Data-Driven Sales Analysis for Real Estate Business Optimization

Total Customers Acquired
Number of unique customers
294

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 variance

7.22M✓
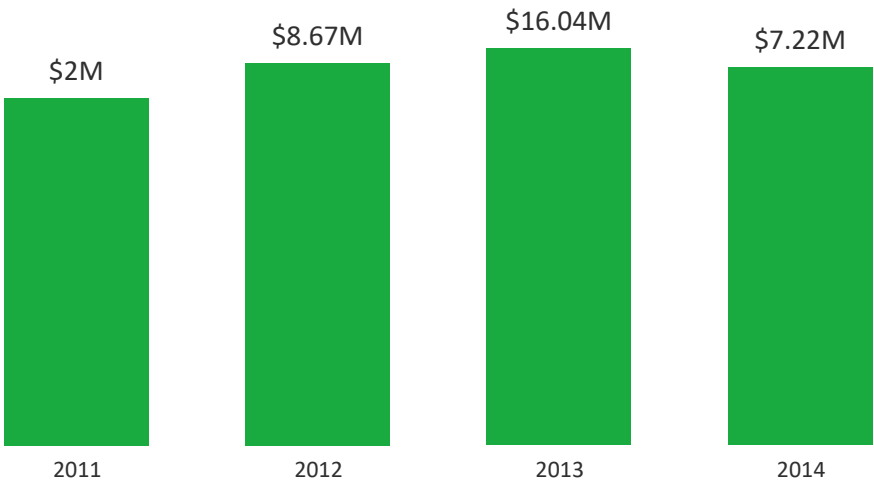Goal: 6.41M (+12.66%)

Orders No Target Perform...
Actual vs projected order no with performance variance
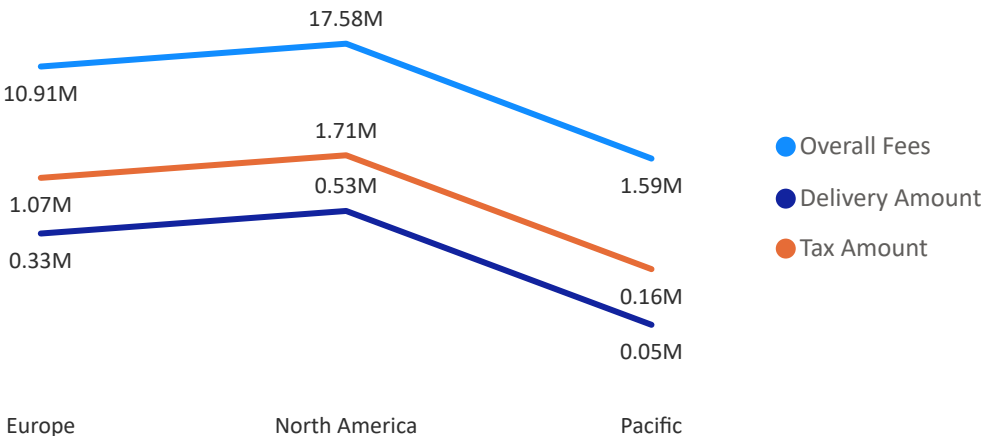
340✓
Goal: 340 (+0%)

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), 0.16M (Pacific)
- Delivery Amount: 0.33M (Europe), 0.53M (North America), 0.05M (Pacific)

Legend:
- ● Overall Fees
- ● Delivery Amount
- ● Tax Amount

Delivery Target Performa...
Actual vs projected Delivery revenue with performace ...

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
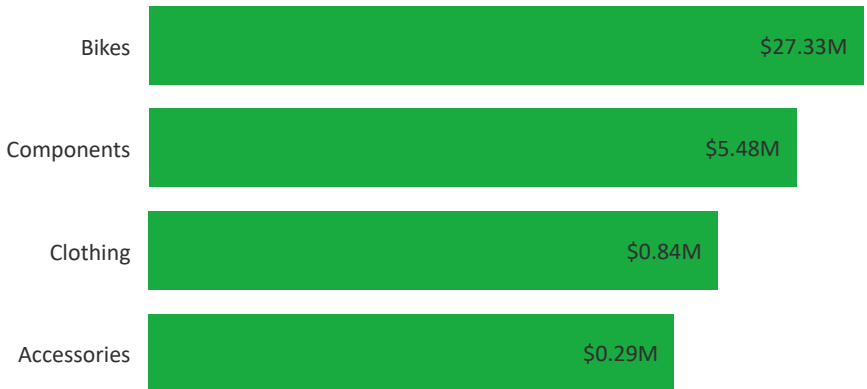
Sales Contribution by Representative
Number of orders handled per seller

281	282	283	284	285	286	287	288	289	290
48	271	189	140	16	109	39	130	348	175