



# Consumer Purchase Behaviour

Filter

Total Sales

\$21.7M



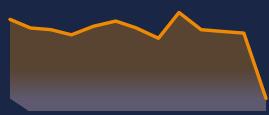
Total Consumers

618K



Avg. Profit per Box

\$9.6



Avg. Sales per Consumer

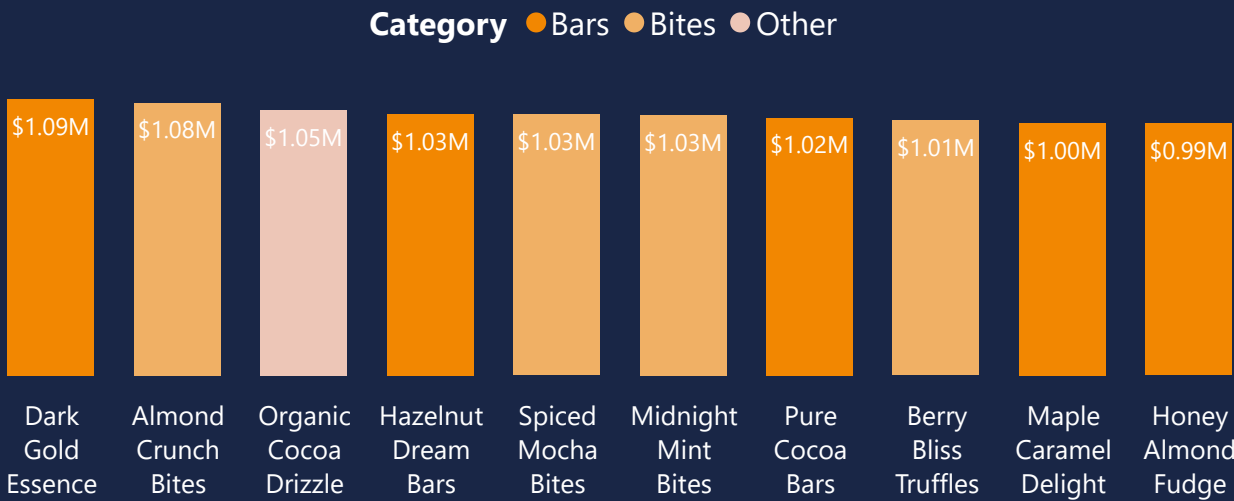
\$35.13



## Monthly Consumer Growth Trend



## Top-Selling Products and Categories



## Consumer Purchase Behaviour & Profit

Product	Sales	Boxes	Consumers	\$ per Consumer	Profit	% Profit	Profit Target	Sales Trend
Almond Crunch Bites	\$1,075,109	59,624	28626	\$37.56	\$877,157	81.6%	👍	
Baker's Delight Chips	\$932,491	75,226	25244	\$36.94	(\$1,064)	-0.1%	👎	
Berry Bliss Truffles	\$1,005,046	55,688	27989	\$35.91	\$790,647	78.7%	👍	
Citrus Zest Bars	\$946,099	96,847	30774	\$30.74	\$589,702	62.3%	👍	
Cocoa Cream Sip	\$902,384	50,098	30127	\$29.95	\$404,410	44.8%	👎	
Dark Gold Essence	\$1,089,312	60,878	32535	\$33.48	\$618,725	56.8%	👍	
Dark Rich Cocoa Bites	\$938,049	82,174	27255	\$34.42	\$523,892	55.8%	👍	
Hazelnut Dream Bars	\$1,030,323	86,978	27295	\$37.75	\$379,728	36.9%	👎	
Total	\$21,701,722	1,344,574	617694	\$35.13	\$12,888,036	59.4%		

## Global Sales Distribution

