

# Visual Insights For Strategic Retail Analysis

## Sales Performance

Net Profit

\$286.4K

Average Net Profit 28.66

\$2.30M

Total Revenue

9994

Number Of Transactions

38K

Total Quantity Sold

Category, Sub-Category, Product Name

Furniture

Bookcases

Atlantic Metals Mobile 2-Shelf Bookcases...

Atlantic Metals Mobile 3-Shelf Bookcases...

Atlantic Metals Mobile 4-Shelf Bookcases...

Segment

Consumer

Corporate

Home Office

Region, State, City

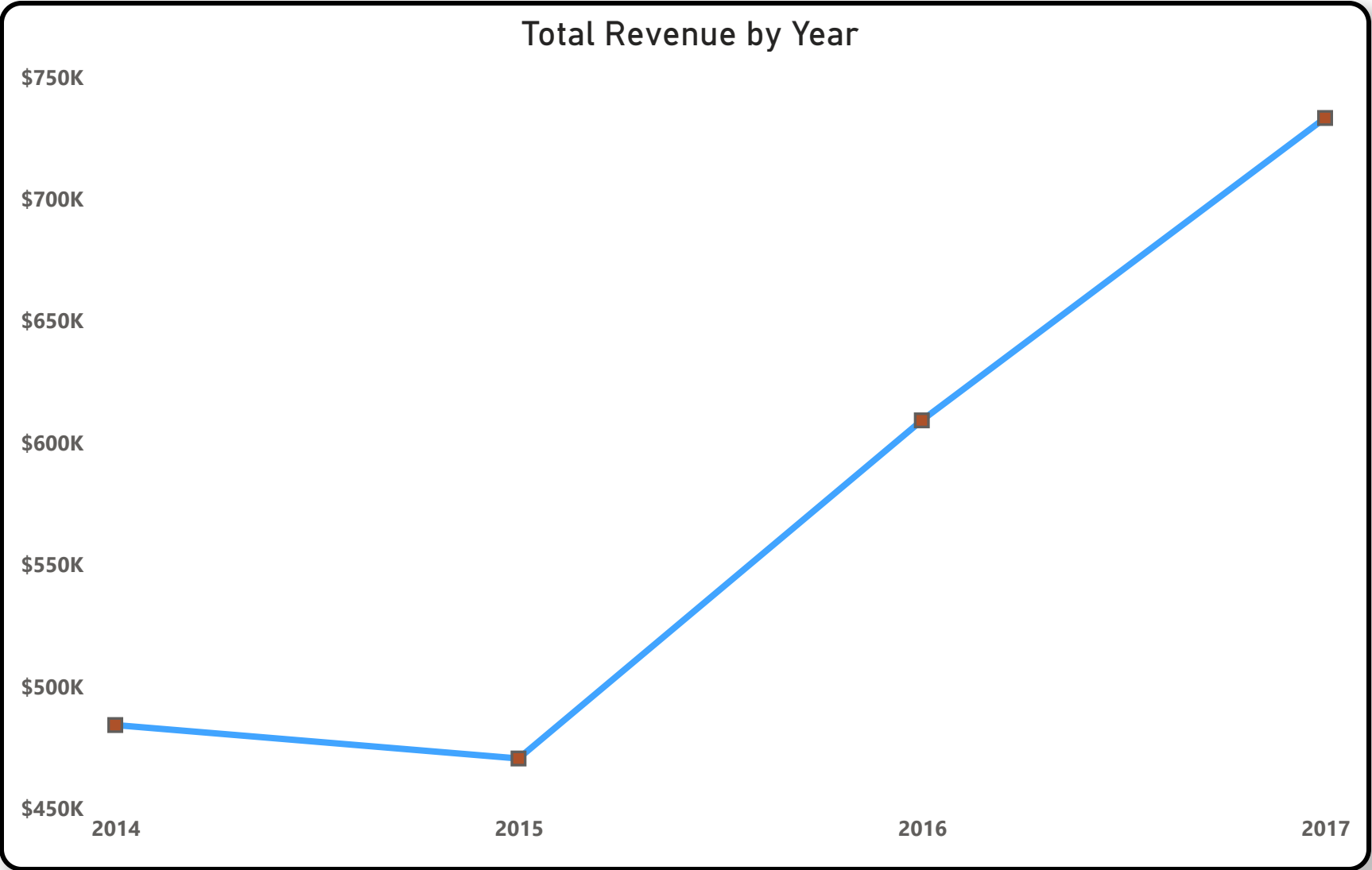
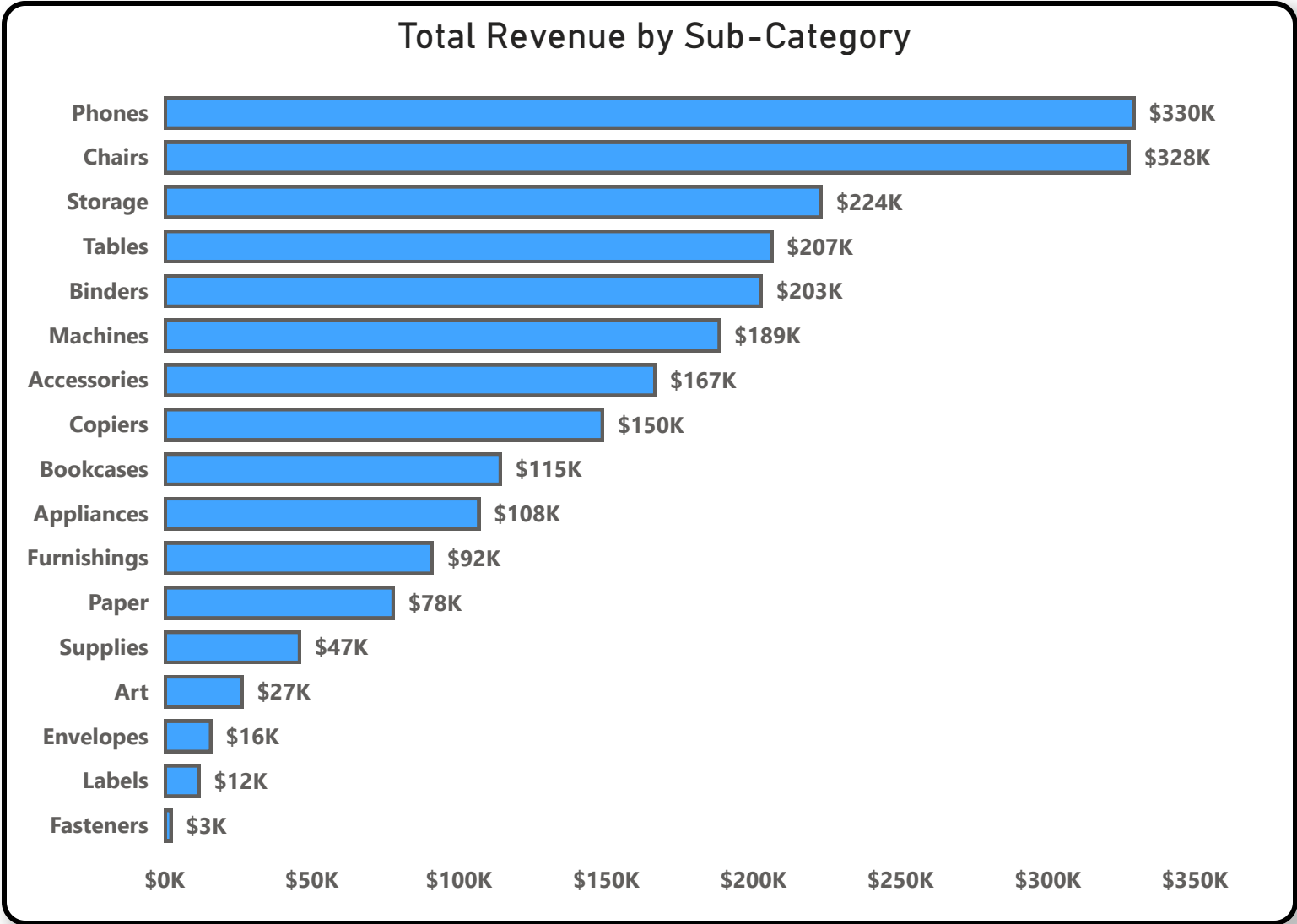
Central

Illinois

Arlington Heights

Aurora

Bloomington



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## Inventory And Supply Efficiency

38K  
Total Inventory

17  
Average Days Delivery

Retail Sales People

- ☐ Select all
- ☐ Anna Andreadi
- ☐ Cassandra Brandow
- ☐ Chuck Magee
- ☐ Kelly Williams

Category, Sub-Category, Product Name

- ☐ Select all
- ☒ Furniture
  - ☒ Bookcases
    - ☐ Atlantic Metals Mobile 2-Shelf Bo...
    - ☐ Atlantic Metals Mobile 2 Shelf Bo

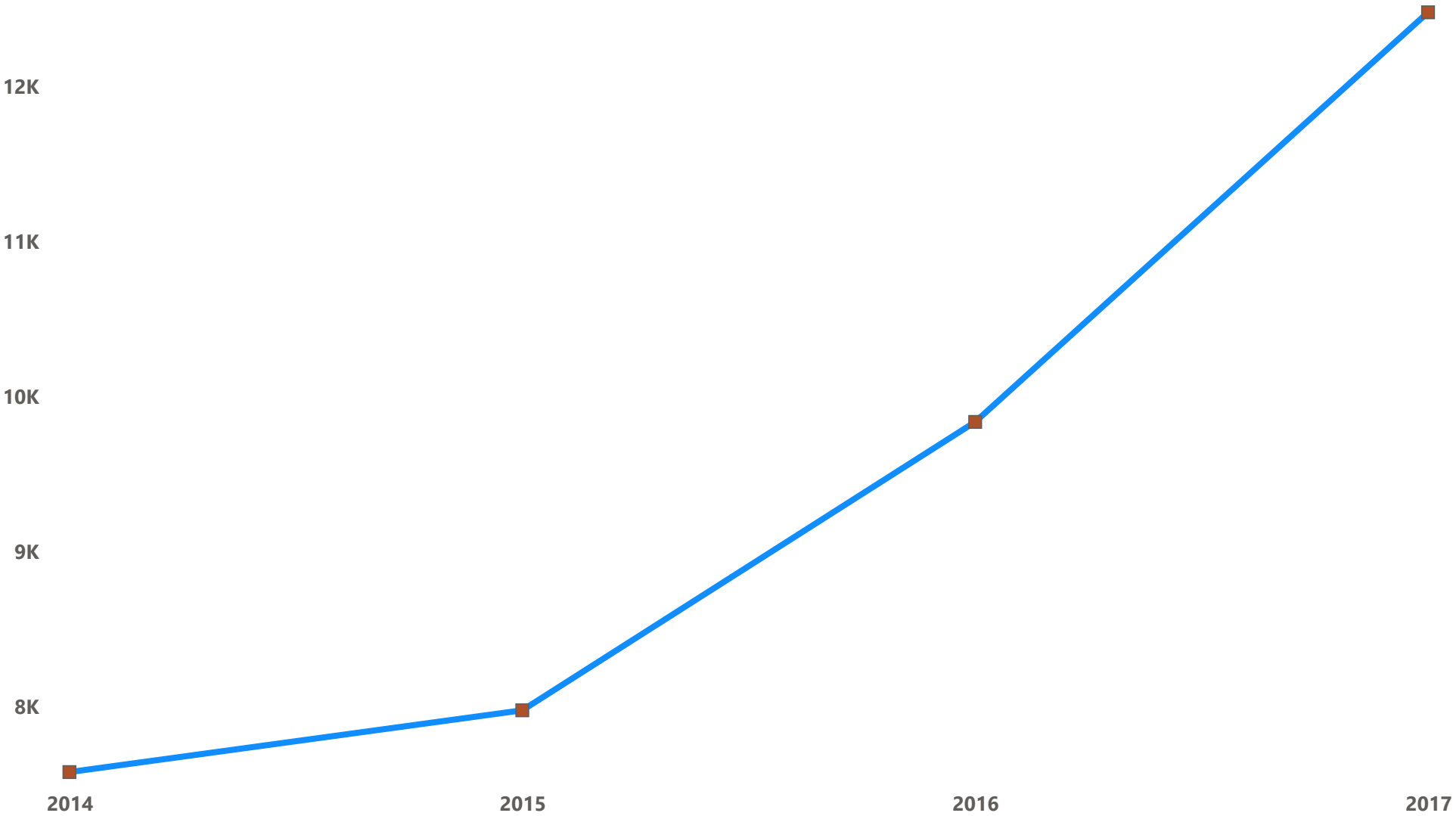
Region, State, City

- ☐ Select all
- ☒ Central
  - ☒ Illinois
    - ☐ Arlington Heights
    - ☐ Aurora

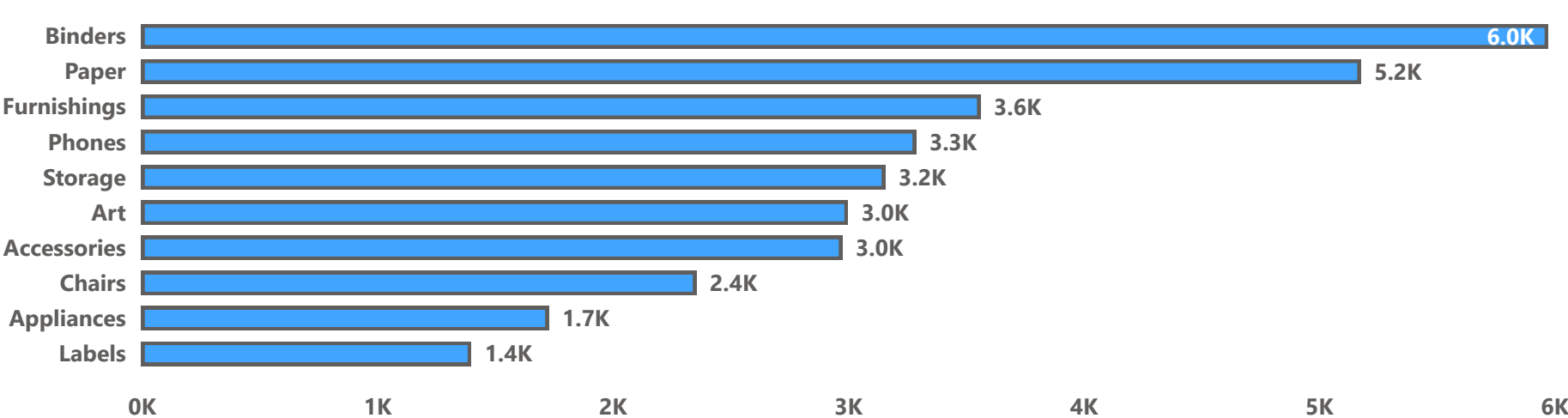
Returned

- ☐ Select all
- ☐ Not
- ☐ Yes

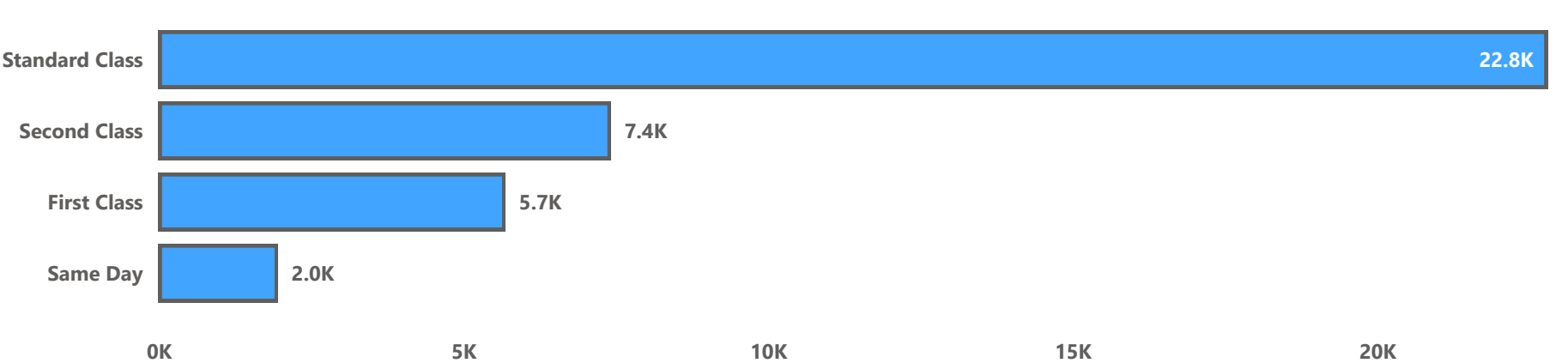
Total Inventory by Year



Total Inventory by Sub-Category



Total Quantity Distributed by Ship Mode



# Visual Insights For Strategic Retail Analysis

## Customer Frequency, Retention And Churn

793

Total Number Of Customers

38K

Total Quantity Purchased

13

Customer Frequency Rate

48

Average Quantity Purchased Per Customer

Region, State: All

☐ Select all

☒ Central

☐ Illinois

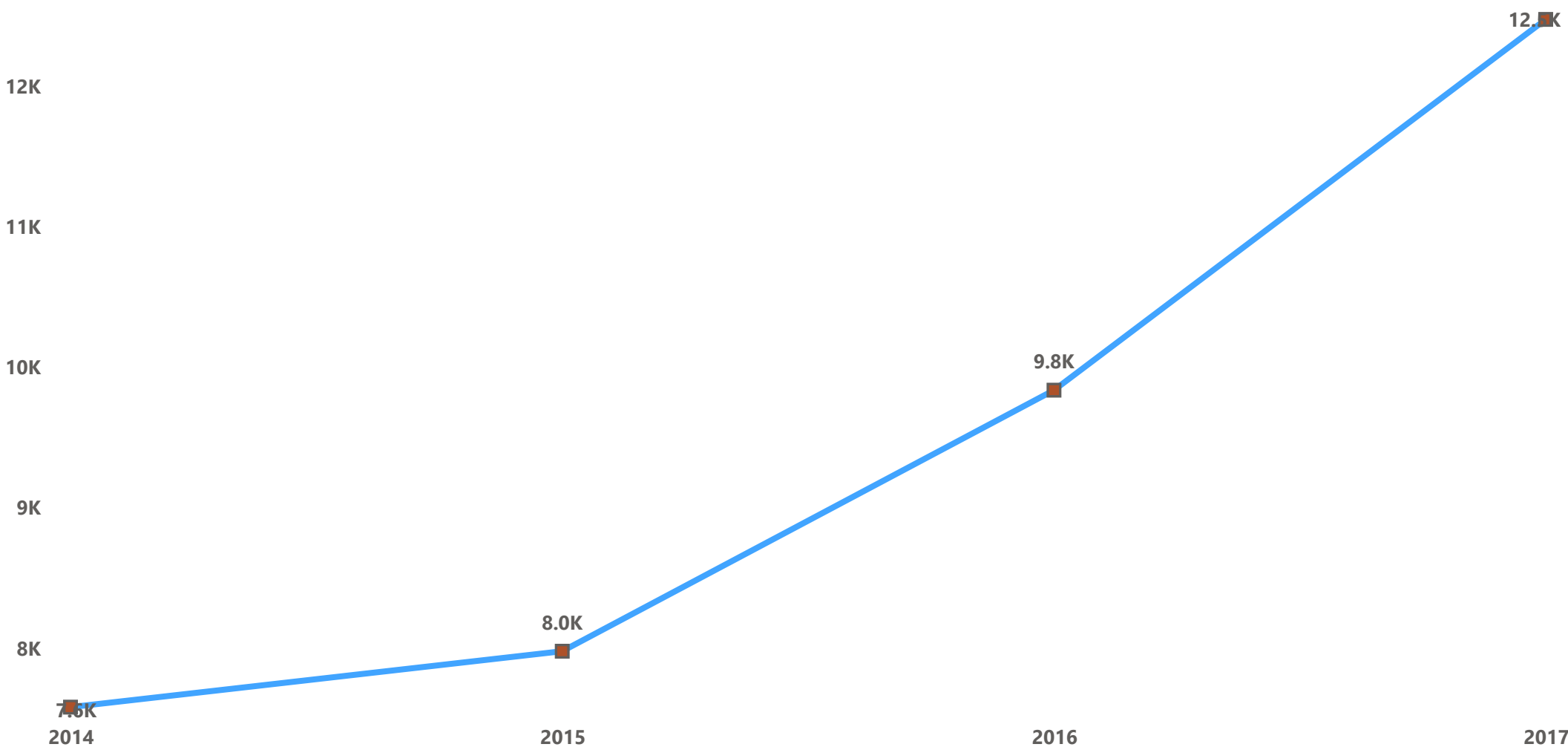
☐ Indiana

☐ Iowa

Customer Name

All

Total Quantity Purchased by Year



Quantity Purchased Forecast by Year

