

Sales Overview Dashboard

Sales Overview

Customer Segmentation

Month

All

Sub Category

All

Store ID

All

Total Sales

\$748M

Total Quantity Sold

873K

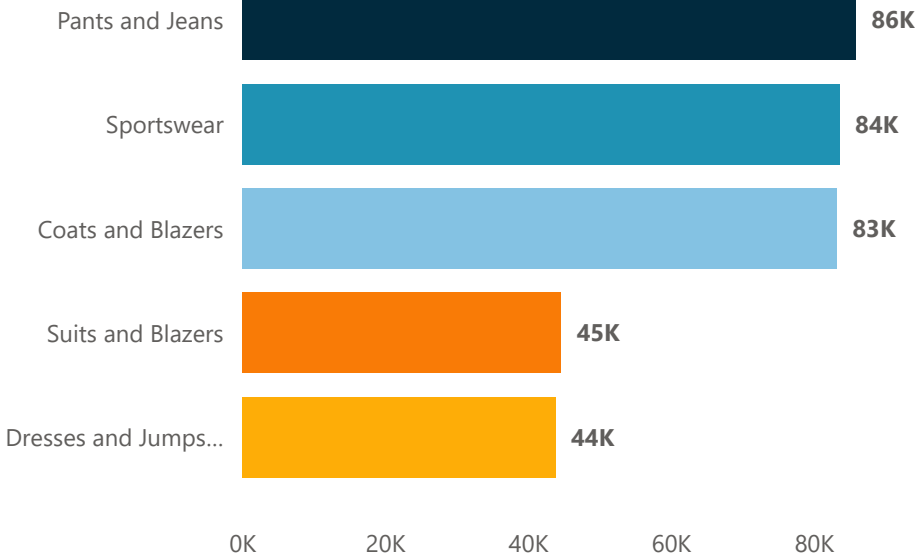
Total Transactions

794K

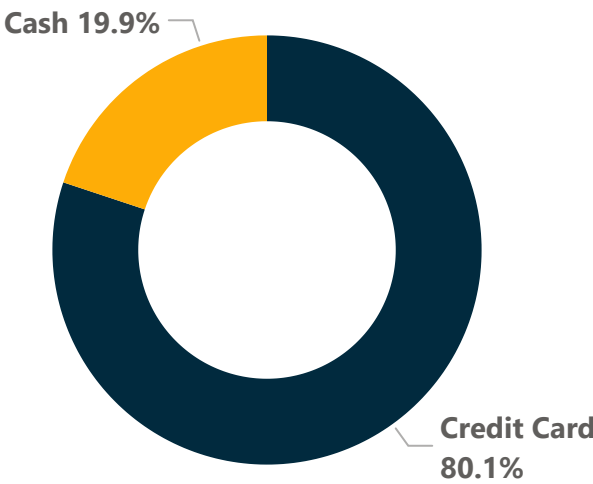
Total Store

5

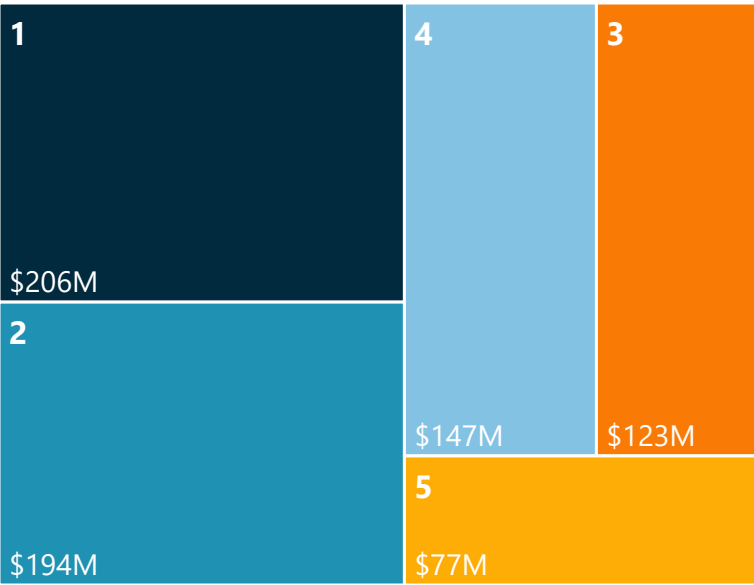
Total Quantity by Sub Category



Payment Method Preference



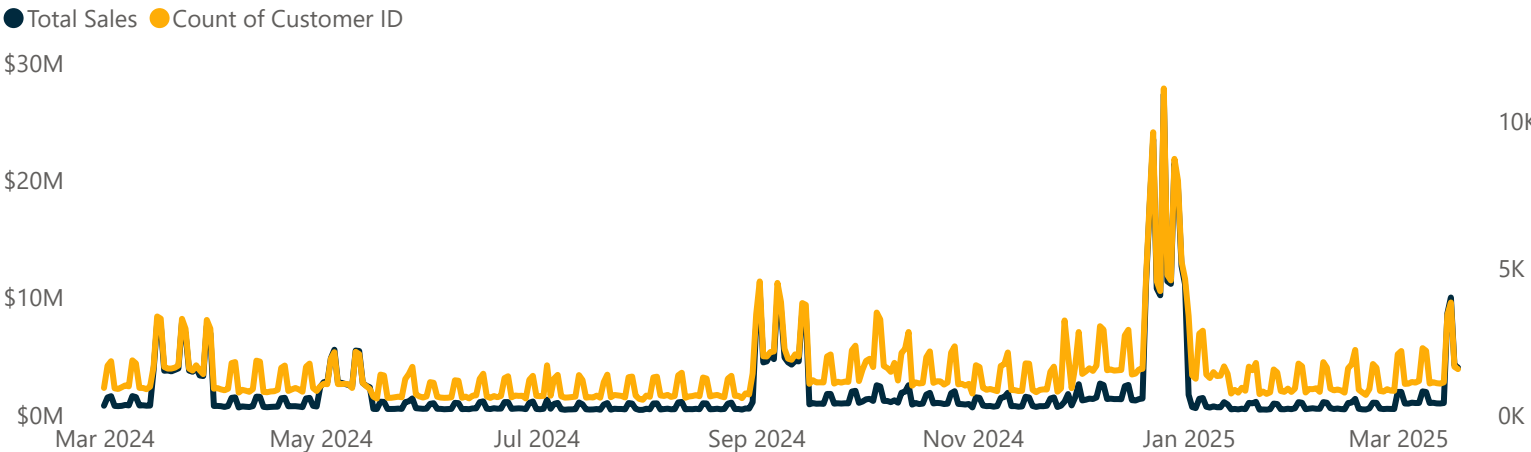
Total Sales by Store ID



Top 10 Customer by Sales

Customer ID	Total Sales	Total Quantity	Total Transaction
91924	\$51,078	25	16
97441	\$50,500	11	7
22666	\$46,367	20	16
90269	\$44,649	15	13
16702	\$43,512	23	20
221017	\$41,567	15	13
243134	\$40,754	17	16
116168	\$40,598	32	30
95887	\$40,466	30	24
221749	\$40,421	20	14

Total Sales 2024 - 2025



Customer Segmentation Dashboard

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Month

All

Store ID

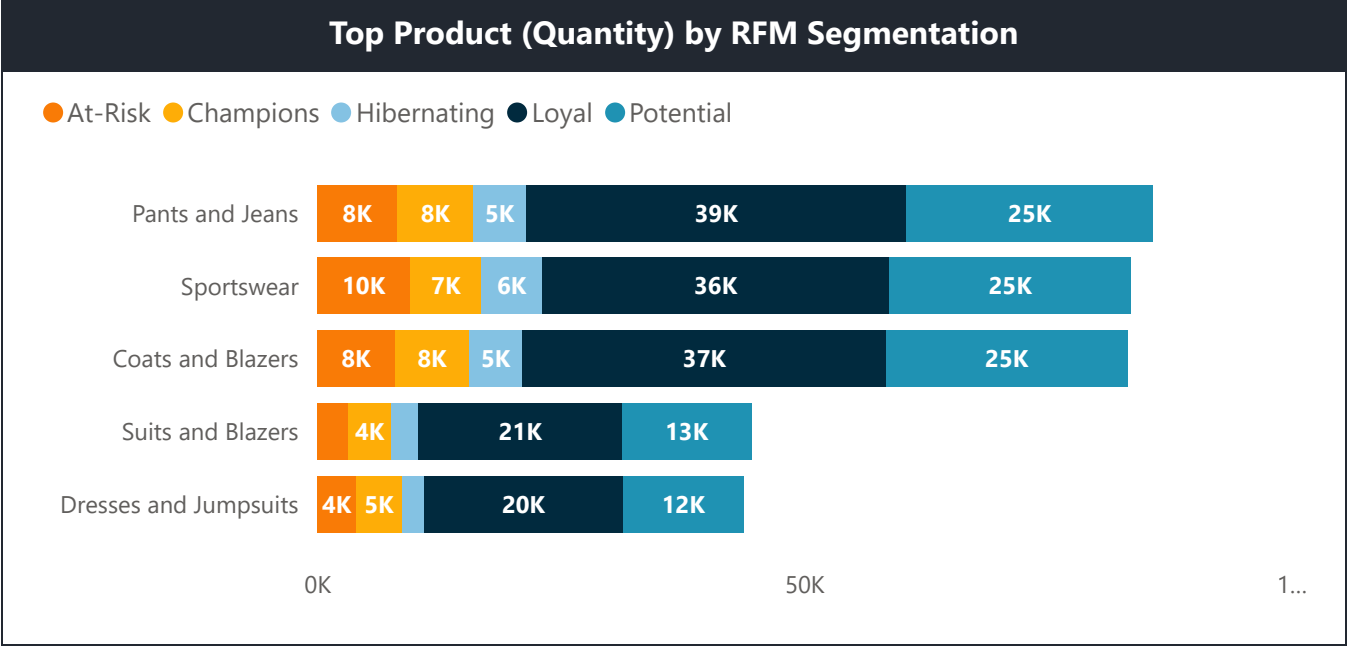
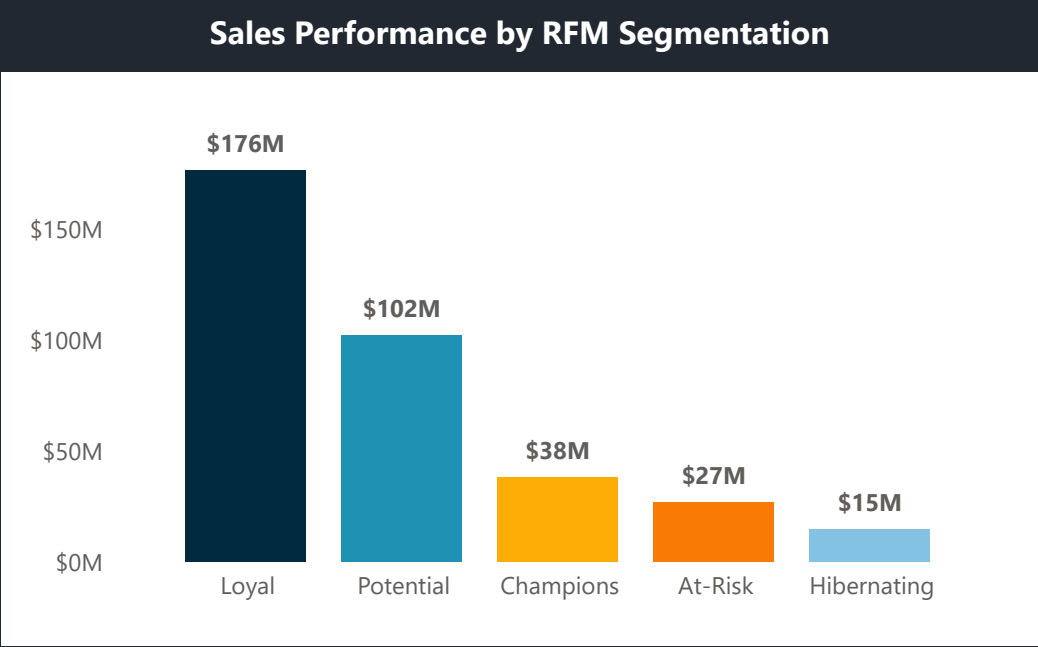
All

Total Customer

243.67K

Average Recency (Days)

135



Average Frequency (Times)

3

Average Monetary

\$3.07K

Top 10 Customer by Frequency

Customer ID	Recency	Frequency	Monetary
216945	22	35	\$24,893
27272	87	33	\$26,911
36297	44	33	\$31,526
38505	30	33	\$29,432
116168	93	30	\$40,598
218151	25	30	\$17,120
26227	14	29	\$19,020
27376	21	28	\$16,465
29201	23	27	\$28,356
29381	43	27	\$21,579
82844	32	27	\$20,081

