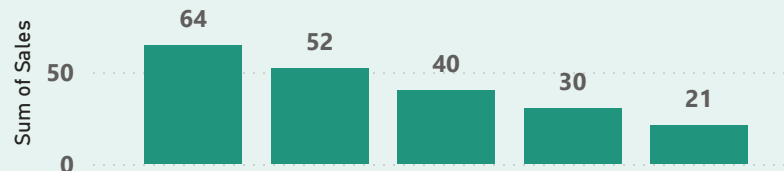# SALES DASHBOARD

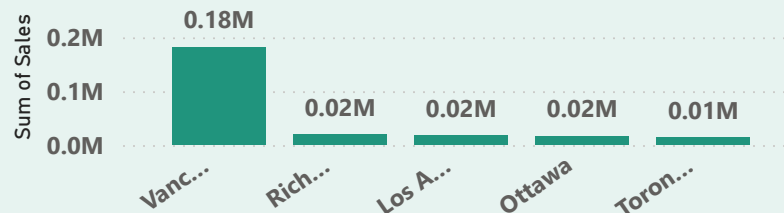Data Tactico
DATA DRIVEN DIRECTIONS

Country

All

620.21K
Total Sales

270.27K
Total Profit

0.44
Profit Margin(%)

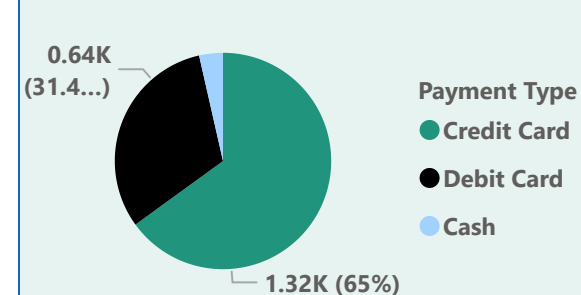## Bottom 10 low Performing Products

| 64 | 52 | 40 | 30 | 21 |

Top 10 Cities by Sales

Vanc... 0.18M, Rich... 0.02M, Los A... 0.02M, Ottawa 0.02M, Toron... 0.01M

Most Popular payment channel

0.64K (31.4...)
1.32K (65%)

Payment Type
● Credit Card
● Debit Card
● Cash

Count of Order Id by Channel

0.7K (34.45%)
1.33K (65.55%)

Channel
● Online
● In Store

Profit Margin(%) per Year

0.48
0.461
0.46
0.44
0.421 0.429
0.42
2018   2019   2020   2021
Year

0.473
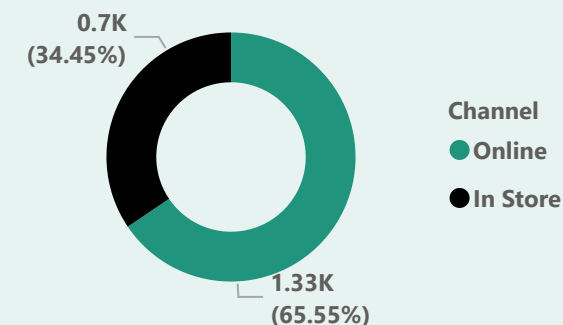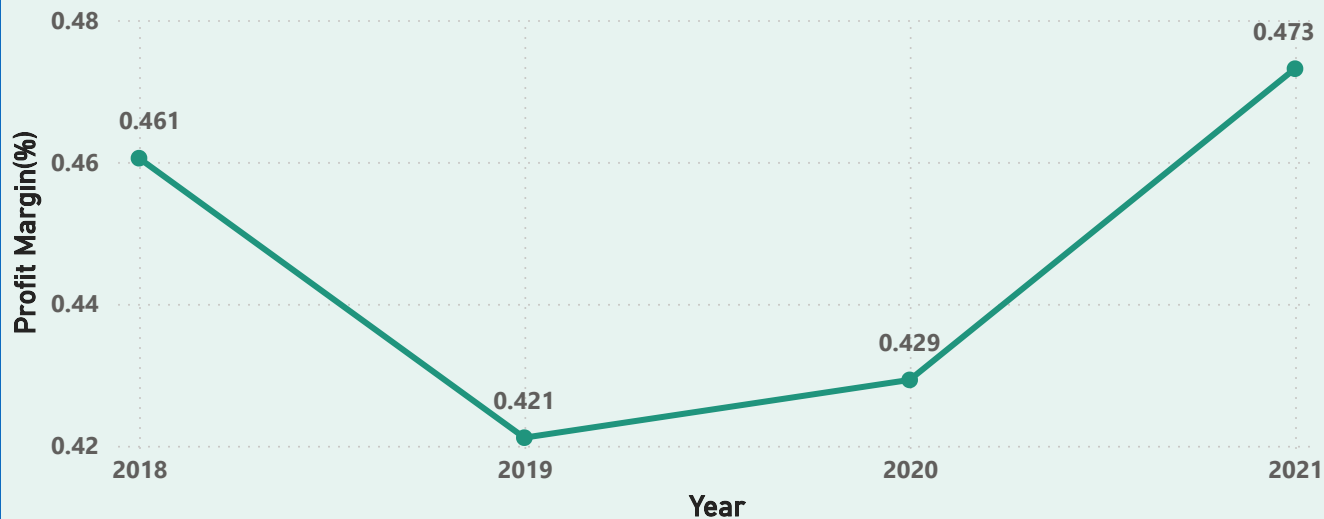
Profit Performance by Top 5 Sales Products

● Average of Profit ● Average of Sales

2K
1K
0K

Dell Laptop | Women's Ignite Slide | Women's Ignite PIP VI Slide | Merrell Women's Moab 2 Vent Hiking... | Bridgestone e6 Straight Distance NFL ...

Product