

RETAIL SALES DASHBOARD

This Dashboard tracks key sales metrics listed below for an Adventure sports retailer -

 **Sales volume**

 **Revenue**

 **Order returns**

 **Customer footfall**

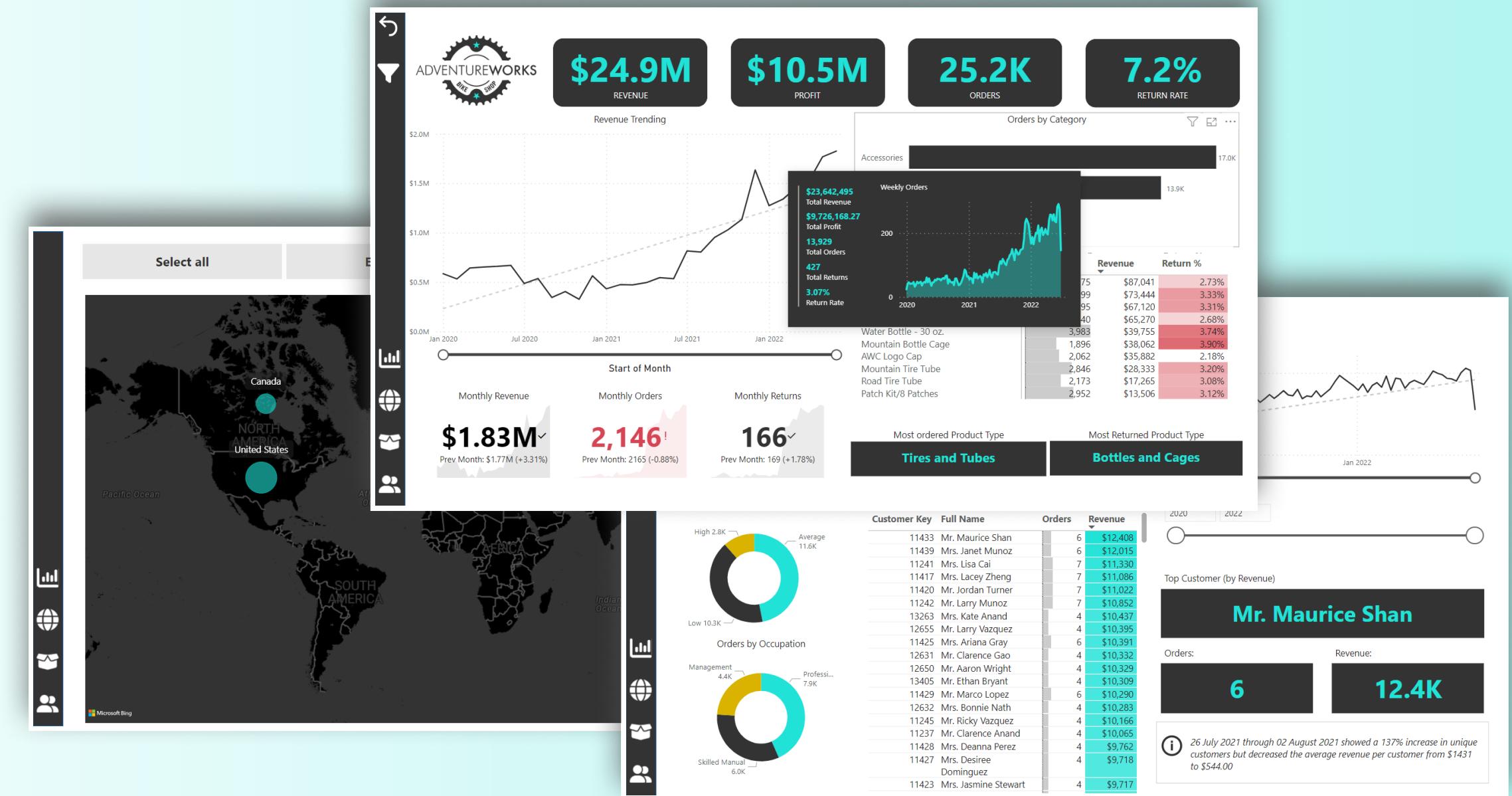
Across the following aspects -

 **Overall performance**

 **Product Categories**

 **Geographic breakdown**

 **Customer Segmentation**



EXECUTIVE OVERVIEW



\$24.9M
REVENUE

\$10.5M
PROFIT

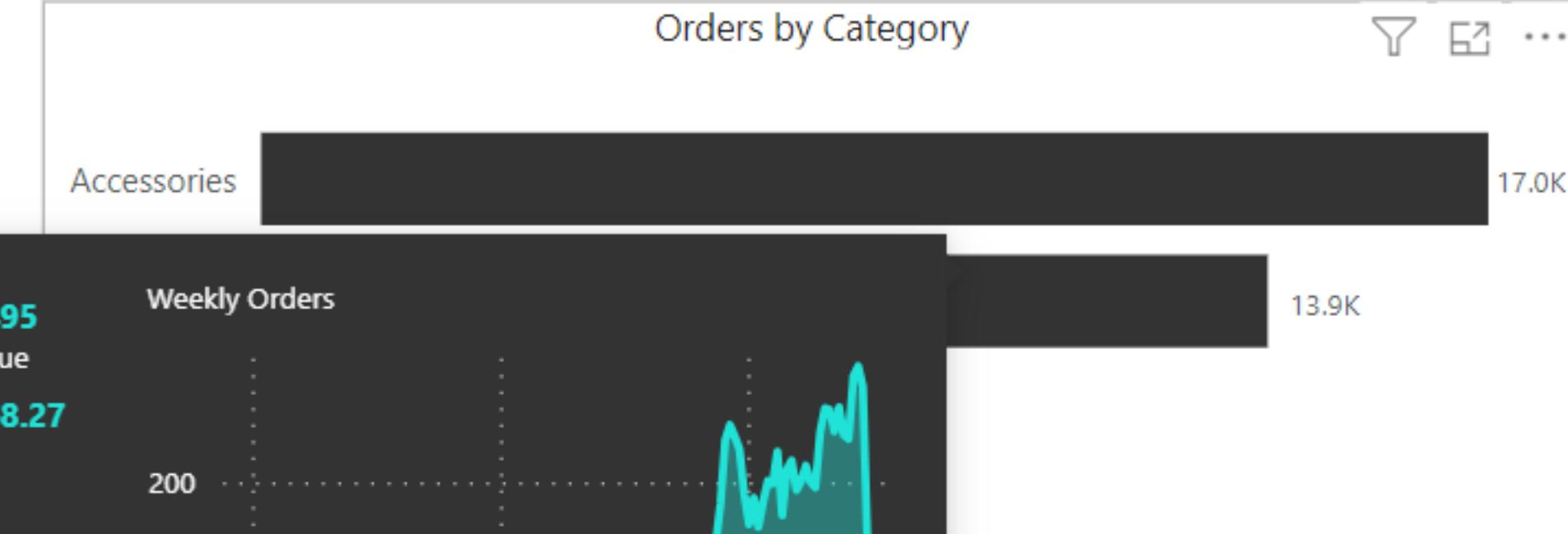
25.2K
ORDERS

7.2%
RETURN RATE

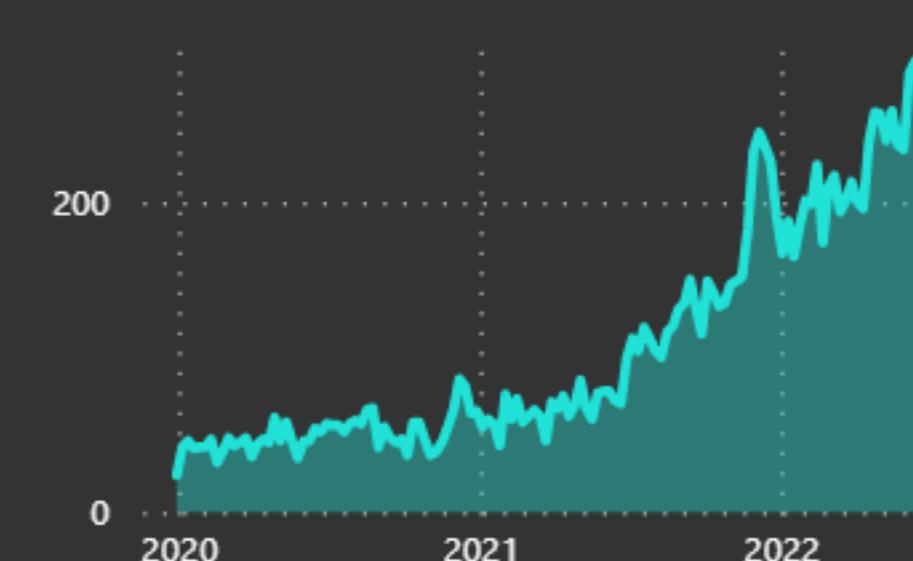
Revenue Trending



Orders by Category



Weekly Orders



Water Bottle - 30 oz.
Mountain Bottle Cage
AWC Logo Cap
Mountain Tire Tube
Road Tire Tube
Patch Kit/8 Patches

3,983	\$39,755	3.74%
1,896	\$38,062	3.90%
2,062	\$35,882	2.18%
2,846	\$28,333	3.20%
2,173	\$17,265	3.08%
2,952	\$13,506	3.12%

\$1.83M
Prev Month: \$1.77M (+3.31%)

2,146!
Prev Month: 2165 (-0.88%)

166
Prev Month: 169 (+1.78%)

Most ordered Product Type
Tires and Tubes

Most Returned Product Type
Bottles and Cages

EXECUTIVE OVERVIEW WITH FILTER PANE

- Year**
- Select all
 - 2020
 - 2021
 - 2022

- Continent**
- Select all
 - Europe
 - North America
 - Pacific



\$1.6M

REVENUE

\$639.2K

PROFIT

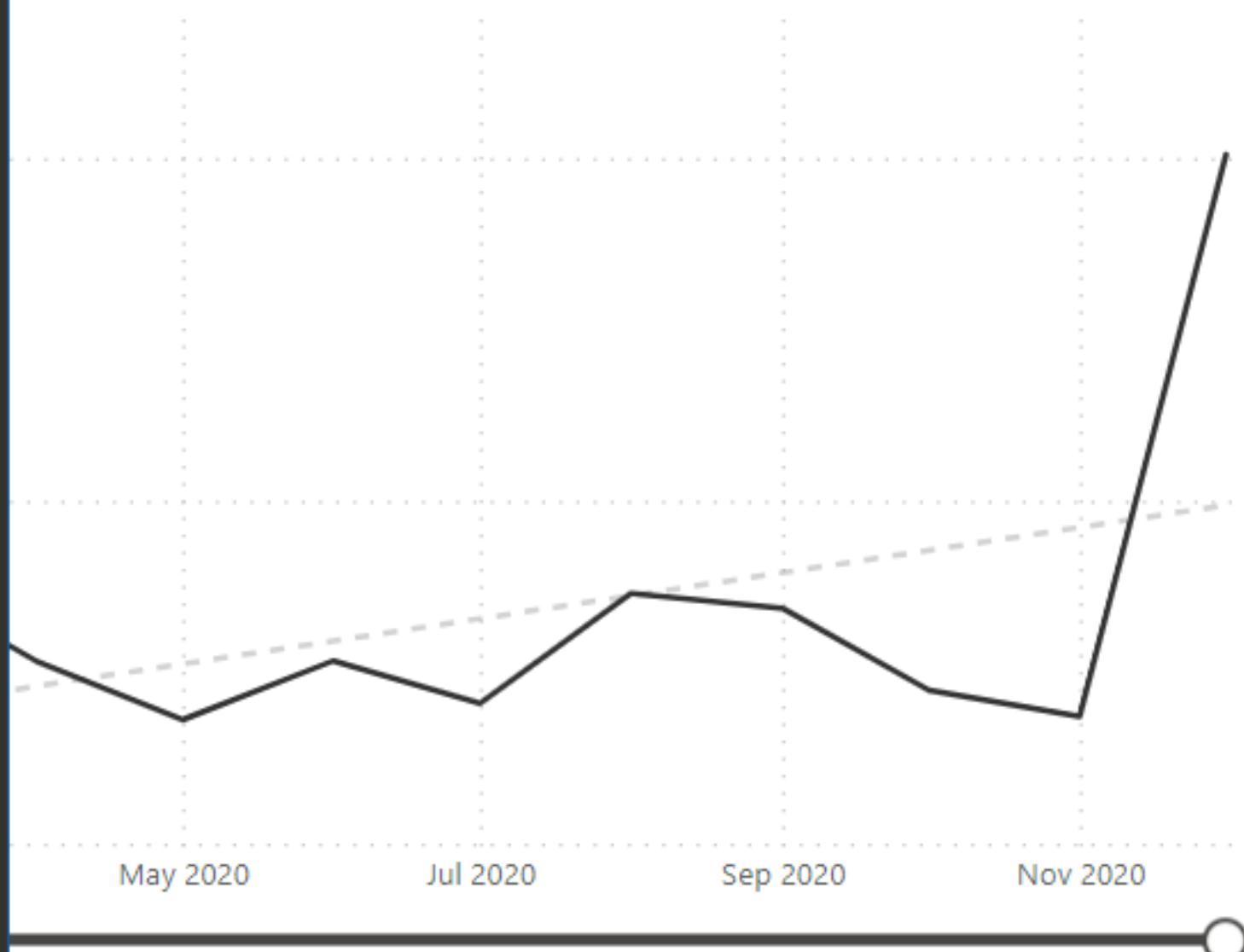
710

ORDERS

3.7%

RETURN RATE

Revenue Trending



Bikes

710

Orders by Category

Top 10 Products

	Orders	Revenue	Return %
Road-150 Red, 62	34	\$121,661	2.94%
Road-150 Red, 48	32	\$114,505	6.25%
Road-150 Red, 52	32	\$114,505	6.25%
Road-150 Red, 44	31	\$110,926	3.23%
Road-150 Red, 56	28	\$100,192	3.57%
Road-250 Black, 52	34	\$74,173	2.94%
Road-250 Black, 58	33	\$71,992	6.06%
Road-250 Red, 58	33	\$71,992	
Road-250 Red, 52	26	\$63,527	3.85%
Mountain-200 Black, 46	26	\$53,277	

Start of Month

Monthly Orders

Monthly Returns

116

Prev Month: 67 (+73.13%)

4!

Prev Month: 3 (-33.33%)

Most ordered Product Type

Road Bikes

Most Returned Product Type

Mountain Bikes

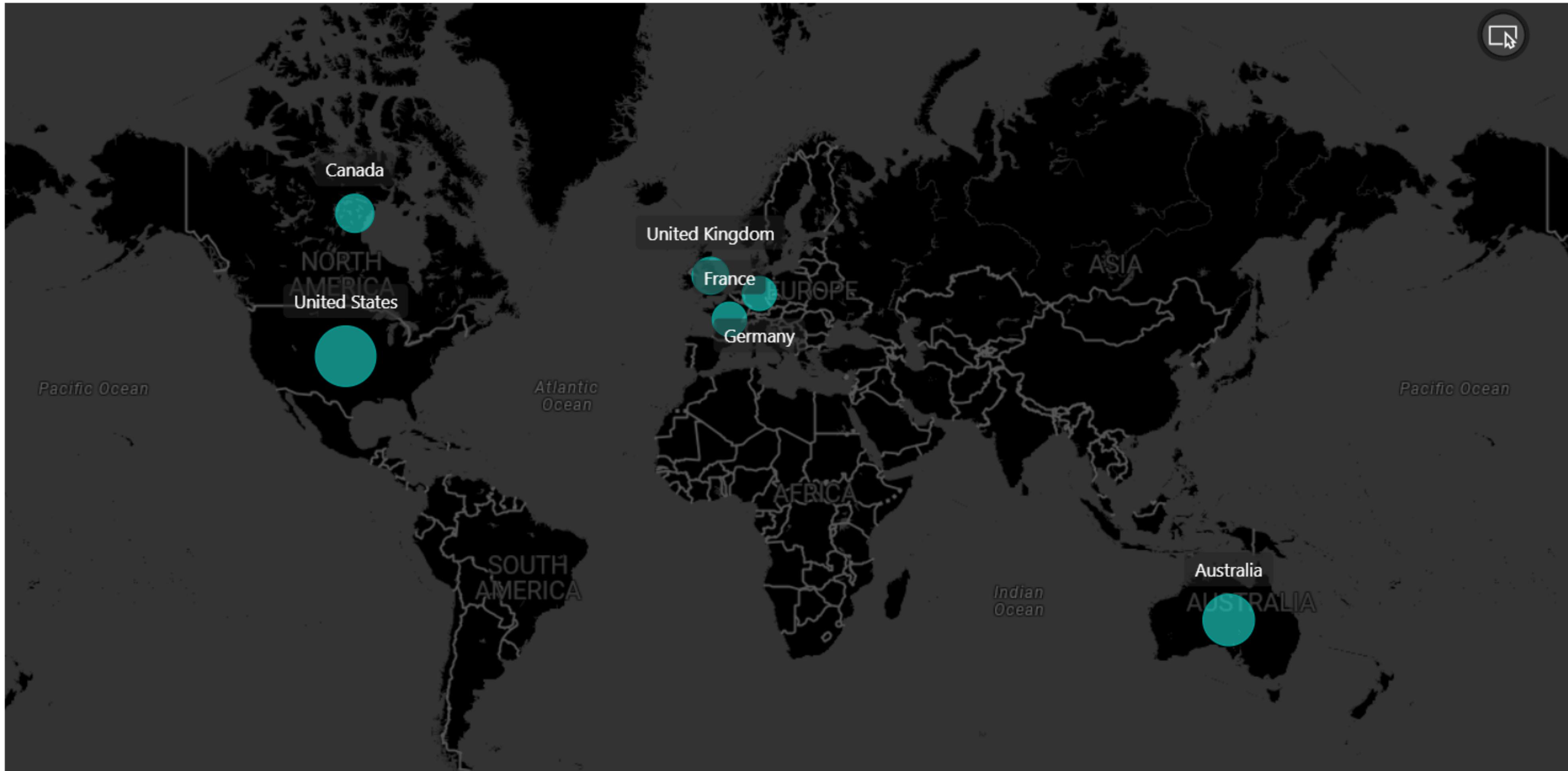
GEOGRAPHIC BREAKDOWN

Select all

Europe

North America

Pacific



PRODUCT DETAIL

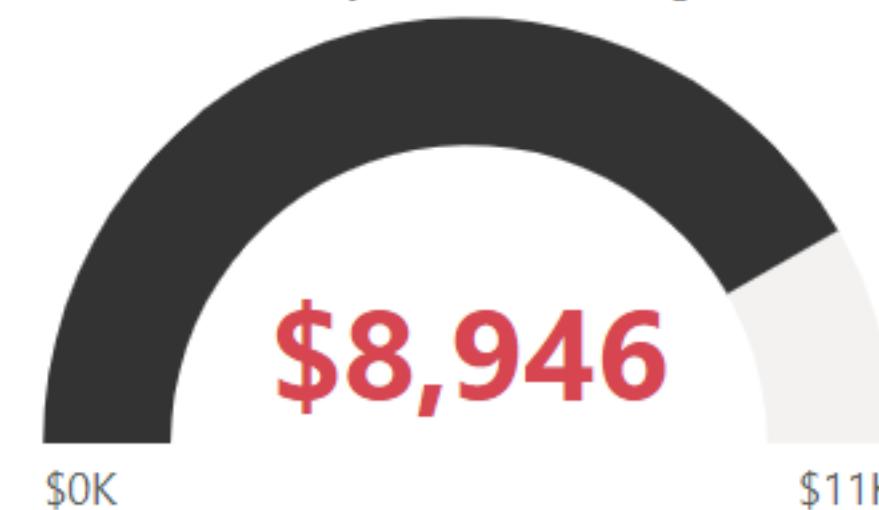
Selected Product:

**Fender Set -
Mountain**

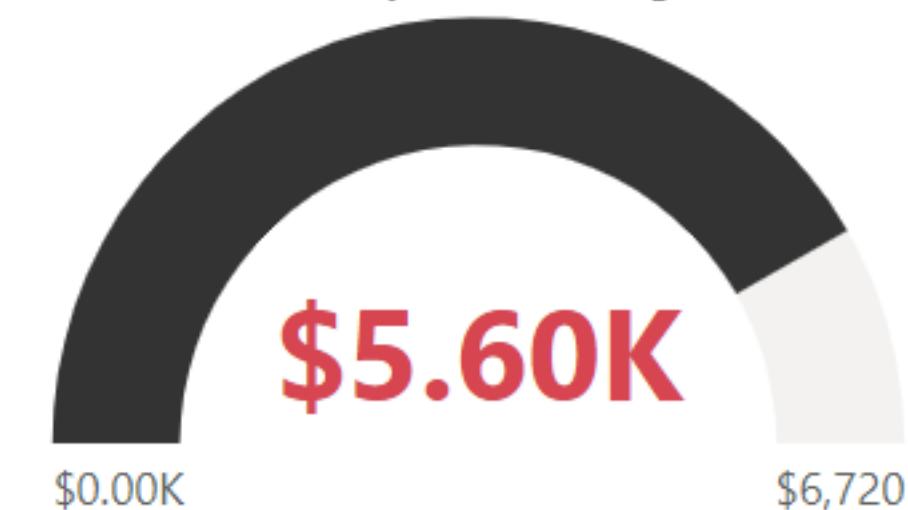
Monthly Orders vs Target



Monthly Revenue vs Target



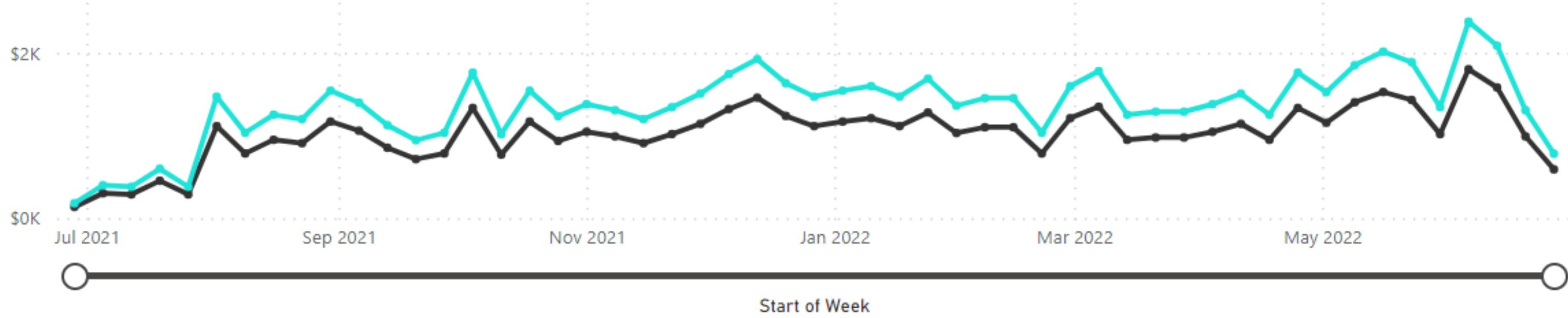
Monthly Profit vs Target



Price Adjustment (%)

▼ Total Profit ● Adjusted Profit

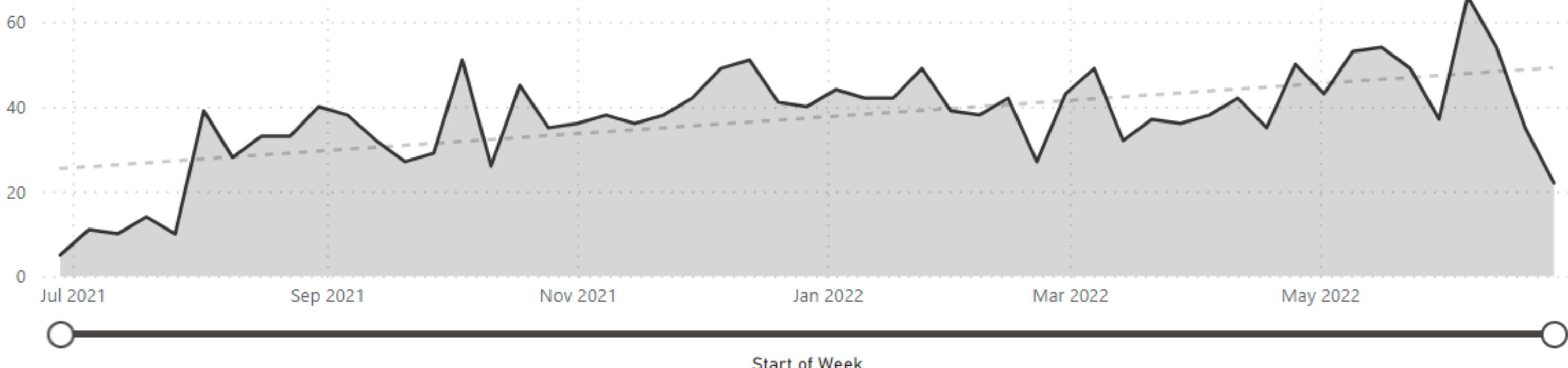
0.20



Start of Week

Product Metric Selection

- Orders
- Revenue
- Profit
- Returns
- Return %



Start of Week



CUSTOMER DETAIL



17.4K

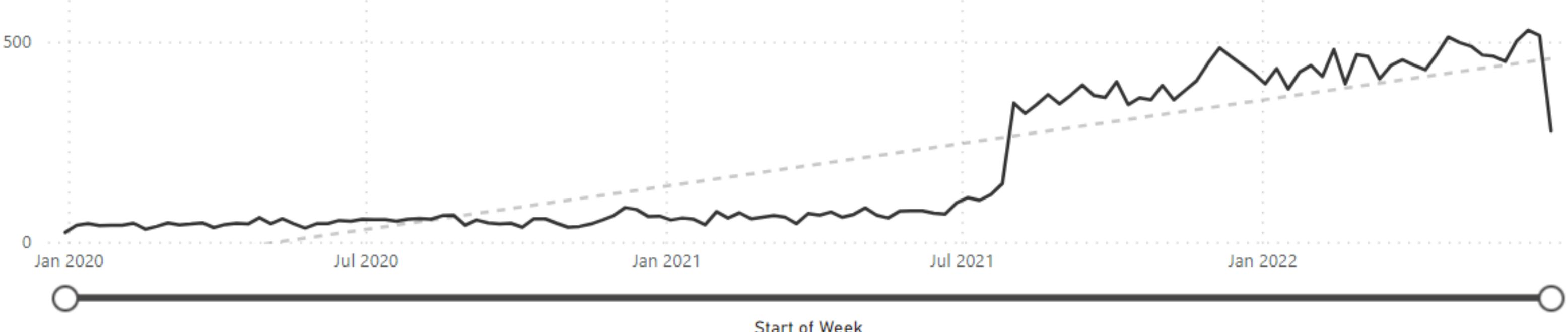
UNIQUE CUSTOMERS

\$1,431

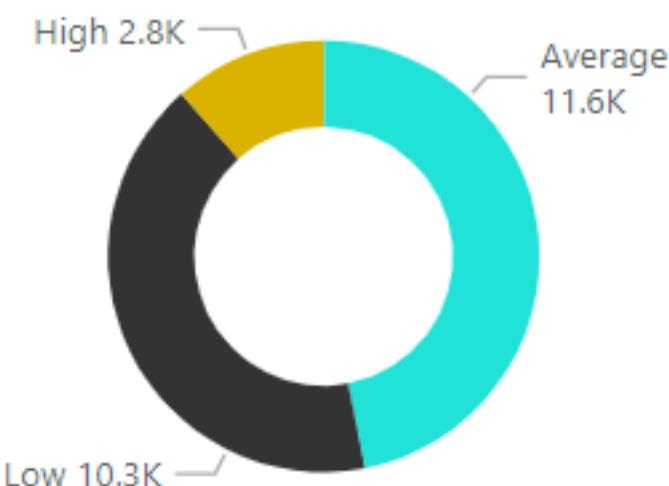
REVENUE PER CUSTOMER

Total Customers

Revenue per Customer



Orders by Income Level



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717

2020 2022



Top Customer (by Revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



26 July 2021 through 02 August 2021 showed a 137% increase in unique customers but decreased the average revenue per customer from \$1431 to \$544.00