

Business KPI Analysis Dashboard

Q1

Q2

Q3

Q4

Actual Sales

139,11K ✓
Goal: 98,93K (+40,61%)

Actual Quantity Sold

1358 ✓
Goal: 1037 (+30,95%)

Actual Orders

247 ✓
Goal: 186 (+32,8%)

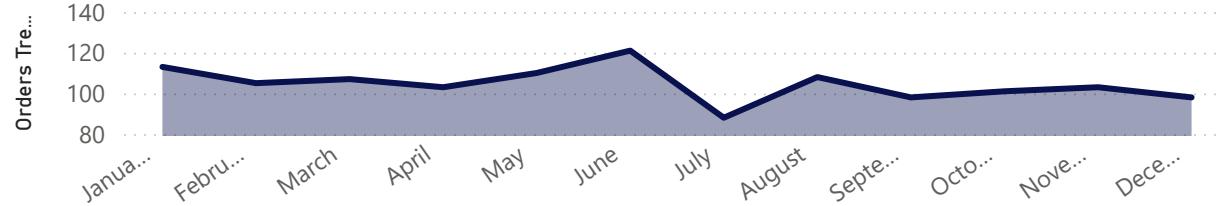
Actual Customers

82612 ✓
Goal: 62825 (+31,5%)

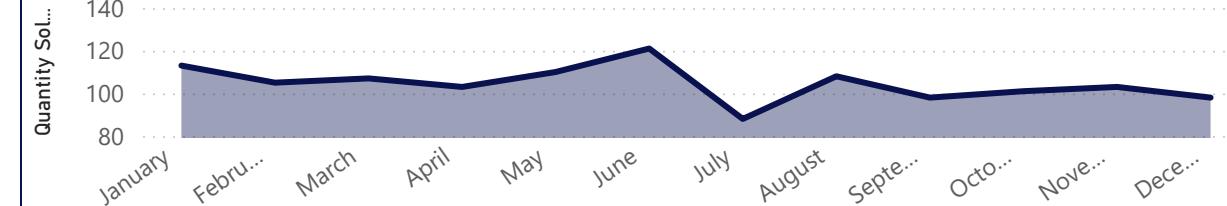
Sales Trend by Month



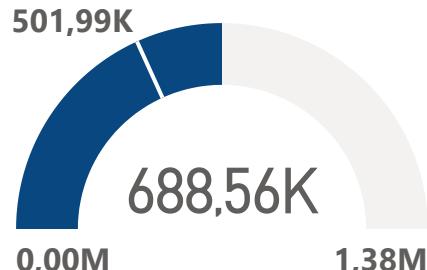
Orders Trend by Month



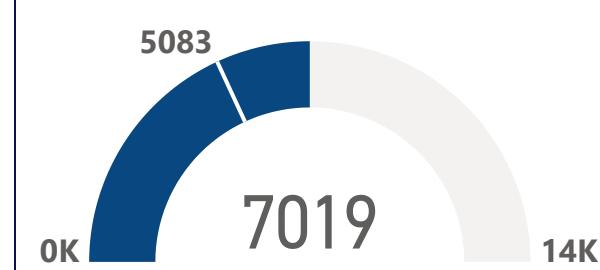
Quantity Sold Trend by Month



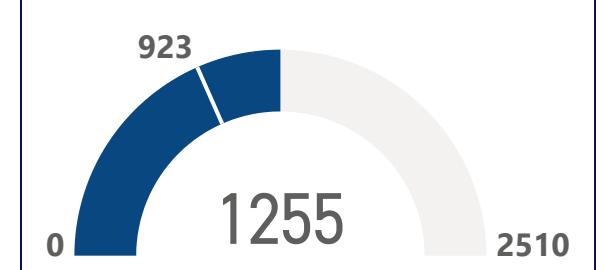
Total Sales vs Target



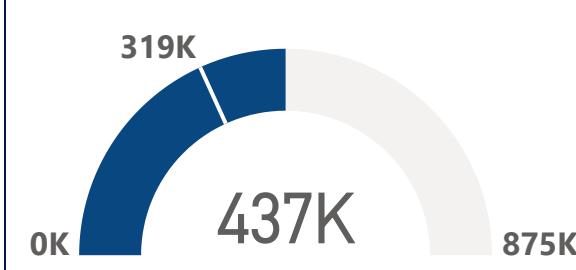
Total Quantity Sold vs Target



Total Orders vs Target

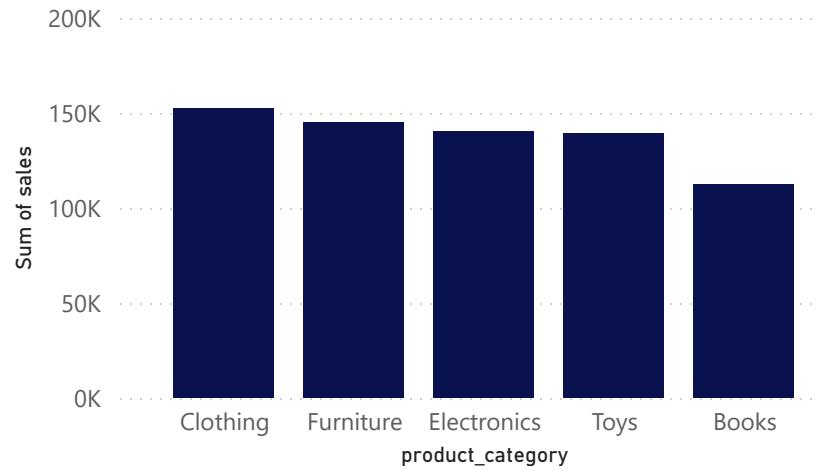


Total Customers vs Target

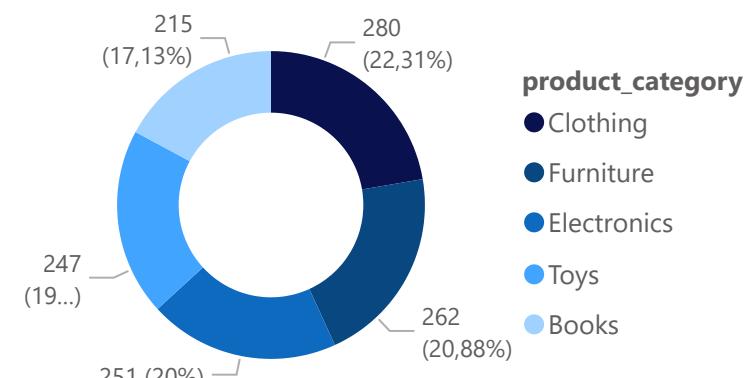


Comparison Analysis Dashboard

Total Sales by Product Category



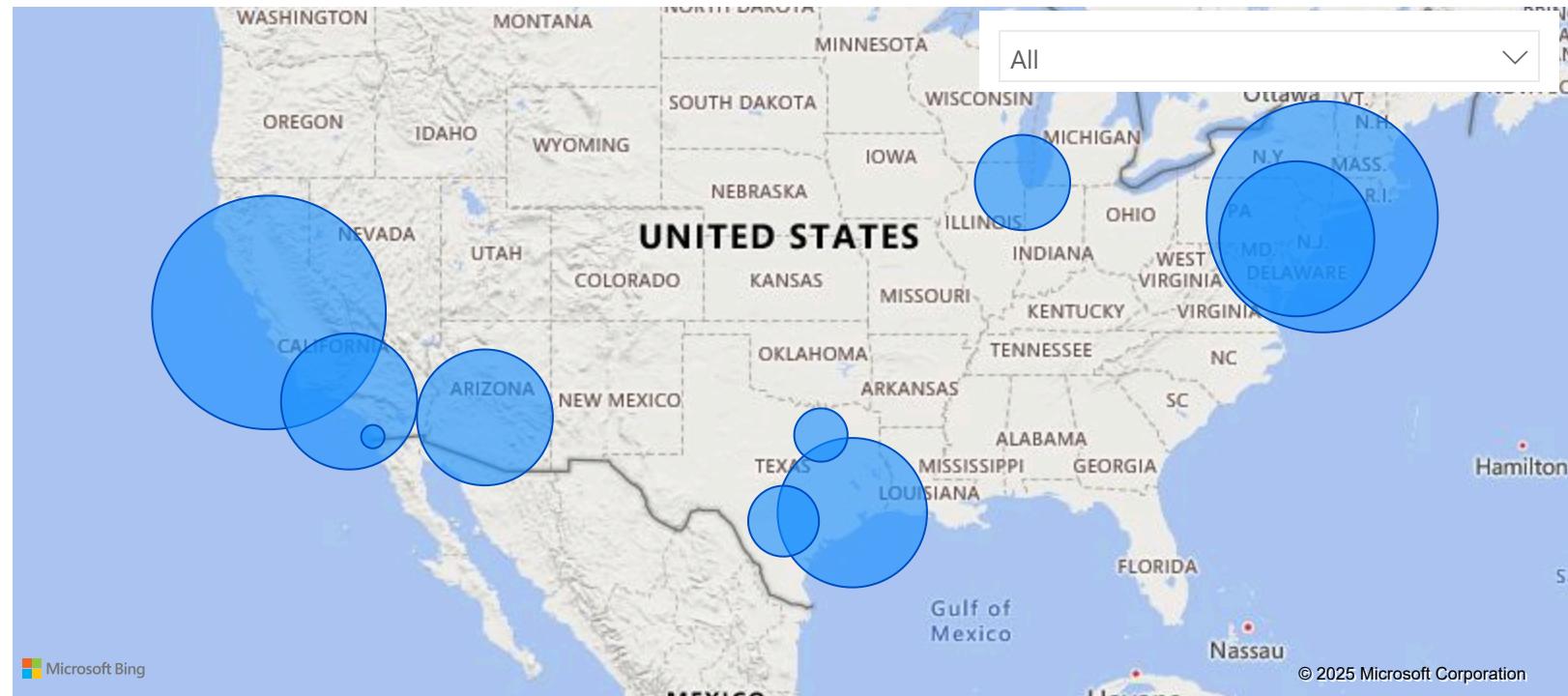
Total Orders by Product Category



Top 100 Customers

customer_id	Total Quantity Sold	Total Sales
132	24	4 256,77
241	38	4 143,84
124	37	4 067,43
685	17	3 747,87
659	23	3 738,67
18	20	3 558,34
311	40	3 437,71
399	38	3 399,81
601	29	3 300,71
661	24	3 220,89
655	21	3 157,16
69	28	3 127,33
46	26	3 043,48
227	32	3 030,61
349	32	3 016,63
383	21	2 998,54
17	36	2 994,51
521	35	2 945,65
127	27	2 930,76
430	15	2 920,38
152	26	2 870,08
84	8	2 785,17
303	33	2 741,76
255	17	2 734,15
Total	7019	688 559,73

Sales by City



Summary

582

Total Customers

1255

Total Customers

688 559,73

Total Sales Amount

7019

Total Quantity Sold

