

# DASHBOARD



Sales Analysis

Customer Insights

Store Performance

Product Analysis

Exchange Rates

Data Dictionary

This dashboard is designed to provide comprehensive insights into various aspects of our global electronics retail operations. It offers a detailed analysis of sales performance, customer demographics, store metrics, product data, and exchange rates. By navigating through the different sections of this dashboard, you can access valuable information that will help in making informed strategic decisions.

The overview as follows:

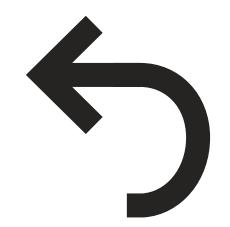
- Sales Analysis:** Explore detailed sales data, trends over time, and performance metrics by store, product category, and currency.
- Customer Insights:** Gain a deep understanding of our customer base, including demographics, geographic distribution, and purchasing behavior.
- Store Performance:** Evaluate store-level performance, comparing sales metrics, store sizes, and operational dates.
- Product Analysis:** Analyze product performance, including cost, pricing, and sales by category, brand, and color.
- Exchange Rates:** View historical exchange rates and understand their impact on our sales and revenue.
- Data Dictionary:** Access detailed descriptions of the data fields used in this dashboard to understand the source and context of the information presented.

# Sales Analysis

198K

Total Sales

All



January

February

March

April

May

June

July

August

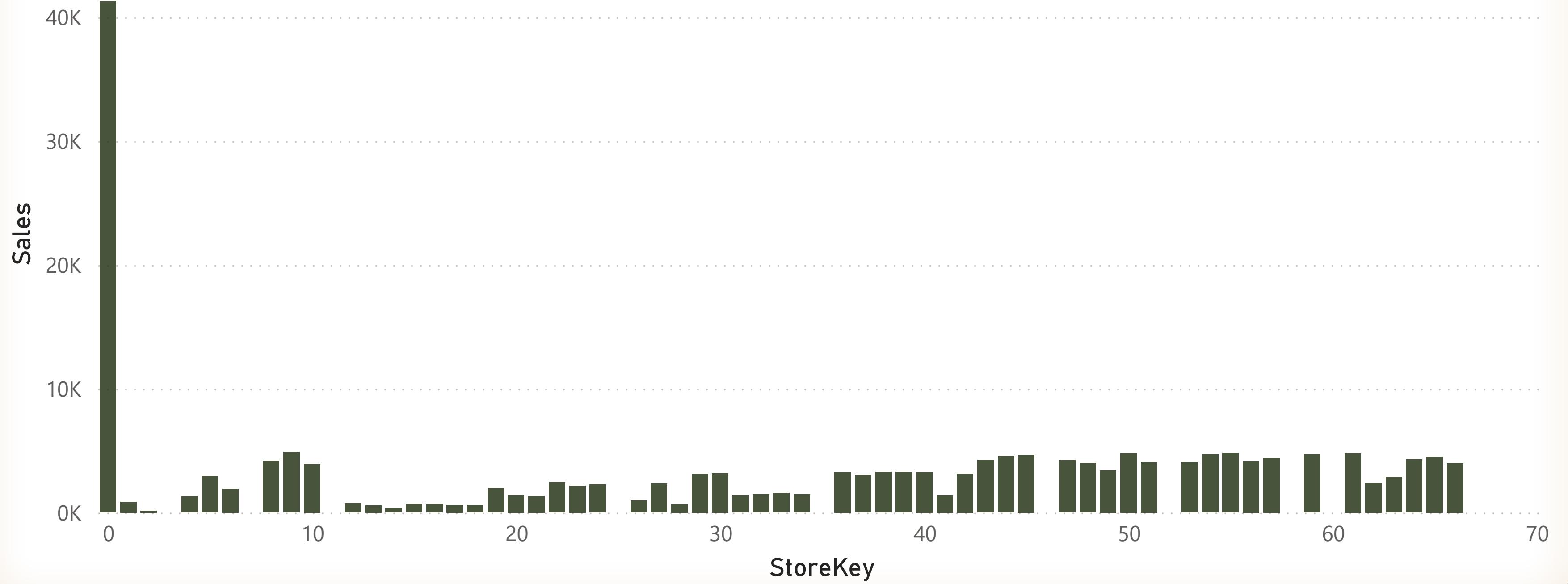
September

October

November

December

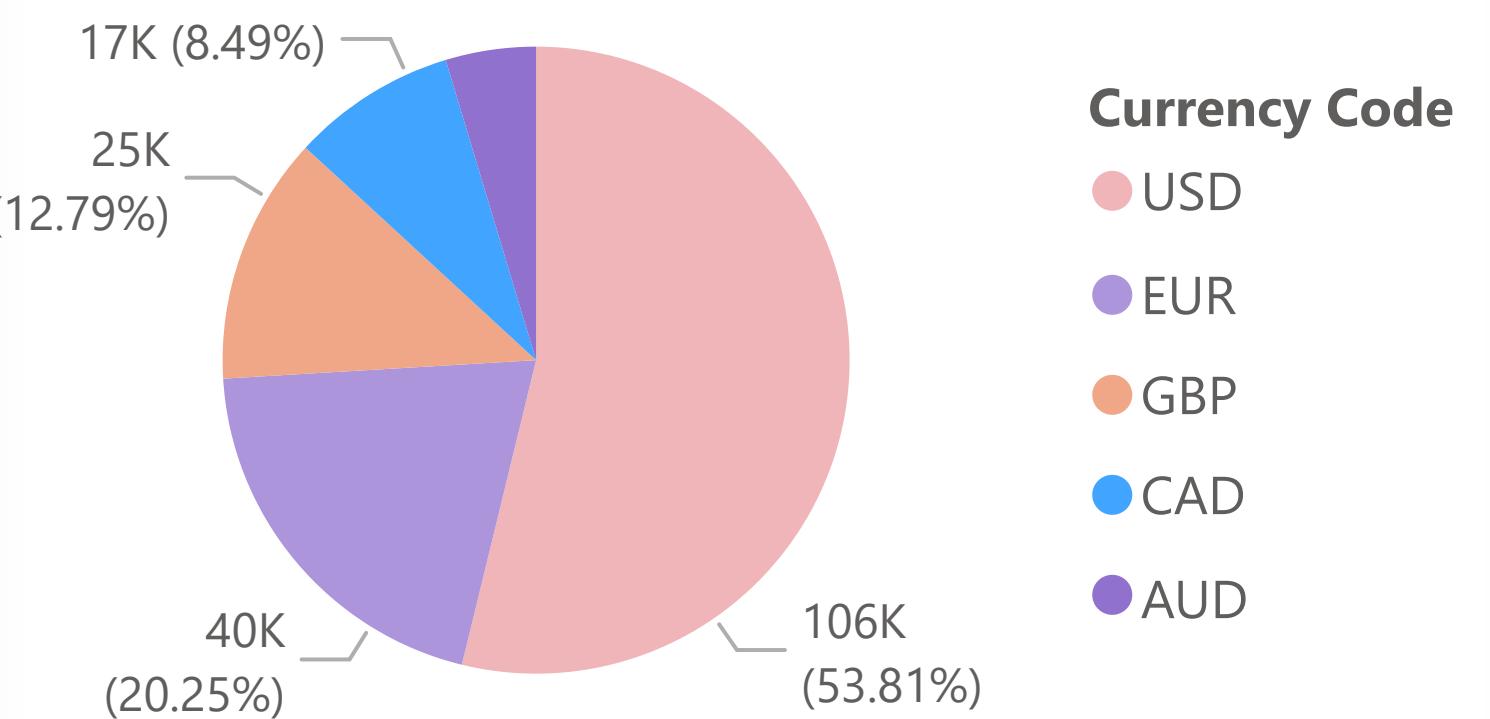
## Sales by store



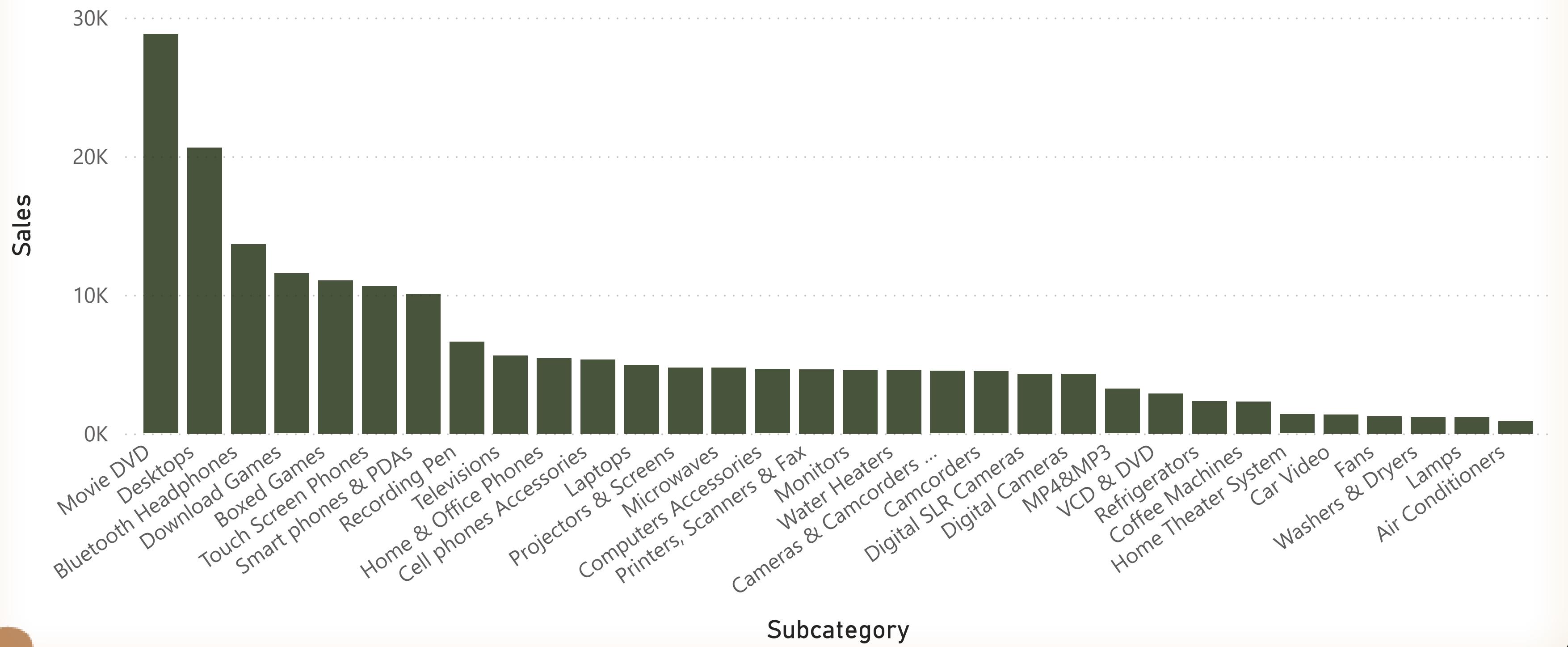
## Top-selling products

Category	Sales
Computers	44151
Cell phones	31477
Music, Movies and Audio Books	28802
Audio	23490
Games and Toys	22591
Home Appliances	18401
Cameras and camcorders	17609
TV and Video	11236
<b>Total</b>	<b>197757</b>

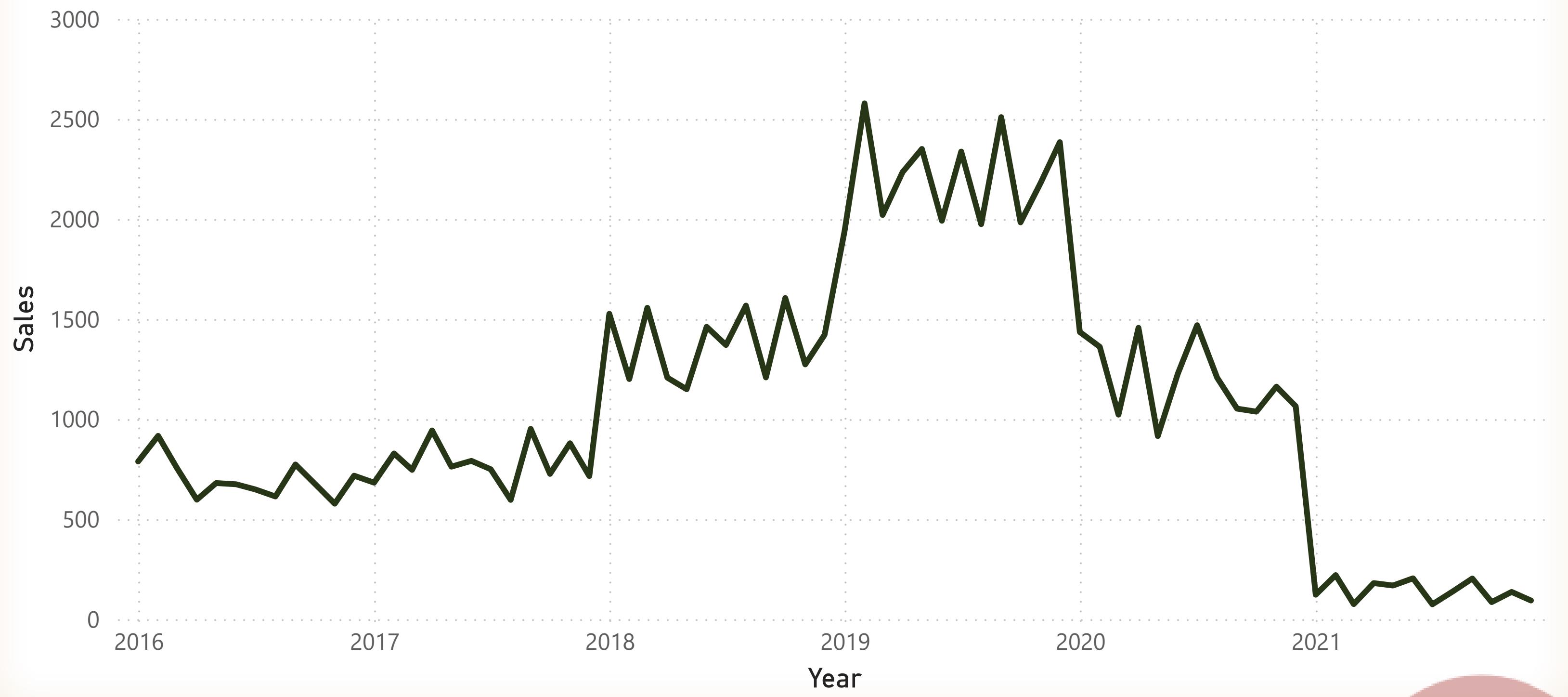
## Sales by currency



## Sales by product category



## Sales trends over time



# Customer Insights

All

January

February

March

April

May

June

July

August

September

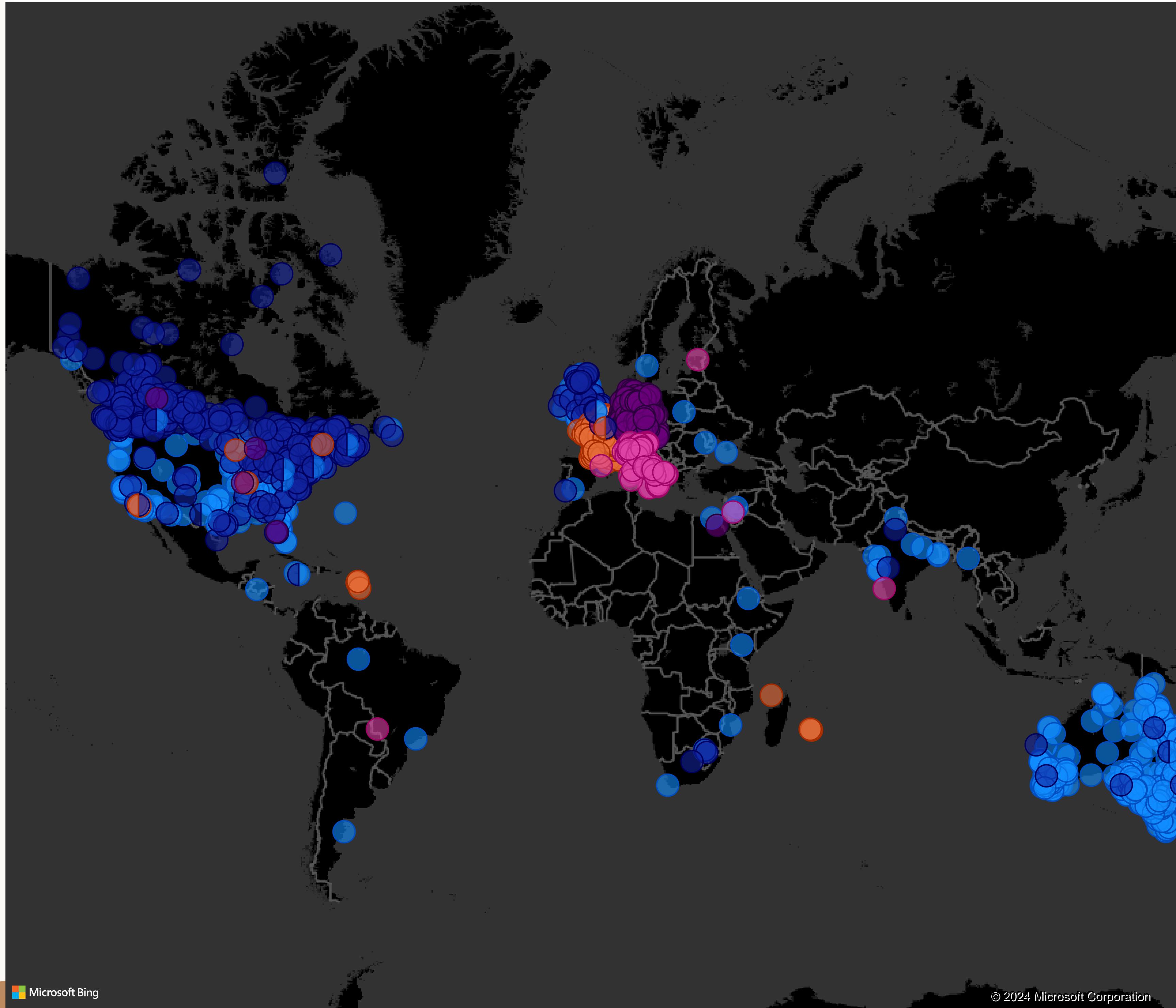
October

November

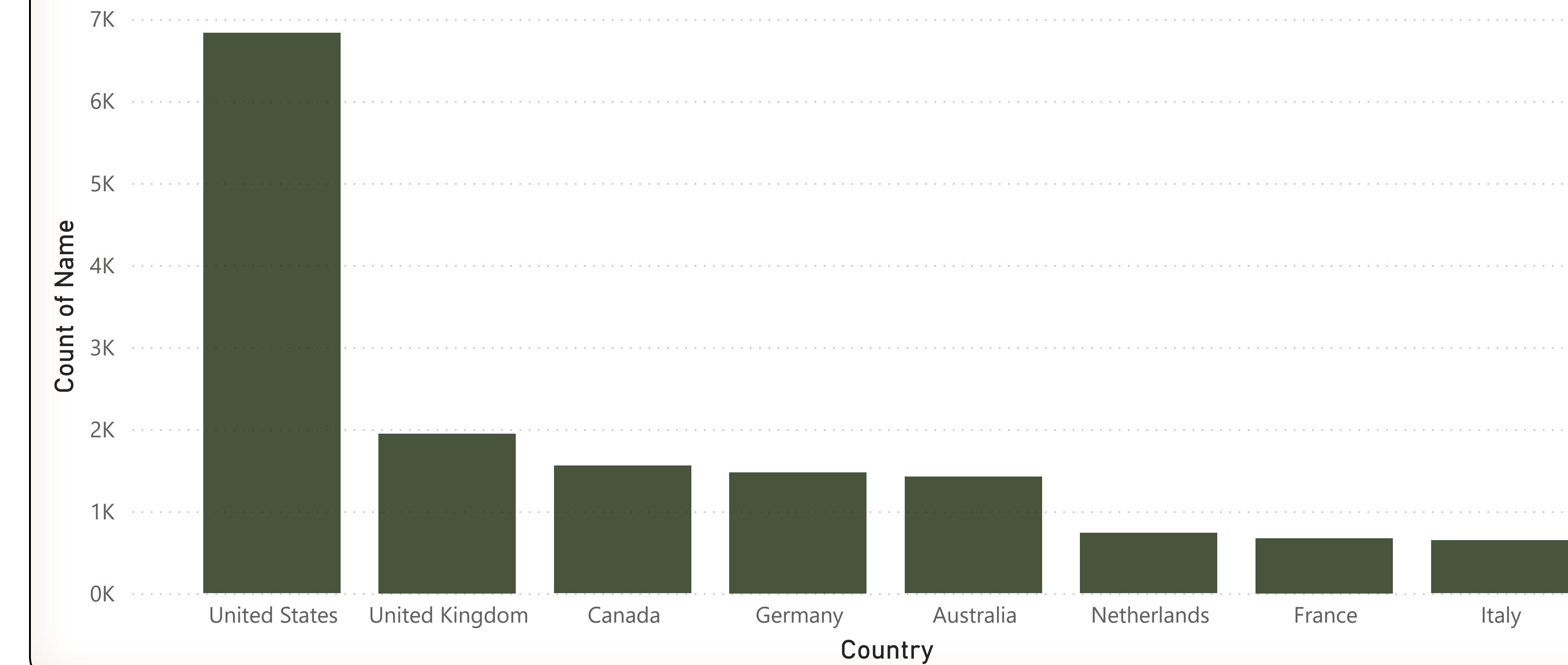
December

## Customer Distribution

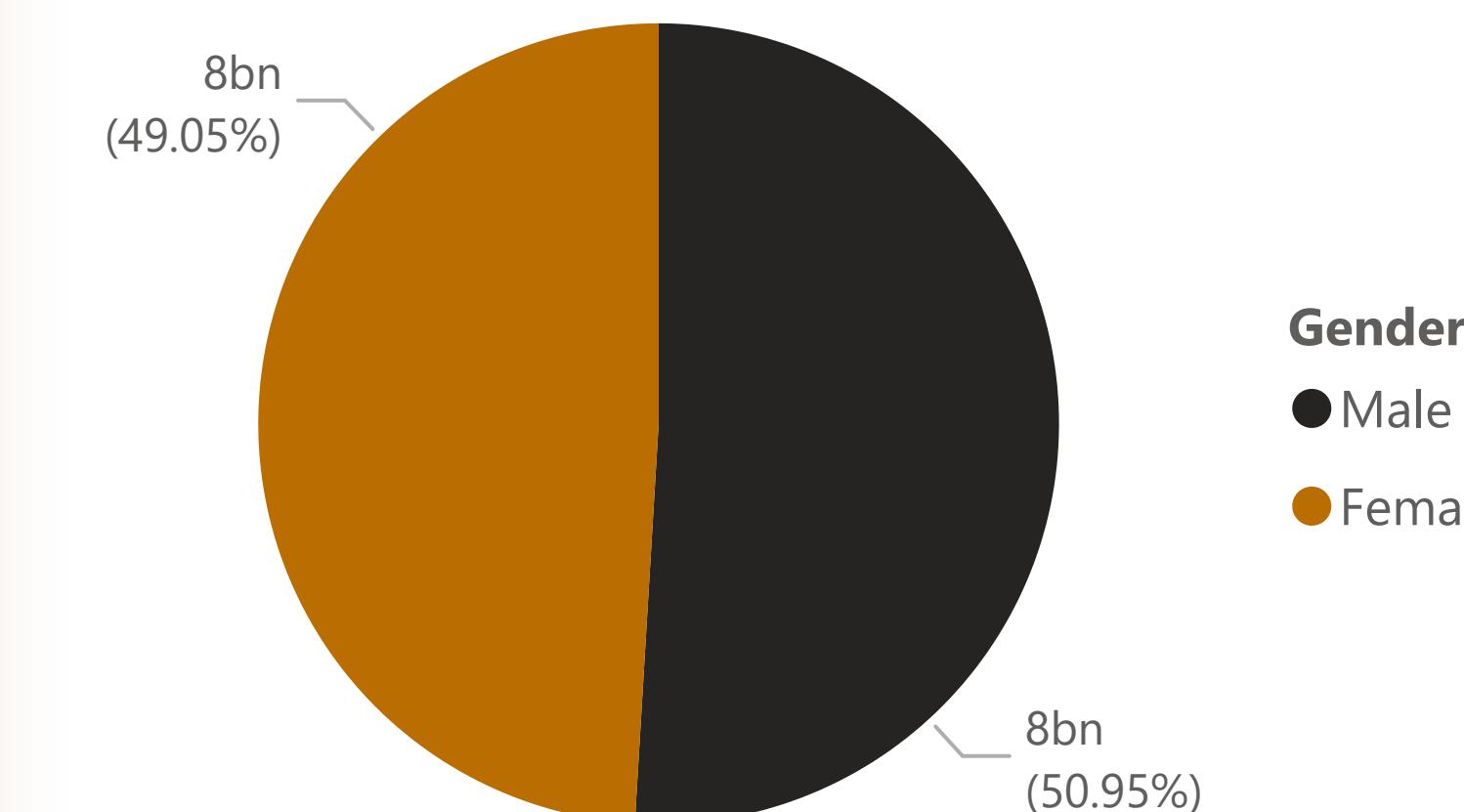
Country ● Australia ● Canada ● France ● Germany ● Italy



## Customer count of Top states



## Sales by Gender

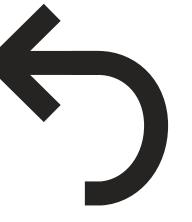


## Top 5 Customers

Name	Products Bought
Fabrice Lamoureux	123
Gaspare Trevisan	124
Martha Thornton	103
Richard Smith	103
Vanessa Holzman	107
<b>Total</b>	<b>560</b>

# Store Performance

All



January

February

March

April

May

June

July

August

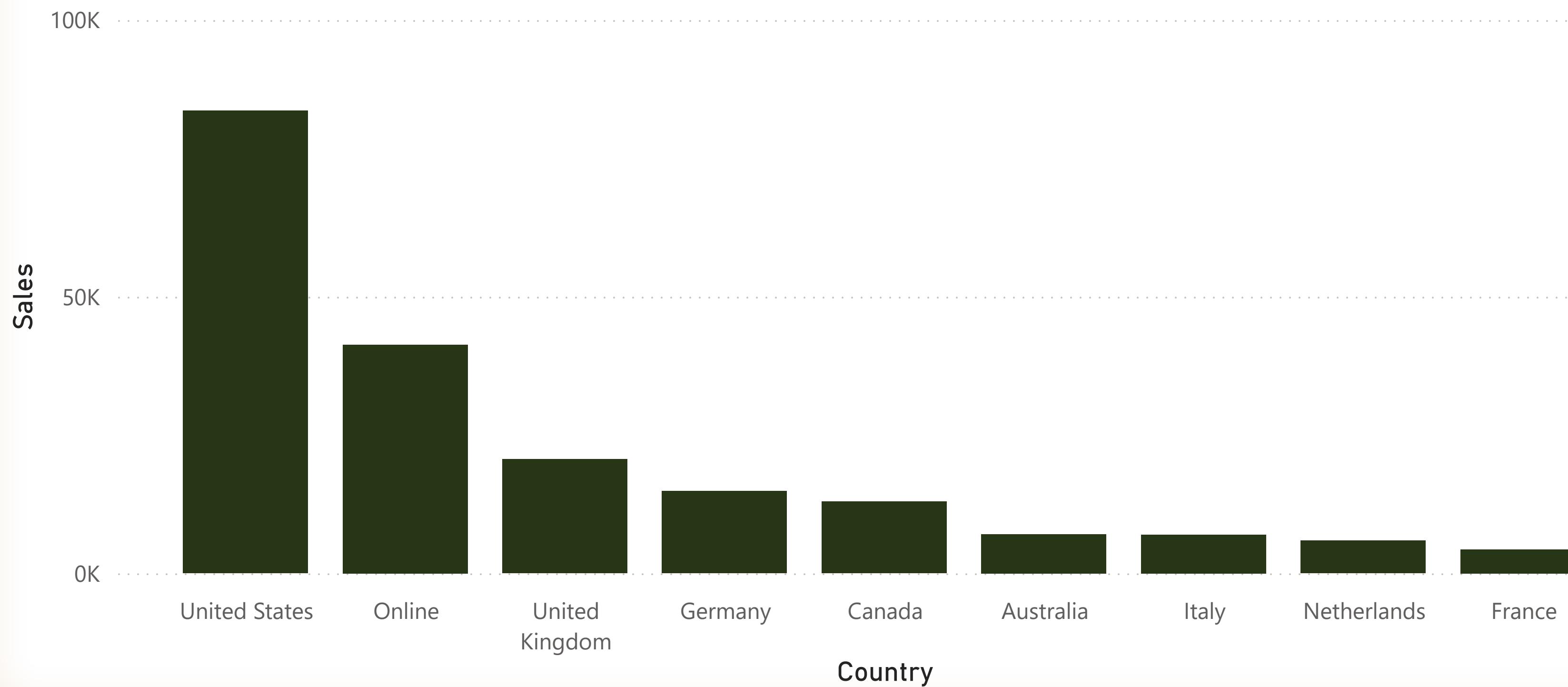
September

October

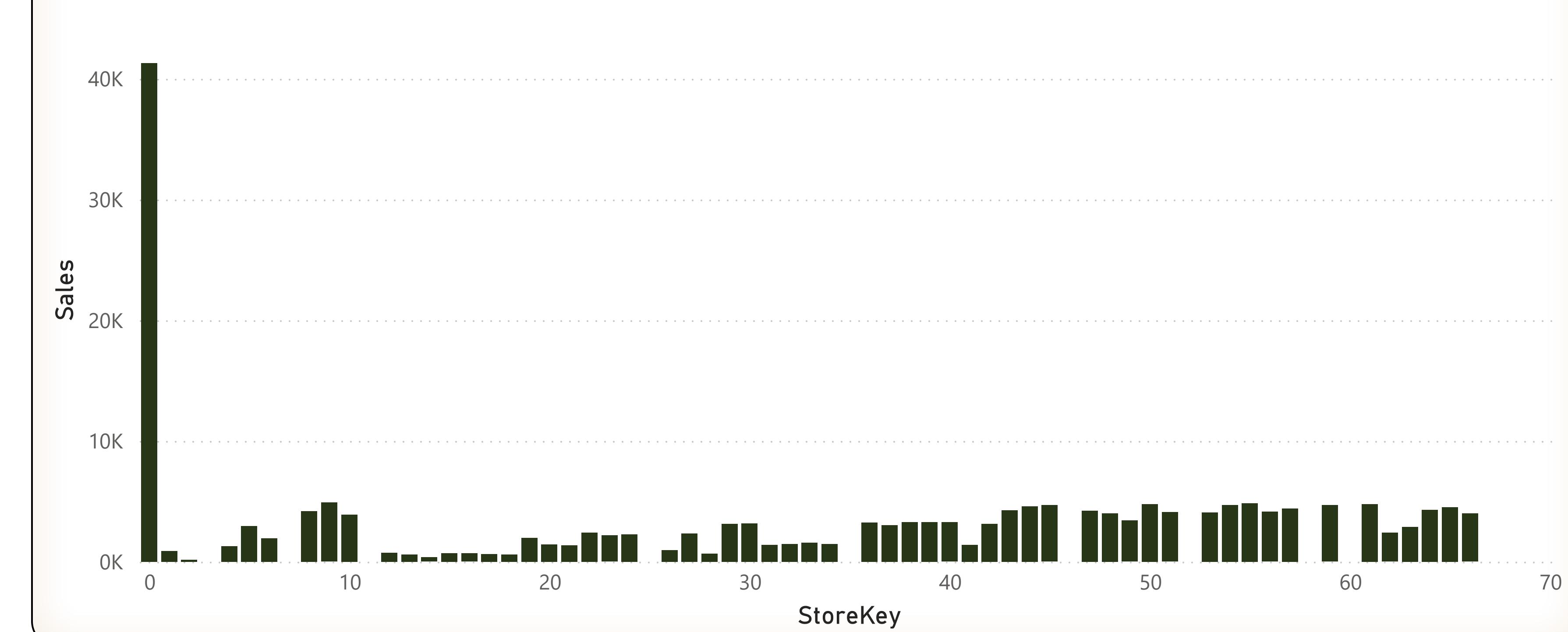
November

December

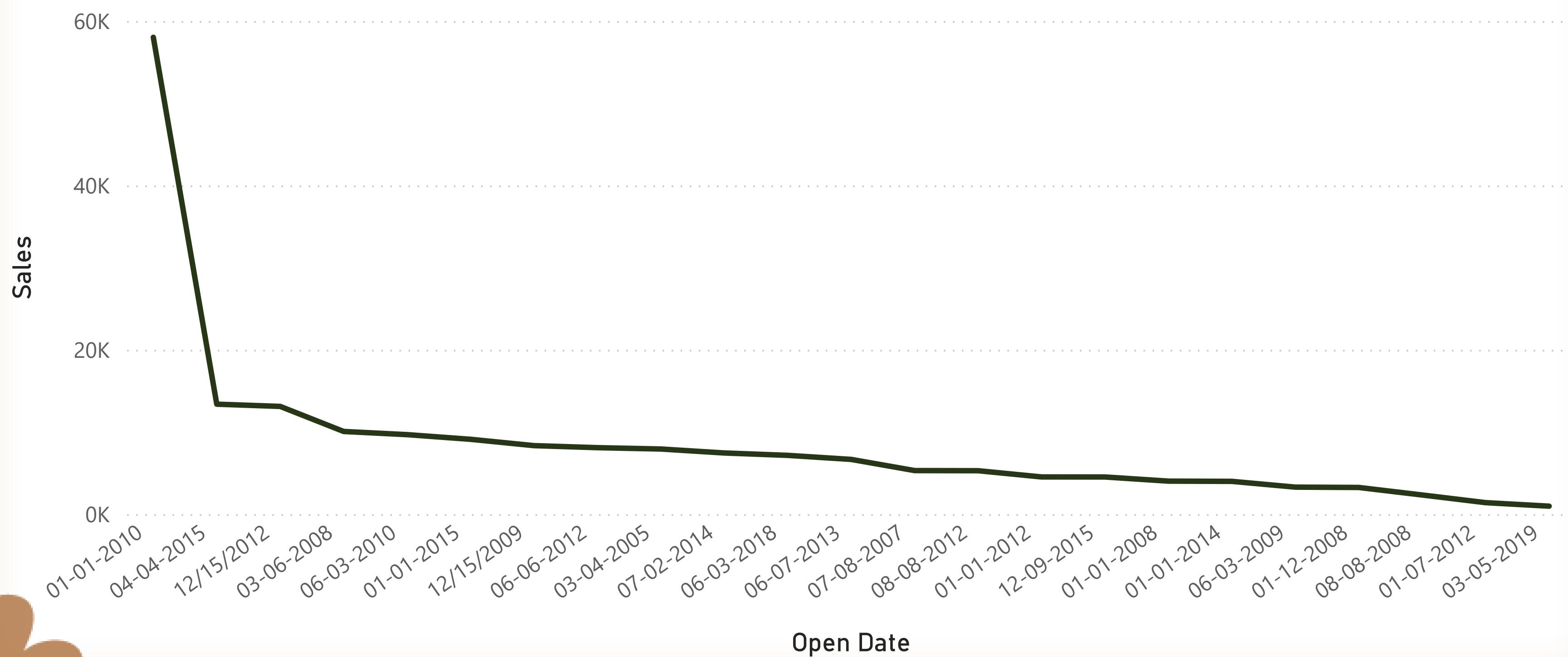
## Sales by country



## Sales by store



## Store opening dates and sales trends

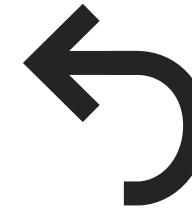


## Top 5 Stores

Country	StoreKey	Total Num of Sales
United States	61	4771
United States	50	4773
United States	55	4826
Canada	9	4894
Online	0	41311
<b>Total</b>		<b>60575</b>

# Product Analysis

All



January

February

March

April

May

June

July

August

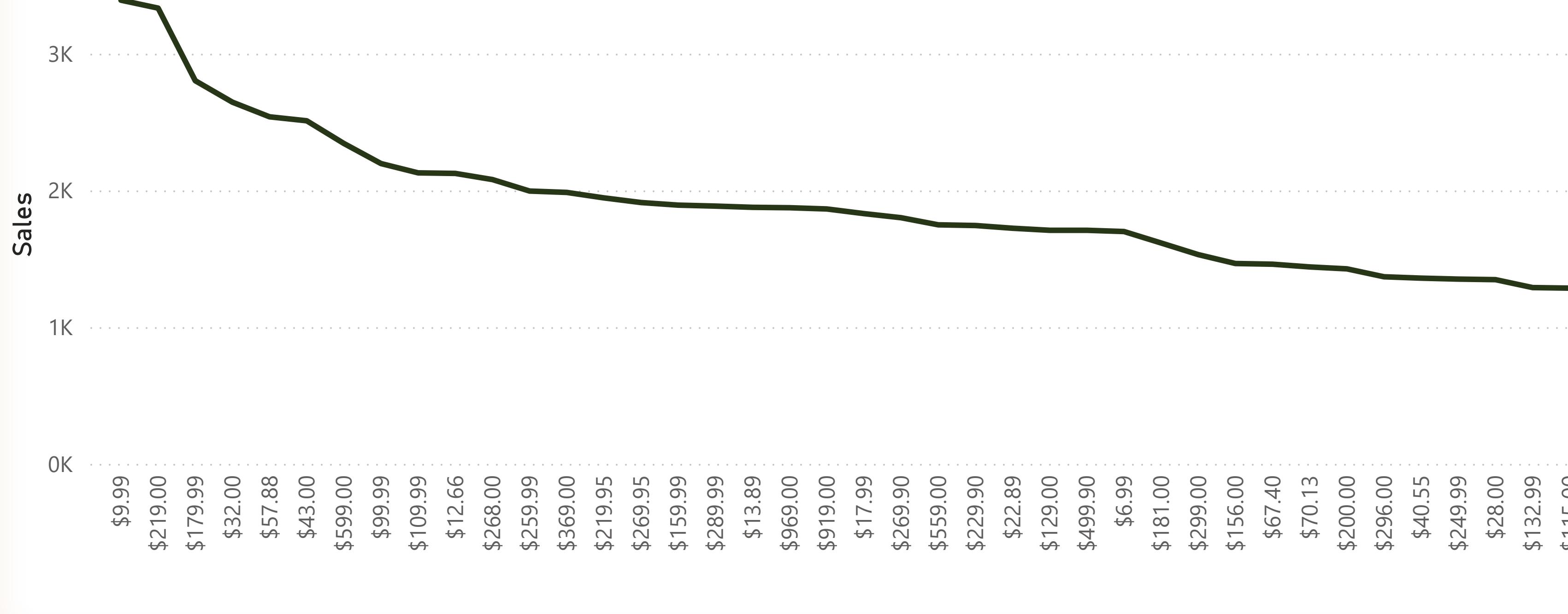
September

October

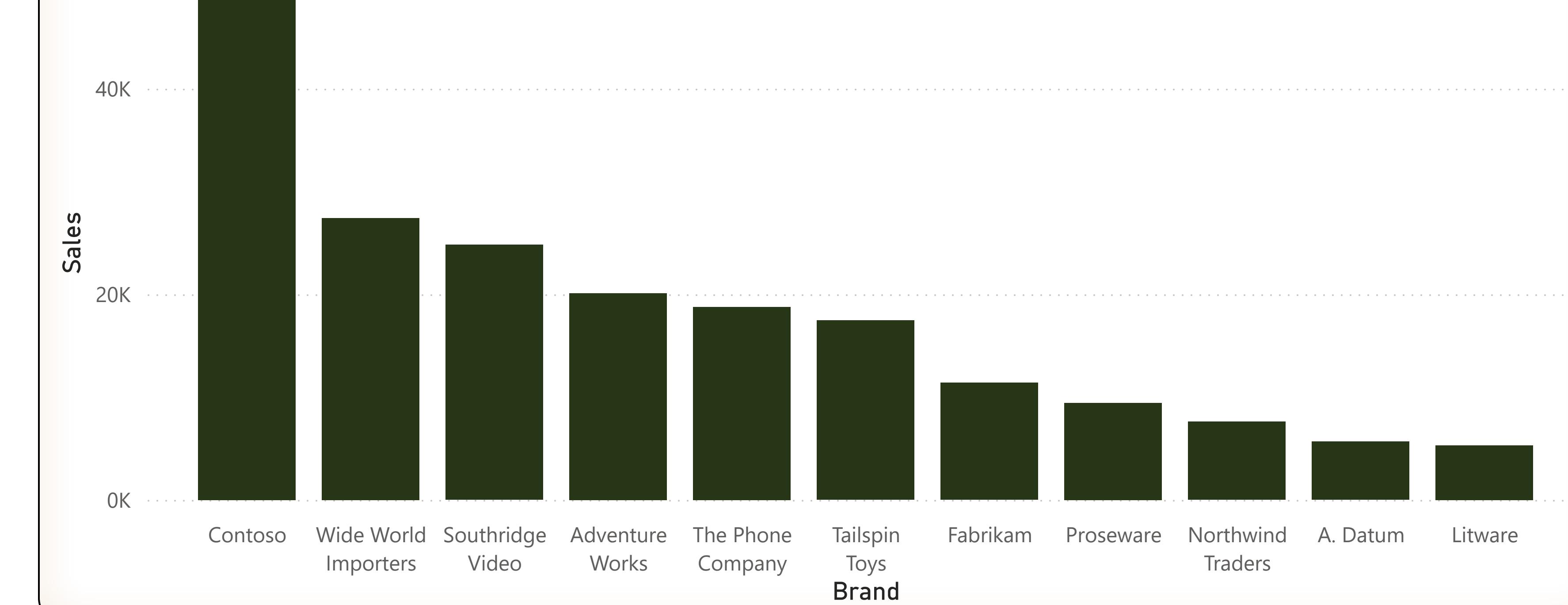
November

December

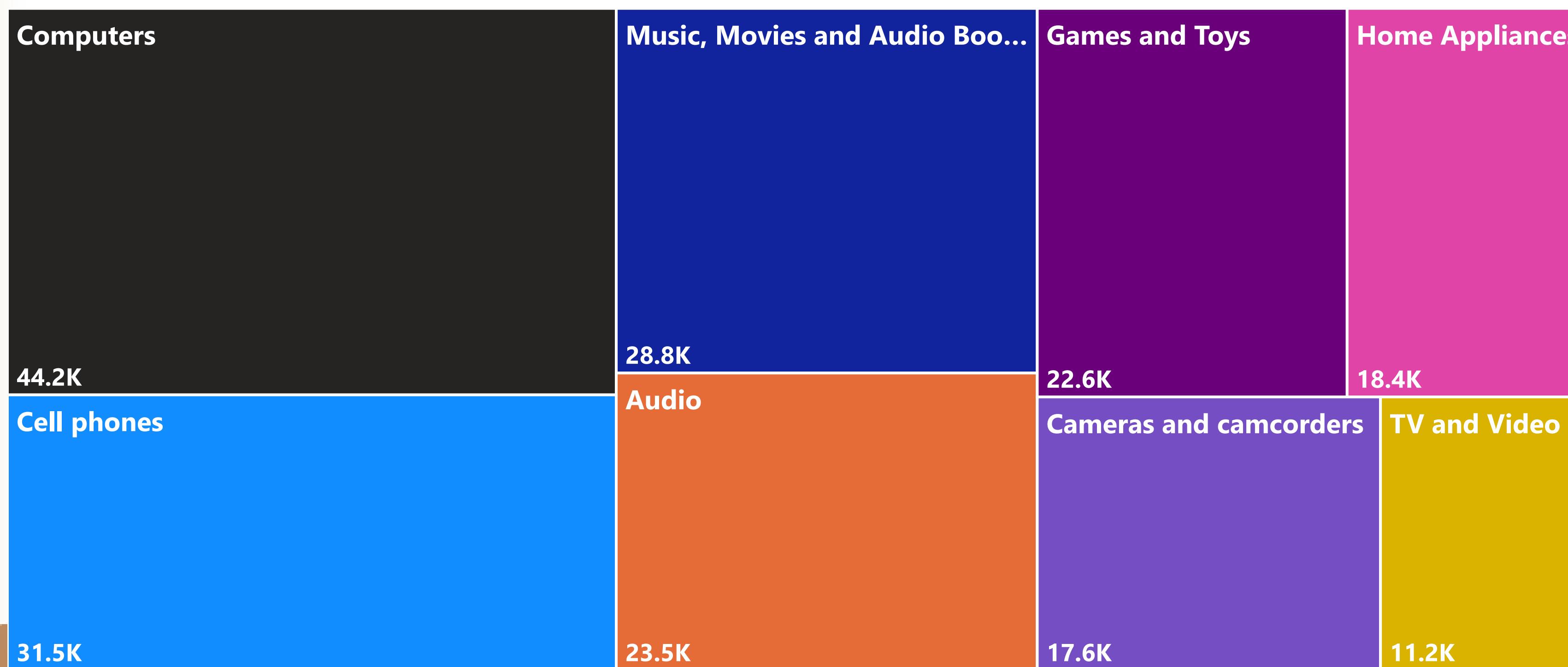
Product performance



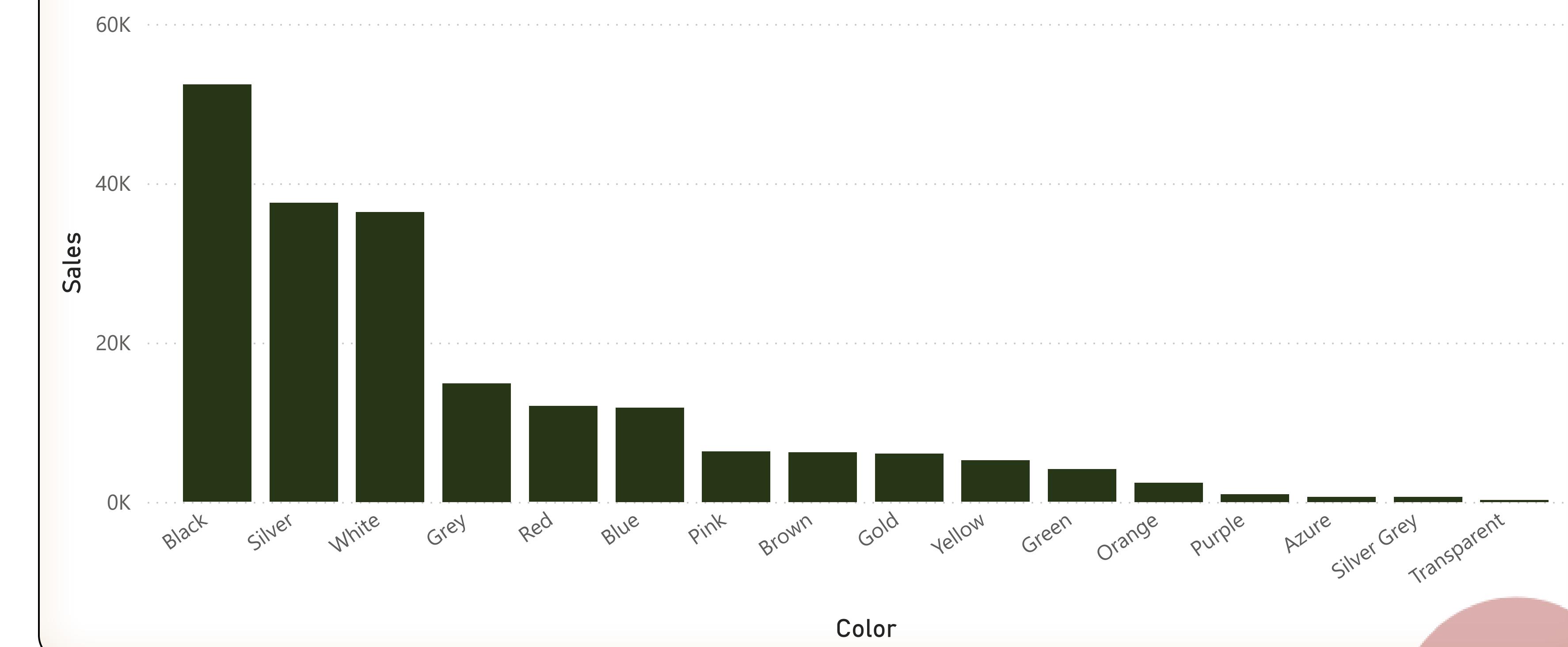
Top Performing brands



Product sales by category

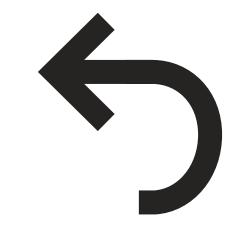


Sales by Product Colour



# Exchange Rates

All



January

February

March

April

May

June

July

August

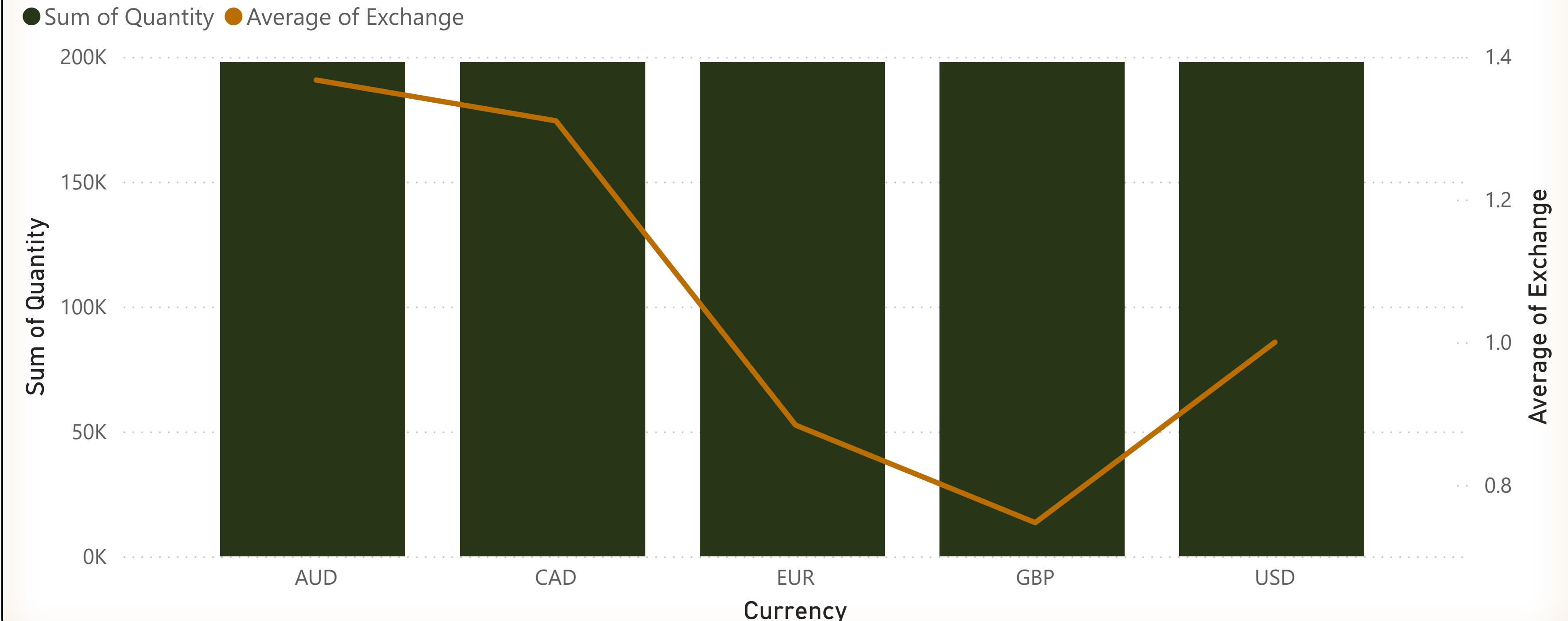
September

October

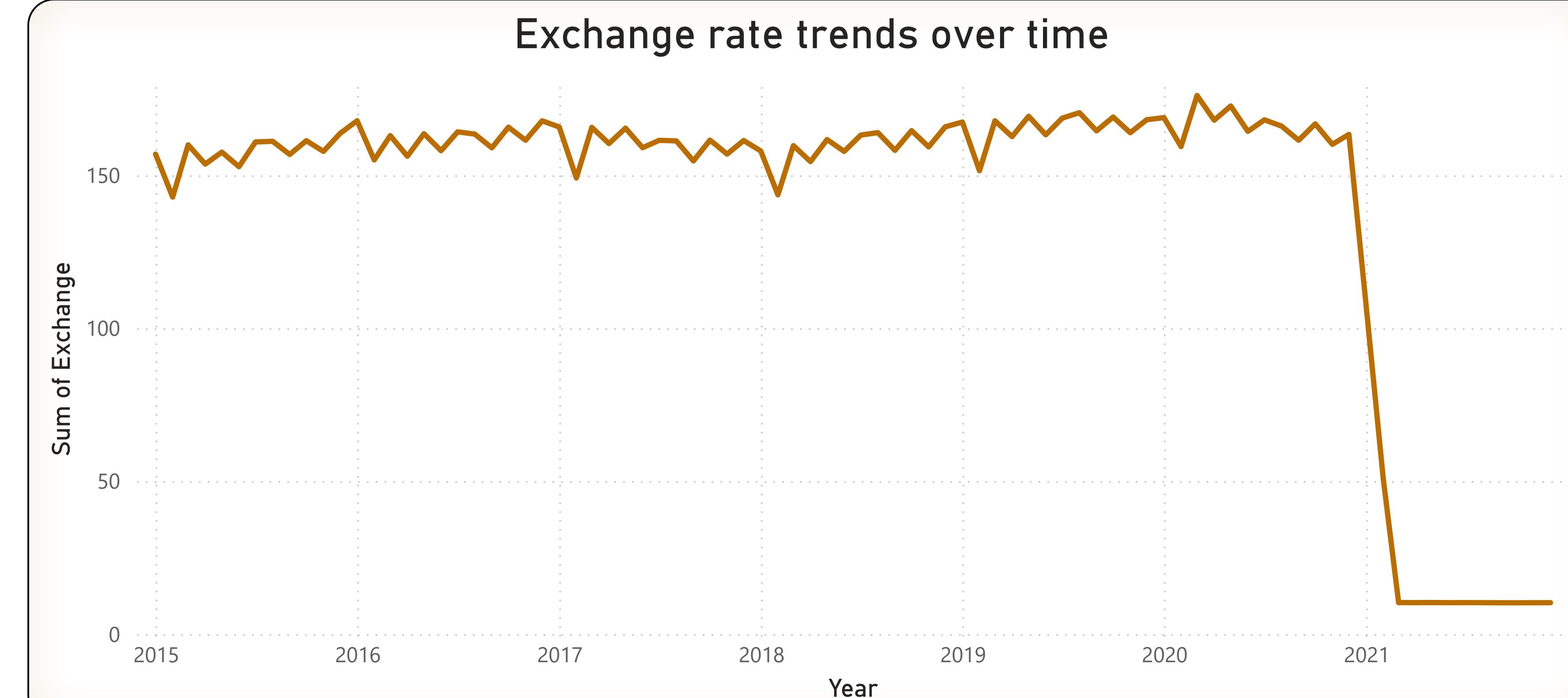
November

December

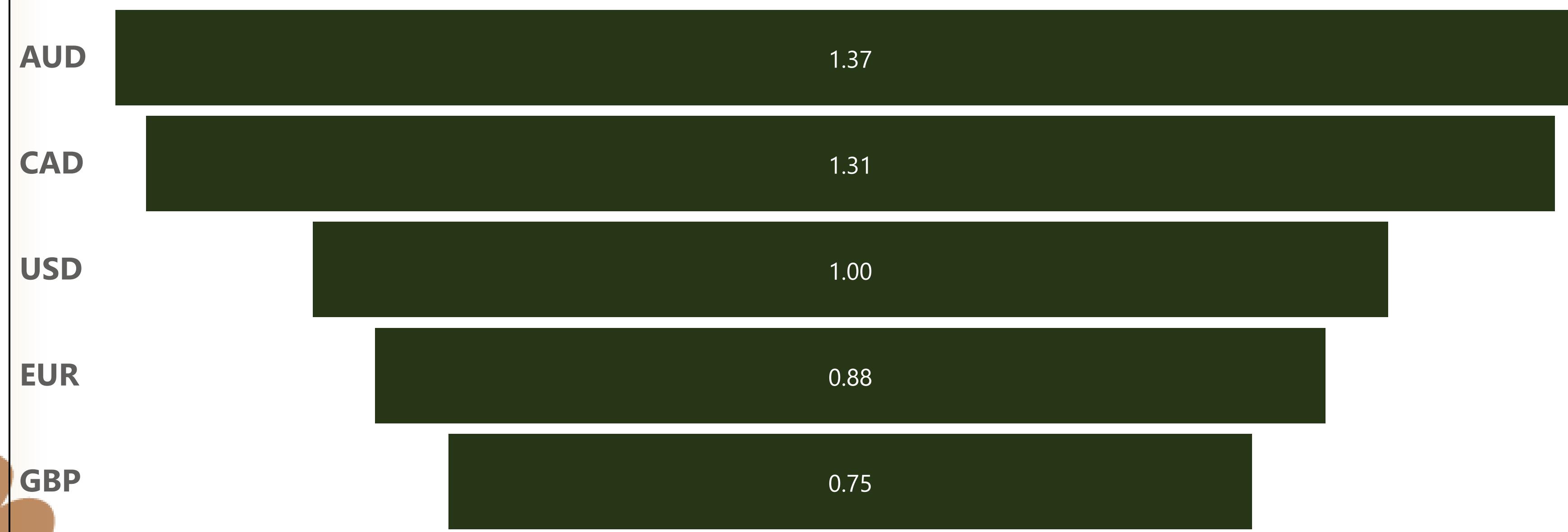
Sales by currency and exchange rate impact



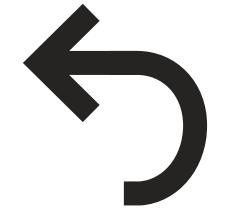
Exchange rate trends over time



Average Exchange Rate by Currency



# Data Dictionary



Categories	Field	Description
Products	Unit Cost USD	Cost to produce the product in USD
Exchange Rates	Currency	Currency code
Sales	Currency Code	Currency used to process the order
Customers	City	Customer city
Customers	Continent	Customer continent
Customers	Country	Customer country
Customers	Birthday	Customer date of birth
Customers	Name	Customer full name
Customers	Gender	Customer gender
Customers	State Code	Customer state (abbreviated)
Customers	State	Customer state (full)
Customers	Zip Code	Customer zip code
Exchange Rates	Date	Date
Sales	Delivery Date	Date the order was delivered
Sales	Order Date	Date the order was placed
Table	Field	Description
Exchange Rates	Exchange	Exchange rate compared to USD
Sales	Line Item	Identifies individual products purchased as part of an order
Products	CategoryKey	Key to identify product categories
Products	SubcategoryKey	Key to identify product subcategories

6

Total Categories

33

Count of Column2