



# SALES ANALYSIS DASHBOARD

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34.47M

Total Revenue

209K

Total Orders

178.4...

Count of Orders

366

Number of days

19

Total Products

12

Months

9

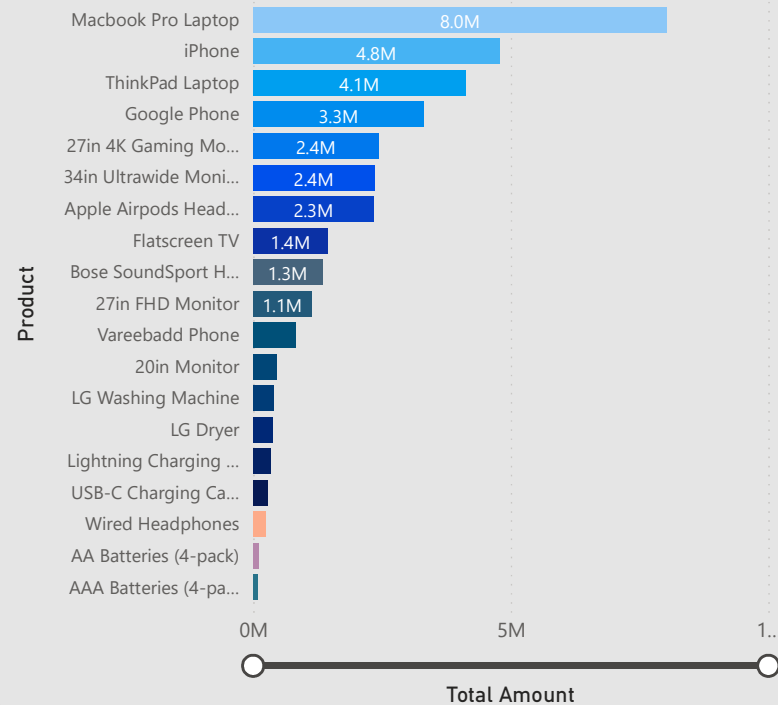
Total City

7

Weekdays

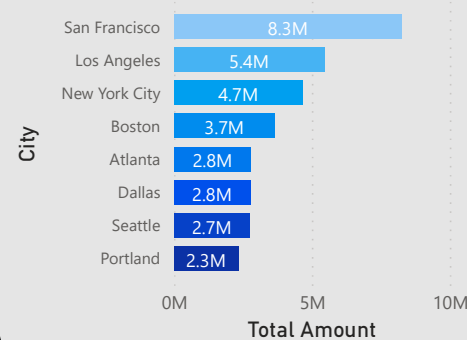
## Total Revenue Per Product

Product Macbook ... iPhone ThinkPad L... Google P... 27in 4K G...

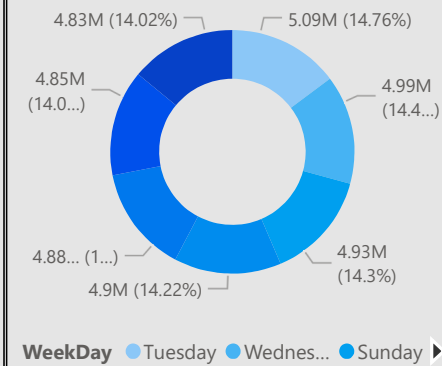


## Total Revenue Per City

City San Fran... Los An... New Yor...



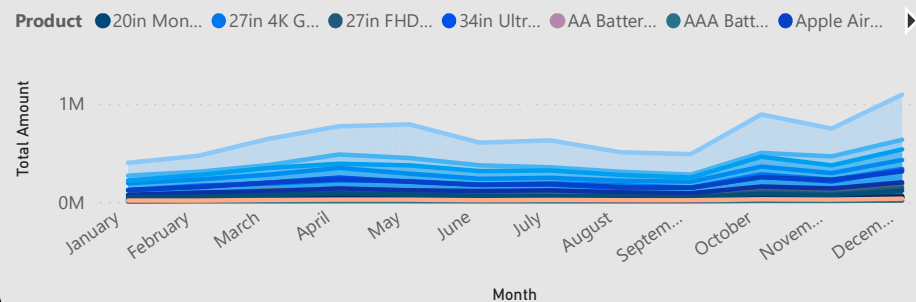
## Total Revenue by Weekday



## Product

- ☐ 20in Monitor
- ☐ 27in 4K Ga...
- ☐ 27in FHD ...
- ☐ 34in Ultraw...
- ☐ AA Batterie...
- ☐ AAA Batter...
- ☐ Apple Airp...
- ☐ Bose Soun...
- ☐ Flatscreen ...
- ☐ Google Ph...
- ☐ iPhone
- ☐ LG Dryer
- ☐ LG Washin...
- ☐ Lightning ...
- ☐ Macbook P...
- ☐ ThinkPad L...

## Total Revenue by Date and Product



## City

- ☐ Atlanta
- ☐ Austin
- ☐ Boston
- ☐ Dallas
- ☐ Los Angeles
- ☐ New York ...
- ☐ Portland
- ☐ San Francis...
- ☐ Seattle



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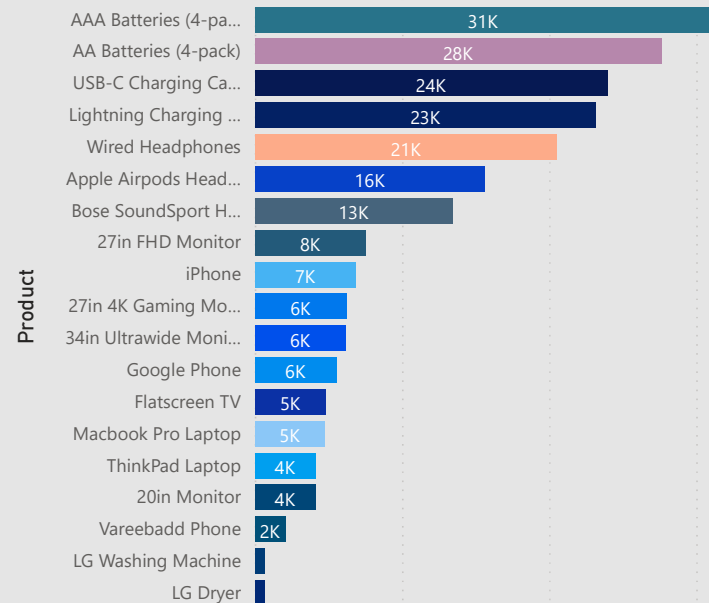
Total City

7

Weekdays

## Total Order by Products

Product ● AAA Batt... ● AA Batteri... ● USB-C Ch... ● Lightnin... ● Wired H...

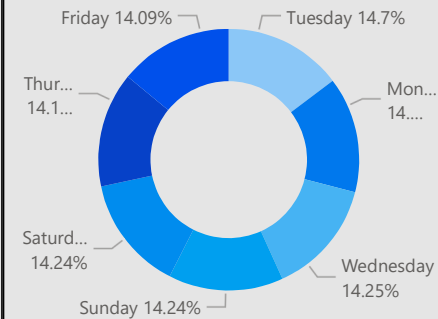


## Total Orders BY City

City ● San Fran... ● Los An... ● New Yor...

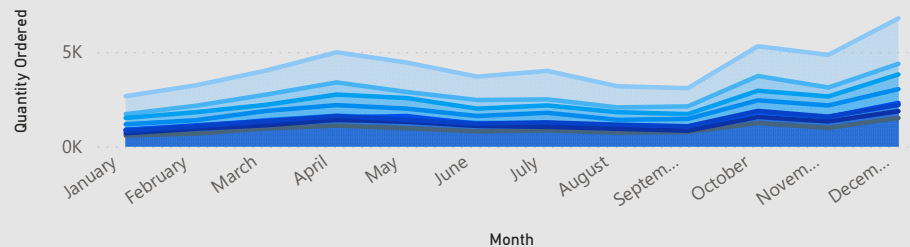


## Total Orders by WeekDay



## Total Orders By Date and Month

City ● Atlanta ● Austin ● Boston ● Dallas ● Los Ang... ● New Yor... ● Portland ● San Fran... ● Seattle



Product ▼

- ☐ 20in Monitor
- ☐ 27in 4K Ga...
- ☐ 27in FHD ...
- ☐ 34in Ultraw...
- ☐ AA Batterie...
- ☐ AAA Batter...
- ☐ Apple Airp...
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City ▼

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## Insights/ Trends and Patterns

**Revenue Insights:** Strong Overall sales success is indicated by the examined periods total sales revenue of \$34.49M

**Product Insights:** Despite only selling 4728 units the Macbook Pro Laptop was on of the most popular item, generating over \$8M in total Revenue, followed by Iphone that brought over \$4.7M, while AAA batteries(4 pack) and AA batteries(4 pack) generated the least revenue of less than \$100K each. It could be denoted that product with high prices generate more revenue and less order, while product with low prices generates low revenue with more others.

**Orders Insight:** After having a total order of 209K spanning a period of 366days, AAA batteries(4 pack) and AA batteries(4 pack) generated the most orders of more than each. while the product with least orders are LG washing machine and LG dryer. It could be denoted that product with high prices generate more revenue and less order, while product with low prices generates low revenue with more others.

**Monthly Trends:** It could be noticed that monthly revenue grew throughout the year, with a slight decrease in August and september. December generated the Highest Order and revenue while January generated the least Order and revenue.

**Quarterly Trends:** Each Quarter did averagely above well, but the fourth quarter was the highest with \$11.5M revenue and 70k product orders. Quarter 1 Generated the least with \$6.8M revenue and 41k product orders.

**Seasonal Trends:** The seasonal trend is a key insight in the data. Notably Sales volume declined in January and increased from February till April, and there was a notably fall in sales(revenue and

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Product	Total Amount	Quantity Ordered
Wired Headphones	246,082.76	2052
Vareebadd Phone	827,200.00	206
USB-C Charging Cable	285,975.45	2393
ThinkPad Laptop	4,127,958.72	412
Macbook Pro Laptop	8,032,500.00	472
Lightning Charging Cable	346,376.55	2316
LG Washing Machine	399,600.00	66
LG Dryer	387,600.00	64
iPhone	4,792,900.00	684
Google Phone	3,317,400.00	552
Flatscreen TV	1,443,900.00	481
Bose SoundSport Headphones	1,342,865.70	1343
Apple Airpods Headphones	2,345,550.00	1563
AAA Batteries (4-pack)	92,648.14	3098
AA Batteries (4-pack)	106,041.60	2761
34in Ultrawide Monitor	2,352,898.08	619
27in FHD Monitor	1,131,074.59	754
27in 4K Gaming Monitor	2,433,147.61	623
<b>Total</b>	<b>34,465,537.94</b>	<b>20881</b>

City	Quantity Ordered	Total Amount
Atlanta	16584	2,794,199.07
Austin	11137	1,818,044.33
Boston	22494	3,658,627.65
Dallas	16707	2,765,373.96
Los Angeles	33247	5,448,304.28
New York City	27903	4,661,867.14
Portland	14037	2,319,331.94
San Francisco	50169	8,254,743.55
Seattle	16534	2,745,046.02
<b>Total</b>	<b>208812</b>	<b>34,465,537.94</b>

