E-Commerce Sales Performance Dashboard

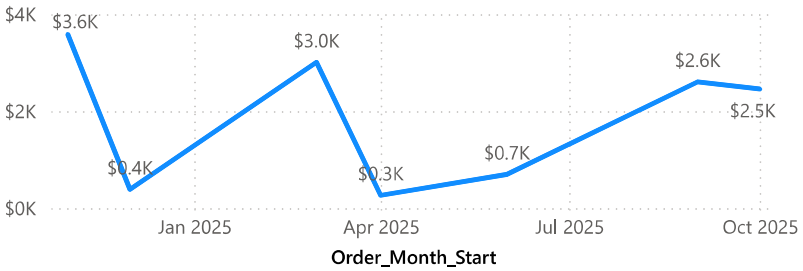
Cleaned and validated sales data for management decision-making

Sort by Year: All

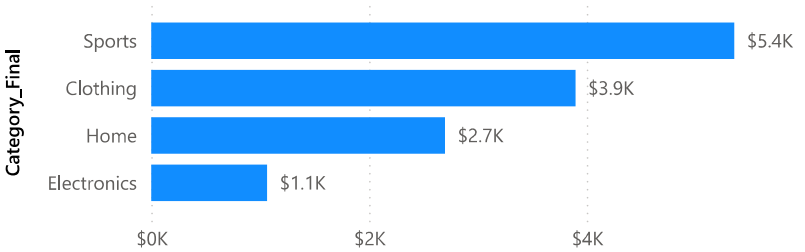
Sort by Category: All

Delivered Revenue	Delivered Orders	Average Order Value	Units Delivered
$13,006.70	9	$1,445.19	20

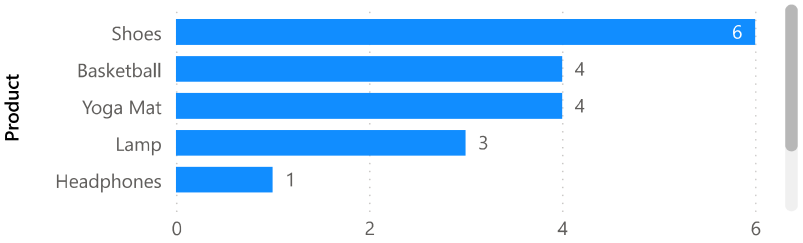
Delivered Revenue Trend



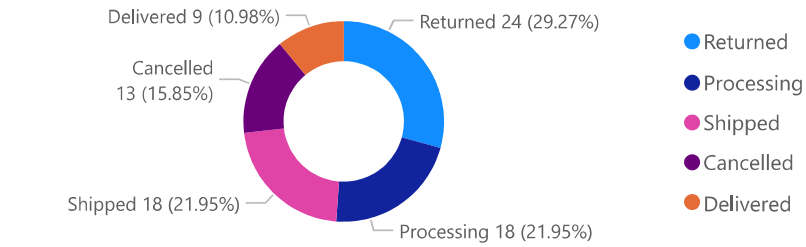
Delivered Revenue by Category



Top Products by Units Delivered



Eligible Orders by Status



E-Commerce Data Quality Audit

Assessment of missing, invalid, duplicated, and corrected sales records

Quality Pass Rate

62.7%

Records Audited

102

Analysis Ready

64

Usable After Correction

18

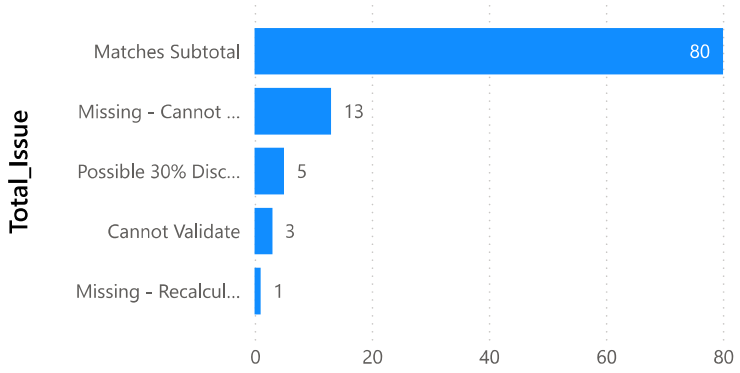
Excluded

20

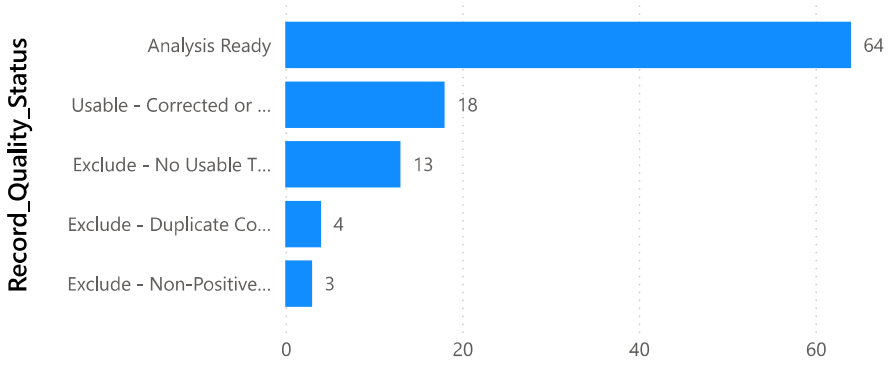
Invalid Date Records

1

Transaction Total Validation Results



Records by Final Quality Status



Records Requiring Exclusion or Manual Review

Source_Row	Order_ID	Order_Date_Original	Product	Quantity_Original	Price_Original	Total_Original	Record_Quality_Status	Order_Date_Issue
2	ORD-35783	7/5/2025	Smartphone	2	abd		Exclude - No Usable Total	Valid
7	ORD-25885	2/2/2025	Blender		978.63		Exclude - No Usable Total	Valid
11	ORD-61020	9/26/2025	Basketball	5	four hundred		Exclude - No Usable Total	Valid
17	ORD-63660	10/30/2025	Microwave	4			Exclude - No Usable Total	Valid
18	ORD-72751	2/12/2025	Blender	-2	10000	-20000	Exclude - Non-Positive Total	Valid
25	ORD-46136	5/31/2025	Comics	5			Exclude - No Usable Total	Valid
31	ORD-34007	8/15/2025	Tennis Racket	2			Exclude - No Usable Total	Valid
35	ORD-16585	10/4/2025	T-Shirt	-5	591.53	-2957.65	Exclude - Non-Positive Total	Valid
38	ORD-91254	2/23/2025	Vacuum	3	-100	-300	Exclude - Non-Positive Total	Valid
43	ORD-69018	10/30/2025	Shoes	5	645.26	2258.41	Exclude - Duplicate Conflict	Valid
57	ORD-34679	11/28/2024	Jeans	2			Exclude - No Usable Total	Valid
65	ORD-23010	2/9/2025	Tennis Racket		587.64		Exclude - No Usable Total	Valid
68	ORD-30329	8/7/2025	Basketball		593.93		Exclude - No Usable Total	Valid
76	ORD-56651	2/24/2025	Headphones	1	111.36	111.36	Exclude - Duplicate Conflict	Valid

Key Business Findings and Recommendations

Operational insights derived from cleaned and validated sales records

Delivered

11.0%

Returned

29.3%

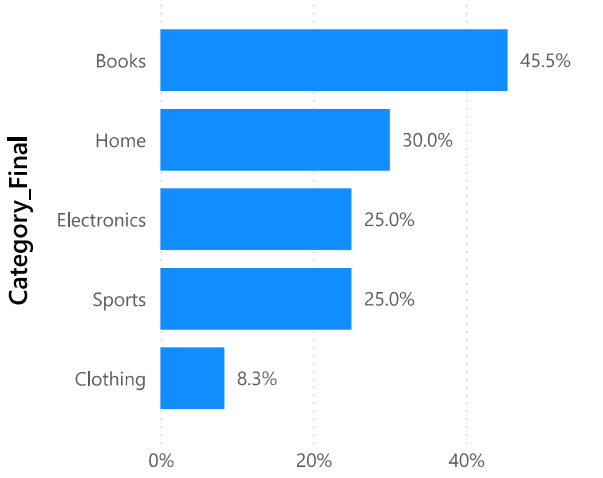
Records Excluded

19.6%

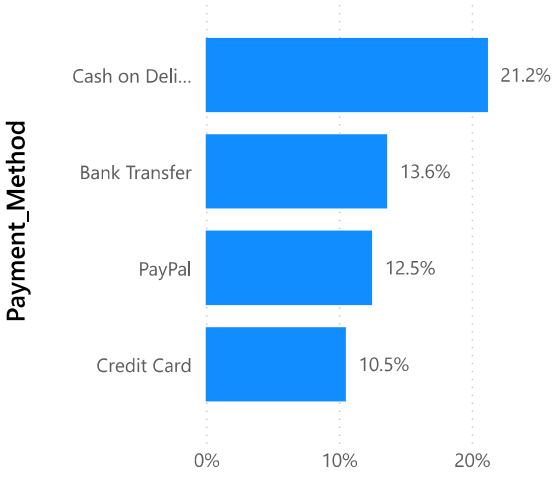
Sports Revenue Share

41.2%

Return Rate by Product Category



Cancellation Rate by Payment Method



Recommended Actions

1. Investigate fulfillment performance.

Only 9 of 82 quality-eligible orders were marked Delivered. Management should determine whether Shipped and Processing orders are genuinely still open or whether statuses are not being updated consistently.

2. Review the return process.

Returned is the largest order status, representing 24 eligible orders. Examine return reasons by product and category before increasing marketing spend.

3. Introduce data-entry validation.

Approximately one-fifth of audited records were excluded because of missing totals, conflicting duplicates, or non-positive transaction values. Required fields and numeric validation should be added at entry.

4. Protect high-performing categories.

Sports produces the largest share of delivered revenue. Inventory availability and fulfillment performance for this category should be monitored closely.