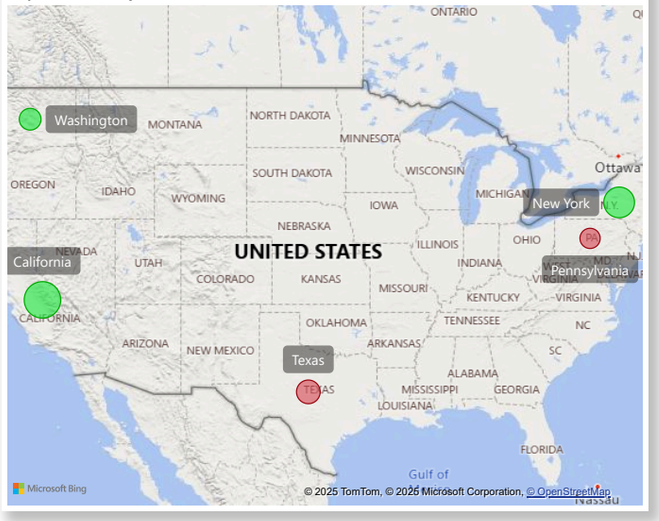
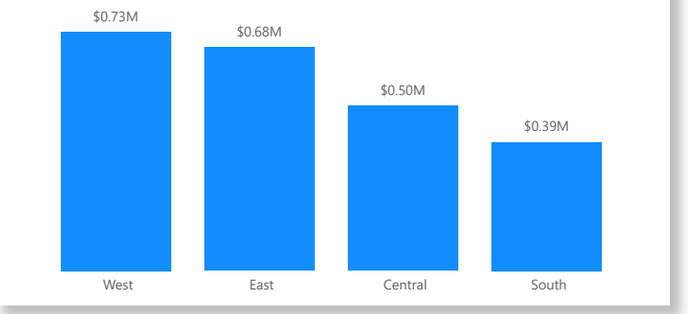
Location sales insights | Product insights | Sales performance & revenue trends | Customer insights & buying patterns | Product performance & profitability | Key influencers of profit

$2.30M
Total sales

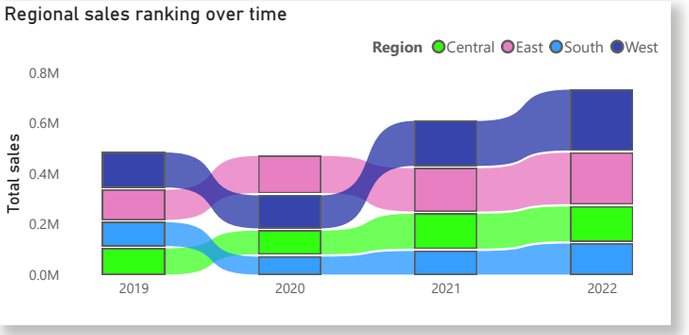
Top 5 states by Total sales



Total sales by region

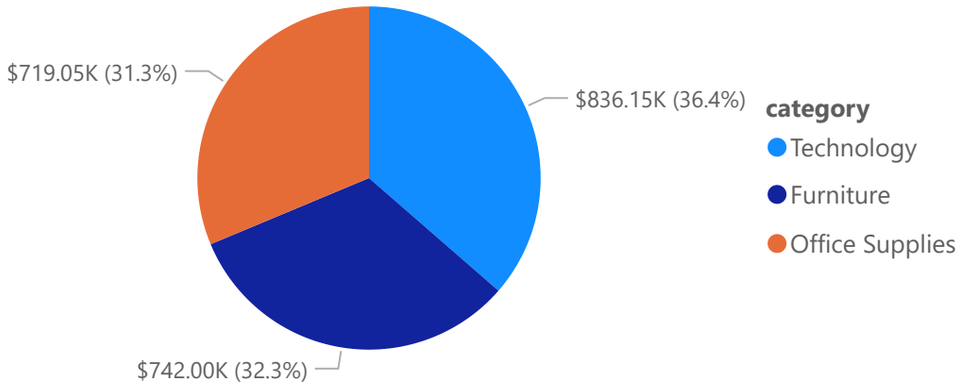


Regional sales ranking over time

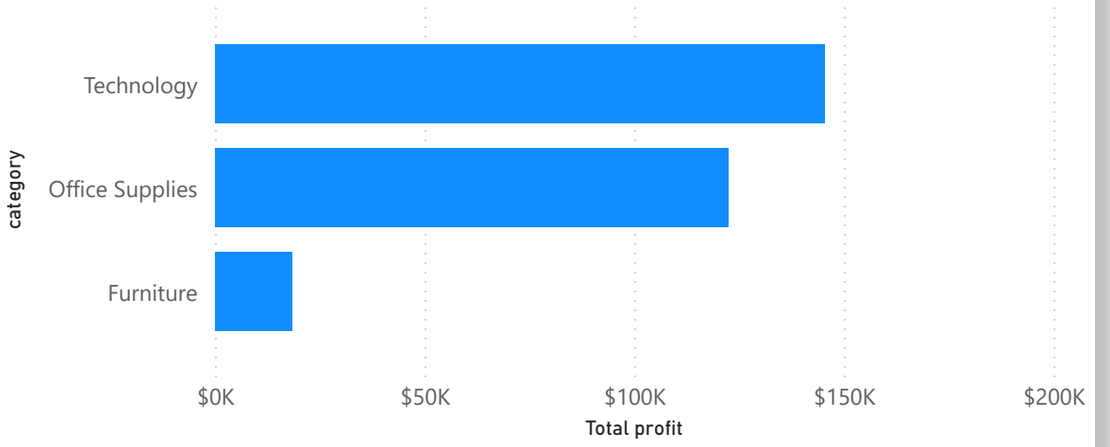


Location sales insights | **Product insights** | Sales performance & revenue trends | Customer insights & buying patterns | Product performance & profitability | Key influencers of profit

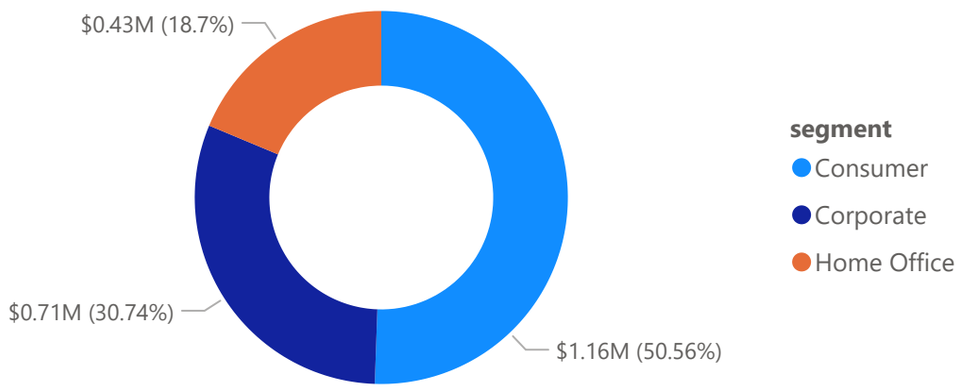
Total sales by category



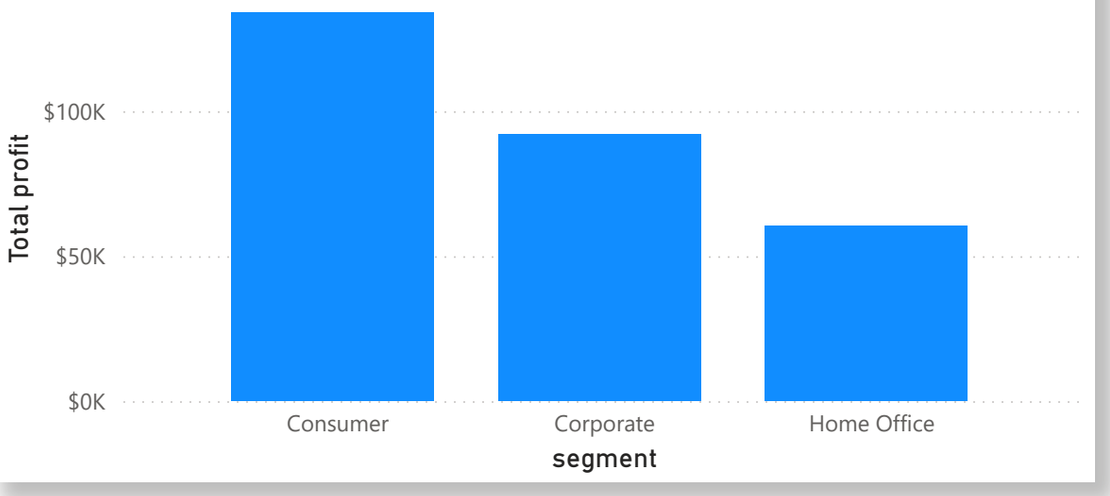
Total profit by category



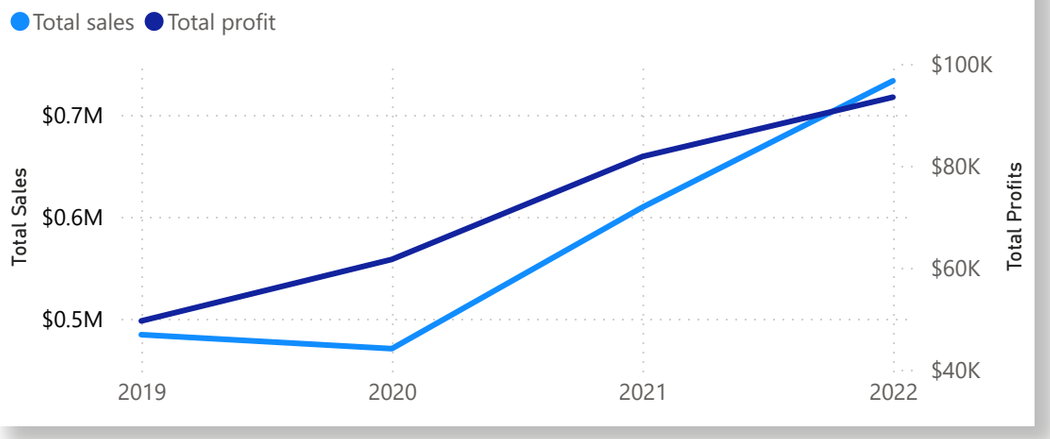
Total sales by segment



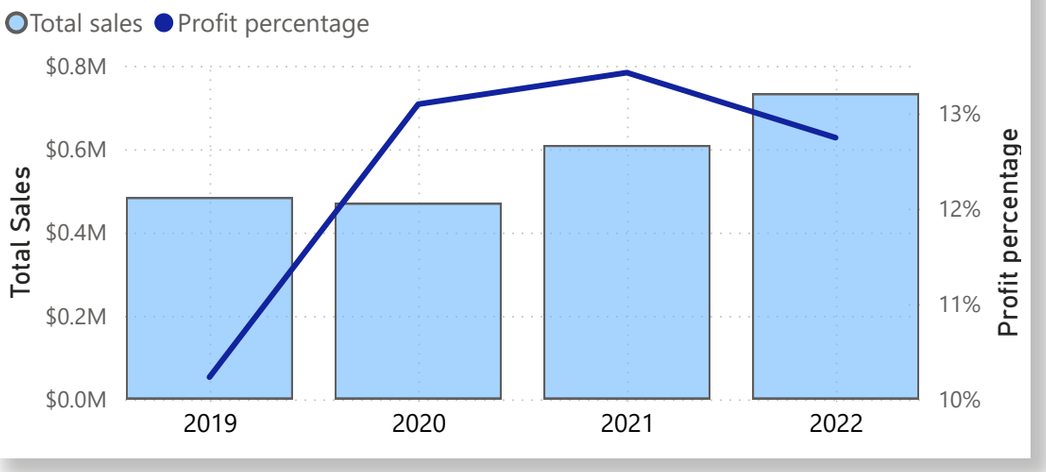
Total profit by segment



Total Sales & Profit Trends

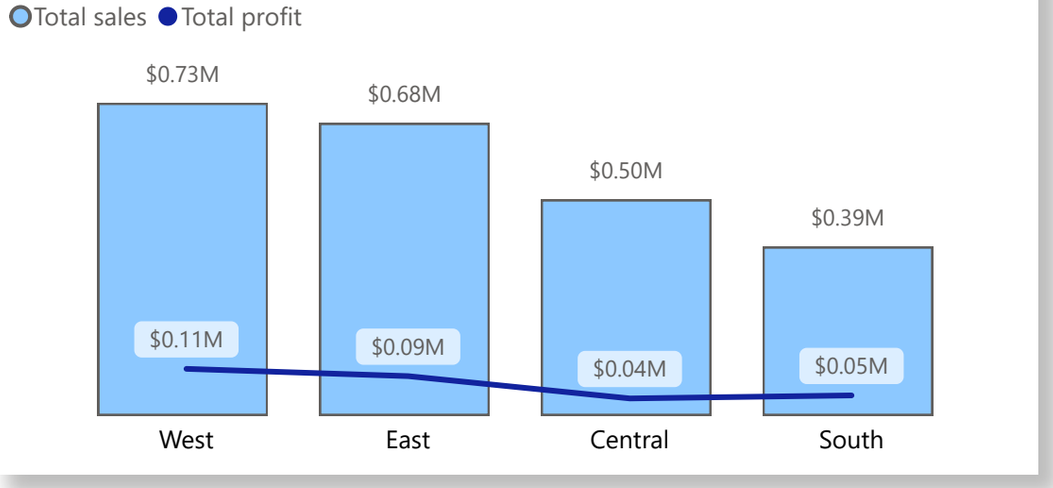


Profit percentage of Total sales

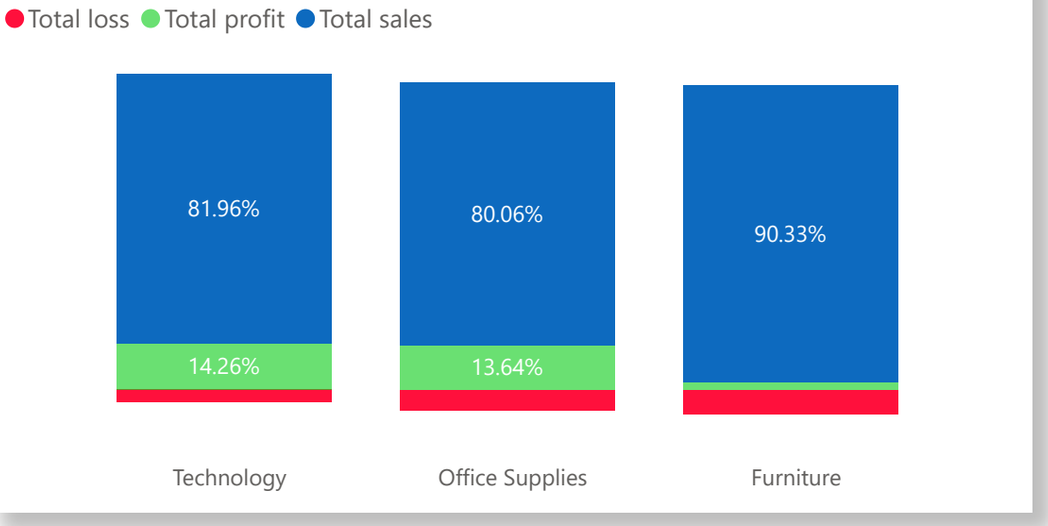


Go to Product details

Sales & Profit by Region



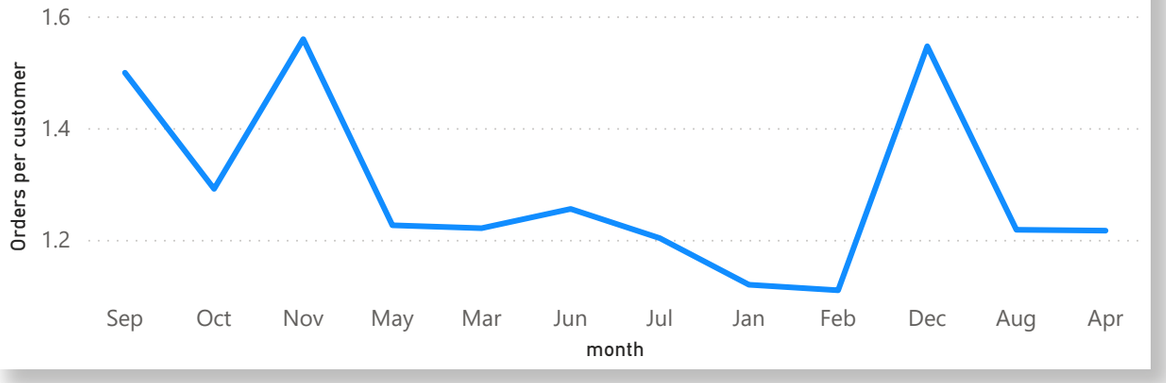
Total loss, Total profit and Total sales by category



$458.61

Average order value

Orders per customer by month

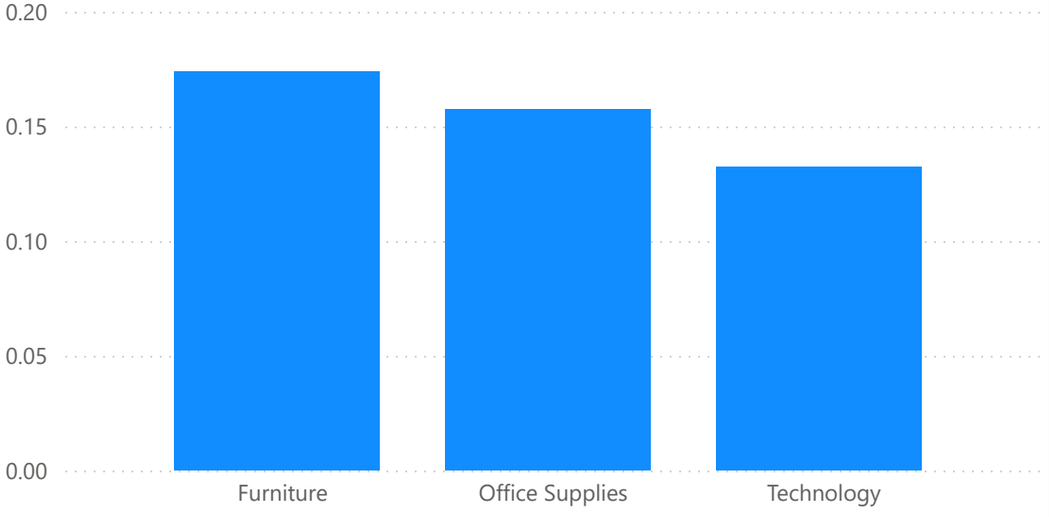


discount usage % by category

Top 10 customers by Total sales

Customer name	Total sales	Total orders	Average order value
Sean Miller	$25,043.05	5	$5,008.61
Tamara Chand	$19,052.22	5	$3,810.44
Raymond Buch	$15,117.34	6	$2,519.56
Tom Ashbrook	$14,595.62	4	$3,648.91
Adrian Barton	$14,473.57	10	$1,447.36
Ken Lonsdale	$14,175.23	12	$1,181.27
Sanjit Chand	$14,142.33	9	$1,571.37
Hunter Lopez	$12,873.30	6	$2,145.55
Sanjit Engle	$12,209.44	11	$1,109.95
Christopher Conant	$12,129.07	5	$2,425.81

Average of discount by category

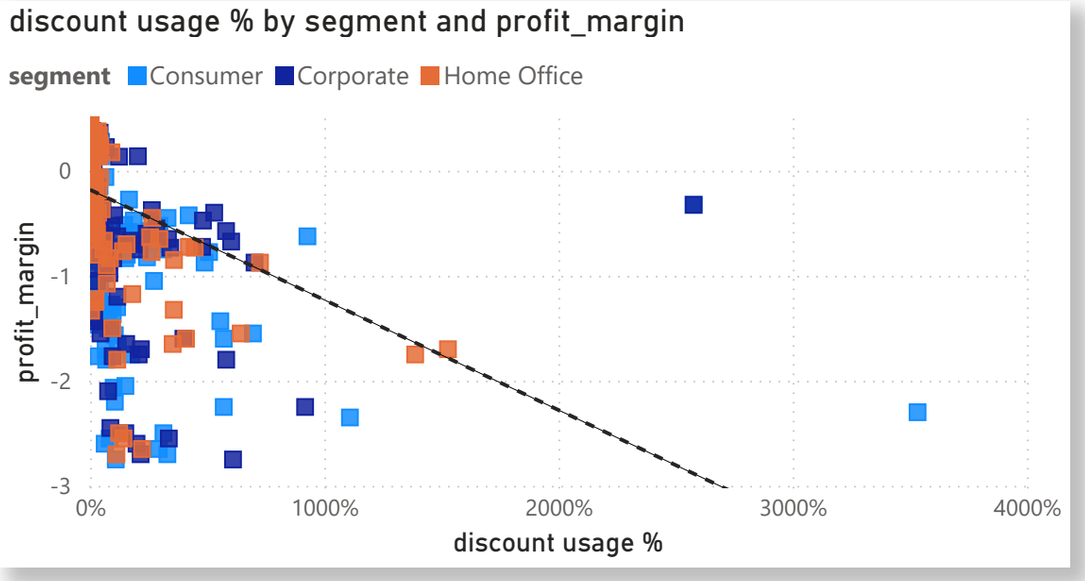


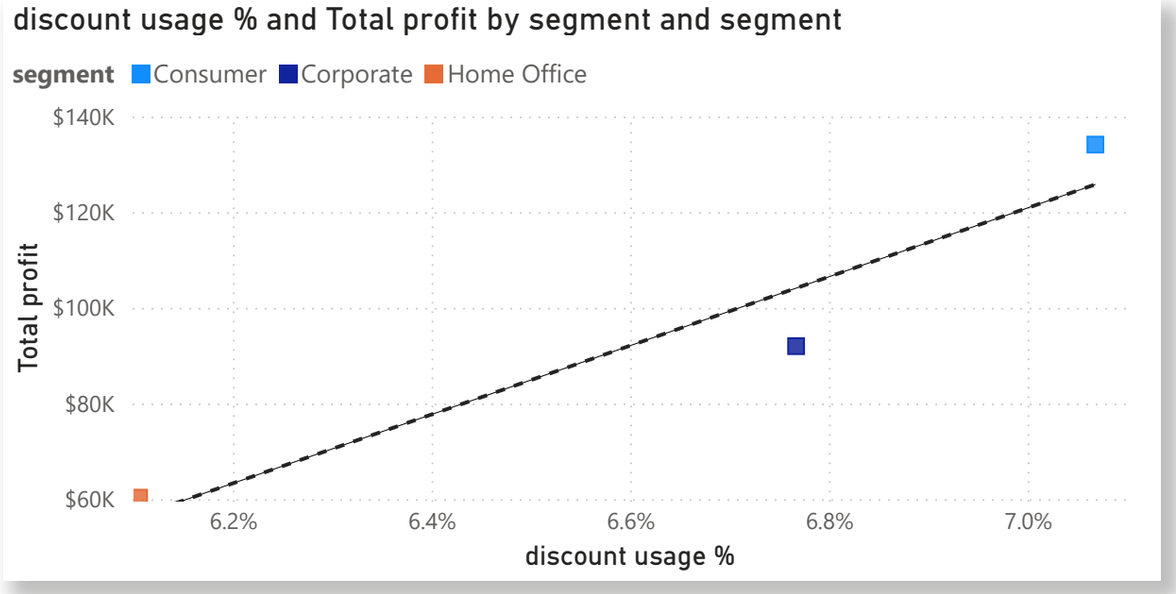
($156.13K)
Total loss

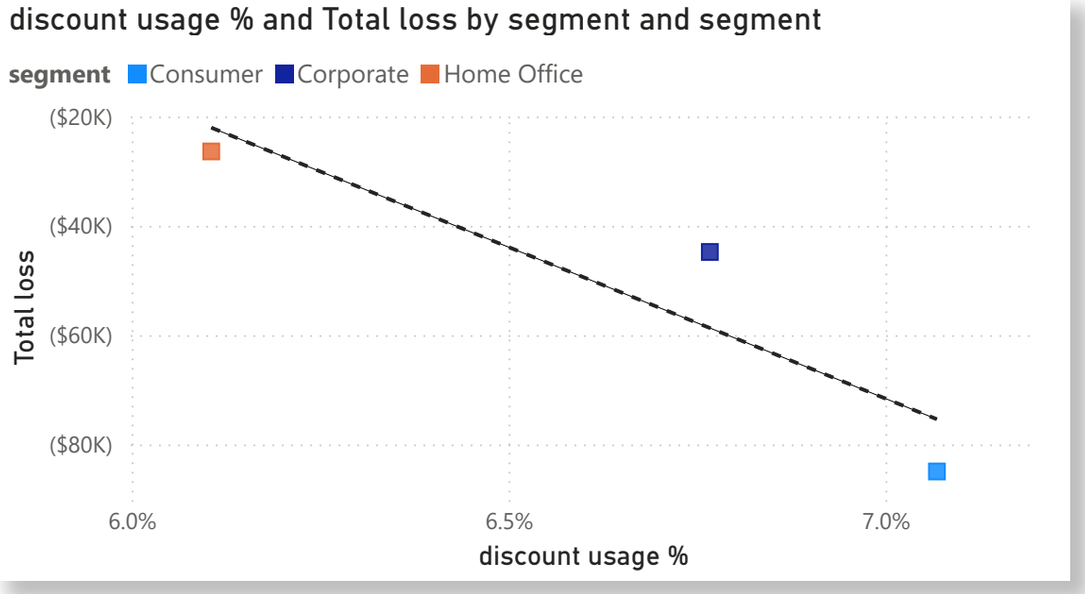
1.20K
Sum of profit_margin

$286.40K
Total profit

6.80%
discount usage %







Key influencers Top segments

What influences profit to Increase ?

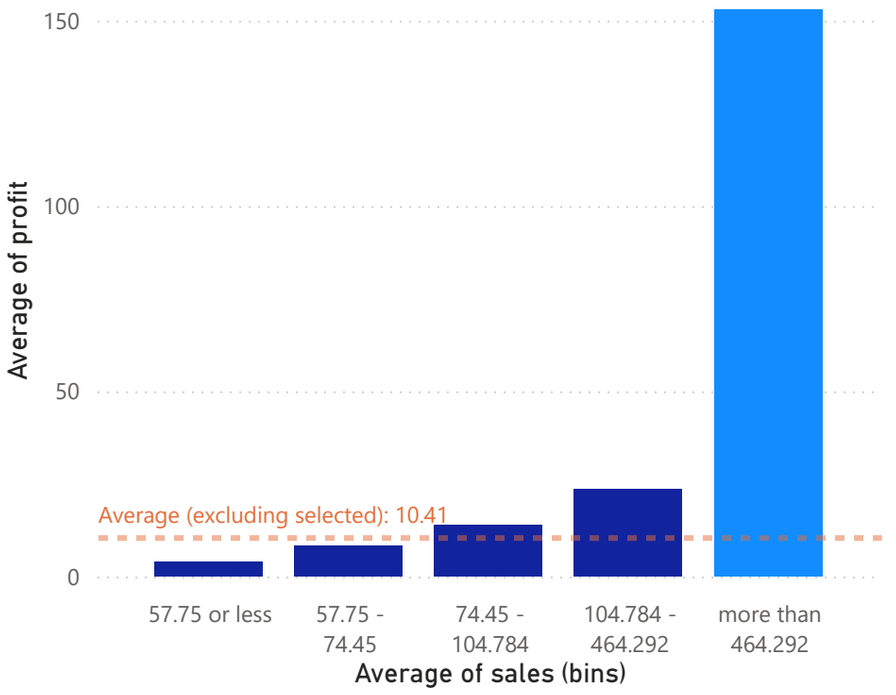
When...

....the average of profit increases by

Average of sales is more than 464.292 → 142.6

Average of discount is 0 or less → 73.56

profit is more likely to increase when Average of sales is more than 464.292 than otherwise (on average).



Only show values that are influencers