E-commerce Dashboard Analysis (2022-2025)

Key insights and suggested action plans based on the data presented:

Key Insights

1. Strong Growth Trajectory
- **Net Sales & Profit Trend (2022-2025) :** The Net Sales and Profit Trend charts consistently show an **upward trajectory** across the years, which is a **strong positive sign** of overall business health and increasing revenue.
- **Year-over-Year (YoY) Performance :** When filtering to **2024**, the dashboard shows strong YoY growth for **Sales ($236.2K, +2610.5%} vs. last month)** and **(+113.1%}$ vs. last year,** and **Profit (+55.4%}$ vs. last year, {+2473.4%}$ vs. last month),** indicating a significant acceleration in performance, especially in the last reported months.

2. Geographic Concentration & Untapped Potential
- **Sales Distribution :** The donut chart (Sales Distribution by Warehouse) clearly shows that **Miami** is the dominant warehouse, accounting for approximately **57%** of the sales distribution.
- **Minimal Contribution : Dallas** warehouse contribute very little **3%**, suggesting a high concentration of sales in one area and a major untapped opportunity in the other regions.

3. High-Performing Products and Low Margin Products
- **Top SKUs :** The **"Top 10 SKUs by Revenue and Profit"** bar chart indicates that a few SKUs, like **C122AINDI** and **C122AWhite**, drive a significant portion of both revenue and profit.
- **Profit vs. Revenue Profile :** The **bubble chart** (**"Top 25 SKUs: Revenue, Margin, and Volume Profile"**) highlights products with high revenue and high volume, but a drill-down reveals some SKUs, like **B-51P/A-958D/NC No Colors** (**Profit Margin 58.4%**), are highly profitable, while others, like SKU **C122AINDI** (**Profit Margin 49%**) have lower margins relative to their high volume, suggesting potential for optimization.

4. Customer Behavior
- **Customer Repeat Rate :** The **Customer Repeat Rate** is strong, at **15%** across all years. For a period like **2024**, it was even higher at **14%**.
- **Returns :** The **Return% over Sales** is **12.3%,** which is a **moderate rate** that warrants investigation.

Action Plans

Based on these insights, here are three key action plans to optimize performance:

1. Mitigate Geographic Risk and Expand Market Share

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1. Mitigate Geographic Risk and Expand Market Share

The heavy **reliance** on the **Miami warehouse** presents a significant **single-point-of-failure risk** and **neglects growth opportunities**.

- **Action : Geographic Expansion Strategy**
- **Goal :** Increase sales contribution from **New York, Dallas**, and **India** of total sales within the next **12 months**.
- **Tactics :**
- **Targeted Marketing :** Launch **localized digital marketing** and **social media campaigns** specifically targeting the New York, Dallas, and India markets.
- **Inventory Optimization :** Strategically move **higher-performing** SKUs like **C122AINDI** to the **less-performing warehouses** to **reduce shipping times** and **costs for local customers.**
- **Local Promotions :** Offer region-specific **discounts** or **free shipping promotions** for a limited time to incentivize initial adoption in those markets.

2. Optimize Product Profitability

While sales are growing, fine-tuning the **margin on high-volume products** can significantly boost overall profit.

- **Action : SKU Margin Review and Optimization**
- **Goal :** Increase the average profit margin of the **top 10 revenue-driving SKUs** by **2-5%** over the next quarter.
- **Tactics :**
- **Deep Dive Analysis :** Focus on the top-selling, lower-margin SKUs (e.g., C122AINDI at $49% margin) and conduct a **cost-to-serve analysis** (including manufacturing, warehousing, and shipping costs).
- **Pricing Strategy :** Experiment with **slight price increases** on **low-elasticity**, **high-volume products**.
- **Supplier Negotiation : Leverage** the high volume of **top-selling** SKUs to negotiate better pricing with **suppliers**.

3. Reduce Return Rate & Boost Customer Loyalty

The **12.3%** return rate is a clear area for **efficiency improvement** and **cost reduction**.

- **Action : Returns Reduction Initiative**
- **Goal :** Reduce the overall Return % over Sales to **below 10%** in the next six months.
- **Tactics :**
- **Root Cause Analysis :** Drill down into the specific **reasons for returns** for the top-returning SKUs (e.g., 1203 and C122 in the Returns tab). Is it **size, quality**, or **inaccurate**

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- **Product Content Improvement :** Implement higher-quality product **photography**, more detailed size guides, and comprehensive descriptions on the website to set better customer expectations.
- **Customer Feedback Loop :** Implement a **quick survey** during the return process to gather direct, **actionable feedback** on the return reason and use this data to prioritize product improvements.