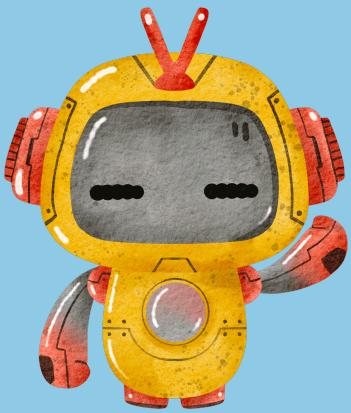


MENU



Sales
Insights



Customer
Insights



Products
Insights

ABOUT ME

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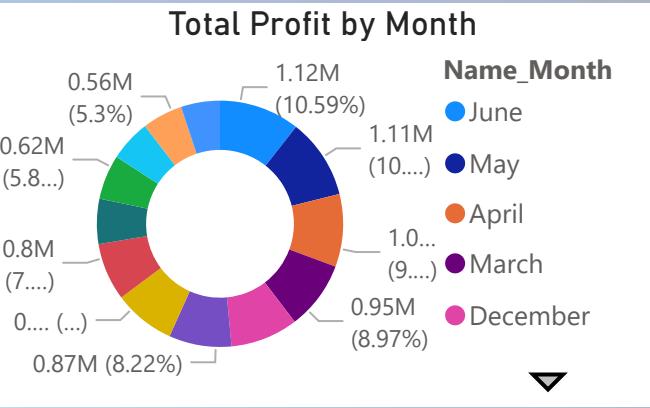
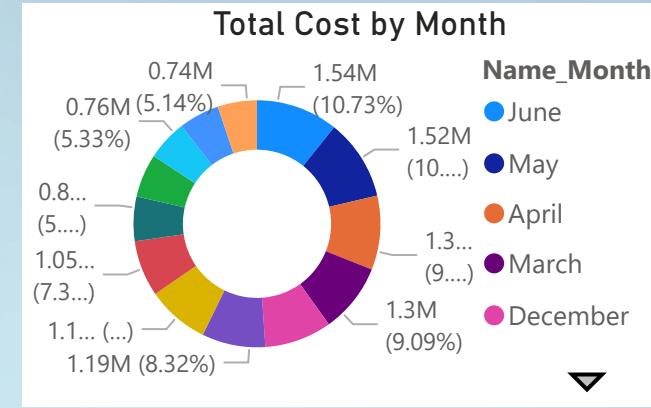
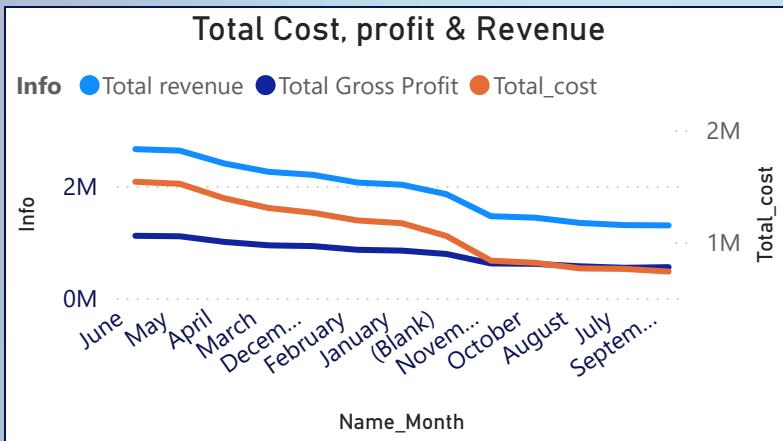
Sort By Year



2015

2016

2017



Total Cost

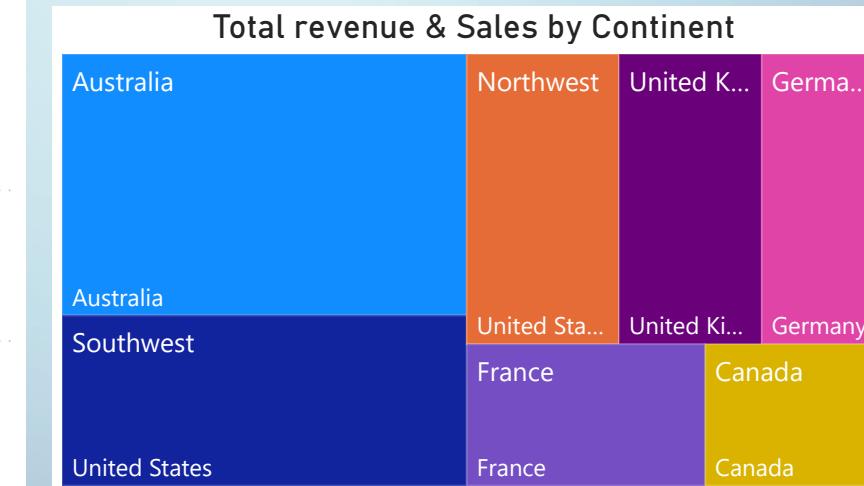
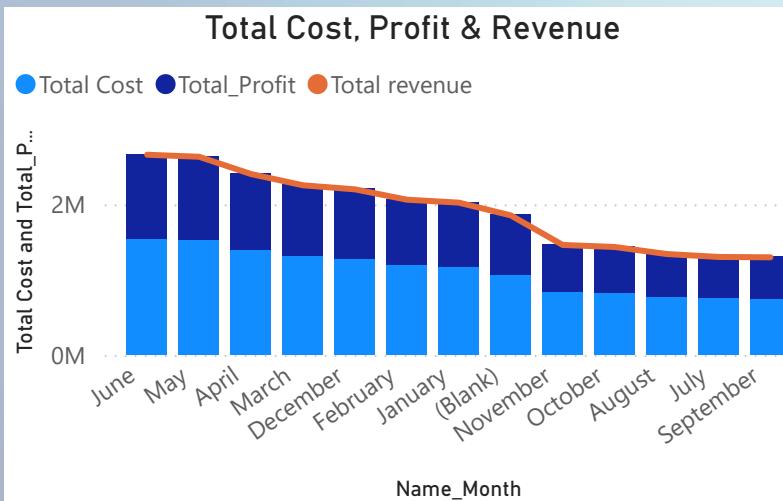
14.46M

Total revenue

24.91M

Total_Profit

10.58M



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Sort By Year

- Blank
- 2015
- 2016
- 2017

Weekday Orders and Weekend Orders by Month



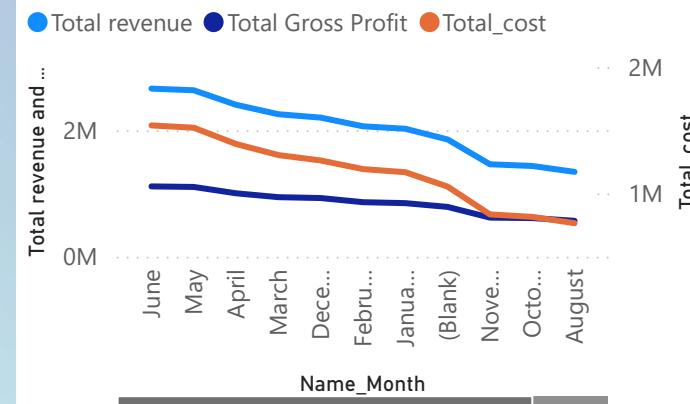
Total Number of Orders

56K

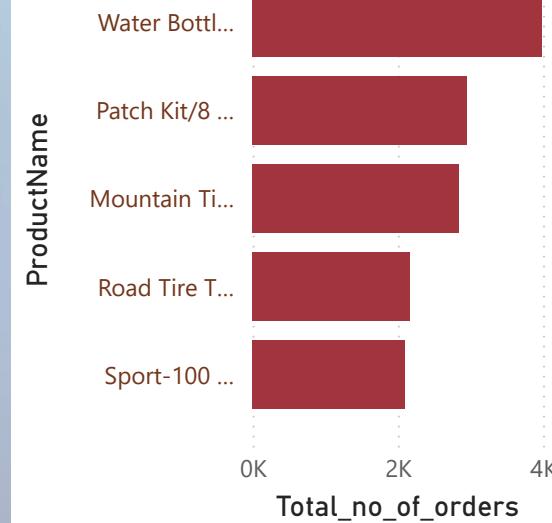
Total Orders Qty

84K

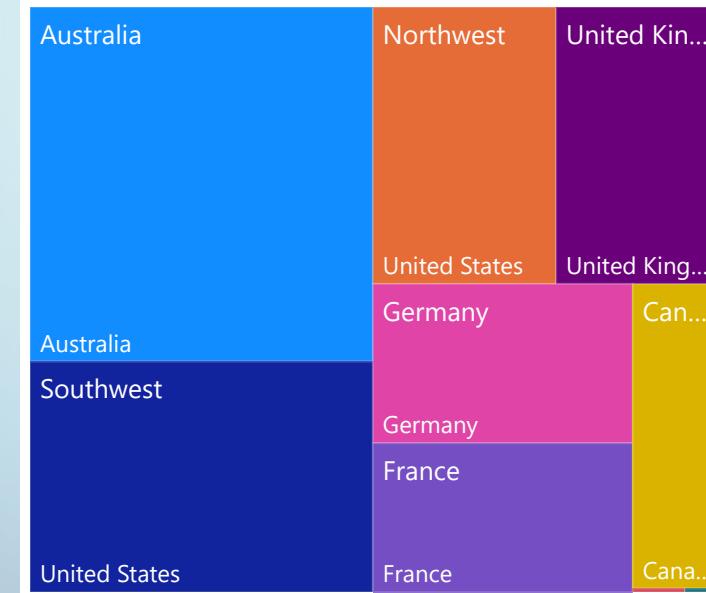
Total revenue, Total Gross Profit and Total Cost by Month



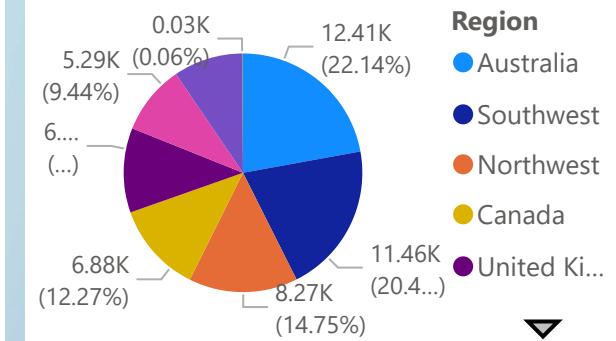
Top 5 Products based on No of orders



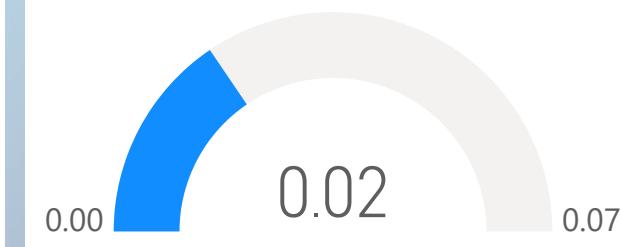
Total revenue and Sales by Continent by Region and Country



Customer Count By Country



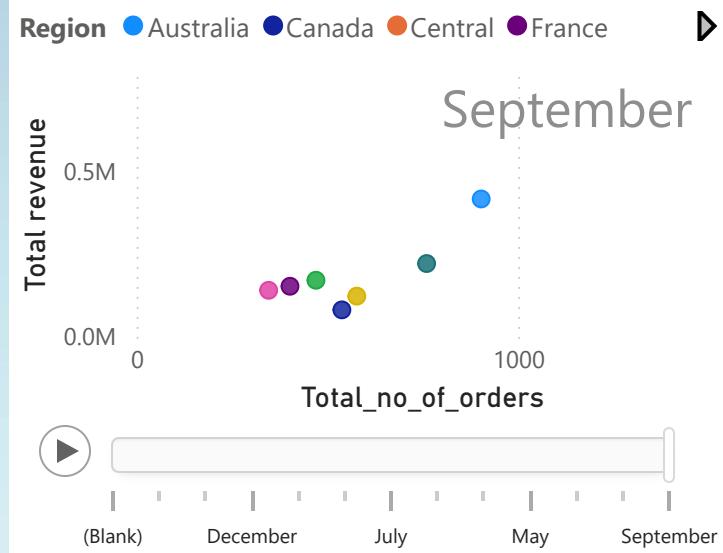
Return Rate %



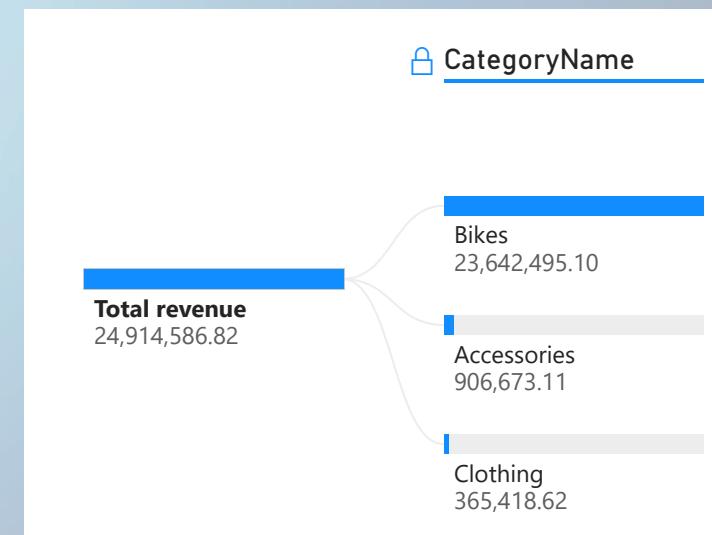
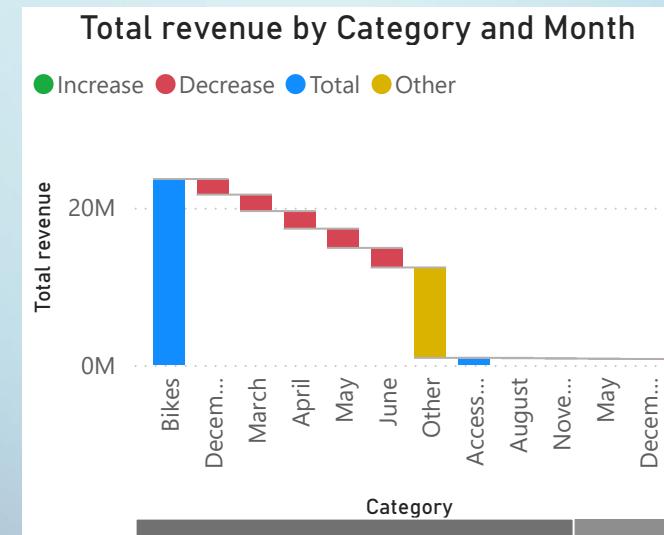
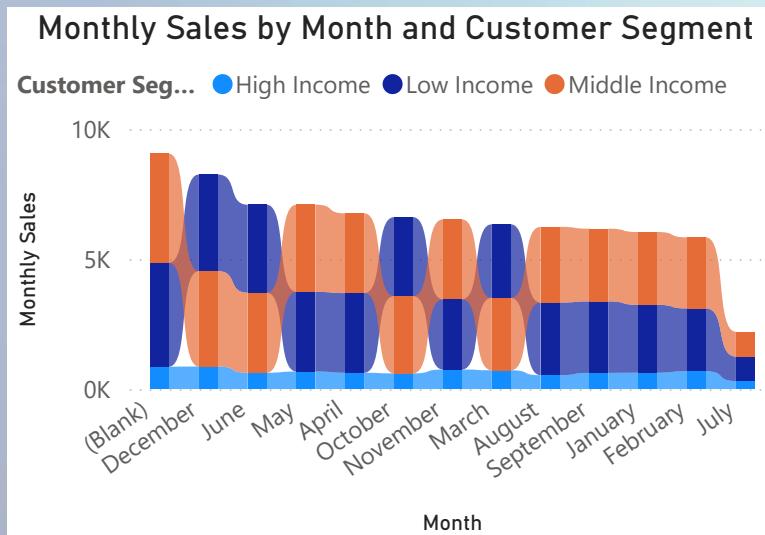
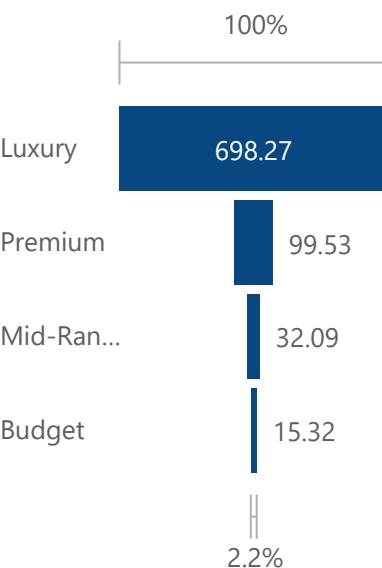


Details Table				
Region	Accessories	Bikes	Clothing	Total
Australia	381.56	88,619.82	841.49	121,202.68
Canada	381.56	88,619.82	841.49	121,202.68
Central	381.56	88,619.82	841.49	121,202.68
France	381.56	88,619.82	841.49	121,202.68
Germany	381.56	88,619.82	841.49	121,202.68
Northeast	381.56	88,619.82	841.49	121,202.68
Northwest	381.56	88,619.82	841.49	121,202.68
Southeast	381.56	88,619.82	841.49	121,202.68
Southwest	381.56	88,619.82	841.49	121,202.68
United Kingdom	381.56	88,619.82	841.49	121,202.68
Total	381.56	88,619.82	841.49	121,202.68

Total Orders No. and Total revenue by Region and Month



Avg. Profit per Order by Price Band

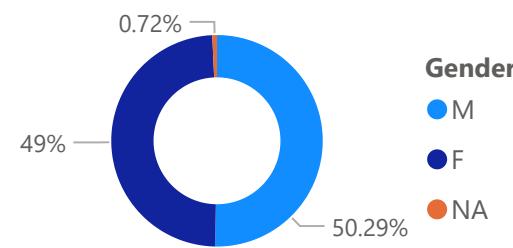




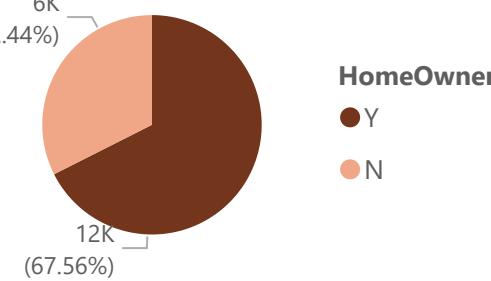
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Count of customer by Gender

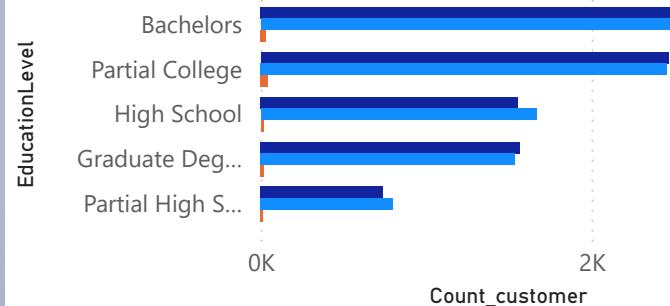


Count of customer by HomeOwner



Customer Count and Count of Annual Income by Education Level and Gender

Gender ● F ● M ● NA



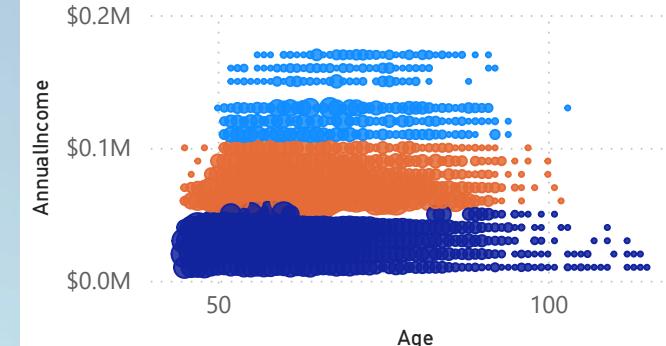
Count of customer by Membership Card and Customer Segment

Customer Segm... ● High Income ● Low Income ● Middle Income



Count of TotalChildren by Customer Segment, Age and AnnualIncome

Customer S... ● High Income ● Low Income ● Middle Inco...



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Analyzer

Membership Card

No Card

No Card

11537

Silver Card

3638

Platinum Card

2673

Occupation

Skilled Manual

Skilled Manual

3529

Clerical

2859

Manual

2353

EducationLevel

Bachelors

954

Partial College

927

High School

917

Count_customer

18148



Filter :

Gold Card No Card Platinum Card Silver Card

Total Customer

18K

Average Customer Age

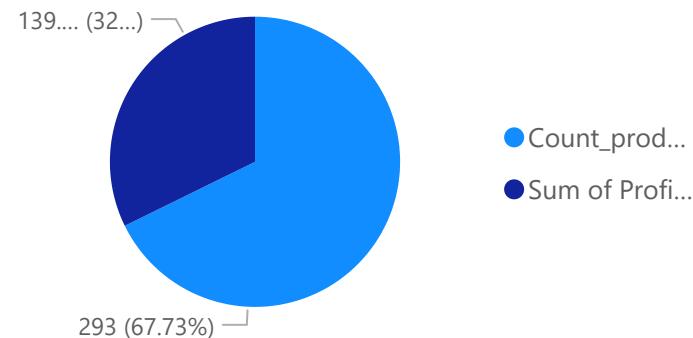
63.42



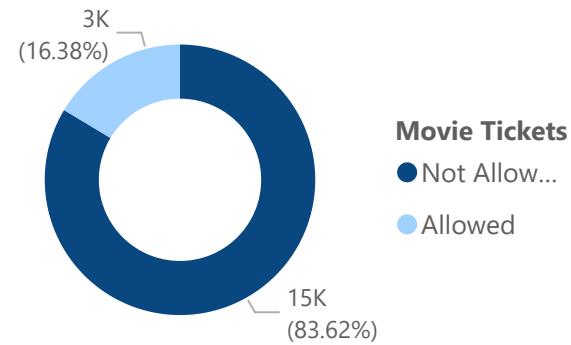
Orders by Memberships type

12249 ✓
Goal: 11000 (+11.35%)

Count of Product by Product margin

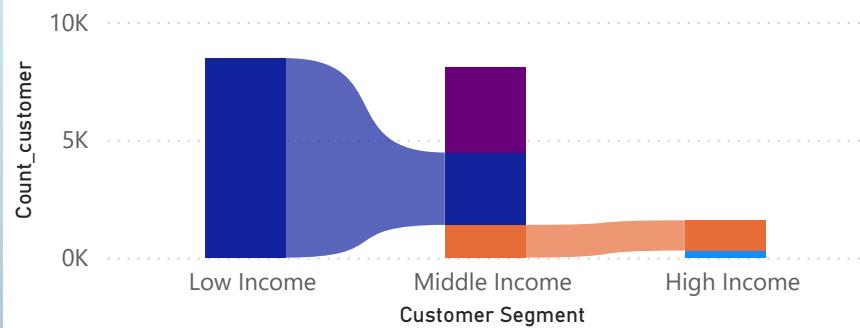


Customer Count (By Movie Tickets)



Customer Count by Customer Segment and Membership Card

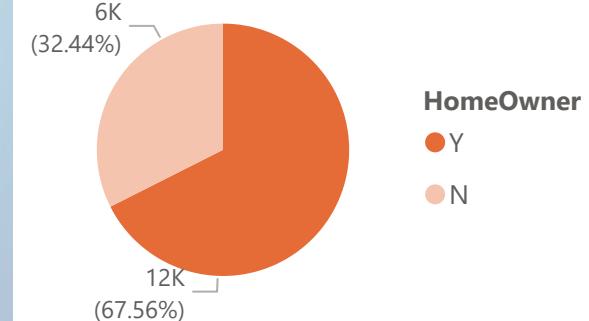
Membership Card ● Gold Card ● No Card ● Platinum Card ● Silver Card



Customer With Highest Orders

Customer Full Name	Total_no_of_orders
MR. HENRY GARCIA	54
MRS. HAILEY PATTERSON	54
MS. APRIL SHAN	55
MR. DALTON PEREZ	56
MR. RYAN THOMPSON	56
MRS. SAMANTHA JENKINS	56
MR. CHARLES JACKSON	57
MRS. JENNIFER SIMMONS	59
MRS. ASHLEY HENDERSON	61
MR. FERNANDO BARNES	64
Total	572

Customer Count by HomeOwner



Products Details



4

category count

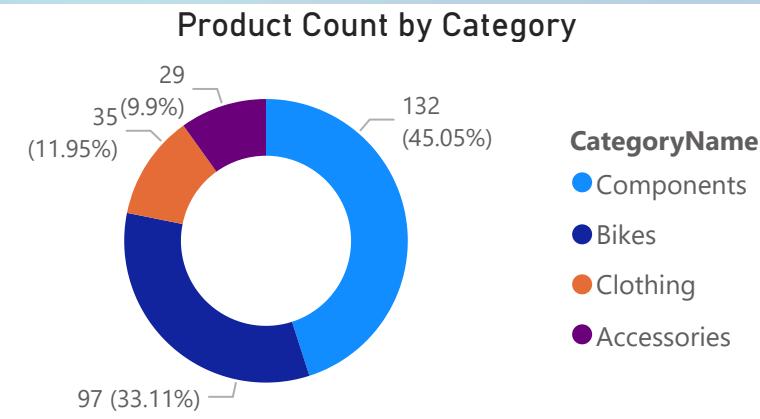
Total Products

293

Premium Product Count

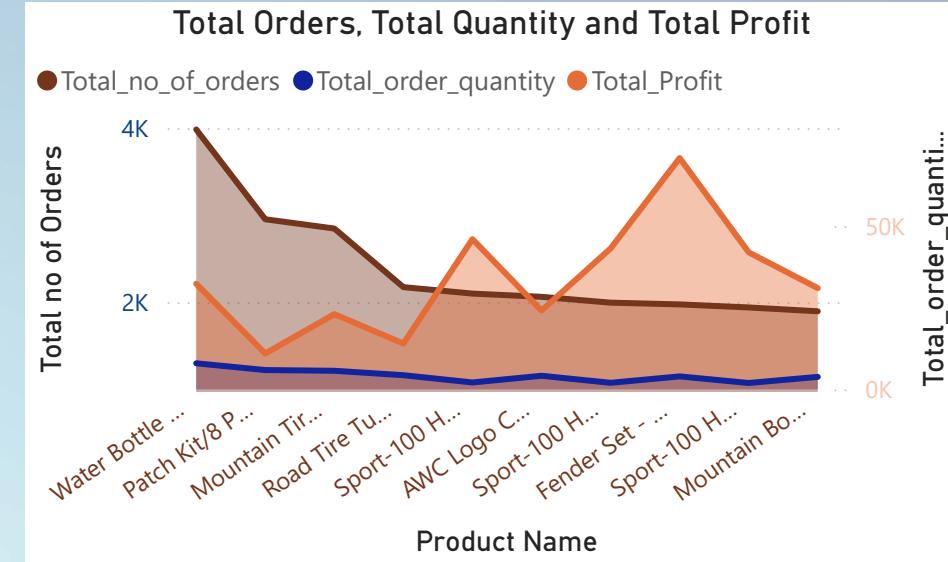
84

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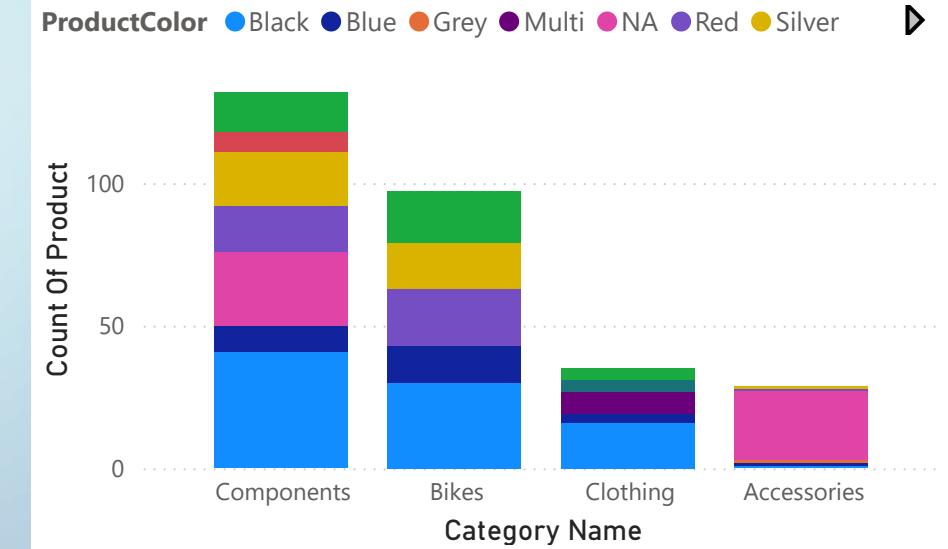


Top 10 Products by Price

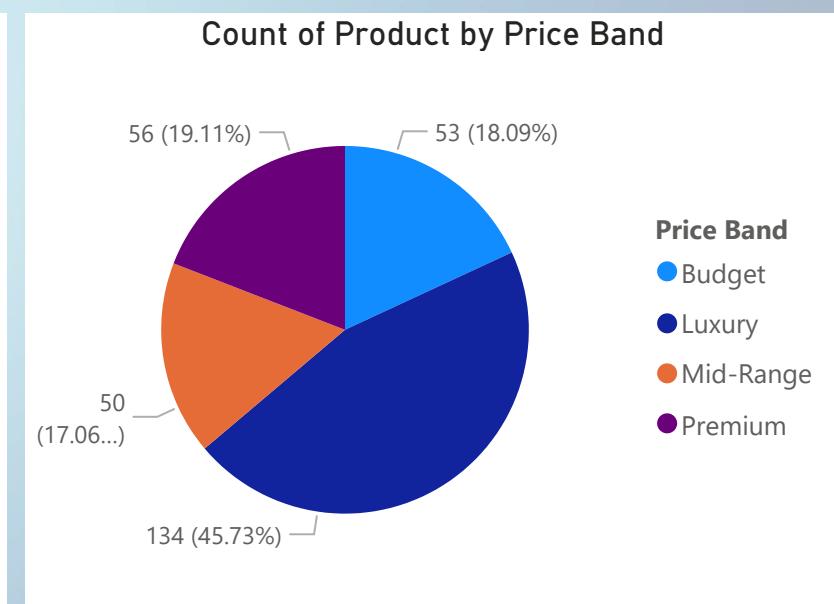
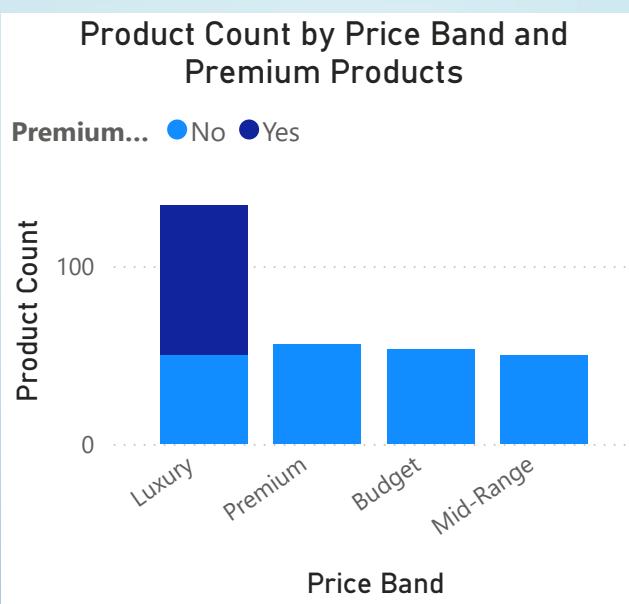
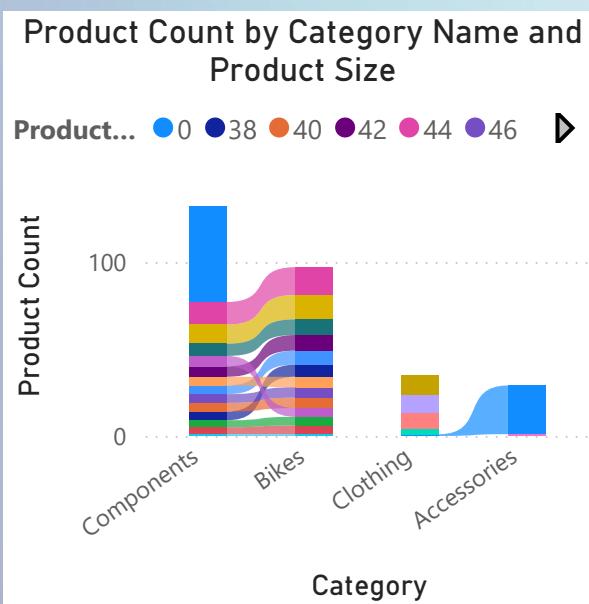
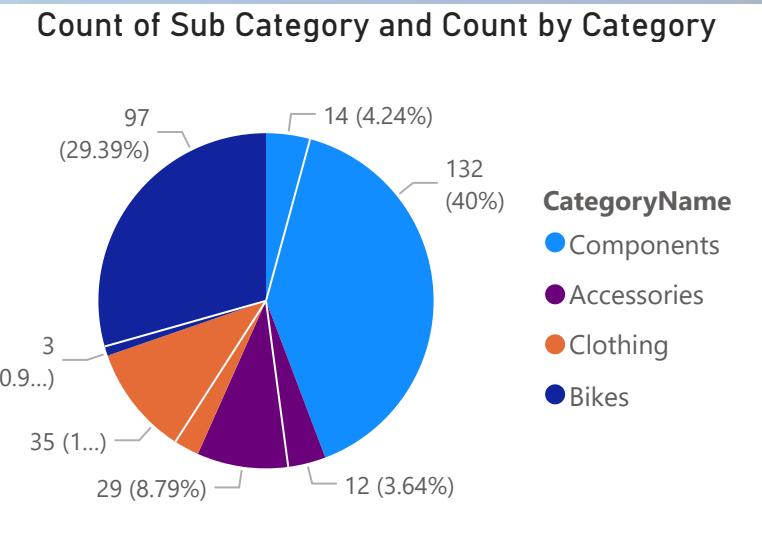
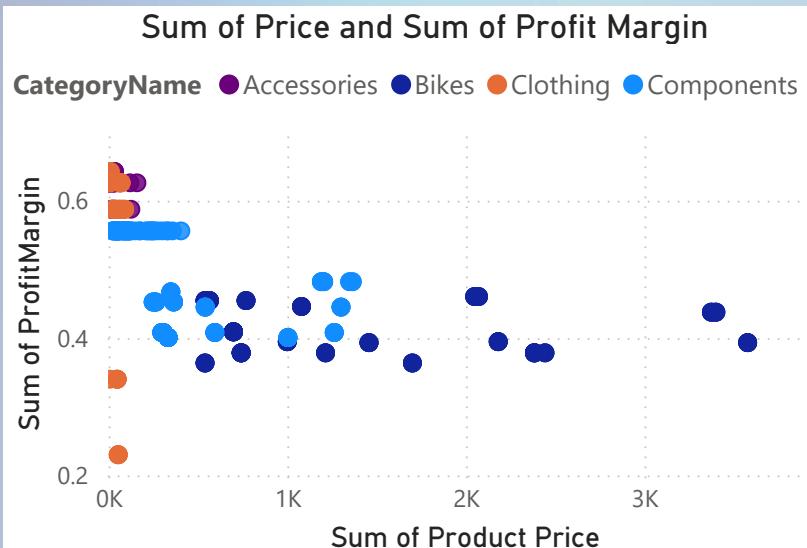
ProductName	Price Band	Sum of ProductPrice
Road-150 Red, 44	Luxury	3,578.27
Road-150 Red, 48	Luxury	3,578.27
Road-150 Red, 52	Luxury	3,578.27
Road-150 Red, 56	Luxury	3,578.27
Road-150 Red, 62	Luxury	3,578.27
Mountain-100 Silver, 38	Luxury	3,399.99
Mountain-100 Silver, 42	Luxury	3,399.99
Mountain-100 Silver, 44	Luxury	3,399.99
Mountain-100 Silver, 48	Luxury	3,399.99
Mountain-100 Black, 38	Luxury	3,374.99
Mountain-100 Black, 42	Luxury	3,374.99
Mountain-100 Black, 44	Luxury	3,374.99
Mountain-100 Black, 48	Luxury	3,374.99
Total		44,991.27



Product Count by Category and Color



Products Details





CONTACT ME

JEEVITHA M

Business Analyst | Data Analyst

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Stay connected! Follow me on [LinkedIn](#)

Want to collaborate? Email me at jeevitha.m1410@gmail.com

