A - Product Sales

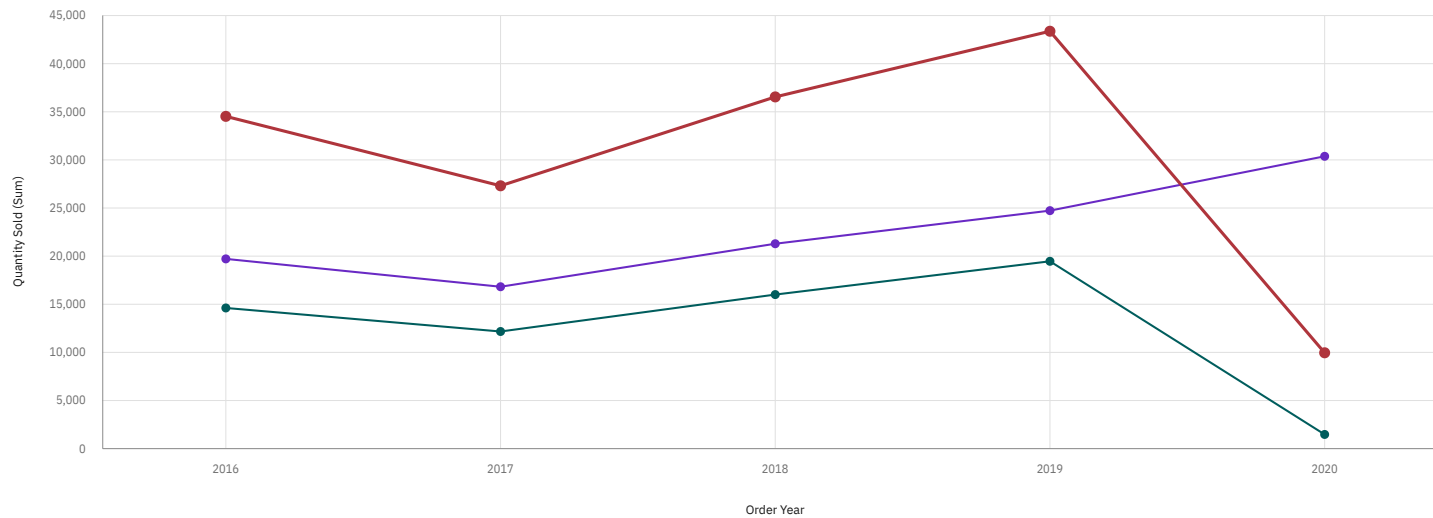Quantity Sold

328K
Quantity Sold

Revenue

$158,382,247
Revenue

Product Line Performance by Year
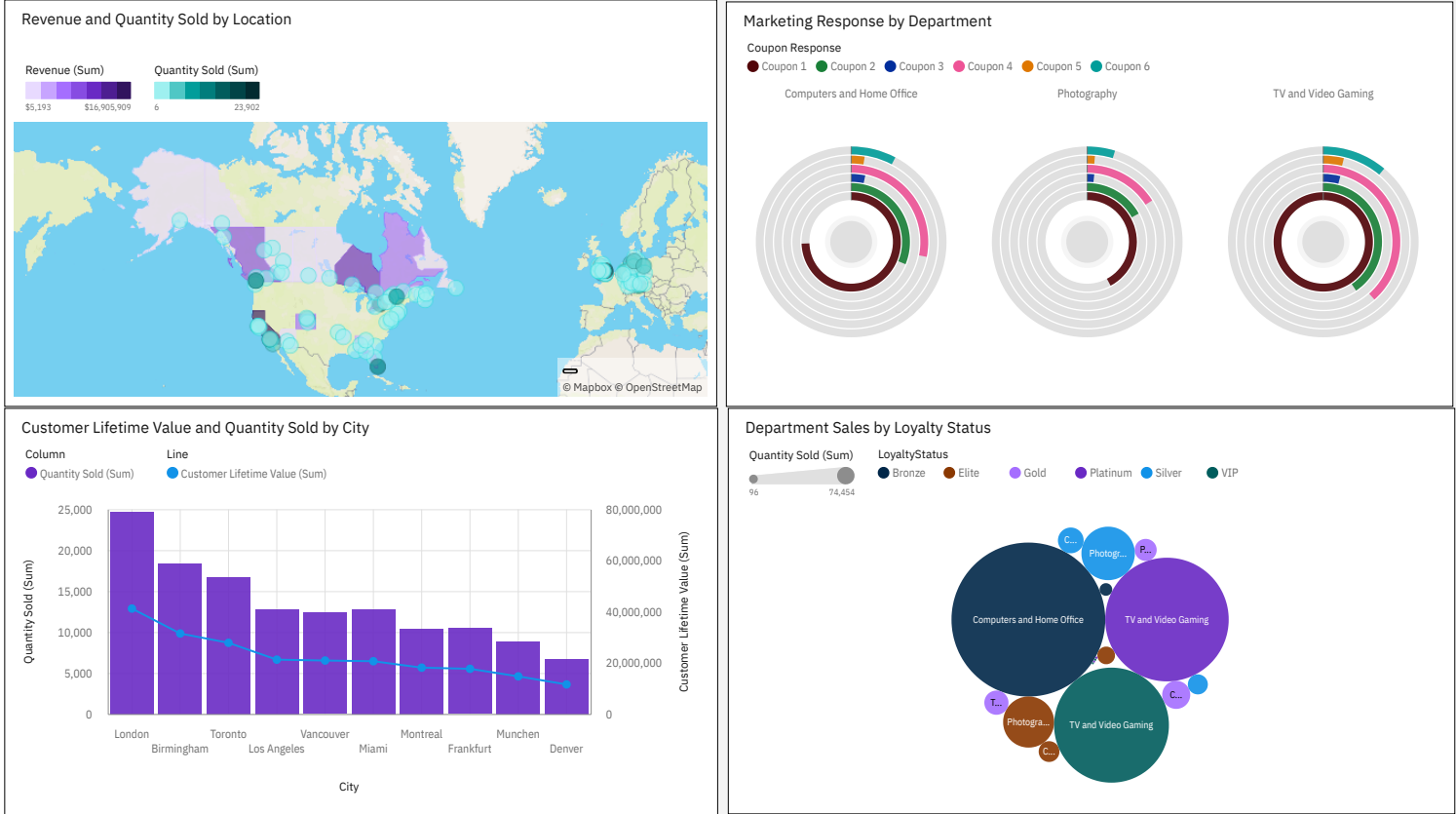
Product Line
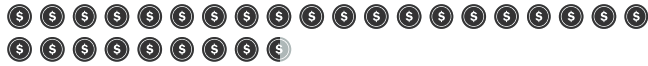- Computers and Home Office
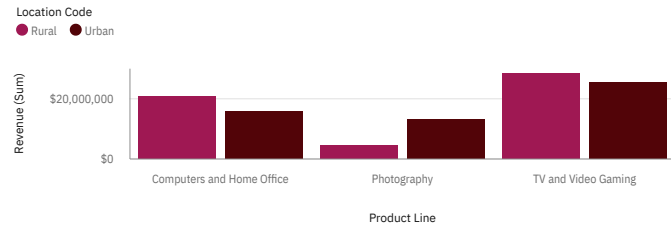- Photography
- TV and Video Gaming

B - Customer

Revenue and Quantity Sold by Location

Revenue (Sum)
$5,193 $16,905,909

Quantity Sold (Sum)
6   23,902

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Marketing Response by Department

Coupon Response
● Coupon 1   ● Coupon 2   ● Coupon 3   ● Coupon 4   ● Coupon 5   ● Coupon 6

Computers and Home Office   Photography   TV and Video Gaming

Customer Lifetime Value and Quantity Sold by City

Column
● Quantity Sold (Sum)

Line
● Customer Lifetime Value (Sum)

London   Birmingham   Toronto   Los Angeles   Vancouver   Miami   Montreal   Frankfurt   Munchen   Denver

City

Department Sales by Loyalty Status

Quantity Sold (Sum)
96   74,454

LoyaltyStatus
● Bronze   ● Elite   ● Gold   ● Platinum   ● Silver   ● VIP

C...
Photogr...
P...
Computers and Home Office
TV and Video Gaming
T...
Photogra...
C...
TV and Video Gaming
C...

Advanced dashboard

Average Revenue

$$ = 100 Revenue

Average Margin

$93.29

Margin

Revenue by Product Line colored by Location Code

Location Code
● Rural ● Urban
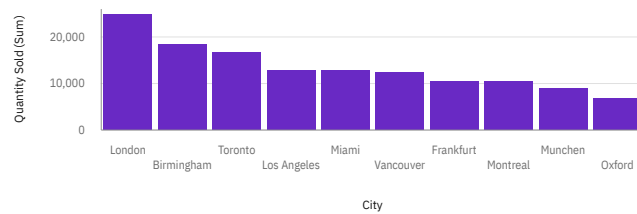
Margin by Order Year colored by Product Line

Product Line
● Computers and Home Office ● Photography ● TV and Video Gaming

Quantity Sold by City