

Sales Report Dashboard (August 2024 - August 2025)

Number of Orders

1000

Total Sales Value

\$1,404,929.24

Actual Sales Value

\$1,303,177.83

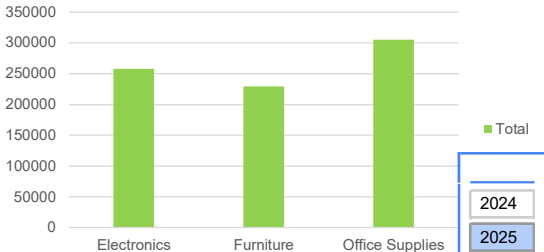
Total Discount Value

\$101,751.41

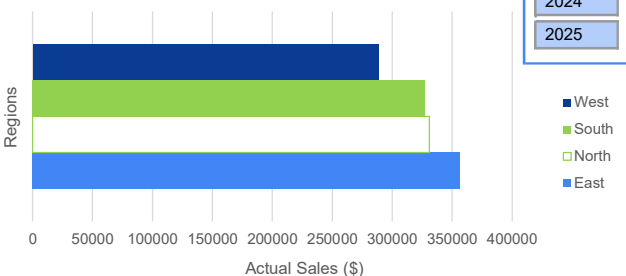
Average Order Value

\$1,404.93

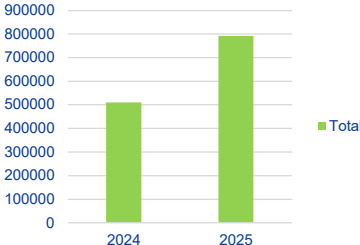
Actual Sales Value (\$) by Product Category



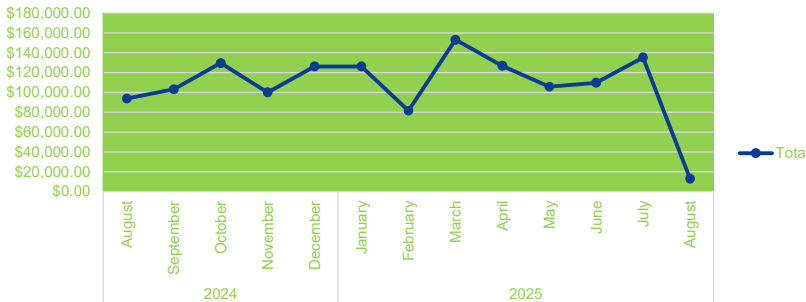
Actual Sales Value (\$) by Region



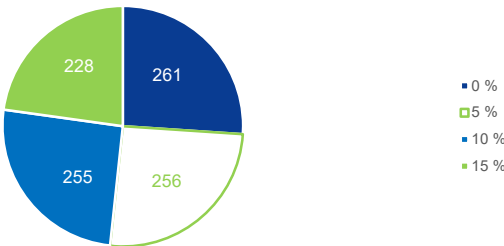
Actual Sales Value (\$) by Year



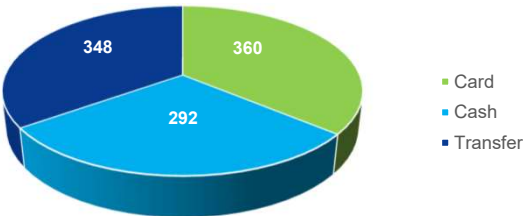
Sales Trend from August 2024 - August 2025



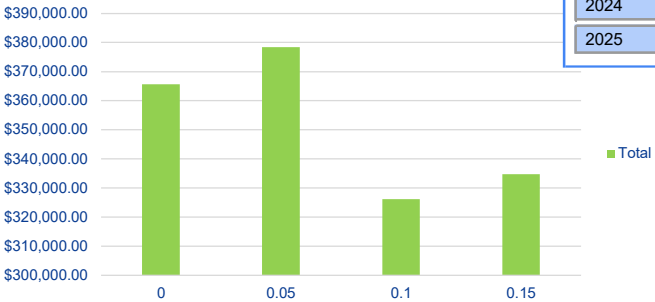
Number of Orders Based on % Discount



Number of Orders and the Payment Type Used



Total Sales Value at Each % Discount



ALL PIVOT TABLES USED

VERTICAL

BAR CHART 1

Row Labels	Sum of Actual Sales
Electronics	258224.326
Furniture	229375.089
Office Supplies	304750.0685
Grand Total	792349.4835

3D PIE CHART

Row Labels	Count of Payment Type
Card	360
Cash	292
Transfer	348
Grand Total	1000

VERTICAL

BAR CHART 3

Row Labels	Sum of Total Sales
0	\$365,643.18
0.05	\$378,319.83
0.1	\$326,190.38
0.15	\$334,775.85
Grand Total	\$1,404,929.24

DATA CARD

Number of Orders
1000
1000

DATA CARDS

Actual Sales Value	Total Discount Value	Average Order Value	Total Sales Value
\$1,303,177.83	\$101,751.41	\$1,404.93	\$1,404,929.24
\$1,303,177.83	\$101,751.41	\$1,404.93	\$1,404,929.24

PIE CHART 1

Row Labels	Count of Invoice ID
0	261
0.05	256
0.1	255
0.15	228
Grand Total	1000

VERTICAL BAR CHART 2

Row Labels	Sum of Actual Sales
2024	510828.3495
2025	792349.4835
Grand Total	1303177.833

LINE CHART

Row Labels	Sum of Total Sales
2024	\$553,013.97
August	\$93,812.13
September	\$103,231.23
October	\$129,652.49
November	\$100,035.32
December	\$126,282.80
2025	\$851,915.27
January	\$126,241.52
February	\$81,658.37
March	\$153,207.12
April	\$126,938.16
May	\$105,813.91
June	\$109,809.07
July	\$135,184.37
August	\$13,062.75
Grand Total	\$1,404,929.24

HORIZONTAL
BAR
CHART

	Column Labels				Grand Total
	East	North	South	West	
Sum of Actual Sales	356585.937	330991.025	327092.931	288507.94	1303177.833

SALES DATA REPORT

Over the past year, our sales performance has shown clear momentum, with the introduction of discounts playing a pivotal role in driving growth. From August 2024 to August 2025, we recorded 1,000 orders, generating \$1.40M in total sales. After accounting for \$101K in discounts, actual sales stood at \$1.30M, supported by a healthy average order value of \$1,405.

The data reveals a compelling trend: the use of discounts sparked higher order volumes and sales revenue. This confirms that smartly applied promotions are effective demand drivers. Office Supplies led as the strongest-performing category over the time period, while the East region emerged as the leading revenue hub.

Interestingly, most customers responded positively to moderate discounts (5–10%), which boosted sales activity without significantly affecting overall revenue. Out of 1000 orders, over 70% were discounted within the time period captured. It is also noticeable that the improvement in sales did not only cover discounted products. Orders with no discount also increased over the time period from August 2024 – August 2025.

Another additional insight from the data obtained shows that most customers perform cashless transactions, that is, with either bank transfers or with bank cards. All stores should therefore have adequate support for this.

Our assumption is that external market conditions remained stable, meaning the improvement in sales can largely be attributed to our new pricing strategy. The insight is clear. Discounting, when applied strategically, greatly improves sales. Looking ahead, balancing promotional activity and other marketing strategies with profit margin protection will be critical for long-term profitability and progress.