

Dashboard of Analytics Sales

2014-2017

Tahun

Summaries

How is The Trend of Sales

During the 2014-2017 period, the company's sales fluctuated with a decline in 2015 and an increase again until 2017. The Consumer segment was the dominant buyer, while the Technology category, despite having fewer transactions, but had the highest profit.

Recomendation: Enhance marketing strategies through discount and advertising to increase the number of consumers and sales

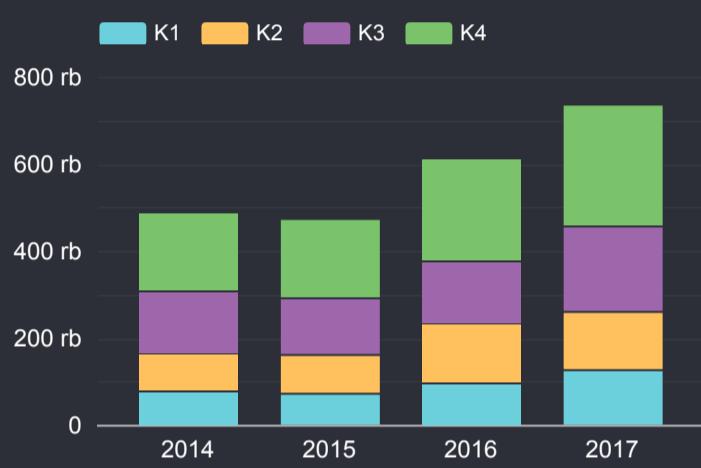
Profit
286,4 rb

Sales
2,3 jt

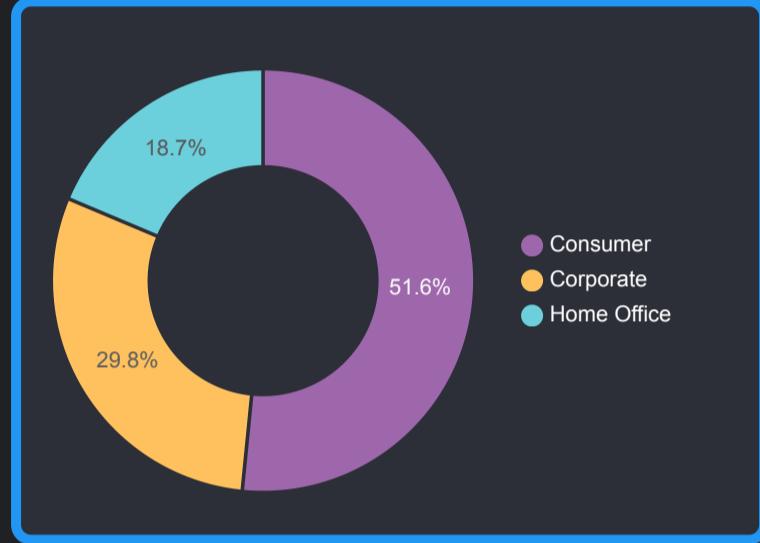
Quantity
37,9 rb

Total Customer
793,0

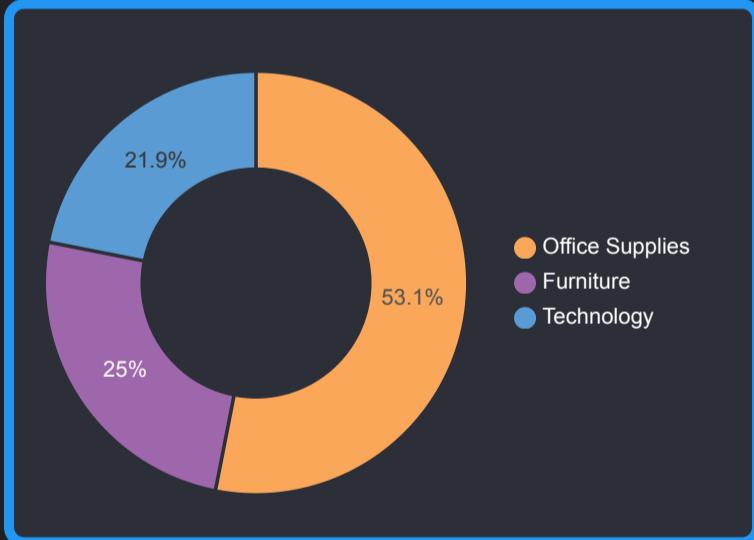
Total Sales Trends per Year and Quarter



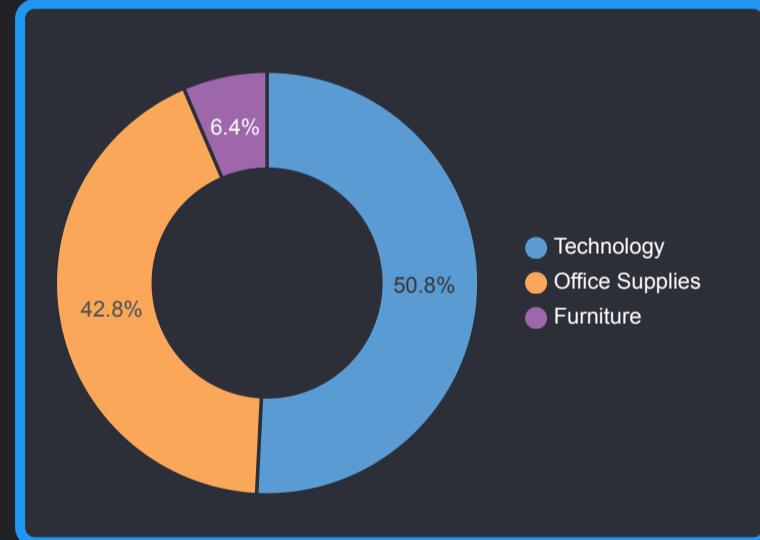
Customer Segment Analysis by Customer Name



Total Transactions by Product Category



Total Transactions by Product Category



US Geographic Map of Total Sales by State

