

SAN MARTÍN'S STORE SALES

Executive Summary

Geographical Overview

Total Sales

39M

Total Cost

28.07M

Total Profit

11M

Profit Margin

28.39%

Total Customer

6,954

Total Quantity

18,344

Total Store

150

Order Date

All

Category

All

Sales Agent

All

Stores

All

Region

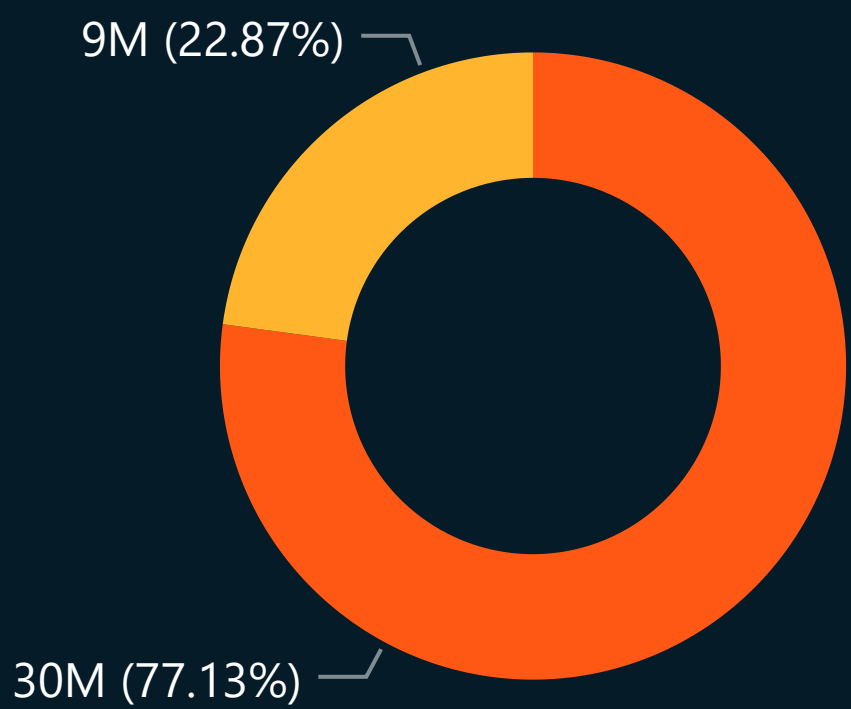
All

Week

All

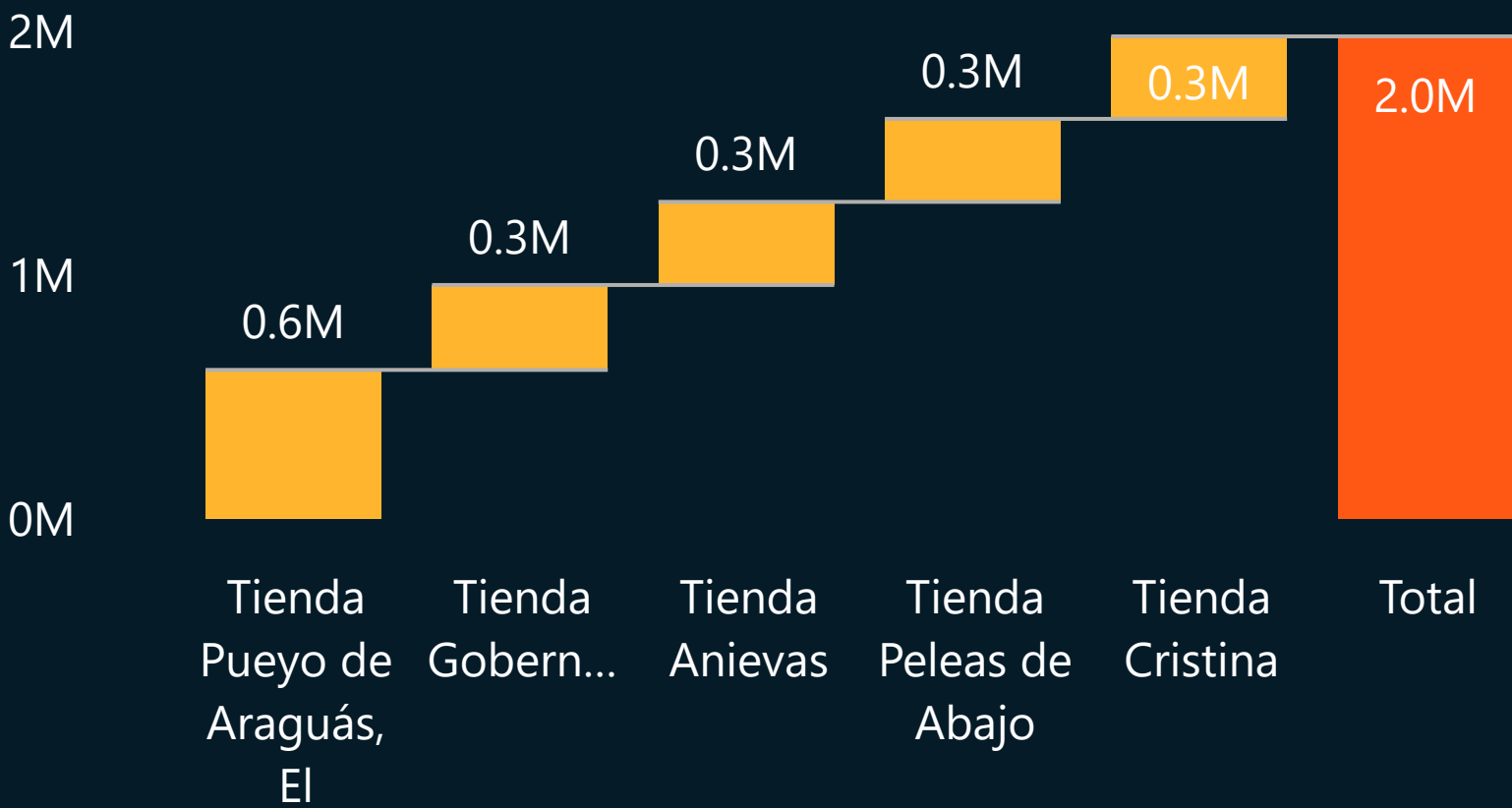
Weekday Sales and Weekend Sales

Weekday Sales Weekend Sales



Total Sales by Stores

Increase Decrease Total

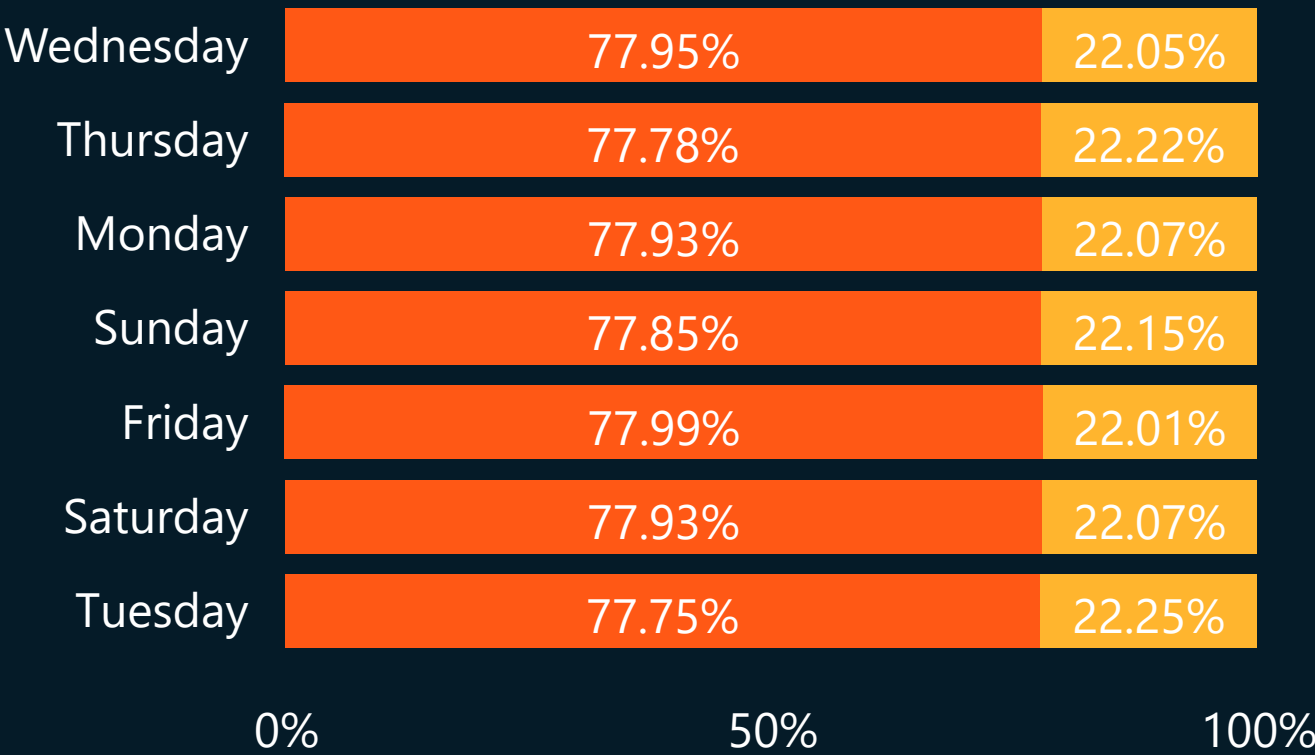


Top 5 Customers by Total Sales

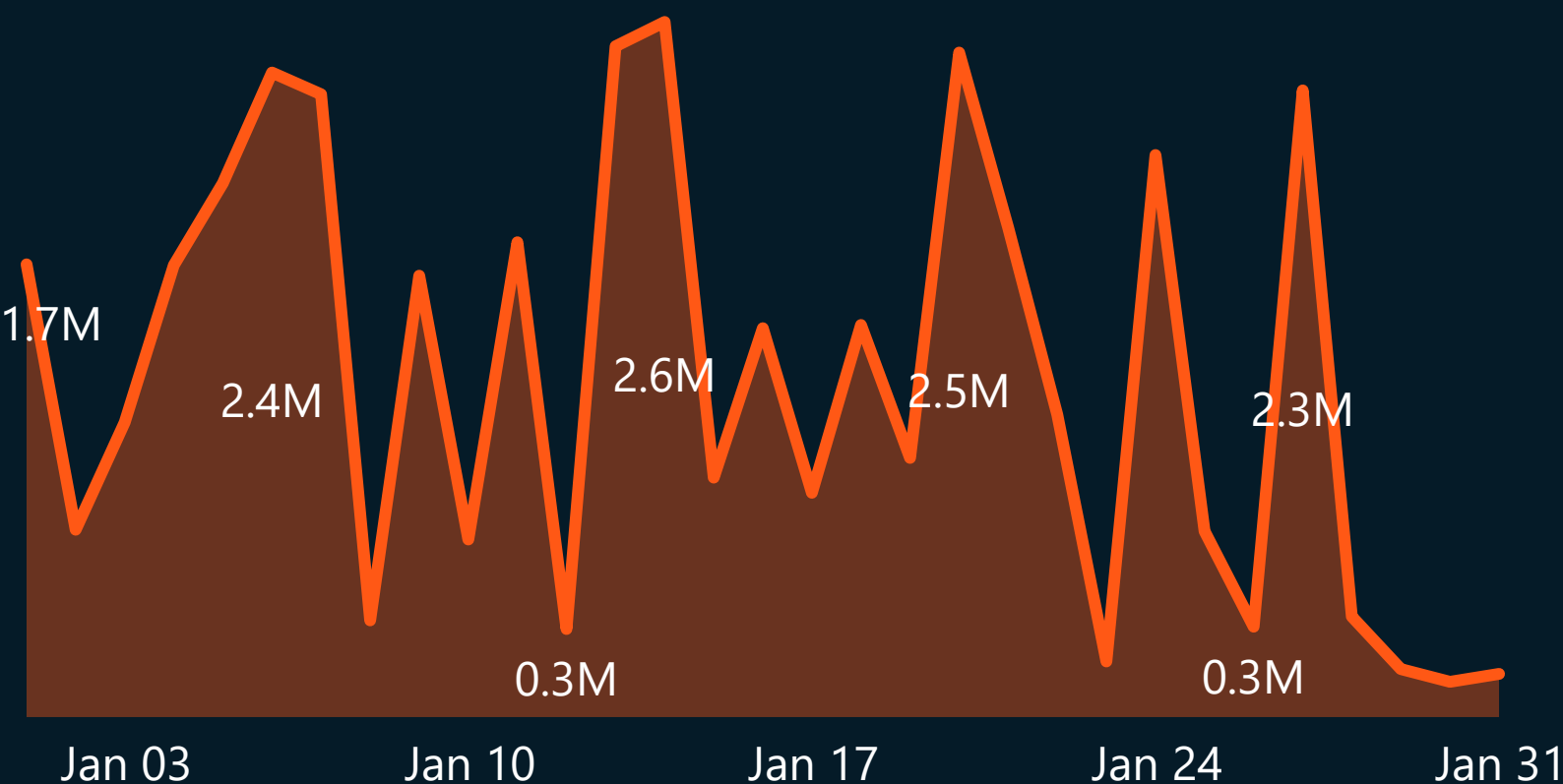


Total Sales and Total Profit by Weekday

Total Sales Total Profit



Total Sales by Order Date



Total Sales by Sales Agent



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Best 3 Performers (Most Sales)












Photo	Sales Agent Name	Total Sales	Total Profit
	Juanito Pacheco Quintero	7,795,632	2,208,681
	Ricardo Amat Casals	5,890,232	1,667,331
	Evelia Cazorla Girona	4,762,350	1,332,926

Worst 3 Performers (Least Sales)

Sales Agent Photo	Sales Agent Name	Total Sales	Total Profit
	Eduardo del Azcona	1,950,937	566,932
	Aureliano Cabezas Sola	2,847,288	801,561
	Teobaldo Peña Tejero	3,166,978	913,618

Sales By City



Region	Total Sales	Total Profit	Profit Margin	Weekday Sales	Weekend Sales
 Castilla y León	10,519,745	2,977,572	28.30%	8,058,988	2,460,757
 Aragón	5,946,003	1,675,106	28.17%	4,613,059	1,332,945
 Cataluña	4,191,302	1,186,886	28.32%	3,187,356	1,003,946
 Andalucía	3,715,194	1,059,541	28.52%	2,784,144	931,051
 Castilla - La Mancha	2,800,398	792,623	28.30%	2,146,851	653,547
 Extremadura	2,604,482	751,433	28.85%	2,054,048	550,434
 Comunitat Valenciana	2,464,336	702,502	28.51%	1,980,498	483,838
 Galicia	1,289,278	362,643	28.13%	991,637	297,641
 Cantabria	1,129,521	320,552	28.38%	876,328	253,193
 Navarra, Comunidad Foral	1,034,847	295,958	28.60%	800,371	234,476
 Madrid	772,427	210,700	28.31%	562,457	210,000
Total	39,202,329	11,131,000	28.39%	30,236,900	8,965,429

Top 5 Town by Profit

