



# Sales and Customer Behavior Analysis

Payment Method ▾

Category ▾

Customer ID ▾

Average ticket size  
**\$110,00**

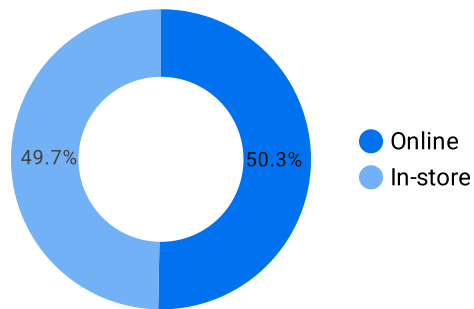
Unique customers  
**25,0**

Total transactions  
**12,6 mil**

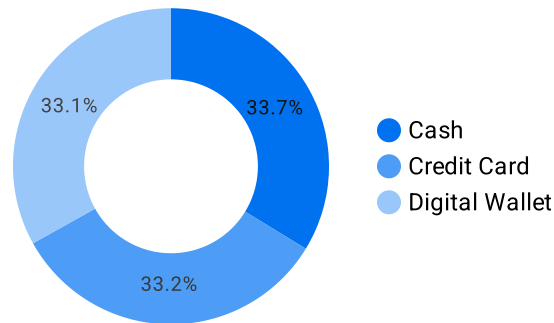
Total quantity sold  
**69,9 mil**

Total Revenue  
**\$1,62 M**

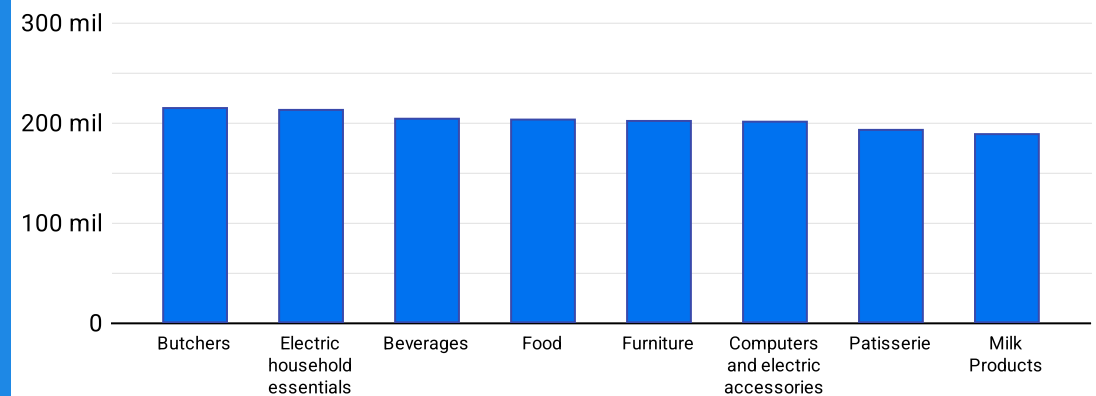
Total sales by Sales Channel



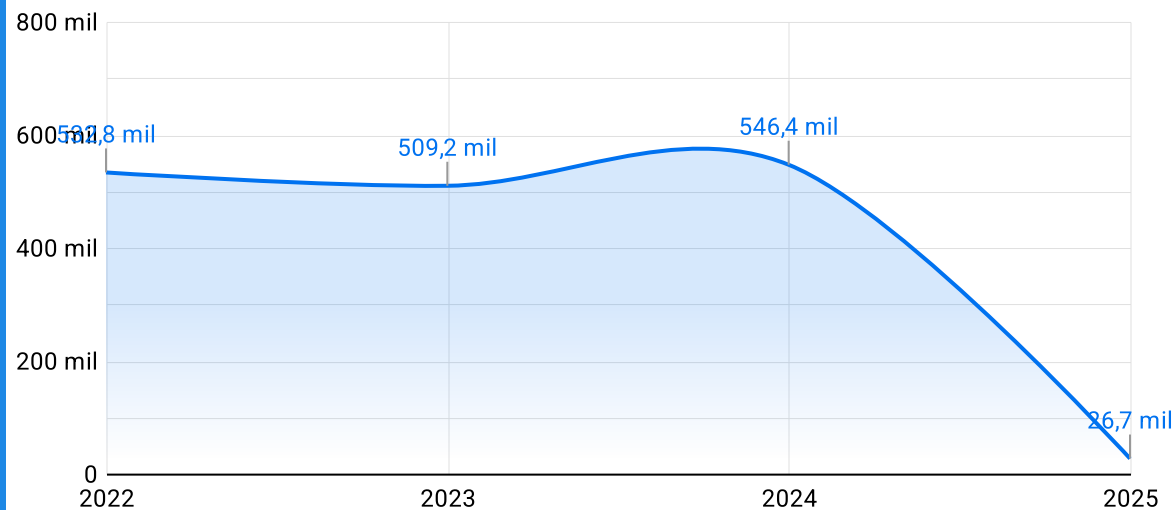
Total Sales by Payment Method



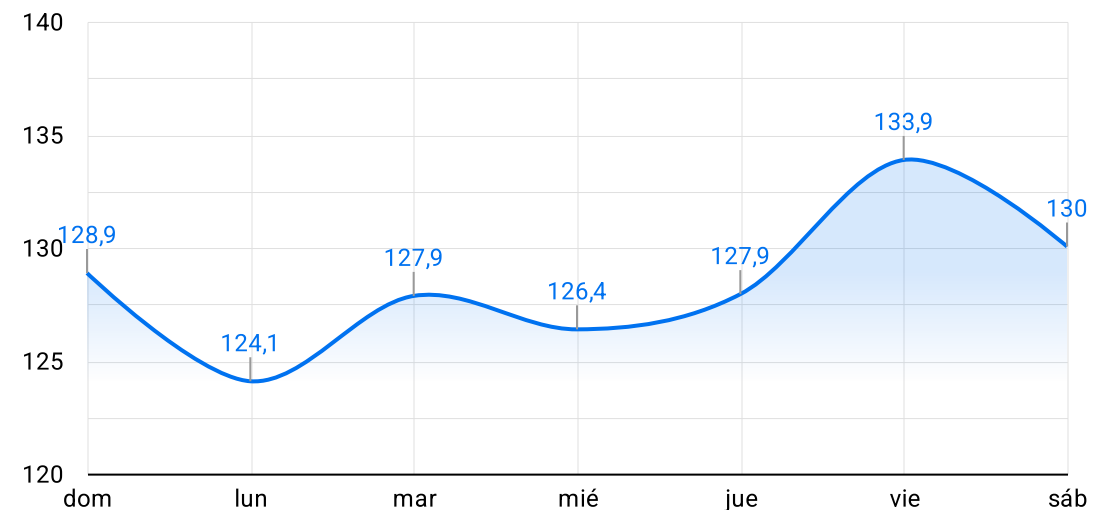
Sales by product category



Sales overtime



Average sale by day of the week



LINK DASHBOARD:

[https://lookerstudio.google.com/reporting/  
25a1bf7d-0018-44c5-81ac-f198cf7c7826](https://lookerstudio.google.com/reporting/25a1bf7d-0018-44c5-81ac-f198cf7c7826)