

# E-commerce | Sales analysis

Last refresh: 29 Dec 2025

Selected period: Jan 2024 - Dec 2024

## Navigation

Sales analysis

Customer insights

## Slicers

Year

2024 

Category & Product

All 

Payment Method

All 

City

All 

Age Bin

All 

Gender

All 

Clear all slicers

## Total Sales

 46.0%  
+217.7K

\$690.9K

## Total Orders

 19.4%  
+159

980

## Average Order Value

 22.3%  
+129\$

\$705

## Average Unit Price

 3.1%  
+7\$

\$248

### Total Sales CY vs PY

Identify monthly sales gaps vs prior year to guide promotions and inventory changes

● Current Year ● Prior Year



### Sales Structure

Identify key categories to prioritize in pricing and promotion

Category 



### Product Segmentation by Sales and Sales growth

Identify product performance clusters to prioritize investment, maintenance, or discontinuation strategies



### Sales Breakdown by Category, Product, and Payment Method

