

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...

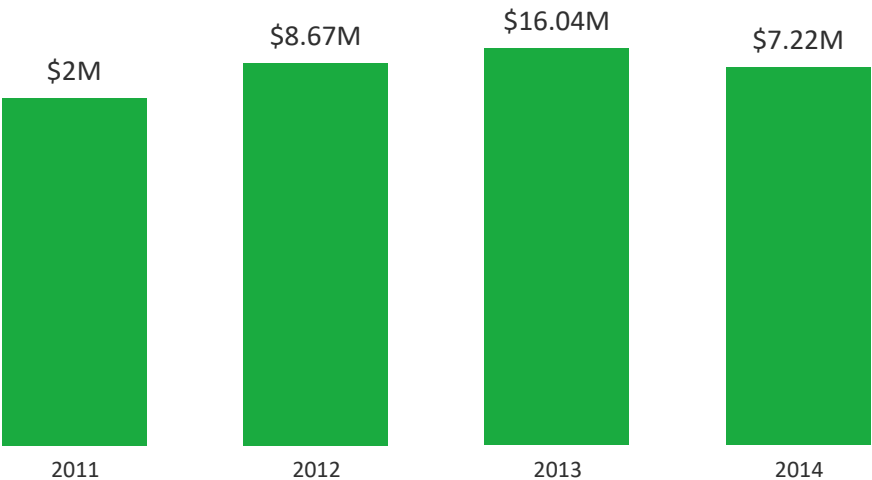
Actual vs projected order no with performance variance

340✓

Goal: 340 (+0%)

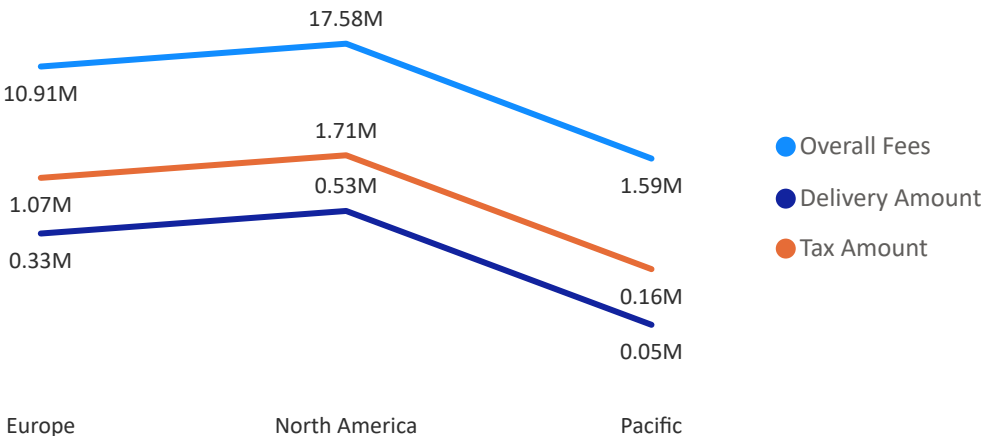
Revenue Growth Over Years

Annual revenue performance from 2011 to 2014



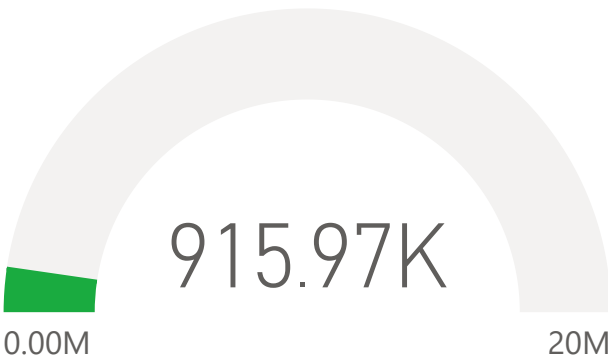
Regional Cost Breakdown

Comparison of taxes, delivery, and total fees by region



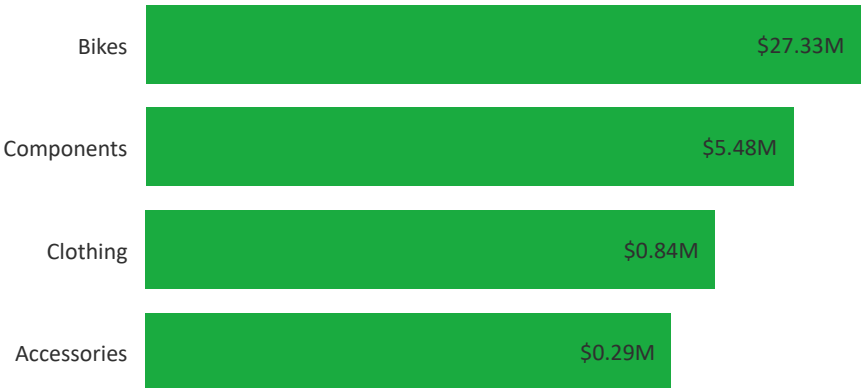
Delivery Target Performa...

Actual vs projected Delivery revenue with performace ...



Sales by Product Category

Revenue split across Bikes, Components, Clothing & Accessories



Sales Contribution by Representative

Number of orders handled per seller

