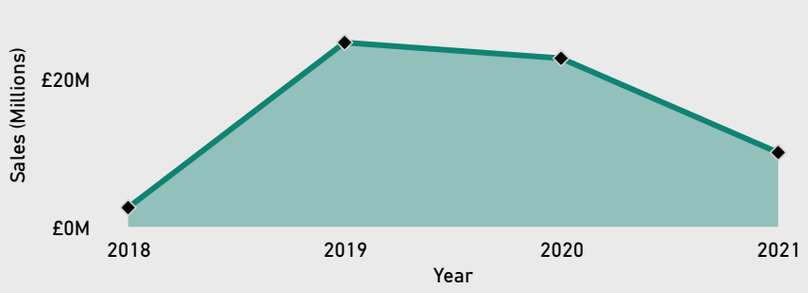
Sales Dashboard

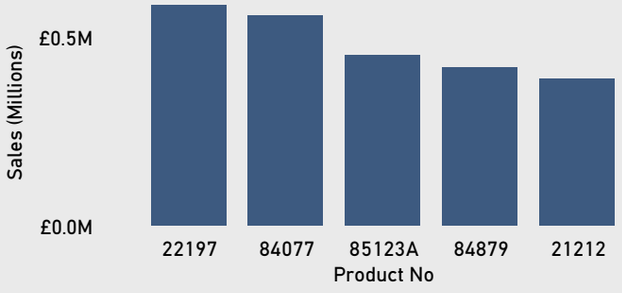
Executive Overview | Trend Analysis | Product Performance | Customer Analysis | Geographic Analysis

22.994K	5M	£60.31M	38	4.719K
Transactions	Quantities	Sales	Countries	Customers

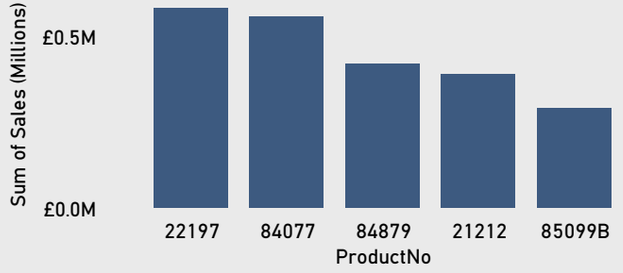
Sales Trend



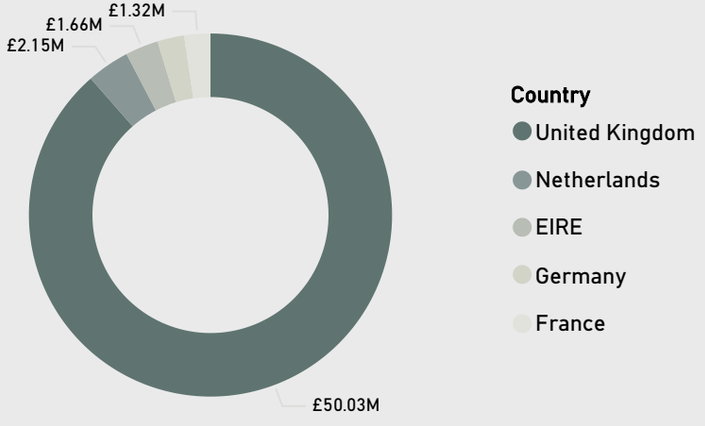
Top 5 Selling Product by Sales



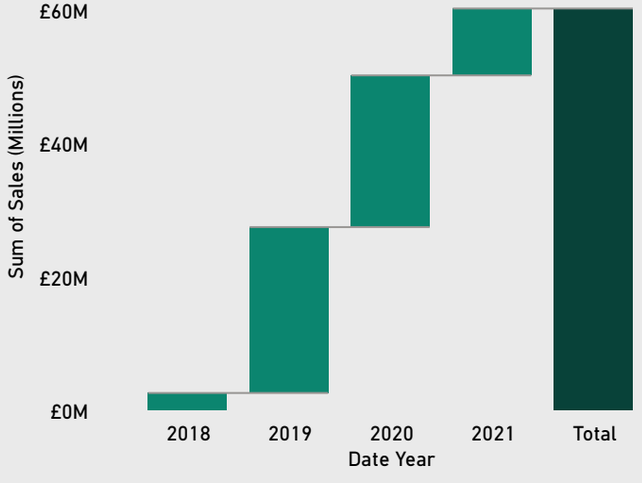
Top 5 Selling Product by Quantity



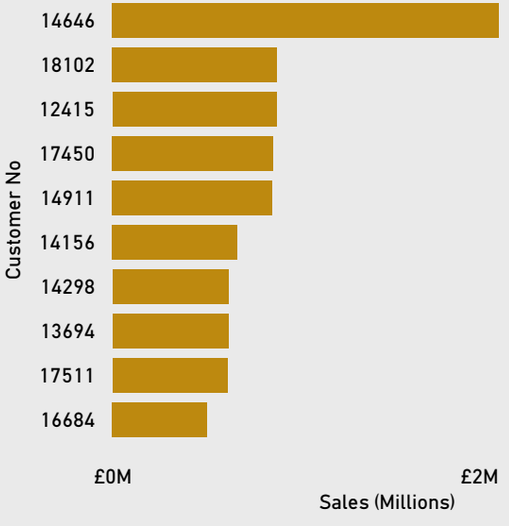
Sales by Country



Sales Growth



Top 10 Customers



01-01-2018 | 31-12-2021 | Clear Filters

Executive Overview | Trend Analysis | Product Performance | Customer Analysis | Geographic Analysis

Transactions

76
Average Transactions Per Day

231
Average Quantity Sold Per Transaction

Cancellations

11
Average Cancellations Per Day

3K
Total Cancellations

£60.310M
Total Sales

Sales

£198.39K
Average sales Per Day

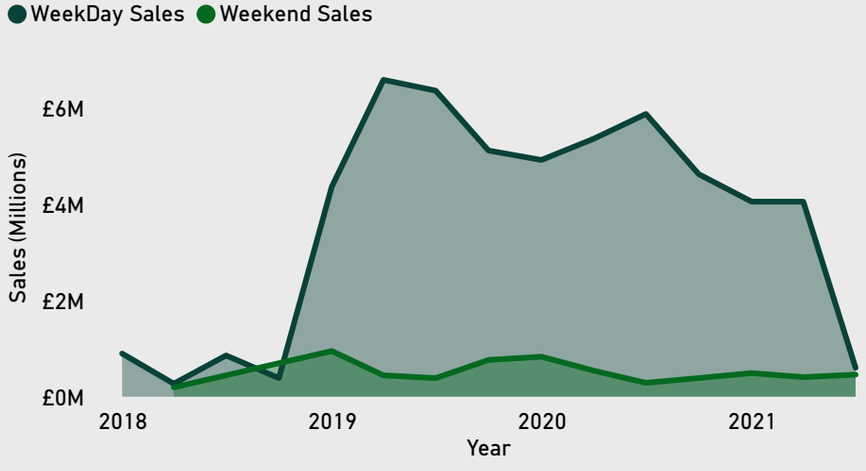
£54.18M
Total WeekDay Sales

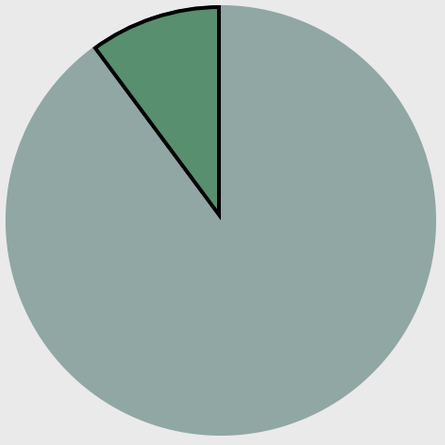
£6.13M
Total Weekend Sales

£202.73K
Average WeekDay Sales

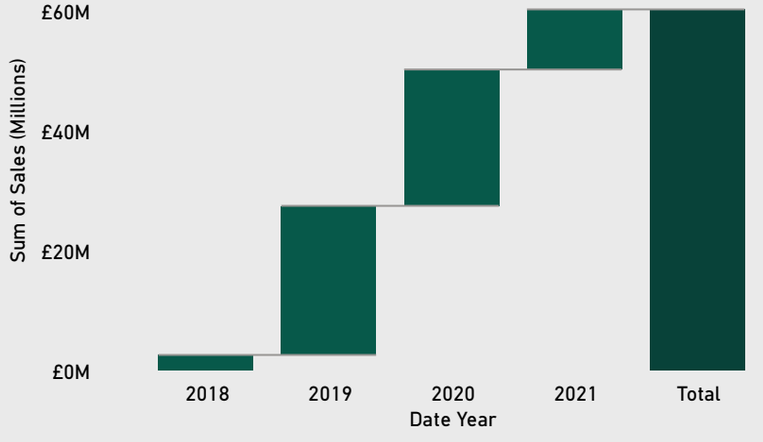
£186.25K
Average Weekend Sales

Weekday Vs Weekend Sales





Sales Growth



Product Name

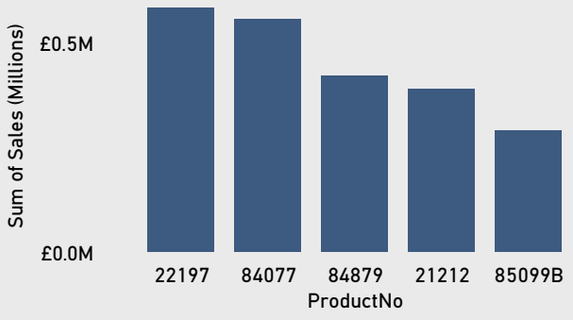
All

Clear Filters

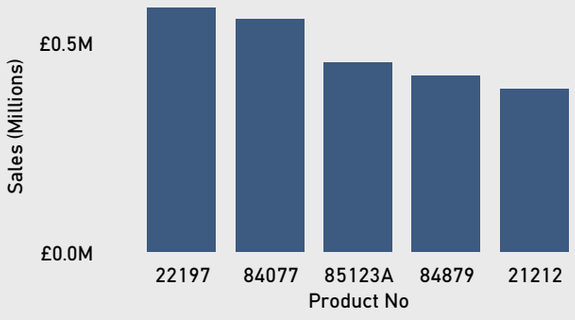
Executive Overview | Trend Analysis | Product Performance | Customer Analysis | Geographic Analysis

3.753K	140	£16.07K	£16.62M	27.55%
Total Products	Average Transactions Per Product	Average Sales Per Product	Revenue over top 100 products	Revenue over top 100 products %

Top 5 Selling Product by Quantity



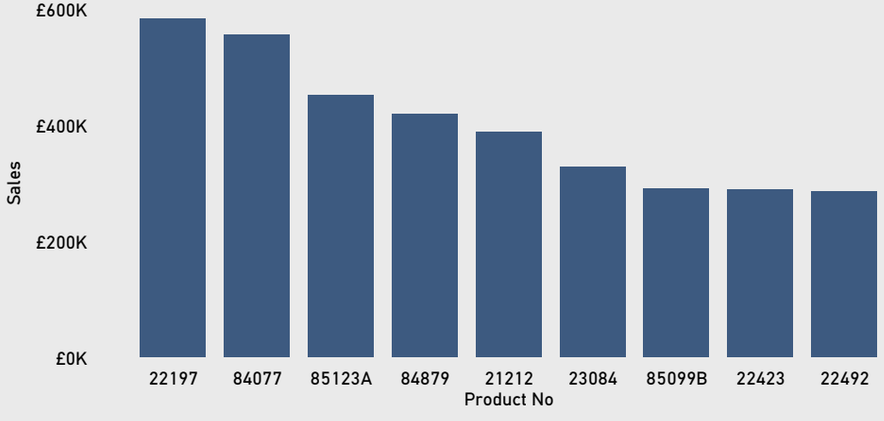
Top 5 Selling Product by Sales



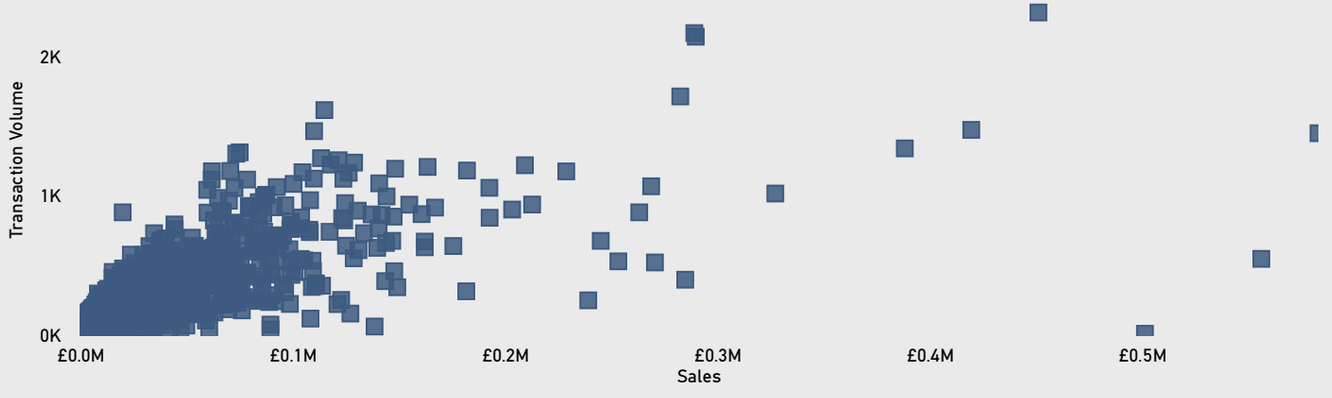
Popcorn Holder
Top Product by Sales

Cream Hanging Heart T-Light Holder
Popular Product

Star Products



Product by Quantity & Sales



Customer No

All

Clear Filters

Executive Overview | Trend Analysis | Product Performance | Customer Analysis | Geographic Analysis

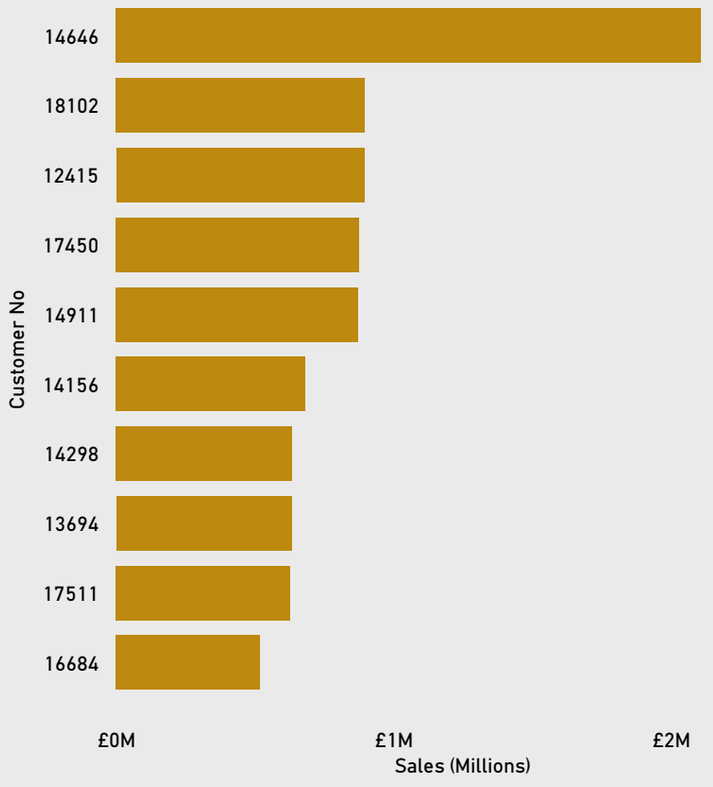
5K
Total Customers

3.282K
Frequent Customer Count

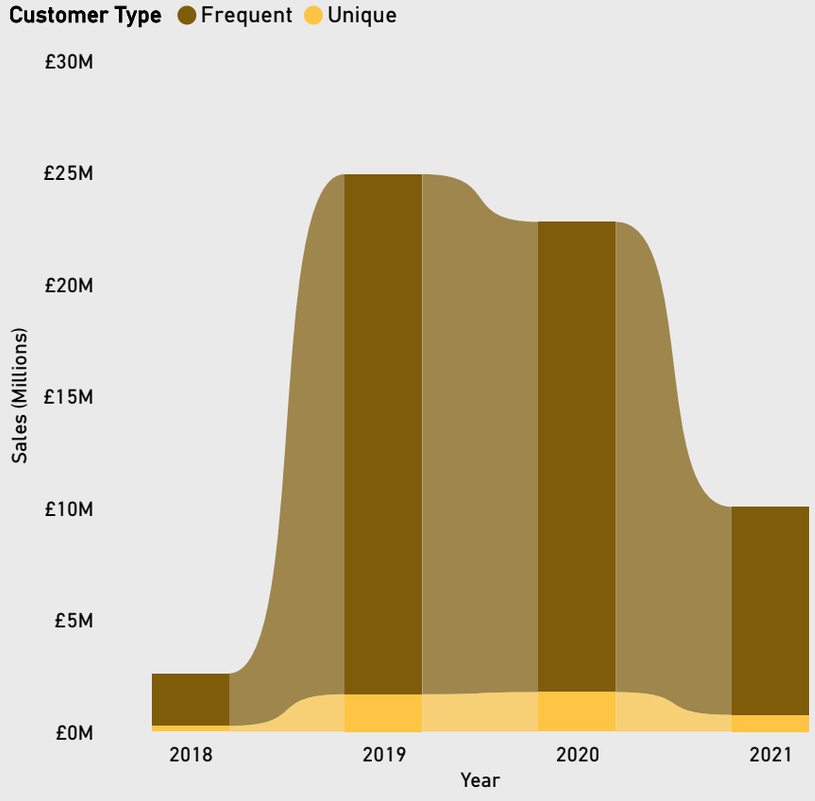
£1.00M
Maximun Sales per Customer

£2.62K
Average Sales per Customer

Top 10 Customers



Sales by Year and Customer Type



£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

Executive Overview | Trend Analysis | Product Performance | Customer Analysis | Geographic Analysis

£1.59M
Average sales per Country

United Kingdom
Top Performing Country

Saudi Arabia
Least Performing Country