

SALES ANALYSIS DASHBOARD

Total Sales

£6.83M

From Previous Year 48.98% ▲

Total Profit

-£18.52M

From Previous Year -47.17% ▼

Total Quantity

180K

From Previous Year 48.16% ▲

Total Orders

1K

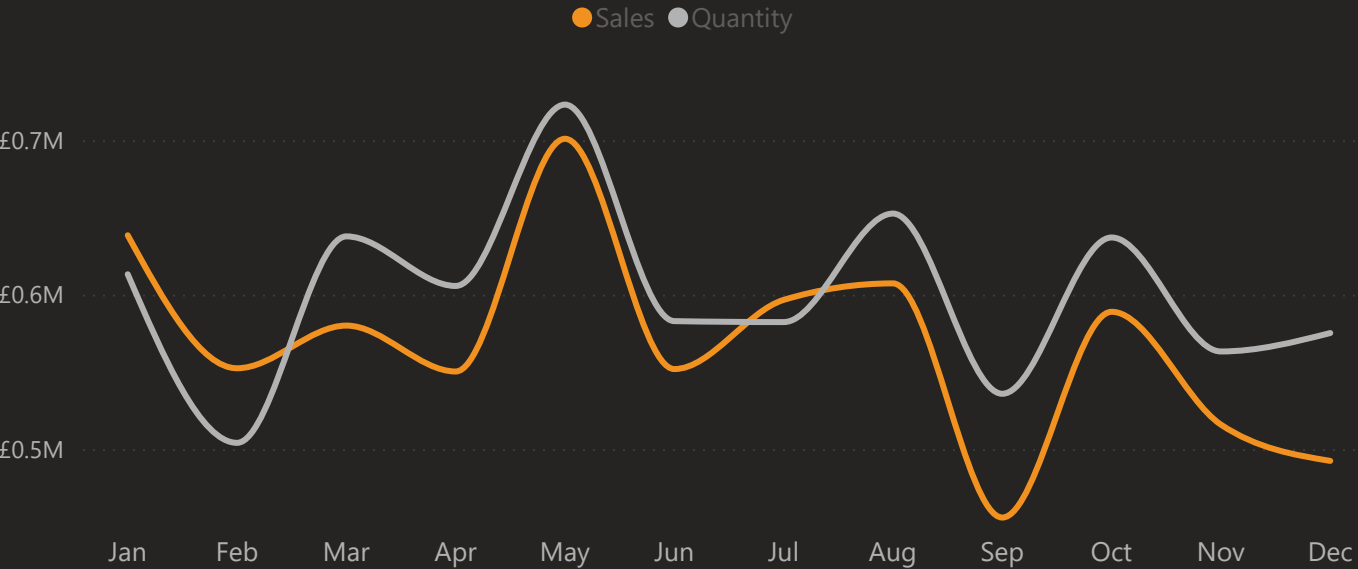
Previous Year 47.84% ▲

Total Refunds

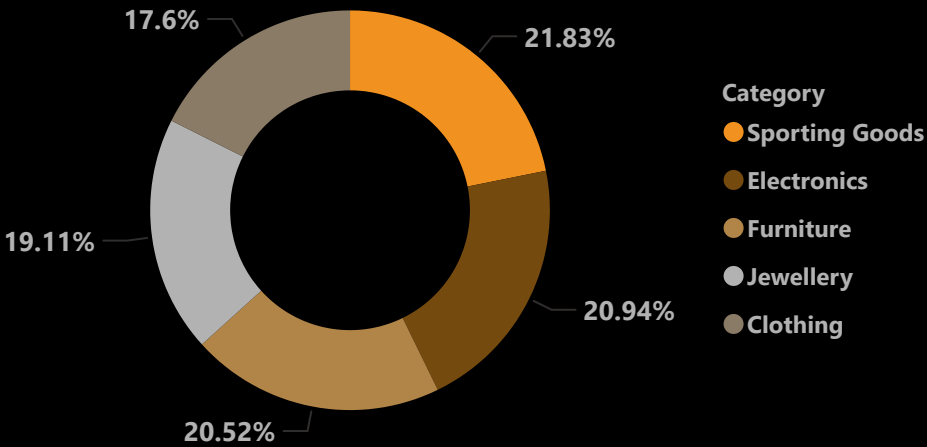
24K

From Previous Year 47.07% ▼

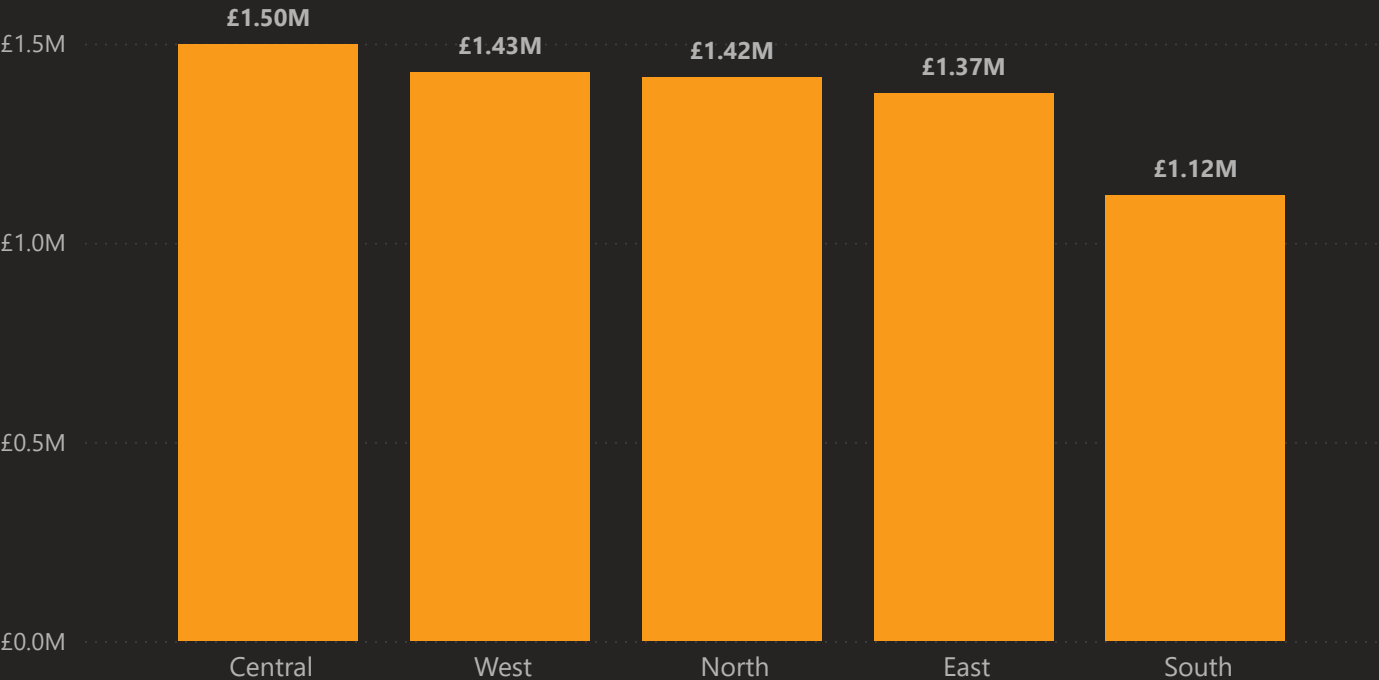
Sales Trend Over Time



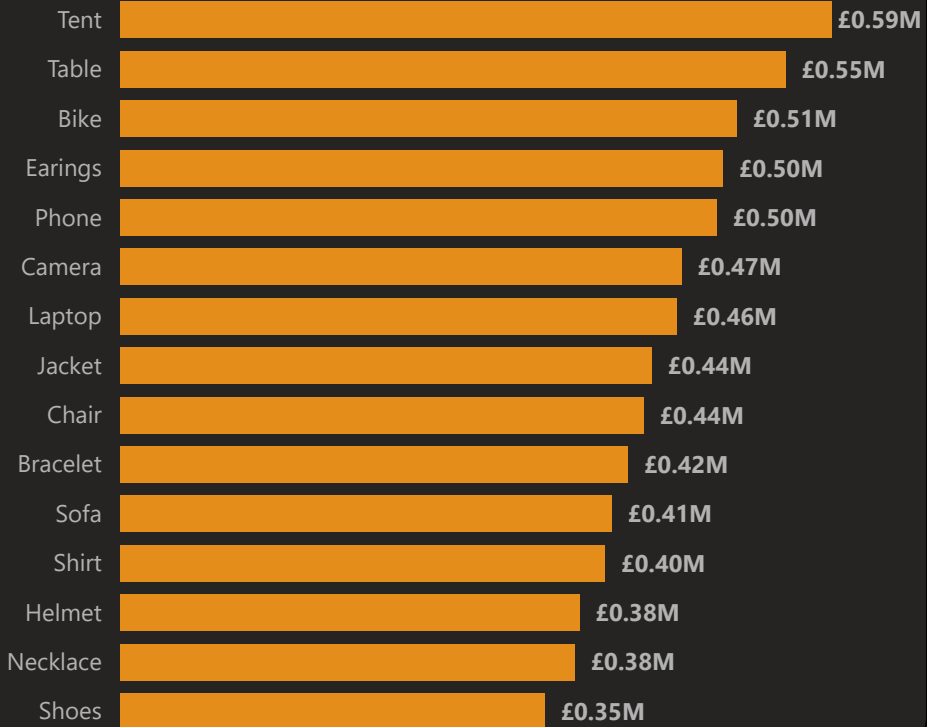
Product Category by Sales



Sales by Region



Sales Distribution by Product Sub-Category



Overview



Product



Region



Customers

Year

All

Month

All

Reset



PRODUCT ANALYSIS



Overview



Product



Region



Customers

Year

All

Region

All

Category

All

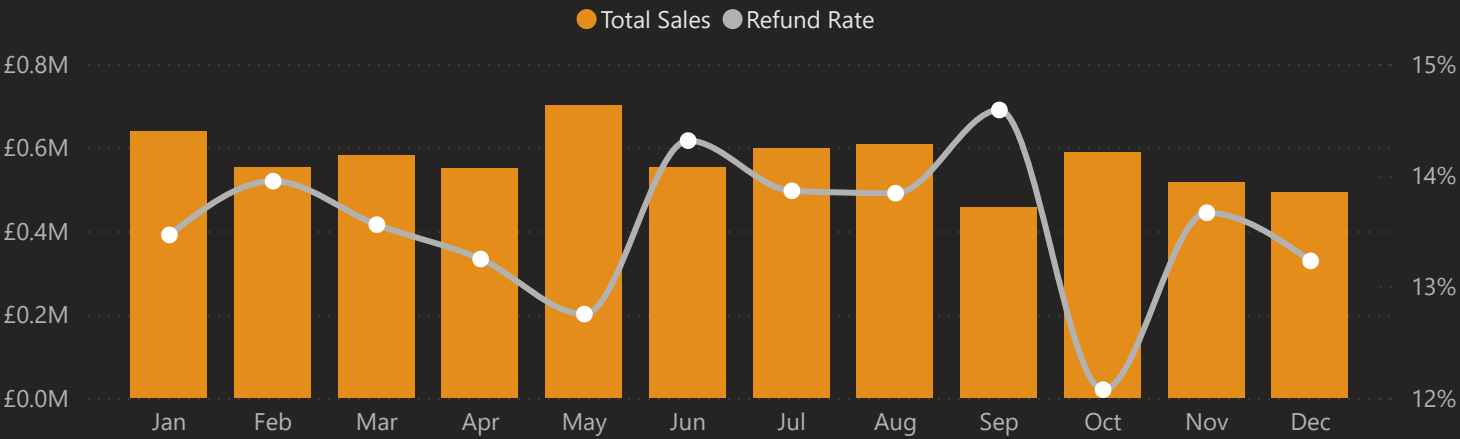
Product

All

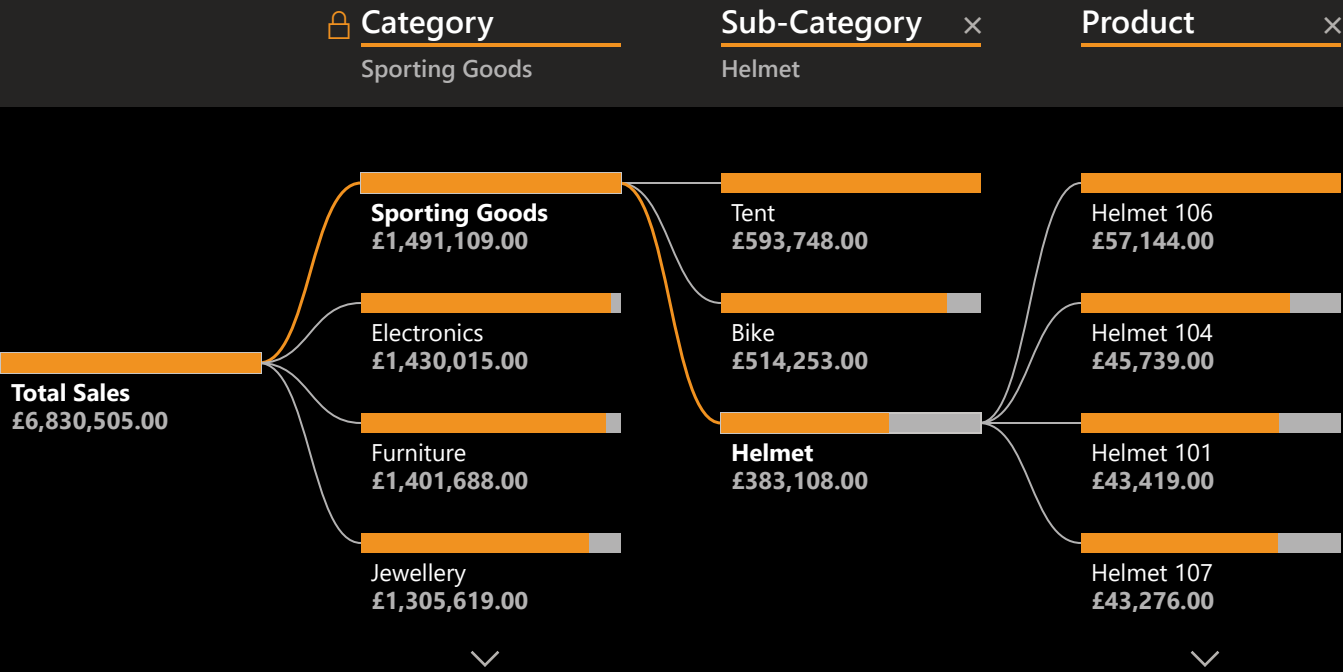
Reset



Monthly Sales and Refund Rate



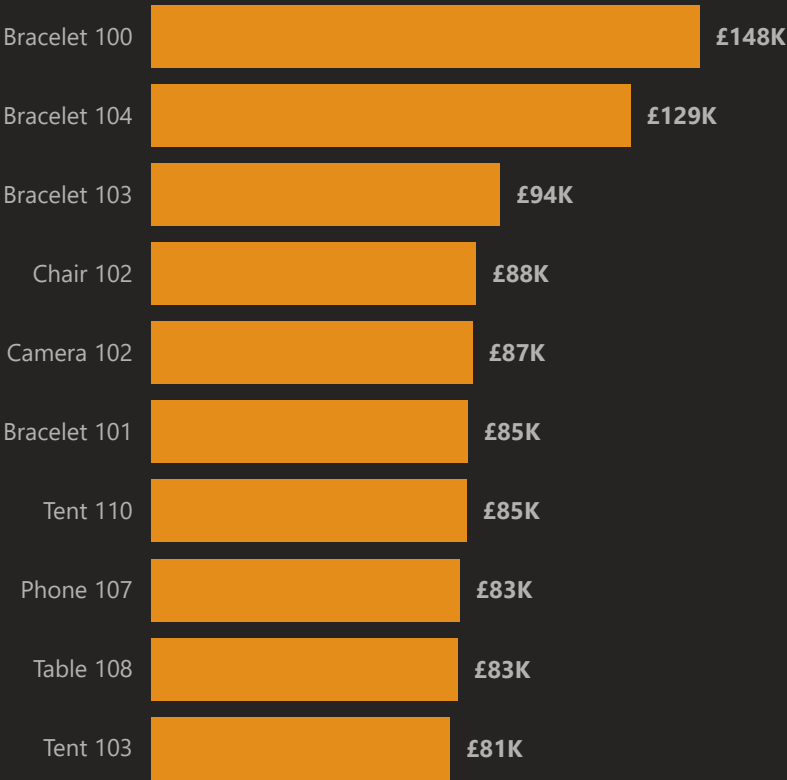
Sales Breakdown by Category, Sub-Category and Product



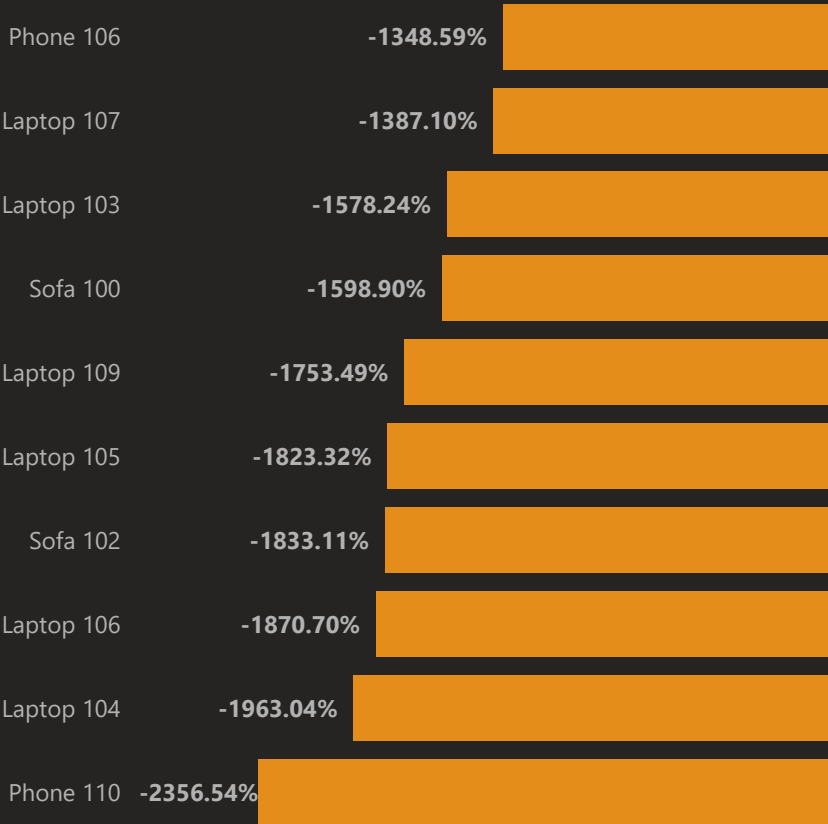
Product Performance

Product	Profit Margin	Quantity Sold	Refund Rate	Avg Rating
Camera 107	-513.21%	1,177	12.23%	
Necklace 102	32.77%	1,147	12.29%	
Tent 102	-6.05%	1,116	11.92%	
Helmet 109	57.34%	765	17.65%	1.0
Necklace 104	35.08%	1,843	16.55%	1.3

Top 10 Products by Sales



Bottom 10 Products by Profit Margin



REGIONAL ANALYSIS



Overview



Product



Region



Customers

Year



All



Month



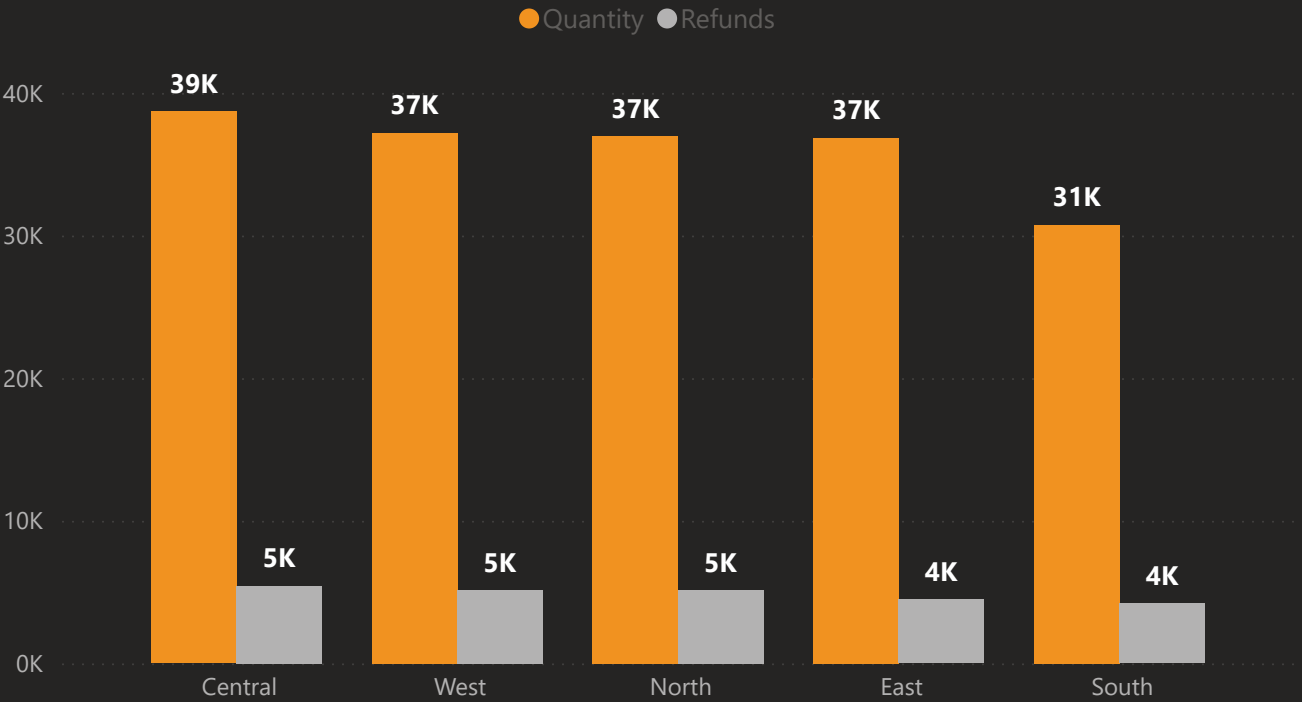
All



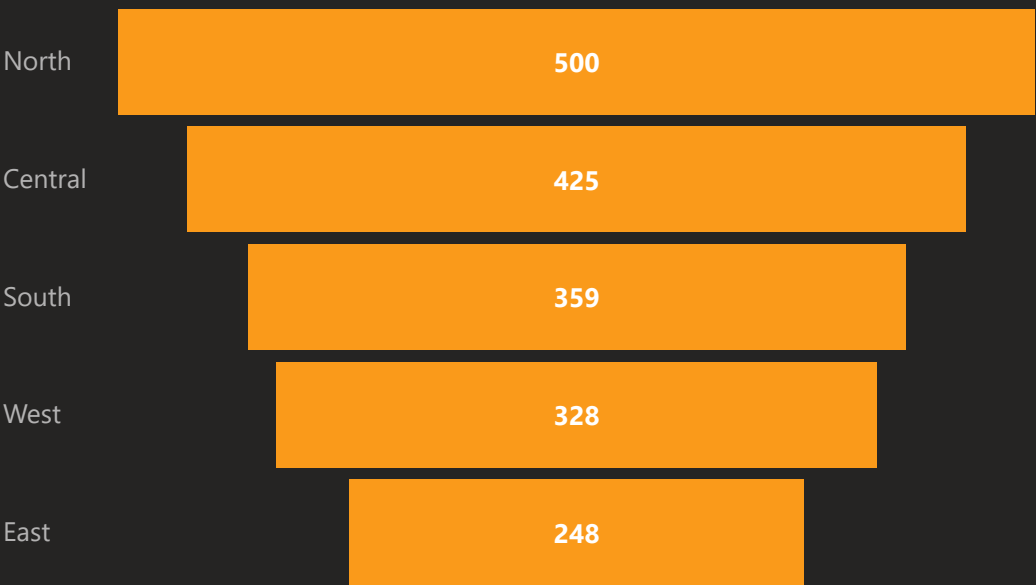
Reset



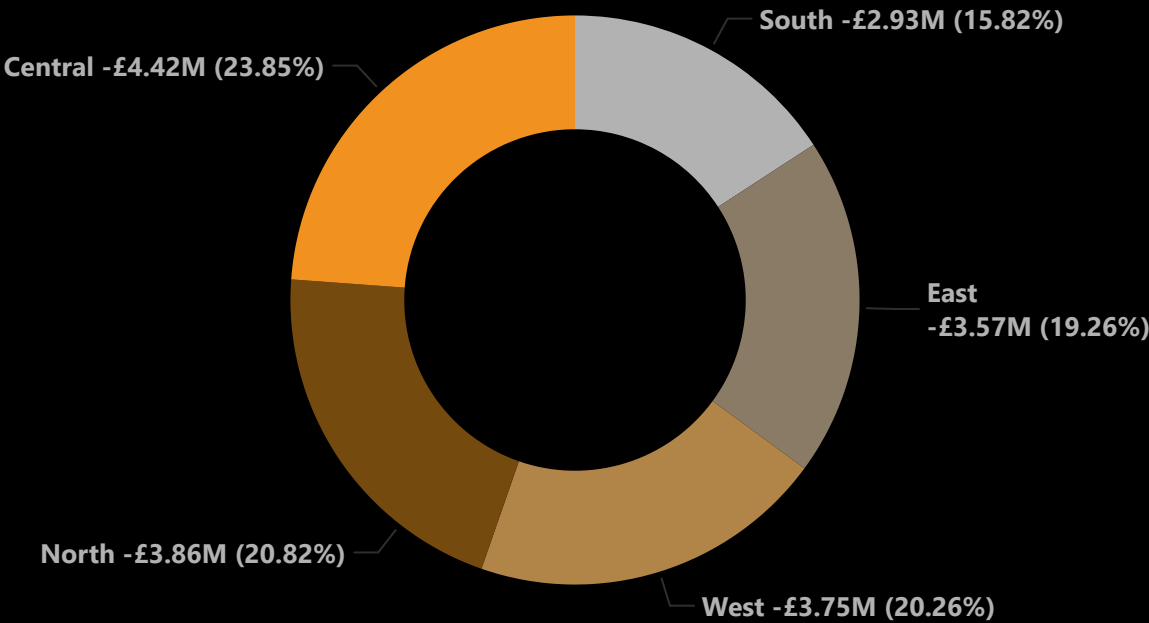
Quantity Sold vs. Refunds by Region



Breakages by Region



Profit (or Loss) by Region



Regional Performance

Region	Sales	Total Orders	Refund Rate	Breakage Rate
Central	£1,497,483	220	14.02%	747.65%
West	£1,426,747	212	13.76%	640.48%
South	£1,117,469	178	13.67%	528.17%
North	£1,415,038	213	13.89%	469.23%
East	£1,373,768	203	12.14%	320.45%
Total	£6,830,505	1,026	13.50%	2705.98%

CUSTOMER FEEDBACK & QUALITY



Overview



Product



Region



Customers

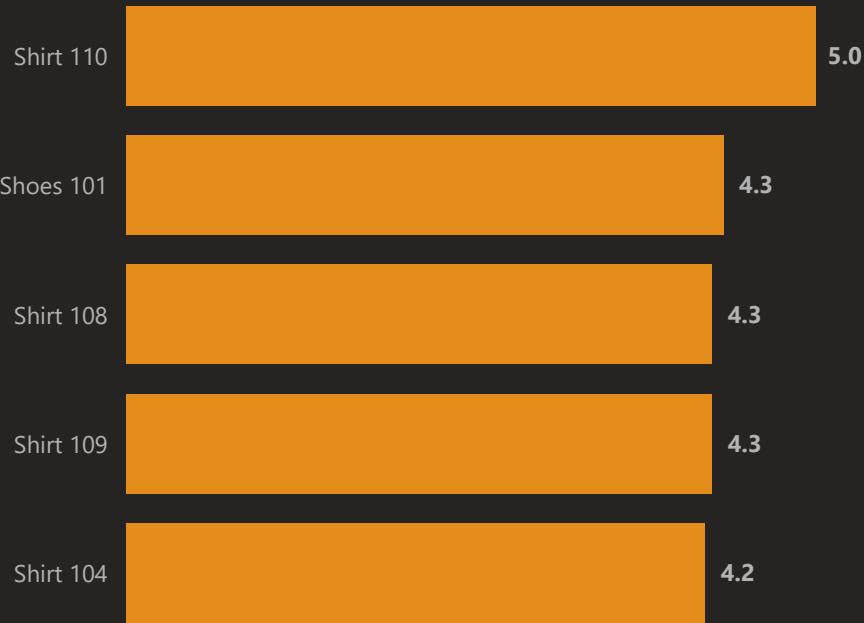
Year
All

Month
All

Category
Clothing

Reset

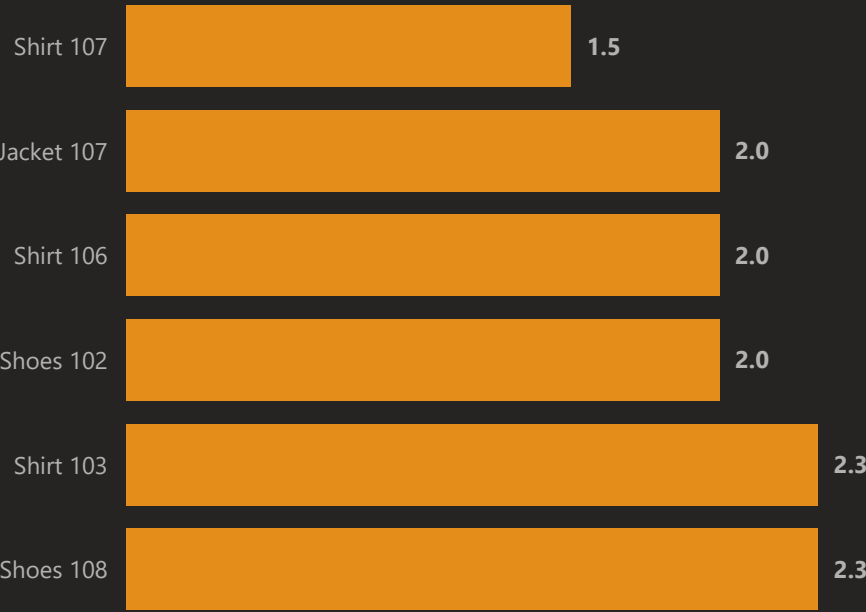
Top 5 Products by Average Rating



Avg Customer Rating



Bottom 5 Products by Average Rating



Customer Reviews

Order Date	Star Rating	Web Review
01 January 2022	★★★★★	Excellent product! Exceeded my expectations!
01 January 2022	★★★★	Good product, I'm quite happy with it.
01 January 2022	★	Terrible product. Not satisfied at all.
04 January 2022	★★★★	Good product, I'm quite happy with it.
07 January 2022	★★★★	Good product, I'm quite happy with it.
28 January 2022	★★★★★	Excellent product! Exceeded my expectations!
28 January 2022	★★★★	Good product, I'm quite happy with it.
28 January 2022	★★	Poor quality, wouldn't recommend.
28 January 2022	★	Terrible product. Not satisfied at all.
06 February 2022	★★	Poor quality, wouldn't recommend.
06 February 2022	★	Terrible product. Not satisfied at all.
12 February 2022	★★★	Average product, does the job but nothing special

Average Customer Rating by Month

