

# Sales Insights Summary Report

Customer\_FullName

All

Item

All

Reset

Keyboard

Most Purchased Product > 30

Mousepad

Most Purchased Product < 30

UAE | UAE

CountryMinTransactionsAndSales

PendingStatusByCountry

Country	Sum of Amount
UK	\$129K
USA	\$53K
UAE	\$35K

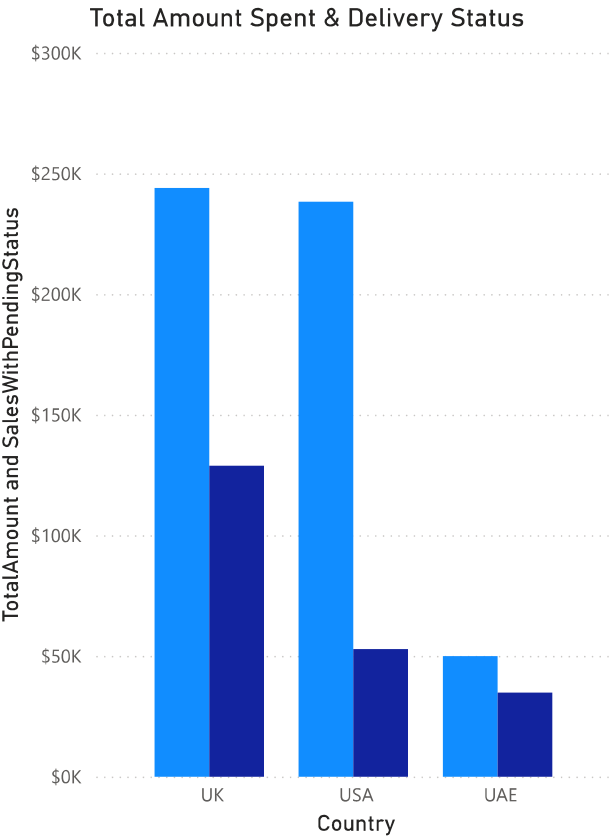
Country

Max Purchased Product by Country

UAE	Keyboard
UK	Mousepad
USA	Mousepad

Customer_FullName	Item	Quantity	Amount
Juan Cruz	Keyboard	3	\$1,200
Megan Morris	Headset	2	\$1,800
Margaret Hardy	Keyboard	2	\$800
Terry Bailey	Keyboard	2	\$800
Janet Valdez	Mousepad	2	\$450
Jason Montgomery	Mousepad	2	\$450
Jeffrey Diaz	Mousepad	2	\$500
Patricia Garcia	Mousepad	2	\$450
Yessenia White	Mousepad	2	\$450
Brian Olson	Webcam	2	\$700
Jeremy Rodriguez	Webcam	2	\$700
Thomas Wood	Webcam	2	\$700
Total		249	\$532,100

# Total Amount Spent & Delivery Status



Country	TotalSales
UAE	\$49,950
UK	\$243,950
USA	\$238,200
Total	\$532,100

Status

Delivered

Pending

**Insight:**

This shows how much has been spent in each country where orders are still pending. A map visualization can be a powerful visual aid to quickly spot regional trends

**Message:**

This chart highlights countries with the highest pending delivery amounts, giving a visual representation of regions where operational delays may impact revenue collection



Quick measure

# Sales Insights Summary Report

CustomerName	Transactions	Amount
Eric Harvey	4	\$14,700
Jason Montgomery	4	\$2,300
Juan Cruz	4	\$1,450
Patricia Garcia	4	\$2,850
Yesenia White	4	\$13,950
Brian Olson	3	\$1,600
David Yoder	3	\$1,600
Emily Thomas	3	\$2,800
James Keith	3	\$1,050
Janet Valdez	3	\$850
Javier Jones	3	\$12,600
Jeffrey Diaz	3	\$2,000
John Miller	3	\$5,650
Lacey Mercado	3	\$6,700
Margaret Hardy	3	\$12,800
Megan Morris	3	\$3,300
Morgan Cooper	3	\$17,350
Omar Martin	3	\$13,300
Paul Brown	3	\$12,750
Philip Newton	3	\$13,700
Sarah Gilbert	3	\$12,650
Sarah Greer	3	\$850
Sharon Warner	3	\$1,550
Stacey Welch	3	\$12,650
Steve Braun	2	\$12,500
Total	249	\$532,100

Product Details	
CustomerName	Item
Adam Holmes	Keyboard
Adam Holmes	Mousepad
Adrian West	Harddisk
Adrian West	Keyboard
Aimee Jacobs	Keyboard
Al1cia Jensen	DDR RAM
Al1cia Thompson	Mousepad
Alejandro Bailey	Keyboard
Allen Wright	Harddisk
Allison Sweeney	Harddisk
Alyssa Walker	Mousepad
Amanda Cohen	Keyboard
Amber Banks	Harddisk
Amber Banks	Monitor
Andrea Velasquez	Harddisk



### Insight:

Stakeholders can quickly identify key customers, their purchasing behavior, and the products they most commonly buy

### Message:

This visualization helps identify our top customers and the products that contribute to their purchases, which allows us to target customer-specific marketing strategies

# Regional Product Demand (Max Purchased)

Country

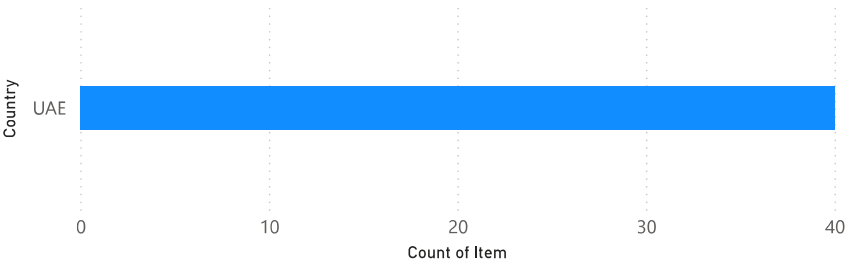
UAE	UK	USA
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Max Purchased Product	Country	Product
UAE	Keyboard	Keyboard
Total	Keyboard	Keyboard

Country	Item	Transactions
UAE	Keyboard	12
UAE	Mousepad	8
UAE	Webcam	5
UAE	DDR RAM	4
UAE	Harddisk	4
UAE	Headset	3
UAE	Mouse	3
UAE	Monitor	1

Country	Item	AmountperItem
UAE	Harddisk	20000
UAE	Monitor	12000
UAE	DDR RAM	6000
UAE	Keyboard	4800
UAE	Headset	2700
UAE	Mousepad	1800
UAE	Webcam	1750
UAE	Mouse	900

Quantity By Country



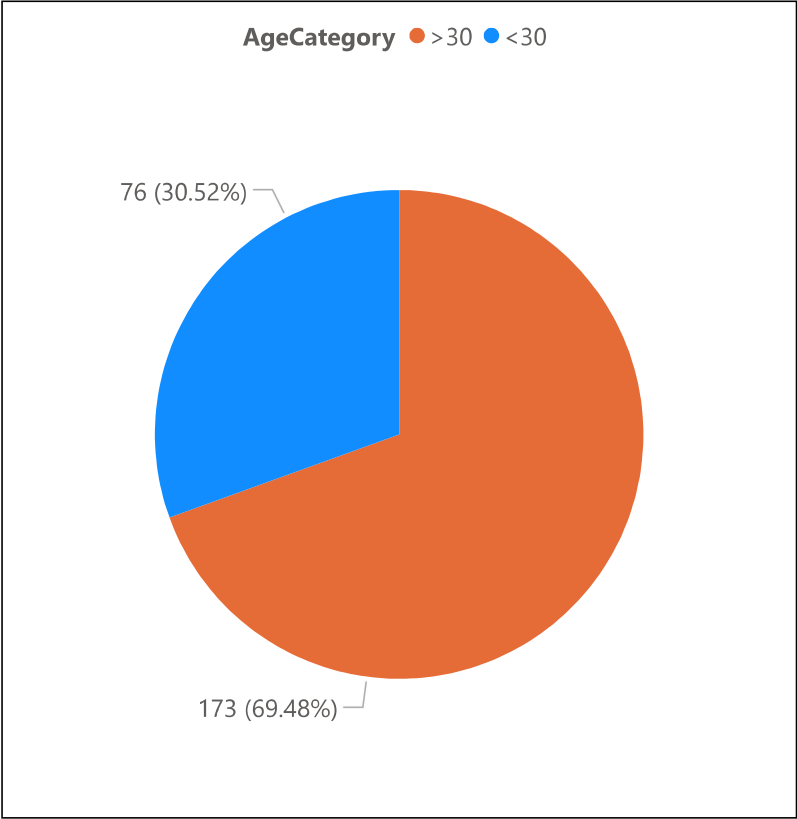
**Insight:**

Visualizes product demand in different regions, allowing stakeholders to see where certain products are performing best

**Message:**

This chart shows the highest-demand products in each country, enabling regional product planning and distribution optimization

# Product Preferences by Age Group



AgeCategory	
<30	>30

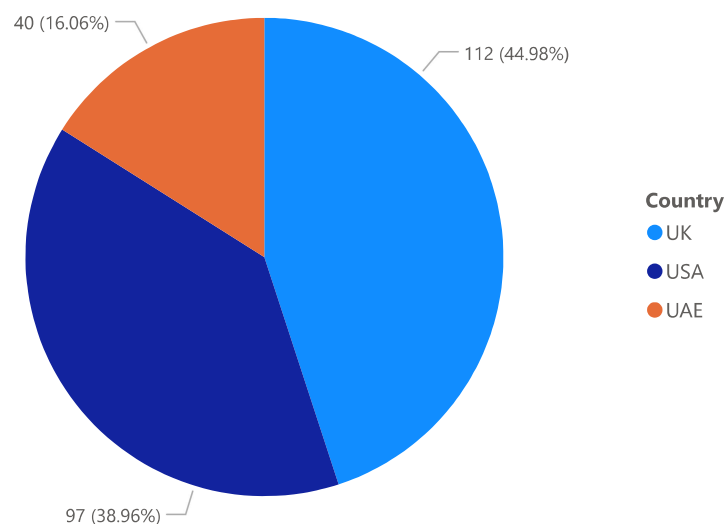
**Insight:**  
The chart compares product preferences across age groups. A grouped bar chart can show the top products for each age category side-by-side, while a pie chart can visualize age group contributions to product purchases.

**Message:**  
This visualization highlights differences in product preferences based on age, informing marketing and product positioning strategies for different demographics

AgeCategory	DDR RAM	Harddisk	Headset	Keyboard	Monitor	Mouse	Mousepad	Webcam	Total
<30	8	5	7	15	8	7	17	9	76
>30	17	20	18	34	17	18	33	16	173
Total	25	25	25	49	25	25	50	25	249

# Country with Minimum Transactions and Sales

Country with Minimum Transactions and Sales Amount



## Insight:

Quickly identifies the underperforming country, which can lead to discussions on regional strategies, market penetration, or customer behavior.

## Message:

This visualization identifies countries with minimal engagement and revenue, helping us focus on regions that need further analysis or growth initiatives.

## Country Transactions TotalSales

UAE	40	\$49,950
UK	112	\$243,950
USA	97	\$238,200
<b>Total</b>	<b>40</b>	<b>\$532,100</b>