

# ANALYTICAL

## Questions

### Transactions

- What is the refund or cancellation rate for transactions?
- What is the correlation between transaction frequency and customer loyalty?
- What is the average revenue per customer?
- What are the top-selling products, and how do their sales vary by region or season?

### Products

- 
- Are people interested in Eco-friendly products?
- Which products have the highest and lowest profit margins?
- Are there any underperforming products that need attention?
- Are there any seasonal patterns in product demand?
- 

### Customers

- What percentage of customers are repeat buyers versus new customers?
- Which membership tier (e.g., basic, premium, VIP) is the most popular?
- How do membership registrations vary across different regions?
- Do higher-tier members spend more compared to lower-tier members?
- **What factors influence customer purchasing decisions?**
- What percentage of customers return for additional purchases?
- How effective are loyalty programs or membership benefits in retaining customers?

### Stores

- Is there a relation between the sales and store area?

# STRATEGIC

## Questions

### Transactions

- What is the refund or cancellation rate for transactions?
- What is the correlation between transaction frequency and customer loyalty?
- What is the average revenue per customer?
- What are the top-selling products, and how do their sales vary by region or season?  
(Column chart)
- What percentage of customers are repeat buyers versus new customers?  
(Gauge or modified column)
- Are there any seasonal patterns in product demand?
- Loyal customers  
(table)

### Products

- 
- Are people interested in Eco-friendly products?
- Which products have the highest and lowest profit margins?
- Are there any underperforming products that need attention?
- Are there any seasonal patterns in product demand?
- 

### Customers

- What percentage of customers are repeat buyers versus new customers?
- Do higher-tier members spend more compared to lower-tier members?
- **What factors influence customer purchasing decisions?**
- What percentage of customers return for additional purchases?
- How effective are loyalty programs or membership benefits in retaining customers?

### Stores

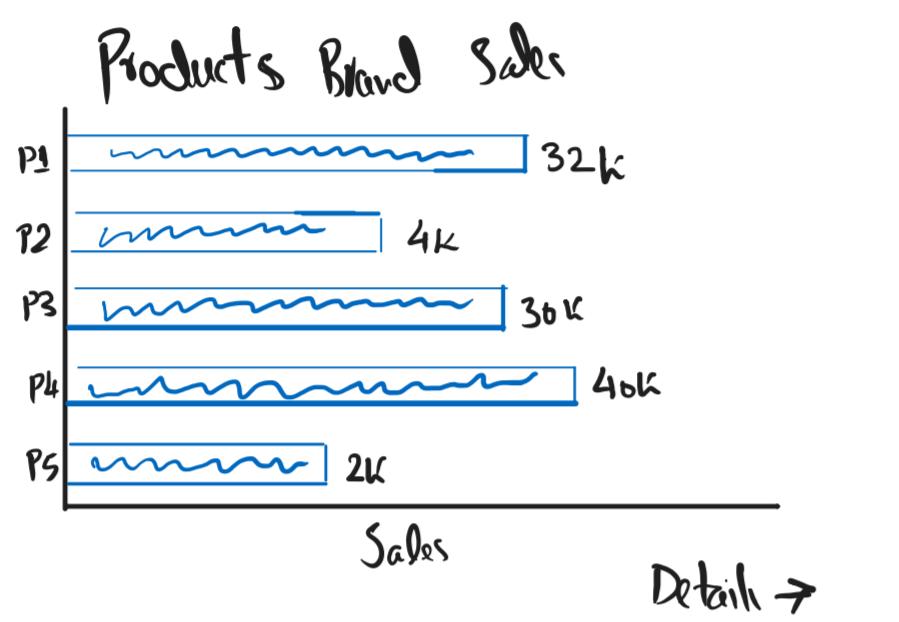
- Is there a relation between the sales and store area?

Main ↘

KPI  
\$33,333  
-15.2% | -4K  
KPI vs Target

KPI  
\$33,333  
+13.1% | +3K  
KPI vs Target

KPI  
\$33,333  
-15.2% | -4K  
KPI vs Target

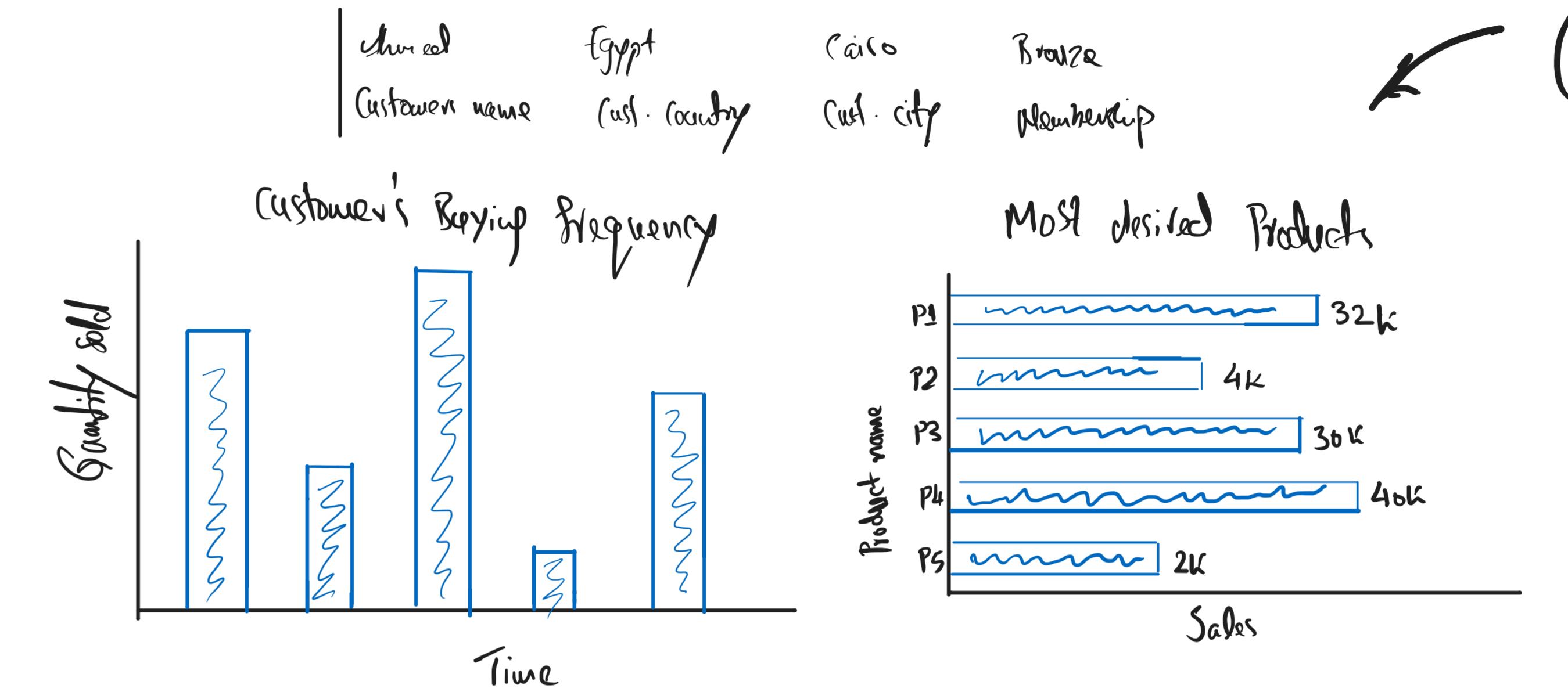


Customer name      Order

Customer name	Order	Total	Detail →
C1	\$		
C2	\$		
C3	\$		
⋮	⋮		

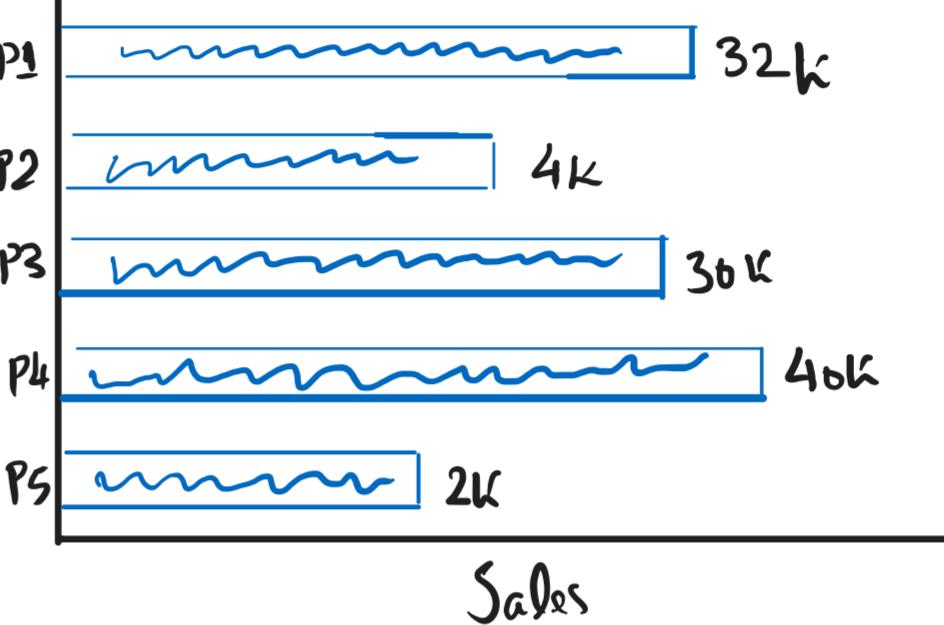
Region      Store      Sales      Sales %

Region	Store	Sales	Sales %
R1	1	\$	%
R2	2	\$	%
R3	3	\$	%
⋮	⋮	\$	%



Customer's details ↙

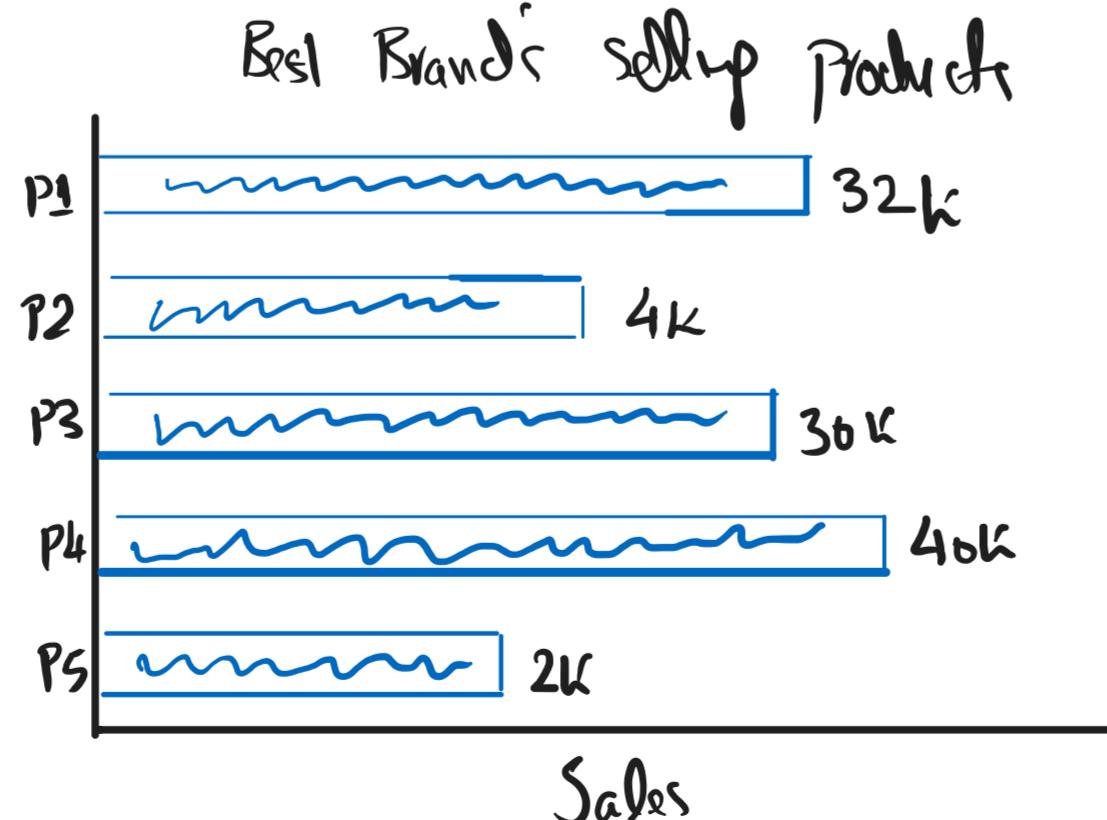
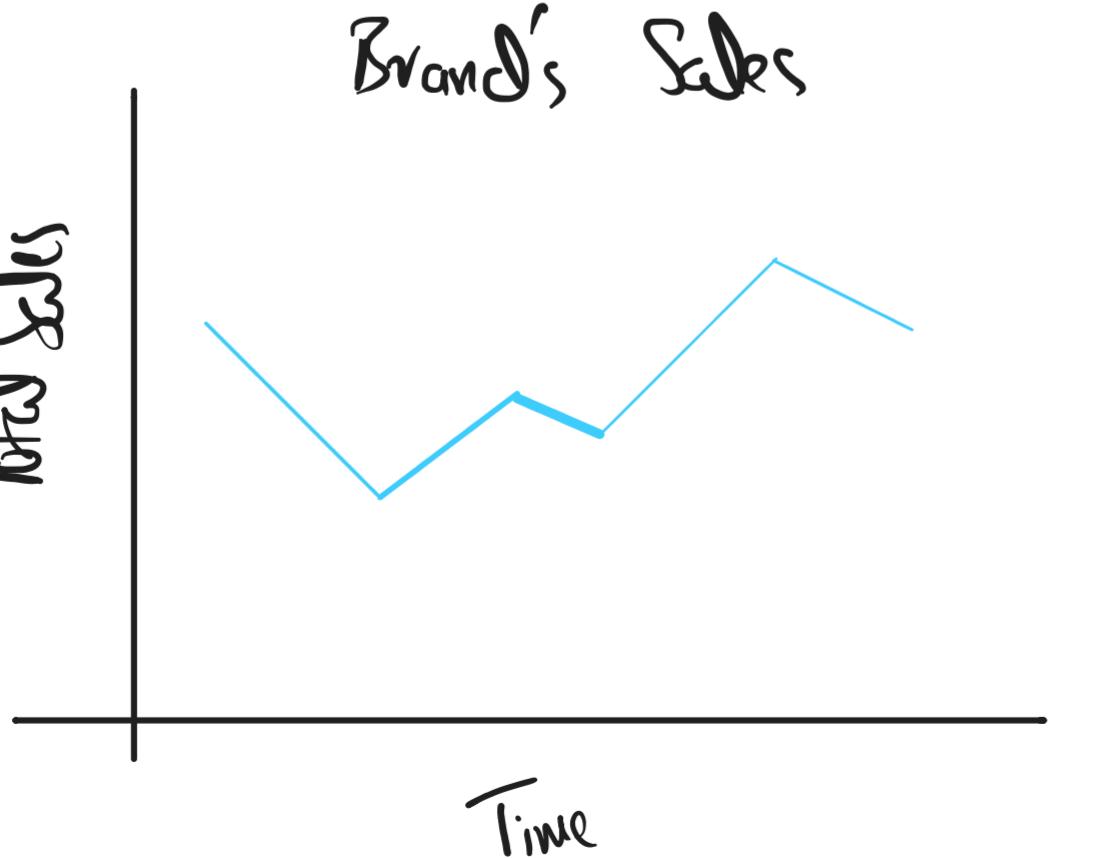
Most desired Products



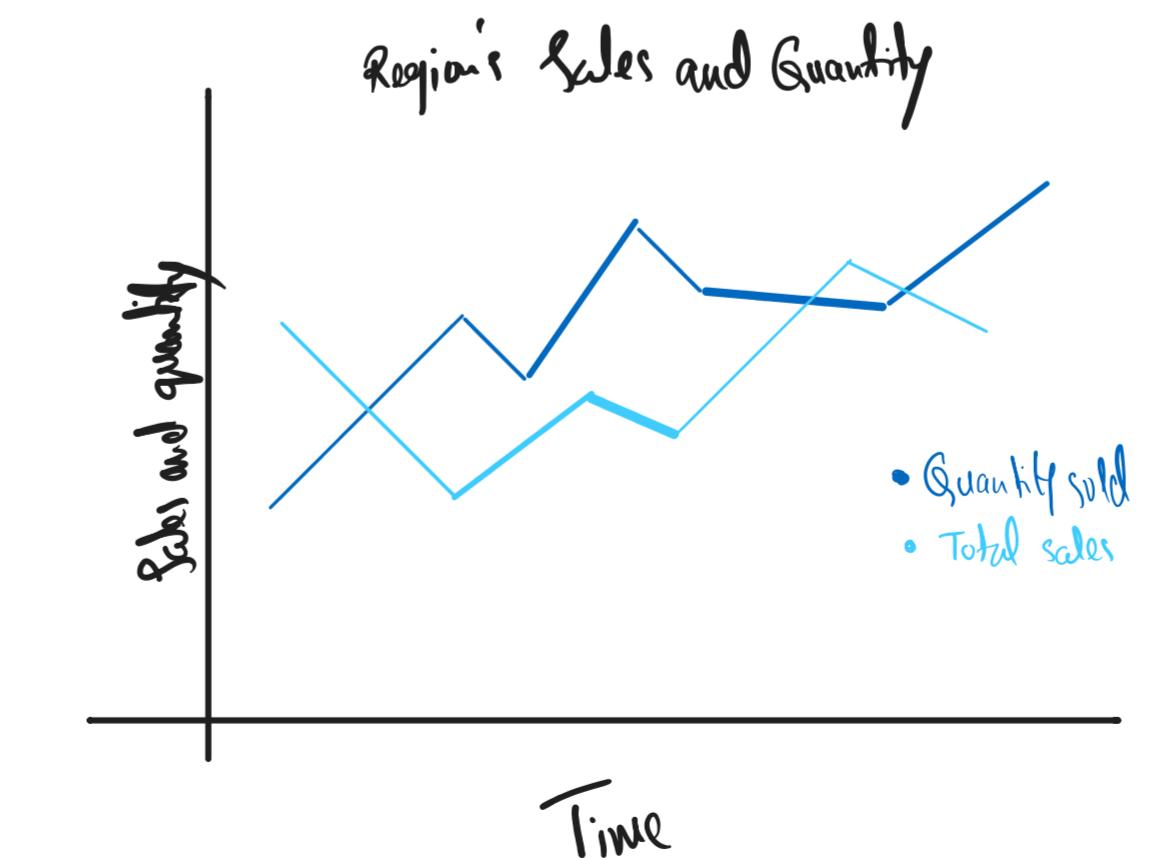
Brands' details ↘

Brand's name  
\$ ---  
Total sales

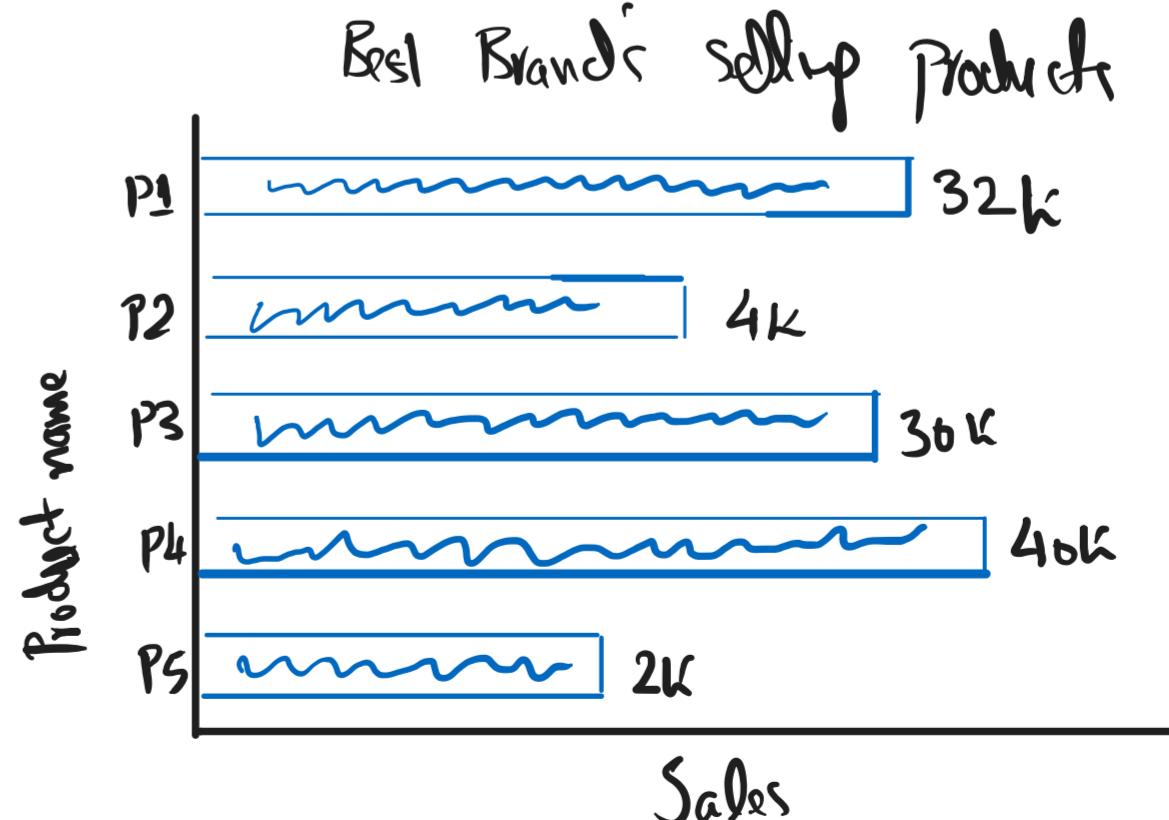
99,999      88  
Quantity      Eco-friendly products



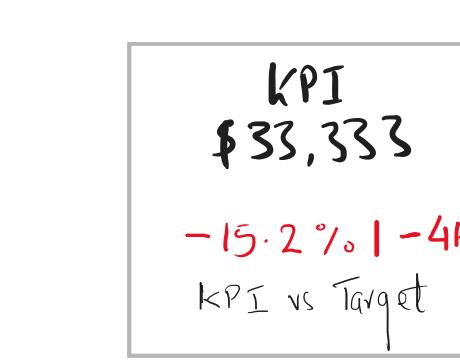
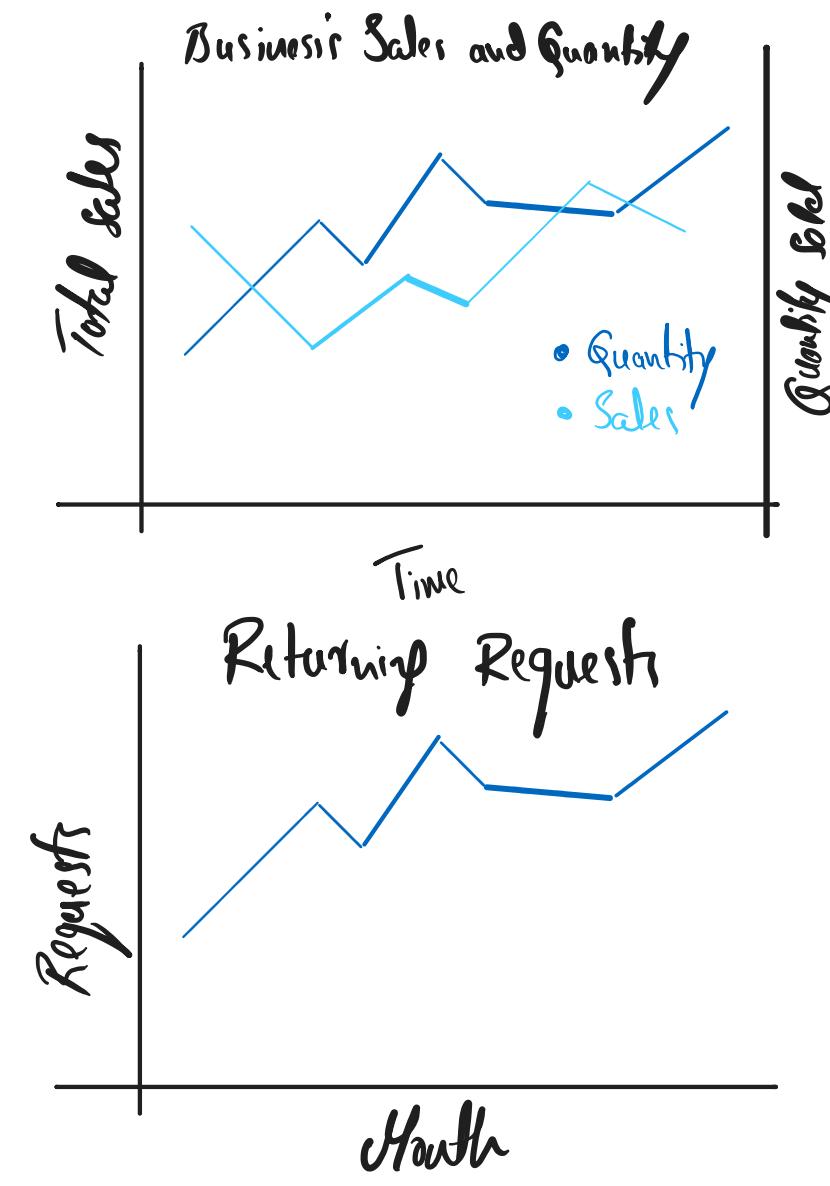
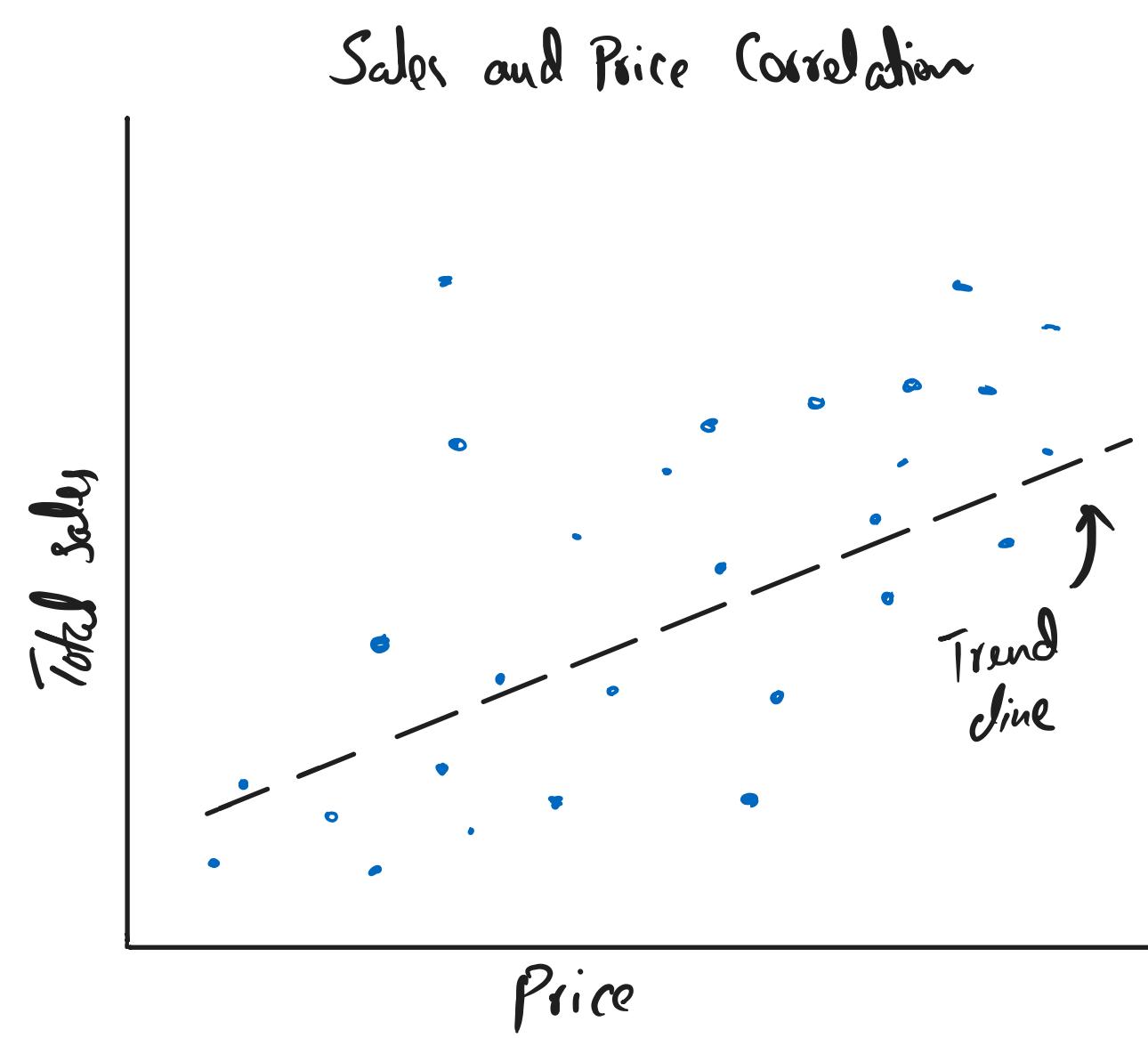
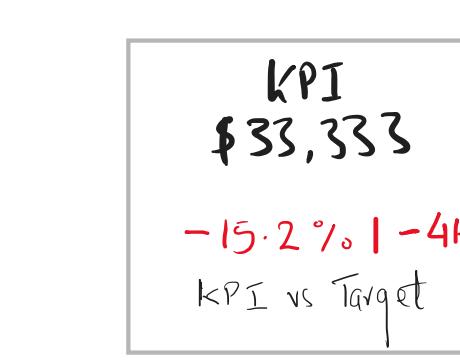
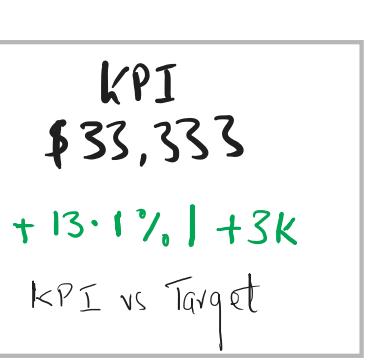
Mexico South      Region      Total sales  
Region      Total sales      Quantity sold      Customer      Customer membership



Regions' details ↗

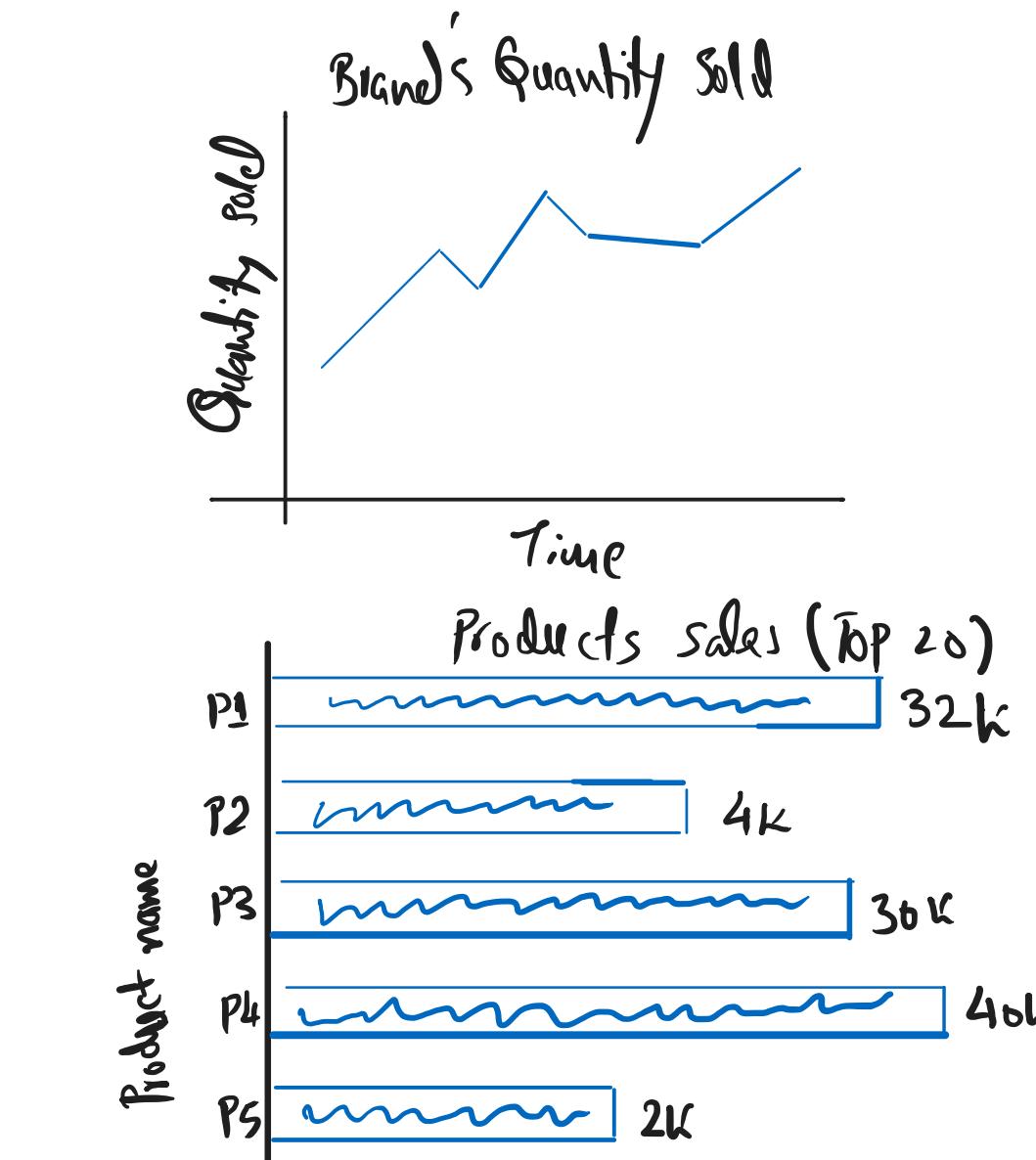


Main ↘



Brand's Details

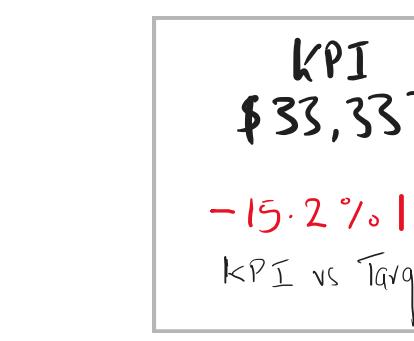
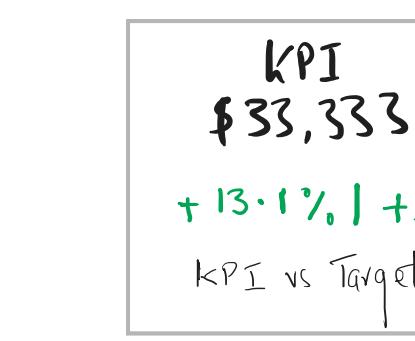
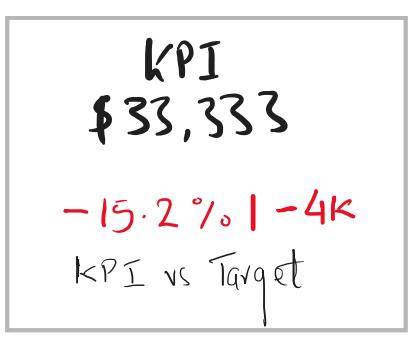
Product Brand	Sales	Brand contrib. %
B1	\$	%
B2	\$	%
B3	\$	%
:	:	:
Total	\$---	100%



Products ↙

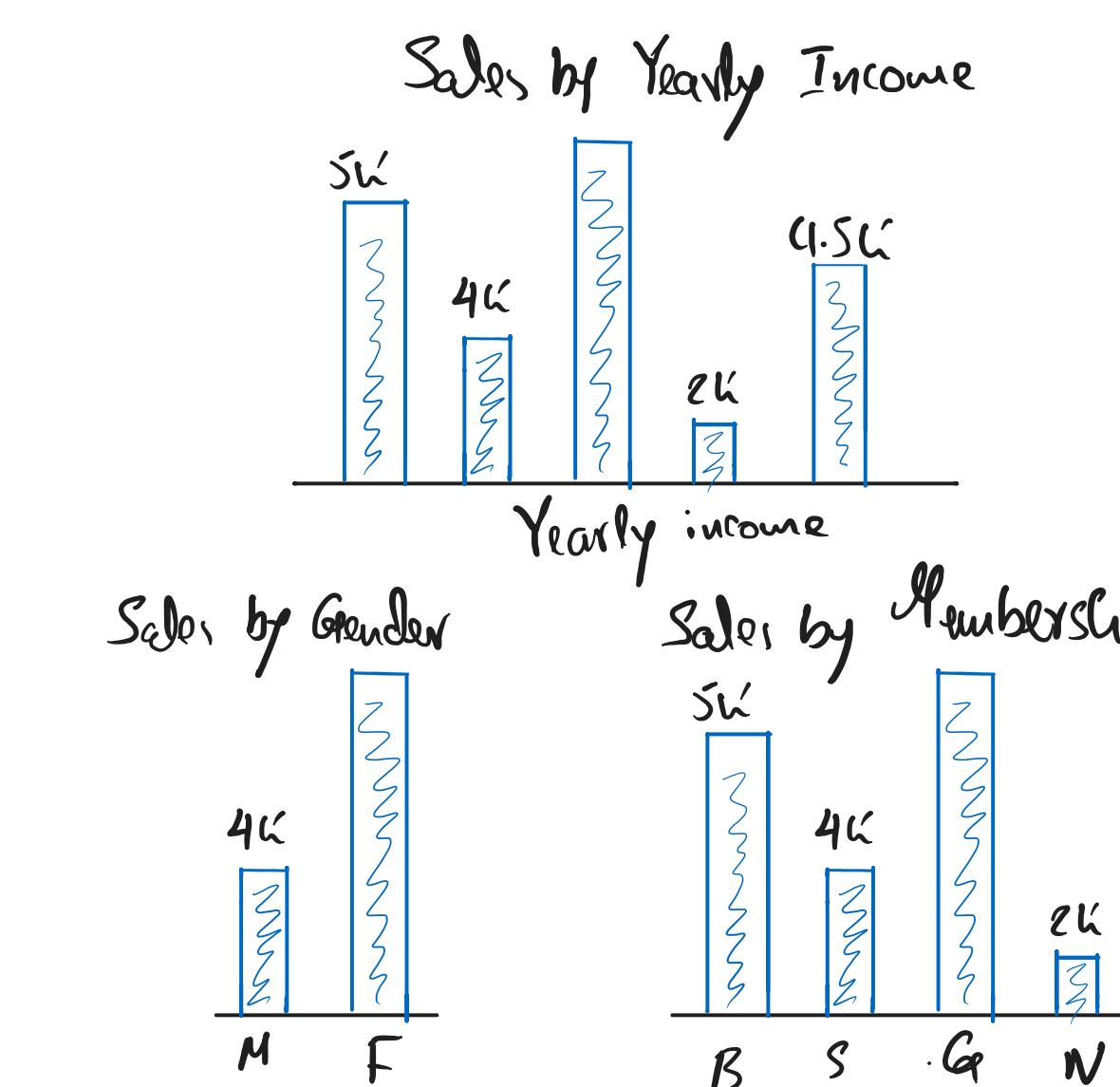
Main Products Customers Regions and Stores

Customers ↙

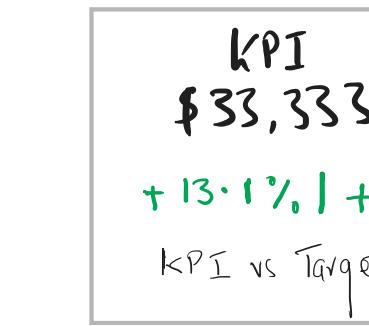


Top 20 customers

Customer name	Membership	Orders
C1	Blonze	
C2	Siilver	
C3	Gold	
:	:	
Total	#	

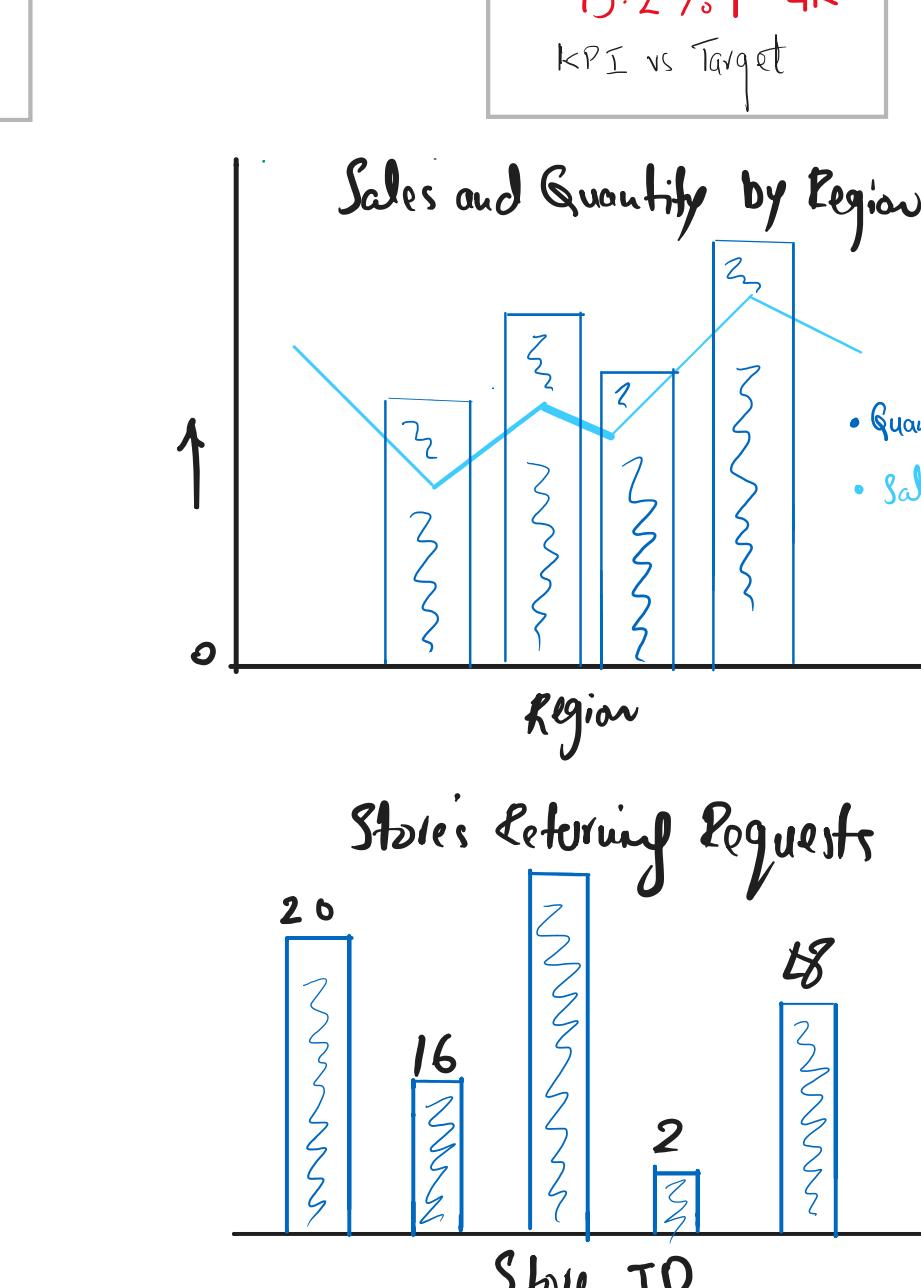


Main Products Customers Regions and Stores



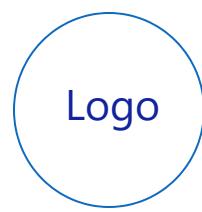
Stores Details

Country	State	ID	Sales	Top Product
:	:	:		
:	:	:		
:	:	:		
Total	#			



Regions and Stores ↙

Main Products Customers Regions and Stores



# Company Name

The Strategic Dashboard is a single tab dashboard with 3 details tabs (Brand, Customer, Region).

Strategic

The Analytical dashboard comes with 4 different tabs each considering a separate field to analyze.

Analytical

Total Sales  
**\$1,764,546**

-11.8% | -\$235,454 

Sales vs Target (2M)

Quantity sold  
**\$833,489**

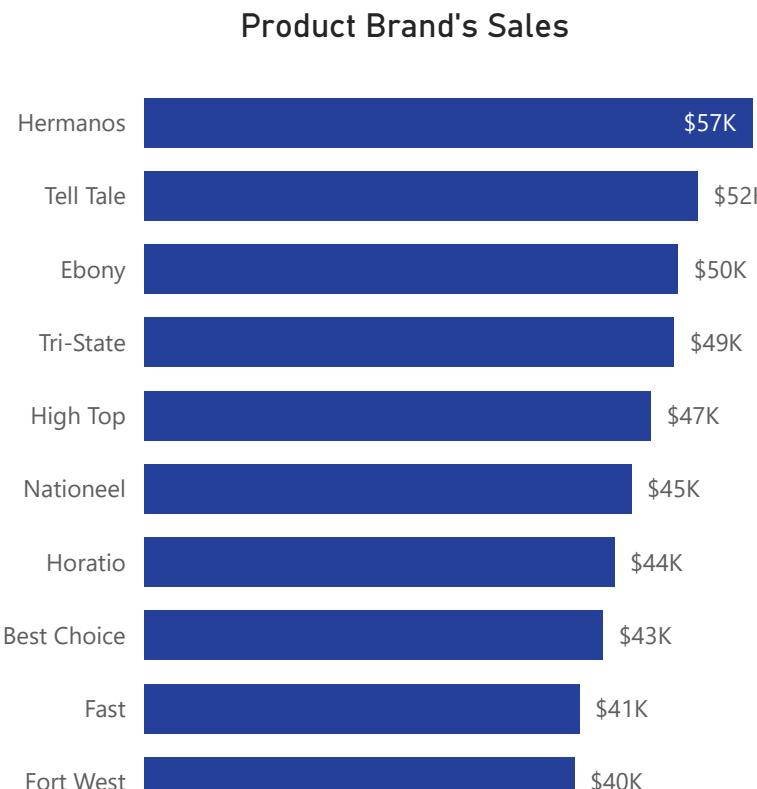
+4.2% | +\$33,489 

Quantity vs Target (800k)

Returned orders  
**7087**

+28.9% | +1587 

Returns vs Min (5.5K)



Get Brand's Details 

Loyal Customers (20)	
Customer Name	Customer's Orders
Dawn Laner	301
James Horvat	297
Ida Rodriguez	290
Merridee Archuleta	279
Mary Francis Benigar	275
Lucy Flowers	267
Bernadette Marschang	265
George Todero	262
Aaron McDonnell	260
Eric Winters	257
Joann Mramor	251
Total	5120

**32.36%**

Loyal customer orders %

Details 

Region	Stores	Total Sales	Region Sales %
North West	9	\$847,827	48.05%
Mexico Central	6	\$330,362	18.72%
South West	3	\$320,805	18.18%
Canada West	2	\$107,674	6.10%
Mexico South	1	\$87,254	4.94%
Mexico West	2	\$61,300	3.47%
Central West	1	\$9,325	0.53%
<b>Total</b>	<b>24</b>	<b>\$1,764,546</b>	<b>100.00%</b>

Details 

Year

All

Tell Tale

**\$51,561**

Total Sales

**23801**

Quantity sold

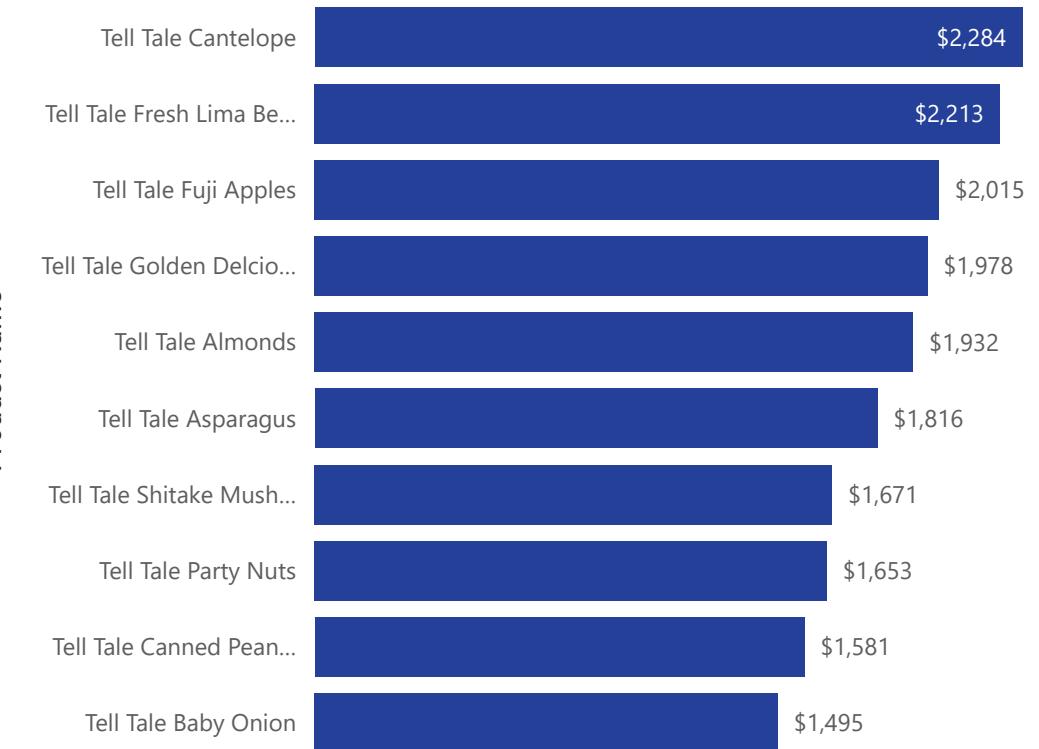
**38**

Eco friendly Products

### Brand's Sales



### Best Brand's Selling Products



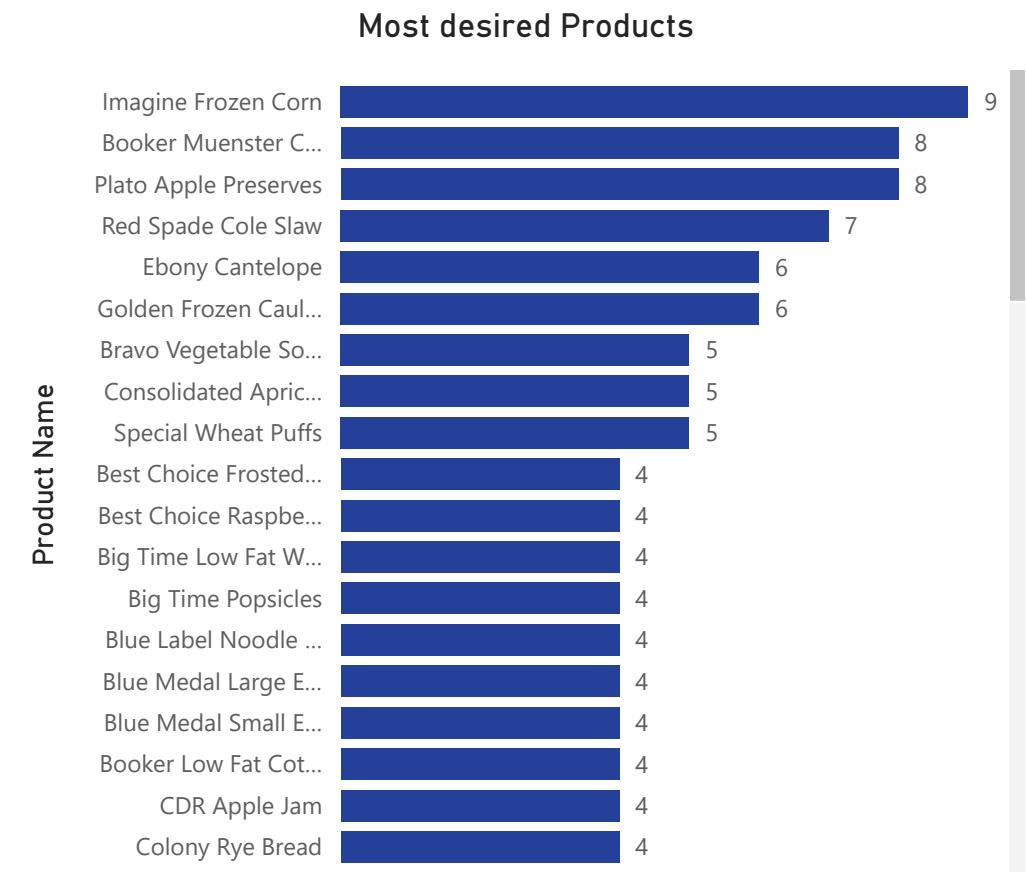
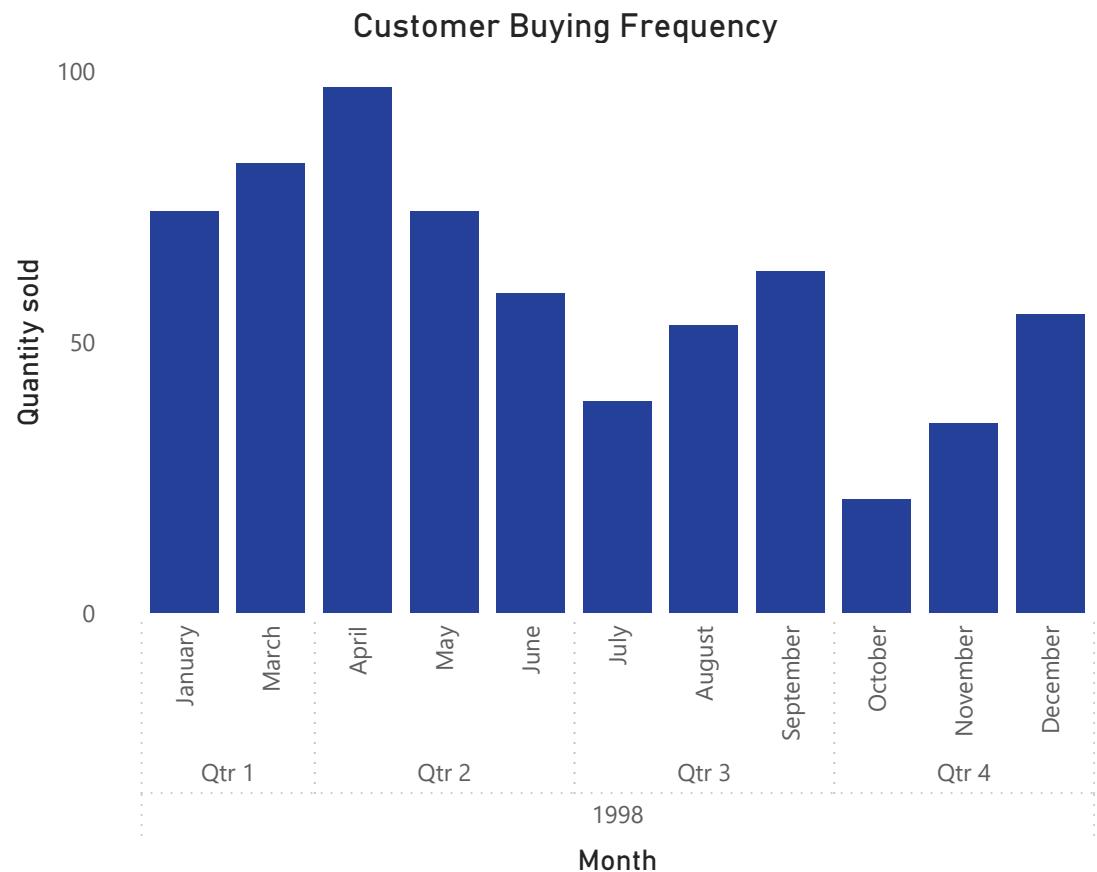
Back to main

**Sonja Sommers**  
Customer Name

**Mexico**  
Customer Country

**Hidalgo**  
Customer City

**Bronze**  
Membership



Back to main

**Mexico South**  
Region

**\$87,254**  
Total Sales

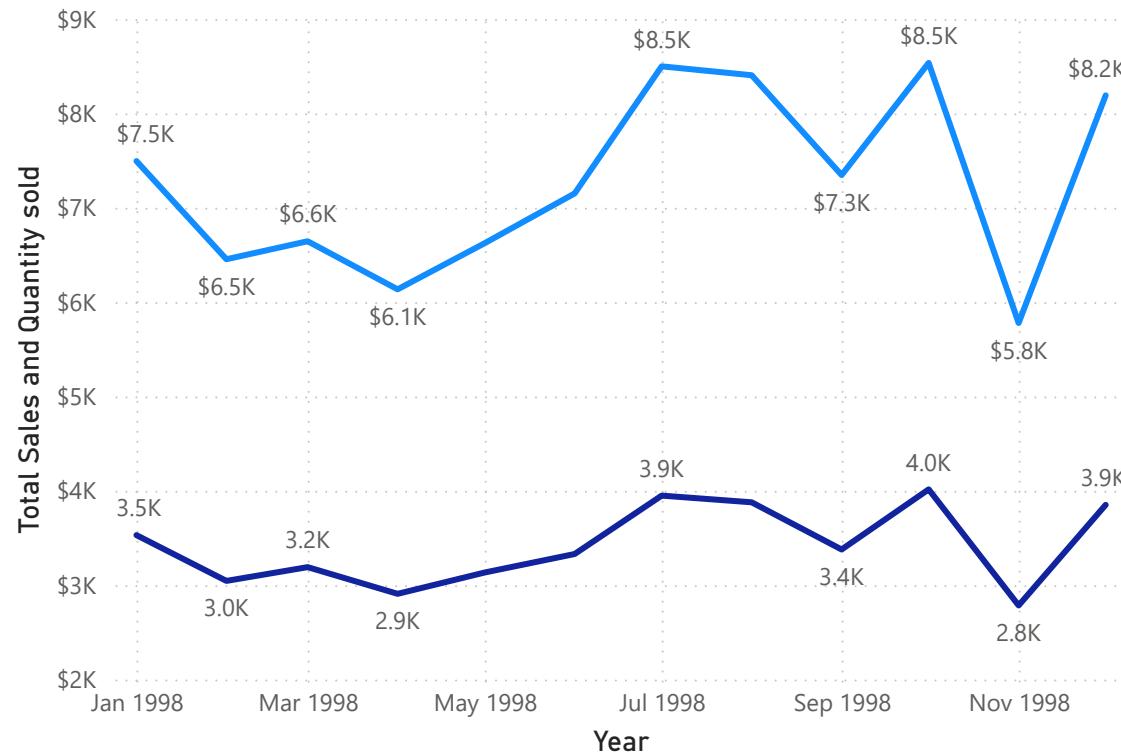
**40994**  
Quantity sold

**13014**  
Customers

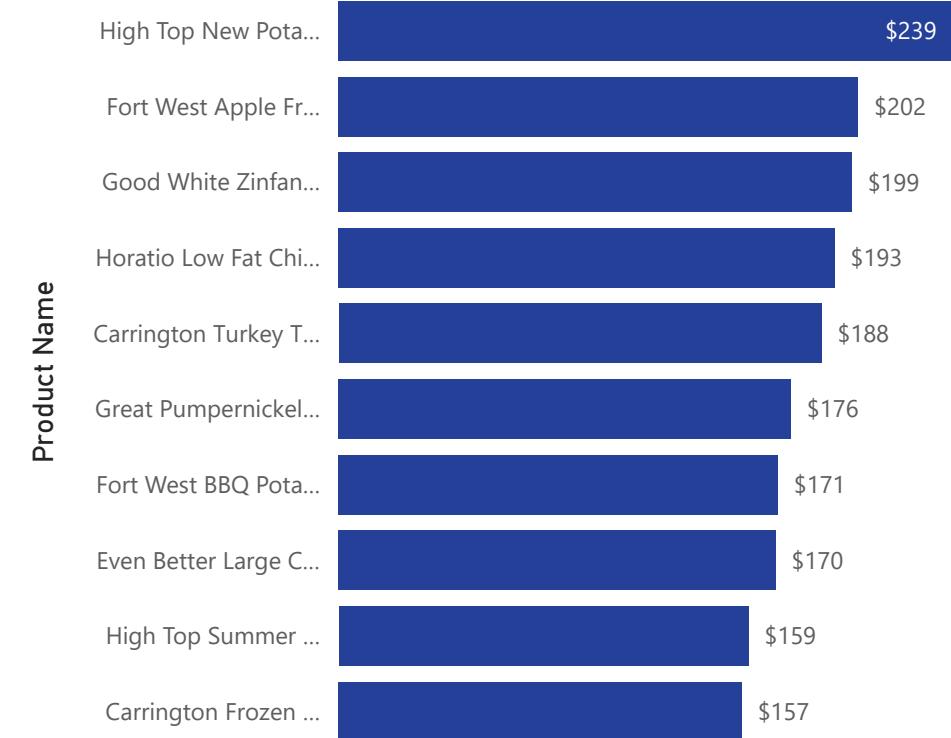
**Bronze**  
Common Memebership

### Region Sales and Quantity

Total Sales    Quantity sold



### Best Selling Products



Back to main

## Total Sales

**\$1,764,546****-11.8% | -\$235,454**

Sales vs Target (2M)

## Quantity sold

**\$833,489****+4.2% | +\$33,489**

Quantity vs Target (800k)

## Returned orders

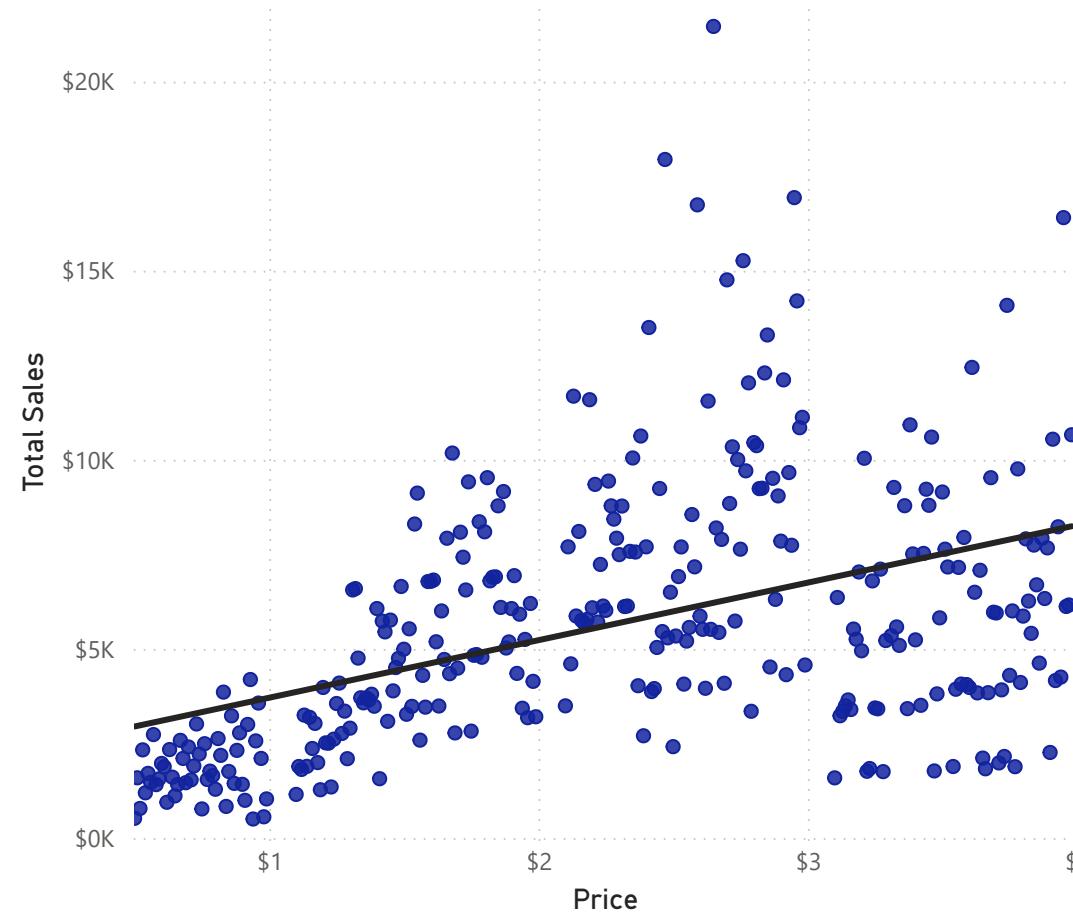
**7087****+28.9% | +1587**

Returns vs Min (5.5K)

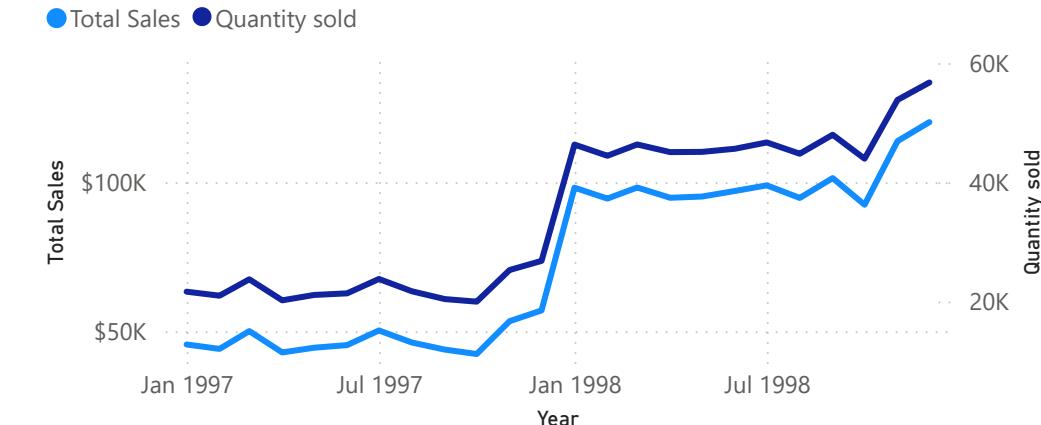
Year

All

## Sales and Price Correlation



## Bussiness's Sales and Quantity sold



## Returning Requests

[Analytical Main Page](#)[Products](#)[Customers](#)[Regions and Stores](#)

Total Sales

**\$1,764,546****-11.8% | -\$235,454** 

Sales vs Target (2M)

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Quantity vs Target (800k)

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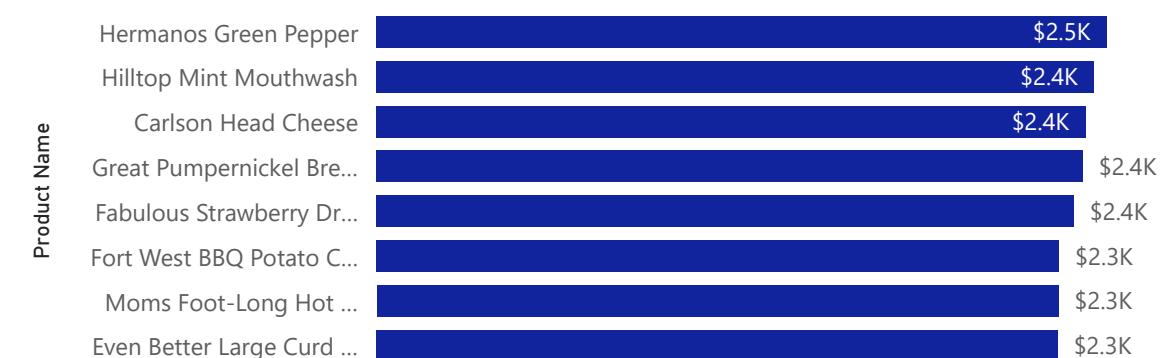
**7087****+28.9% | +1587** 

Returns vs Min (5.5K)

Year

All **Brand's Details**

Product Brand	Total Sales	Brand Contrib. %
Hermanos	\$56,659	3.21%
Tell Tale	\$51,561	2.92%
Ebony	\$49,727	2.82%
Tri-State	\$49,348	2.80%
High Top	\$47,201	2.67%
Nationeel	\$45,385	2.57%
Horatio	\$43,788	2.48%
Best Choice	\$42,738	2.42%
Fast	\$40,533	2.30%
Fort West	\$40,061	2.27%
High Quality	\$40,015	2.27%
Red Wing	\$39,793	2.26%
Denny	\$39,696	2.25%
Big Time	\$39,344	2.23%
<b>Total</b>	<b>\$1,764,546</b>	<b>100.00%</b>

**Brand's Quantity sold by Time****Products Sales**

## Total Sales

\$1,764,546

-11.8% | -\$235,454 

Sales vs Target (2M)

## Quantity sold

\$833,489

+4.2% | +\$33,489 

Quantity vs Target (800k)

## Returned orders

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Returns vs Min (5.5K)

Year All 

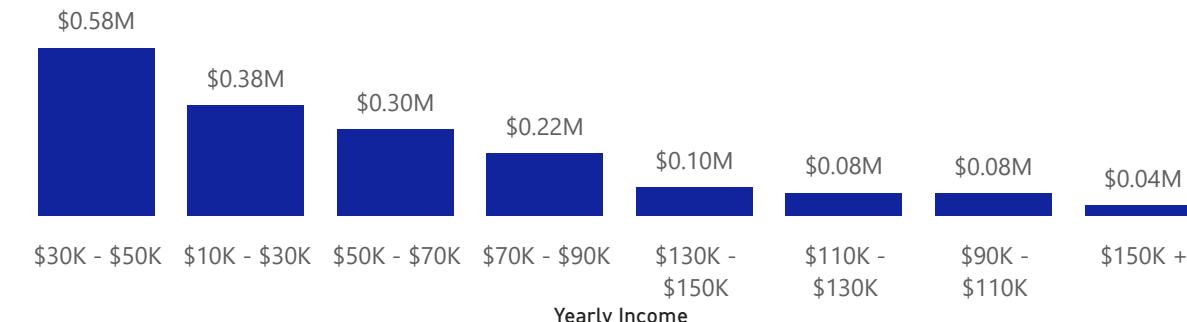
## Top 20 Customers

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James Horvat	Golden	297
Ida Rodriguez	Bronze	290
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Mary Francis Benigar	Bronze	275
Lucy Flowers	Bronze	267
Bernadette Marschang	Bronze	265
George Todero	Silver	262
Aaron McDonnell	Bronze	260
Eric Winters	Golden	257
Joann Mramor	Bronze	251
Total	Bronze	5120

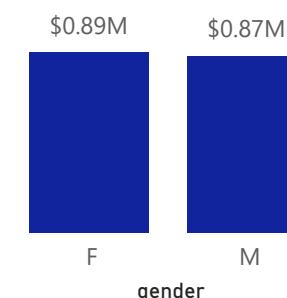
32.36%

Loyal customer orders %

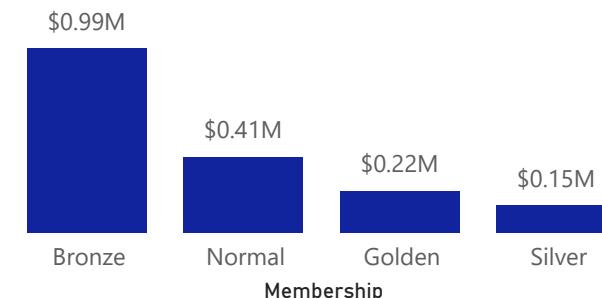
## Sales by Yearly Income



## Sales by Gender



## Sales by Membership

[Analytical Main Page](#)[Products](#)[Customers](#)[Regions and Stores](#)

## Total Sales

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-11.8% | -\$235,454 

Sales vs Target (2M)

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Quantity vs Target (800k)

## Returned orders

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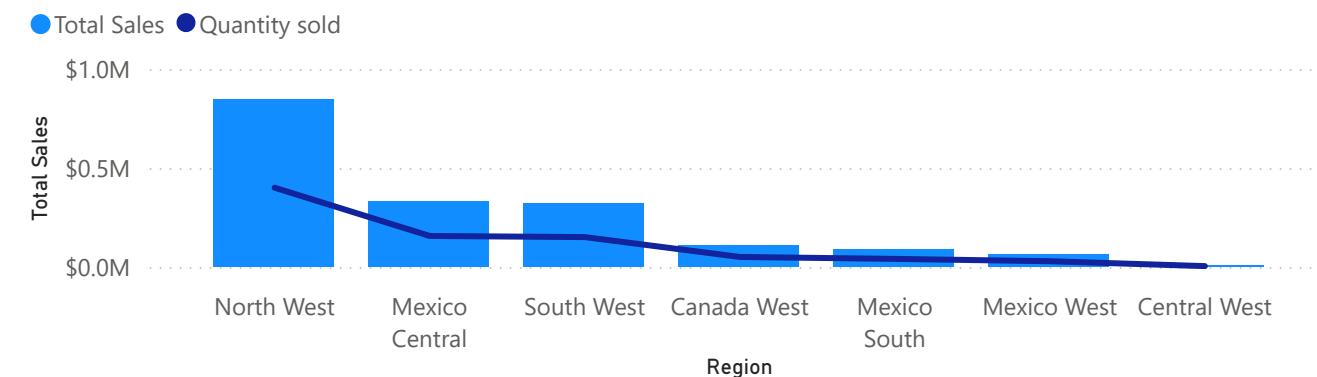
+28.9% | +1587 

Returns vs Min (5.5K)

## Stores Details

Store Country	Store State	Store ID	Total Sales	Top Product
Mexico	Guerrero	1	\$56,397	Gorilla Jack Cheese
USA	WA	2	\$9,519	Jumbo Egg Substitute
USA	WA	3	\$110,878	Hermanos Green Pepper
Mexico	Zacatecas	4	\$54,865	Great White Bread
Mexico	Jalisco	5	\$4,903	Great Pumpernickel Bread
USA	CA	6	\$98,115	Moms Foot-Long Hot Dogs
USA	CA	7	\$111,312	Carlson Mild Cheddar Chees
Mexico	Yucatan	8	\$87,254	High Top New Potatos
Mexico	DF	9	\$25,371	High Top Dried Mushrooms
Mexico	Veracruz	10	\$57,835	Booker Havarti Cheese
USA	OR	11	\$115,335	High Top New Potatos
Mexico	Zacatecas	12	\$87,624	Even Better Large Curd Cott
USA	OR	13	\$170,399	High Quality 60 Watt Lightb
USA	CA	14	\$9,325	Bird Call 200 MG Acetominif
USA	WA	15	\$115,981	Fabulous Strawberry Drink
USA	WA	16	\$110,485	Moms Foot-Long Hot Dogs
<b>Total</b>			<b>\$1,764,546</b>	<b>Hermanos Green Pepper</b>

## Sales and Quantity sold by Region



## Store's Returning Requests

