

Sales Dashboard

Executive Overview

Trend Analysis

Product Performance

Customer Analysis

Geographic Analysis

22.994K
Transactions

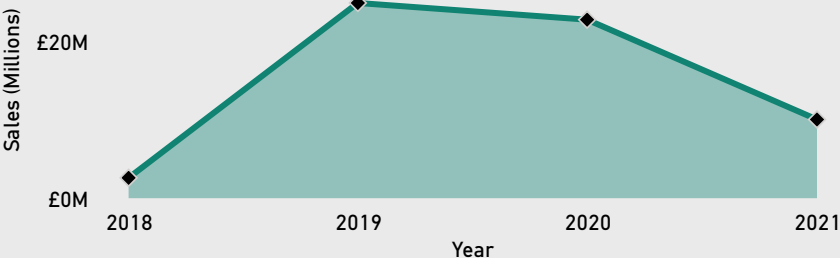
5M
Quantities

£60.31M
Sales

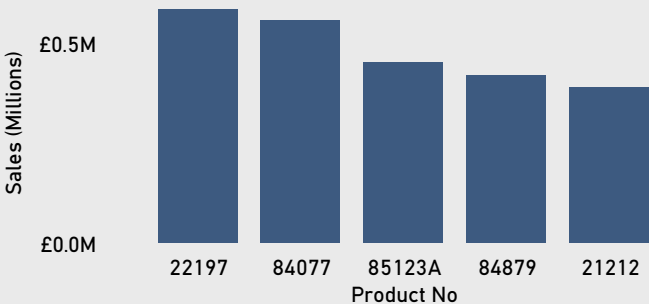
38
Countries

4.719K
Customers

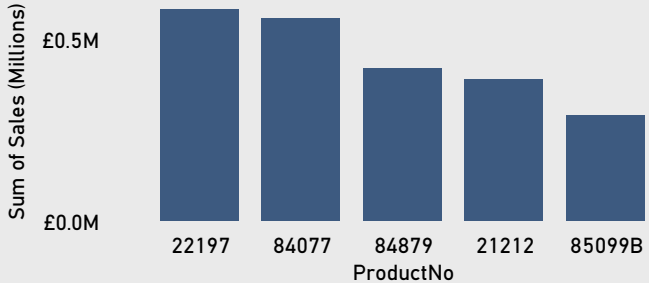
Sales Trend



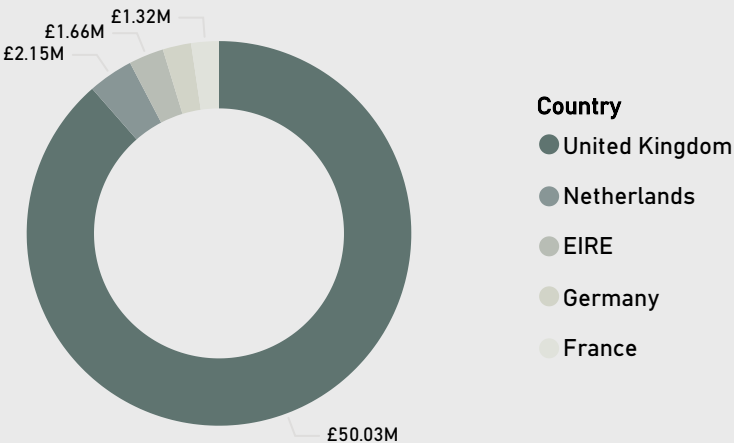
Top 5 Selling Product by Sales



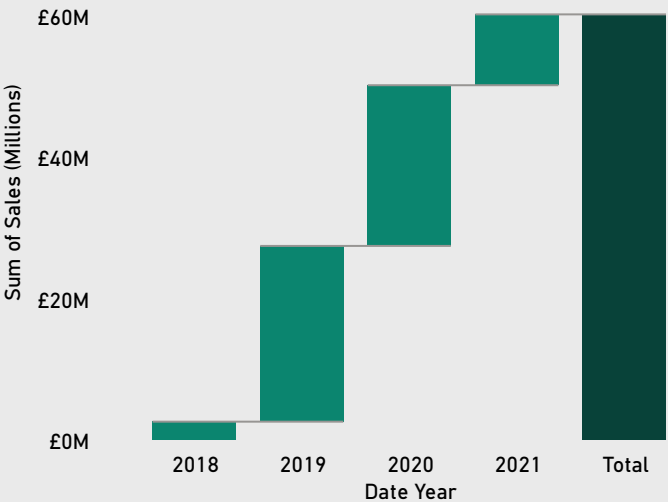
Top 5 Selling Product by Quantity



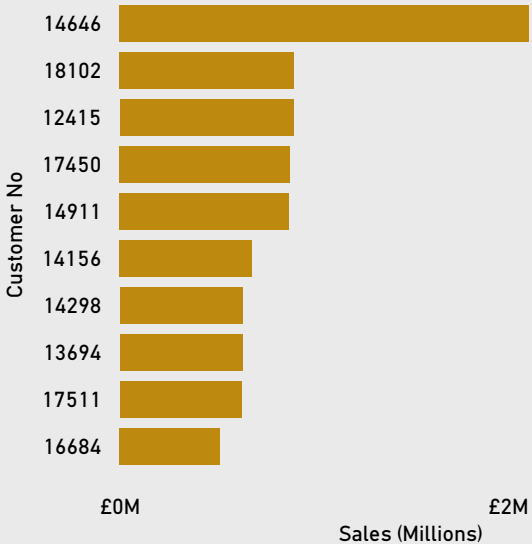
Sales by Country



Sales Growth



Top 10 Customers



03-01-2018



01-01-2021



Clear Filters

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Transactions

76

Average Transactions Per Day

233

Average Quantity Sold Per Transaction

Cancellations

11

Average Cancellations Per Day

3K

Total Cancellations

£50.444M

Total Sales

Sales

£202.58K

Average sales Per Day

£45.67M

Total WeekDay Sales

£4.77M

Total Weekend Sales

£208.37K

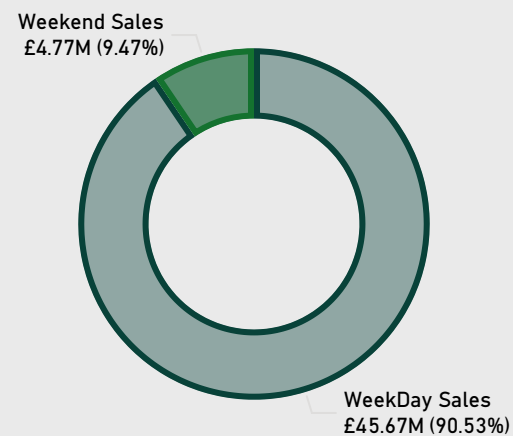
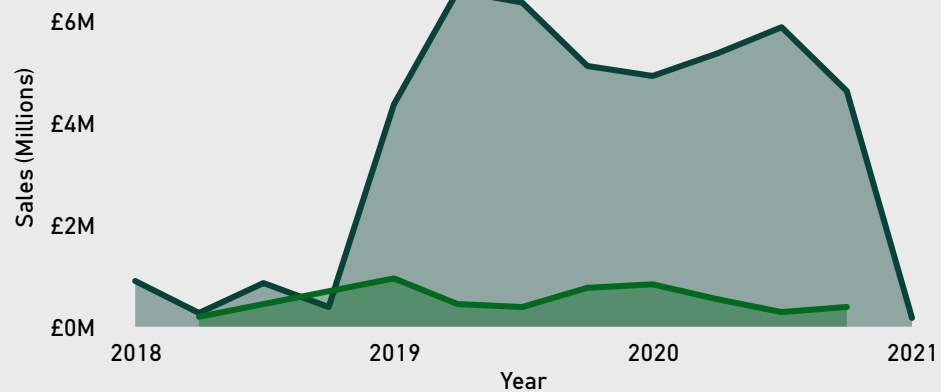
Average WeekDay Sales

£185.86K

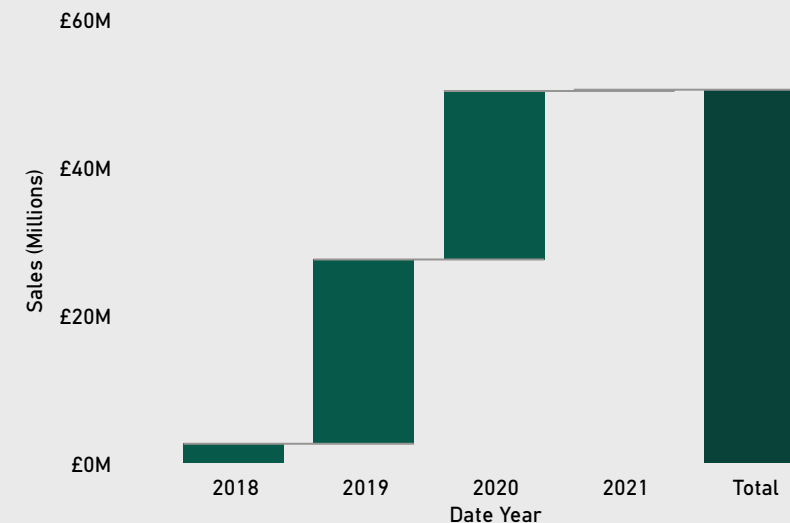
Average Weekend Sales

Weekday Vs Weekend Sales

● WeekDay Sales ● Weekend Sales



Sales Growth



3.753K

Total Products

140

Average Transactions Per Product

£16.07K

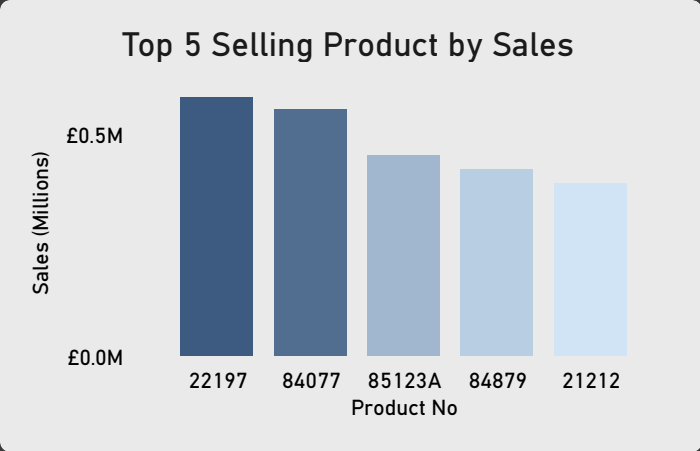
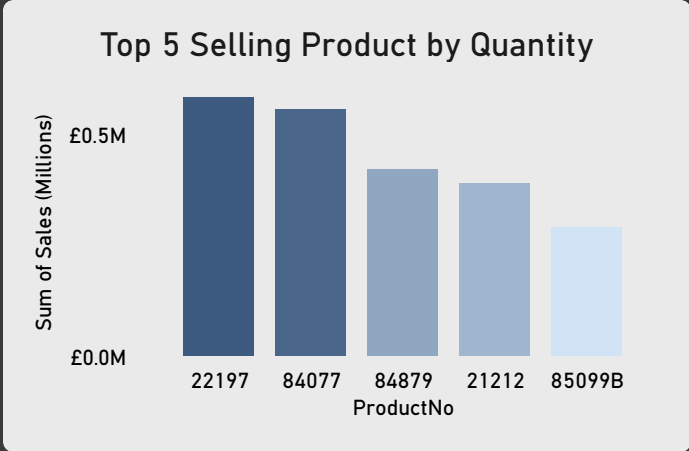
Average Sales Per Product

£16.62M

Revenue over top 100 products

27.55%

Revenue over top 100 products %

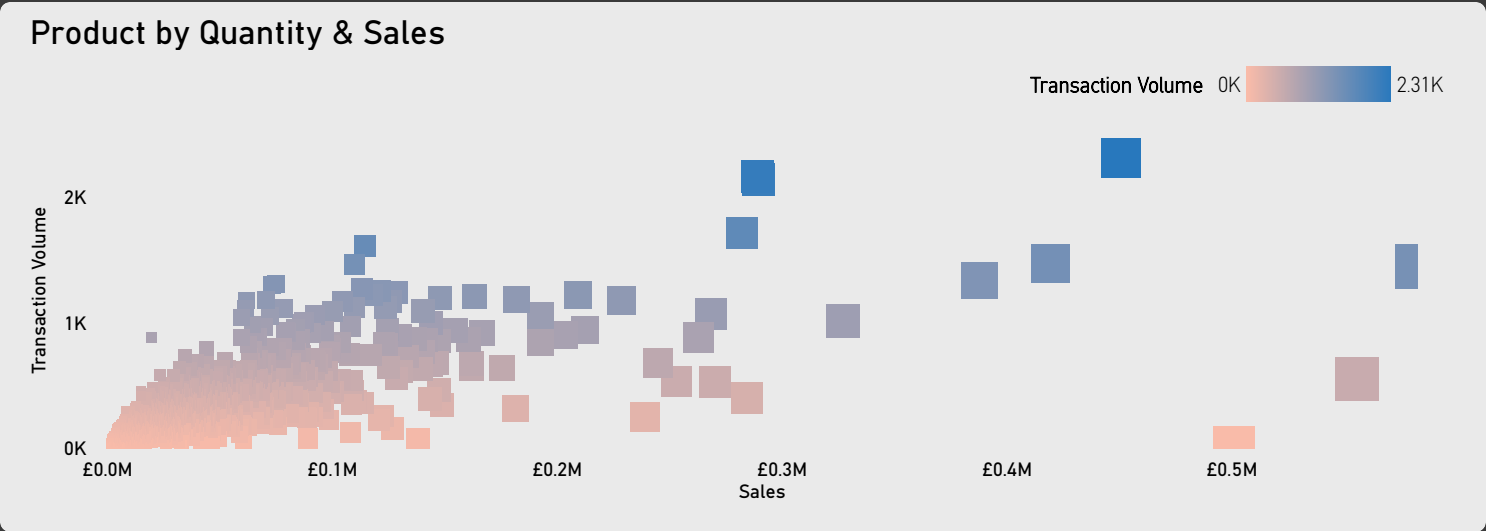
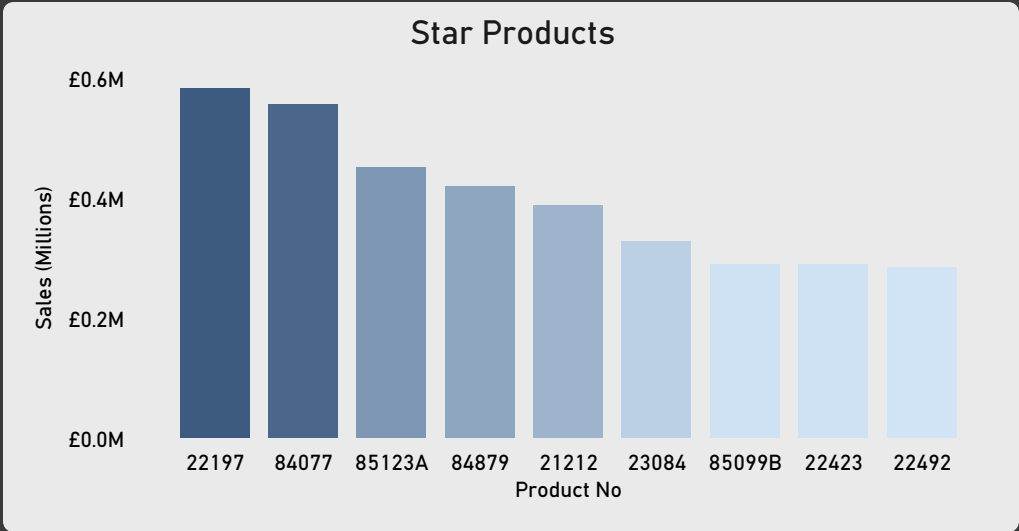


Popcorn Holder

Top Product by Sales

Cream Hanging Heart T-Light Holder

Popular Product



5K

Total Customers

3.282K

Frequent Customer Count

£1.00M

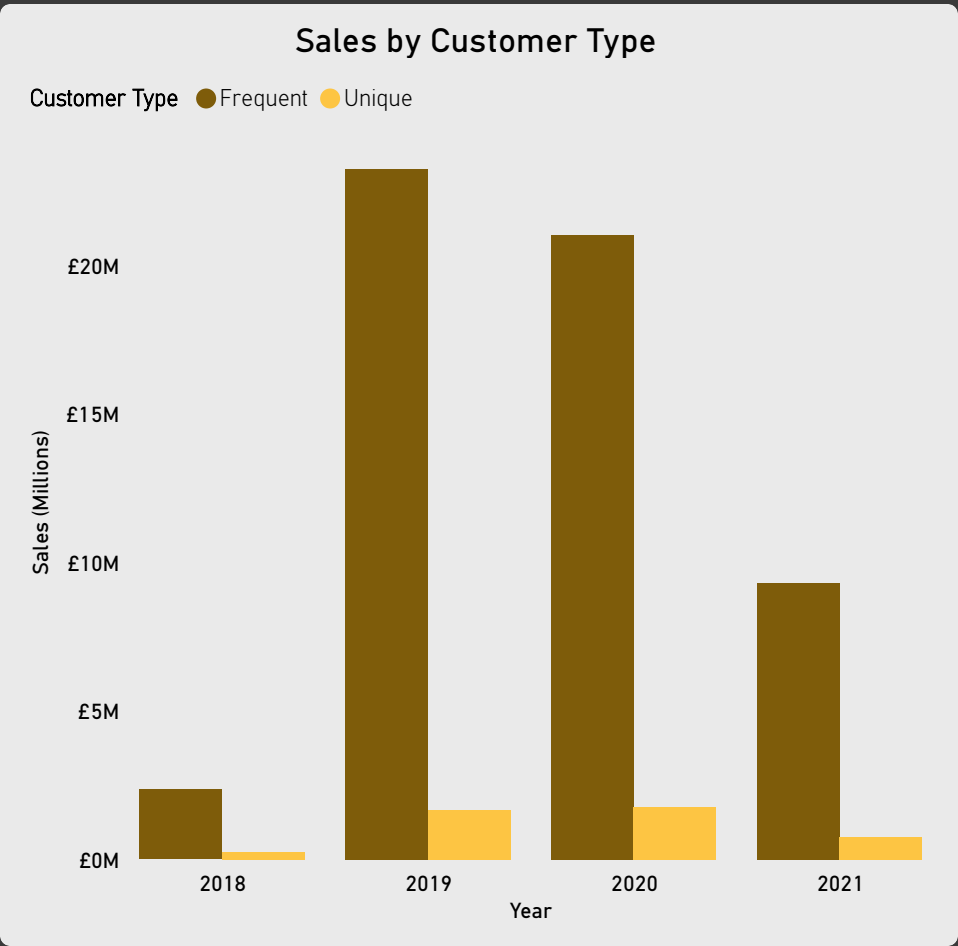
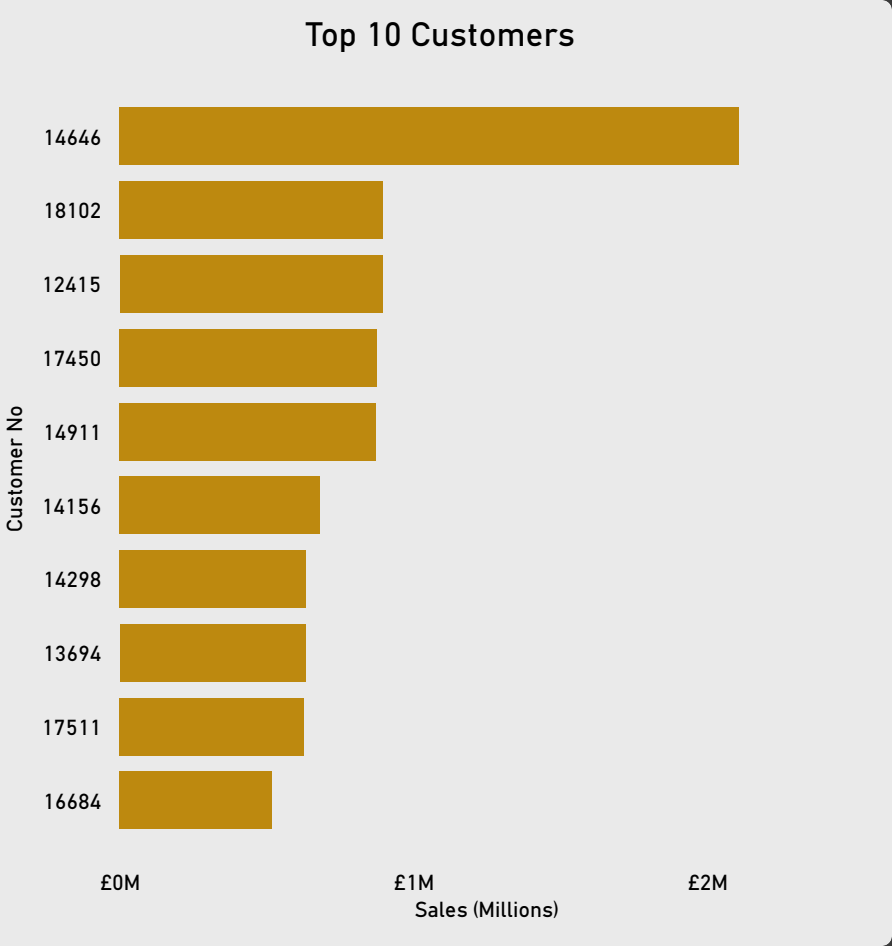
Maximun Sales per Customer

£2.62K

Average Sales per Customer

£5.46

Minimum Sales per Customer



£55.89M

Revenue over frequent Customers

92.67%

Proportion of revenue over frequent customers

69.55%

Proportion of frequent Customers

Country

All

Clear Filters

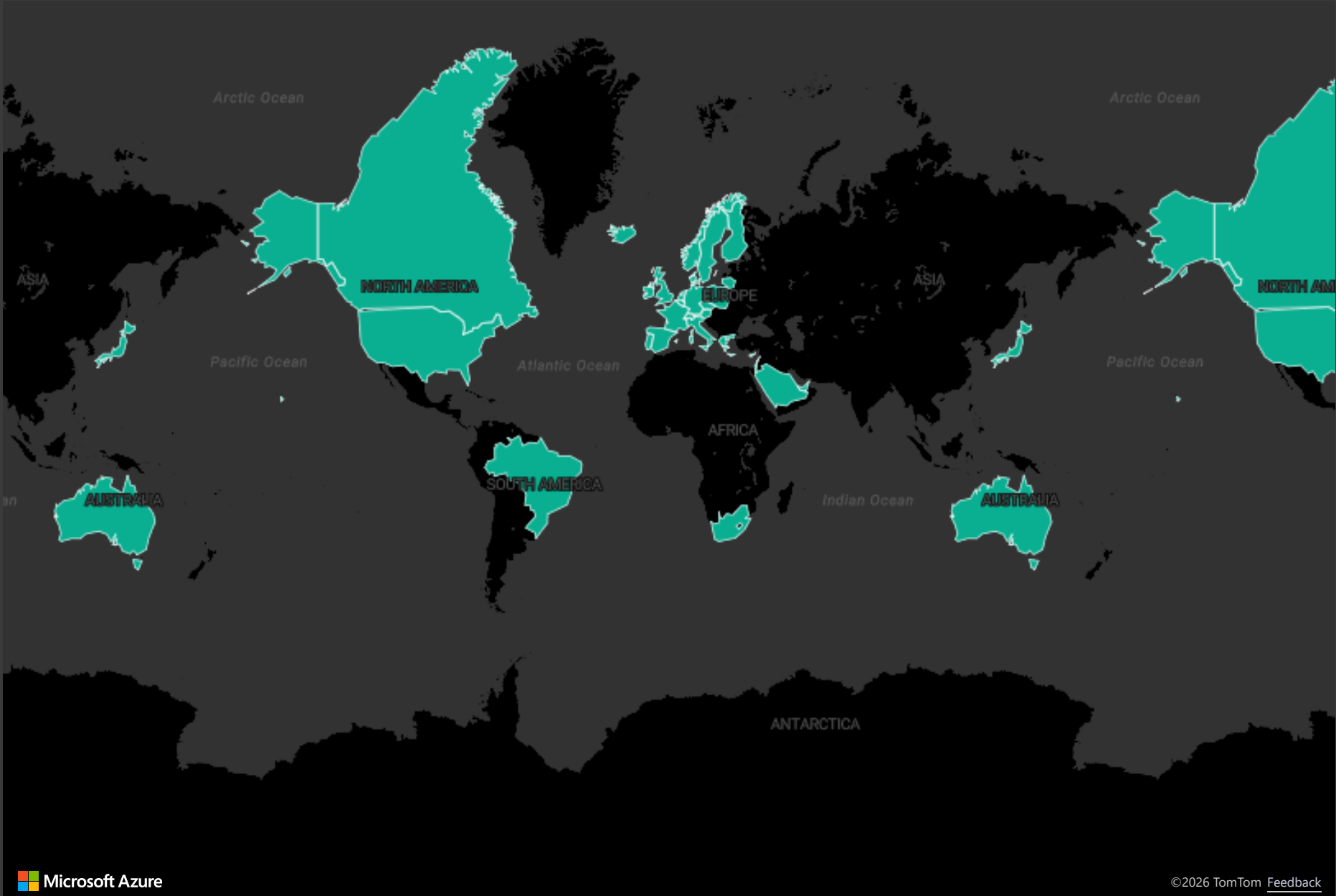
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£1.59M

Average sales per Country

United Kingdom

Top Performing Country

Saudi Arabia

Least Performing Country