Customer Sales Report

Overview:

This Dashboard presents an overview of the Pricing and Marketing analytics of a Retail Company

Pricing Analytics:

Revenue Forecast: This visual highlights how revenue has grown over the years and also forecasts revenue in the upcoming year

Pricing Groups: This visual identifies the pricing groups that have generated the highest revenue. It aids in refining our pricing strategy by applying targeted pricing options for different segments

Revenue by Category: This graph helps identify the top-selling categories, enabling us to adjust pricing strategies based on demand

Market Analytics:

Demand Forecast: This visual illustrates historical demand trends and projects future demand for the upcoming year

Sales by Shopping Mall: This visual provides insights into sales performance across various locations. By analyzing this data, we can optimize our marketing strategies at each site to maximize profits.

Customer Sales Report

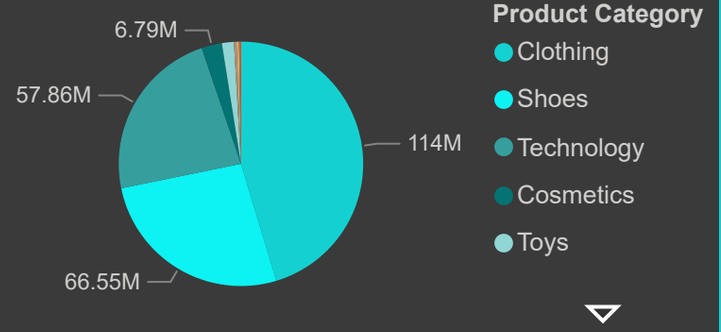
Revenue	Total Sales
251.51M	299K

Shopping Mall: All

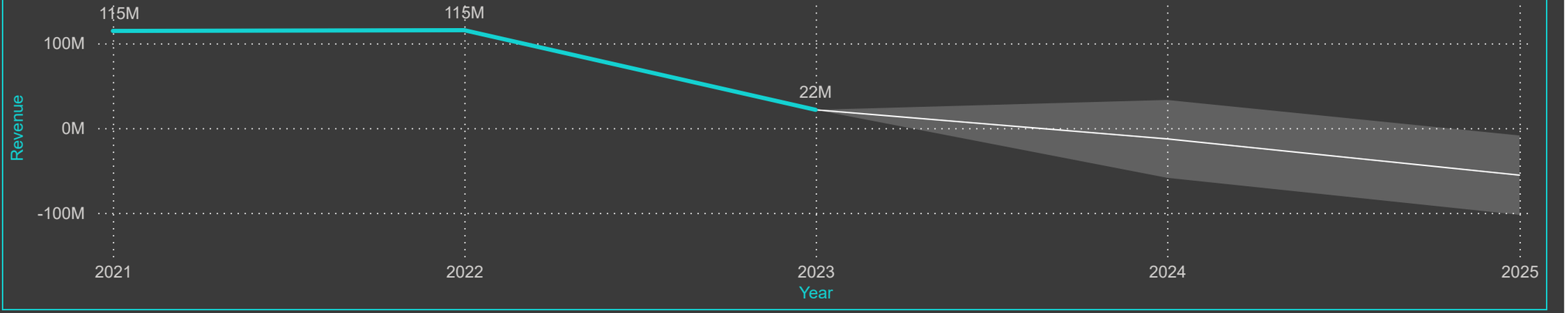
Product Category: All

Pricing Groups

Revenue by category

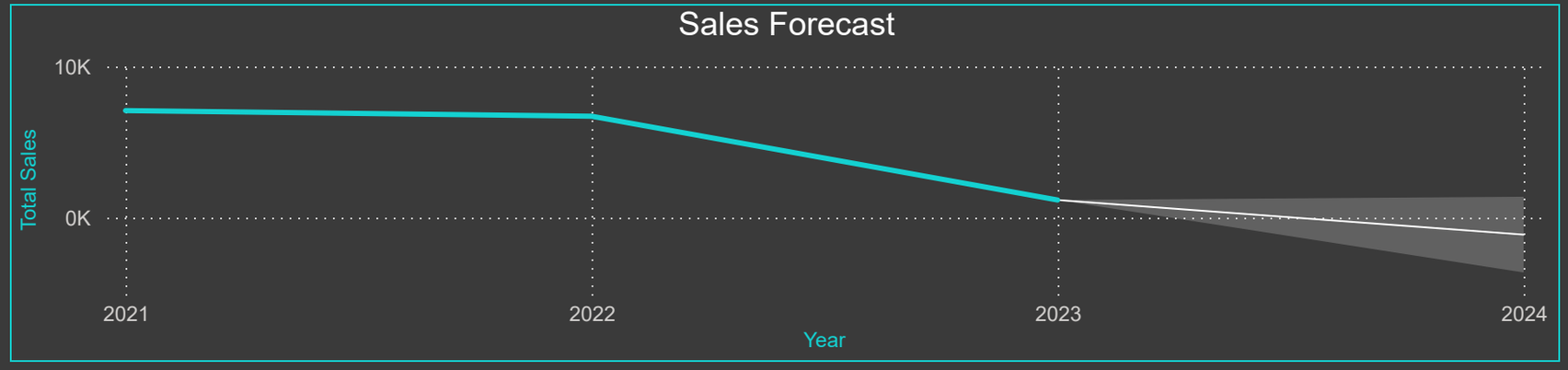


Revenue Forecast



Customer Sales Report

Revenue	Total Sales
12.65M	15K

Shopping Mall: Cevahir AVM

Product Category: All