

# 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

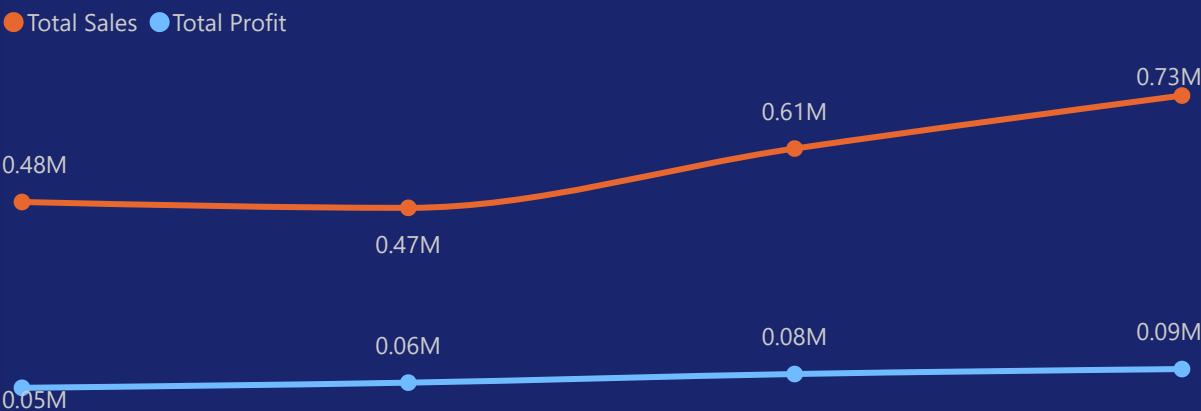
All

Category

All



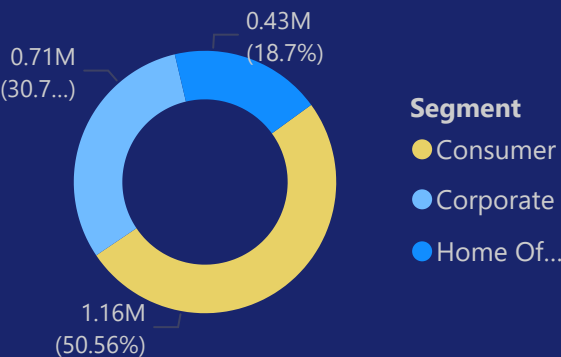
## Sales Trend



## Category Sales



## Sales by Segment



## Total Profit by Region

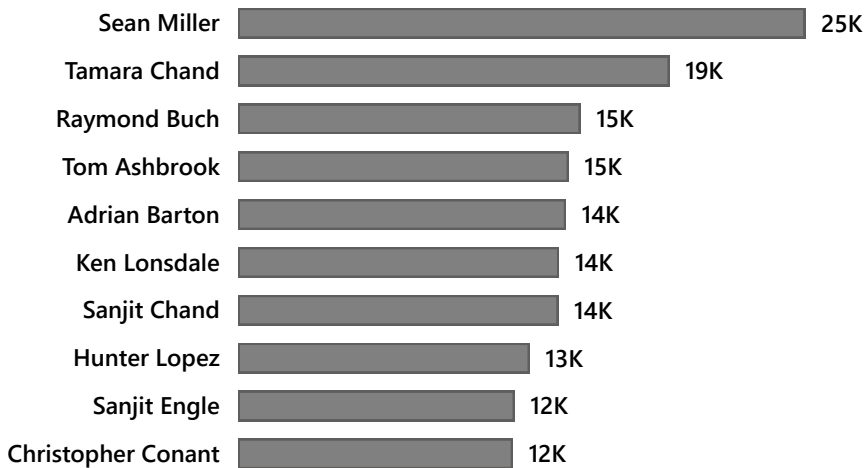


# Customer Insights

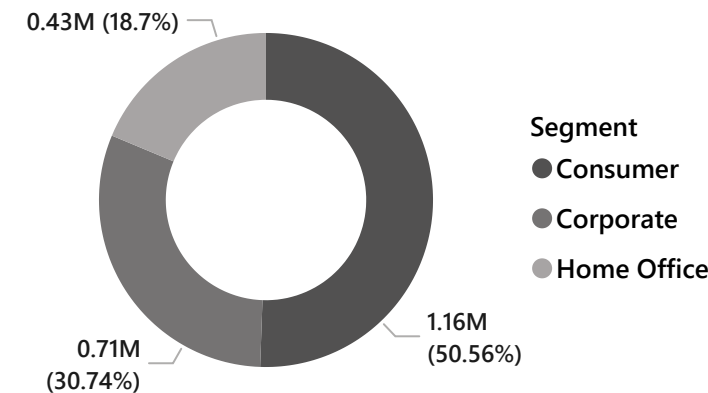
793

Customer Count

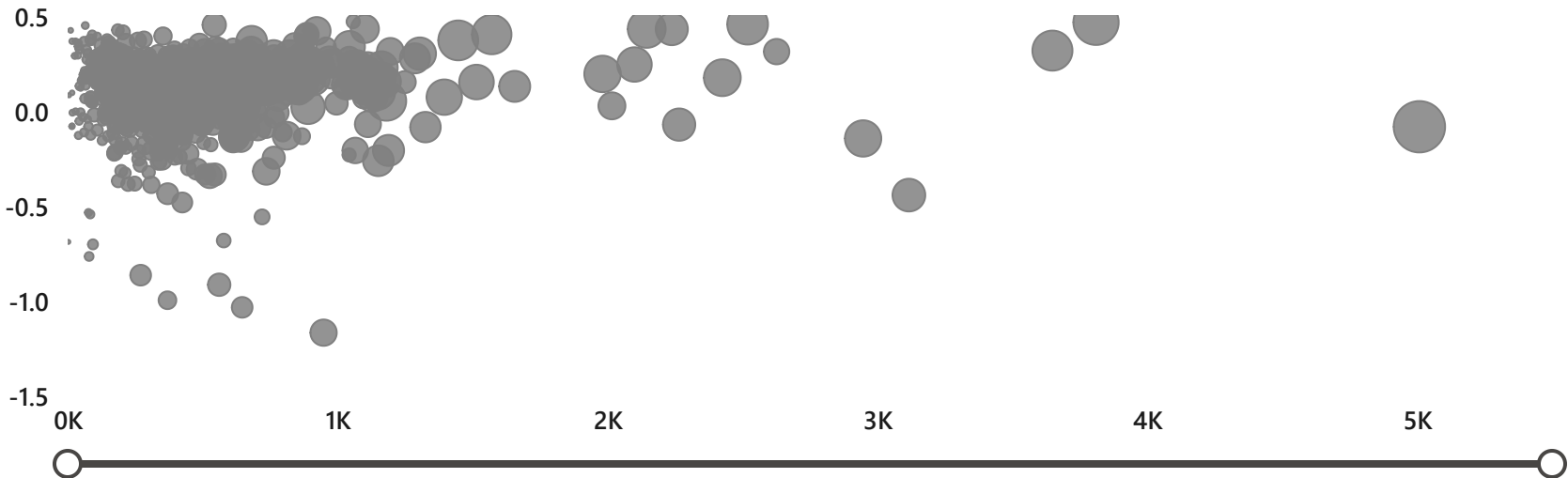
Total Sales by Top 10 Customers



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 Savely	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
Allen Smith	888.85	68.87	0.08

# Product & Category Analysis

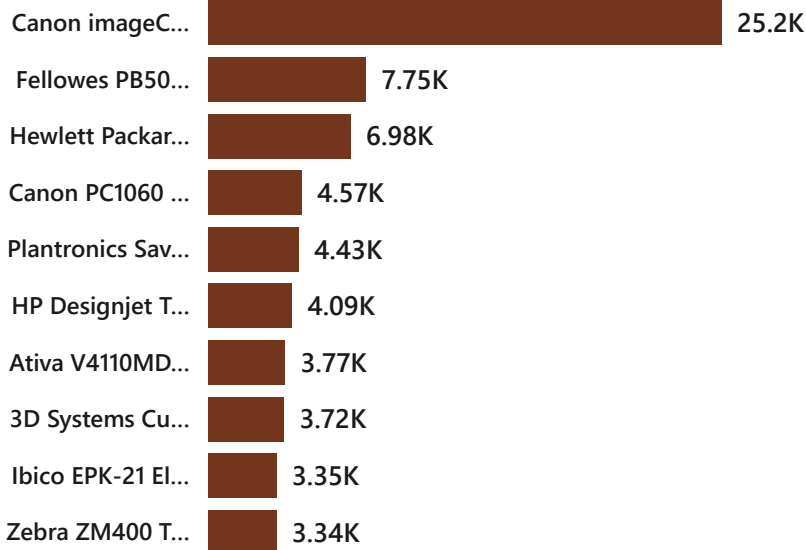
38K

Total Quantity

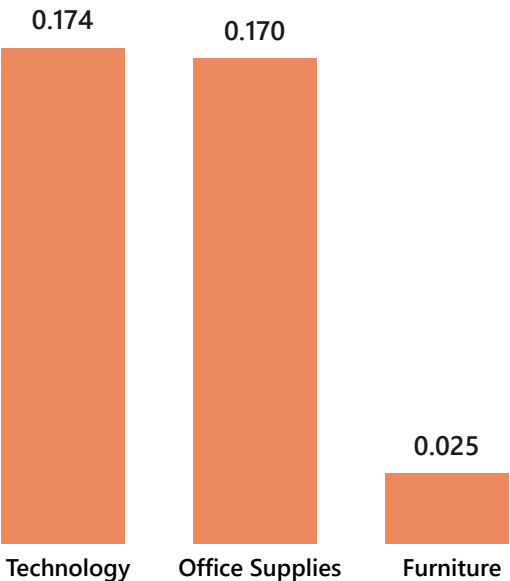
1.56K

Total Discount

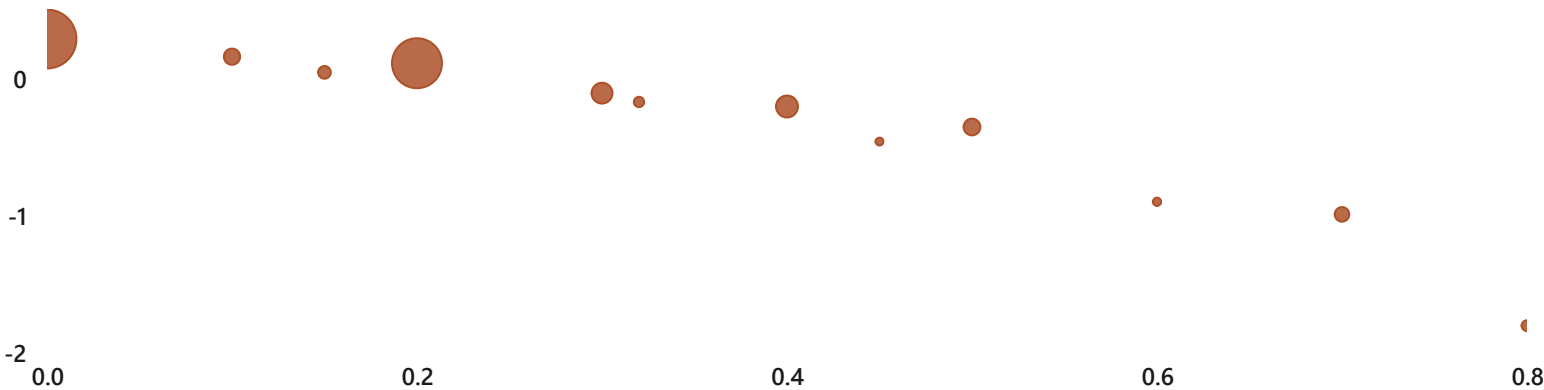
Top 10 Profitable Products



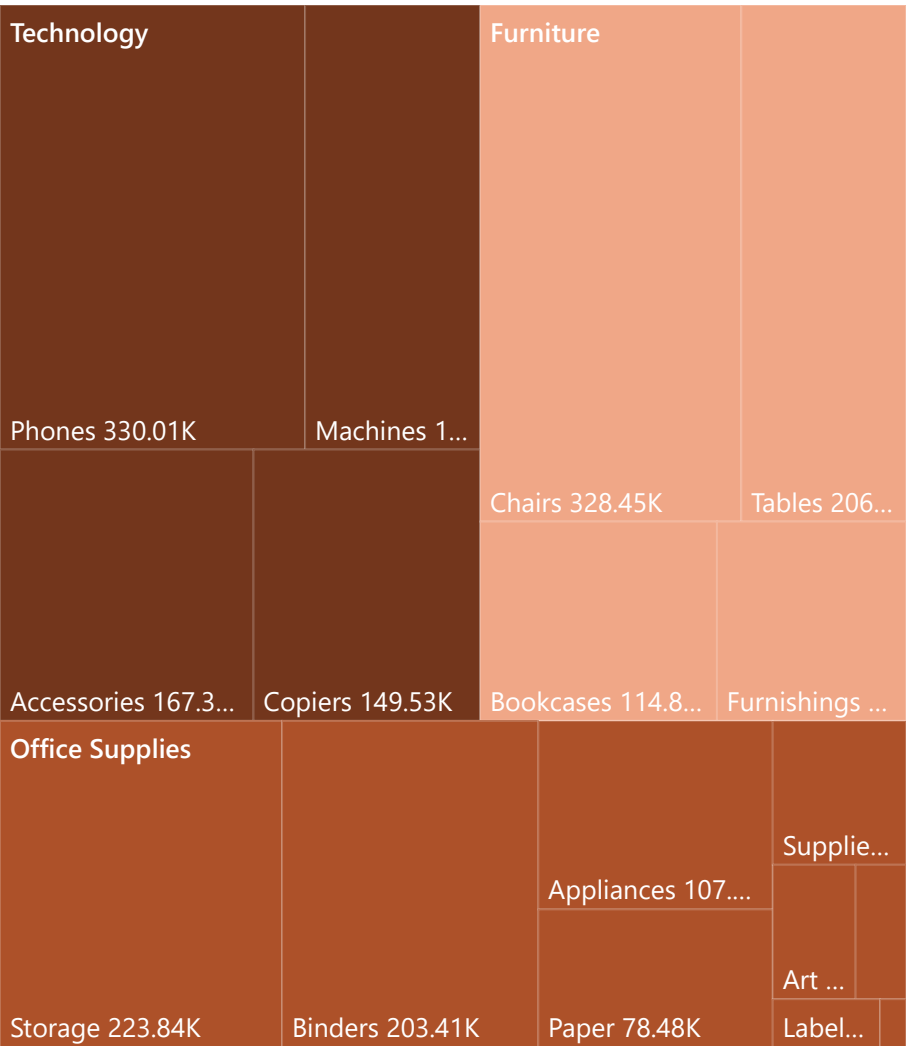
Category Margin



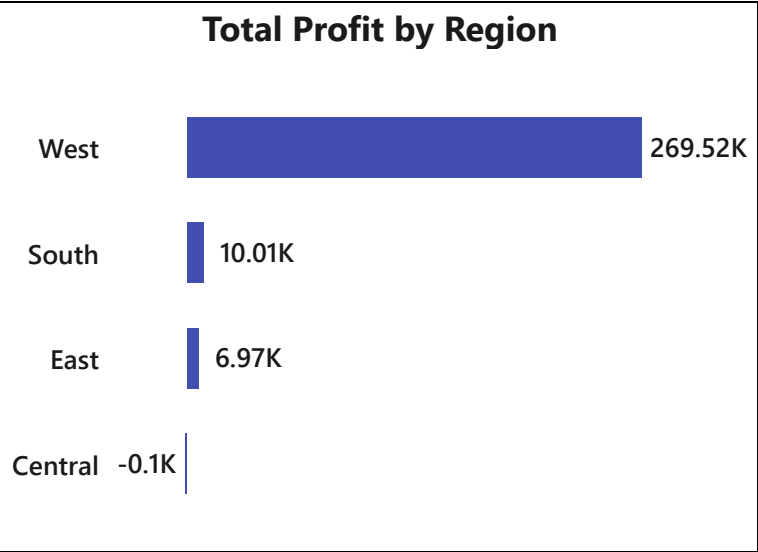
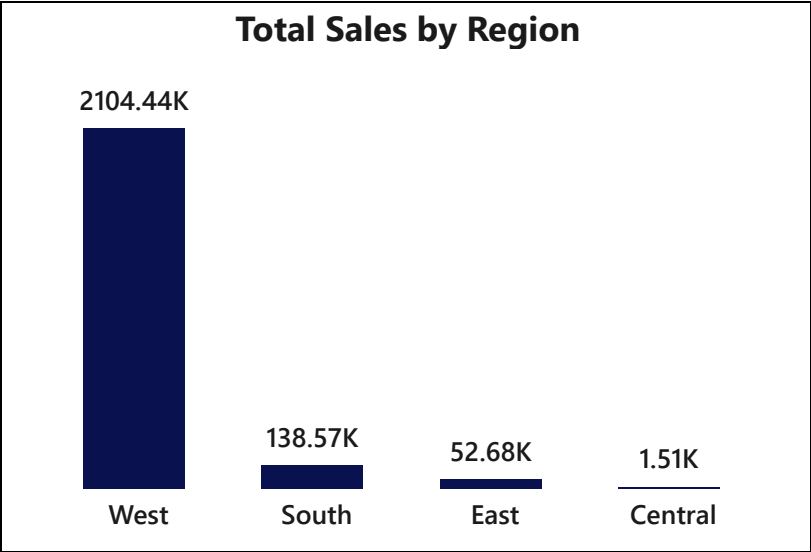
Discount v/s Profit relationship



Sales by Category



# Regional & Time View



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

