



# B2B SALES PERFORMAMANCE DASHBOARD

OVERVIEW

PRODUCTS

CUSTOMERS

REGION

DISCOUNTS

Region

- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ West

Year

2022

2025



\$81.48M

Total Revenue

\$38.76M

Total Profit

\$5.44K

Average Order Value

47.57%

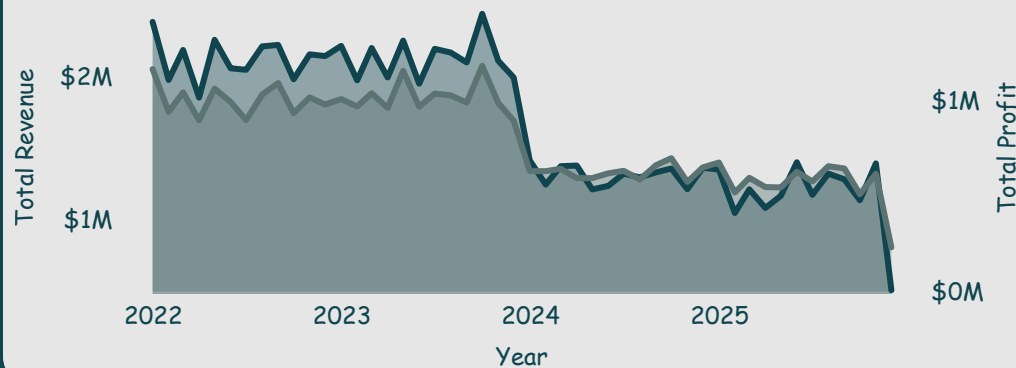
Profit Margin %

22.24%

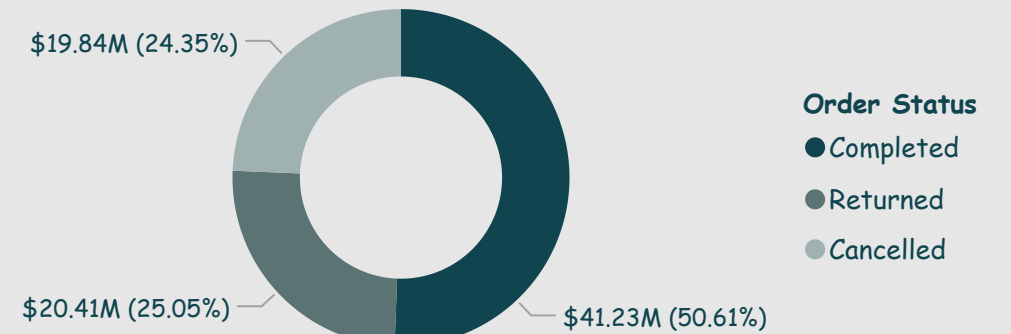
Revenue Growth %

Revenue & Profit over Years

● Total Revenue ● Total Profit

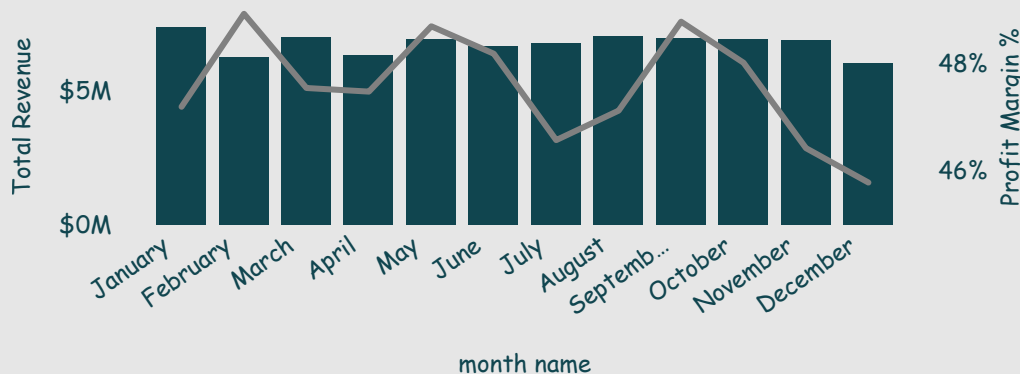


Total Revenue by Order Status

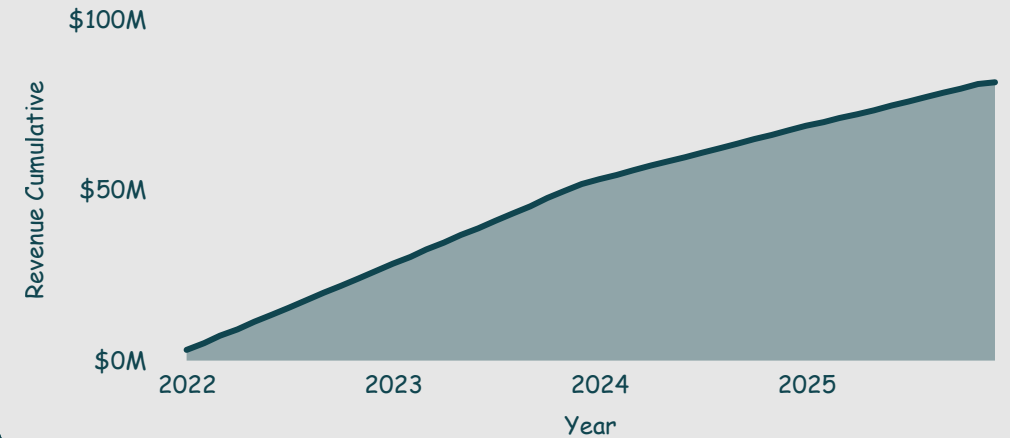


Total Revenue and Profit Margin % by months

● Total Revenue ● Profit Margin %



Revenue Growth over Years





# B2B SALES PERFORMAMANCE DASHBOARD

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DISCOUNTS

P0093

Top Product ID by Revenue

\$4.76M

Top Product Revenue

\$678.97K

Revenue per Product

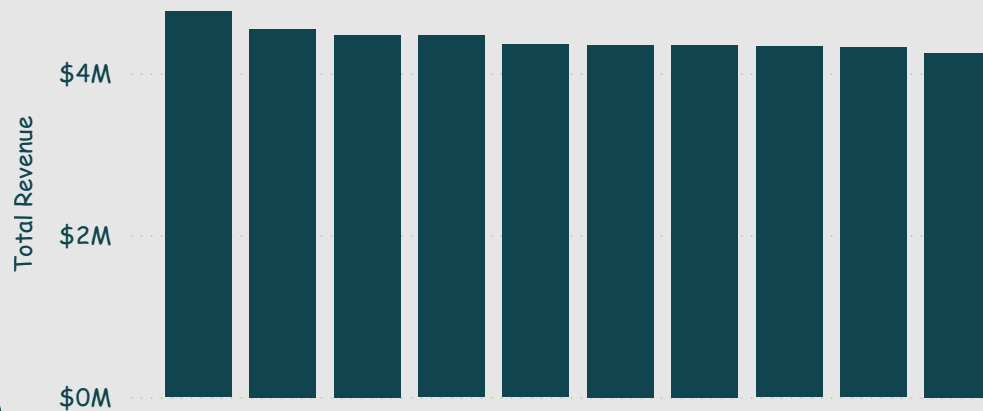
13.36%

Avg Product Margin %

5.43%

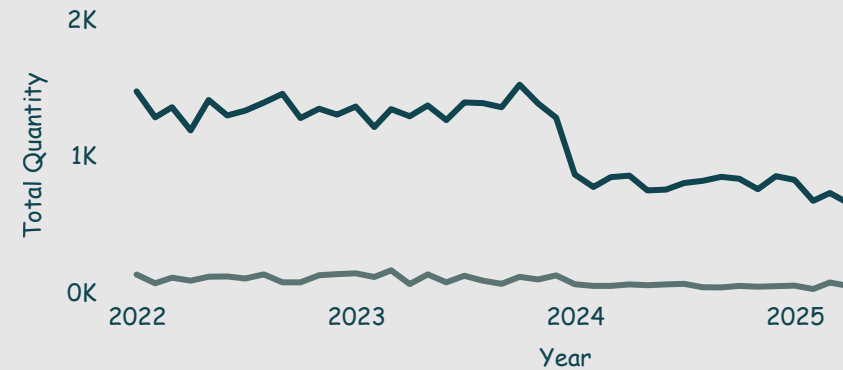
Discount Impact %

Total Revenue by Products

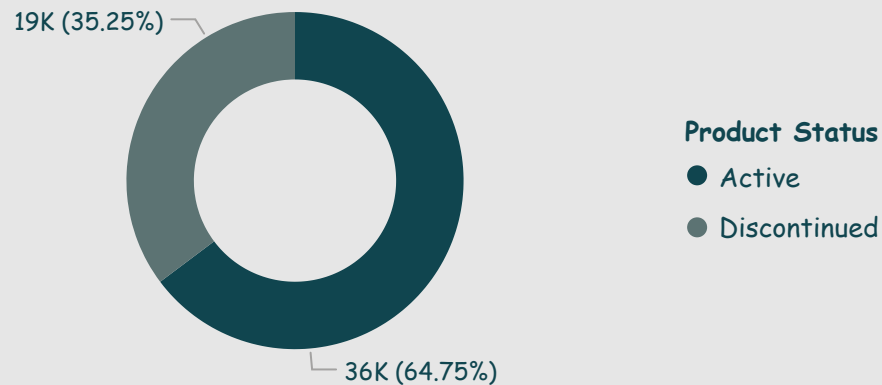


Total Quantity by Category over Years

● accessories ● electronics

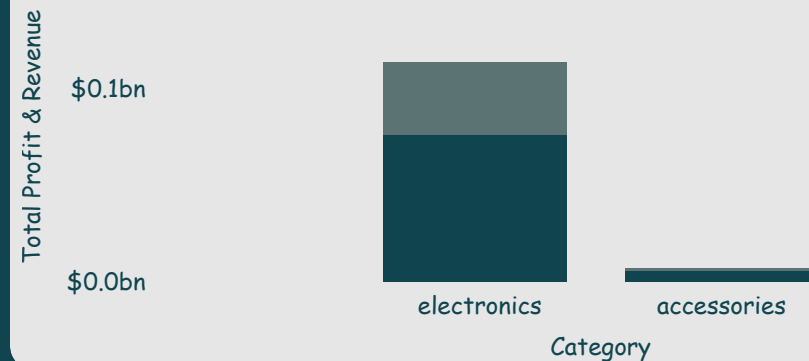


Total Quantity by Product Status



Total Revenue & Profit by Category

● Total Revenue ● Total Profit



Category

accessories

electronics

Year

2022

2025





# B2B SALES PERFORMAMANCE DASHBOARD

OVERVIEW

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DISCOUNTS

Segment

☐ Corporate

☐ Retail

☐ Wholesale

Year

2022

2025

731

Active Customers

\$101.85K

Revenue per Customer

\$48.45K

Customer Profitability

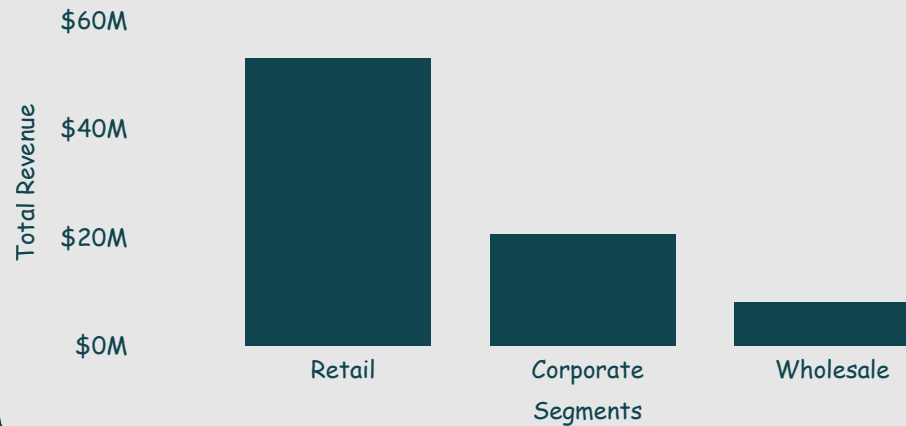
7.41%

Avg Discount per Customer

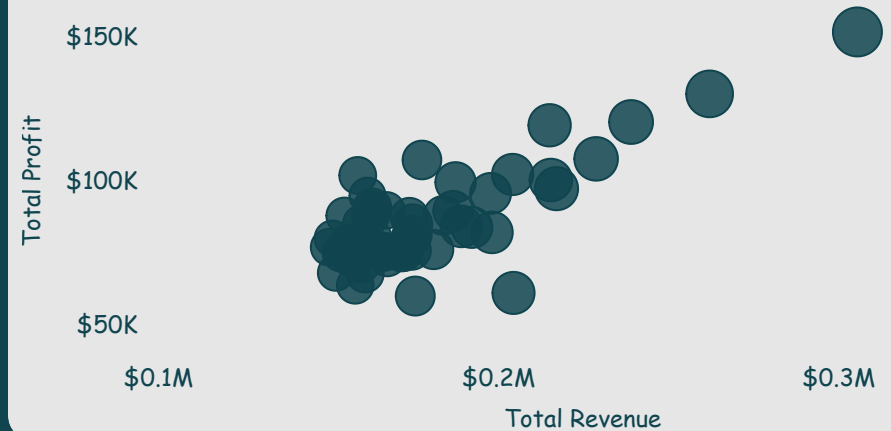
100.00%

Repeat Customer Rate %

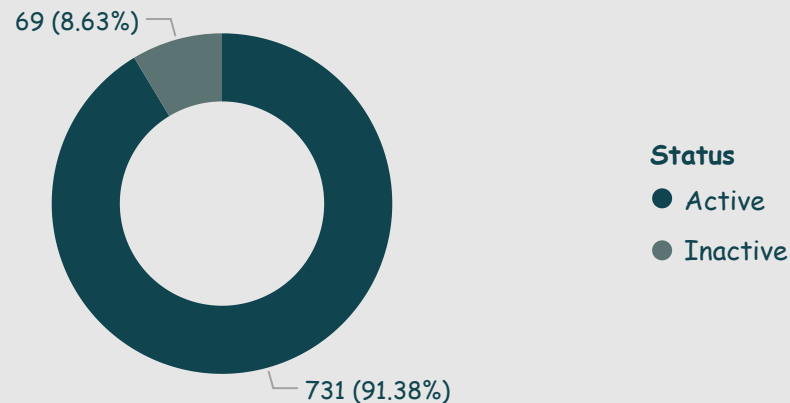
Total Revenue by Segment



Total Revenue, Profit, Quantity by Customers



Customer Count by Status



Customer Count by Cities





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Year

2022

2025

West

Top Region

\$26.12M

Top Region Revenue

\$3.26M

Revenue per Store

\$1.55M

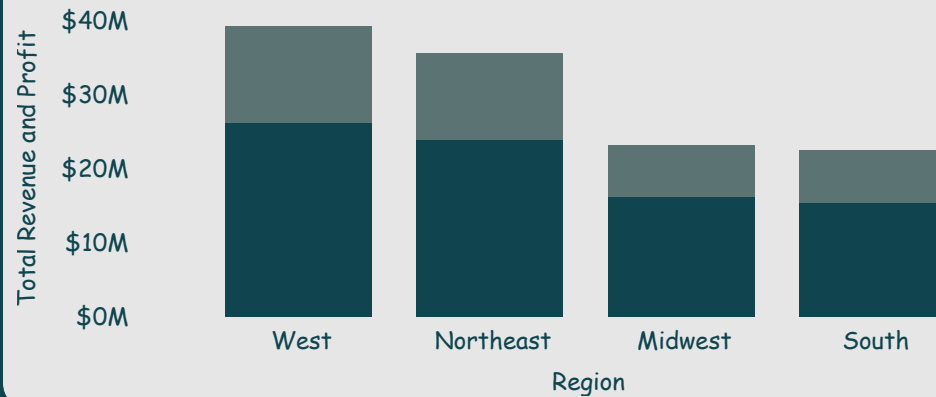
Avg Store Profit

32.61%

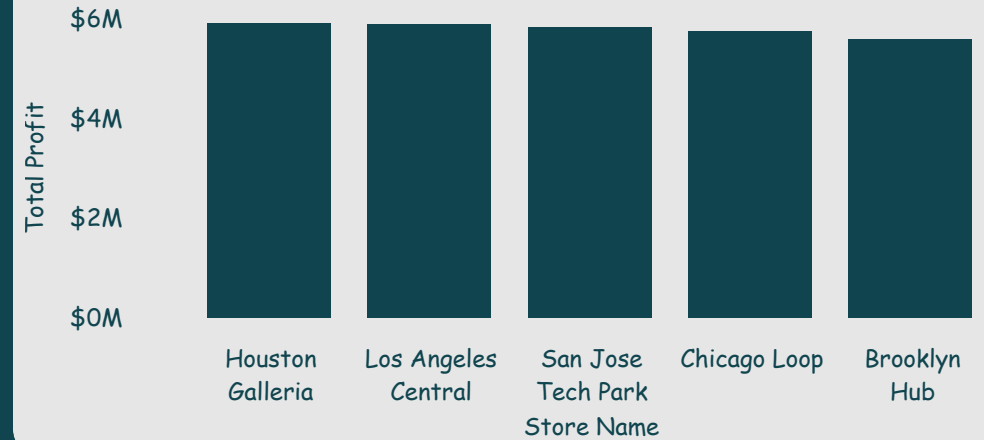
Avg Store Margin %

Total Revenue and Profit by Region

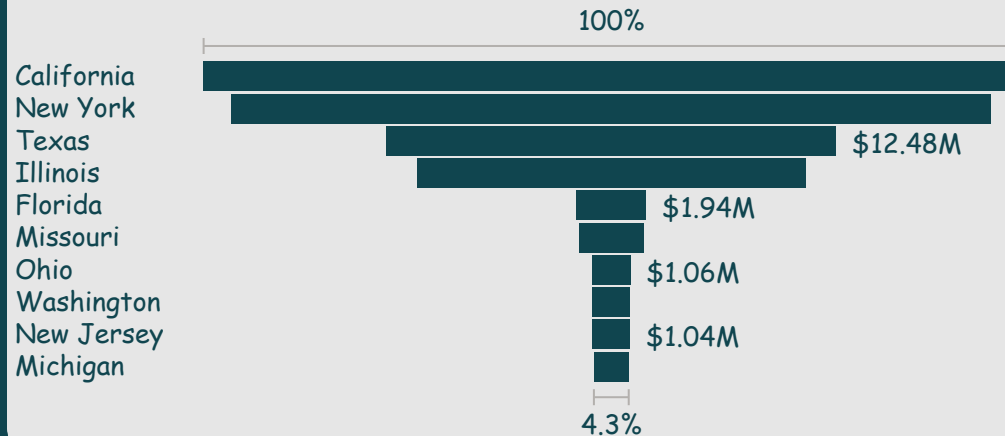
● Total Revenue ● Total Profit



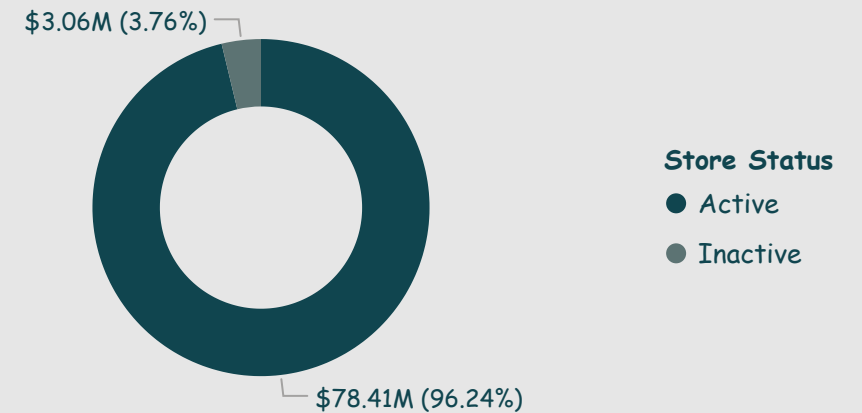
Total Profit by Store Names



Total Revenue, Profit and Quantity by State



Total Revenue by Status





# B2B SALES PERFORMAMANCE DASHBOARD

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PRODUCTS

CUSTOMERS

REGION

DISCOUNTS

Discounts ▼

All ▼

Quater ▼

☐ Q1

☐ Q2

☐ Q3

☐ Q4

Year ▼

2022

2025



\$4.42M

Total Discount

\$1.66M

Avg Yearly Revenue

1592

High Discount Orders

81.71%

Margin After Discount %

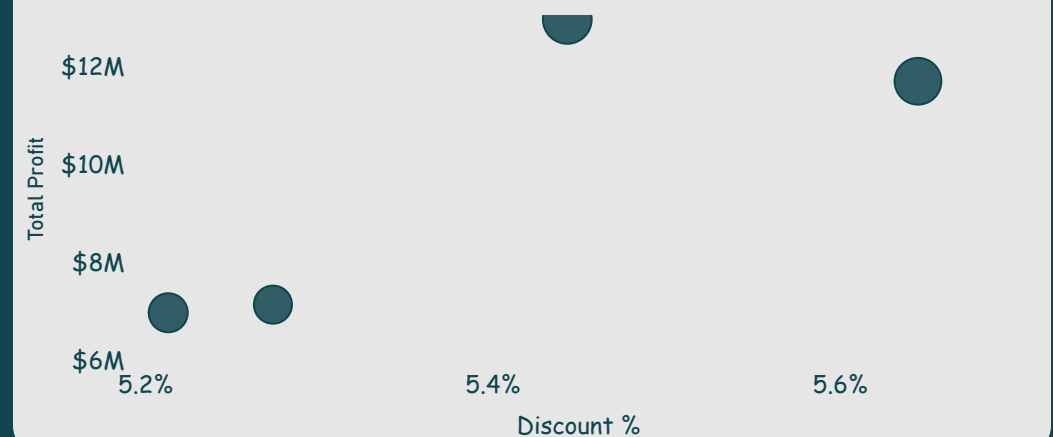
-5.74%

Margin Loss %

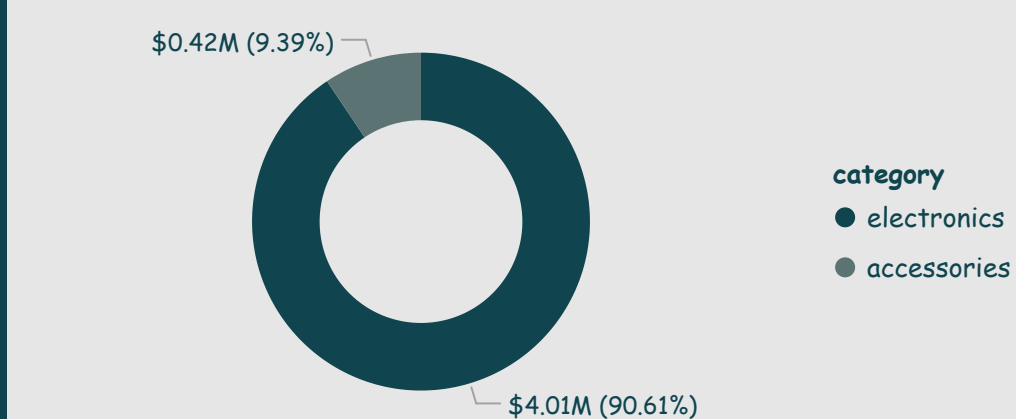
Discount % Trend, Total Revenue and Discount by Year



Discount %, Total Profit and Revenue by Region



Total Discount by category



Total Quantity and Discount % by Year

