Profitability Analysis Dashboard(Sales Analysis)

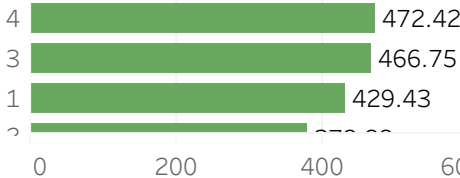| Total Customers	Total Revenue	NO of Transaction
4,372	$9,747,748	532,618

Key Performance Indicators (KPIs)

Quarter
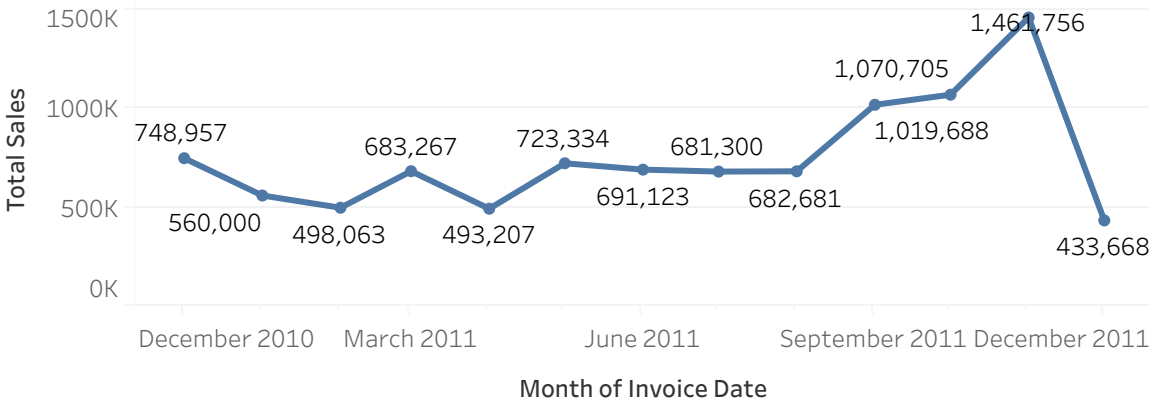
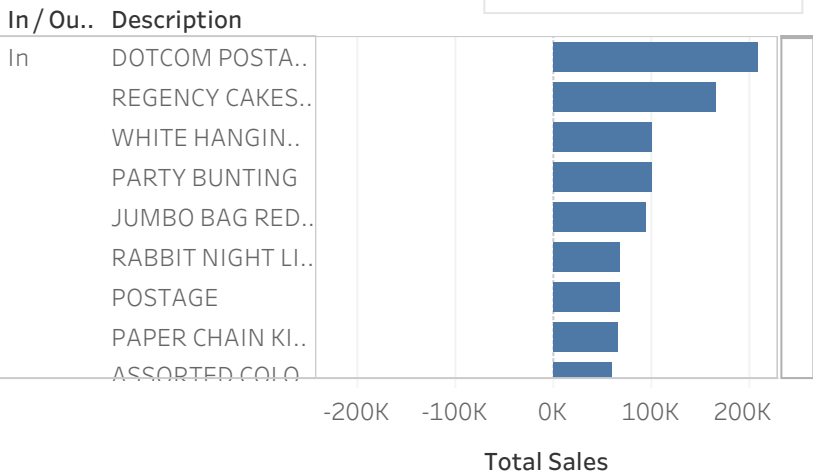|	Average Order Value
4	472.42
3	466.75
1	429.43

Analyzing average order value trends helps businesses evaluate sales performance, identify high-spending quarters, and optimize marketing, pricing, and customer strategies for improved sales and profitability year-round.
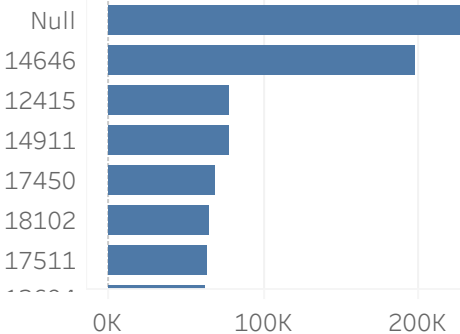
Monthly sales

Total Sales values: 748,957; 560,000; 498,063; 683,267; 493,207; 723,334; 691,123; 681,300; 682,681; 1,070,705; 1,019,688; 1,461,756; 433,668

X-axis: December 2010 — March 2011 — June 2011 — September 2011 — December 2011
Month of Invoice Date

The trend of sum of Total Sales for Invoice Date Month. The marks are labeled by sum of Total Sales.

Sales Breakdown by Product

Top N: 10

In/Ou..	Description
In	DOTCOM POSTA..
	REGENCY CAKES..
	WHITE HANGIN..
	PARTY BUNTING
	JUMBO BAG RED..
	RABBIT NIGHT LI..
	POSTAGE
	PAPER CHAIN KI..
	ASSORTED COLO..

Total Sales axis: -200K, -100K, 0K, 100K, 200K

This bar chart illustrates the sales breakdown by product, showcasing the top 5 selling products in descending order of sales volume. The heights of the bars represent the respective sales figures, providing a clear visual representation of the product sales distribution.
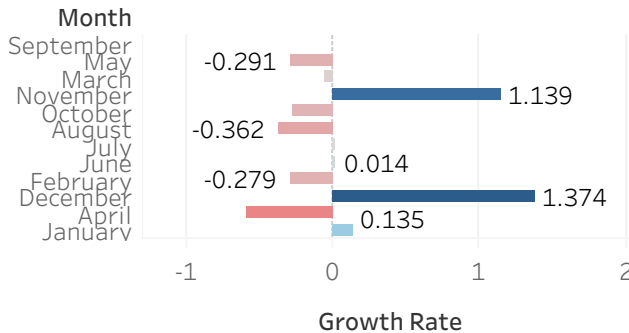
Highvalue customers

Customer ID

Customer ID	Total Spent by Customer
Null	
14646	
12415	
14911	
17450	
18102	
17511	

Total Spent by Customer axis: 0K, 100K, 200K

This bar chart presents the sales breakdown by customers, focusing on the top 3 high-value customers ranked from most valuable to least valuable. The bars represent the sales figures associated with each customer, providing a visual comparison of their contribution to overall sales
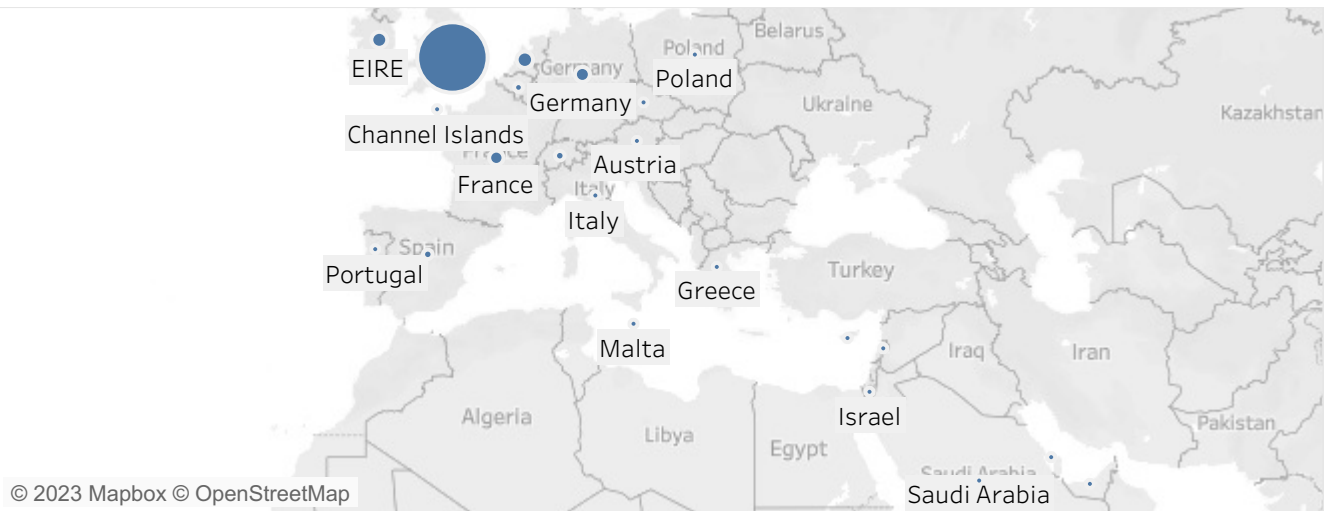
Growth Rate

Growth Rate scale: -0.583 to 1.374

Month

Month	Growth Rate
September	
May	-0.291
March	
November	1.139
October	
August	-0.362
July	
June	0.014
February	-0.279
December	1.374
April	0.135
January	

Growth Rate axis: -1, 0, 1, 2

November and December emerge as peak months for sales, showcasing strong performance and revenue growth. Analyzing monthly sales growth rate enables businesses to identify seasonal trends, optimize marketing strategies, and capitalize on peak months for enhanced profitability

Sales Breakdown by Country

EIRE, Channel Islands, France, Portugal, Germany, Poland, Austria, Italy, Greece, Malta, Israel

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By examining the geographic distribution of sales, patterns and trends can be identified, helping to understand the sales performance across different regions. This information is crucial for assessing the international market presence and identifying potential opportunities for growth and improvement.