

INVENTORY HEALTH & PROFIT AUDIT

Prepared for:
ecommerce_test_data.csv

Generated on: January 01, 2026

Executive Summary

This audit analyzes your inventory efficiency and highlights key areas where capital is tied up or underperforming.

| NET REVENUE | DEAD STOCK VALUE | GROSS MARGIN |
|-----------------|------------------|--------------|
| \$93,202 | \$2,850 | 70.3% |

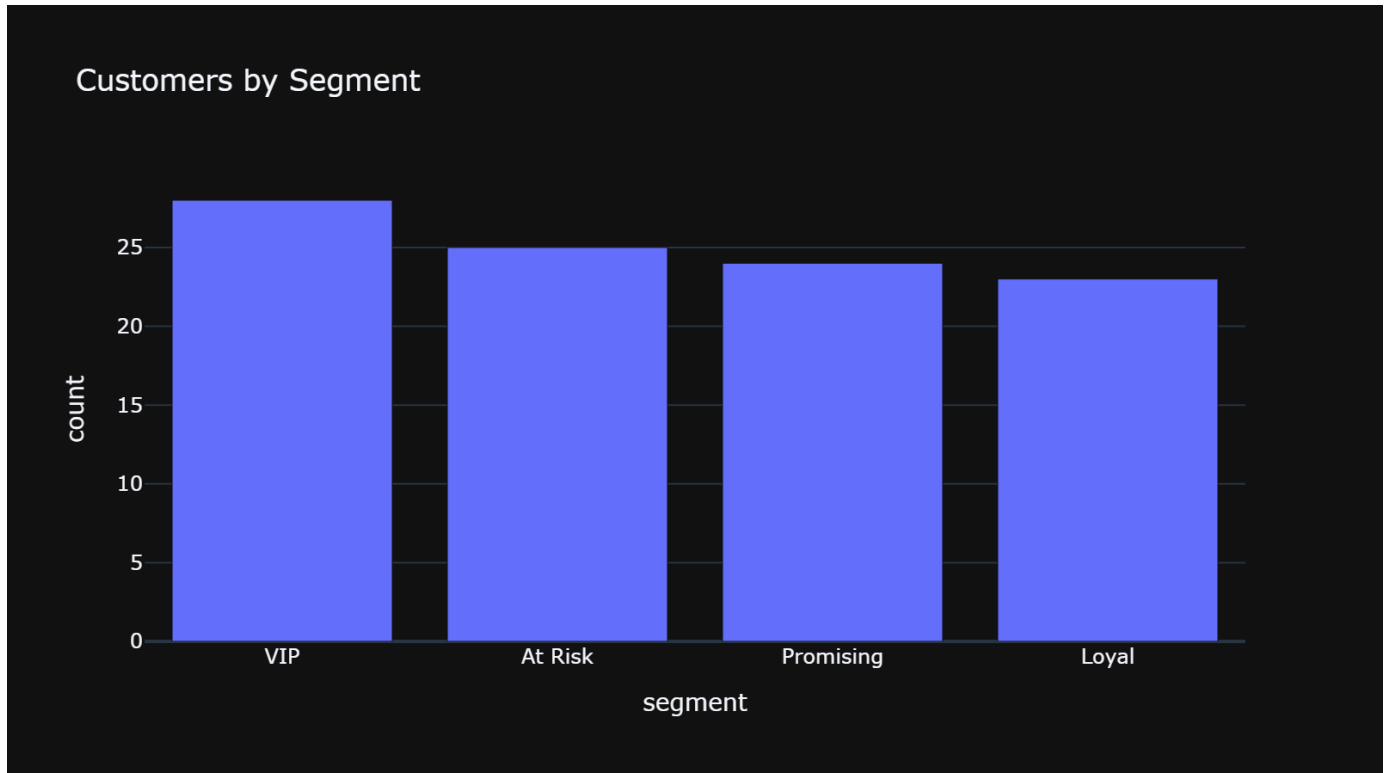
Dead Stock Analysis

| Product | Units | Days Idle | Cash Stuck |
|------------------------|-------|-----------|------------|
| Ugly Christmas Sweater | 150 | 130 | \$2,250.00 |
| Old Summer Scarf | 300 | 127 | \$600.00 |

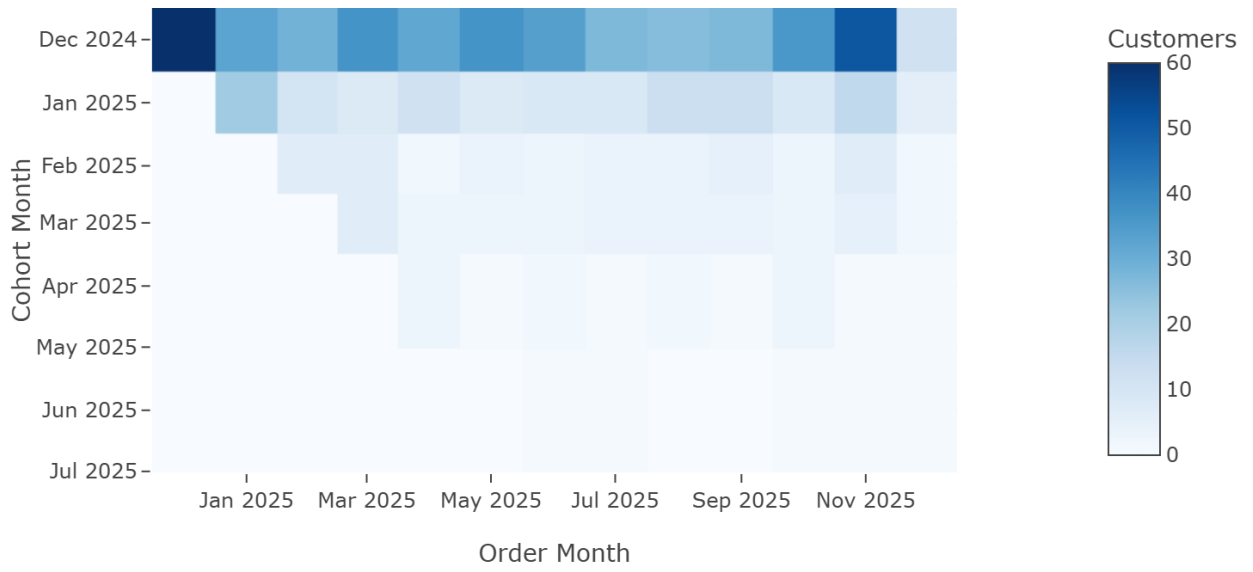
Recommended Action Plan

- Bundle Strategy:** Combine long-idle items with best sellers.
- Flash Sale:** Run a 48-hour clearance on top dead SKUs.
- Stop Reorder:** Avoid replenishing dead/idle items.

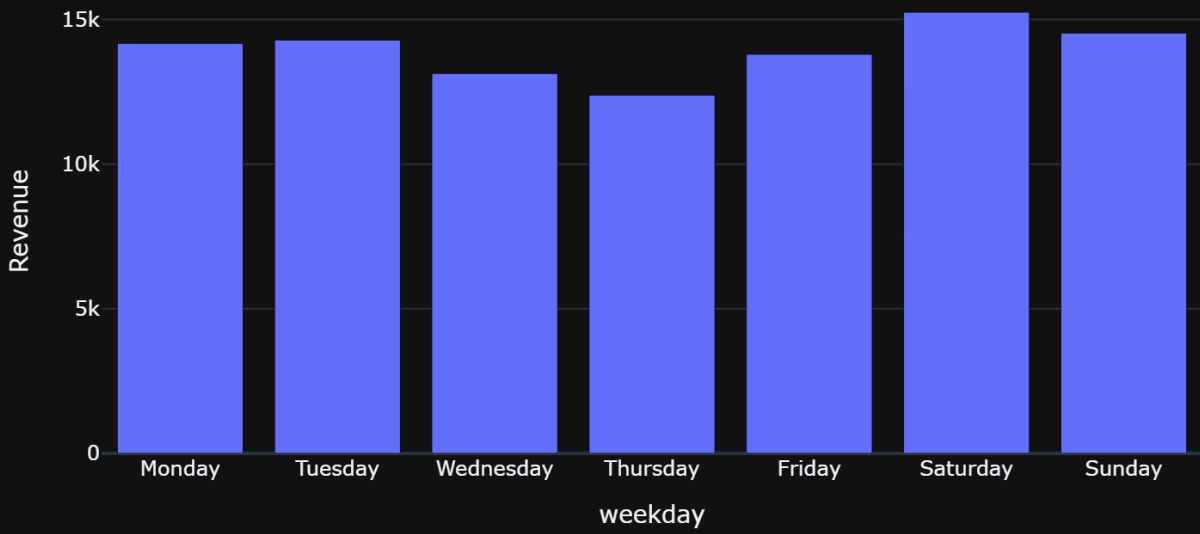
Visual Insights



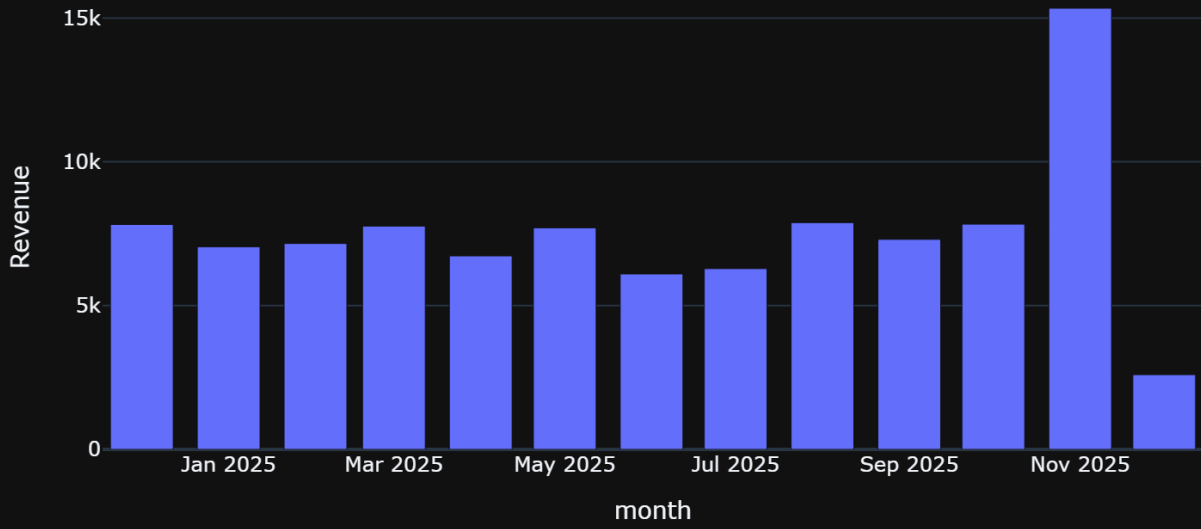
Cohort Retention Heatmap



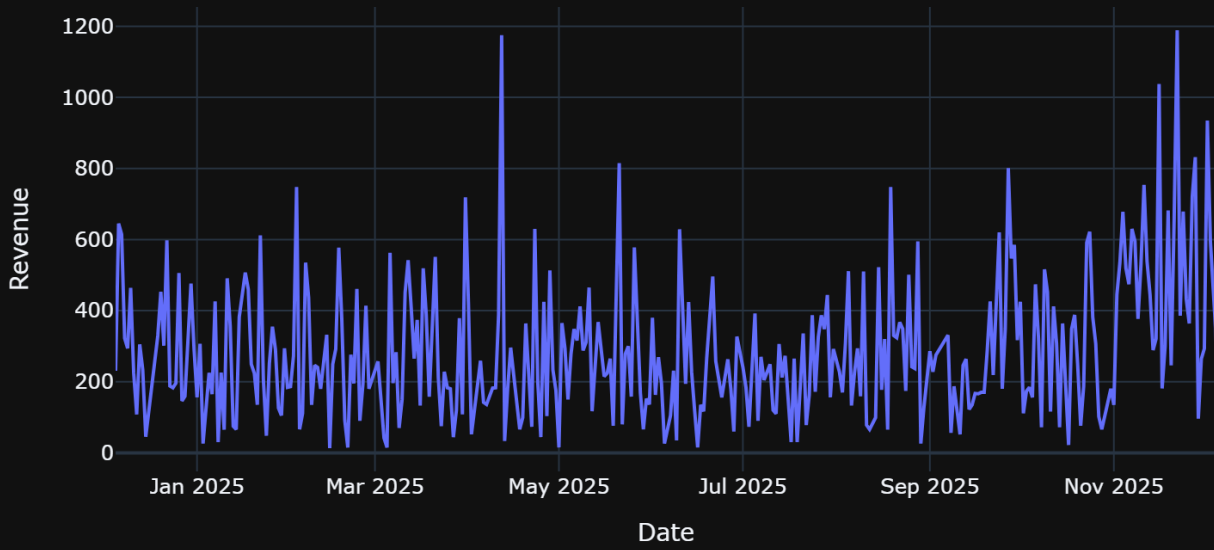
Weekday Revenue Trend



Monthly Revenue Trend



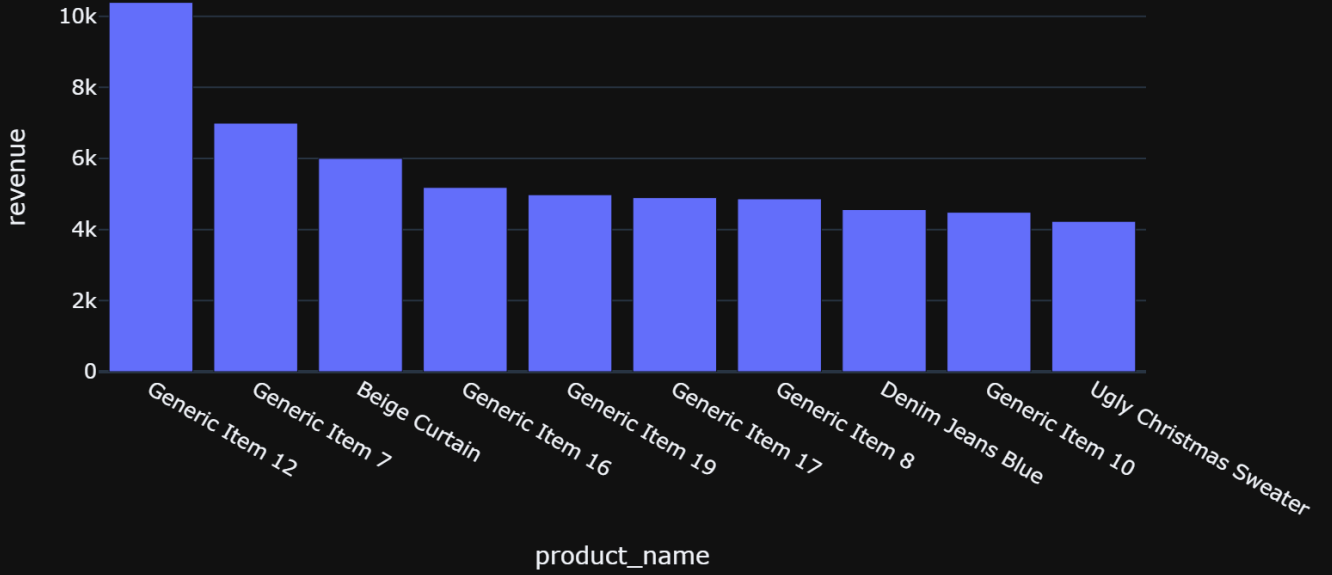
Daily Revenue Trend



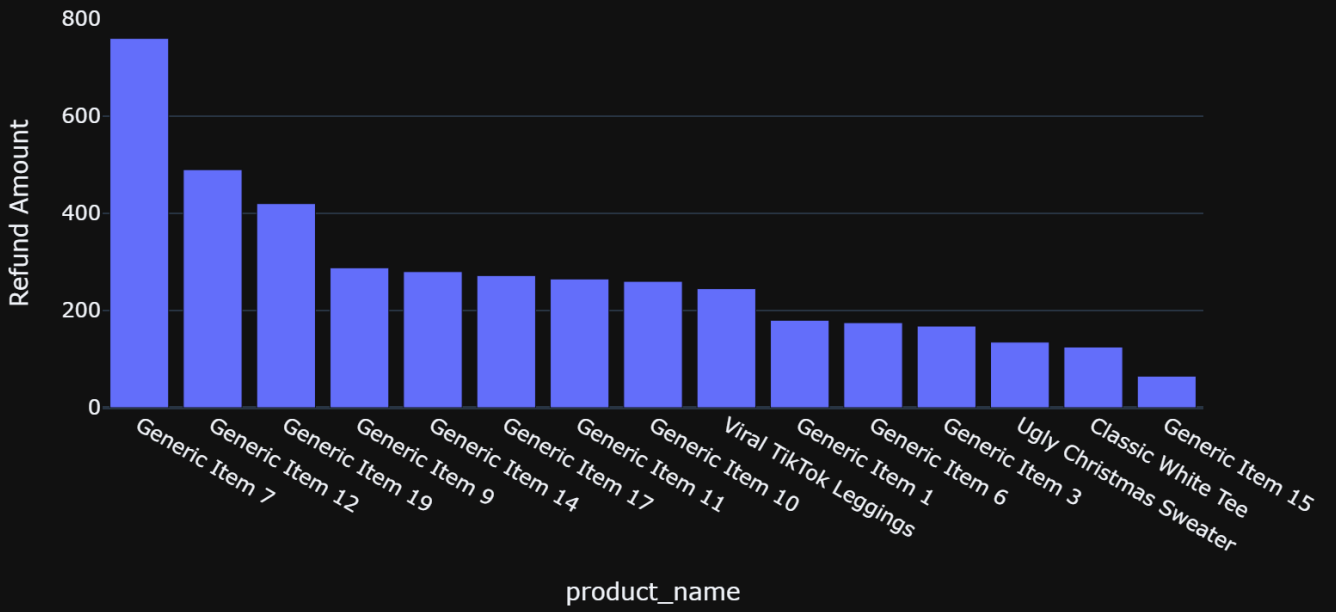
Funnel



Top 10 Products by Revenue



Refunds by Product



Top Stagnant Items

