

# Sales Dashboard

Executive Overview

Trend Analysis

Product Performance

Customer Analysis

22.994K

Transactions

5M

Quantities

£60.31M

Sales

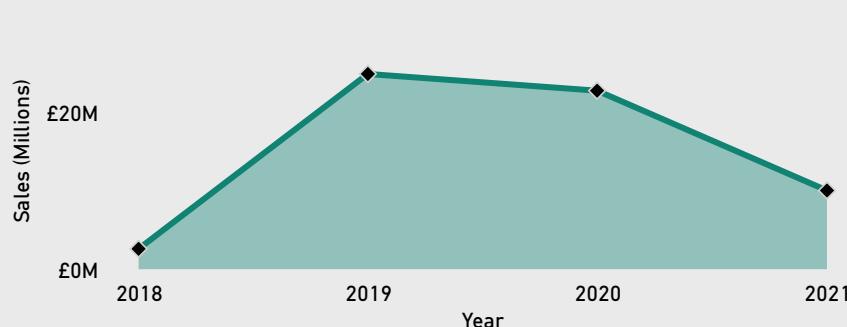
38

Countries

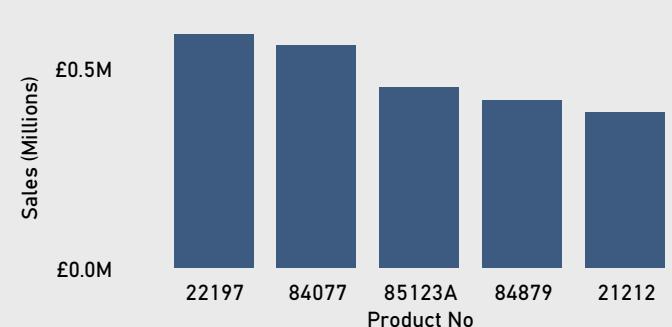
4.719K

Customers

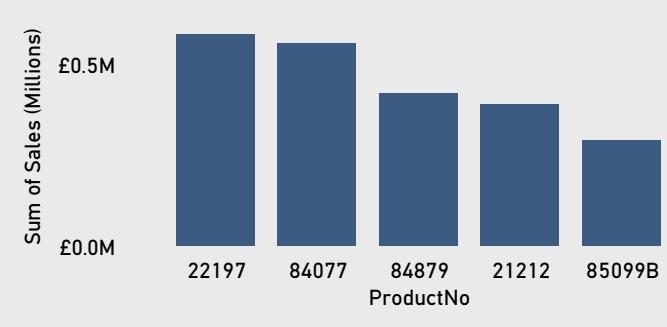
Sales Trend



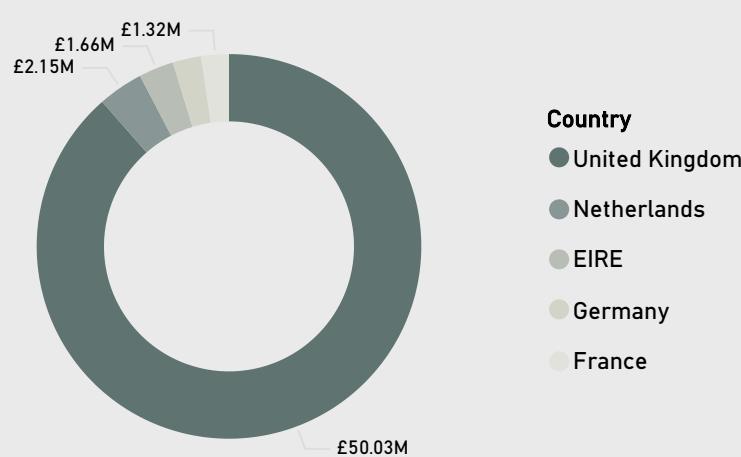
Top 5 Selling Product by Sales



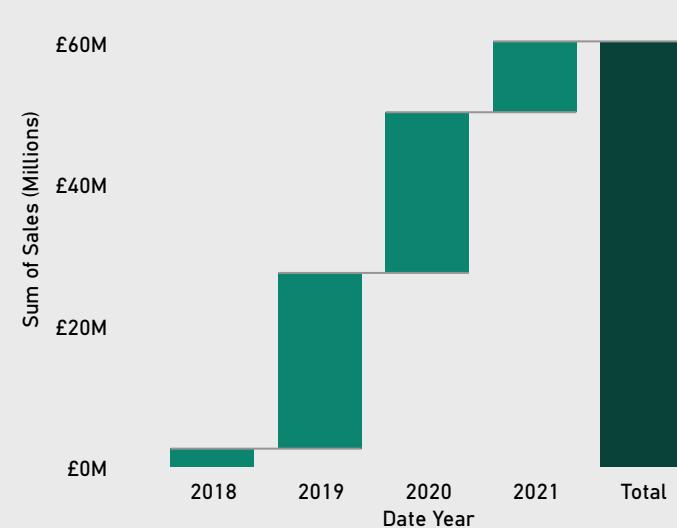
Top 5 Selling Product by Quantity



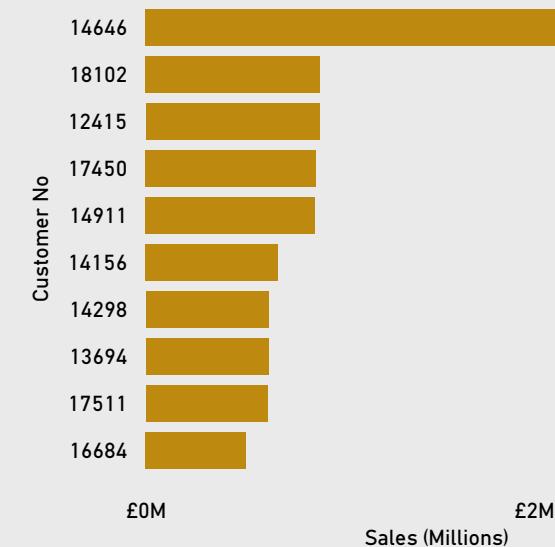
Sales by Country



Sales Growth



Top 10 Customers



01-01-2018

31-12-2021

Clear Filters

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### 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**

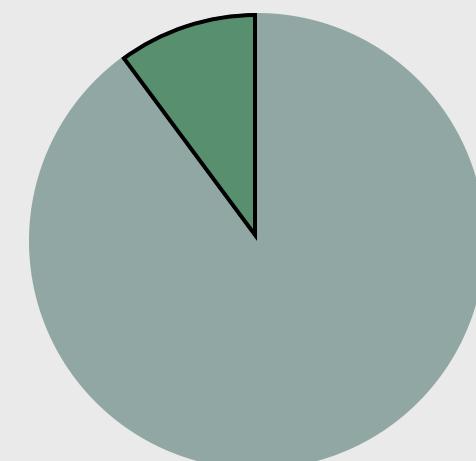
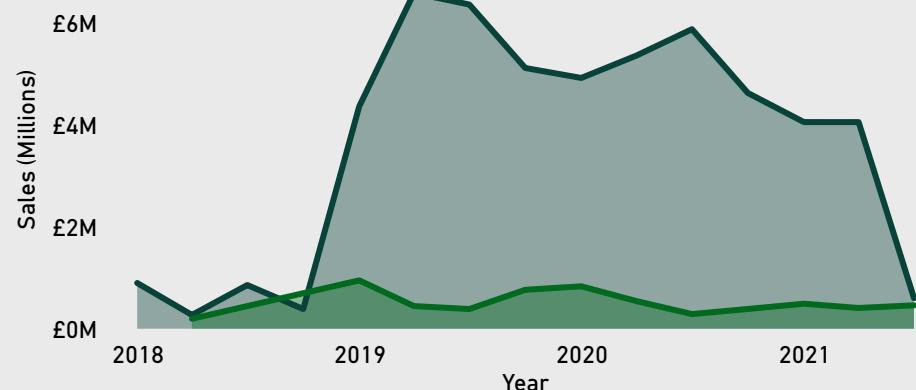
Average WeekDay Sales

**£186.25K**

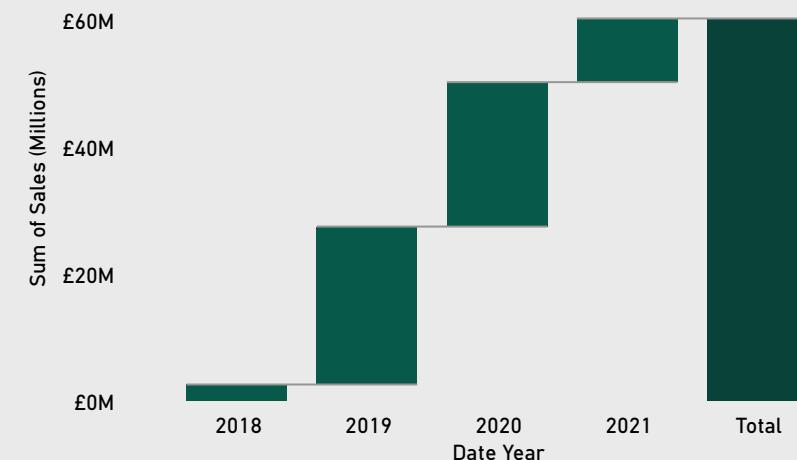
Average Weekend Sales

### Weekday Vs Weekend Sales

● WeekDay Sales ● Weekend Sales



### Sales Growth



Product Name

All



Clear Filters

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3.753K

Total Products

140

Average Transactions Per Product

£16.07K

Average Sales Per Product

£16.62M

Revenue over top 100 products

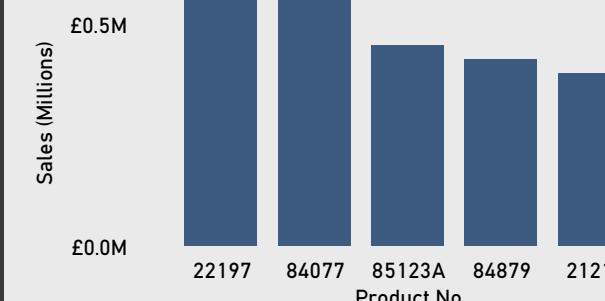
27.55%

Revenue over top 100 products %

### Top 5 Selling Product by Quantity



### Top 5 Selling Product by Sales



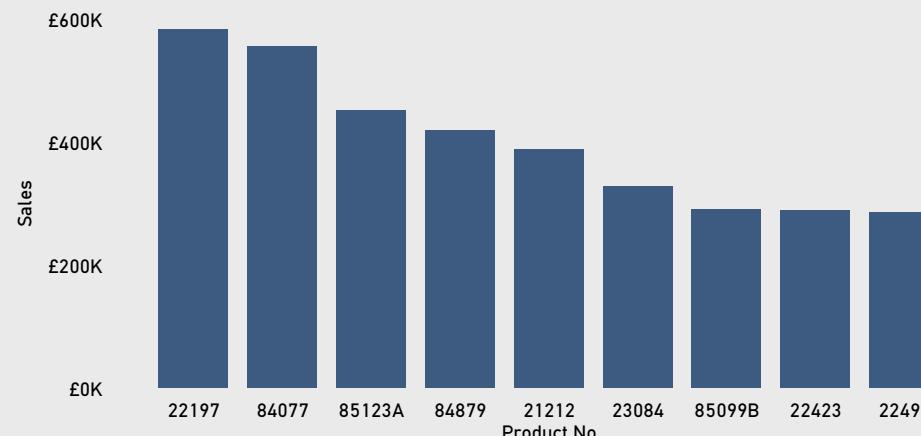
### Popcorn Holder

Top Product by Sales

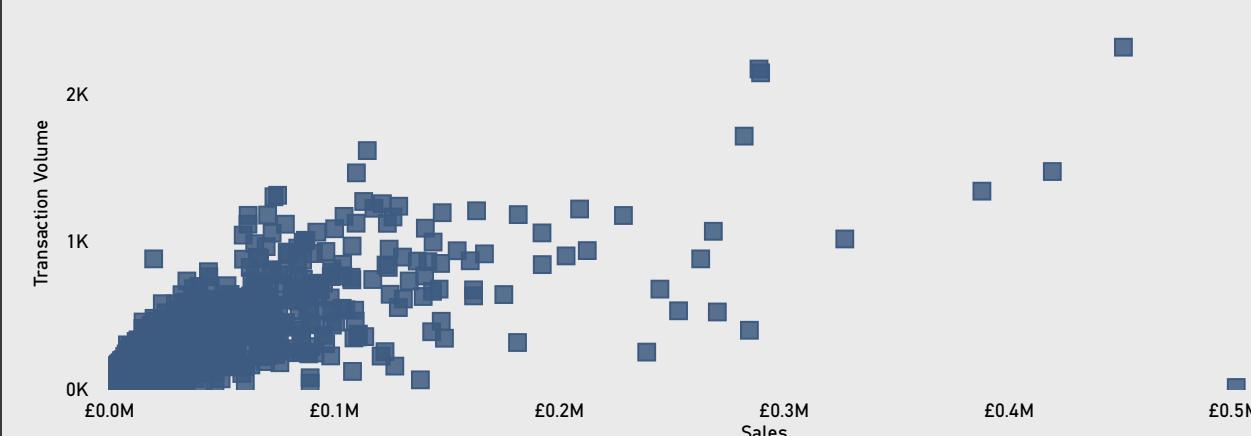
### Cream Hanging Heart T-Light Holder

Popular Product

### Star Products



### Product by Quantity & Sales



Customer No

All

Clear Filters

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Customer Analysis

5K

Total Customers

3.282K

Frequent Customer Count

£1.00M

Maximum Sales per Customer

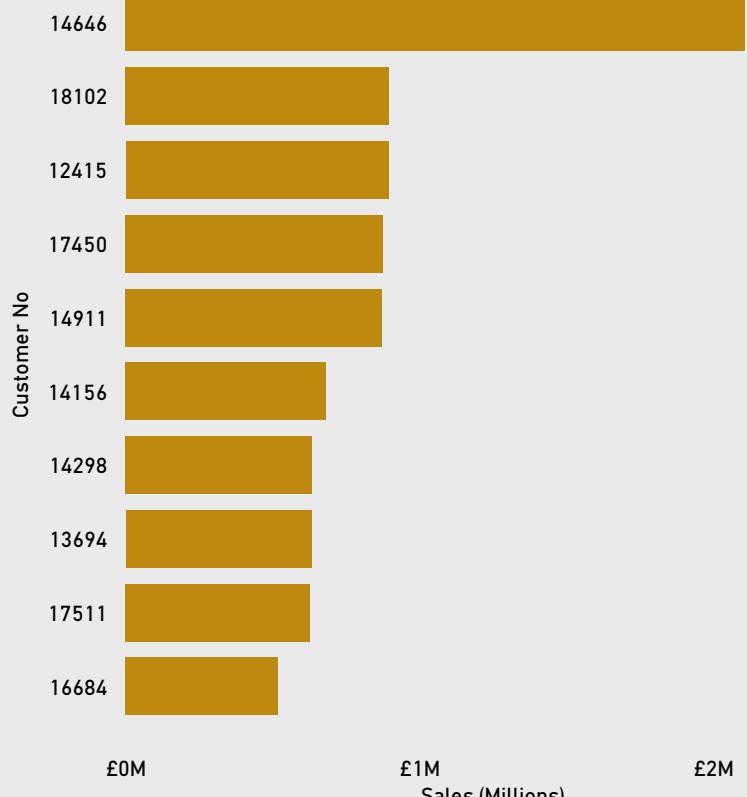
£2.62K

Average Sales per Customer

£5.46

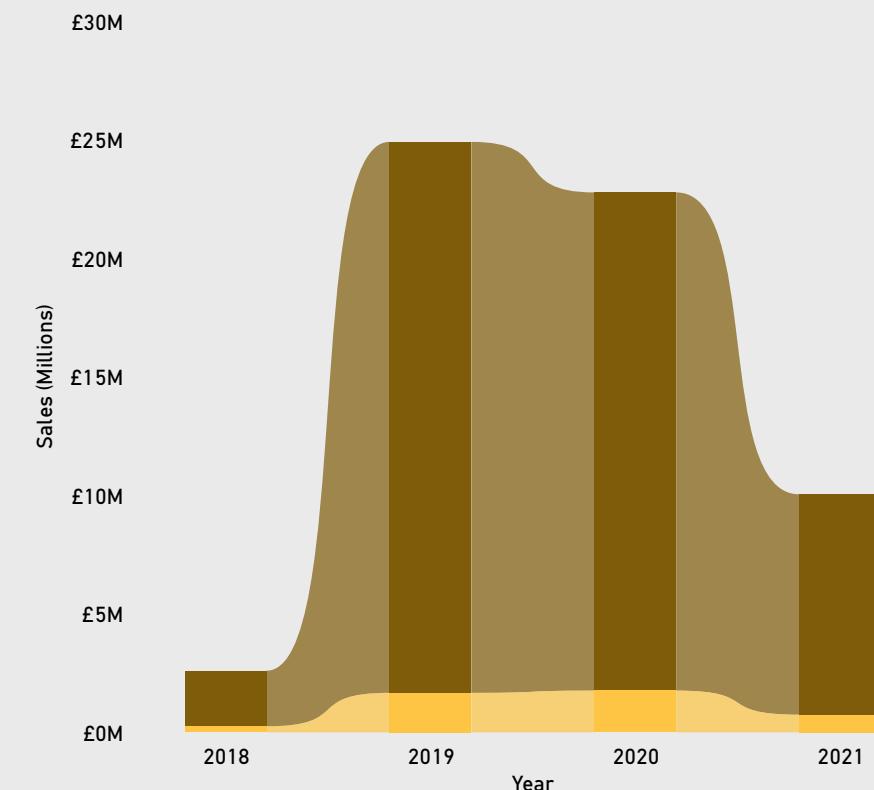
Minimum Sales per Customer

### Top 10 Customers



### Sales by Year and Customer Type

Customer Type ● Frequent ○ Unique



£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