

Customer 360° Sales Performance Dashboard

2.30M

Total Sales

286.40K

Total Profit

0.12

Profit Margin %

793

Customer Count

458.61

Average Order Value

Year

All

Region

All

Category

All



● Total Sales ● Total Profit

0.48M

0.47M

0.06M

0.61M

0.08M

0.73M

0.09M

Sales Trend

Category Sales

Technology

0.84M

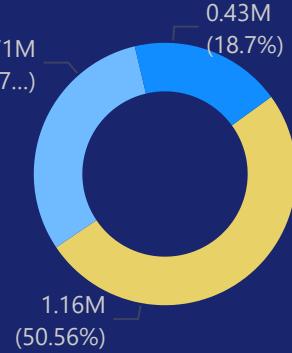
Furniture

0.74M

Office Su...

0.72M

Sales by Segment



Segment

- Consumer
- Corporate
- Home Of...

Total Profit by Region

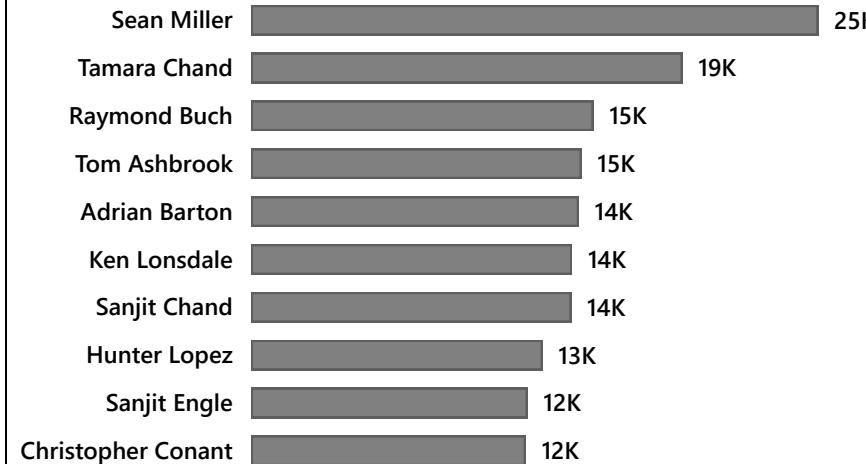


Customer Insights

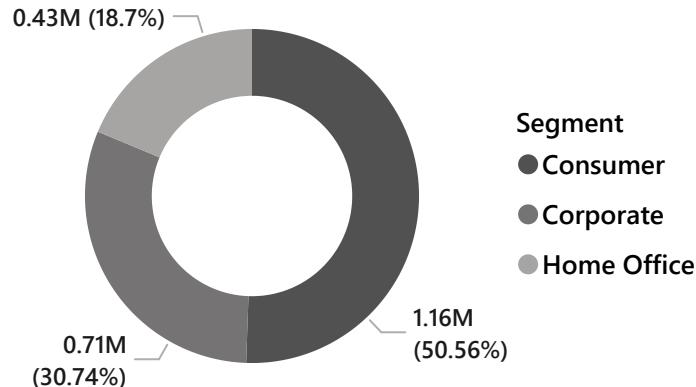
793

Customer Count

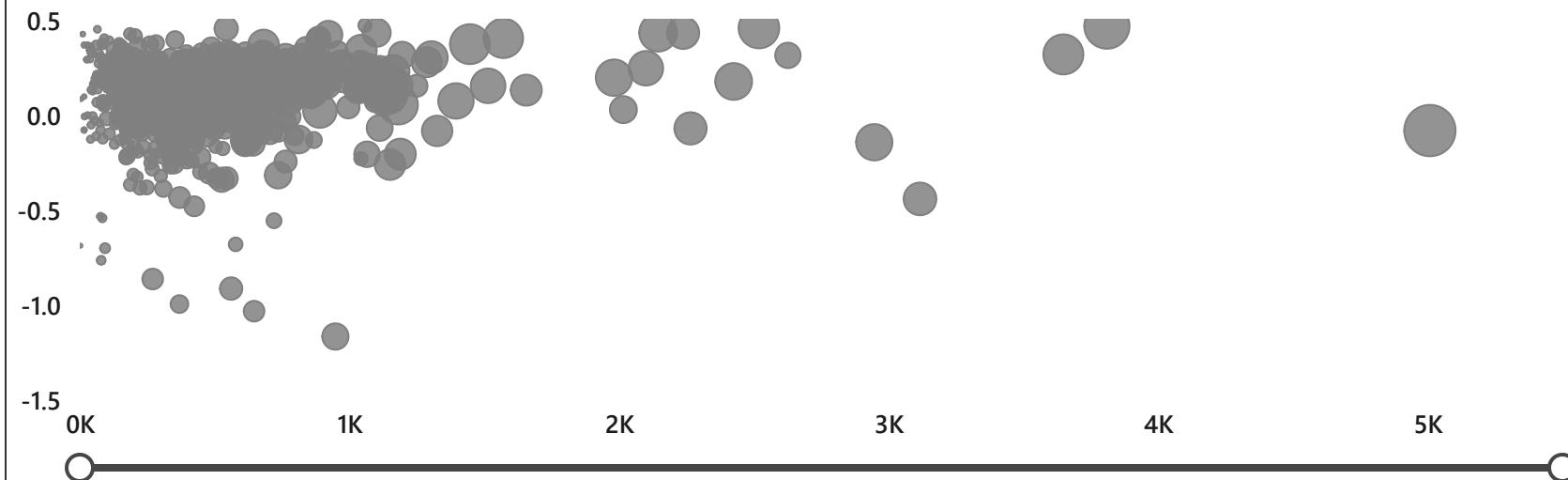
Total Sales by Top 10 Customers



Segment sales share



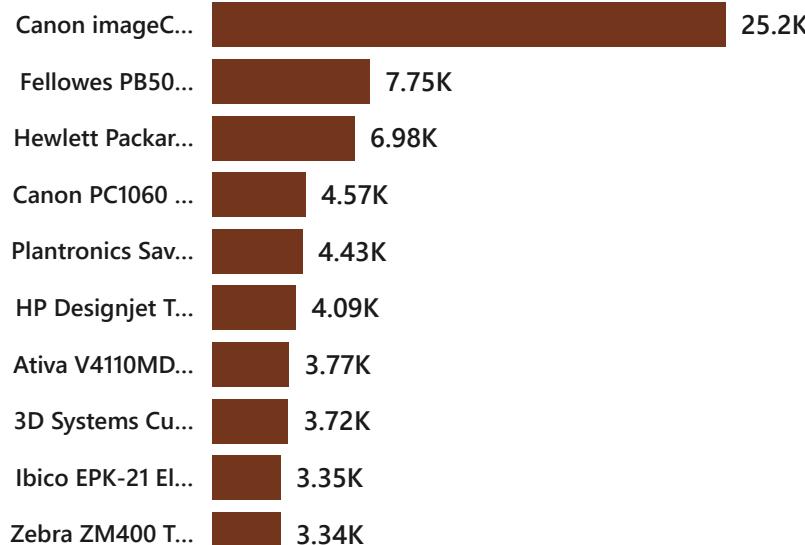
Customer Profitability



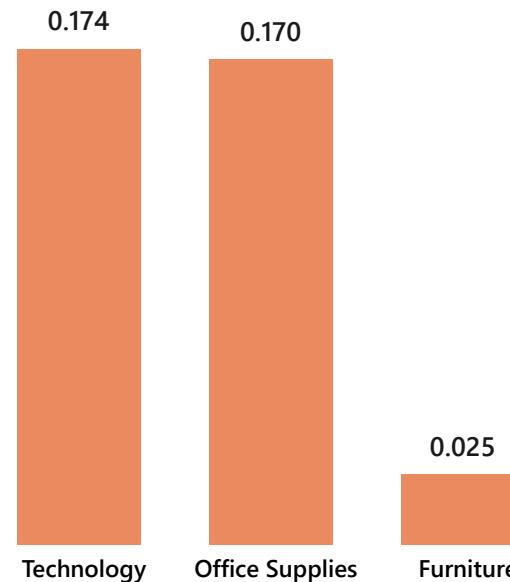
Customer_Name	Total Sales	Total Profit	Profit Margin %
Aaron Bergman	886.15	129.34	0.15
Aaron Hawkins	1,744.70	365.22	0.21
Aaron Smayling	3,050.69	-253.59	-0.08
Adam Bellavance	7,755.63	2,054.60	0.26
Adam Hart	3,250.35	281.20	0.09
Adam Shillingsburg	3,255.30	64.53	0.02
Adrian Barton	14,473.57	5,444.81	0.38
Adrian Hane	1,735.53	-2.30	0.00
Adrian Shami	58.82	21.84	0.37
Aimee Bixby	966.71	313.66	0.32
Alan Barnes	1,113.85	220.82	0.20
Alan Dominguez	6,106.88	1,869.92	0.31
Alan Haines	1,587.45	-378.54	-0.24
Alan Hwang	4,805.35	1,308.56	0.27
Alan Schoenberger	4,260.78	719.77	0.17
Alan Shonely	584.62	33.72	0.06
Alejandro Ballentine	914.53	264.57	0.29
Alejandro Grove	2,582.90	732.75	0.28
Alejandro Savy	3,214.24	354.63	0.11
Aleksandra Gannaway	367.55	59.30	0.16
Alex Avila	5,563.56	-362.87	-0.07
Alex Grayson	660.97	-5.14	-0.01
Alex Russell	1,055.69	-221.05	-0.21
Alice McCarthy	814.01	194.99	0.24
Allen Arnold	1,056.39	277.40	0.26
All	220.25	60.87	0.27

Product & Category Analysis

Top 10 Profitable Products



Category Margin



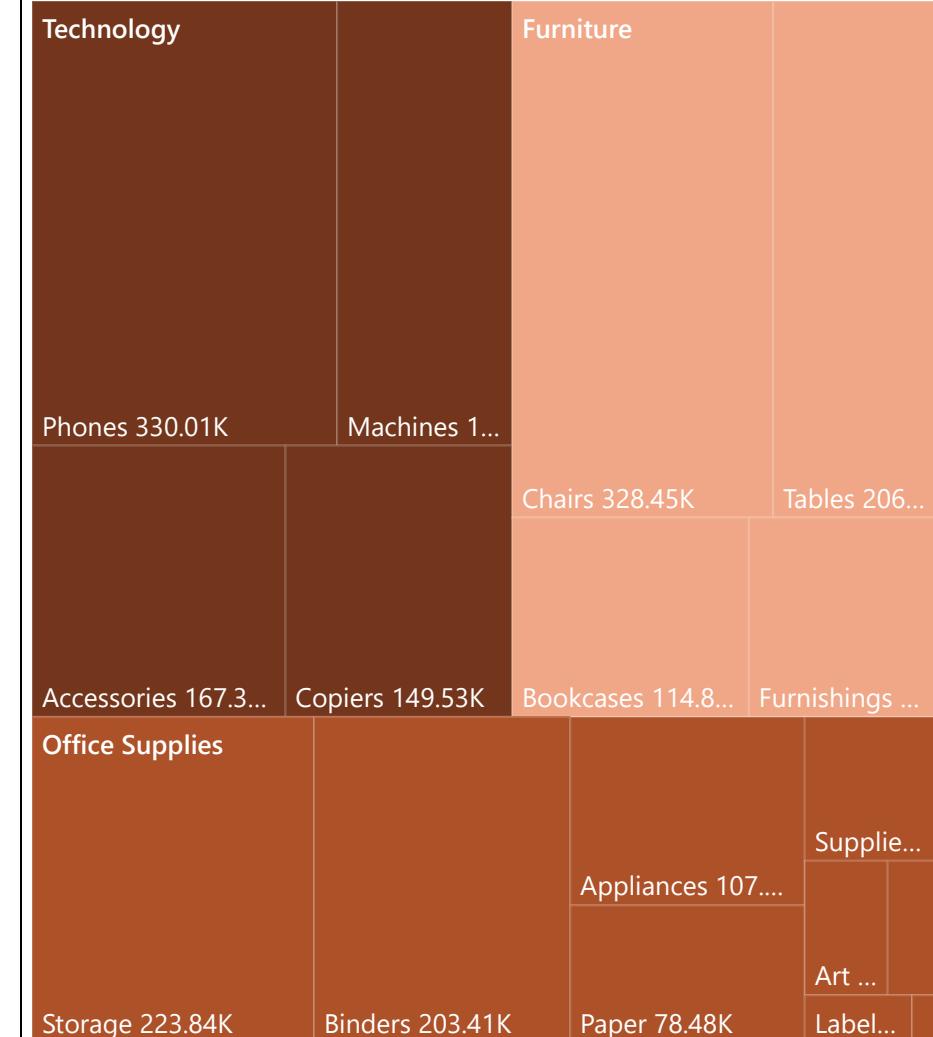
38K

Total Quantity

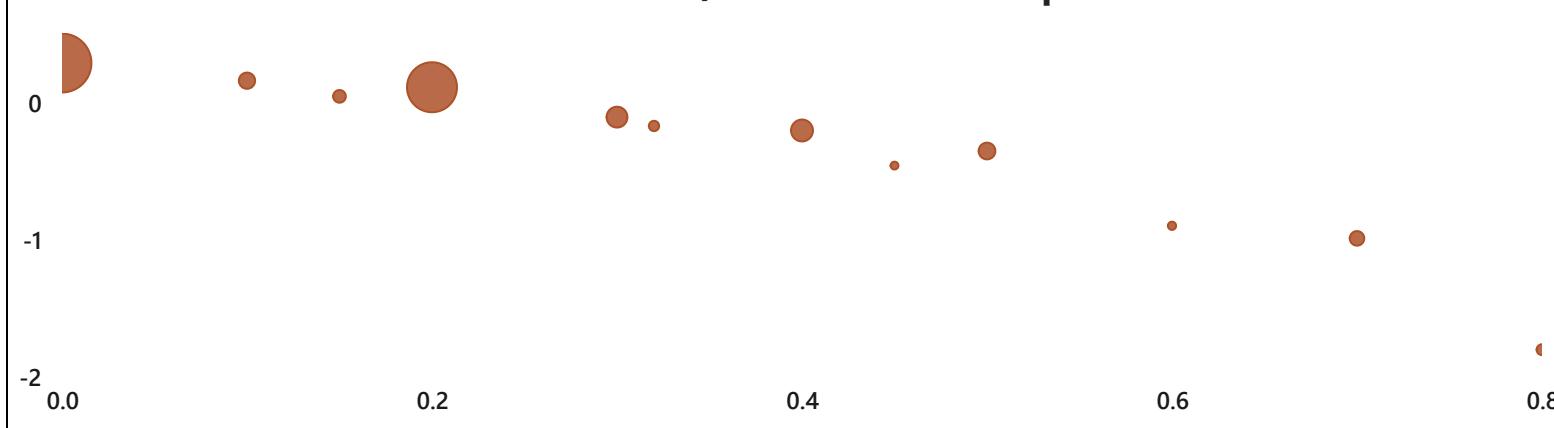
1.56K

Total Discount

Sales by Category

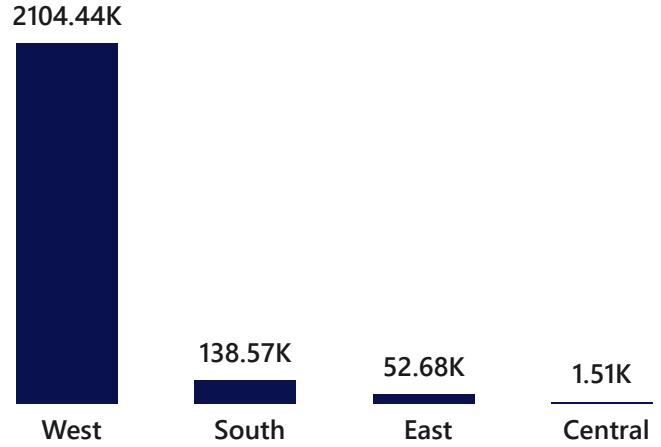


Discount v/s Profit relationship

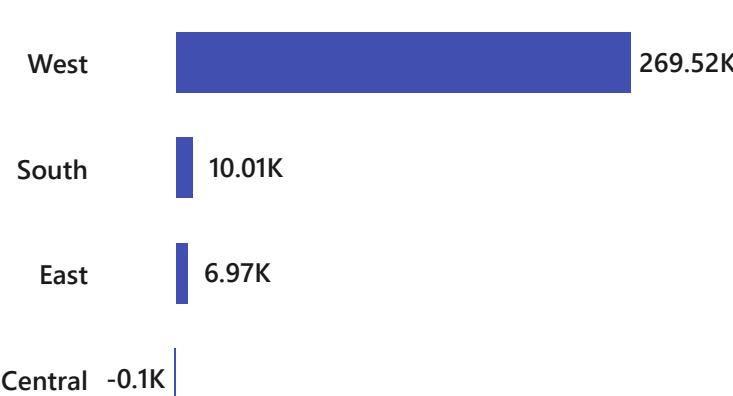


Regional & Time View

Total Sales by Region

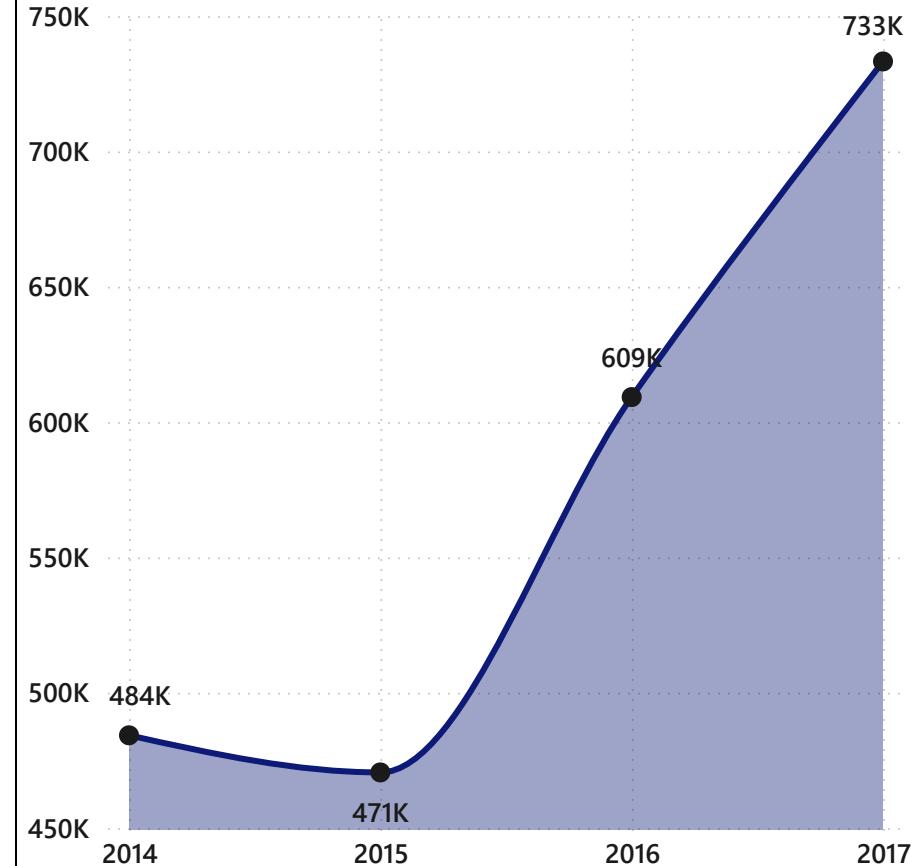


Total Profit by Region



Sum of Year	Region	Total Sales	Profit Margin %	YoY Growth %
2493214	Central	1,513.48	-0.07	0.08
2493214	East	52,676.75	0.13	0.85
2493214	South	1,38,571.73	0.07	0.70
2493214	West	21,04,439.11	0.13	0.45
2493214		22,97,201.07	0.12	0.47

Sales YTD by Year



Total Sales by Month_Name

