

Sales Dashboard

Invoice Date

02/01/2022



25/12/2022



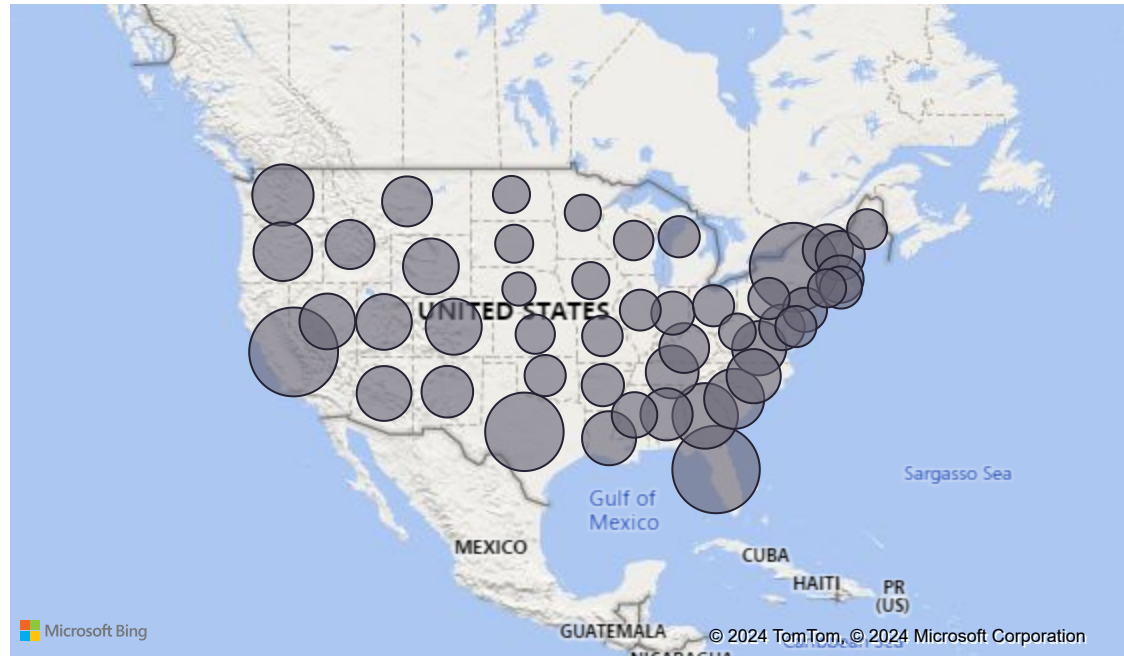
State

All



Distribution of Sales

By US States



Total Revenue

£8.2M

ΔB -8.6%
 ΔFC 19.4%

Total Profit

£3.0M

ΔB -2.2%
 ΔFC 33.5%

Profit Margin

37%

ΔB 0.2%
 ΔFC -0.7%

Total Units Sold

16.5M

ΔB -1.1%
 ΔFC 7.9%

Orders Dashboard

Average Revenue/Order

£2.19K

Average Profit/Order

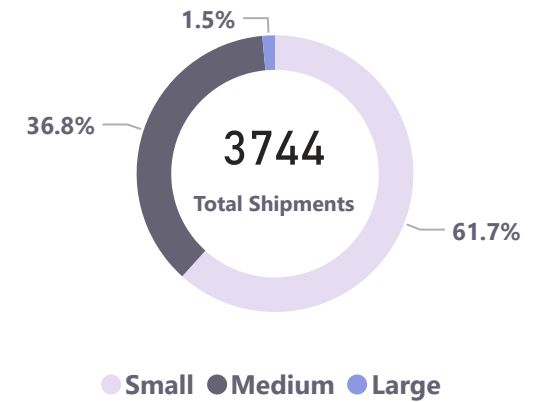
£0.81K

Average Units Sold/Order

4402

Distribution of Orders

By Shipment Size

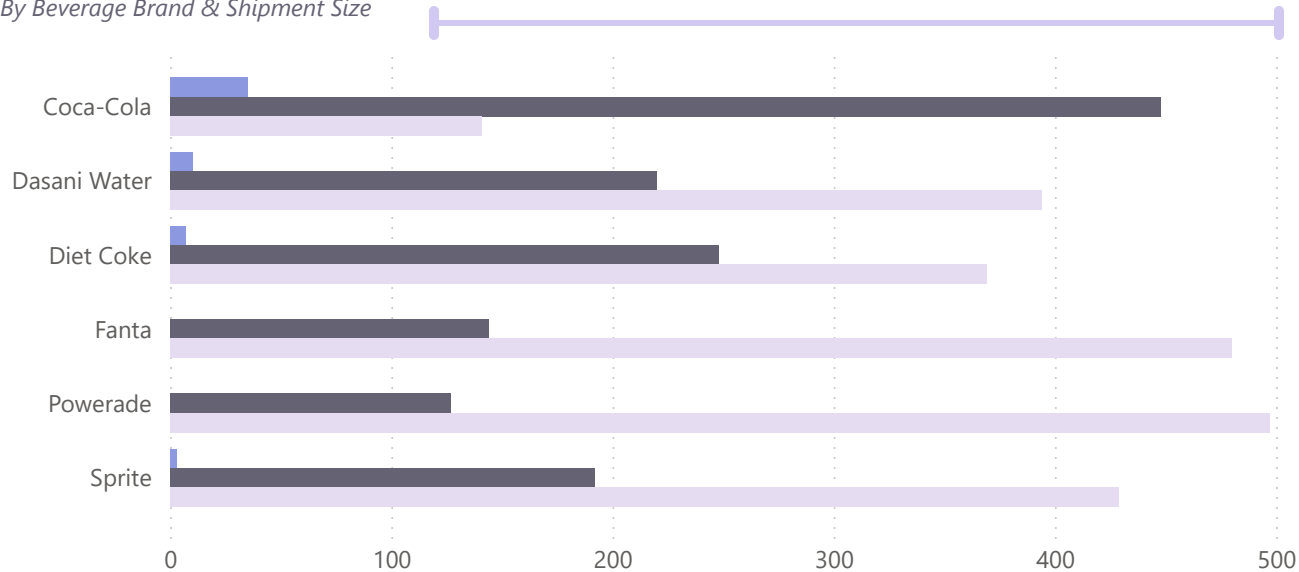


Quantity of Orders

By Beverage Brand & Shipment Size

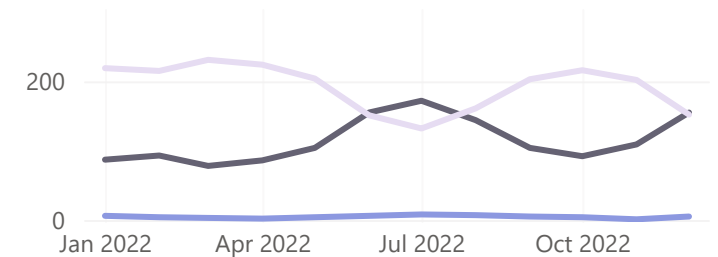
02/01/2022

25/12/2022



Orders

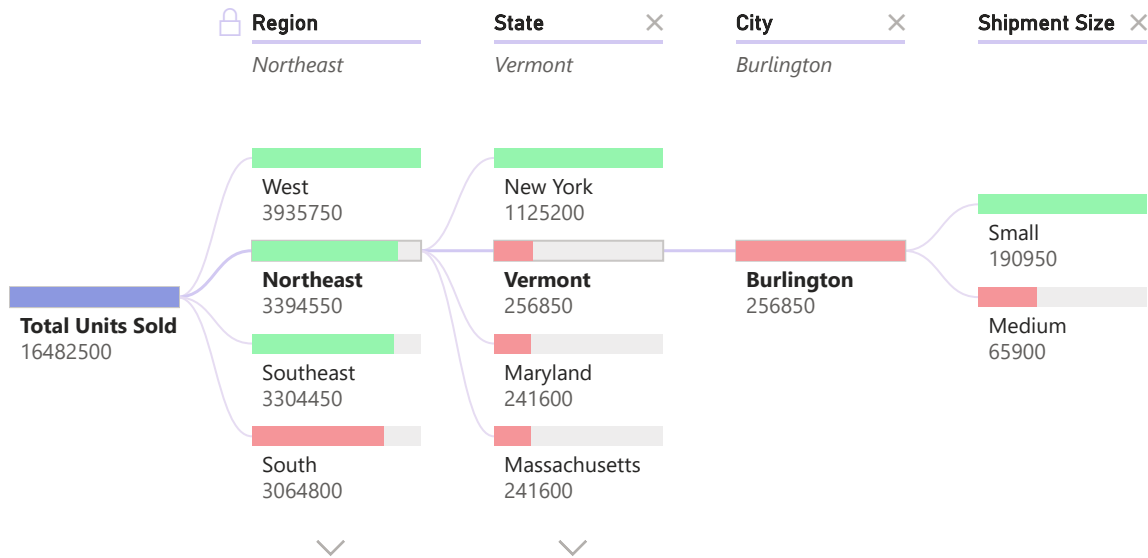
By Shipment Size & Date



Region Dashboard

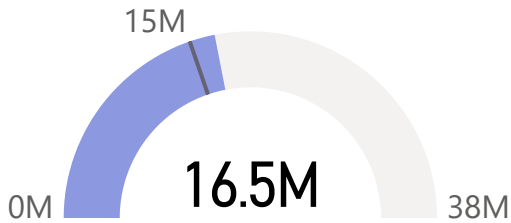
Decomposition of Units Sold

By Region, State, City & Shipment Size



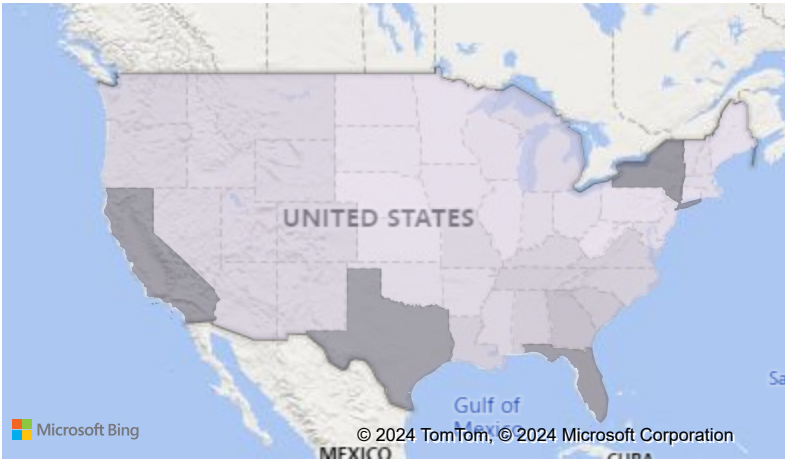
Total Units Sold

Compared to Average



Density of Units Sold

By US States

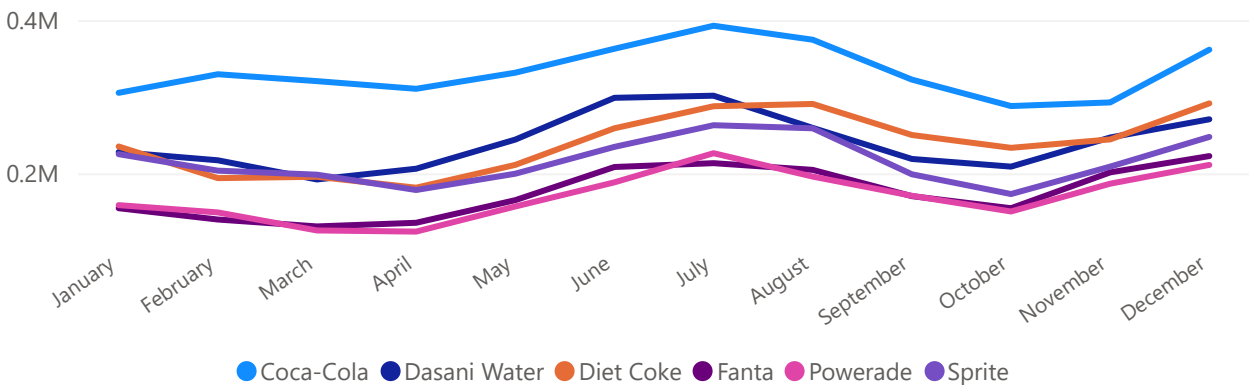


Location	Total Units Sold	Total Revenue	Total Profit	Profit Margin %
Midwest	2782950	£1,150,110.00	£437,471.50	38%
Northeast	3394550	£1,788,347.50	£629,546.00	35%
Connecticut	169600	£78,595.00	£28,667.00	36%
Delaware	205600	£94,695.00	£34,532.00	36%
Total	16482500	£8,215,165.00	£3,041,141.88	37%

Beverages Dashboard

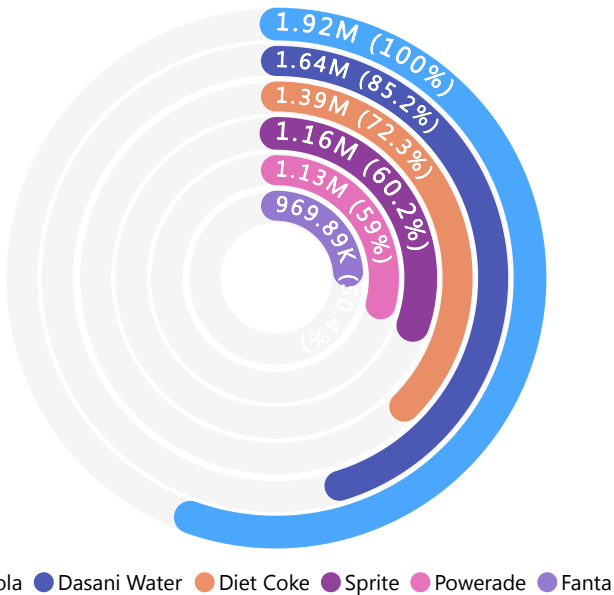
Units Sold

By Beverage Brand & Month



Revenue

By Beverage Brand



Average of Operating Margin by Beverage Brand

Beverage Brand	Total Revenue
Coca-Cola	1,923,052.50
Dasani Water	1,639,062.50
Diet Coke	1,391,087.50
Fanta	969,887.50
Powerade	1,133,675.00
Sprite	1,158,400.00
Total	8,215,165.00

