

E-Commerce Dashboard

Overview

Market

Product & Customer

Set KPI Target

% Sale Growth

20

% Sale Growth for Corporate

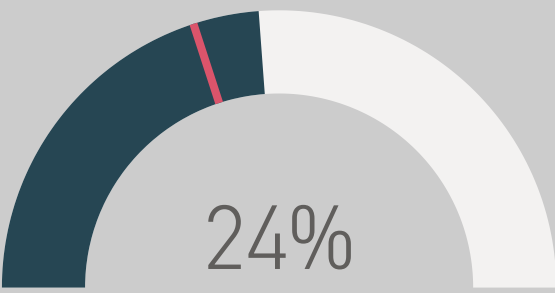
30

% Profit Margin

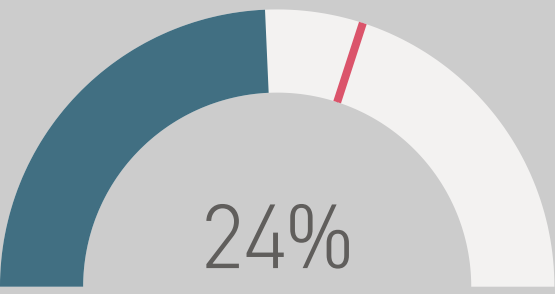
15

KPI Highlight

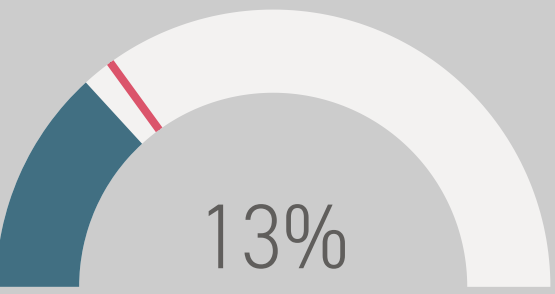
Latest Annual Sale Growth surpassed Target



Corporate's Latest Annual Sales Growth below Target



Latest Avg. Annual Profit Margin below Target



Segment

All

Category, Subcategory

All

Market, Region, Country

All

2020 2021 2022 2023

Clear all slicers

Sales

6.52M

Latest Year: 2.2M
Growth vs. Previous Year: +24%

Volume

278K

Latest Year: 93.6K
Growth vs. Previous Year: +24%

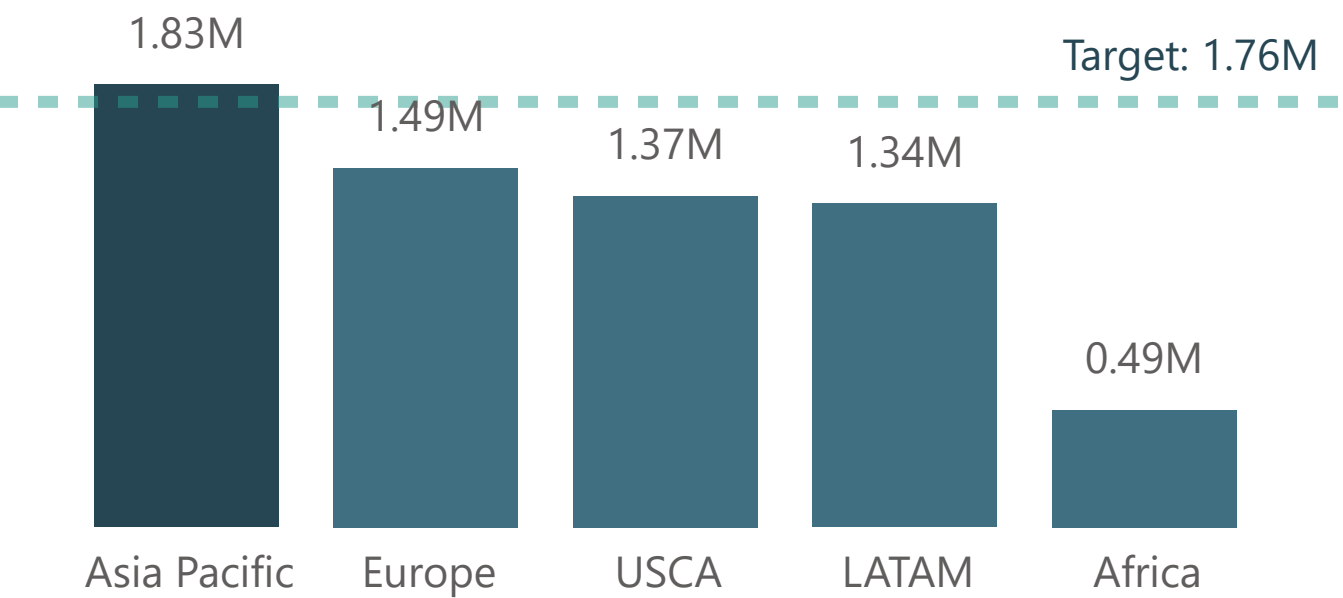
Profit

1.07M

Latest Year: 0.3M
Growth vs. Previous Year: -12%

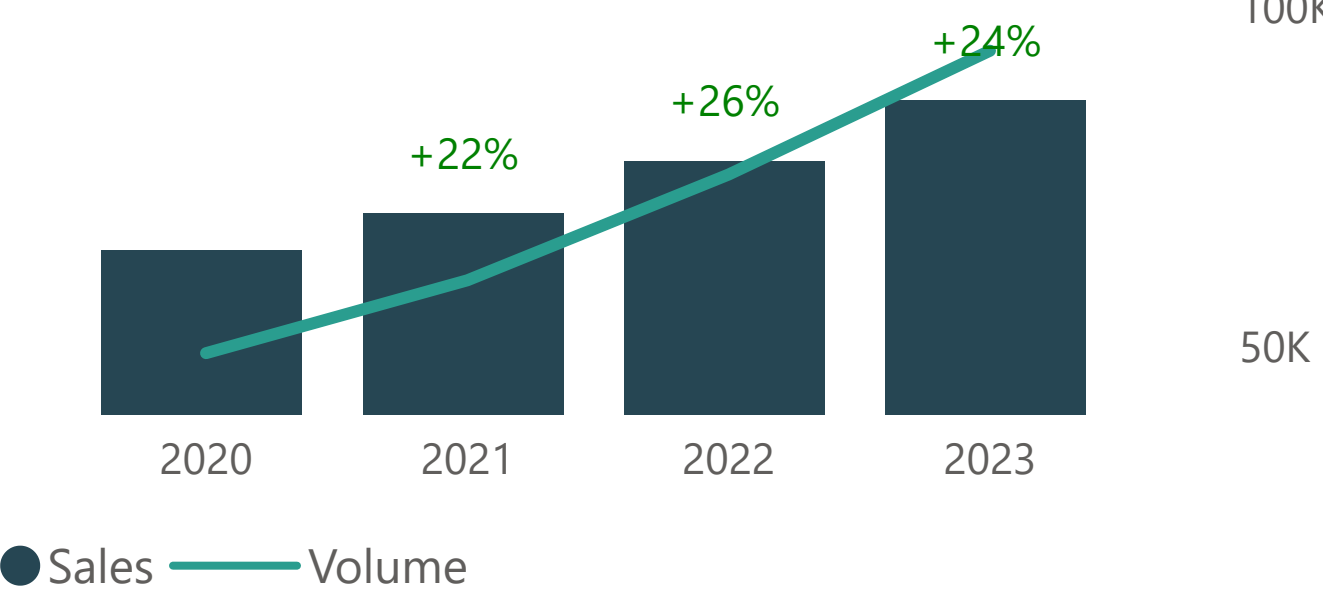
Sales by Market

Asia Pacific, Europe and USCA met the Target Sales in 2023.



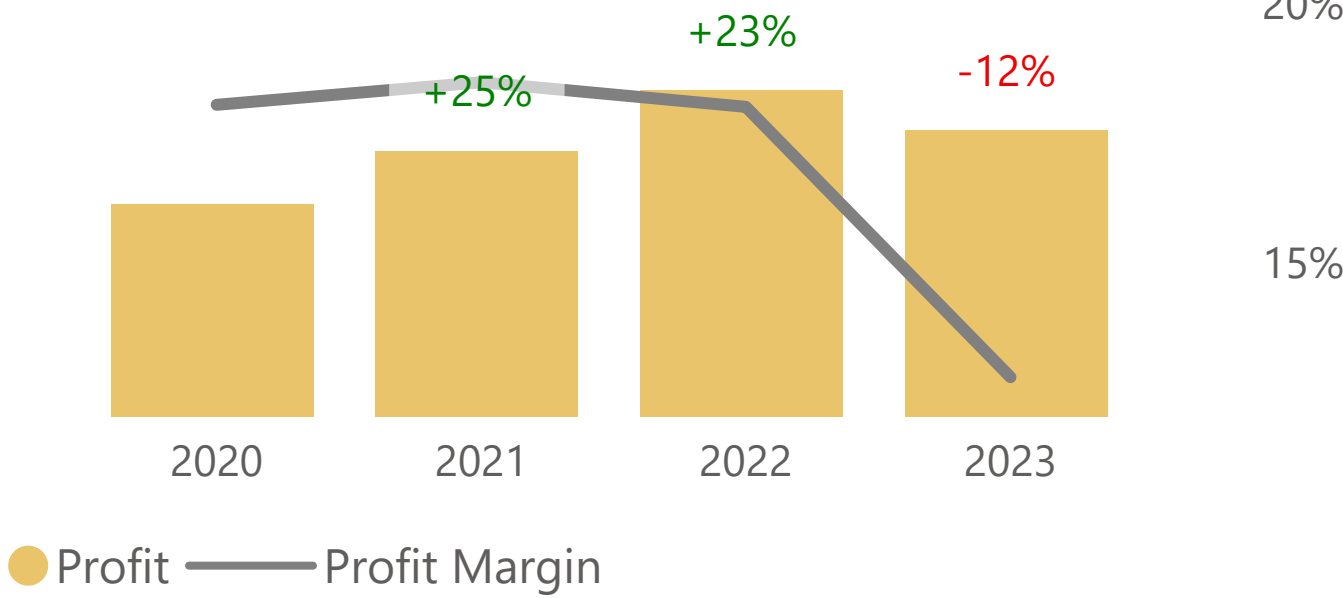
Sales and Volume by Year

Both Sales and Volume increased by year.



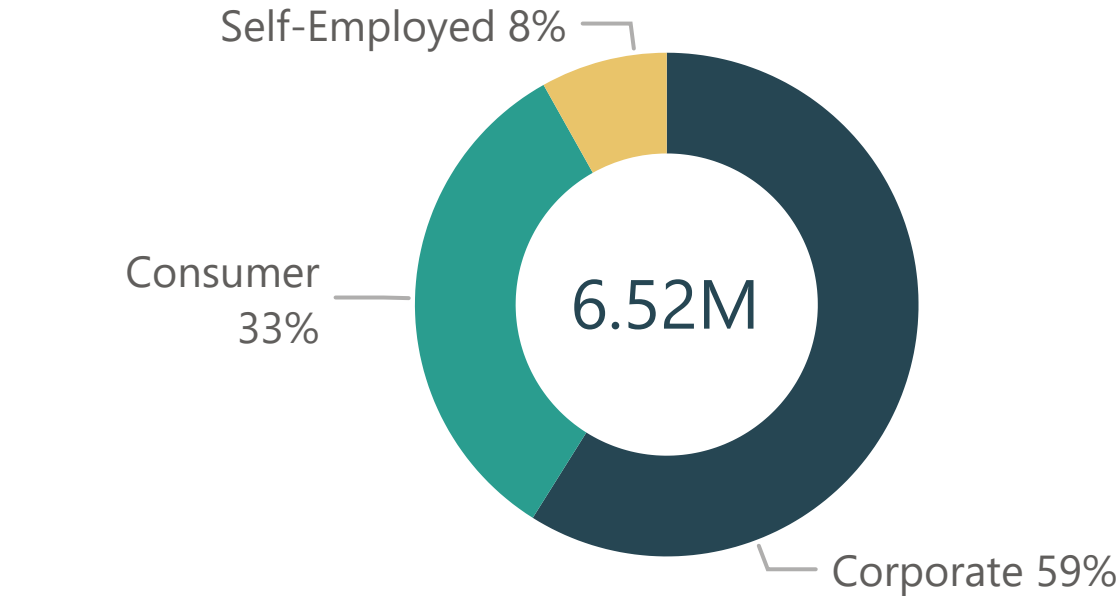
Profit and Profit Margin by Year

Profit in 2023 decreased with a sharp fall in Profit Margin.



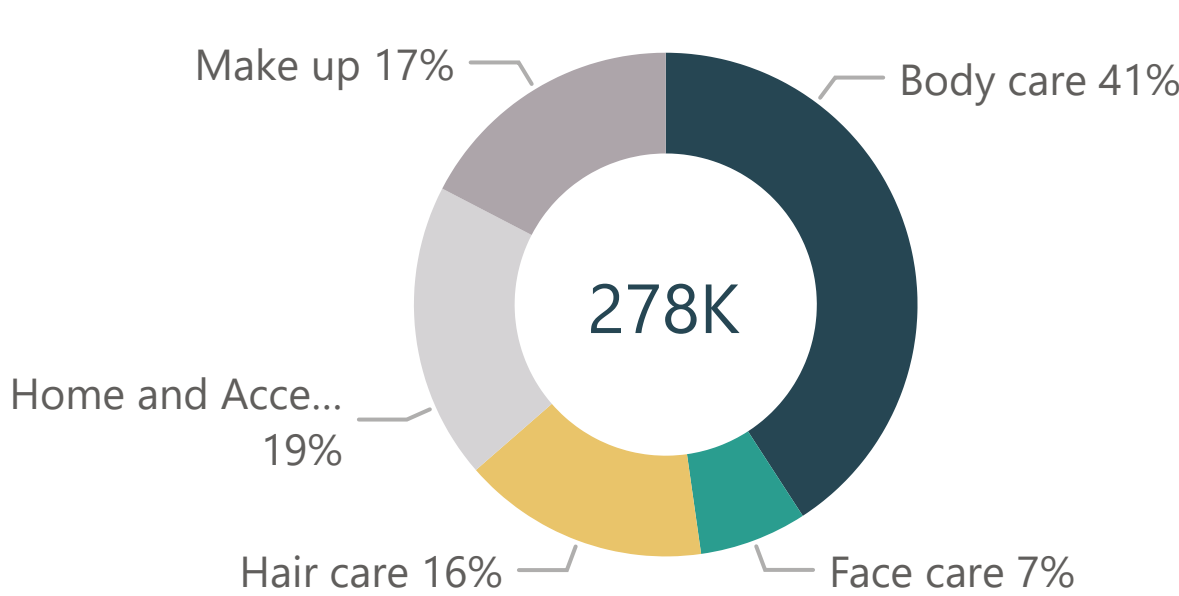
Sales by Segment

Corporate contributed over half of the Total Sales.



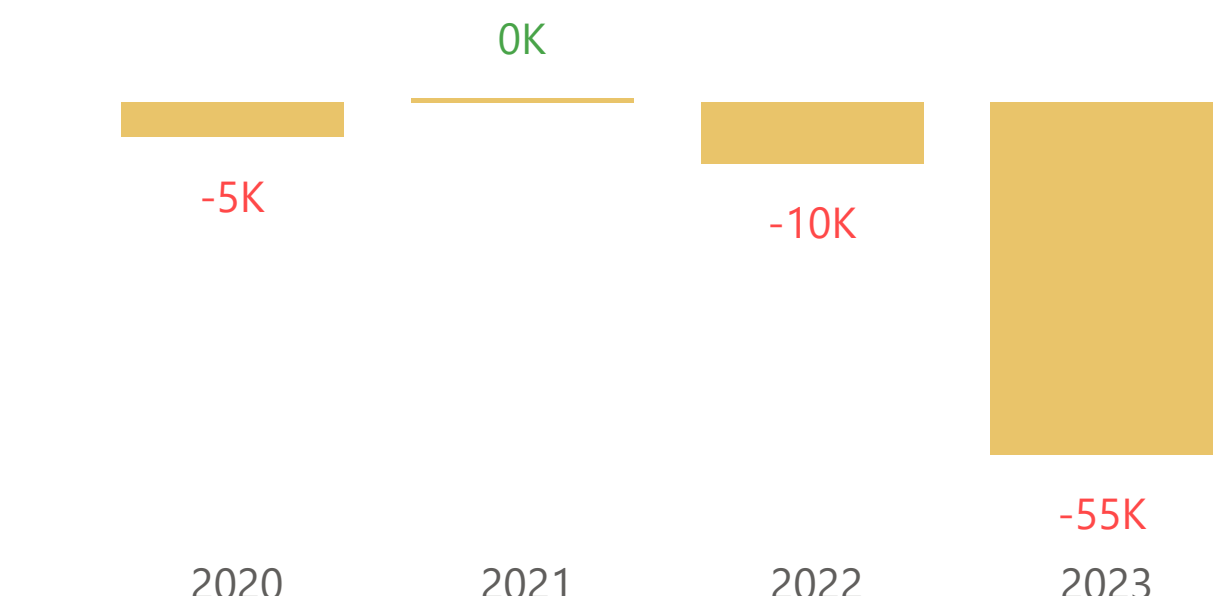
Volume by Category

Body care was the best selling category in term of Volume.



Profit/Lost of Discounted Products

The sharp fall of Margin in 2023 was due to discount strategy.



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Market, Region, Country

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2021

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Top 3 Best-Selling Products by Market

Herbal Essences Bio was the best-selling product in all markets.

Africa



Asia Pacific



Europe



LATAM

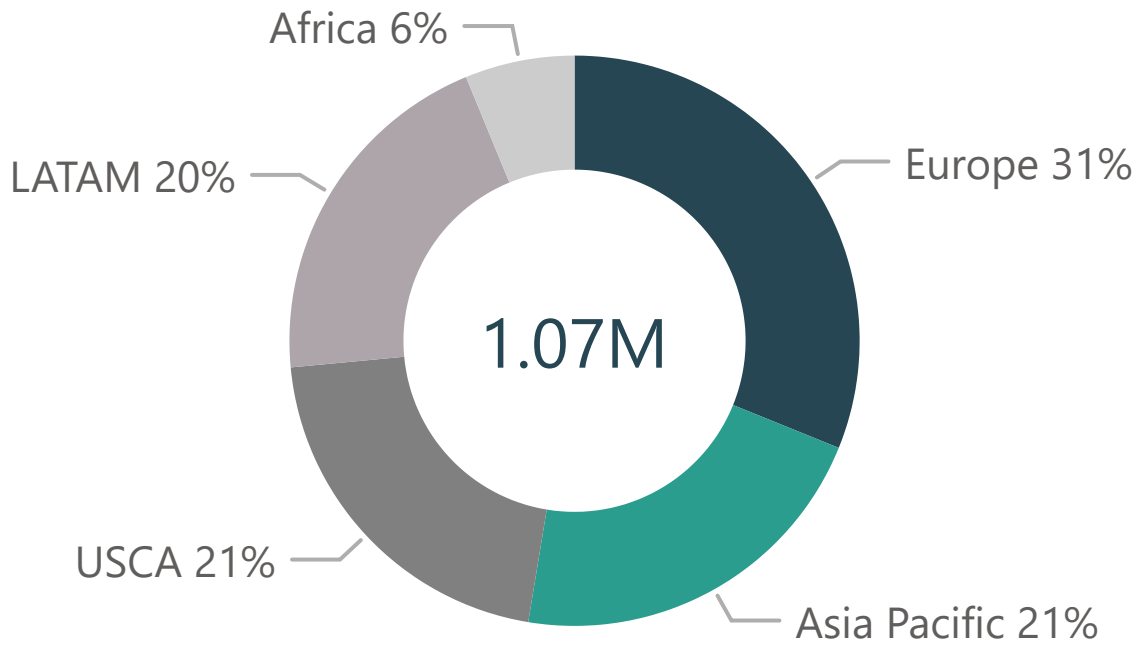


USCA



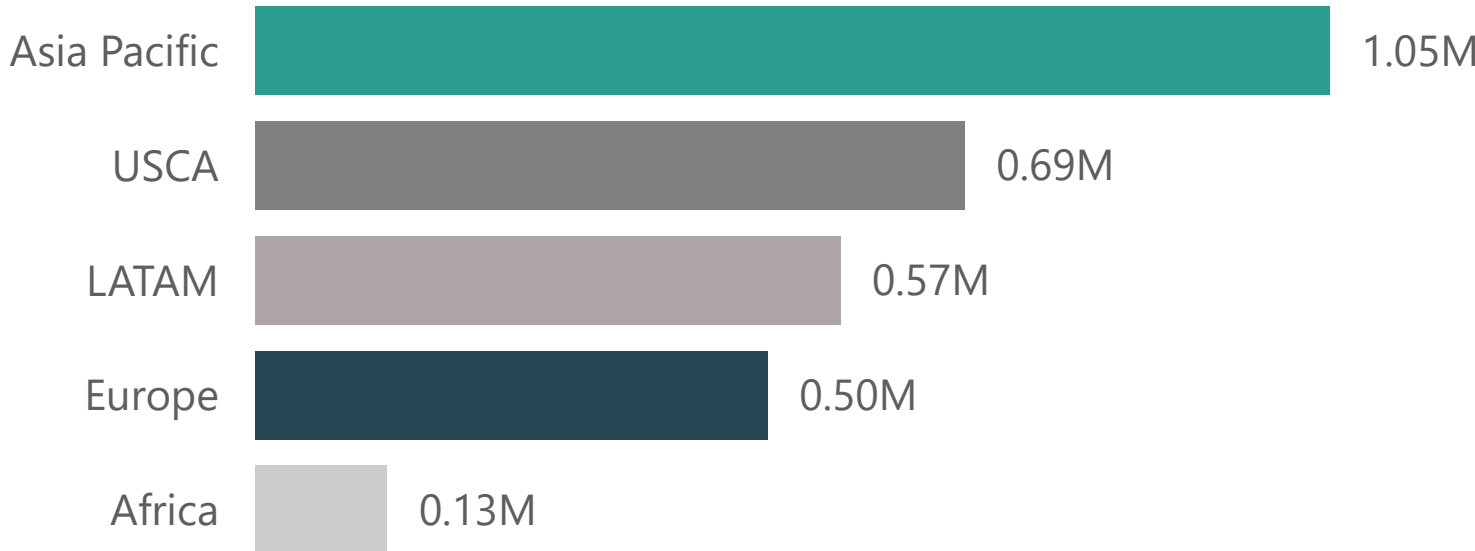
Profit by Market

Europe was the most profitable market.



Sales for discounted products by Market

Asia was the most common for discount activities but the Profit was behind Europe.



Profit Distribution by Geography

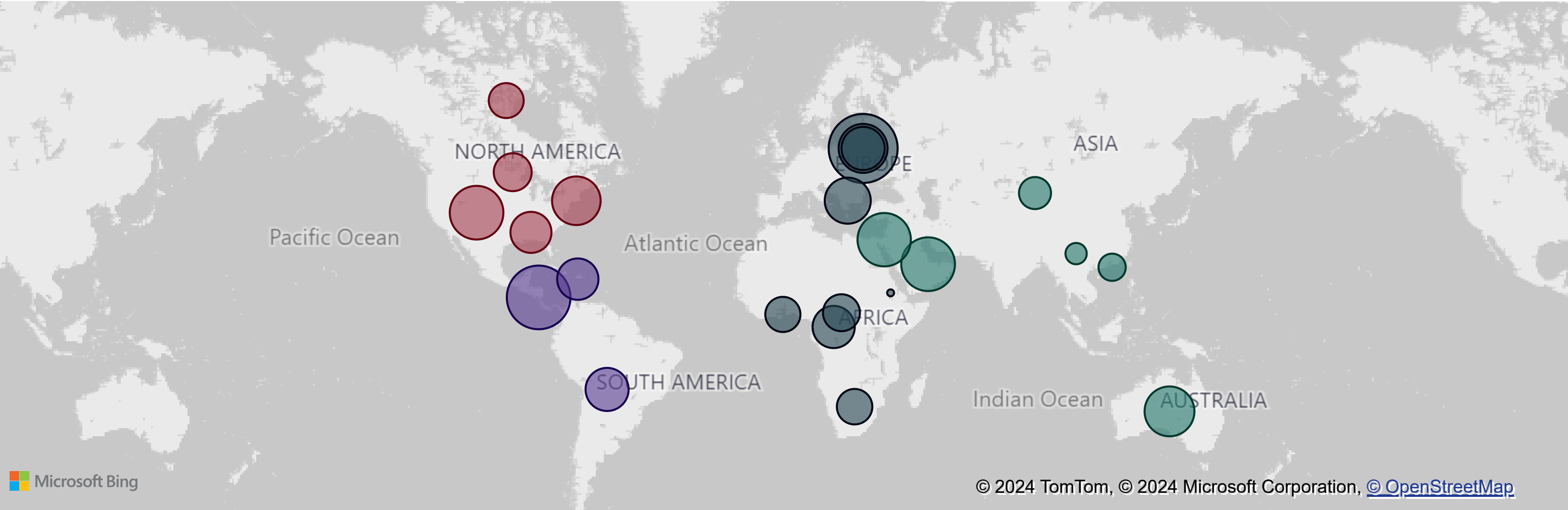
Market ● Africa ● Asia Pacific ● Europe ● LATAM ● USCA

Region

Country

State

City



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All



Category, Subcategory

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Market, Region, Country

All



2020

2021

2022

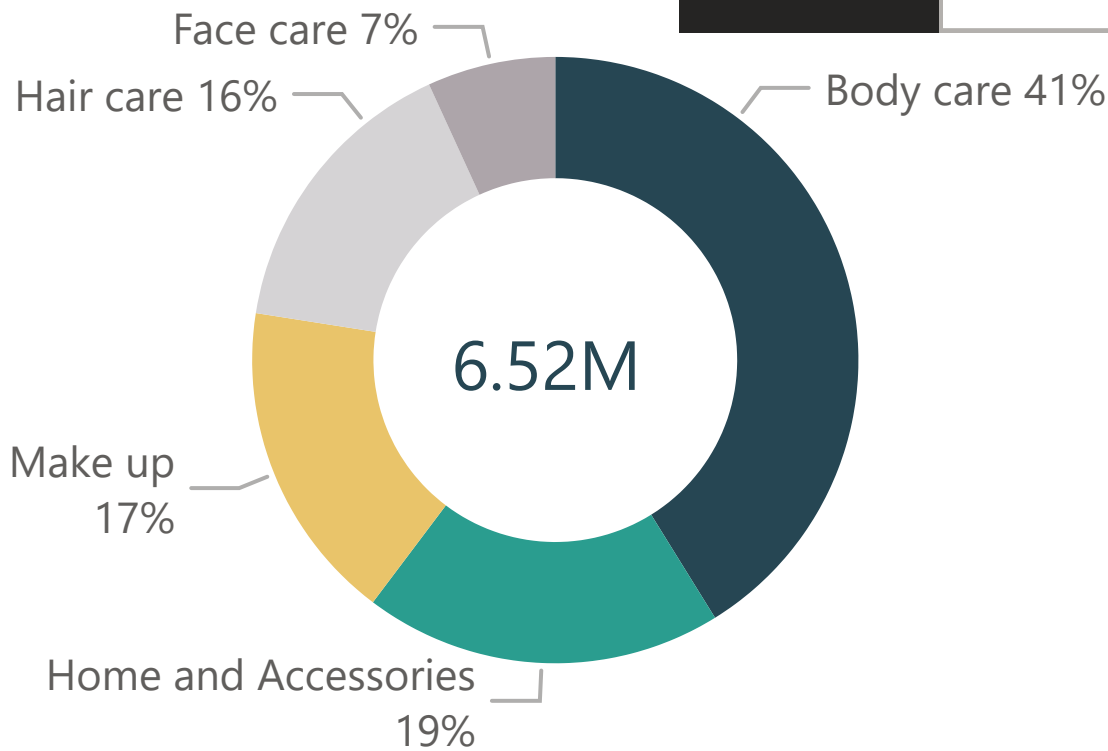
2023

Clear all slicers

Sales by Category

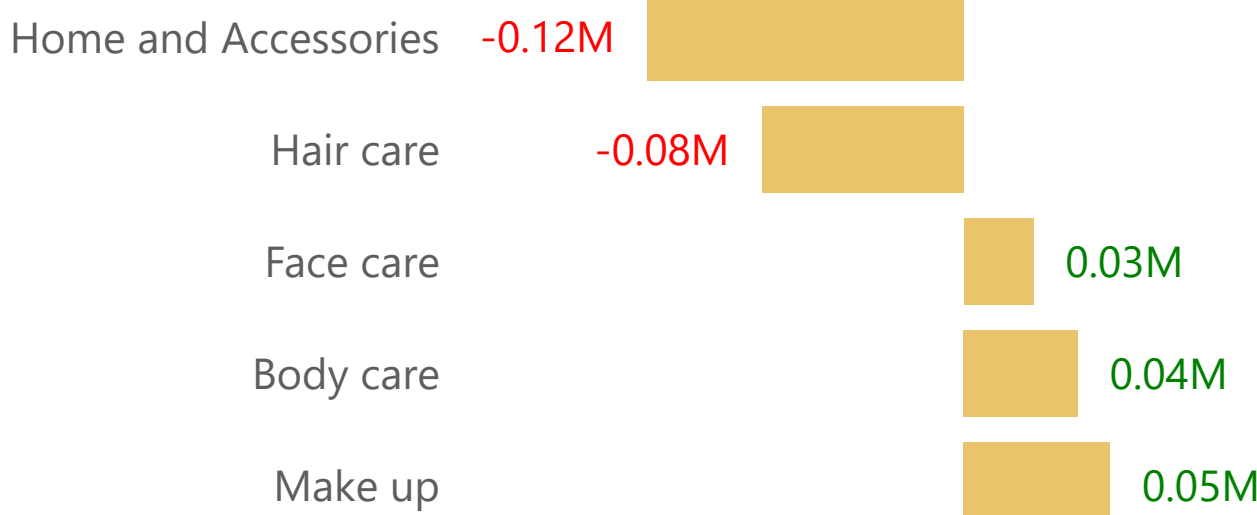
Sales

Profit



Profit/Lost of Discounted Product

Lost due to discount of Hair care, Home and Accessories scaled down the Total Profit.



Sales by Product

Category

Sales

Volume

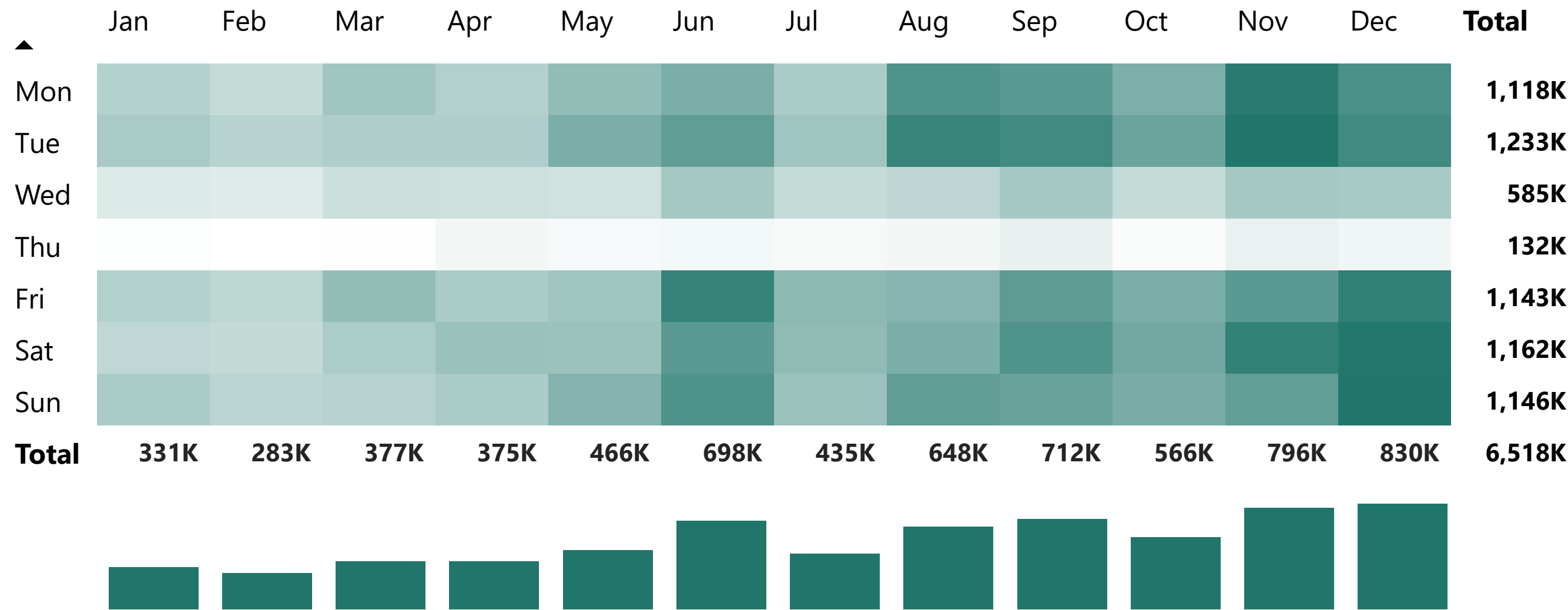
Profit

Profit Margin

<div><div></div></div> Body care	2,682,942	113,437	590,908	22%
<div><div></div></div> Home and Accessories	1,245,643	52,847	-57,188	-5%
<div><div></div></div> Make up	1,121,222	48,284	368,998	33%
<div><div></div></div> Hair care	1,022,151	43,994	3,677	0%
<div><div></div></div> Face care	445,716	19,216	159,018	36%
Total	6,517,674	277,778	1,065,414	16%

Peak Sales by Month and Day of Week

Sales season started from June to December. Thursday observed the least sales during the week.



Top 10 Customers by Sales

Customer ID

Country

Sales

Volume

Profit

Profit Margin

LS-172001402	United States	7,351	65	2,429	33%
KM-162257	Australia	6,841	146	-662	-10%
NH-1861059	Indonesia	6,821	191	394	6%
EA-140351406	United States	6,768	137	242	4%
JR-16210139	United Kingdom	6,307	95	-527	-8%
SP-20620102	Philippines	6,305	75	-338	-5%
CS-121757	Australia	6,222	214	1,467	24%
JD-158951404	United States	6,145	102	1,359	22%
YS-2188048	Germany	6,054	74	1,019	17%
RR-9525134	Turkey	5,948	91	-2,155	-36%
Total		64,762	1,190	3,228	5%