

# E-commerce Sales Dashboard – Executive Summary

## Insights:

This dashboard analyzes sales performance, profitability, and product trends across regions, categories, and cities for 2011–2014, highlighting opportunities to optimize revenue and reduce losses.

## Key Insights

### 1. Sales Distribution by Category:

- Furniture leads with ~\$20K in sales (42% of total revenue).
- Technology follows at ~\$17K, and Office Supplies at ~\$10K.
- Strong performance in Furniture and Technology indicates consumer preference for these categories.

### 2. Profit Analysis by Region:

- West region contributes 97% of total profit—an area of high profitability.
- South, East, and Central regions show minimal profit impact, highlighting underperformance and opportunities for growth.

### 3. Trend Analysis:

- Overall sales declined from 2011–2014, signaling a need for strategic adjustments to reverse the trend.

### 4. Product & City Performance:

- Lexmark products are top performers, driving sales.
- Cities like Franklin exhibit the highest sales concentration, suggesting market hotspots.

## Key Metrics

- **Total Sales:** 47.78K
- **Total Profit:** -72.95 (Negative profit indicates losses)
- **Total Quantity Sold:** 802 units

## Recommendations

### 1. Focus on High-Profit Regions:

- Allocate marketing and promotional efforts to the West region to maximize profitability.

### 2. Address Loss-Making Categories:

- Investigate categories with negative profit. Optimize pricing, costs, or run targeted promotions.

### 3. Expand Successful Product Lines:

- Increase Lexmark product offerings and explore other underperforming cities to diversify revenue streams.

### 4. Strategic Action to Reverse Decline:

- Implement measures to boost sales across all categories and regions, especially where underperformance is evident.