

Sales & Customer Performance Dashboard

Business Performance Overview | 2015 – 2018

Country

All

State

All

City

All

Region

Central

East

South

West

Segment

Consumer

Corporate

Home Office

Sales Growth YoY

46.90%

Sales YoY %

Order Date

03-01-2015

30-12-2018

Category

Furniture

Office Supplies

Technology

2.26M

Total Sales

4922

Total Orders

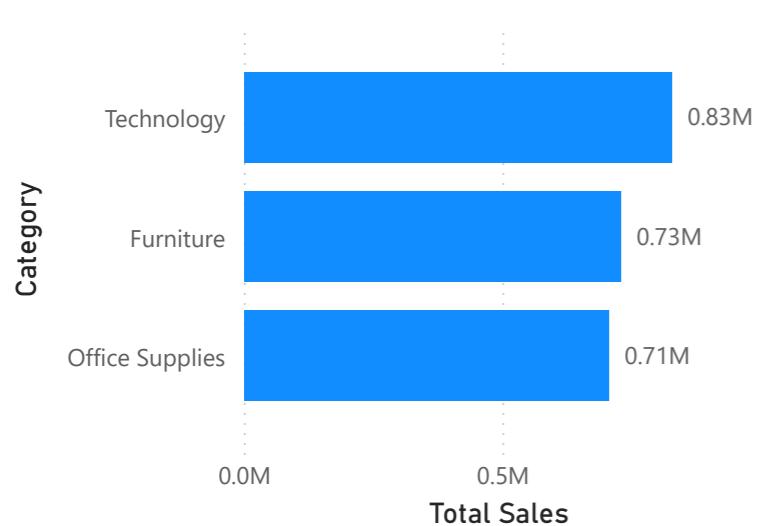
793

Total Customers

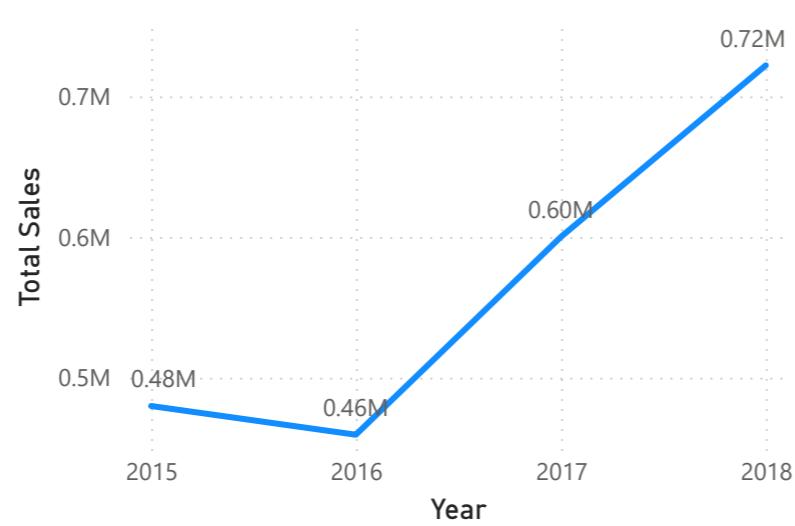
459.48

Avg Order Value

Sales by Category



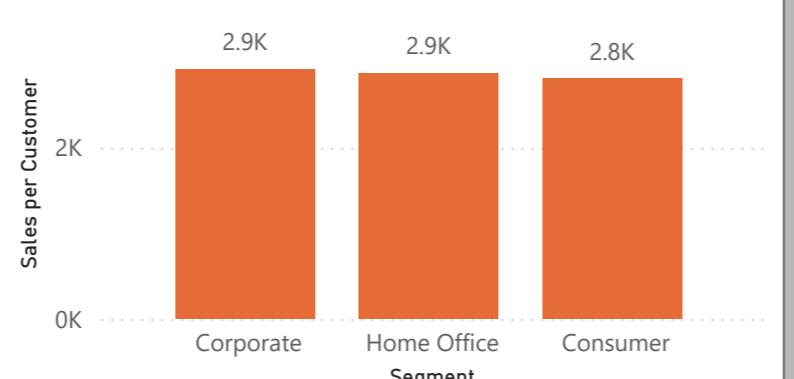
Sales Trend Over Time



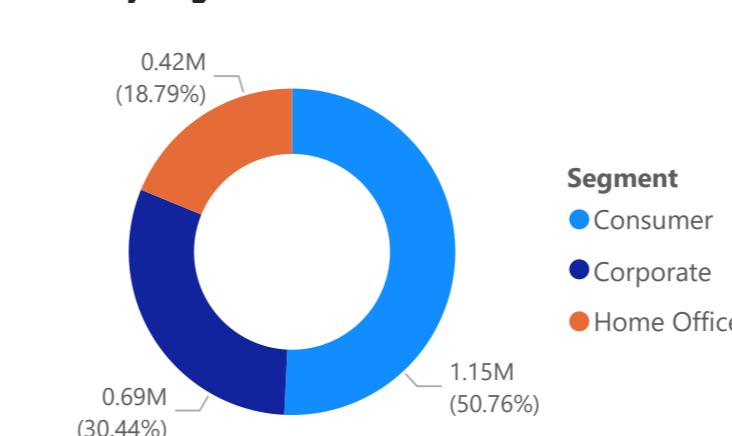
Key Insights (2015–2018)

- West region generates the highest sales (0.71M)
- Technology is the top-performing category
- Sales increased significantly from 2016 to 2018
- Consumer segment contributes over 50% of total revenue
- South region shows the lowest performance

Customer Value by Segment

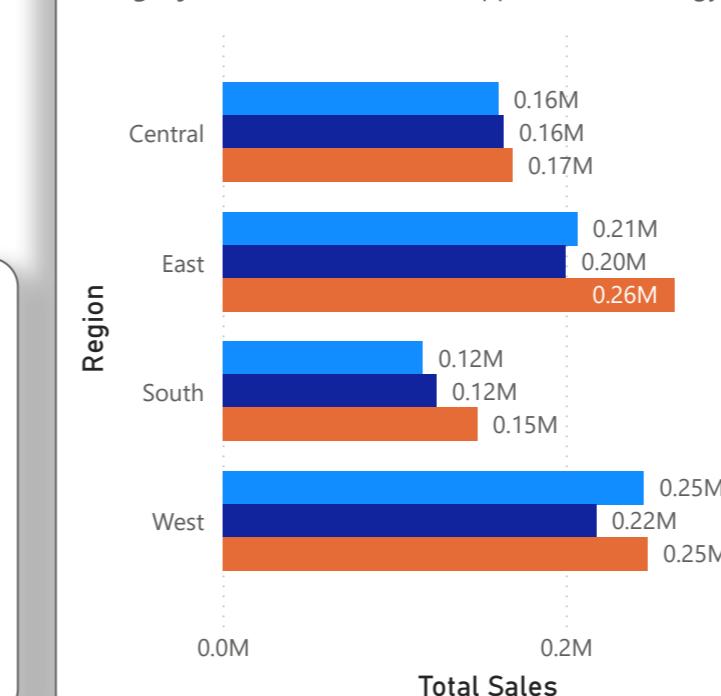


Sales by Segment

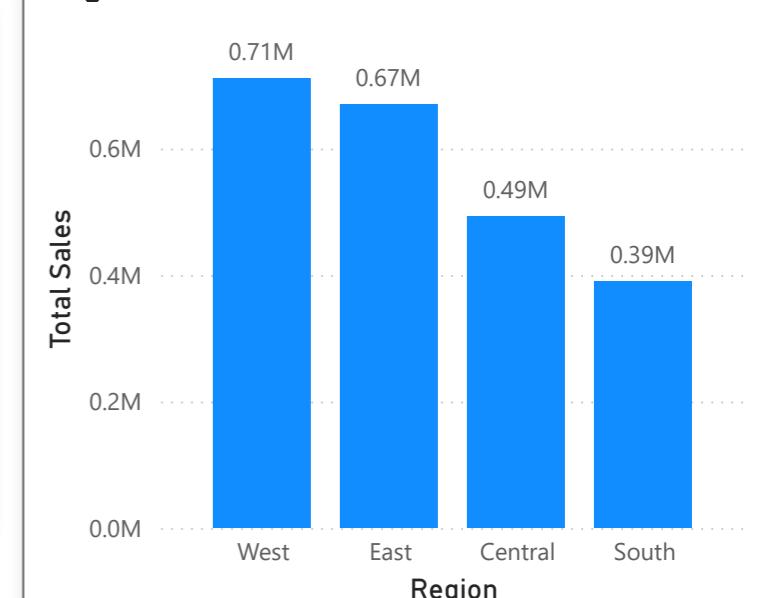


Underperforming Regions & Categories

Category ● Furniture ● Office Supplies ● Technology



Regional Sales Performance



Top 10 Products Driving Revenue

