

Fashion Store Sales Dashboard | By [Abraham Abur]

Sales Channel Performance

The App Mobile channel accounts for approximately 58% of total sales, outperforming E-commerce in both sales volume and revenue contribution. This indicates strong customer engagement on mobile and suggests prioritizing mobile campaigns.

Top Product Contribution

The top 10 products contribute to nearly 30% of total revenue, with consistent demand across channels. Focusing promotions on these products can optimize marketing ROI

