

Ecommerce Sales Performance Dashboard

PURCHASE TIME

1/1/2019

2/28/2021

MARKETING CHAN...

All

PRODUCT NAME

All

REGION

All

ACCOUNT CREATION...

All

COUNTRY CODE

All

\$5.5M

Total Revenue

20K

Total Orders

\$281.3

AOV

North America

Top Region

Direct

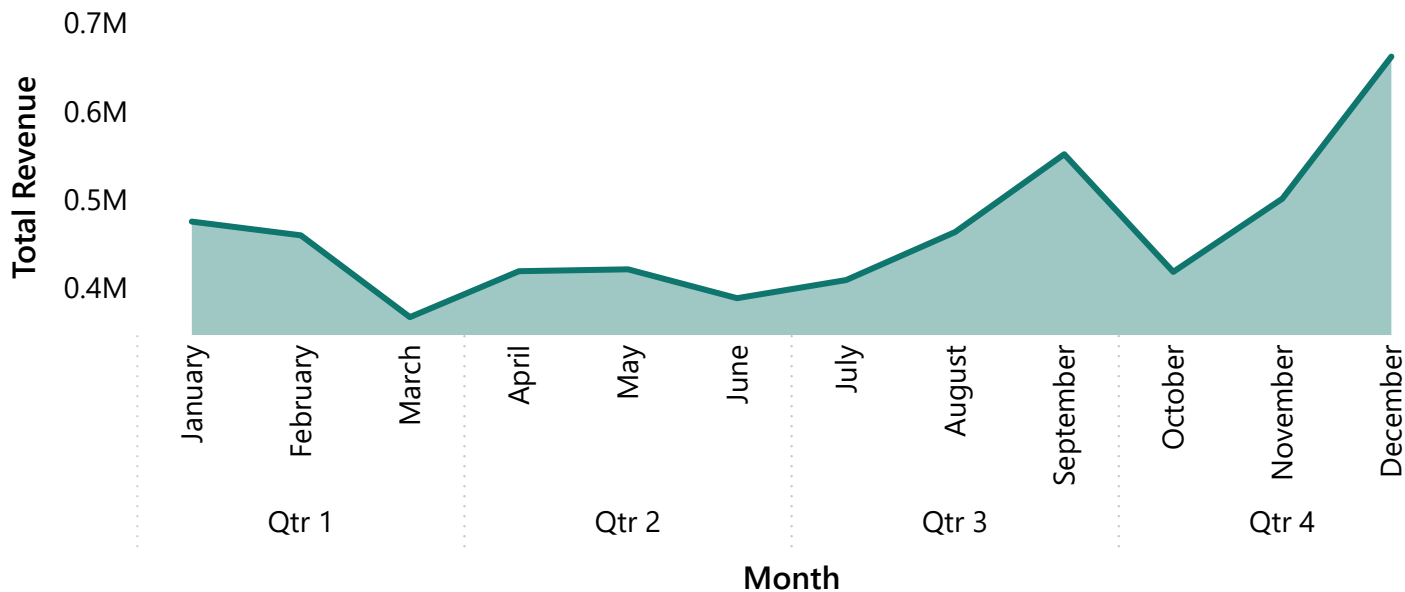
Top Marketing Channel

Total Revenue by Time

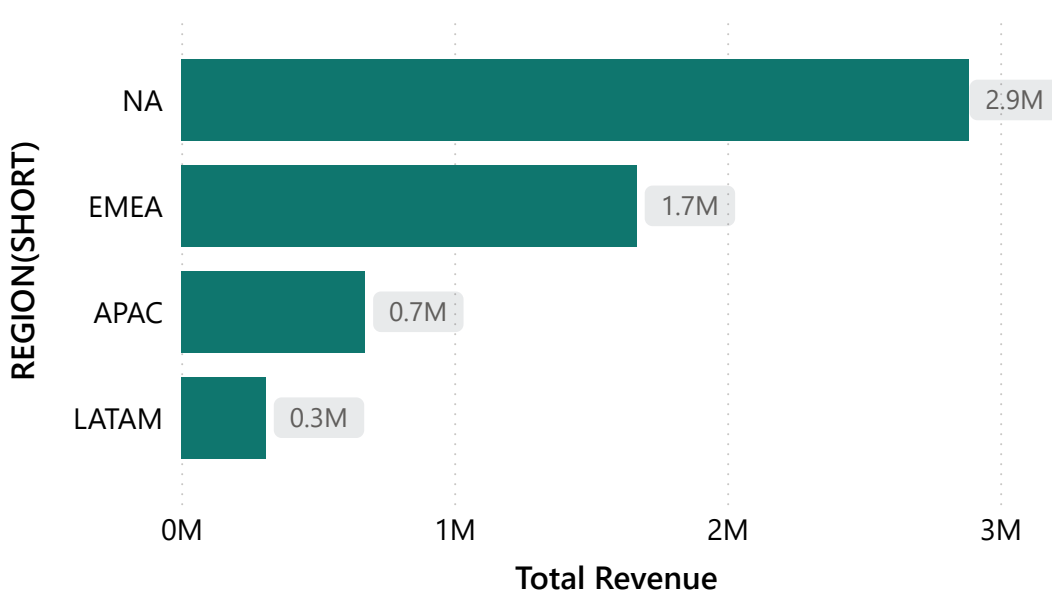
2019

2020

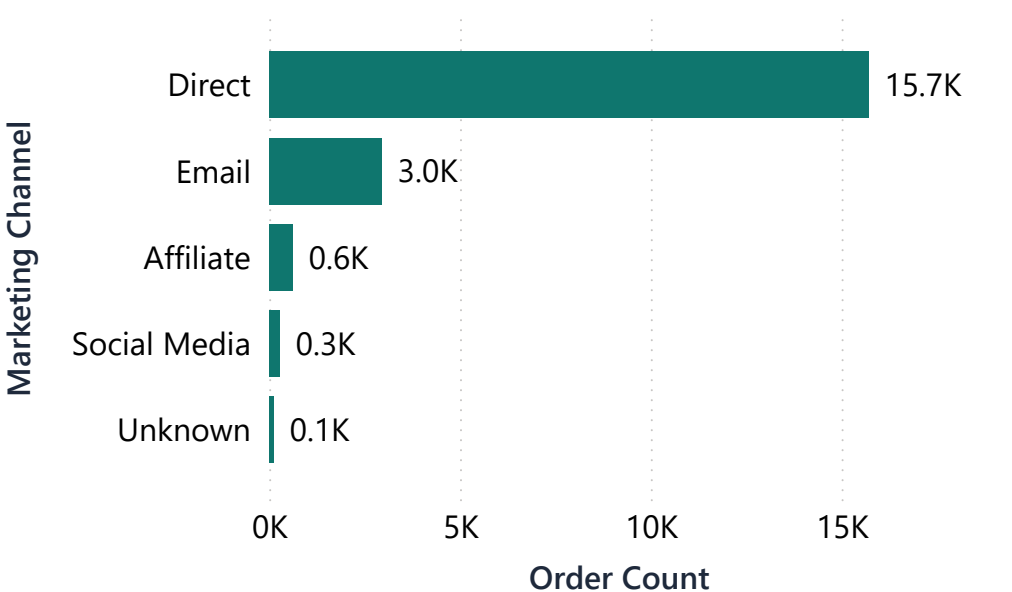
2021



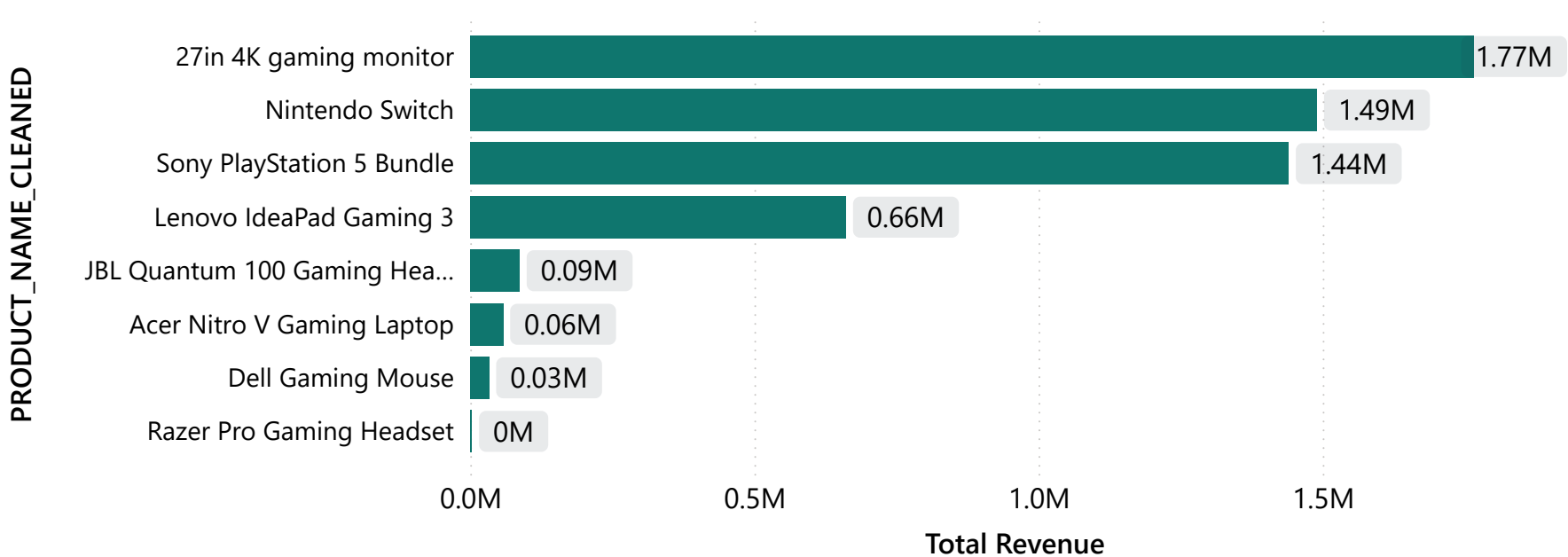
Total Revenue by Region



Marketing Channel By Order Count



Top Product By Revenue



INSIGHTS

- **North American Region** generates **52%** of total revenue.
- **Direct Channel** drives majority of orders (more than half the customers)
- Revenue **consistently** peaked in Quarter 4 of each year.
- Best Product in revenue over the years is the **27in gaming monitor** driving 1.77million Dollars in revenue over 2 years.

RECOMMENDATIONS

- Reduce heavy reliance on North America and the Direct channel by testing paid marketing and expanding in EMEA.
- Leverage strong Q4 seasonality for better inventory and promotional planning.
- Address product concentration by bundling top gaming items with accessories.