DecodeLab — Data Exploration Findings

Statistical Summary Report

Dataset: 1,200 Orders | Years: 2023–2025 | Products: 7

1. Overall Summary

Metric	Value
Total Orders	1,200
Grand Total Revenue	**$1,188,905.43**
Returned + Cancelled SalesSum	$488,212.38
Total Quantity Sold	3,535 units
Number of Products	7
Number of Referral Sources	5

2. Revenue by Year

Revenue declined significantly each year, with 2023 contributing more than half the total.

Year	Total Revenue	% of Total
2023	$519,819.34	43.7%
2024	$451,204.39	37.9%
2025	$217,881.70	18.3%
Grand Total	**$1,188,905.43**	**100%**

Note: 2025 data appears partial (only part of the year is included).

3. Revenue & Quantity by Product

Chair generated the highest revenue and quantity sold regardless of order status, while Phone ranked lowest in both metrics.

Product	Total Revenue	Total Quantity	Rank
Chair	$185,379.09	562	1st
Printer	$183,589.53	542	2nd

Laptop	$181,126.26	535	3rd
Desk	$157,845.44	508	4th
Tablet	$173,930.26	497	5th
Monitor	$163,429.12	480	6th
Phone	$143,605.73	411	7th

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4. Top-Selling Product by Year

Year	Top Product	Revenue
2023	Printer	$90,100.82
2024	Chair	$80,399.60
2025	Desk	$43,898.16

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5. Orders by Status

Cancelled orders are the most frequent, while Delivered orders are the least. Returned + Cancelled combined account for **$488,212** in lost or reversed revenue.

Order Status	Count
Cancelled	250
Returned	247
Pending	237
Shipped	235
Delivered	231

Key insight: Returned + Cancelled = 497 orders ($488,212.38 in revenue at risk)--- the cause must be investigated.

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6. Orders by Referral Source

Instagram drives the most orders and revenue, while Referral source generates the least Sales.

Source	Order Count	Total Quantity	Total Revenue
Instagram	259	770	$258,428.60

Email	250	746	$246,668.27
Facebook	228	674	$236,454.84
Google	241	714	$234,420.75
Referral	222	631	$212,932.97

7. Discount & Coupon Usage

FREESHIP is the most used coupon,and placed in top according to sales . Nearly 1 in 4 orders had no discount applied at all.

Coupon / Discount	Count	Sales
FREESHIP	313	$335,036.98
No Discount	309	$322,401.41
WINTER15 (15% off)	292	$257,111.01
SAVE10 (10% off)	286	$274,356.02

8. Returned Orders by Product

Product	Returned Revenue	Returned Qty
Tablet	$40,496.62	123
Monitor	$37,530.53	97
Laptop	$37,023.82	114
Printer	$33,980.08	114
Phone	$28,309.14	77
Desk	$27,498.11	86
Chair	$24,875.17	71
Total	**$229,713.47**	**682**

9. Cancelled Orders by Product

Product	Cancelled Revenue	Cancelled Qty
Tablet	$78,193.14	226
Laptop	$78,041.90	227

Chair	$71,635.57	213
Monitor	$71,266.33	199
Printer	$70,328.76	226
Desk	$63,876.16	193
Phone	$54,870.53	157
Total	**$488,212.38**	**1,441**

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