MUNOZ \$12.02K

MRS. LISA CAI \$11.33K

MRS. LACEY ZHENG \$11.09K

Top 5 Product

Mountain-200 Black, 46 \$1,241.75K

Mountain-200 Black, 42 \$1,233.56K

Mountain-200 Silver, 38 \$1,213.85K

Mountain-200 Silver, 46 \$1,182.78K

Mountain-200 Black, 38 \$1,165.94K

Top 5 Product Model

Mountain-200 \$7,170.95K

Road-250 \$4,200.82K

Touring-1000 \$2,939.56K

Road-150 \$2,905.56K

Road-350-W \$1,549.60K

Map Visualization



Last Refresh Date
09 January 2025

2020

2021

2022

Orders v/s Quantity v/s Total Revenue And Total Profit by Country

