Retail Sales Analysis Dashboard

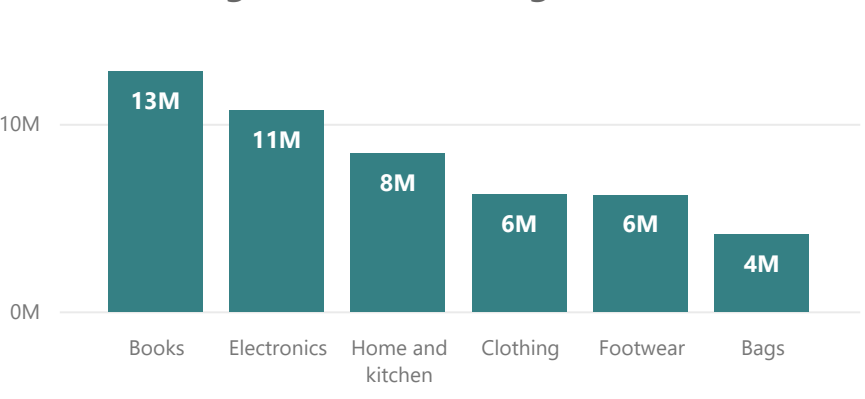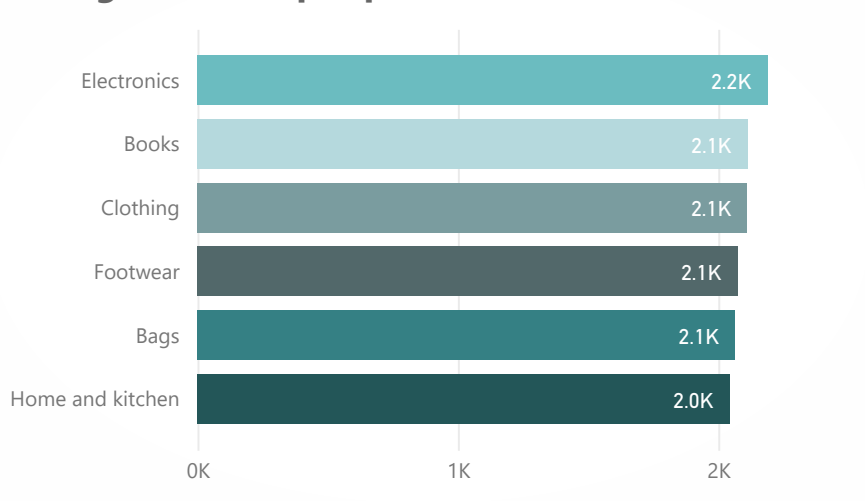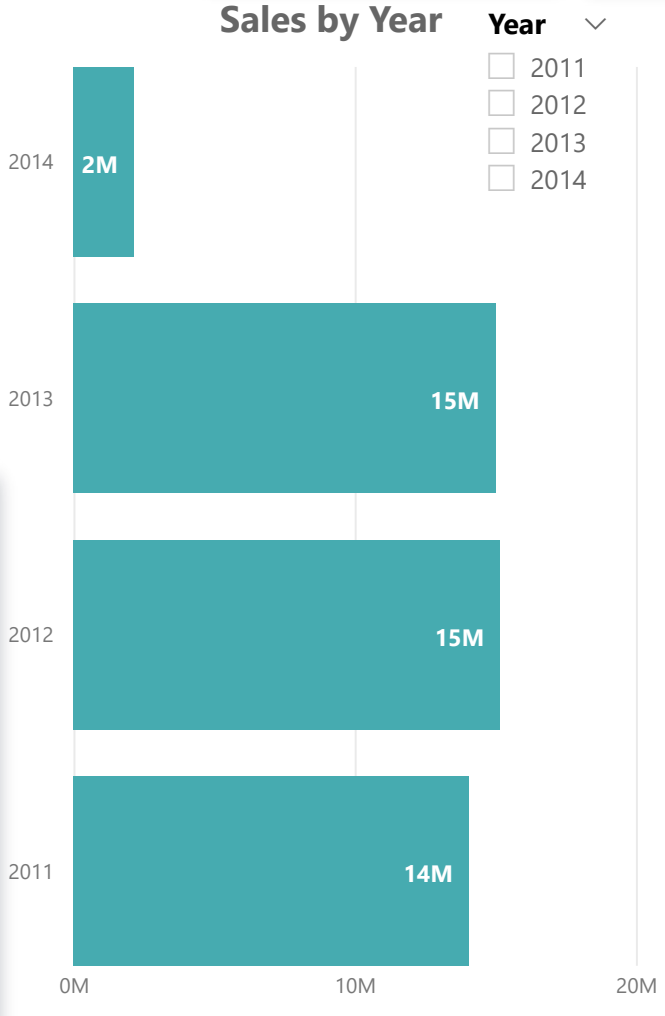| Male 51%	Female 49%	Total Sales	Average Age
2892	2753	48.58M	41

Product in high demand among Male and Female

Books	Electronics	Home and kitchen	Clothing	Footwear	Bags
13M	11M	8M	6M	6M	4M

Sales by Year

Year ⌄

☐ 2011
☐ 2012
☐ 2013
☐ 2014

- 2014: 2M
- 2013: 15M
- 2012: 15M
- 2011: 14M

Customers transactions by year

- 2011: 7.0K
- 2012: 7.5K
- 2013: 7.5K
- 2014: 1.1K

Average revenue per product unit

- Electronics: 2.2K
- Books: 2.1K
- Clothing: 2.1K
- Footwear: 2.1K
- Bags: 2.1K
- Home and kitchen: 2.0K
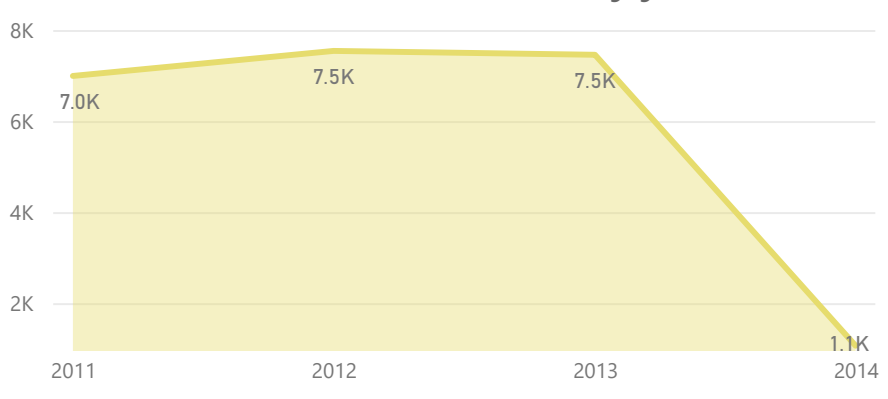
Customers preferred means of purchase

e-Shop	Flagship store	MBR	TeleShop
19.8M	9.7M	9.7M	9.4M