

Sales Performance Dashboard

This dashboard provides key insights into revenue trends, profitability, customer behavior, and sales productivity

Total revenue

63.60M

▼ -24.88% vs last month



Total profit

52.30M

▼ -24.99% vs last month



Margin

82.22%

▼ -0.12% vs last month



Sales Performance Dashboard

Sep/23 - Sep/24

9/24/2023



9/23/2024



Clear all slicers

Welcome

Overview

Product

Customer

Detail

Product type

All

Shipping type

All

Payment type

All

Total order

20K

Completed 67.16%

Total revenue

63.60M

Total cost

11.31M

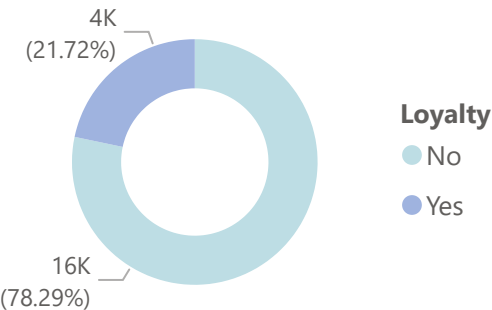
Total profit

52.30M

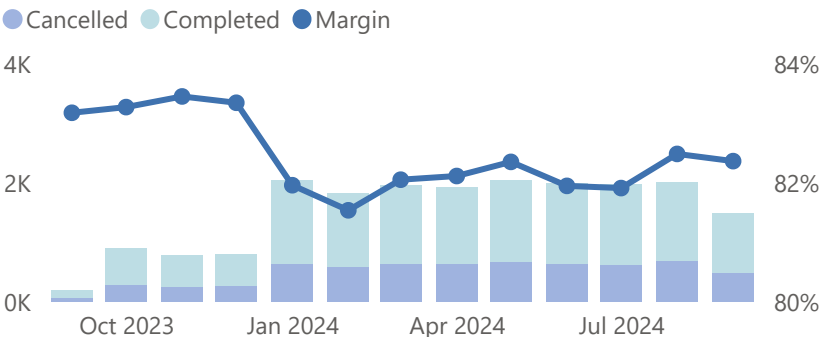
Margin

82.22%

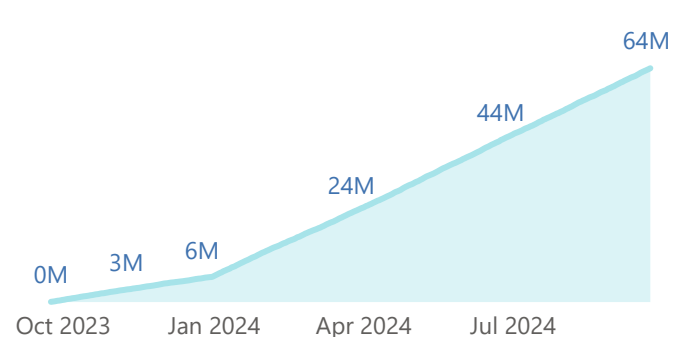
Order Distribution by Loyalty



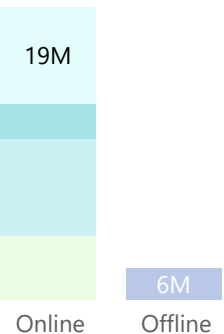
Tracking Order Status and Margin Trends Over Time



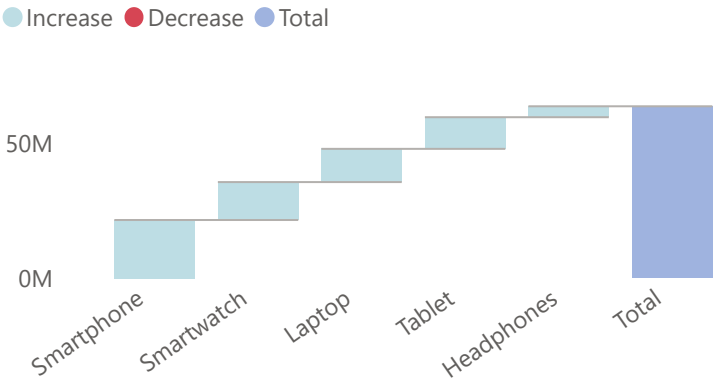
Accumulated Revenue Over Time



Revenue by Payment Type: Online vs Offline



Revenue Contribution by Product Type



Year	Month	# Order	# Revenue	# Cost	# Profit
2023	September	190	481,961.79	81,065	400,896.79
2023	October	911	2,318,466.35	387,753	1,930,713.35
2023	November	797	2,068,434.14	342,232	1,726,202.14
2023	December	800	1,980,700.33	329,819	1,650,881.33
2024	January	2049	6,620,343.20	1,194,093	5,426,250.20
2024	February	1818	5,733,696.06	1,058,338	4,675,358.06
2024	March	1957	6,324,367.84	1,134,840	5,189,527.84
2024	April	1932	6,418,253.62	1,147,719	5,270,534.62
2024	May	2048	6,709,042.93	1,183,805	5,525,237.93
Total		20000	63,602,839.10	11,307,639	52,295,200.10

Sales Performance Dashboard

Sep/23 - Sep/24

9/24/2023

9/23/2024

Clear all slicers

Welcome

Overview

Product

Customer

Detail

Product type

All

Shipping type

All

Payment type

All

Total order

20K

▼ -26% vs last month

Total revenue

63.60M

▼ -24.88% vs last month

Total cost

11.31M

▼ -24.4% vs last month

Total profit

52.30M

▼ -24.99% vs last month

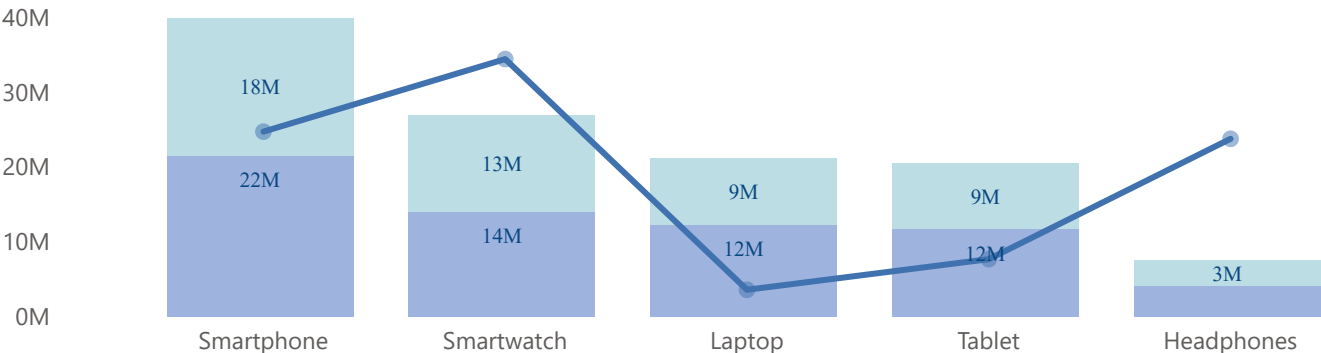
Margin

82.22%

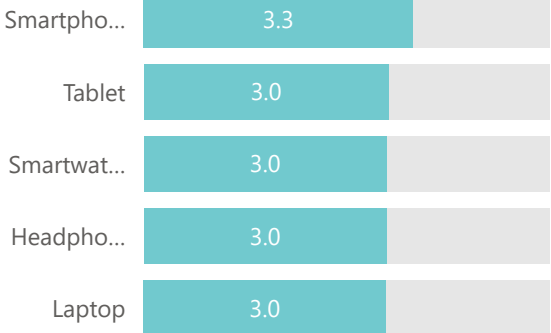
▼ -0.12% vs last month

Financial Trends from Sep 2023 to Sep 2024

Revenue Profit Margin

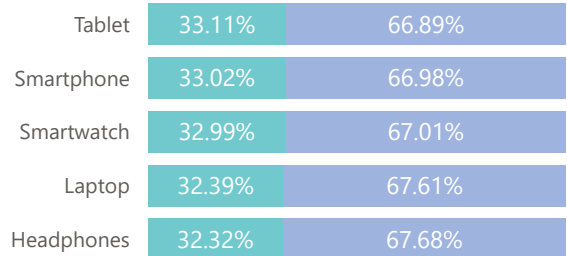


Rating

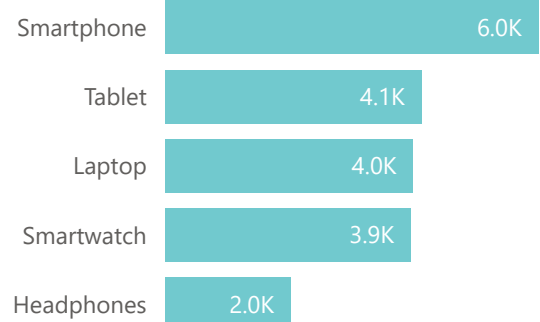


Order Cancellation vs. Completion Rates by Product Type

Cancelled Completed



Total Orders by Product Type



Product type	# Revenue	# Order	# Profit	# Cost
Tablet	11,712,000.41	4104	8,759,835.61	2,952,164.79
TBL345	8,917,102.99	2062	6,625,234.10	2,291,868.89
SKU1002	2,794,897.42	2042	2,134,601.50	660,295.92
Smartwatch	14,036,273.06	3934	12,841,605.40	1,194,667.66
SWT567	5,054,040.50	1980	4,626,857.03	427,183.47
SKU1003	8,982,232.56	1954	8,214,748.37	767,484.19
Smartphone	31,516,835.13	5878	18,383,658.64	13,133,176.49
Total	63,602,839.10	20000	52,295,200.57	11,307,638.53

Sales Performance Dashboard

Sep/23 - Sep/24

9/24/2023



9/23/2024



Clear all slicers

Welcome

Overview

Product

Customer

Detail

Product type

All

Shipping type

All

Payment type

All

Total customer

12K

▼ -25.0% Vs last month

Loyalty rate

21.72%

▲ 0.37% Vs last month

Revenue per customer

5.24K

▲ 0.13% Vs last month

Order per customer

1.65

▼ -1.46% Vs last month

AVG Rating

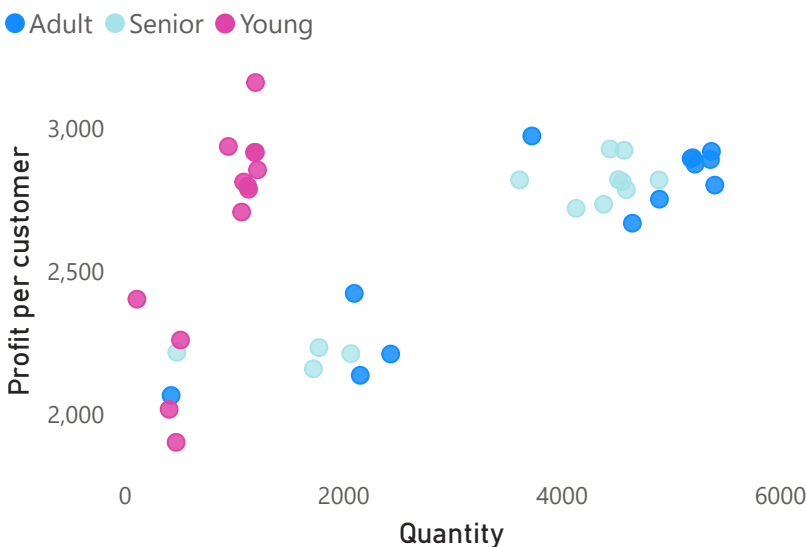
3.09

▲ 0.13% Vs last month

Customer Renention rate overtime

Date	0	1	2	3	4	5	6	7	8	9	10	11	12
September 2023	100.0%	10.3%	10.3%	9.7%	10.3%	10.3%	8.6%	7.0%	13.0%	6.5%	10.8%	7.0%	10.3%
October 2023	100.0%	7.2%	9.0%	8.5%	8.0%	9.7%	8.3%	9.3%	10.1%	6.8%	8.3%	6.1%	
November 2023	100.0%	7.9%	9.2%	6.9%	9.3%	7.9%	8.0%	8.6%	8.2%	8.7%	7.0%		
December 2023	100.0%	8.8%	7.3%	8.5%	8.3%	10.3%	7.3%	7.7%	6.5%	6.8%			
January 2024	100.0%	9.5%	11.0%	10.2%	11.6%	12.5%	10.7%	11.0%	8.2%				
February 2024	100.0%	9.4%	10.8%	11.2%	11.9%	10.8%	11.8%	8.3%					
March 2024	100.0%	11.1%	10.9%	11.2%	10.7%	10.3%	7.4%						
April 2024	100.0%	10.3%	11.3%	10.5%	10.8%	9.4%							
May 2024	100.0%	9.7%	11.8%	9.5%	7.9%								
June 2024	100.0%	11.9%	10.9%	8.4%									
July 2024	100.0%	13.6%	7.4%										
August 2024	100.0%	7.4%											
September 2024	100.0%												

Quantity and Profit per customer by age level



Sales Performance Dashboard

Sep/23 - Sep/24

9/24/2023



9/23/2024



Clear all slicers

Welcome

Overview

Product

Customer

Detail

Product type



All



Shipping type



All



Payment type



All



Customer

Product

Time

Shipping

Payment

Customer id	# Order	Cancelled	# Revenue	# Cost	# Profit	# Revenue Accumulating	Margin
1838	3	1	21,965.58	1,872	20,093.15	21,965.58	91.48%
2447	6	2	26,616.13	5,222	21,394.00	26,616.13	80.38%
2556	6	0	26,098.40	3,394	22,704.14	26,098.40	86.99%
4451	4	1	23,456.59	3,690	19,766.63	23,456.59	84.27%
5065	4	1	22,689.72	2,954	19,736.14	22,689.72	86.98%
6241	4	2	24,783.92	3,492	21,291.66	24,783.92	85.91%
6799	4	2	23,309.08	2,848	20,460.60	23,309.08	87.78%
8214	4	1	20,729.60	2,474	18,255.67	20,729.60	88.07%
8831	4	0	24,070.95	2,542	21,529.08	24,070.95	89.44%
9631	4	2	21,126.01	2,329	18,796.64	21,126.01	88.97%
11144	4	0	23,934.48	3,847	20,087.96	23,934.48	83.93%
11210	3	0	22,071.84	3,599	18,472.82	22,071.84	83.69%
11293	4	1	20,594.11	2,636	17,957.64	20,594.11	87.20%
11332	4	0	26,725.65	3,728	22,997.90	26,725.65	86.05%
11476	5	1	31,077.61	7,982	23,095.60	31,077.61	74.32%
11509	2	0	20,514.24	2,443	18,071.08	20,514.24	88.09%
11563	4	1	24,374.94	3,009	21,365.92	24,374.94	87.66%
11656	3	2	20,497.45	3,556	16,941.68	20,497.45	82.65%
11901	2	0	22,793.60	3,032	19,761.94	22,793.60	86.70%
11912	3	0	21,451.38	2,546	18,905.81	21,451.38	88.13%
12138	4	0	22,617.28	4,425	18,192.74	22,617.28	80.44%
12276	6	2	30,961.18	4,516	26,444.93	30,961.18	85.41%
12294	4	0	26,575.02	3,816	22,759.28	26,575.02	85.64%
Total	395	114	2,364,530.40	396,102	1,968,428.40	2,364,530.40	83.25%