

Future Retail's sales activities

(This dashboard analyzes key metrics to assess the business operations and sales activities of an organization, such as the number of customers, number of orders, total revenue, net revenue, total profit, profit margin, etc. over time.)

Product Category

All

Sales Agent

All

Select all

October

November

December

Number of Orders

3000

Gross Revenue

28.20M

Net Revenue

25.25M

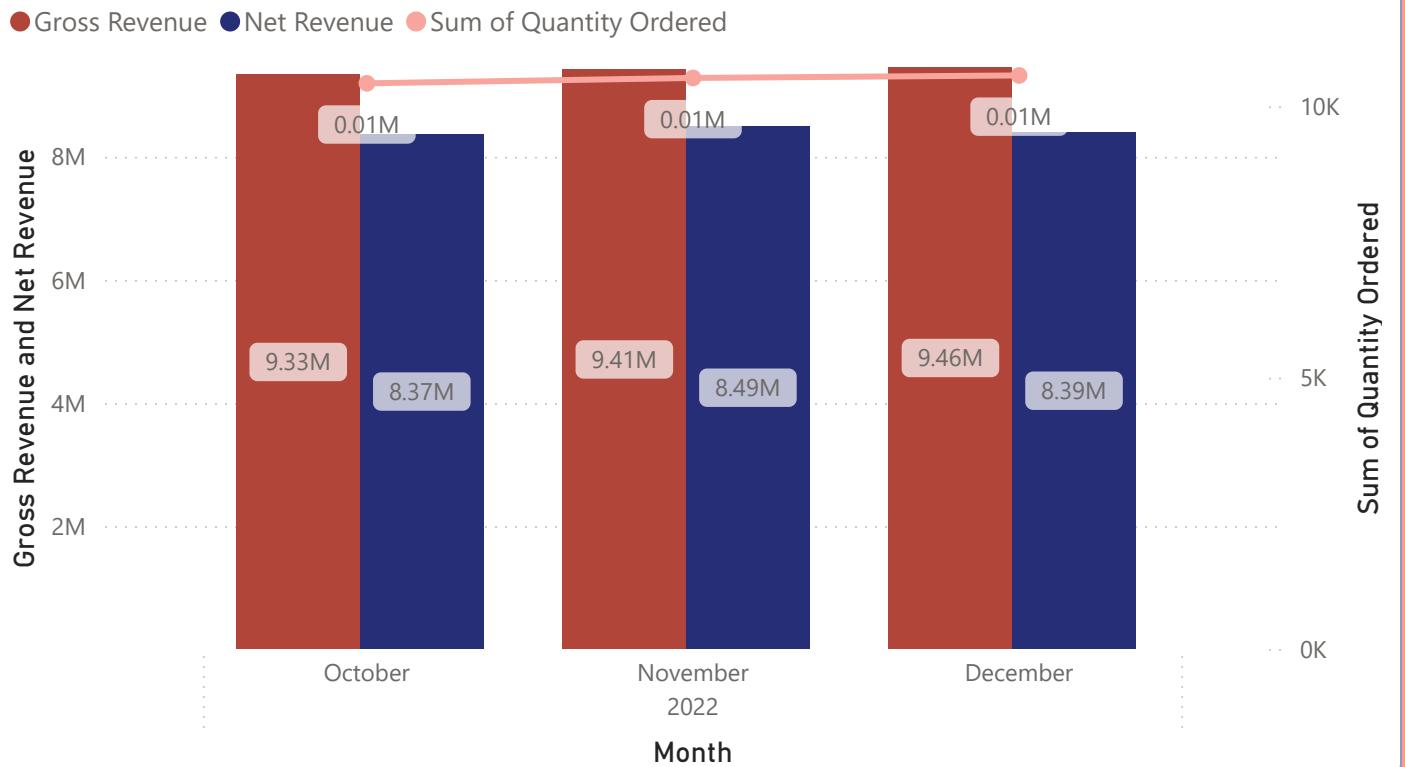
Gross Profit

4.22M

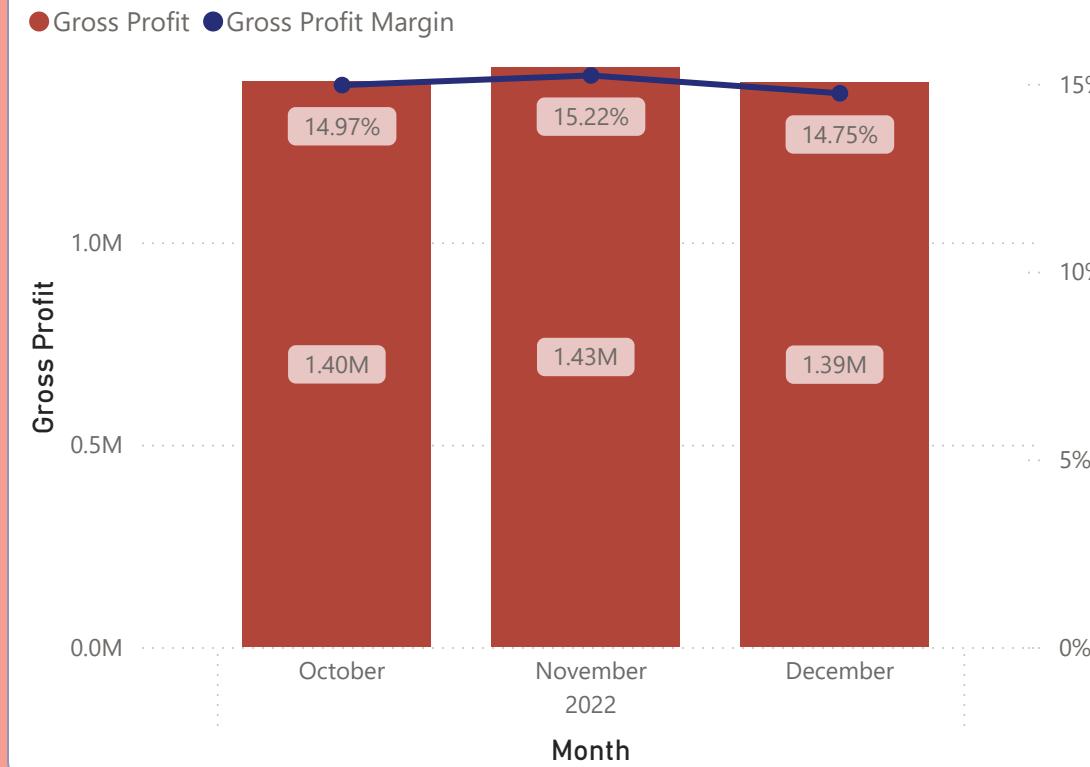
Gross Profit Margin

14.98%

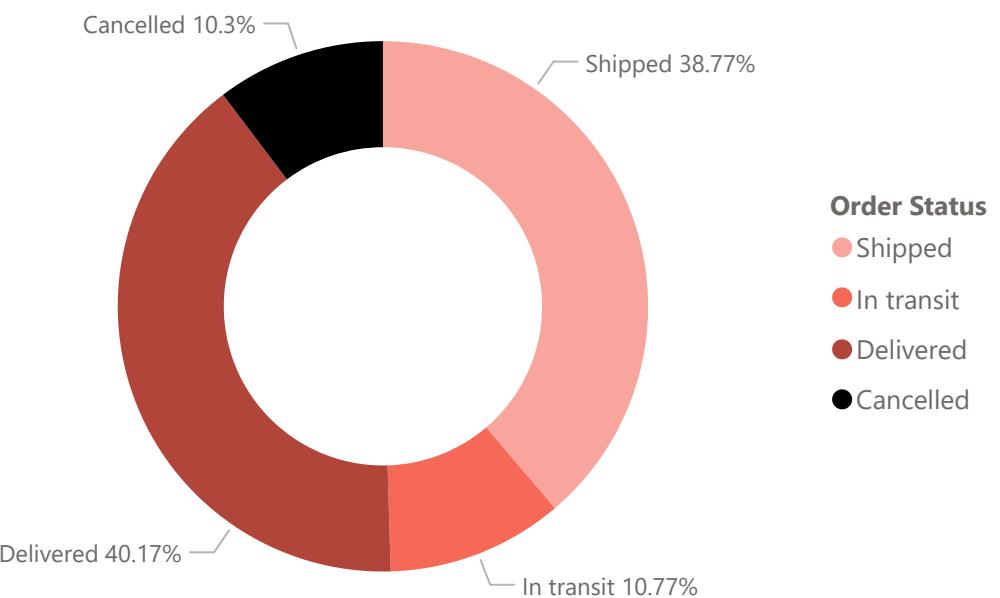
Gross Revenue, Net Revenue and Total of Quantity Ordered by Month



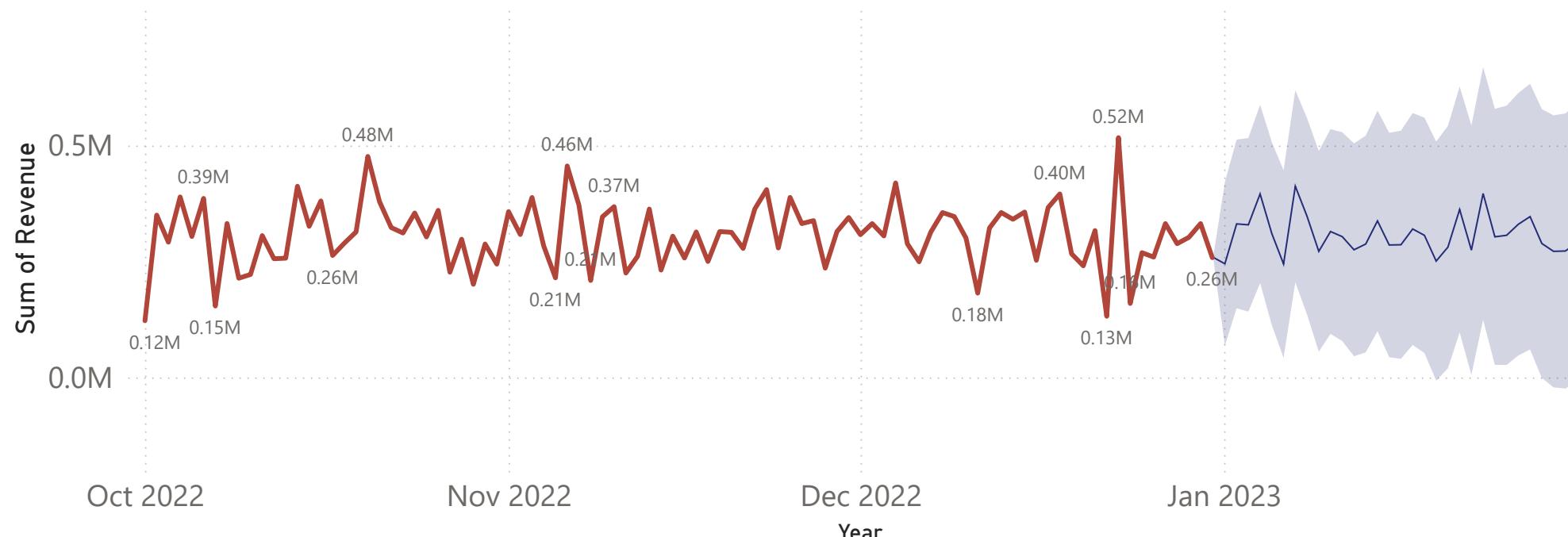
Gross Profit and Gross Profit Margin by Month



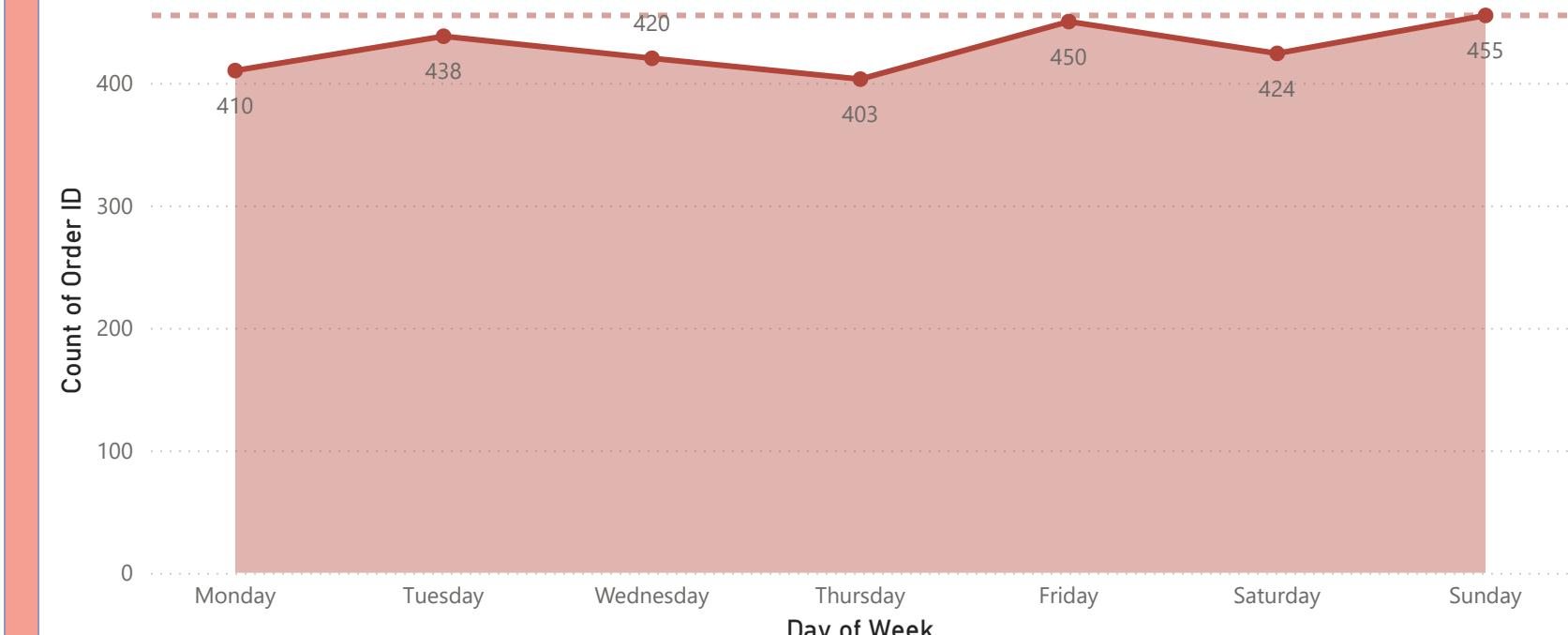
The Number of Orders by Order Status



Revenue by Year, Month and Day



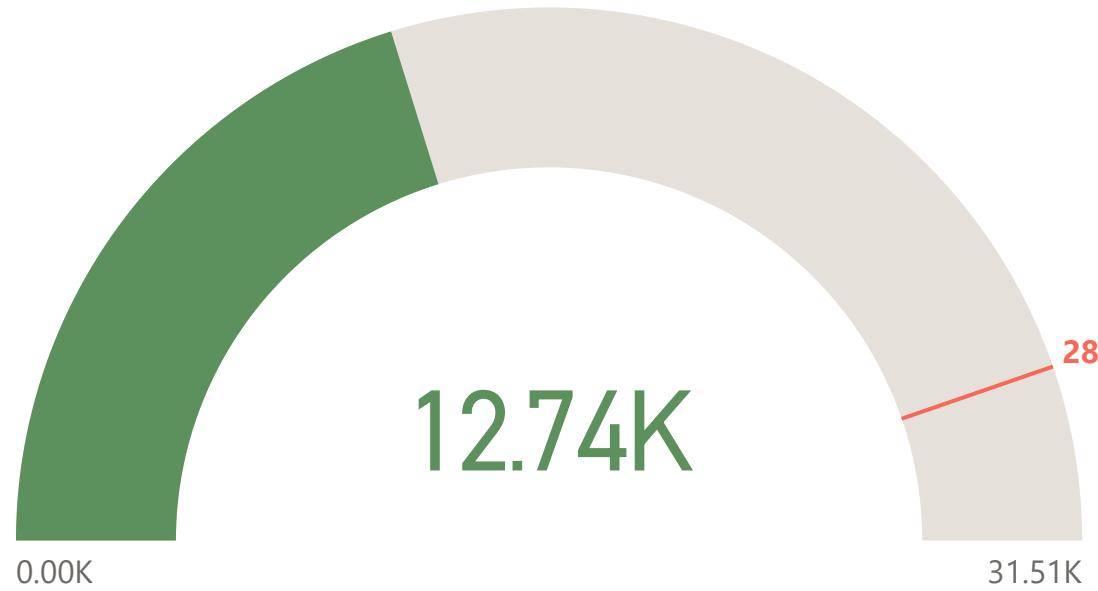
The number of orders by Day of Week



Product Category Analysis

(This dashboard analyzes key metrics related to the 7 product categories being sold, such as the total number of product types, total quantity of products sold, order status for each product type, and finally the profit and net revenue for each product type and the correlation between them.)

Delivered Orders by Total Orders



Sales Agent

All

Select all

October

November

December

Total Quantity Ordered

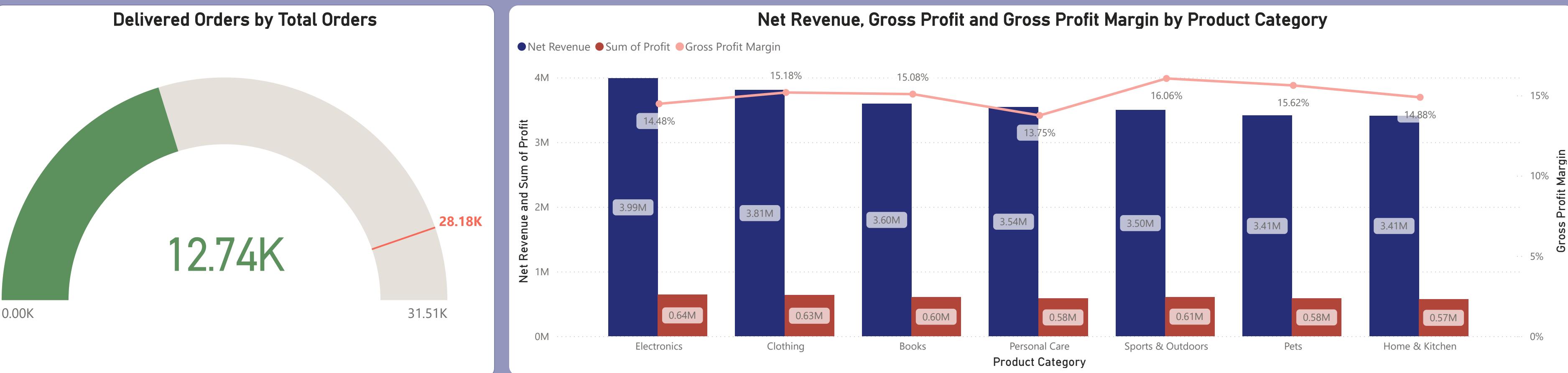
31510

Product with the highest sales volume

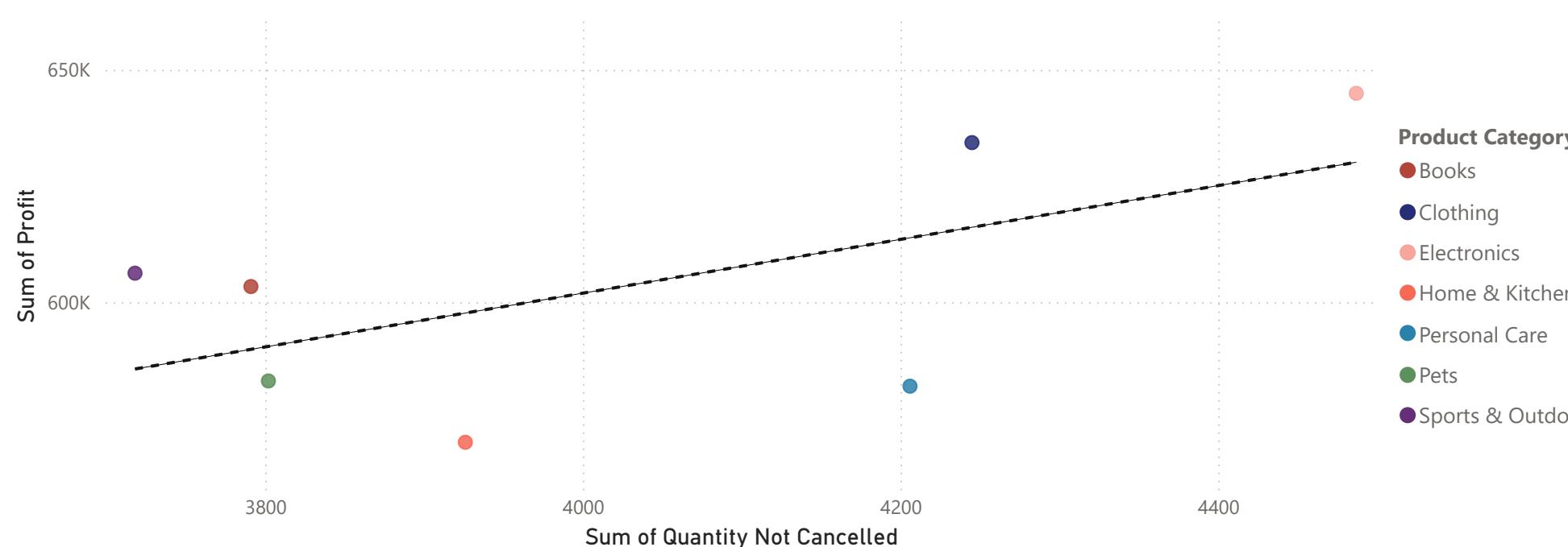
Electronics

Highest profit per each product

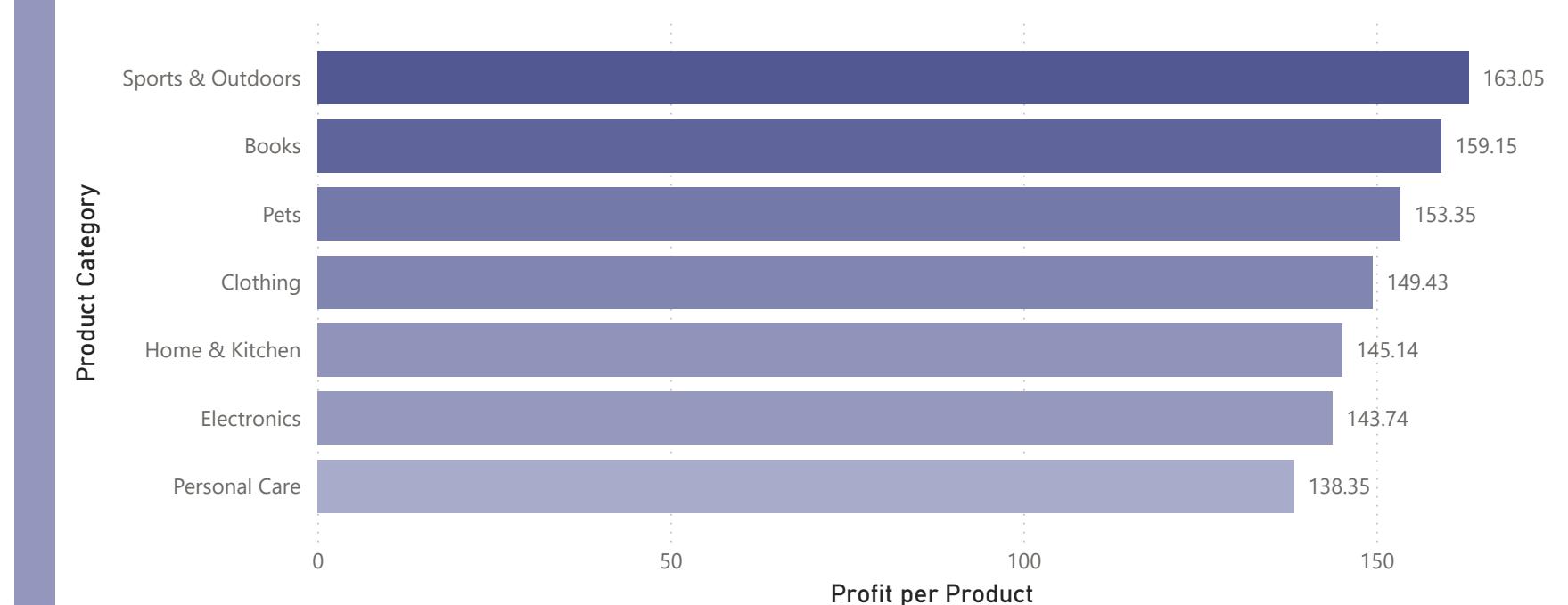
Sports & Outdoors



The correlation between The number of Not Cancelled Products and Gross Profit by Product Category



Profit per Product by Product Category



Customer Analysis

(This dashboard analyzes economic metrics such as total revenue, gross profit,... and timing of purchases by customer geographic factors including state and city.)

Product Category

A

Sales Agent

1

Select a

October

November

December

Total Customers

998

Average of Quantity Ordered per Customer

31.5

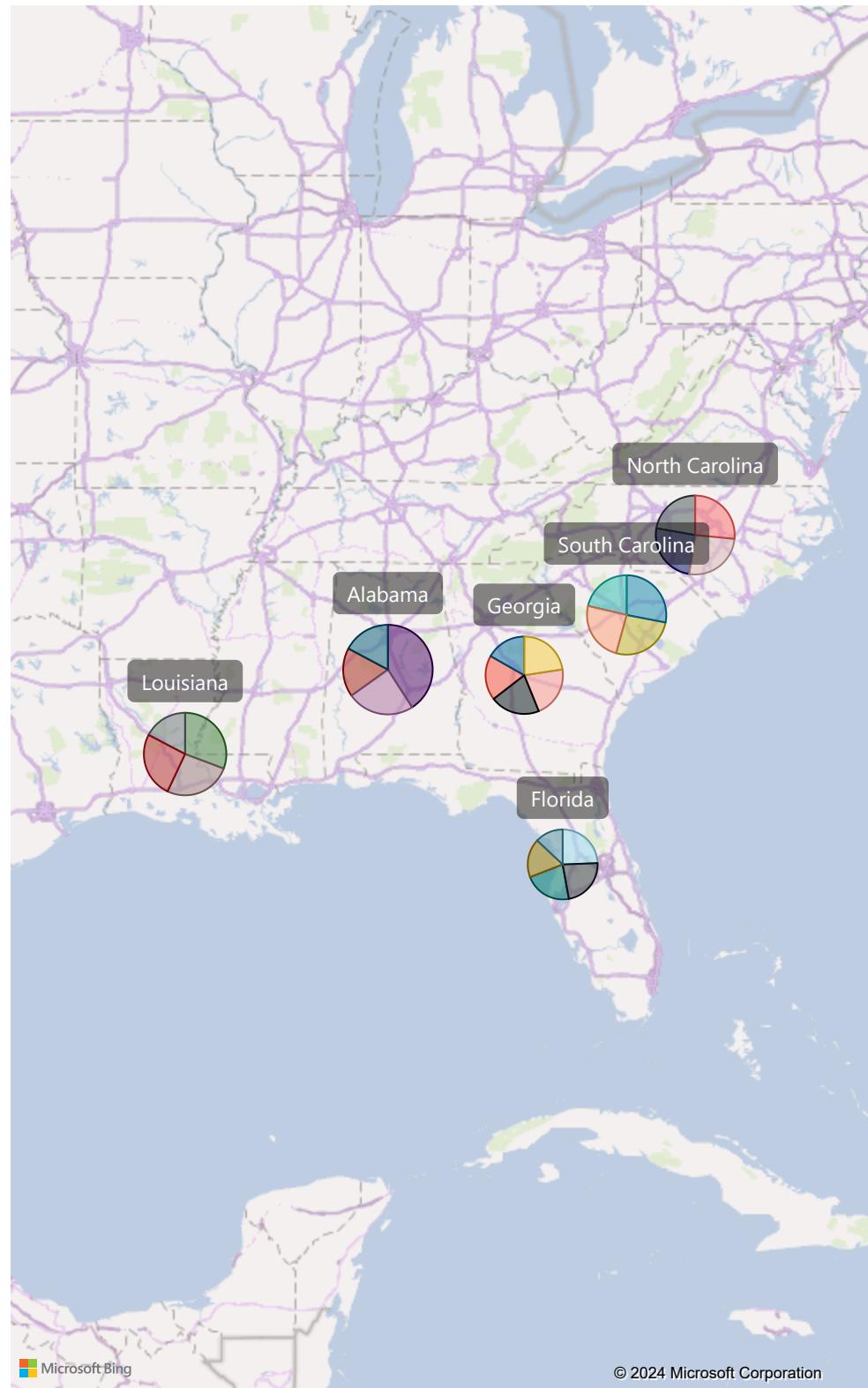
Average of Revenue per Customer

28.25K

Average of Gross Profit per Customer

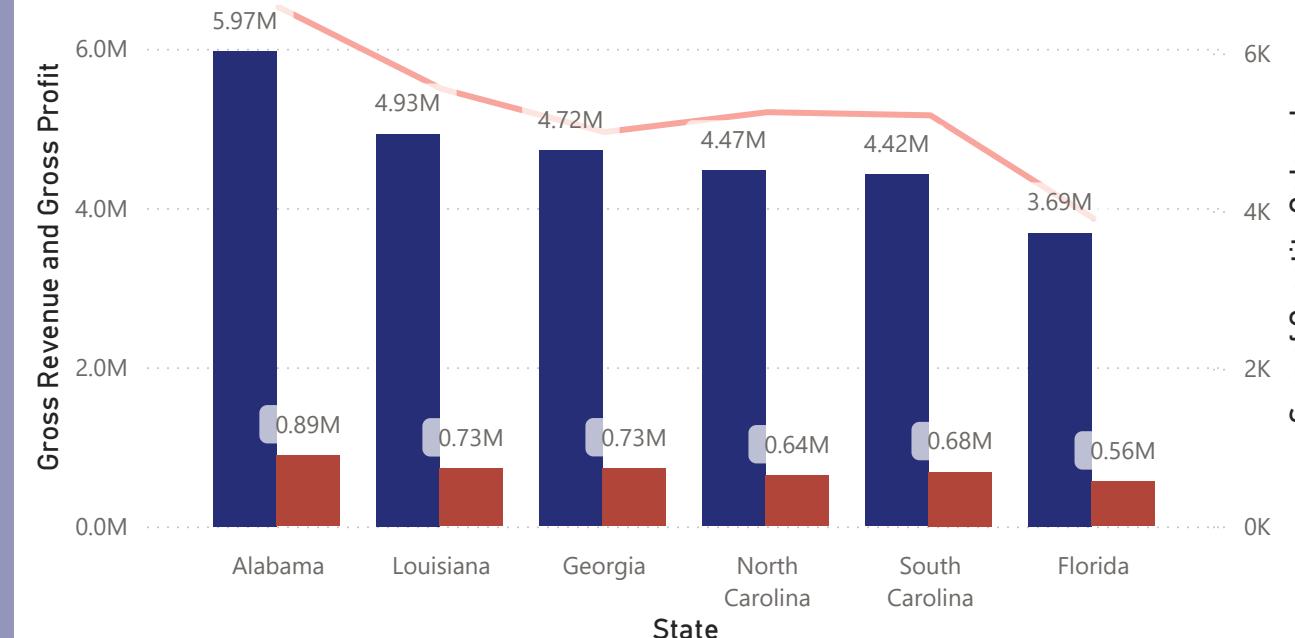
4.23K

Total Orders by State and City



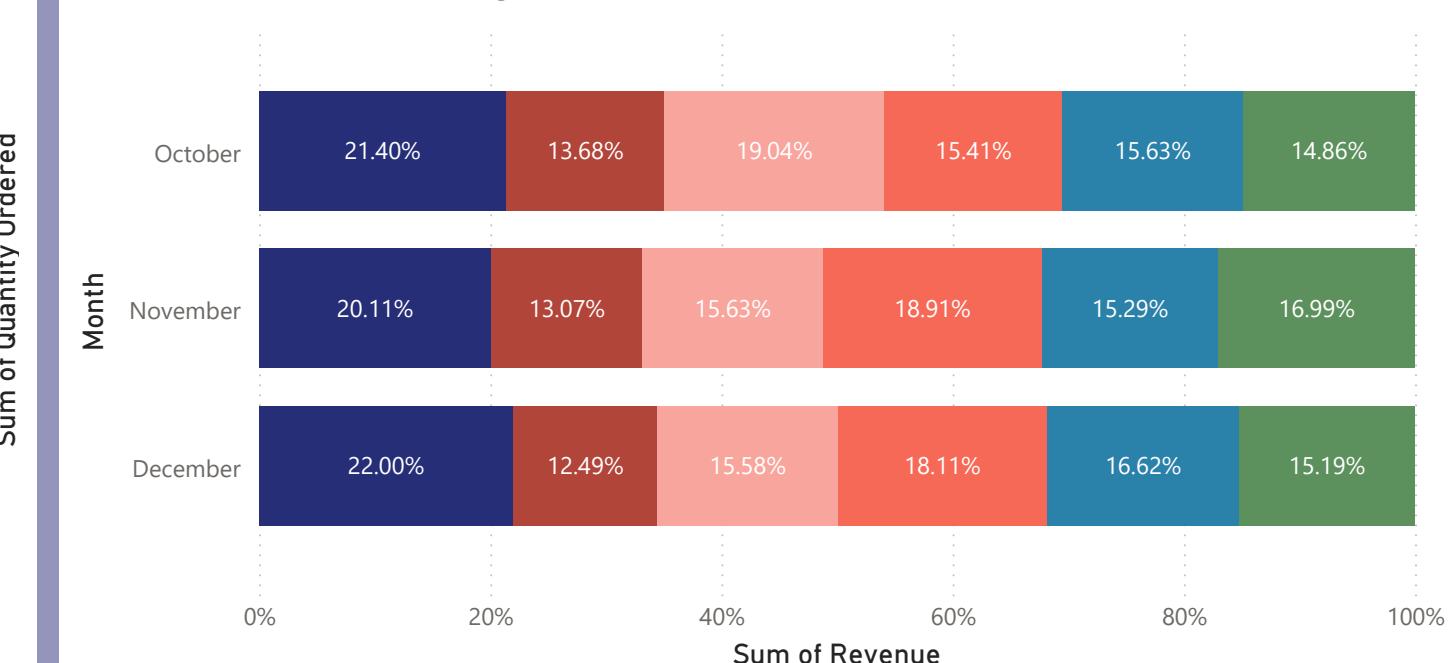
Gross Revenue, Gross Profit and Gross Profit Margin by State

● Gross Revenue ● Gross Profit ● Sum of Quantity Ordered



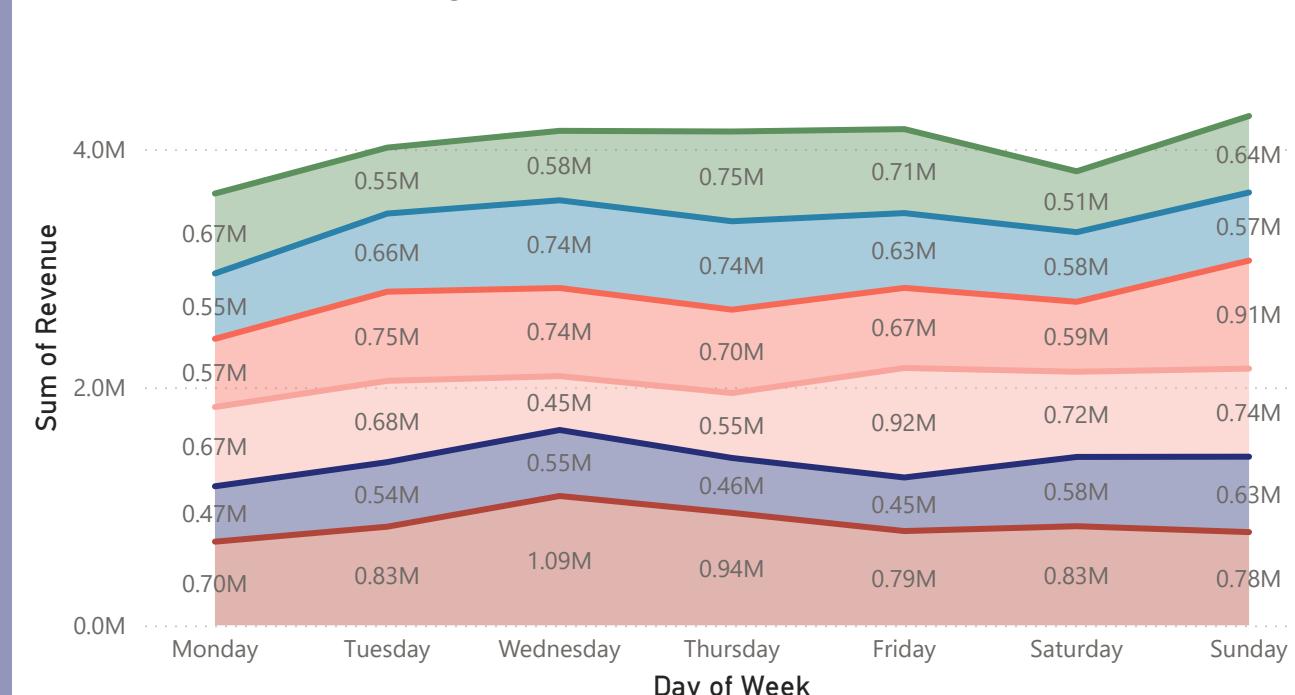
Gross Revenue by Month and State

State ● Alabama ● Florida ● Georgia ● Louisiana ● North Carolina ● South Carolina



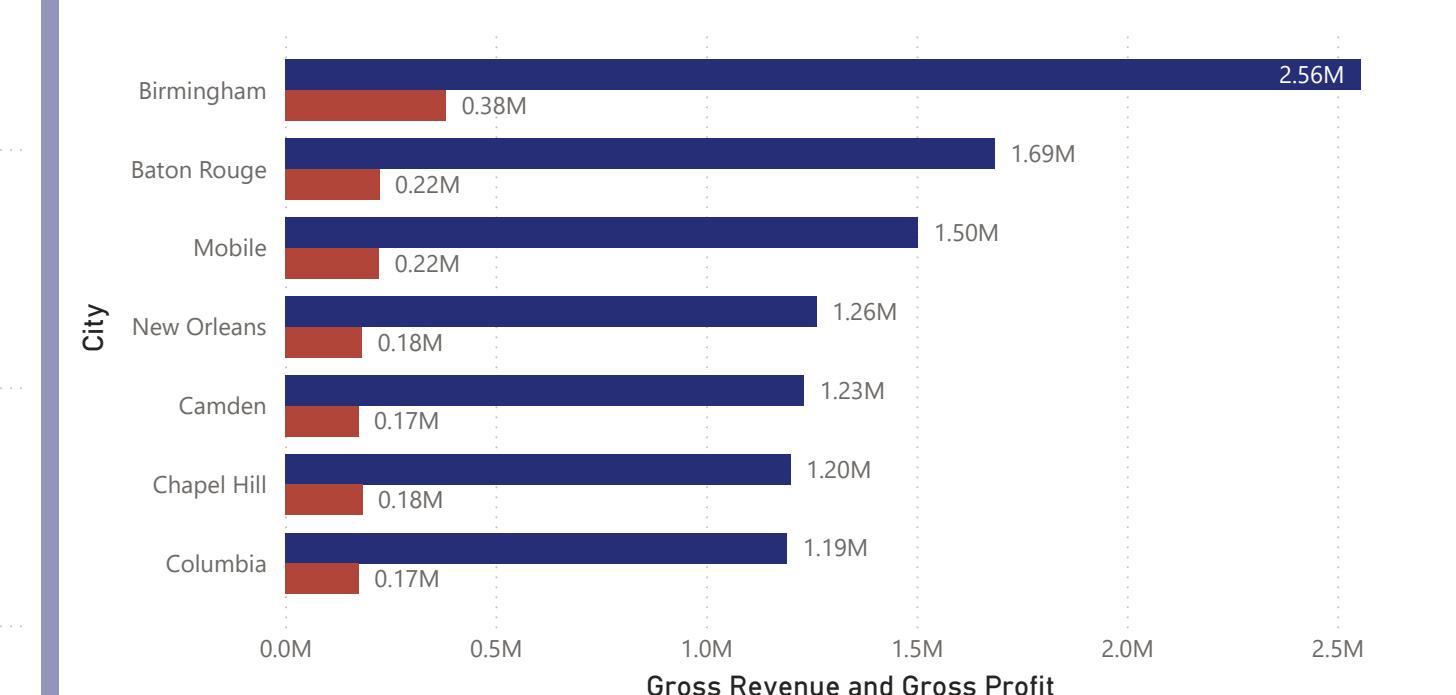
Gross Revenue by Day of Week and State

State ● Alabama ● Florida ● Georgia ● Louisiana ● North Carolina ● South Carolina



Gross Revenue and Gross Profit by Top 7 City with the highest Sum of Revenue

● Gross Revenue ● Gross Profit



Sales agent Analysis

This dashboard provides a comprehensive analysis of key metrics related to the performance of sales agents within the organization. It encompasses various aspects to evaluate the sales team.

Product Category

All

Select all

October

November

December

Sales Agent

5

Average Gross Revenue of each Sales Agent

5.64M

Best Sales Agent

Priscilla

Best Gross Revenue of one Sales Agent

6.51M

Priscilla

6514297

Kelly

6052905

Brian

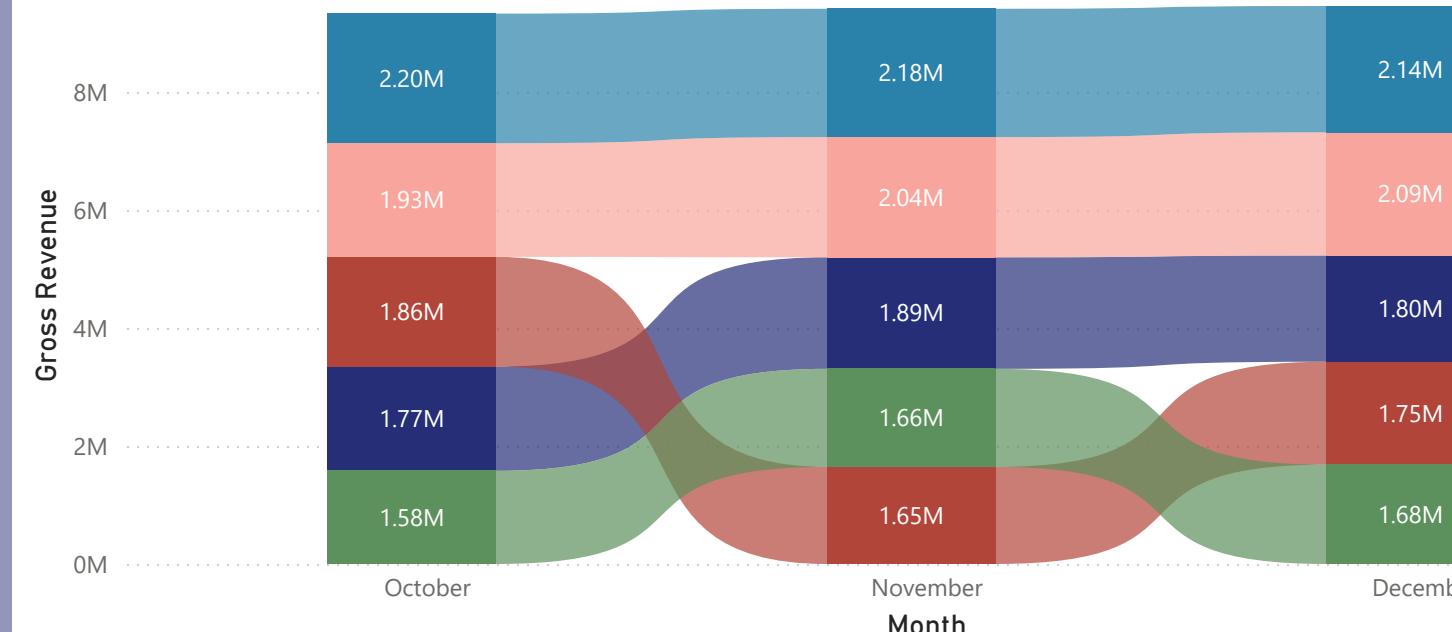
5455527

Daniel

5249151

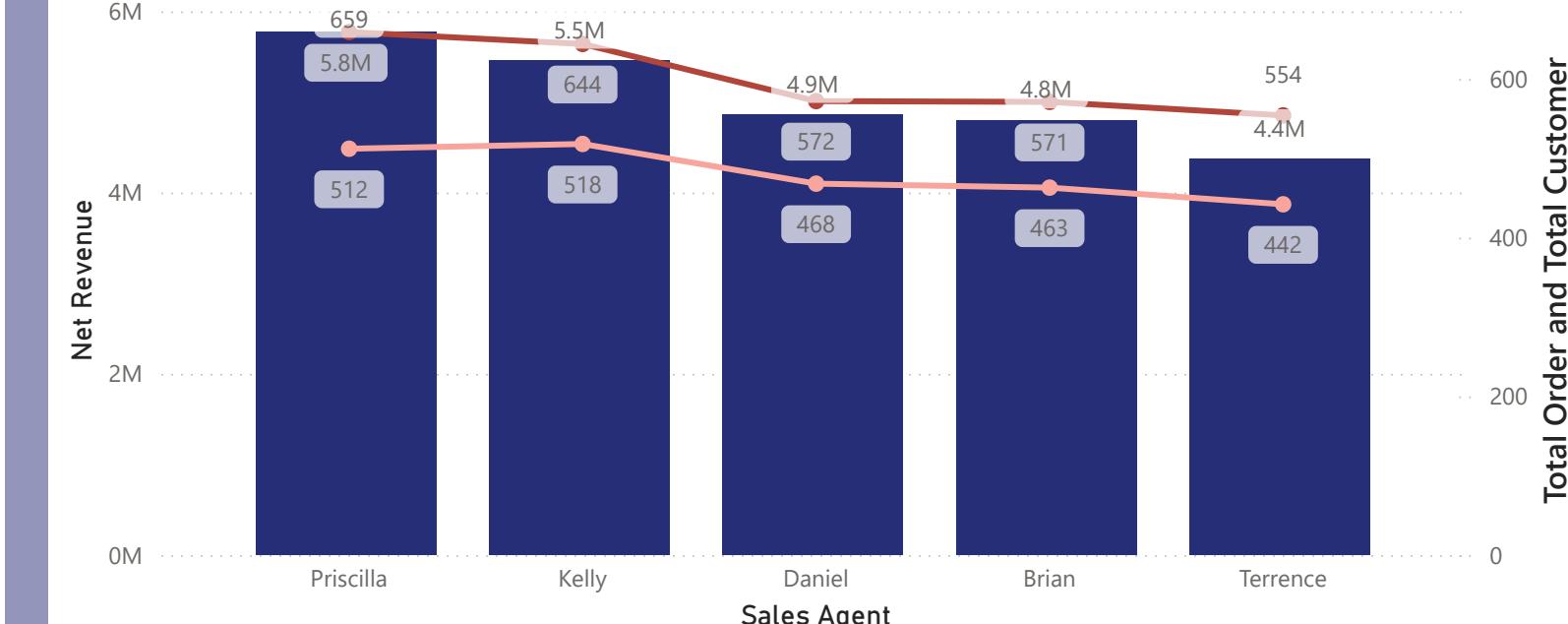
Gross Revenue by Month and Sales Agent

Sales Agent ● Brian ● Daniel ● Kelly ● Priscilla ● Terrence



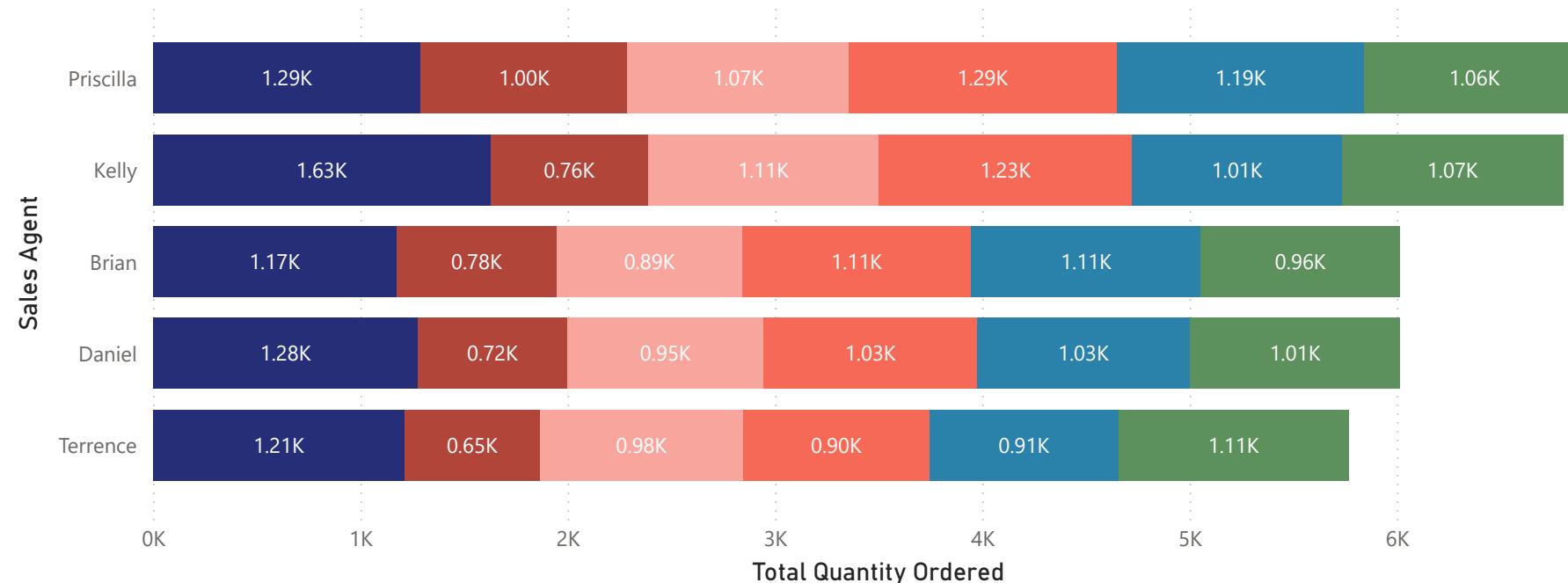
Net Revenue, Total Order and Total Customer by Sales Agent

● Net Revenue ● Total Order ● Total Customer



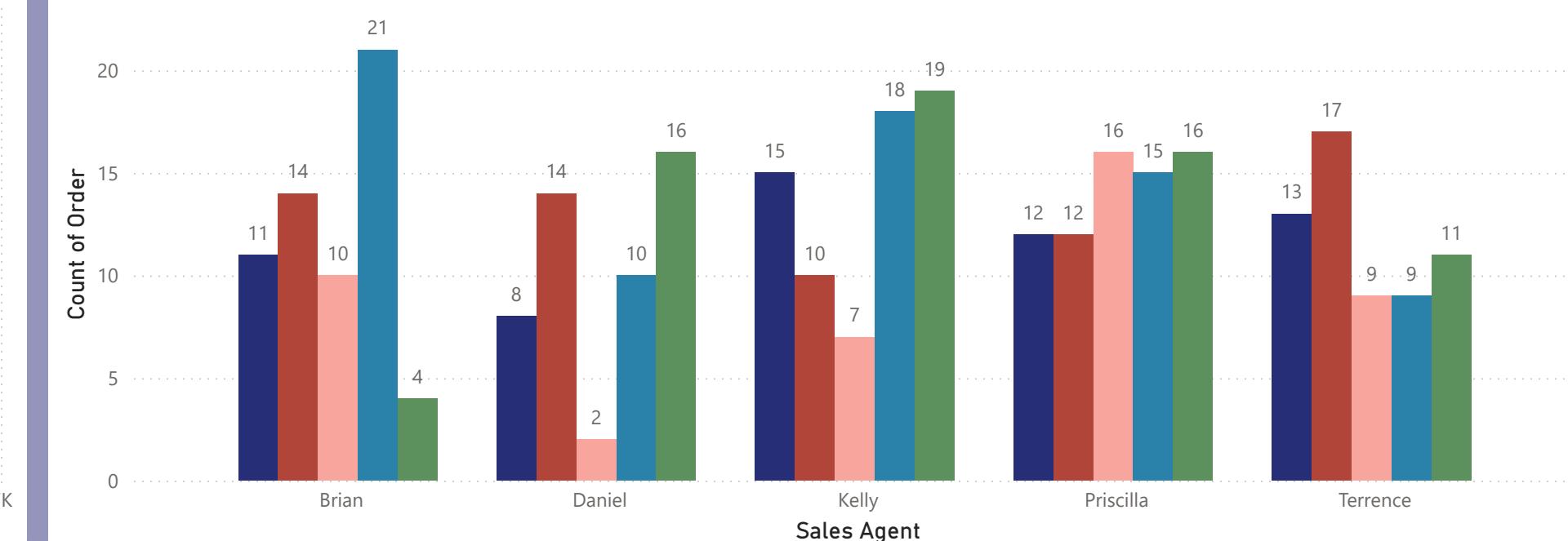
Total Quantity Ordered by Sales Agent and State

State ● Alabama ● Florida ● Georgia ● Louisiana ● North Carolina ● South Carolina



Total Order by Sales Agent and Return Reason

Return Reason ● Defective ● Late Delivery ● Quality Issue ● Received Wrong Item ● Unsatisfied



Cancelled Order Analysis

(This dashboard analyzes canceled orders by cancellation time, cancellation reason, sales agent, product category, state and compares the revenue of canceled orders with non-cancelled orders.)

Product Category

All

Sales Agent

All

Select all

October

November

December

Total Canceled Orders

309

Cancellation Rate

10.30%

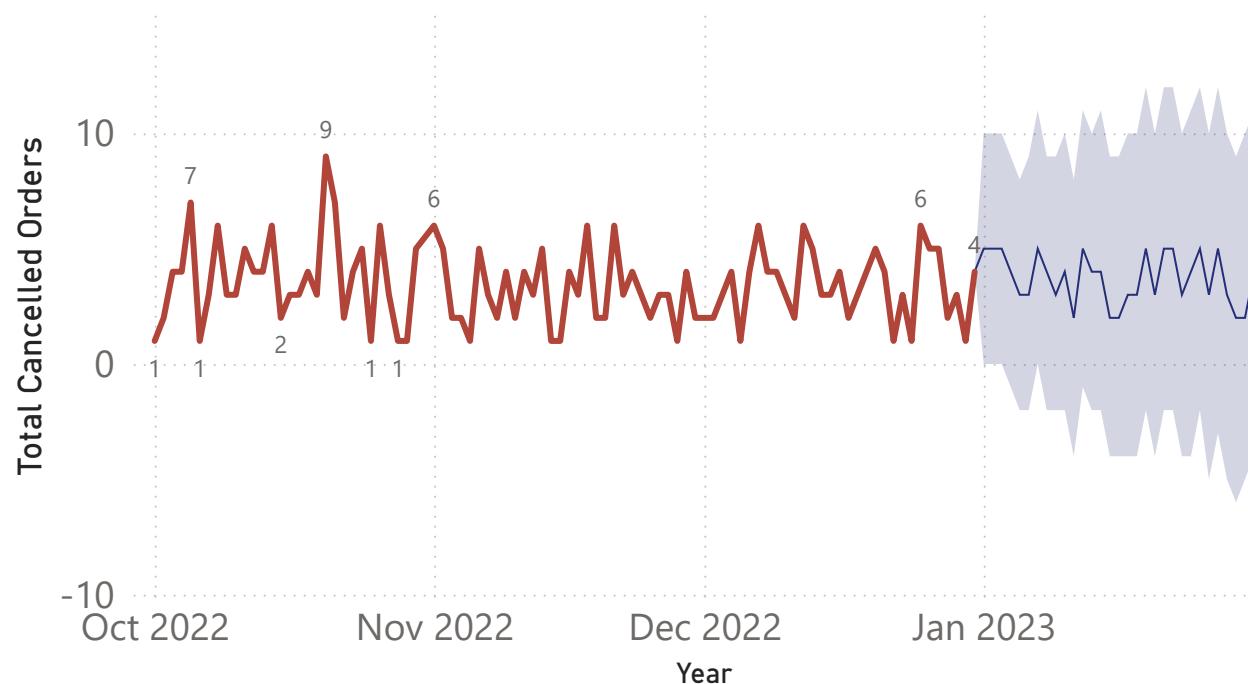
Revenue loss from Cancellations

2.94M

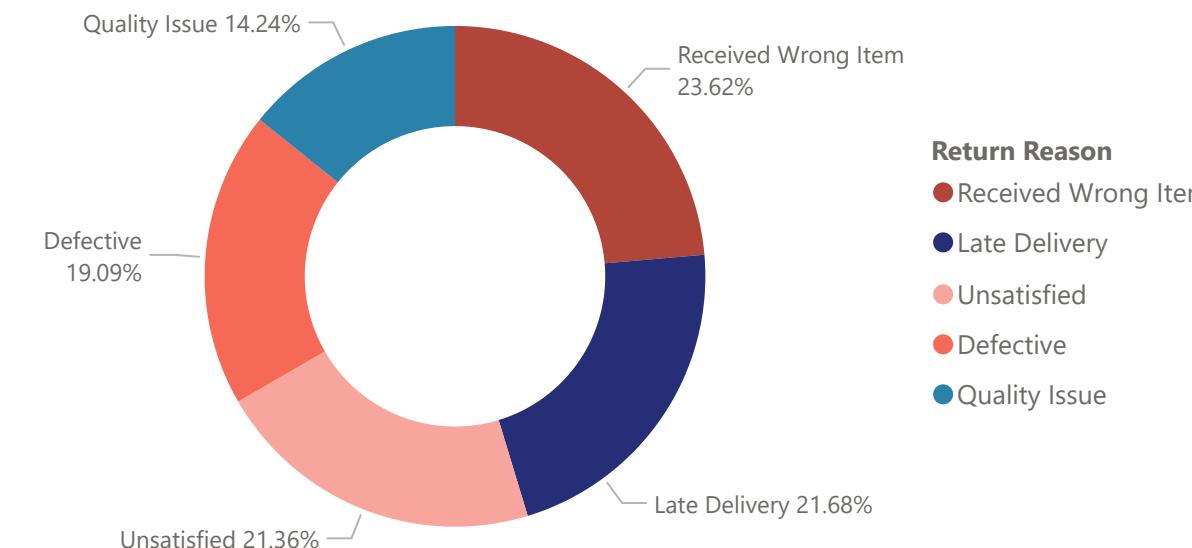
Percentage Revenue Decrease from Cancellations

10.44%

Total Cancelled Orders by Year, Month and Day



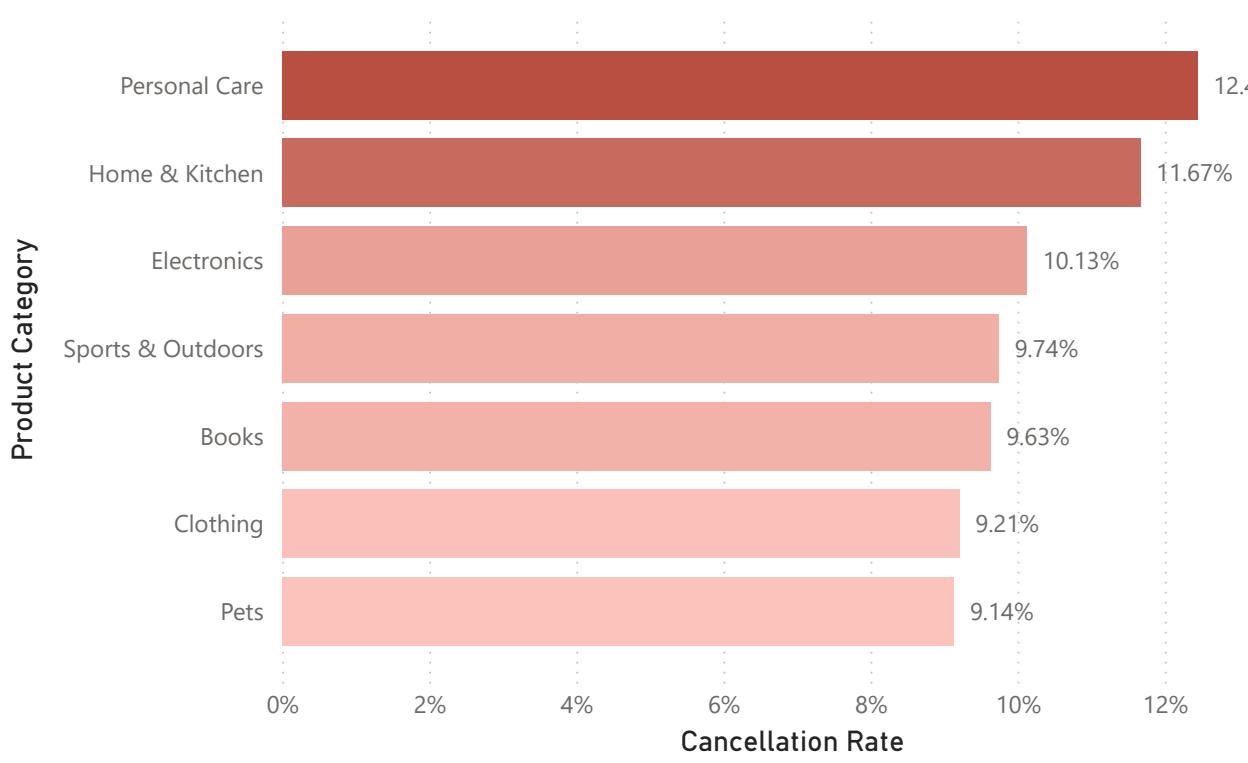
Count of Order by Return Reason



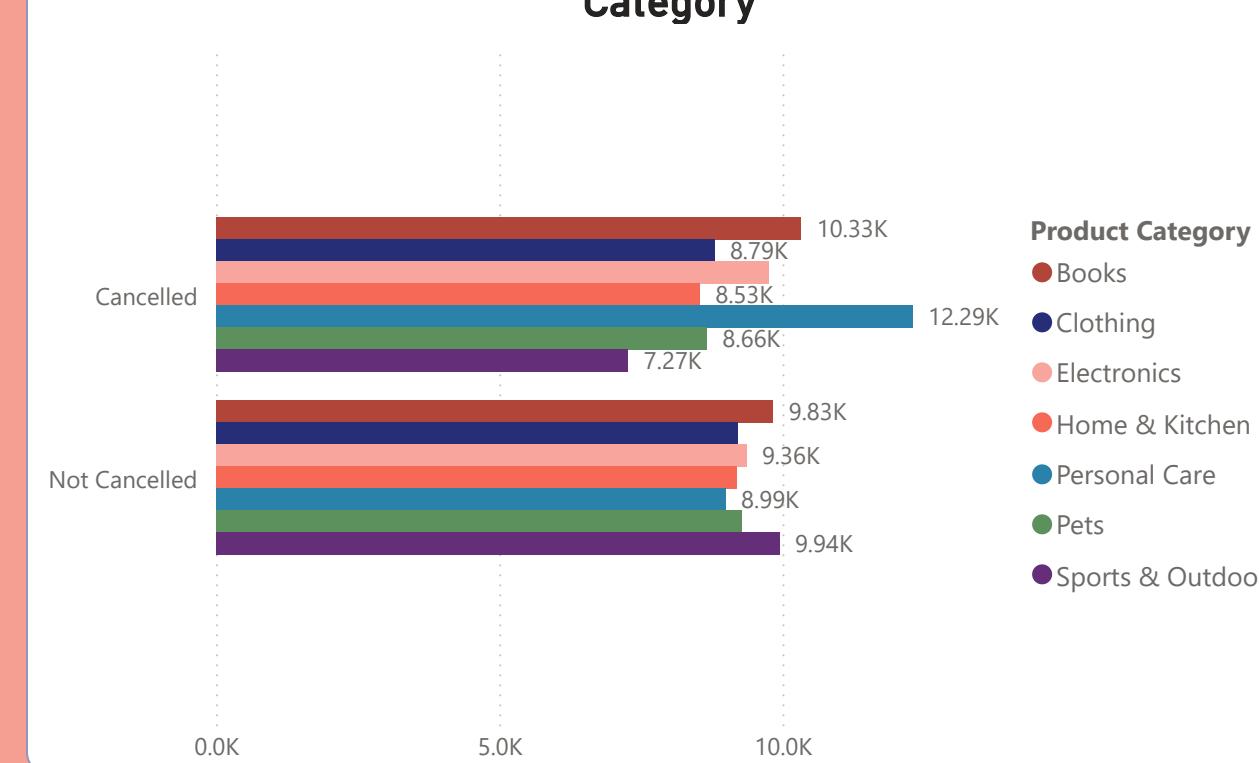
Count of Order and Cancellation Rate by Sales Agent



Cancellation Rate by Product Category



Average Revenue by Cancelled/Not Cancelled Order and Product Category



Total Cancelled Orders and Cancellation Rate by State

