

# Sales Overview

## Total Revenue

1.55M

Total Revenue

## Average Transaction Value

129.65

Transaction Value

## Total Transactions

12K

Transactions

## Discount Rate

33.57%

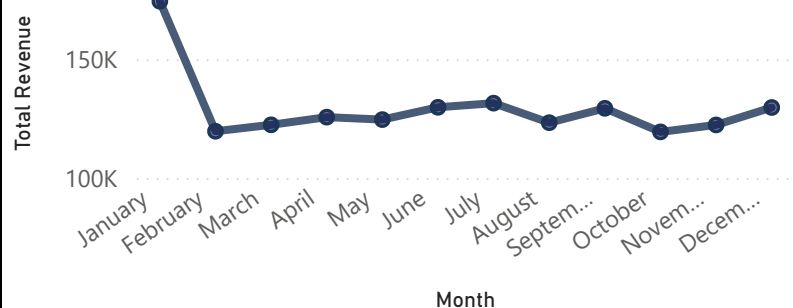
Discount Rate

## Total Quantity

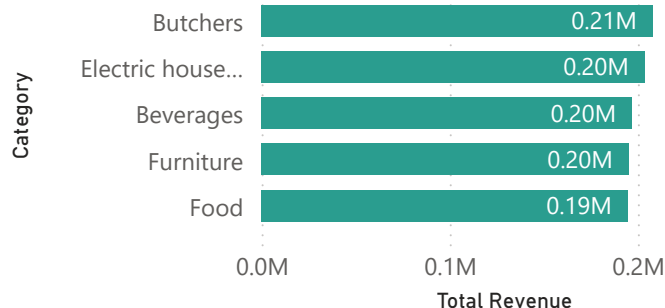
66K

Quantity

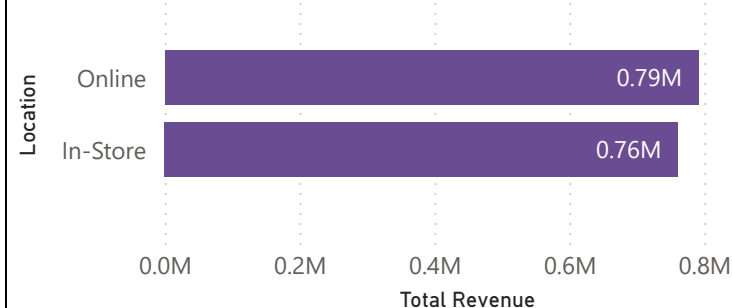
### Total Revenue by Month



### Revenue by Category



### Revenue by Location



Year

2022

2025

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

Category

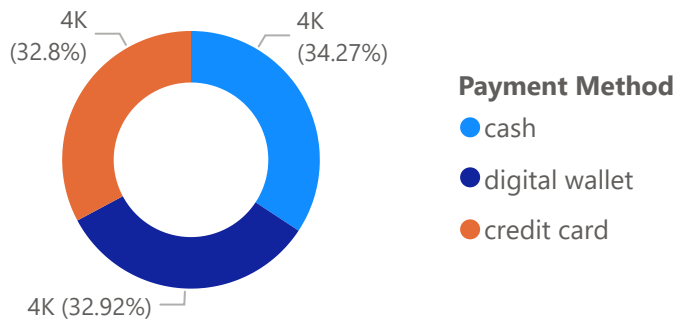
☐ Beverages

☐ Butchers

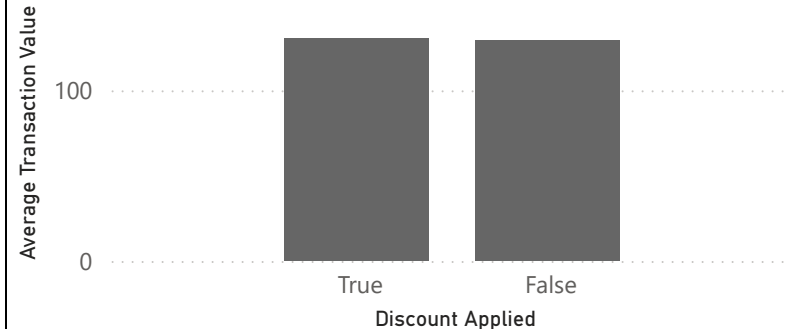
☐ Computers and electric ac...

☐ Electric household essenti

### Payment Method Distribution

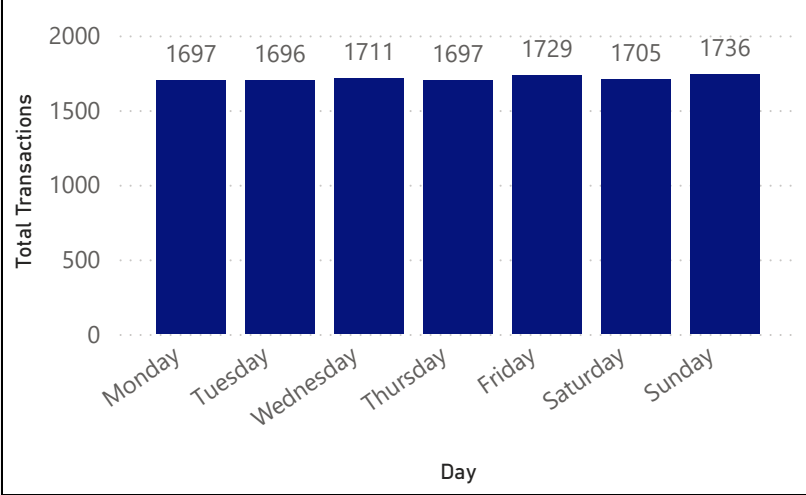


### Discount Impact on Average Transaction Value

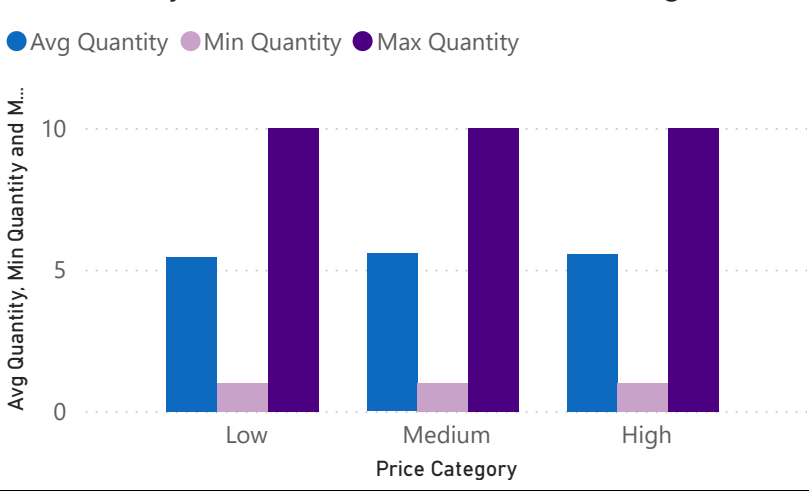


# Customer & Product Behavior

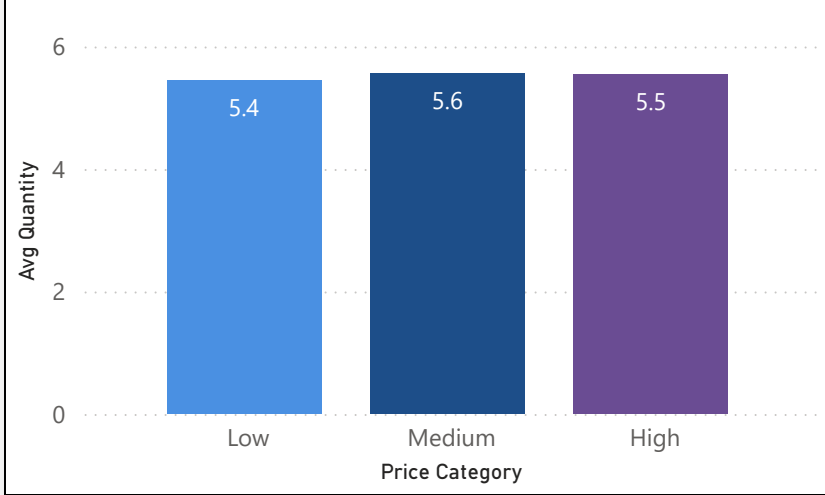
Total Transactions by Day



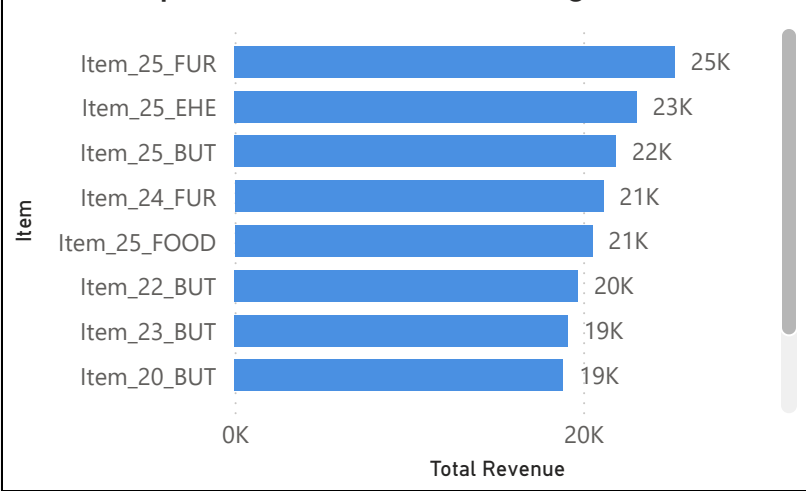
Quantity Variation Across Price Categories



Average Quantity by Price Category



Top 10 Revenue Generating Items



Price vs Quantity Purchase Frequency

Price Category	1-2	3-5	6-10	Total
Low	498	2181	6714	9393
Medium	1879	7545	26117	35541
High	1098	4706	15538	21342
Total	3475	14432	48369	66276

Payment Meth...

- ☐ cash
- ☐ credit card
- ☐ digital wallet

Location

- ☐ In-Store
- ☐ Online

Category

- ☐ Beverages
- ☐ Butchers
- ☐ Computers and electric ac..
- ☐ Electric household essenti..
- ☐ Food
- ☐ Furniture

Year

2022 2025

Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October