

Total COGS



51.82M

Gross Revenue



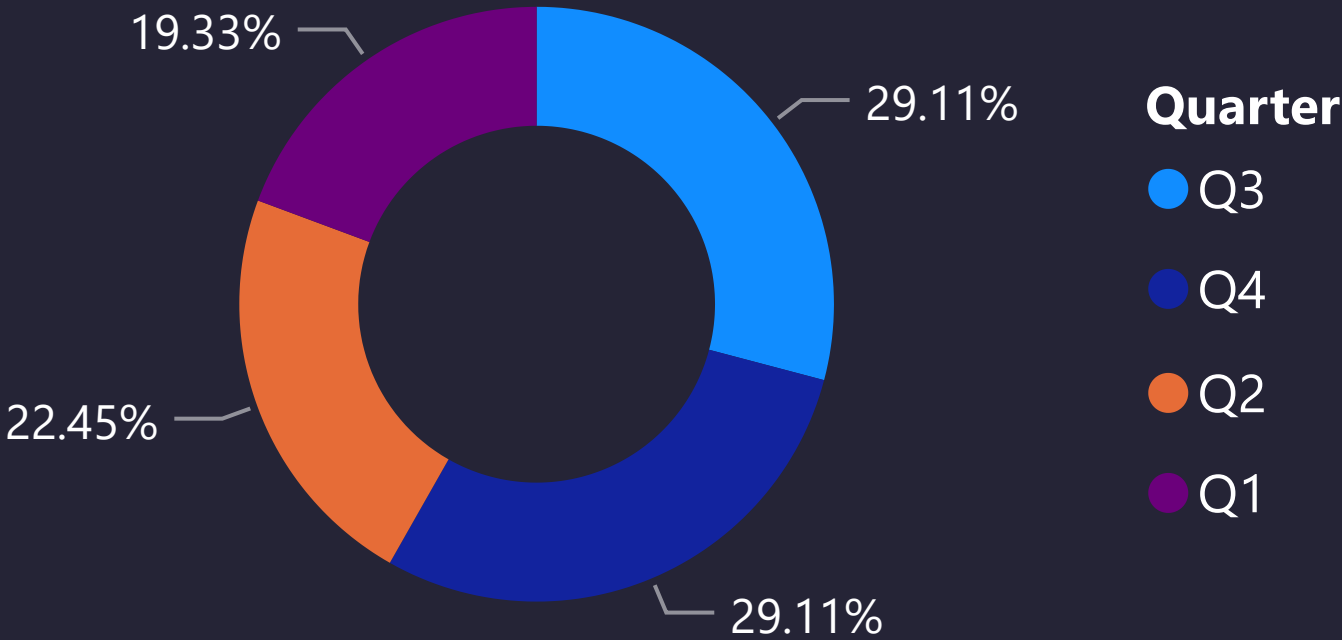
\$73.14M

Gross Profit

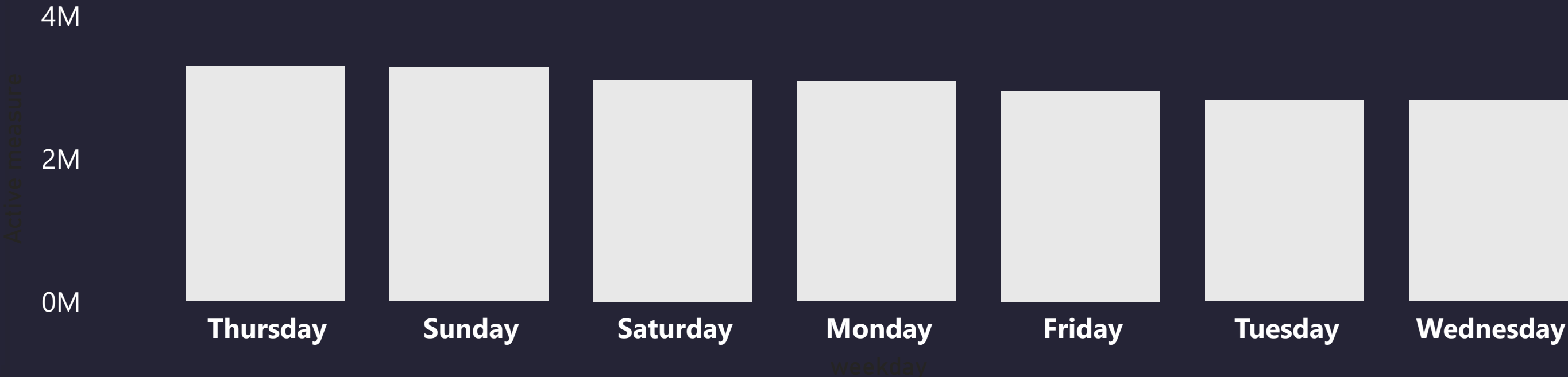


\$21.33M

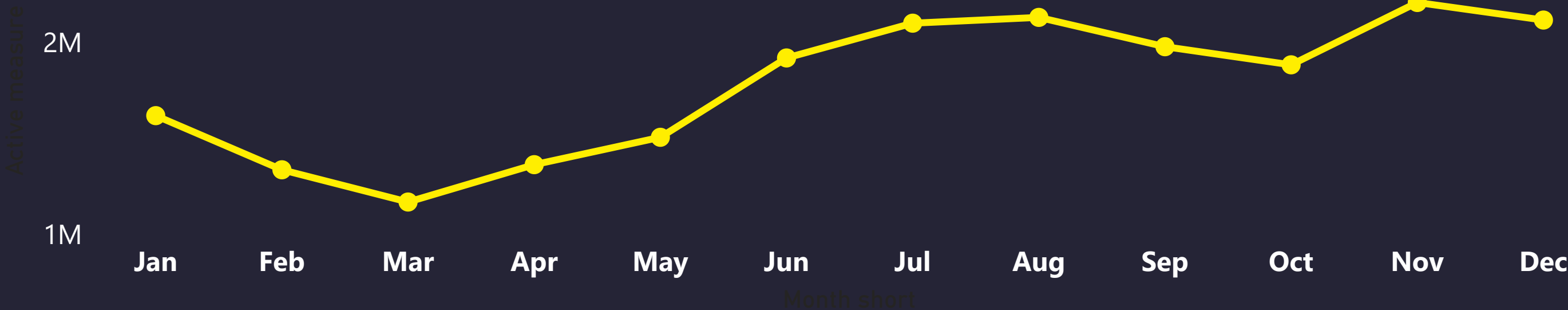
(\$)  
Gross profit



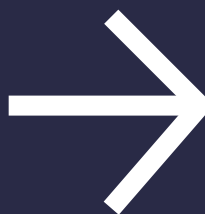
(\$)  
Gross profit



(\$)  
Gross profit



Product Name	Avg. sale per day	Best selling day
Bar Tools	\$10.03K	Friday
Cocktail Glasses	\$9.61K	Friday
Dinnerware	\$10.24K	Friday
Floor Lamps	\$8.76K	Friday
Mirrors	\$11.09K	Friday
Platters	\$10.11K	Friday
Serveware	\$9.82K	Friday
Bean Bags	\$9.00K	Monday
Candleholder	\$8.95K	Monday
S		
Candles	\$9.71K	Monday



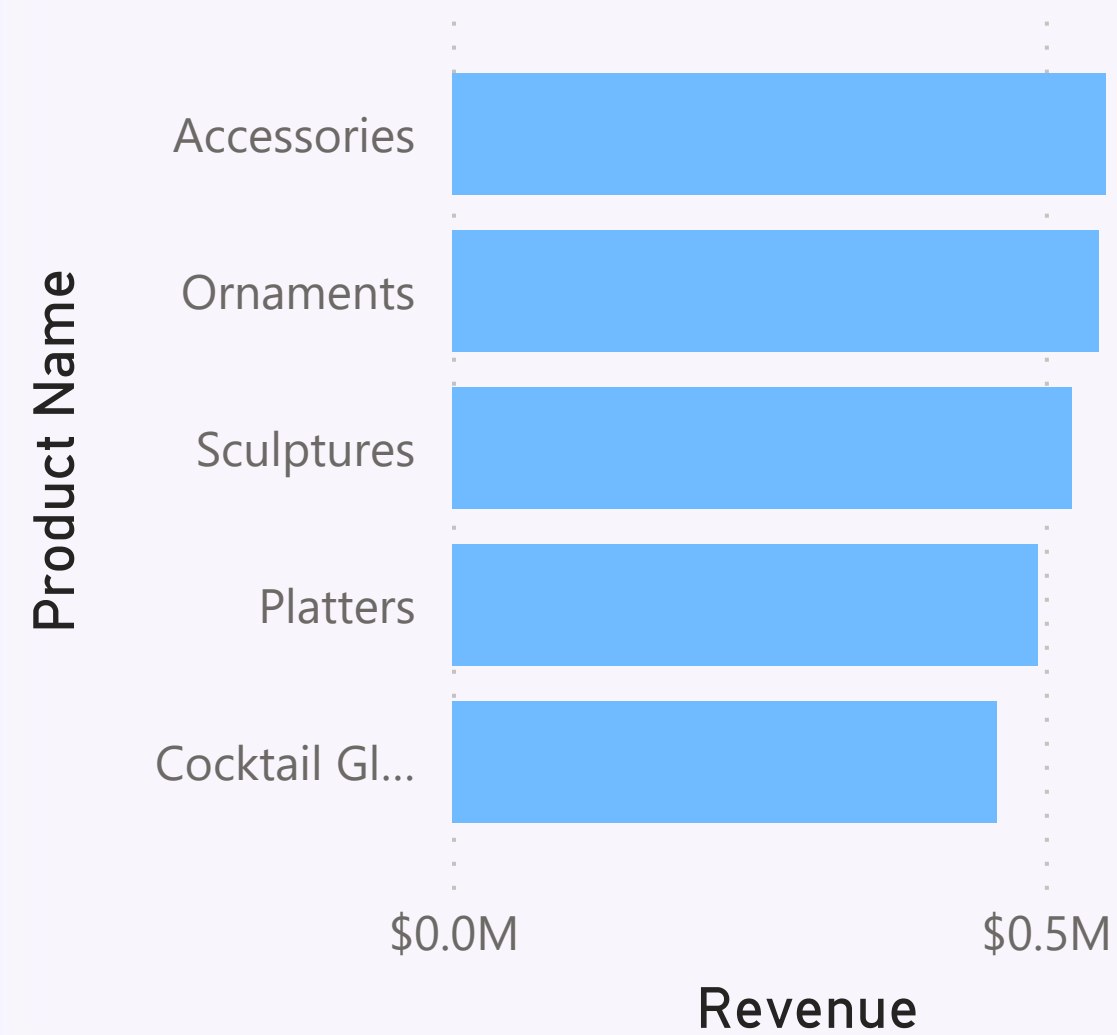
# PRODUCT ANALYSIS Dashboard

Year

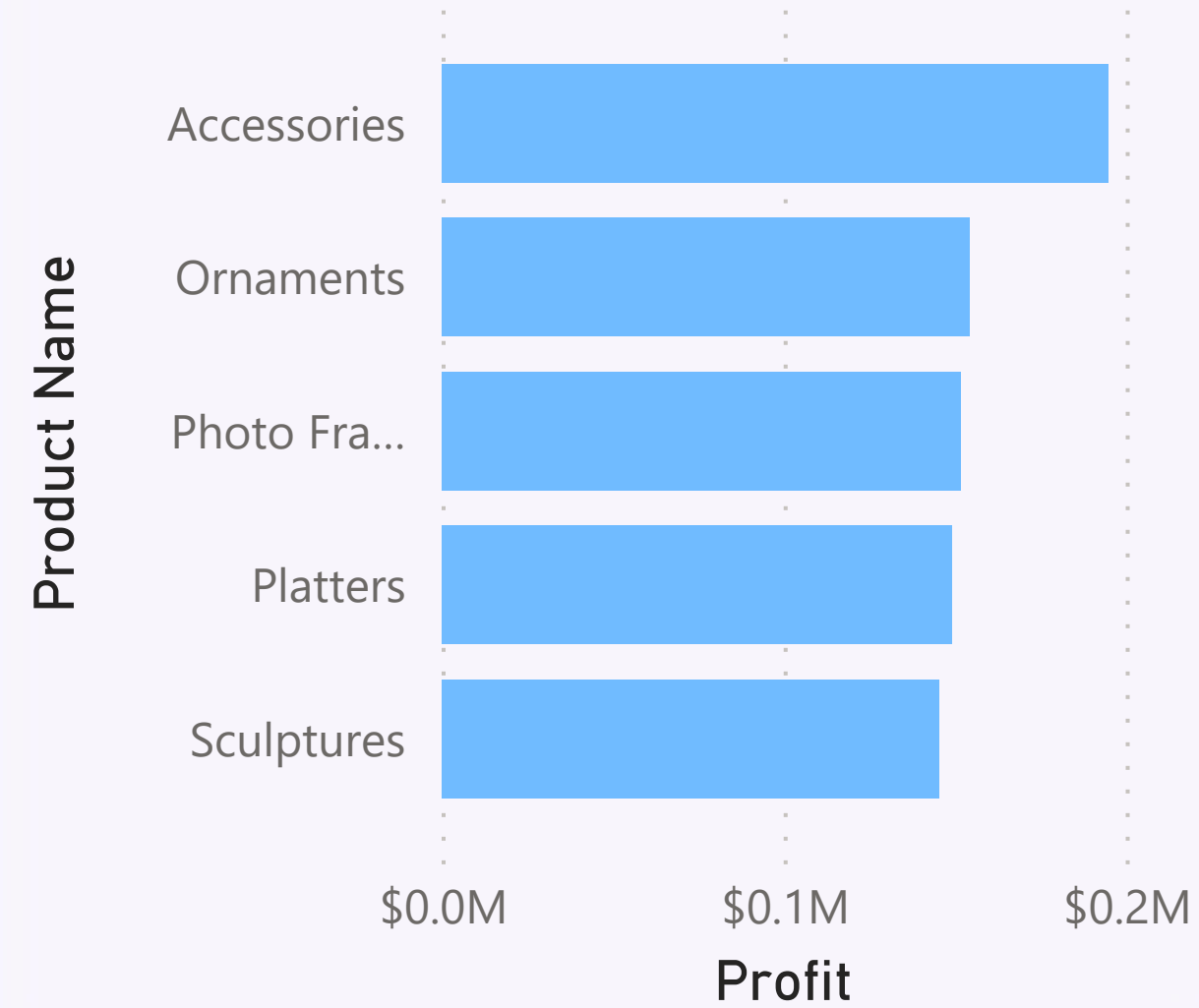
2018



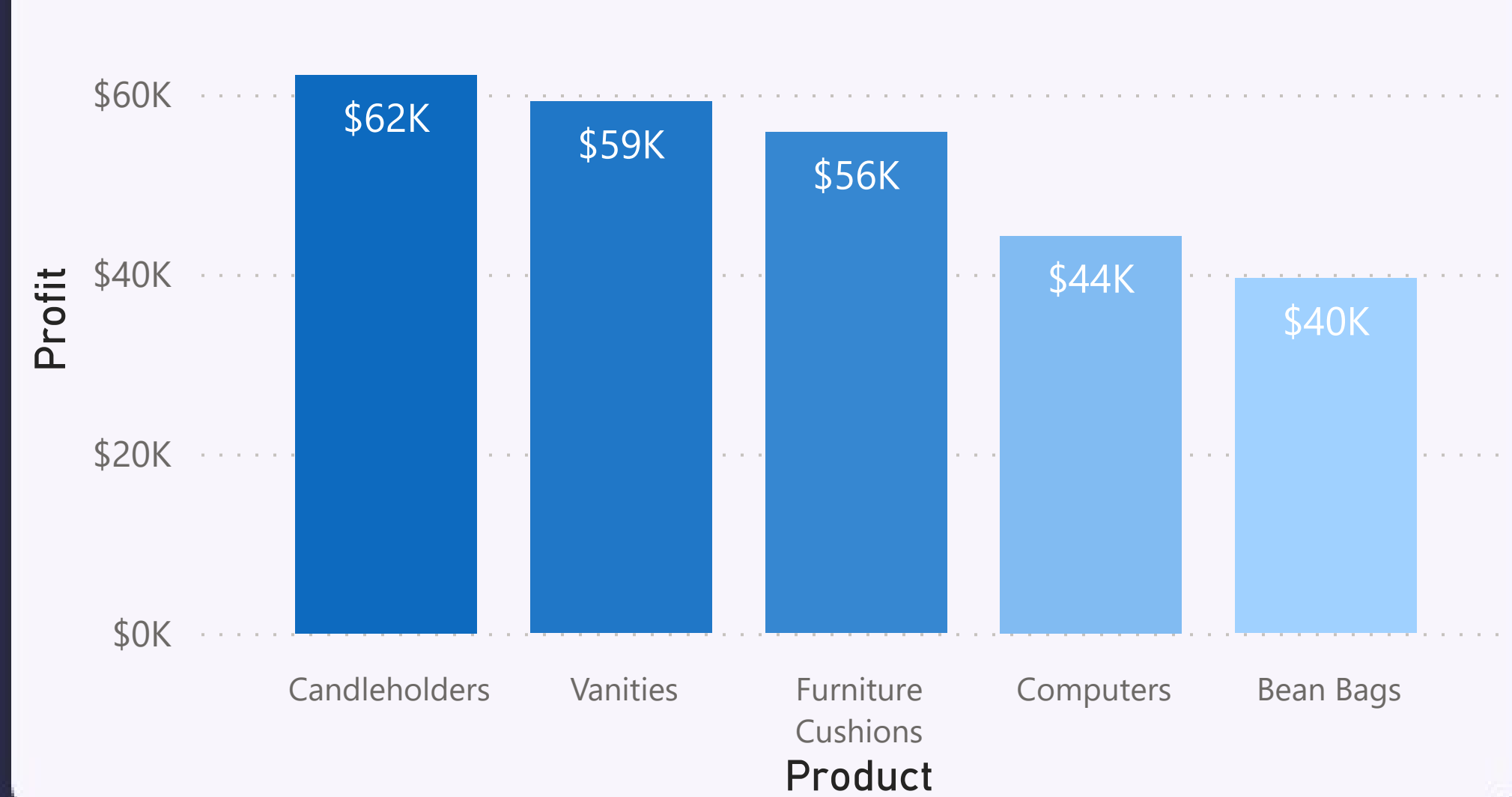
## Top-5 Products by Revenue



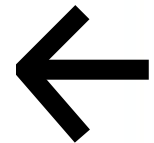
## Top-5 Products by Profits



## 5-Least Performing Products



Product Name	Total transactions		Ordered Qty		Revenue		Profit	
Accessories	<div></div>	45	<div></div>	238	<div></div>	\$0.55M	<div></div>	\$0.19M
Audio	<div></div>	29	<div></div>	133	<div></div>	\$0.28M	<div></div>	\$0.09M
Bakeware	<div></div>	37	<div></div>	171	<div></div>	\$0.34M	<div></div>	\$0.09M
Bar Tools	<div></div>	41	<div></div>	186	<div></div>	\$0.42M	<div></div>	\$0.11M
Baseball	<div></div>	33	<div></div>	147	<div></div>	\$0.33M	<div></div>	\$0.09M
Basketball	<div></div>	33	<div></div>	132	<div></div>	\$0.26M	<div></div>	\$0.06M
Bathroom Furniture	<div></div>	32	<div></div>	152	<div></div>	\$0.29M	<div></div>	\$0.09M
Bean Bags	<div></div>	23	<div></div>	103	<div></div>	\$0.16M	<div></div>	\$0.04M
Bedroom Furniture	<div></div>	31	<div></div>	133	<div></div>	\$0.23M	<div></div>	\$0.06M



TRANSACTION ANALYSIS **D a s h b o a r d**

Year

All



Quantity Ordered

36K



Gross Revenue

\$73.14M

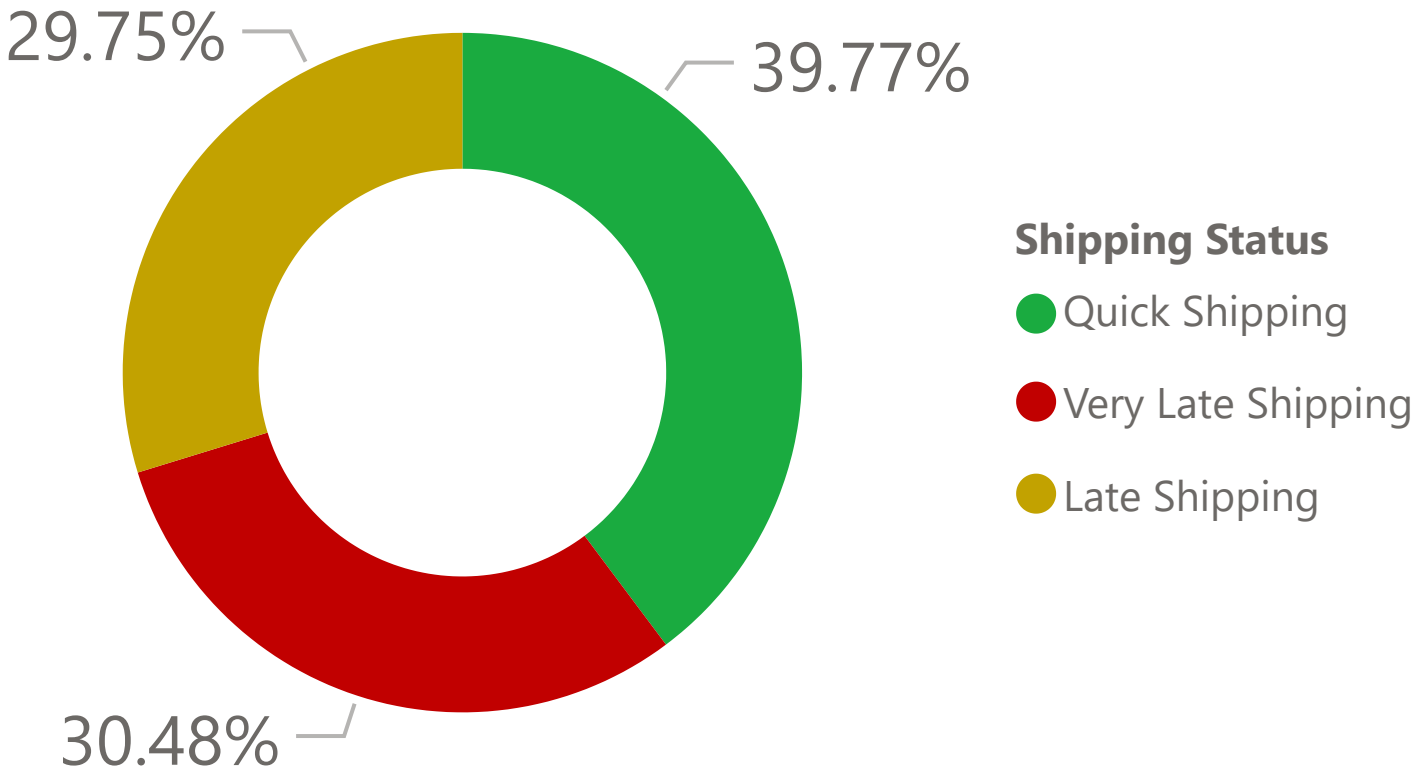


Gross Profit

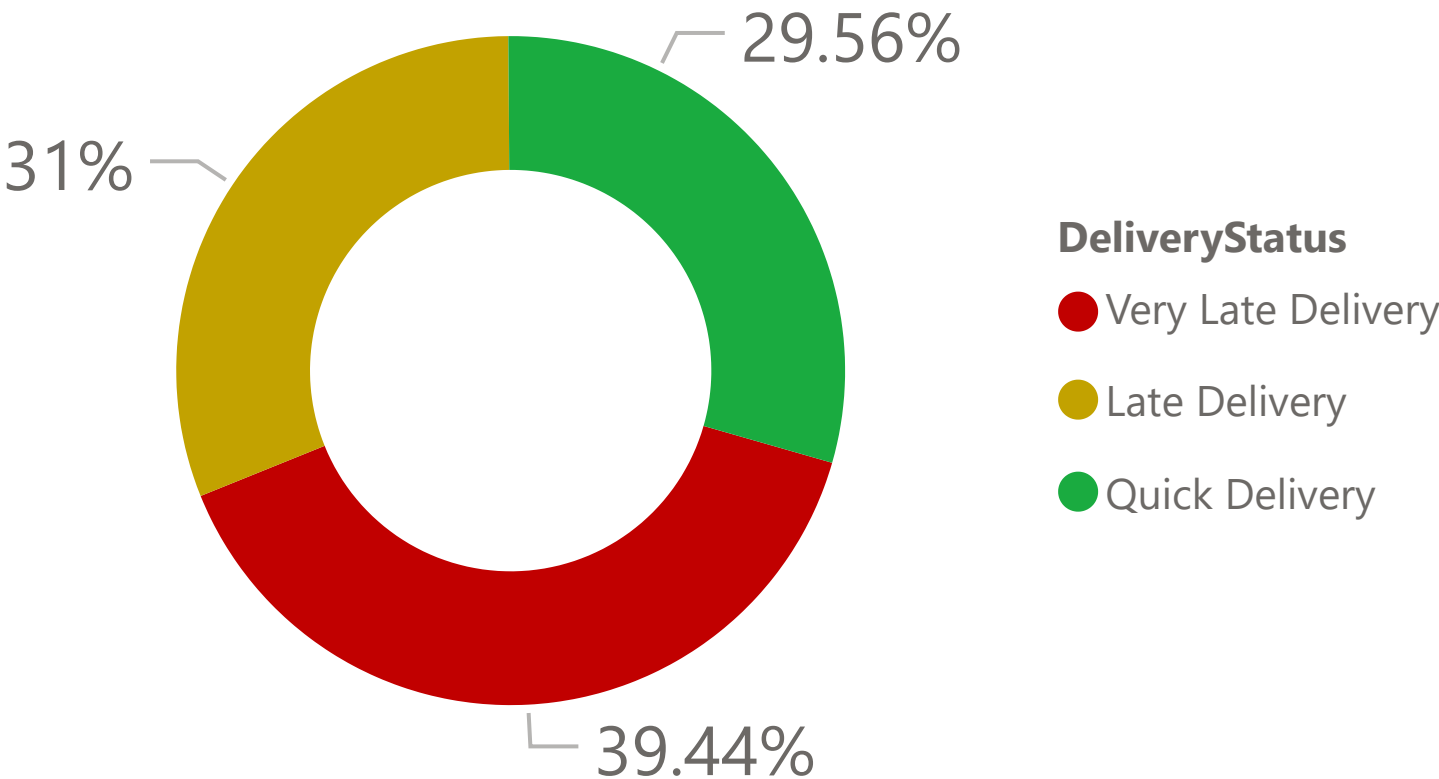
\$21.33M

**Logistics and Sales Metrics**

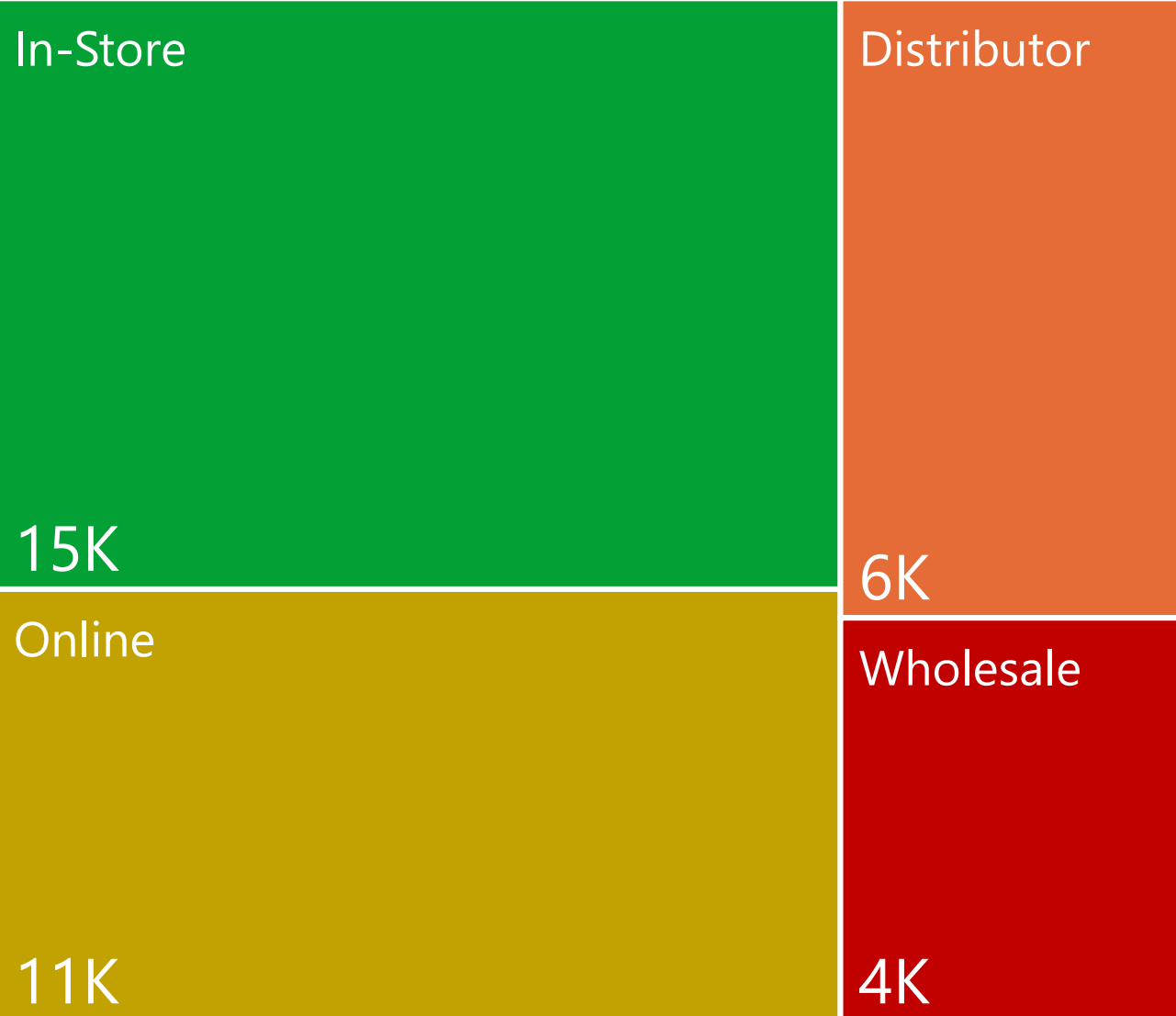
**Shipping Status**



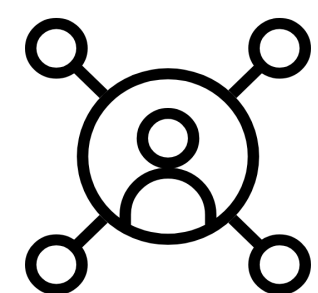
**Delivery Status**



**Sales Channel**



CUSTOMER ANALYSIS Dashboard



50

Customers



7991

Total transactions

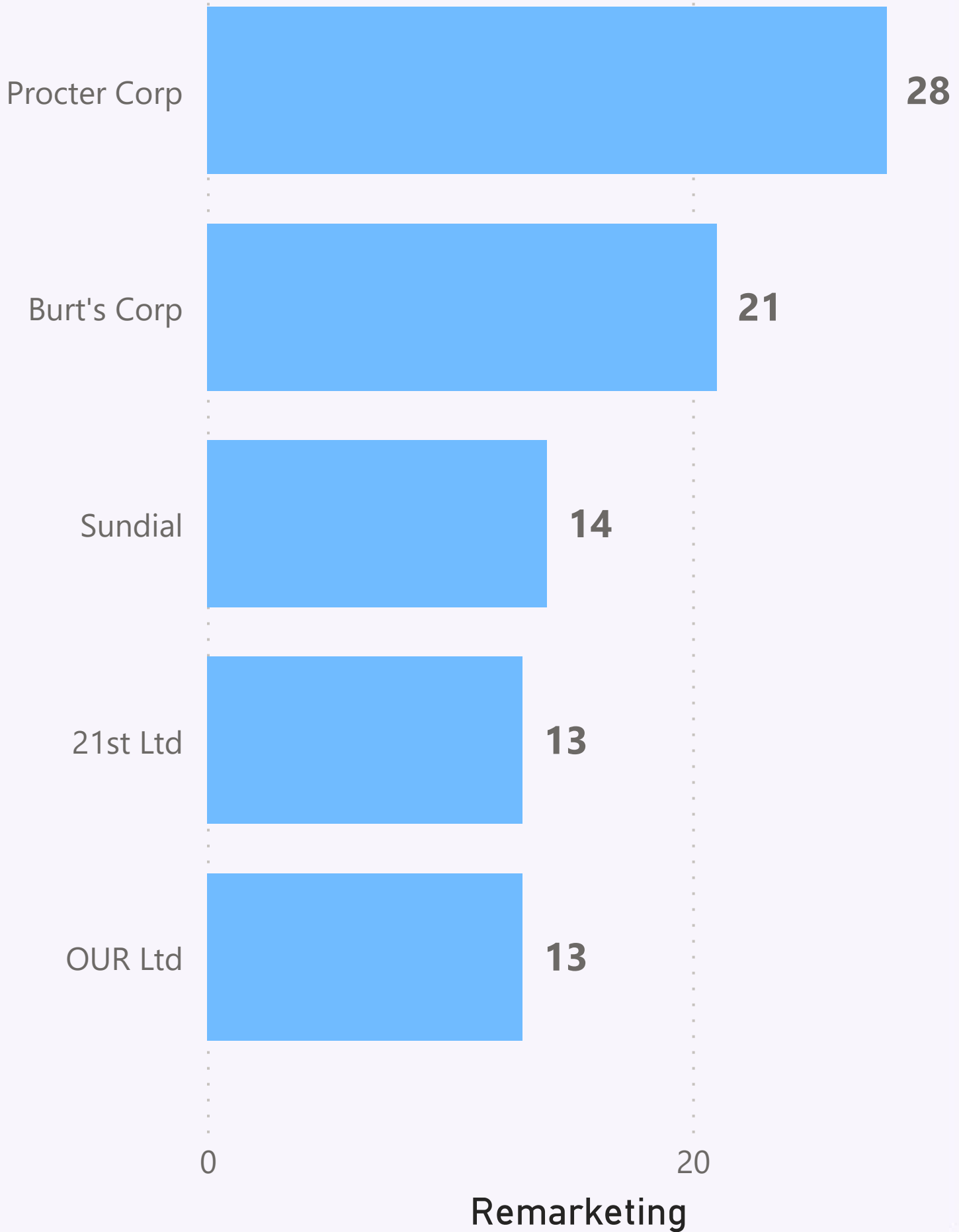


Customers Re-targeting

All customers unique transactions and last purchasing date & days

Customer Names	Total transactions	Last Purchase date	Days Since Last Purchase
Apotheca, Ltd	179	12/30/2020	0
Llorens Ltd	161	12/30/2020	0
OHTA'S Corp	173	12/30/2020	0
Weimei Corp	161	12/30/2020	0
3LAB, Ltd	135	12/29/2020	1
Medline	210	12/29/2020	1
New Ltd	153	12/29/2020	1
Ohio	164	12/29/2020	1
Qualitest	165	12/29/2020	1
Winthrop	156	12/29/2020	1
Wuxi Group	144	12/29/2020	1

Customer Names





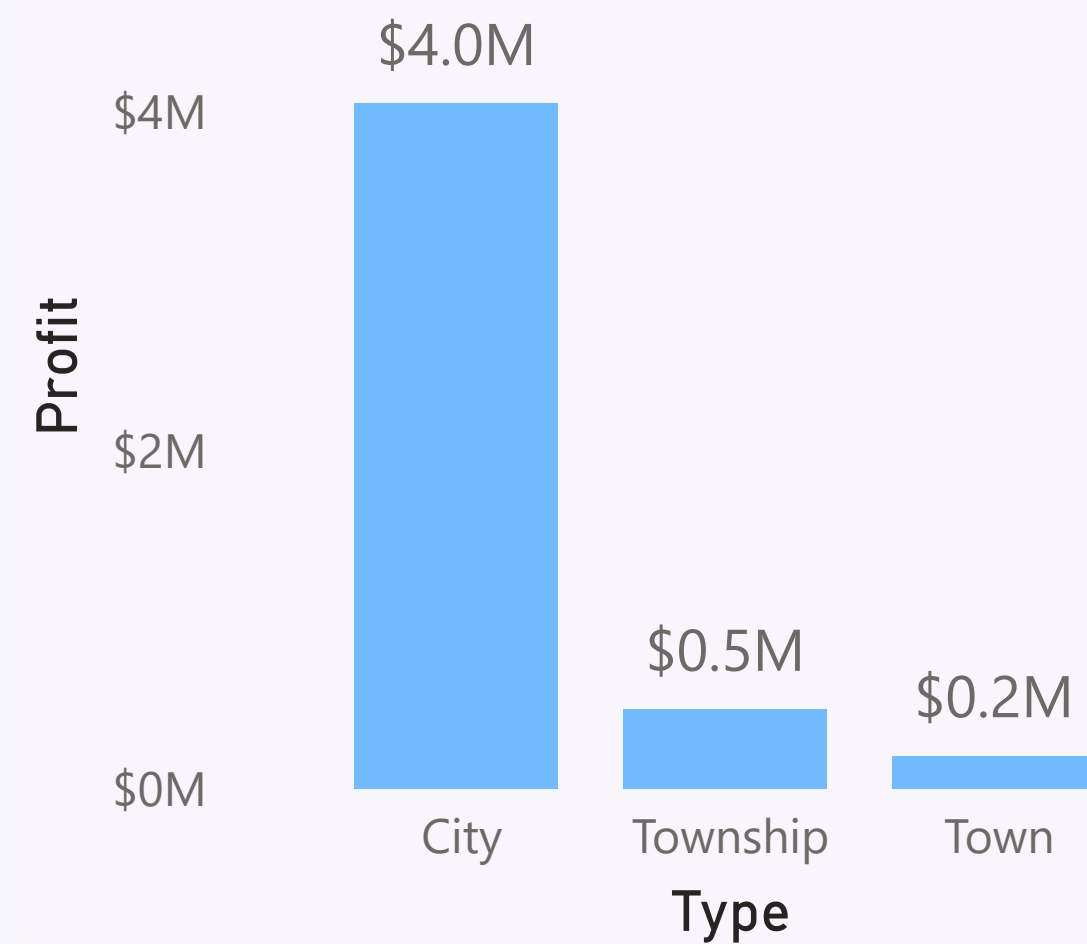
# LOCATION ANALYSIS Dashboard

Year

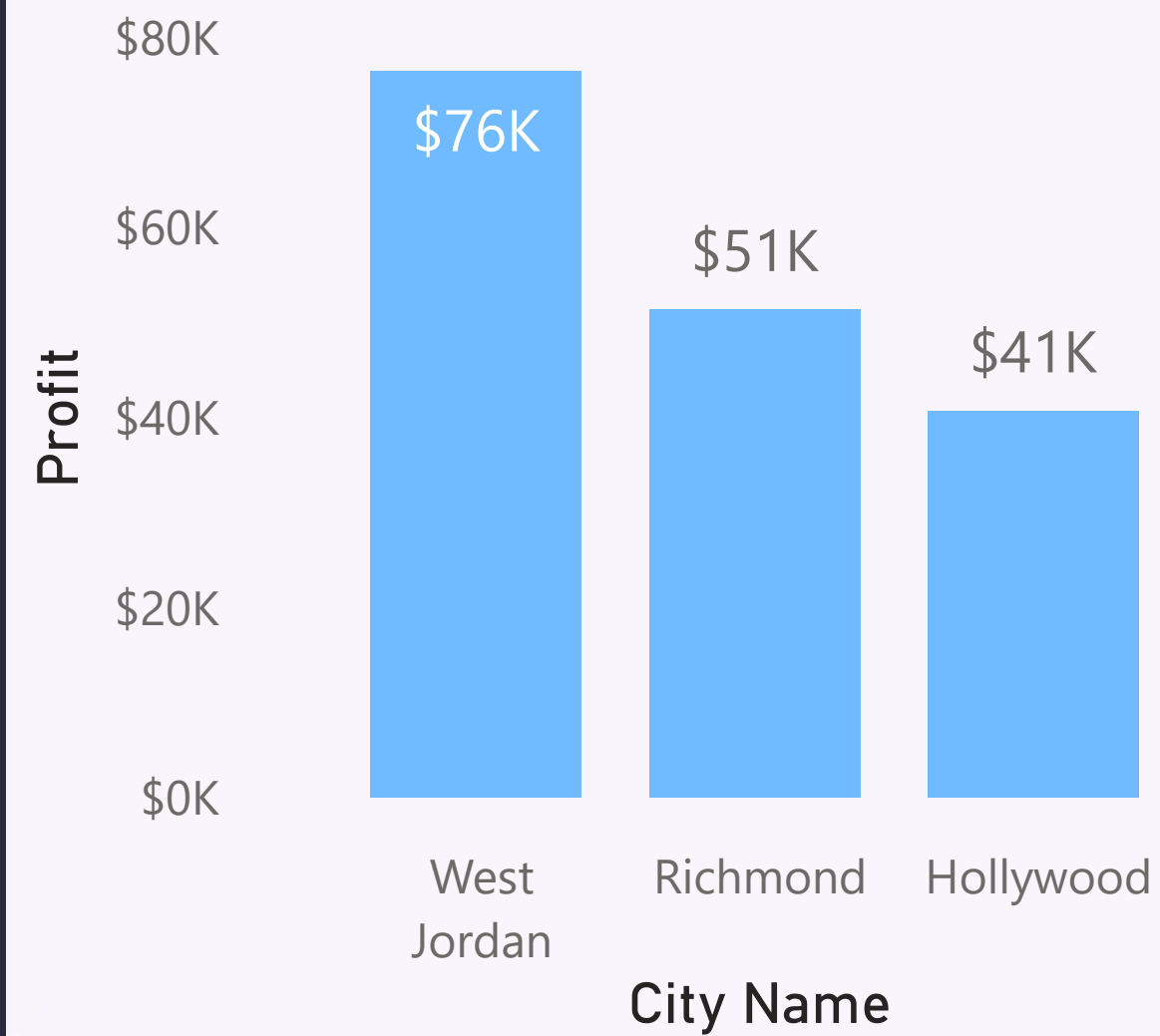
2018



### Profit by Type



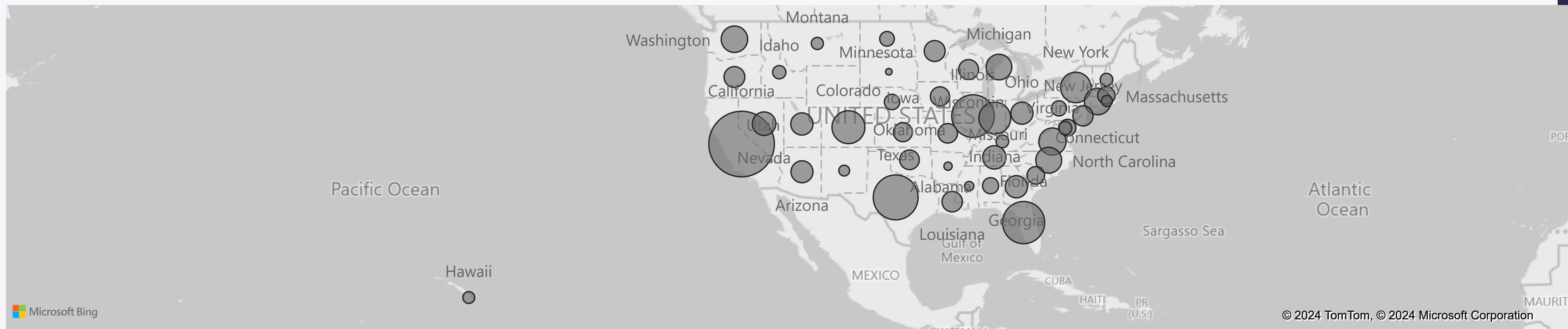
### Profit by City Name



**45**  
No of States

**351**  
No of Cities

### Revenue in different states



# Sales Team Analysis Dashboard



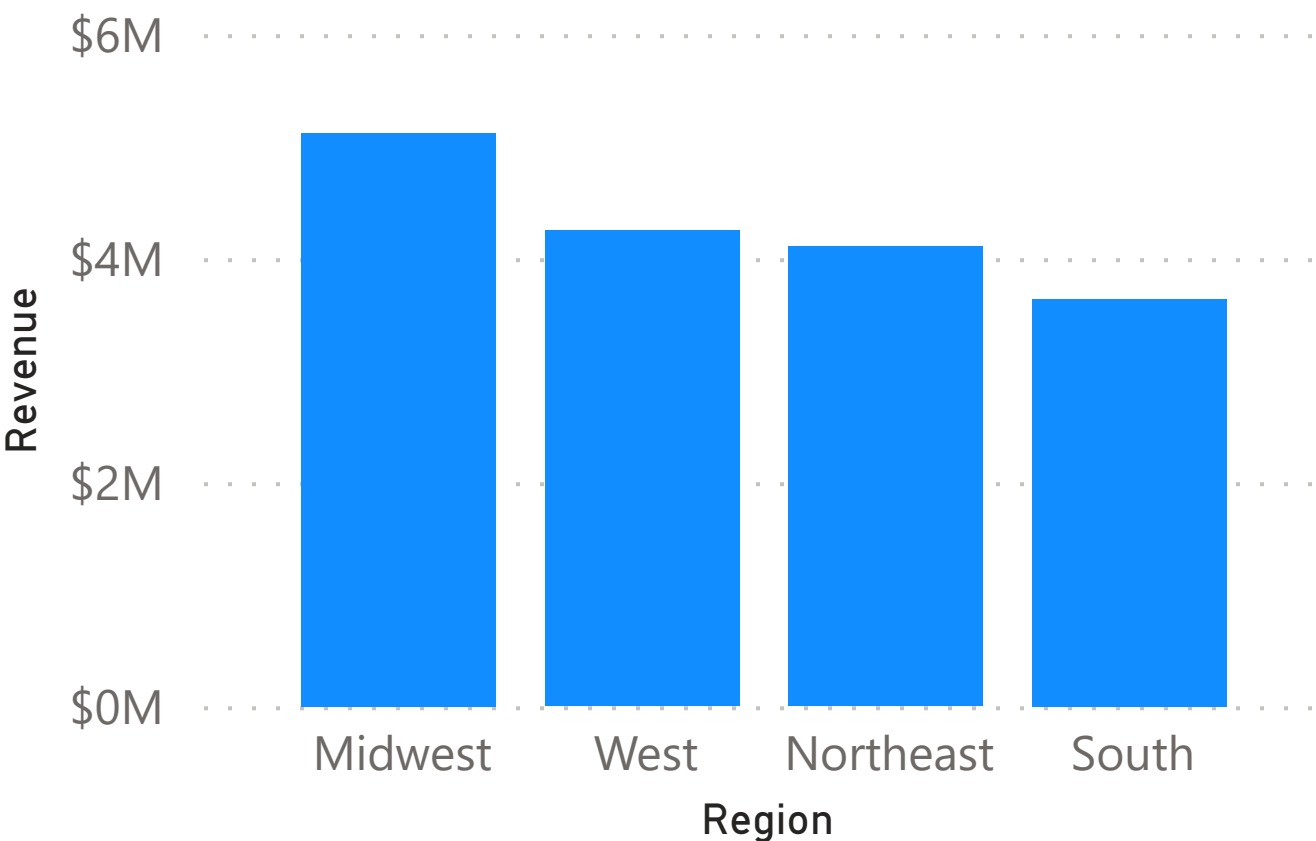
Year

2018



Sales Team	Total transactions	Qunatity Sold	Revenue Generated
Carl Nguyen	82	0.40K	\$0.90M
Adam Hernandez	87	0.39K	\$0.84M
Anthony Torres	73	0.33K	\$0.76M
Joshua Little	65	0.29K	\$0.71M
Shawn Wallace	82	0.41K	\$0.70M
Douglas Tucker	72	0.33K	\$0.70M
Roger Alexander	66	0.31K	\$0.68M
George Lewis	70	0.32K	\$0.68M
Chris Armstrong	72	0.30K	\$0.67M
Samuel Fowler	67	0.34K	\$0.66M
Todd Roberts	79	0.34K	\$0.63M
Stephen Payne	71	0.32K	\$0.63M
Frank Brown	63	0.29K	\$0.61M
Joshua Ryan	68	0.31K	\$0.61M
Roy Rice	70	0.29K	\$0.60M
Donald Reynolds	63	0.32K	\$0.60M
Jerry Green	67	0.32K	\$0.58M
Joe Price	57	0.27K	\$0.56M
Patrick Graham	57	0.26K	\$0.56M
Jonathan Hawkins	60	0.28K	\$0.55M
Total	1836	8.48K	\$17.10M

Sales in different Regions



Top 3 Sales Teams

