

# SALES PERFORMANCE

## OVERVIEW

# Total Revenue

282,3 jt

# Transaction

5,0 rb

# Customer

100,0

# Average Basket Size

5,6

## DEMOGRAPHIC

# Older Customer Age

39,0

# Avg. Customer Age

26,9

Age Segmentation

10 - 15 YEARS	3
26 - 30 YEARS	16
21 - 25 YEARS	22
16 - 20 YEARS	22
30++ YEARS	37

Gender Segmentation

50%

50%

female

male

## PRODUCTS

Revenue Per Category

48,9%

33,7%

17,4%

food

living

beverage

Top 10 Product by Revenue

1.	Downy Softener Passion	living	35.538.600	
2.	Kraft Keju Quick Melt	food	25.118.700	
3.	Harpic Pembersih Kloset	living	20.738.500	
4.	So Klin Detergent Cair Anti Bacterial	living	16.298.500	
5.	Nice Facial Tissue	living	15.628.800	
6.	Sari Roti Tawar Kupas	food	13.357.500	
7.	Aqua Galon 19L	beverage	13.347.600	
8.	Chitato Snack Potato Chips Beef Barbeque	food	10.670.400	
9.	Chitato Snack Potato Chips Sourcream Onion	food	10.103.600	
10.	Chitato Snack Potato Chips Mi Goreng	food	9.073.500	

## DETAILS

	Transaction Date	Customer Name	Age	Gender	Product Name	Category	Quantity	Total Price
1.	5 Okt 2022	Terry Swaine	30	female	Downy Softener Passion	living	3	109.800
2.	5 Okt 2022	Stacy Dieppa	37	female	Good Mood Lemon	beverage	1	5.800
3.	5 Okt 2022	Robert Baugh	18	male	Indomie Mie Instan Goreng Rica	food	4	12.400
4.	5 Okt 2022	James Hawkins	23	male	Chitato Snack Potato Chips Truffle	food	7	77.700
5.	5 Okt 2022	Kenneth Mott	35	male	Aqua Galon 19L	beverage	8	156.800
6.	5 Okt 2022	Robert Baugh	18	male	Mini Oreo Biskuit Coklat	food	4	34.800
7.	5 Okt 2022	Lyle Brown	15	male	Oreo Ice Cream Blueberry	food	3	27.300
8.	5 Okt 2022	Yolanda Inman	31	female	Good Mood Blackcurrant	beverage	10	58.000
9.	5 Okt 2022	William Hubbard	20	male	Indomie Mie Instan Goreng Aceh	food	6	18.600
10.	5 Okt 2022	Jason Hatcher	18	male	Indomie Mie Instan Goreng Rica	food	6	18.600
11.	5 Okt 2022	Marion Cambria	36	female	Chitato Snack Potato Chips Sourcream Onion	food	6	69.600