SALES REPORT
2023

Monday, 24 June, 2024

December, 2023

Orders View

Gain insights into sales performance, order trends, and activity patterns with a detailed breakdown of sales metrics.

Sales By Status View

Gain insights into sales performance, order trends, and activity patterns with a detailed breakdown of revenue, top SKUs, and regional metrics.

Monthly Analysis View

Explore monthly sales trends & performance fluctuations across product categories, sales channels, and warehouse regions.

Category View

Gain insights into top and bottom performing categories by revenue, quantity, and total orders for strategic decision-making.

Warehouse Region View

Gain insights into top and bottom performing warehouse regions by revenue, quantity, and total orders for strategic decision-making.

Sales Channel View

Gain insights into top and bottom performing sales channel by revenue, quantity, and total orders for strategic decision-making.

Created By: Avinash Jha

SALES DASHBOARD 2023

01-01-2023   31-12-2023

Quarter
All

Switch View

- Home
- **Orders**
- Sales By Status
- Monthly Analysis
- Category
- Warehouse Region
- Sales Channel

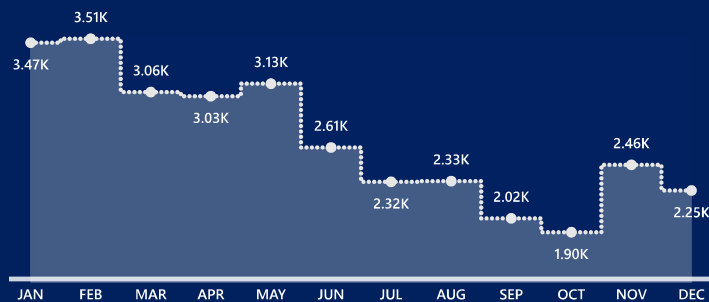**$4.86M** Total Sales Amount

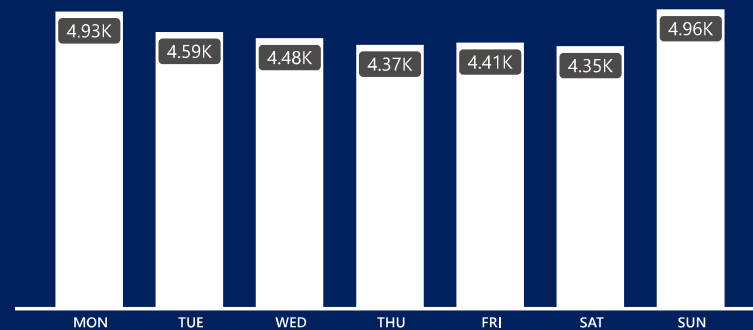**$151.41** Avg Order Value

32086 Total Orders

73186 Total QTY Sold

2.28 Avg QTY Per Order
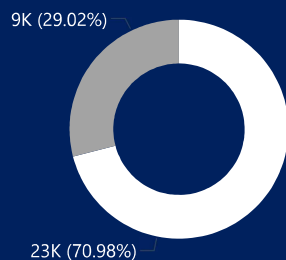
Monthly Trend For Total Orders

3.47K | 3.51K | 3.06K | 3.03K | 3.13K | 2.61K | 2.32K | 2.33K | 2.02K | 1.90K | 2.46K | 2.25K

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

Daily Trend For Total Orders

4.93K | 4.59K | 4.48K | 4.37K | 4.41K | 4.35K | 4.96K

MON | TUE | WED | THU | FRI | SAT | SUN

Total Orders By Status

● Weekday ● Weekend

9K (29.02%)

23K (70.98%)

Total Orders by Type

● Small Furniture ● Large Furniture

5K (15.94%)

27K (84.06%)
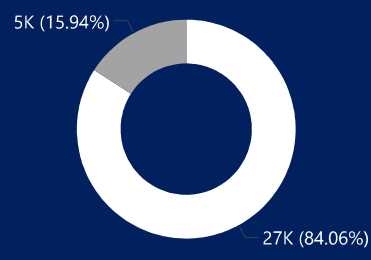
Total Orders By Season and Status

● Weekday ● Weekend

6.59K | 6.40K | 5.21K | 4.58K
2.64K | 2.83K | 2.04K | 1.80K

Spring | Winter | Summer | Fall
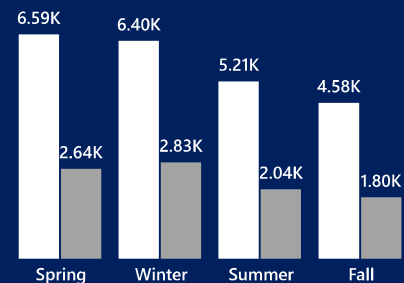
SALES DASHBOARD 2023

01-01-2023 | 31-12-2023

Switch View

OBSERVATIONS

Monthly
1) **Peak Months** are **NOV($552.7K)** & **FEB($515.6K)**.
2) **Low Months** are **SEP($264.9K)** & **DEC($254.7K)**.
3) **Trend**: General **decline** from **MAR** to **OCT**.

SKU
1) **TOP SKU**: RJ-TB-805(35% sales contribution out of top 5).
2) **Weekday Dominance:** Higher sales across all top 5 SKU

EVENTS
1) **Normal:** 87% sales contribution.
2) **Sales** from Normal Event is **15X higher** than C7 Event.
3) Sales are **highly skewed** towards dominating Normal event.

COUNTRY
1) US sales are **32X** higher than CA.

Season
1) **Highest Sales**: Spring (**$1.45M** combined).
2) **Lowest Sales**: Summer (**$1.02M** combined).

Key Metrics

$4.86M — Total Sales Amount
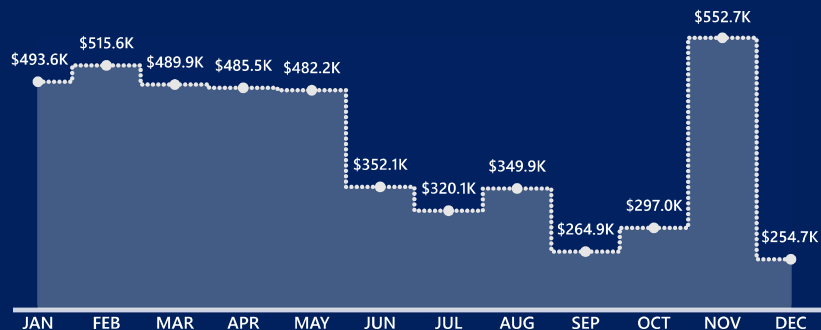
$151.41 — Avg Order Value
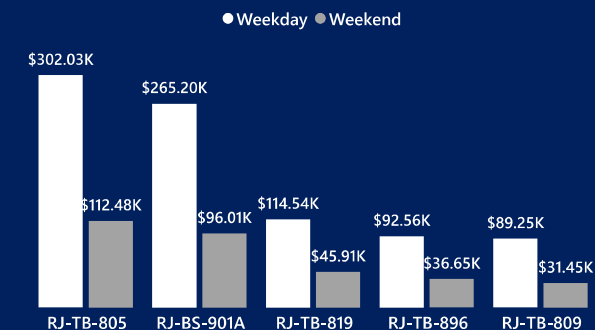
32086 — Total Orders

73186 — Total QTY Sold

2.28 — Avg QTY Per Order

Sales By Order Month

$493.6K — JAN
$515.6K — FEB
$489.9K — MAR
$485.5K — APR
$482.2K — MAY
$352.1K — JUN
$320.1K — JUL
$349.9K — AUG
$264.9K — SEP
$297.0K — OCT
$552.7K — NOV
$254.7K — DEC

Top 5 SKU By Sales

● Weekday ● Weekend

SKU	Weekday	Weekend
RJ-TB-805	$302.03K	$112.48K
RJ-BS-901A	$265.20K	$96.01K
RJ-TB-819	$114.54K	$45.91K
RJ-TB-896	$92.56K	$36.65K
RJ-TB-809	$89.25K	$31.45K

Sales By Events

Normal | $4,249.6K

C7 | $294.4K

President Day 2023 | $171.3K

Wayday 2023 | $96.3K

Wayday 2.0 2023 | $46.8K

Sales By Country
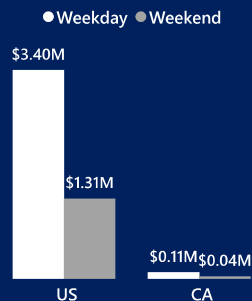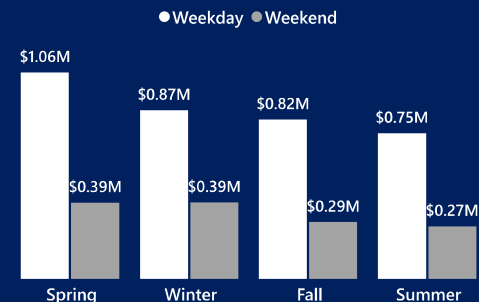
● Weekday ● Weekend

US: $3.40M (Weekday), $1.31M (Weekend)
CA: $0.11M (Weekday), $0.04M (Weekend)

Sales By Season and Status

● Weekday ● Weekend

Season	Weekday	Weekend
Spring	$1.06M	$0.39M
Winter	$0.87M	$0.39M
Fall	$0.82M	$0.29M
Summer	$0.75M	$0.27M

SALES DASHBOARD 2023

01-01-2023   31-12-2023

Quarter
All

Switch View

- Home
- Orders
- Sales By Status
- **Monthly Analysis**
- Category
- Warehouse Region
- Sales Channel

Monthly Sales Distribution By Category

● Bar Stools ● Beds ● Desks ● End Tables ● Wall Mounted Shelves

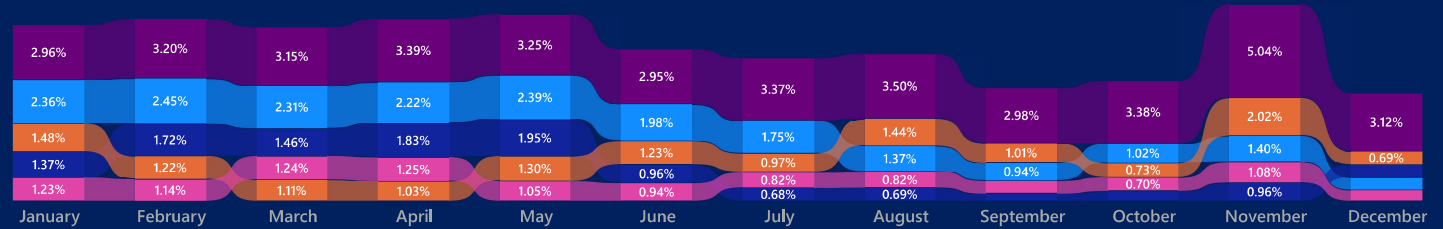|	January	February	March	April	May	June	July	August	September	October	November	December
	2.96%	3.20%	3.15%	3.39%	3.25%	2.95%	3.37%	3.50%	2.98%	3.38%	5.04%	3.12%
	2.36%	2.45%	2.31%	2.22%	2.39%	1.98%	1.75%	1.44%	1.01%	1.02%	2.02%	0.69%
	1.48%	1.72%	1.46%	1.83%	1.95%	1.23%	0.97%	1.37%	0.94%	0.73%	1.40%	
	1.37%	1.22%	1.24%	1.25%	1.30%	0.96%	0.82%	0.82%		0.70%	1.08%	
	1.23%	1.14%	1.11%	1.03%	1.05%	0.94%	0.68%	0.69%			0.96%	

Monthly Sales Distribution By Sales Channel

● Depot ● Fair ● Mazon ● Stockover ● Zouhh

	January	February	March	April	May	June	July	August	September	October	November	December
	6.92%	7.63%	6.88%	7.62%	7.99%	5.37%	4.49%	5.62%	4.15%	4.80%	9.68%	4.18%
	1.78%	1.72%	1.98%	1.75%	1.31%	1.41%	1.52%	1.20%	1.07%	1.17%	1.47%	0.81%

Monthly Sales Distribution By Warehouse Region

● ABF ● CG US East Coast ● CG US SouthEast ● US 3PL ● US 3PL PA

	January	February	March	April	May	June	July	August	September	October	November	December
	5.43%	5.64%	6.12%	5.13%	5.89%	3.89%	3.07%	4.47%	2.81%	4.41%	8.43%	2.93%
	2.07%	1.49%	1.82%	1.69%	1.42%	1.39%	1.22%	1.05%	1.02%	1.18%	1.42%	0.77%
	1.59%	1.49%	1.22%	1.10%	1.26%	0.78%					1.23%	
	0.79%	1.22%	0.81%	1.01%							0.92%	
		0.96%										

SALES DASHBOARD 2023

01-01-2023 | 31-12-2023

Quarter
All

Switch View

- Home
- Orders
- Sales By Status
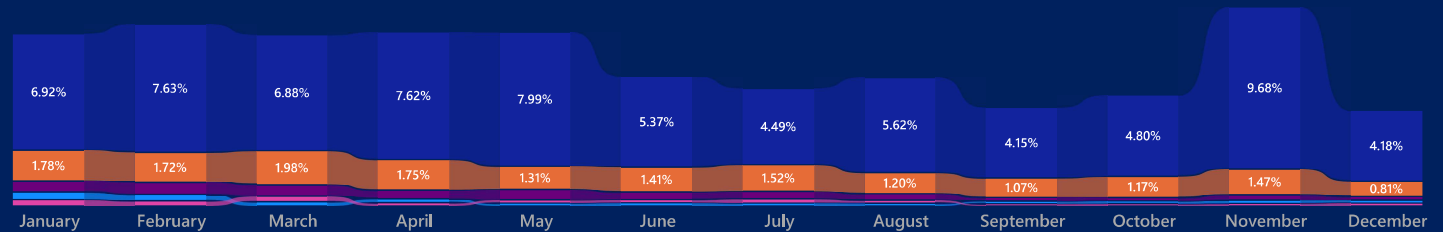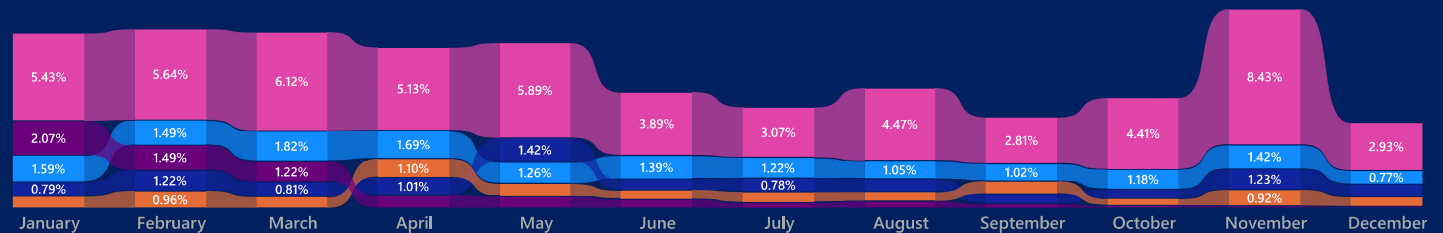- Monthly Analysis
- **Category**
- Warehouse Region
- Sales Channel

$4.86M Total Sales Amount	**$151.41** Avg Order Value	**32086** Total Orders	**73186** Total QTY Sold	**2.28** Avg QTY Per Order

Top 5 Categories By Sales
- End Tables | $1,362.1K
- Bar Stools | $704.0K
- Desks | $481.3K
- Beds | $444.3K
- Wall Mounted Shelves | $388.0K

Top 5 Categories By Quantity
- End Tables | 30.2K
- Bar Stools | 11.0K
- Wall Mounted Shelves | 9,472
- Wall and Accent Mirrors | 8,127
- Wall Décor | 4,055

Top 5 Categories By Orders
- End Tables | 10.3K
- Wall Mounted Shelves | 5,341
- Wall and Accent Mirrors | 4,224
- Bar Stools | 2,777
- Wall Décor | 2,534

Bottom 5 Categories By Sales
- Comforters and Sets | $4,010
- Blankets and Throws | $1,706
- Ottomans | $856
- Accent Pillows | $535
- Lighting | $48

Bottom 5 Categories By Quantity
- Sofa and Console Tables | 201
- Comforters and Sets | 137
- Accent Pillows | 116
- Ottomans | 17
- Lighting | 5

Bottom 5 Categories By Orders
- Sofa and Console Tables | 138
- Comforters and Sets | 103
- Accent Pillows | 66
- Ottomans | 13
- Lighting | 3

SALES DASHBOARD 2023

01-01-2023 | 31-12-2023

Quarter
All

Switch View

- Home
- Orders
- Sales By Status
- Monthly Analysis
- Category
- **Warehouse Region**
- Sales Channel

$4.86M
Total Sales Amount

$151.41
Avg Order Value

32086
Total Orders

73186
Total QTY Sold

2.28
Avg QTY Per Order

Top 5 Warehouse Region By Sales
US 3PL PA | $2,500.2K
ABF | $682.8K
CG US East Coast | $440.0K
CG US SouthEast | $351.8K
US 3PL | $319.4K

Top 5 Warehouse Region By Quantity
US 3PL PA | 33.7K
US 3PL | 10.0K
ABF | 7,808
CG US East Coast | 7,288
CG US SouthEast | 5,330

Top 5 Warehouse Region By Orders
US 3PL PA | 13.6K
US 3PL | 5,536
ABF | 3,217
CG US East Coast | 2,837
CG US SouthEast | 2,426

Bottom 5 Warehouse Region By Sales
CG US Midwest | $154.9K
CG US SouthWest | $142.8K
US 3PL CA | $87.2K
CG Canada | $4,191
WFS | $1,930

Bottom 5 Warehouse Region By Quantity
CG US Midwest | 2,688
CG US SouthWest | 2,281
US 3PL CA | 1,321
CG Canada | 50
WFS | 20

Bottom 5 Warehouse Region By Orders
CG US SouthWest | 1,221
CG US Midwest | 1,217
US 3PL CA | 759
CG Canada | 17
WFS | 14

SALES DASHBOARD 2023

$4.86M Total Sales Amount

$151.41 Avg Order Value

32086 Total Orders

73186 Total QTY Sold

2.28 Avg QTY Per Order

Switch View

OBSERVATIONS

Top Sales Channel

1) **Fair**: Dominates all metrics, indicating it is the most significant sales channel by large margin.
2) **Mazon**: Strong across all categories, showing broad reach and popularity but significantly lower than Fair.
3) **Stockover**: Moderate performance, steady sales but considerably lower than the top two.

Bottom Sales Channel

1) **Sewol**: Consistently low performance across all metrics, indicating limited sales impact.
2) **Lily**: Very low in all metrics, suggesting minimal impact as a sales channel.
4) **Wally**: Lowest in sales, quantity and orders, indicating very limited sales presence.

Top 3 Sales Channel By Sales

Fair | $3,592.8K

Mazon | $818.9K

Stockover | $203.5K

Top 3 Sales Channel By Quantity

Fair | 57.6K

Mazon | 9,276

Stockover | 2,814

Top 3 Sales Channel By Orders

Fair | 24.4K

Mazon | 4,128

Stockover | 1,530

Bottom 3 Sales Channel By Sales

Sewol | $58.6K

Lily | $17.9K

Wally | $12.3K

Bottom 3 Sales Channel By Quantity

Lily | 717

Sewol | 630

Wally | 149

Bottom 3 Sales Channel By Orders

Sewol | 435

Lily | 171

Wally | 110