

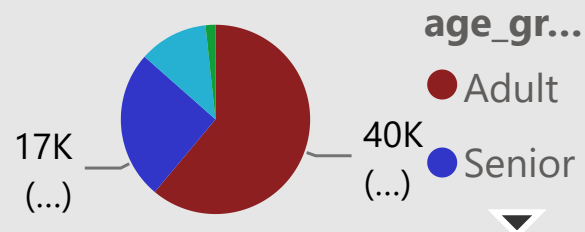
# JOYEUX SHOPPERS COMPANY ANALYSIS DASHBOARD

## Total Revenue

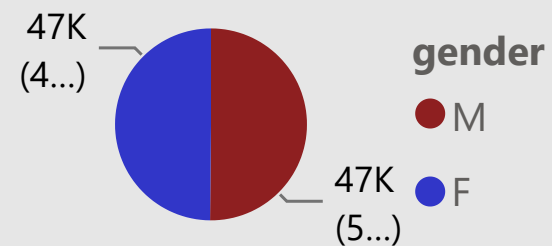
1.95T

Revenue

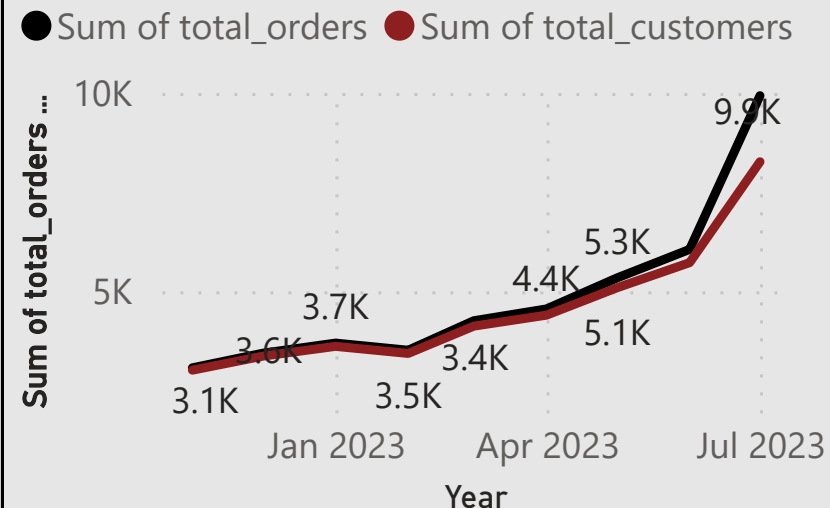
## Sum of total\_customers by age\_group



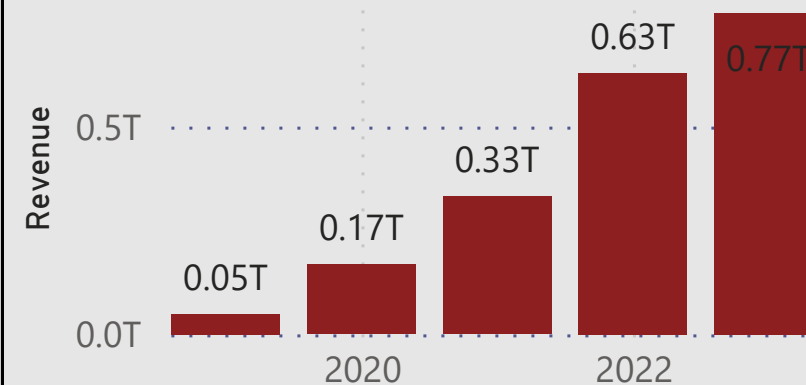
## Sum of total\_orders by gender



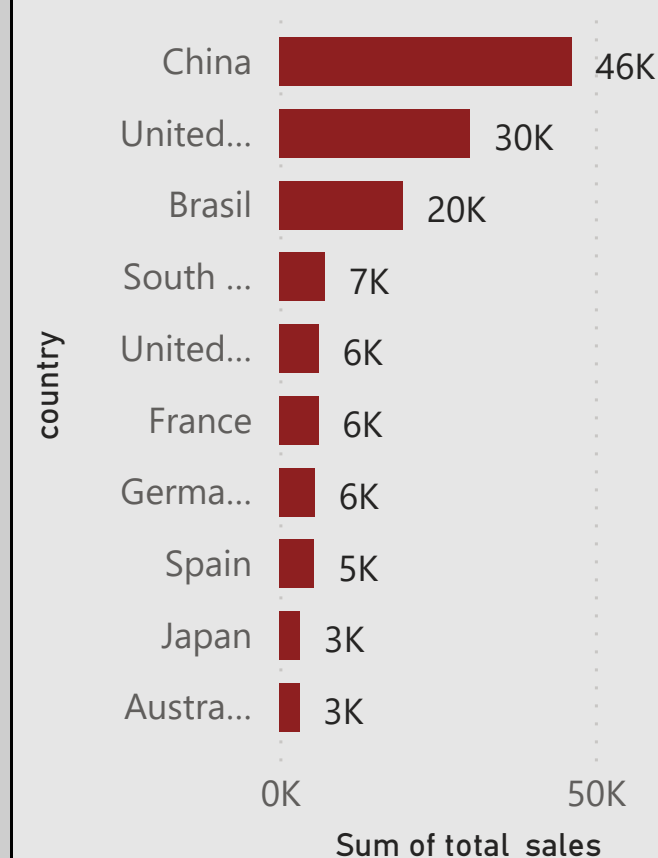
## Sum of total\_orders and Sum of total\_customers by Year and Month



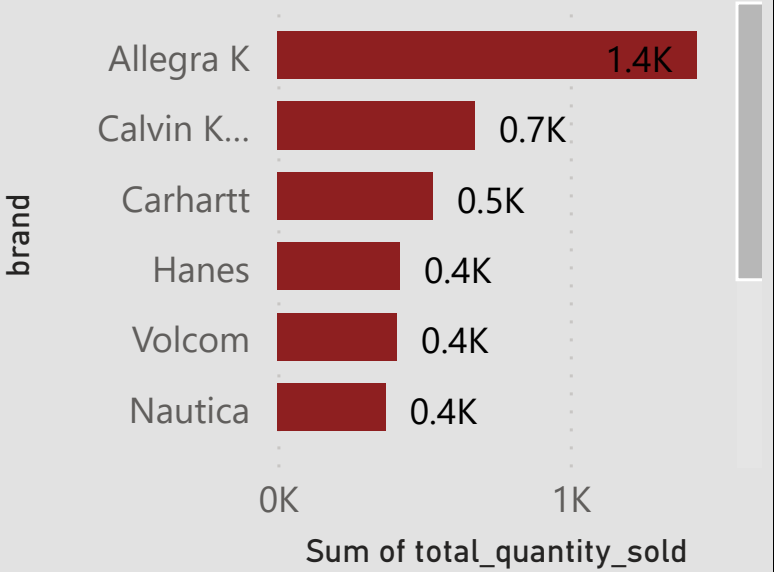
## Revenue by Year



## Sum of total\_sales by country



### Sum of total\_quantity\_sold by brand



### Sum of revenue by Year and Month



### Revenue Growth:

- Consistent upward trend in revenue over time.
- Notable peaks or spikes observed, particularly from the end of February 2023.
- Highest revenue spike occurred in June 2023 (€970,119).

### Total Orders and Customers:

- Increasing trend in both total orders and customers.
- In June 2023, 6058 orders were made by 5724 customers from China.

### Correlation between Revenue and Orders/Customers:

- Positive correlation observed, indicating that an increase in orders and customers directly contributes to revenue growth.

### Distribution of Total Sales by Country:

- Top 10 countries with the highest sales contribution identified as key markets.
- China identified as the top performing country with a strong customer base or high demand.
- Potential for growth and expansion highlighted in regions like China and the United States.
- Lower sales contribution countries present opportunities for market penetration, such as Germany.

### Gender Distribution:

- Slight distinctions observed between male and female customers in total orders.

### Age Group Analysis:

- Primary target audience comprises adults (61.09% of total customer base) followed by seniors (25.42%).
- Insights into product preferences and demand across different age groups can be derived from