



B2B SALES PERFORMANCE 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%

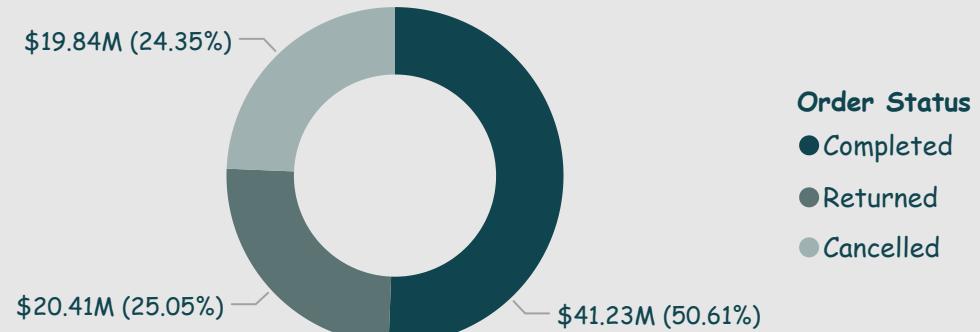
Revenue Growth %

Revenue & Profit over Years

● Total Revenue ● Total Profit



Total Revenue by Order Status

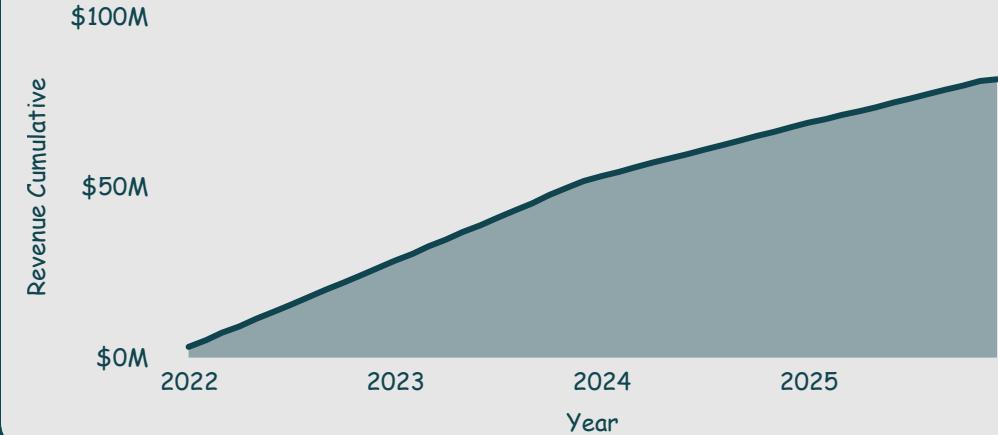


Total Revenue and Profit Margin % by months

● Total Revenue ● Profit Margin %



Revenue Growth over Years





B2B SALES PERFORMANCE DASHBOARD

OVERVIEW

PRODUCTS

CUSTOMERS

REGION

DISCOUNTS

Category

accessories

electronics

Year

2022

2025



P0093

Top Product ID by Revenue

\$4.76M

Top Product Revenue

\$678.97K

Revenue per Product

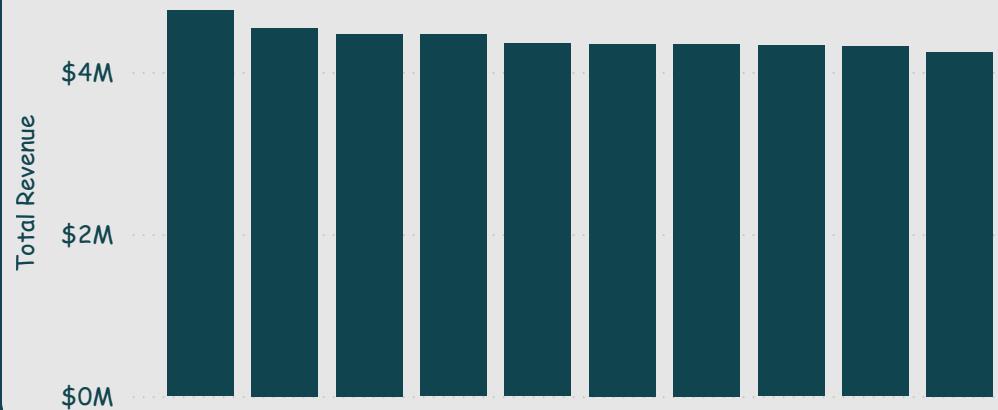
13.36%

Avg Product Margin %

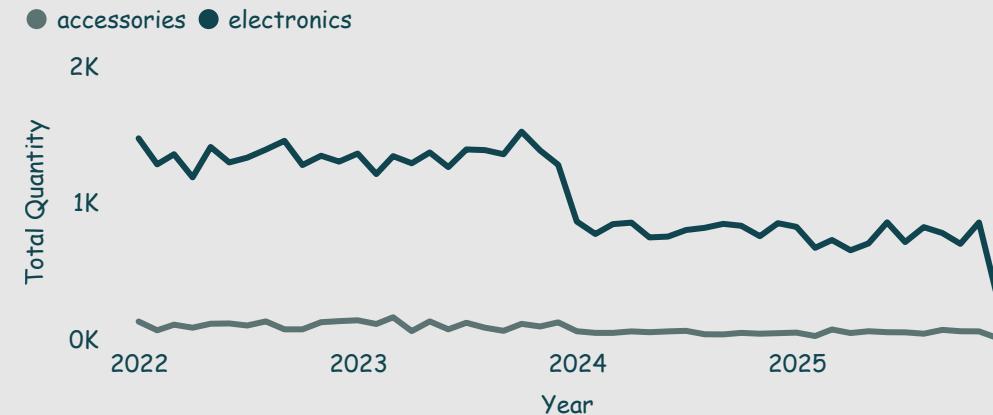
5.43%

Discount Impact %

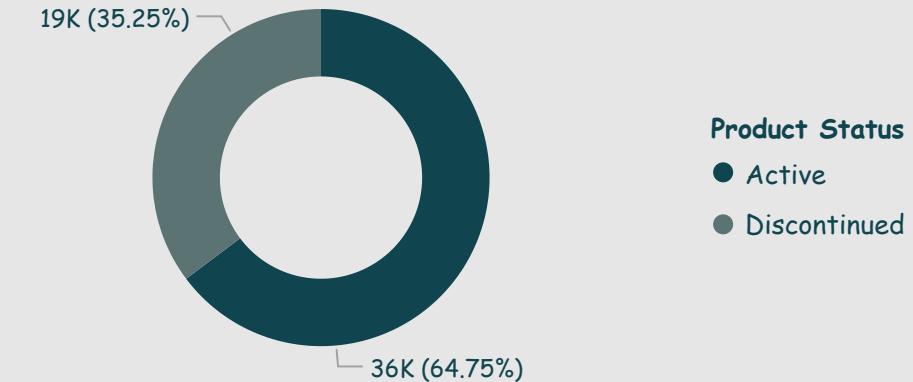
Total Revenue by Products



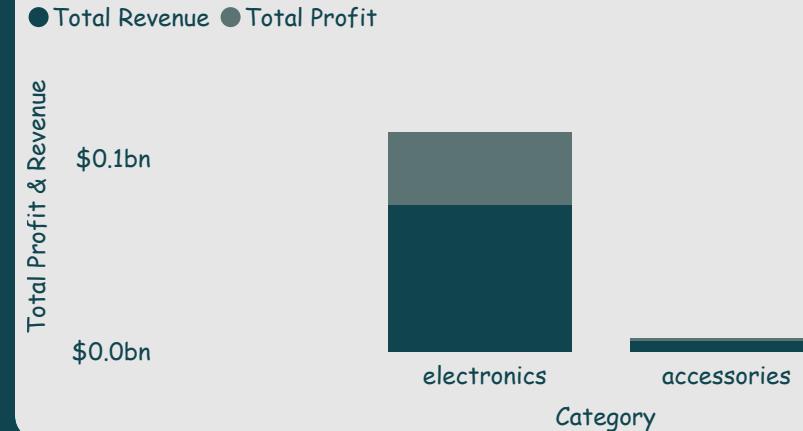
Total Quantity by Category over Years



Total Quantity by Product Status



Total Revenue & Profit by Category





B2B SALES PERFORMANCE DASHBOARD

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Segment

Corporate

Retail

Wholesale

Year

2022

2025



731

Active Customers

\$101.85K

Revenue per Customer

\$48.45K

Customer Profitability

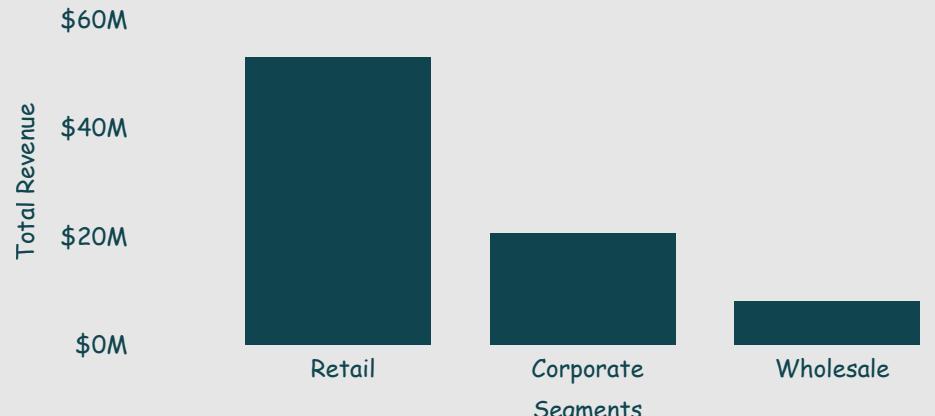
7.41%

Avg Discount per Customer

100.00%

Repeat Customer Rate %

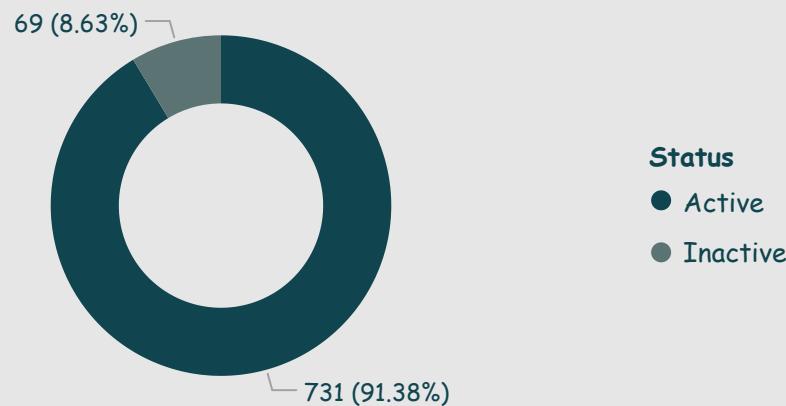
Total Revenue by Segment



Total Revenue, Profit, Quantity by Customers



Customer Count by Status



Customer Count by Cities





B2B SALES PERFORMANCE DASHBOARD

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CUSTOMERS

REGION

DISCOUNTS

Region ▼

Midwest

Northeast

South

West

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 %

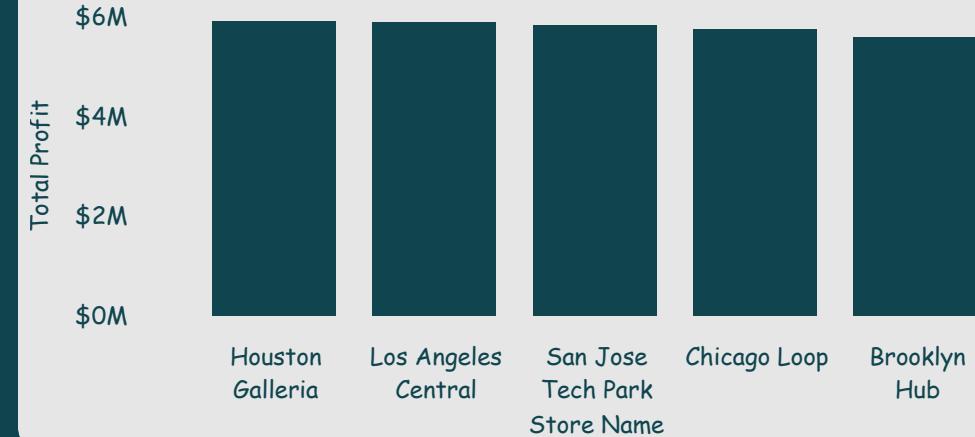
Total Revenue and Profit by Region

● Total Revenue ● Total Profit

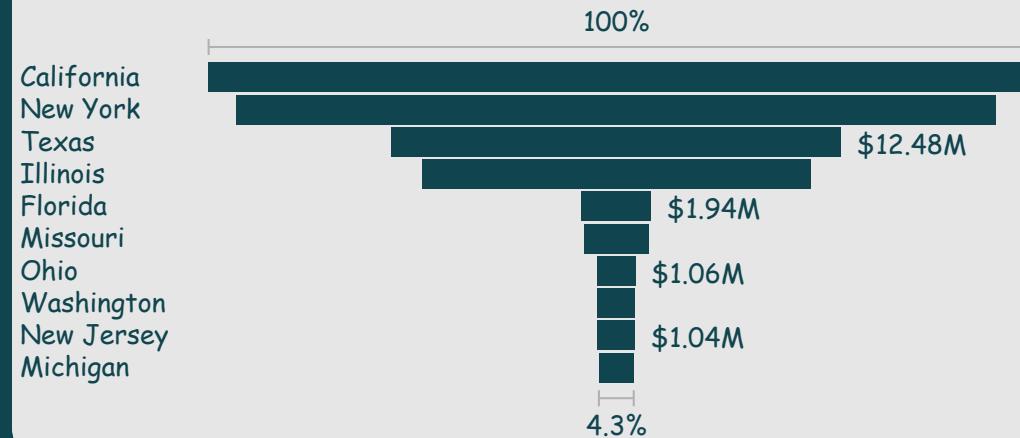


Total Profit by Store Names

● Total Profit

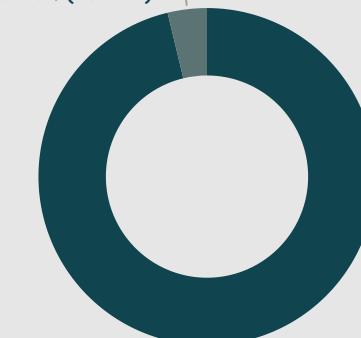


Total Revenue, Profit and Quantity by State



Total Revenue by Status

\$3.06M (3.76%)



Store Status

● Active

● Inactive



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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

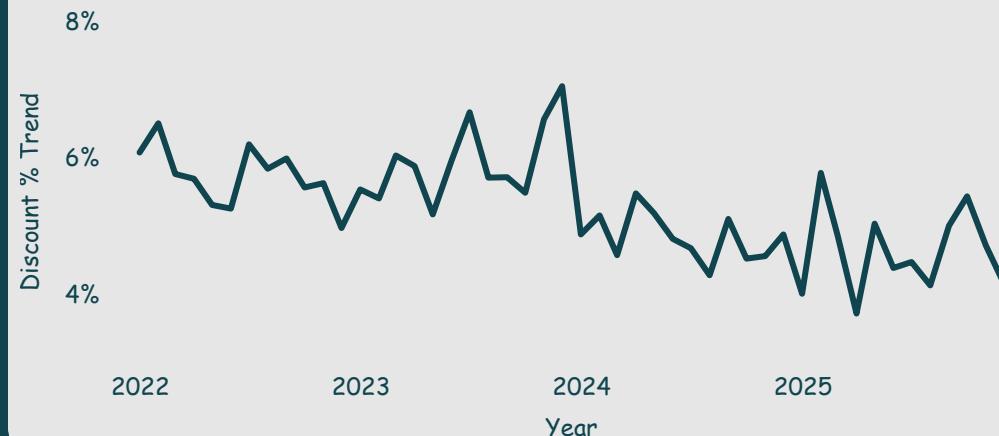
81.71%

Margin After Discount %

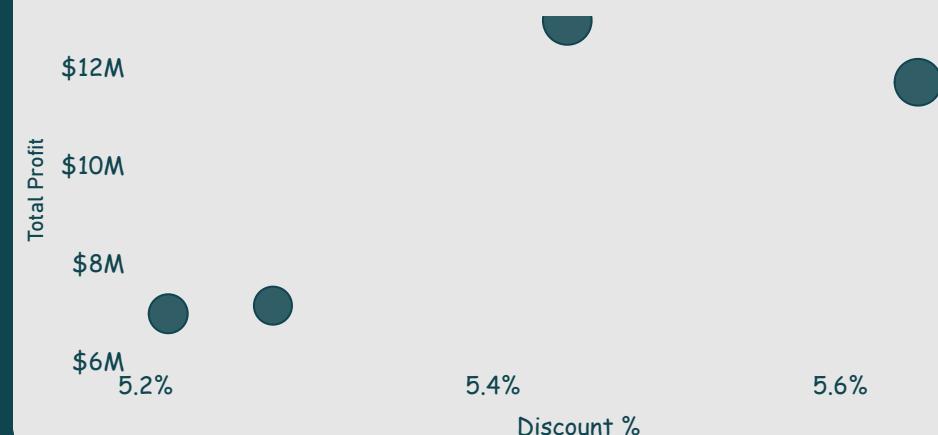
-5.74%

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

