Data-Driven Sales Analysis for Real Estate Business Optimization

Total Customers Acquired
Number of unique customers

1465

Total Orders Processed
Total number of orders placed

1465

AOV
Average Order Values

23.16K

Total Sales Revenue
Sum of all transactions before deduct...

33.93M

Total Tax Paid
Cumulative tax across all transactions

2.93M

Sales Target Performance
Actual vs projected revenue with performance vari...

$7.22M✓
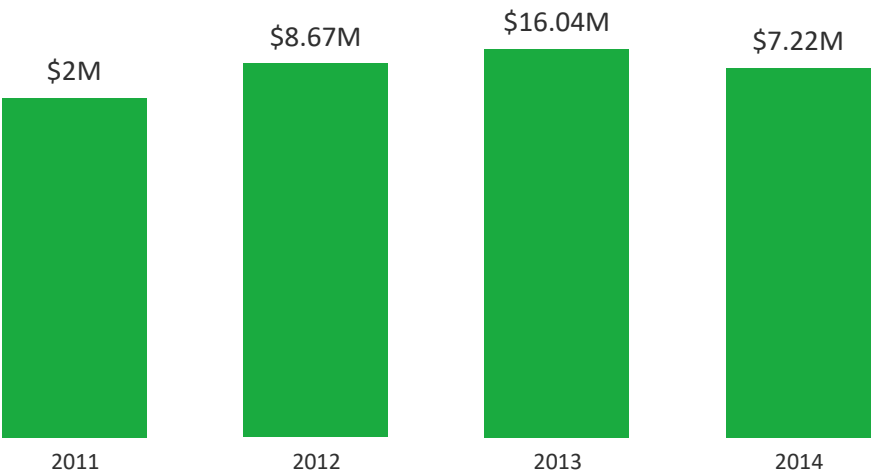
Goal: 6.41M (+12.66%)

Orders No Target Performance
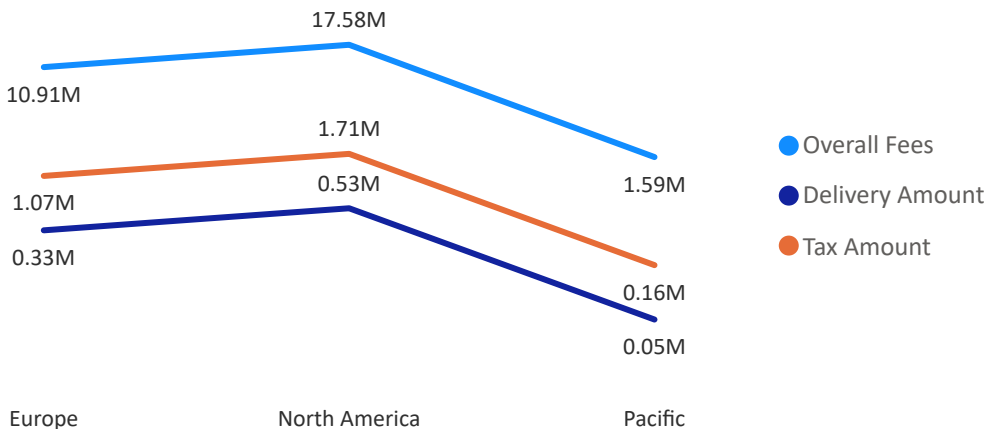Actual vs projected order no with performance var...

340✓

Goal: 340 (+0%)

Revenue Growth Over Years
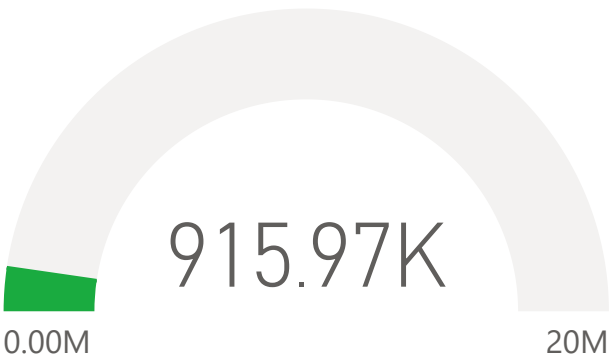Annual revenue performance from 2011 to 2014

- $2M — 2011
- $8.67M — 2012
- $16.04M — 2013
- $7.22M — 2014

Regional Cost Breakdown
Comparison of taxes, delivery, and total fees by region

- Overall Fees: 10.91M (Europe), 17.58M (North America), 1.59M (Pacific)
- Tax Amount: 1.07M (Europe), 1.71M (North America)
- Delivery Amount: 0.33M (Europe), 0.53M (North America), 0.05M, 0.16M (Pacific)

Delivery Target Performance
Actual vs projected Delivery revenue with perform...

915.97K

0.00M — 20M

Sales by Product Category
Revenue split across Bikes, Components, Clothing & Accessories

- Bikes: $27.33M
- Components: $5.48M
- Clothing: $0.84M
- Accessories: $0.29M

Sales Performance by Rep
Order count attributed to each salesperson

- 48 (282)
- 271
- 140 (284)
- 16
- 109 (286)
- 39
- 130 (288)
- 348
- 175 (290)