Executive Summary & Overall Performance

Download

Year

Month

Week

Region	Record
South	263
North	252
East	243
West	242

Category	Record
Electronics	265
Cosmetics	259
Groceries	253
Household	223

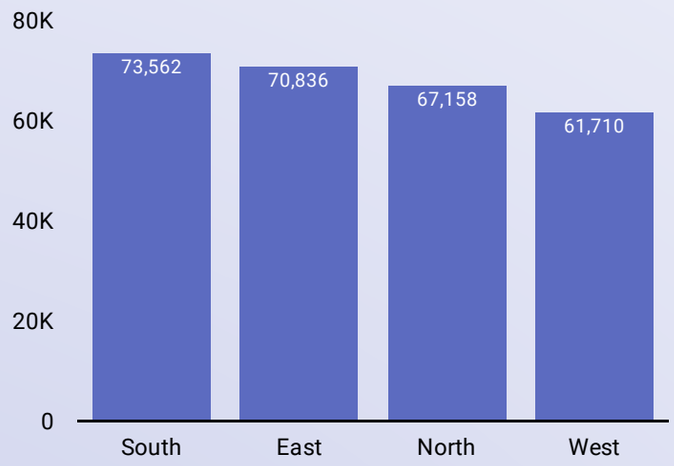
Sales Value
273,266.44

Average Profit Margin
54.35

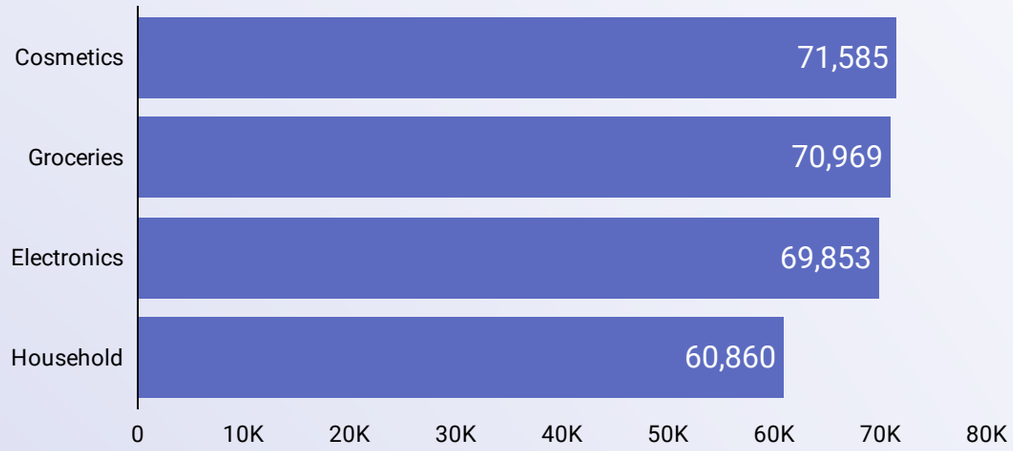
Average Discount
25.29

Total Orders
1,000

Sales by Region



Sales by Category



Sales over time

Sales & Regional Performance

Sales Value
273,266

Regions
4

Profit Margin
54.35

Year

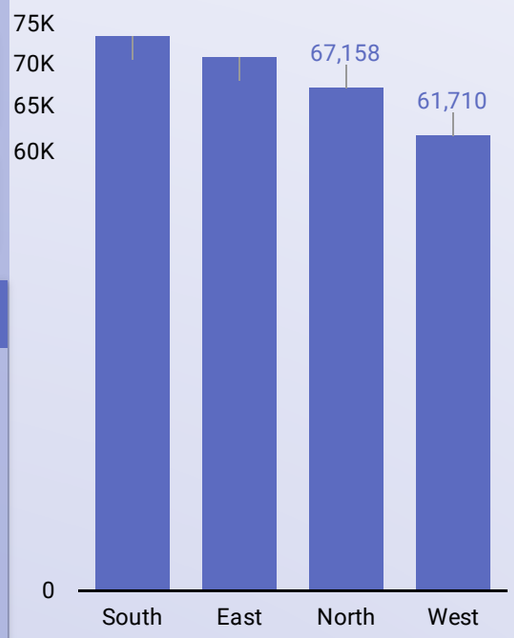
Month

Week

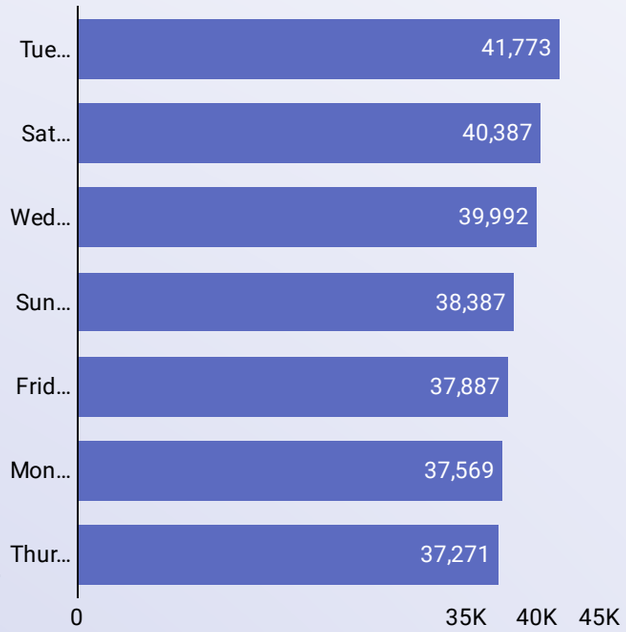
Region	Record
South	263
North	252
East	243
West	242

Category	Record
Electronics	265
Cosmetics	259
Groceries	253
Household	223

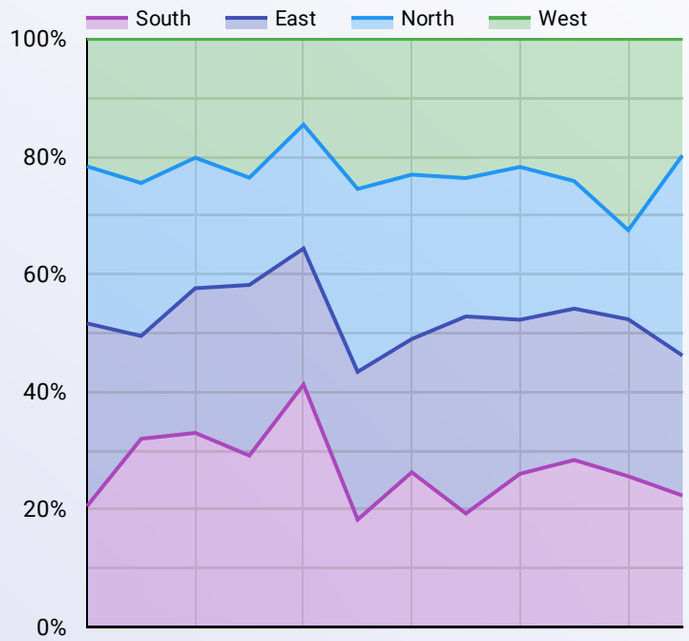
Sales By Region



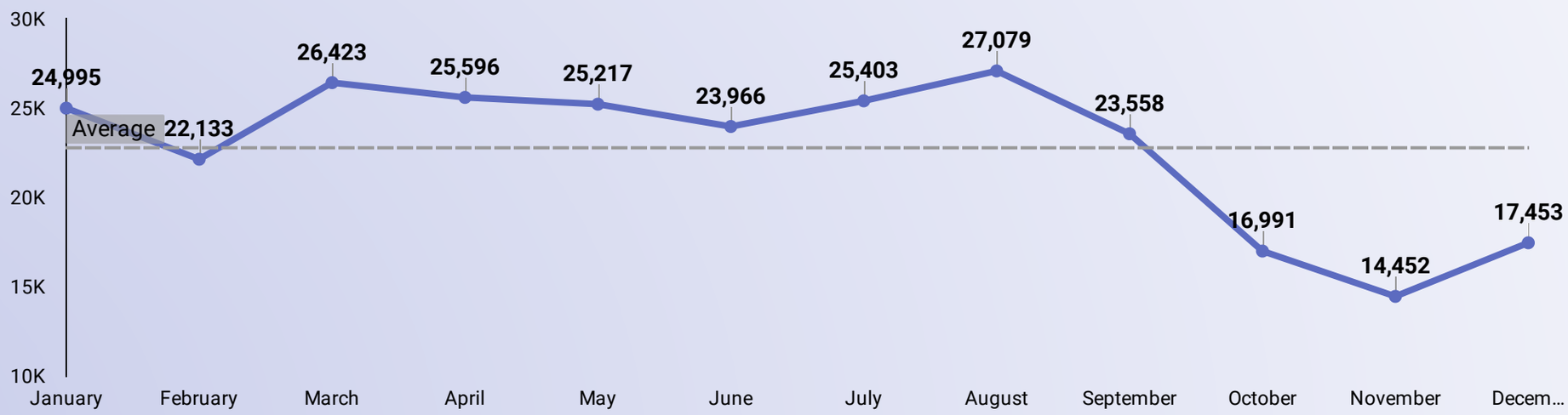
Sales by Day



Sales Over Time by Region



Sales Over Time



Product & Discount Analysis

Products
4

Categories
4

Total Discount
25,290

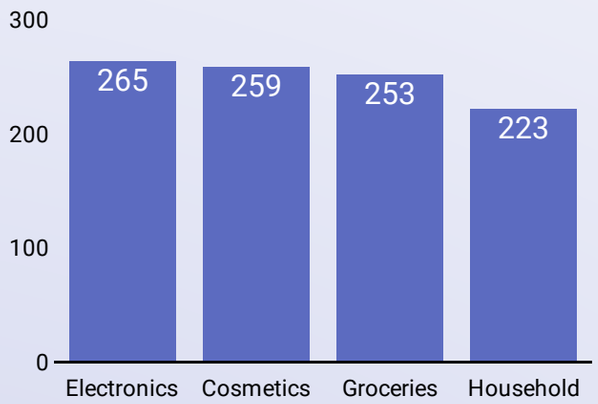
Date

Product ...	Record
Product...	258
Product...	252
Product...	250
Product...	240

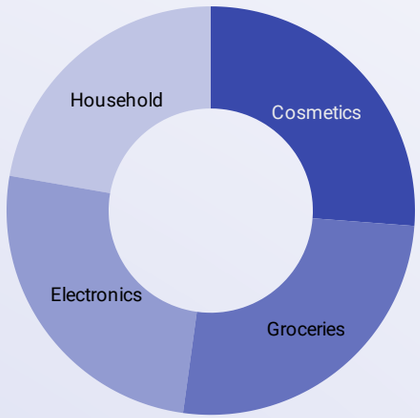
Region	Record
South	263
North	252
East	243
West	242

Category	Record
Electronics	265
Cosmetics	259
Groceries	253
Household	223

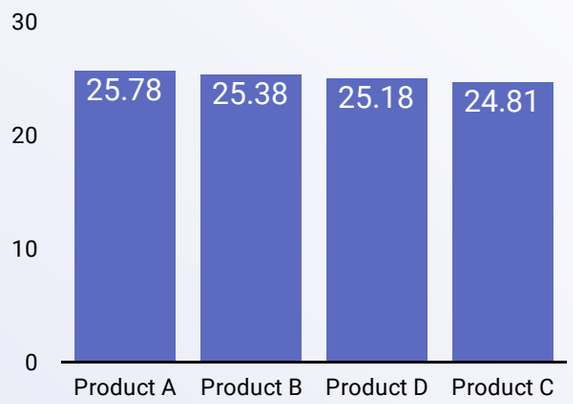
Number Of Transactions Per Category



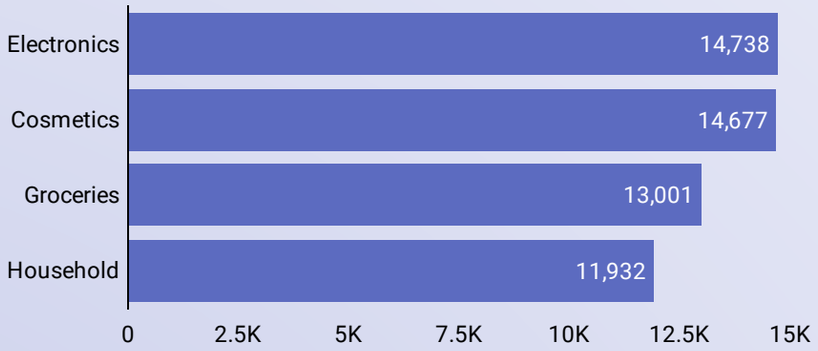
Sales By Category



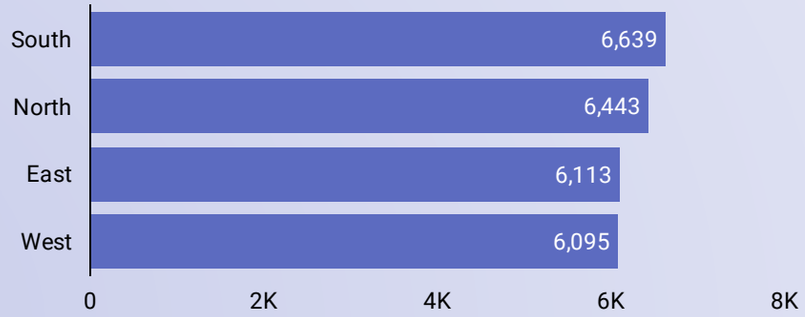
Discount by Product



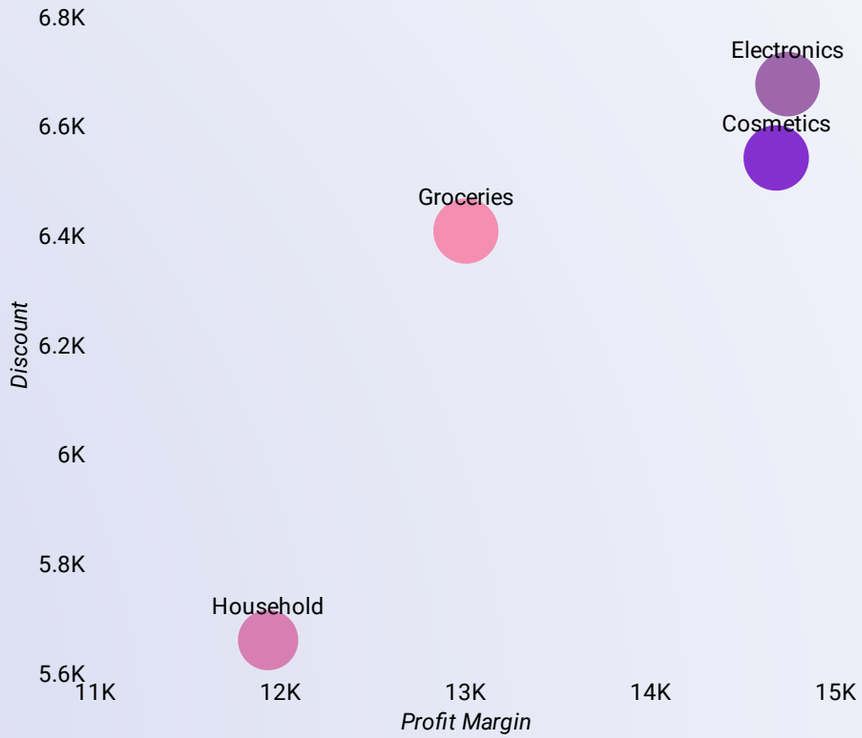
Profit by Category



Discount by Region



Sales By Profit And Discount Margins



Customer Analysis

Total Customers
284

Loyal Customer
245

1 Time Customer
39

Retention Rate
86.27%

Date

Payment	Record
Cash	269
Bank Transfer	249
Credit Card	246
Mobile Pay...	236

Region	Record
South	263
North	252
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West	242

Category	Record
Electronics	265
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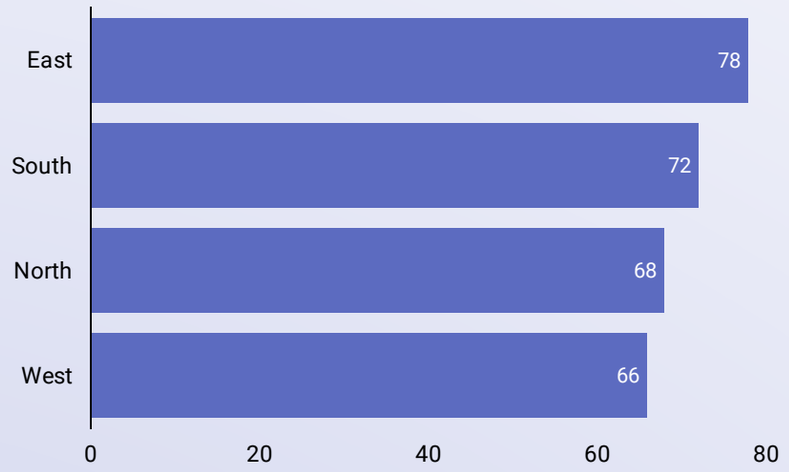
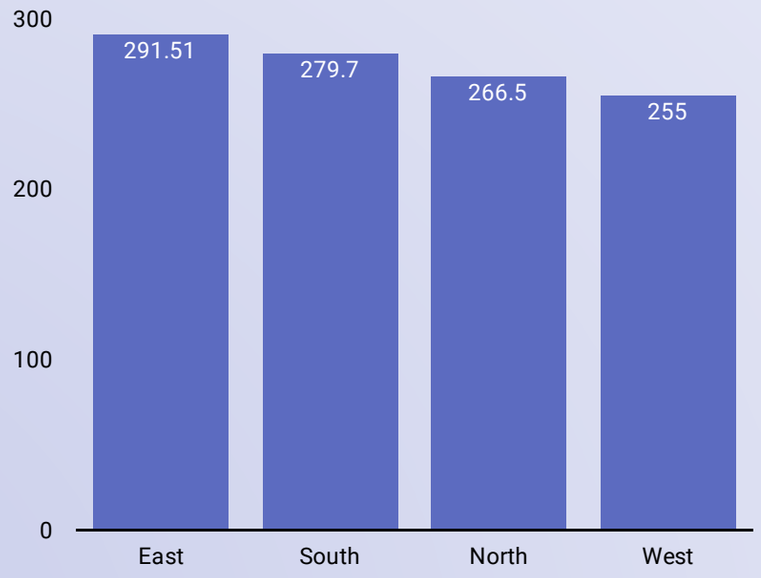
Groceries	253
Household	223

Customer by Region



Average Order By Region



Customer Name

Customer Name	Total Sales	Order	Avg. Order
Customer_99	2,594.29	9	288.25
Customer_233	2,499.24	8	312.41
Customer_63	2,262.3	8	282.79
Customer_286	2,255.17	7	322.17
Customer_220	2,248.76	7	321.25
Customer_173	2,163.89	7	309.13
Customer_170	2,149.47	6	358.25
Customer_39	2,148.59	8	268.57
Customer_1	2,093.5	8	261.69
Customer_192	2,081.21	7	297.32
Customer_231	2,079.2	6	346.53
Customer_53	2,019.05	7	288.44
Customer_177	2,016.58	6	336.1
Customer_252	1,996.93	7	285.28
Customer_111	1,988.25	7	284.04
Customer_38	1,953.79	5	390.76
Customer_152	1,949.56	7	278.51
Customer_154	1,942.21	5	388.44

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Payment Analysis

Num. Payment
1,000

Avg. Payment
273.27

Date

Payment	Record
Cash	269
Bank Transfer	249
Credit Card	246
Mobile Pay...	236

Region	Record
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East	243
West	242

Category	Record
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Groceries	253
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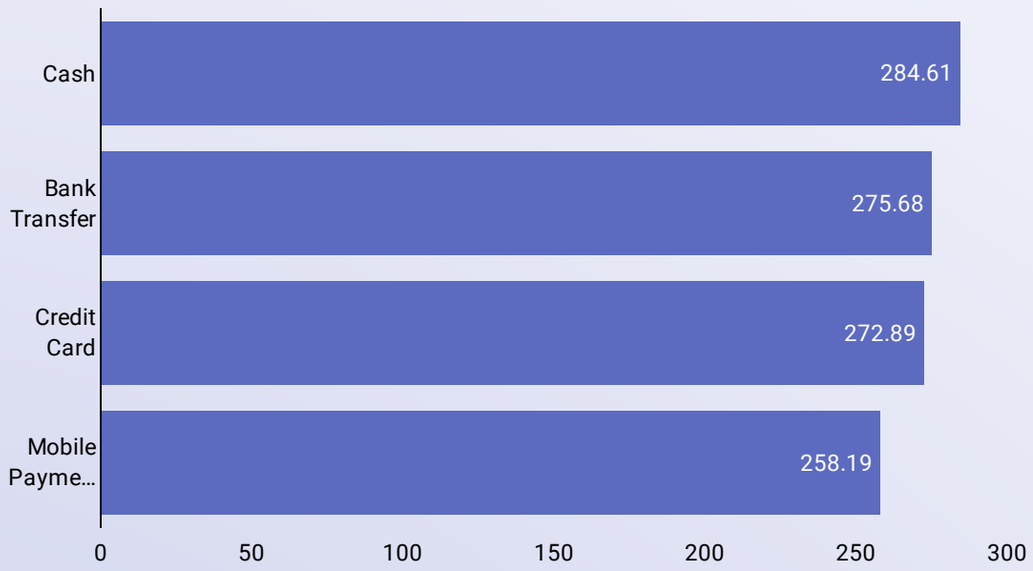
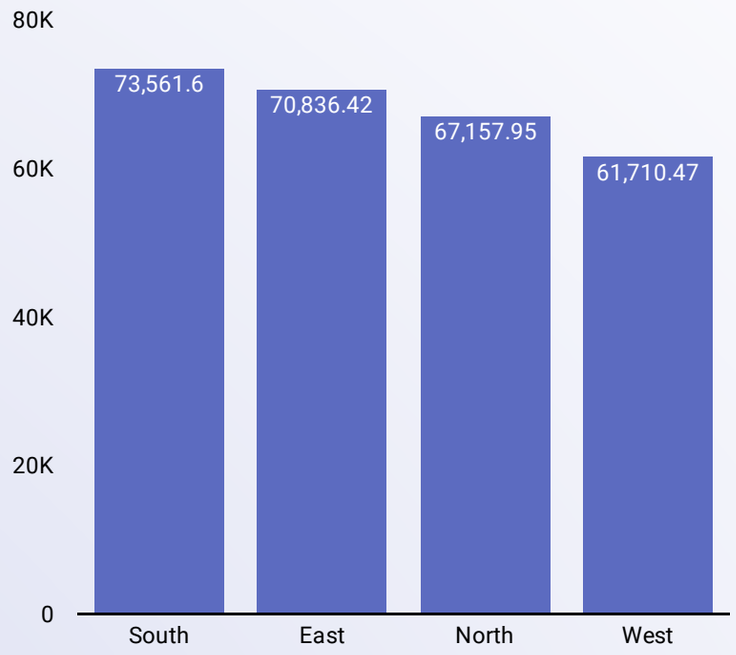
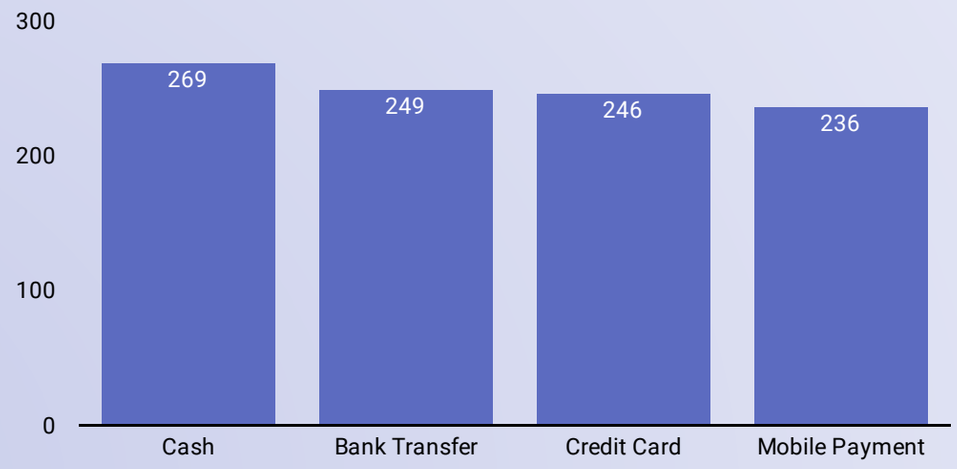
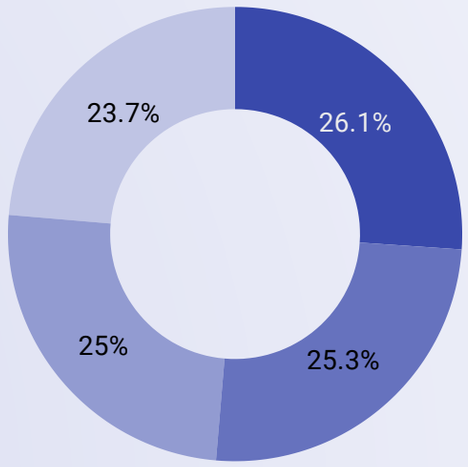
Average Transaction By Payment Method



Sales By Region



Transactions By Payment



Sales By Payment Method