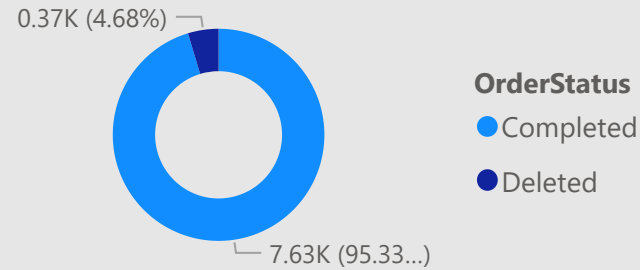




AI Everyday Capstone Project

Customer Sales Dashboard

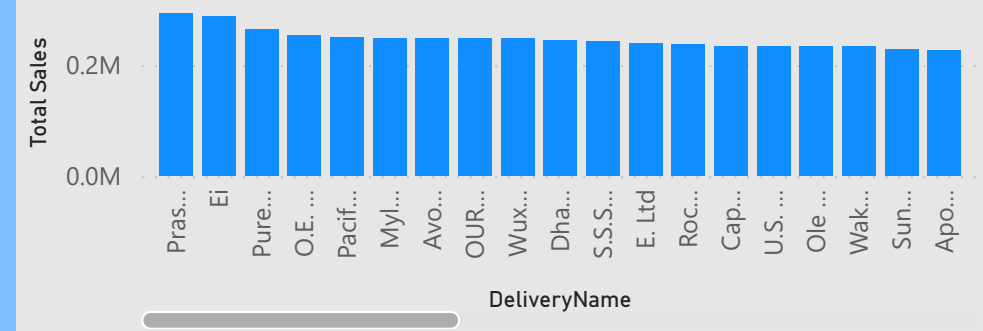
Count of OrderNumber by OrderStatus



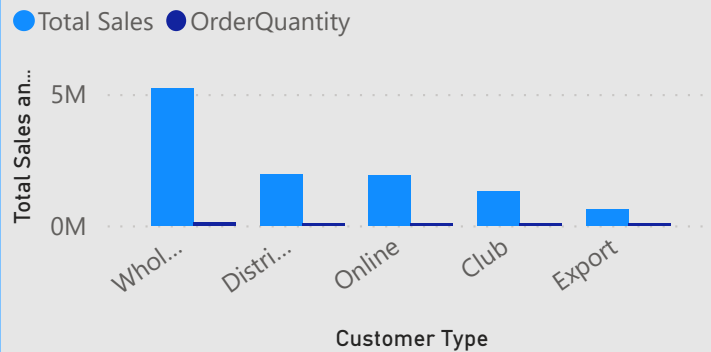
11.05M
Total Sales

269K
OrderQuantity

Total Sales, UnitPrice and OrderQuantity by DeliveryName



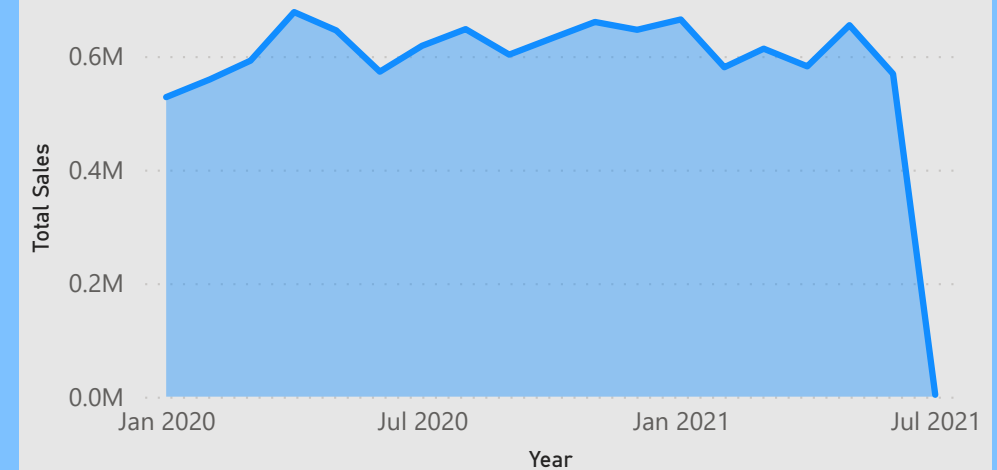
Total Sales and OrderQuantity by Customer Type



INSIGHTS

- A total sale of about \$11.05 million was made between January 6th, 2020 and July 1st, 2021 with 269,000 quantities of product sold.
- About 95.33% of the orders created were completed of which majority of the orderers were wholesalers and distributors.
- Texas had the highest regional budget, followed by Louisiana and Nevada.
- The sum of client budget across all regions is about \$3.08 million.
- Prasco Group had the highest cumulative sales generating \$292,453.20 with about 6049 quantities of product ordered and sold.
- The plot of the total sales over the time period followed a regular zig-zag pattern. This may be due to factors such as customer behaviour and economic conditions.
- Most of the Sales generated were from the sale of Chocolate Truffle, Nougat, Turkish delight, Toffee, and Brittle.

Total Sales by Year, Quarter and Month



Regional Budgets and First Name by DeliveryRegion



Total Sales by ProductDescription

