



Consumer Purchase Behaviour

Filter

0

Total Sales

\$21.7M



Total Customers

618K



Avg. Profit per Box

\$9.6



Avg. Sales per Customer

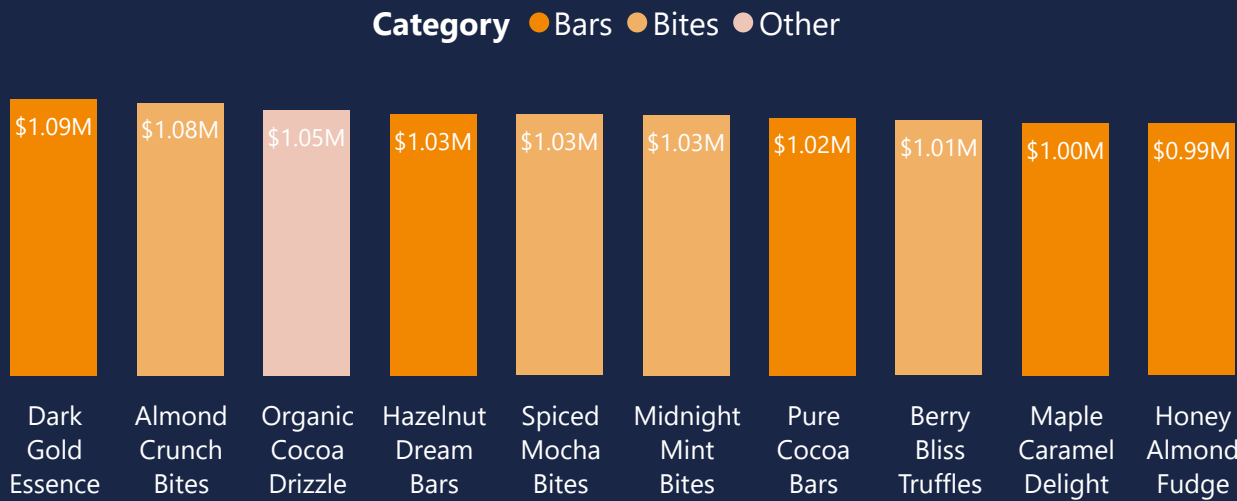
\$35.13



Monthly Customer Growth Trend



Top-Selling Products and Categories



Customer Purchase Behaviour & Profit

Product	Sales	Boxes	Customer	\$ per Customer	Profit	% Profit	Profit Target	Sales Trend
⊕ Snowy White Delights	\$979,188	87,237	24012	\$40.78	\$418,254	42.7%	👎	
⊕ Nougat Crunch Bites	\$992,271	64,557	25788	\$38.48	\$584,916	58.9%	👍	
⊕ Spiced Mocha Bites	\$1,029,490	58,052	26844	\$38.35	\$552,303	53.6%	👍	
⊕ Pure Cocoa Bars	\$1,015,994	66,004	26570	\$38.24	\$322,292	31.7%	👎	
⊕ Organic Cocoa Drizzle	\$1,047,011	45,761	27688	\$37.81	\$609,078	58.2%	👍	
⊕ Hazelnut Dream Bars	\$1,030,323	86,978	27295	\$37.75	\$379,728	36.9%	👎	
⊕ 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%	👎	
Total	\$21,701,722	1,344,574	617694	\$35.13	\$12,888,036	59.4%		

Global Sales Distribution

