

Executive Summary

Product Analysis

Customer Analysis

Order Analysis

Sales Forecast



# Vacat Sales Performance Dashboard

State

All

\$1.8M

Total sales

\$236.9K

Gross profit

12%

Avg Profit Margin

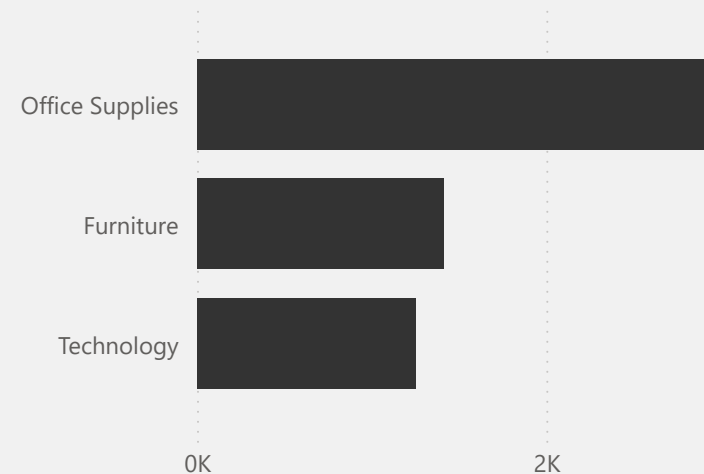
4040

Total Order

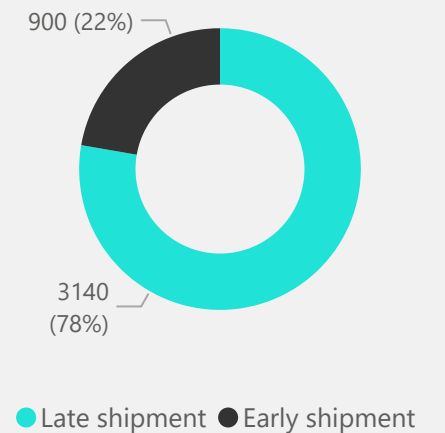
Total sales by Year



Total Order by category



Order by Shipment\_category



Monthly Sales

\$225.87K

Previous month: \$131.13K  
(+72.24%)

Monthly Order

224

Previous month: 261 (-14.18%)

Monthly Gross profit

\$8,483

Previous month: \$9,690 (-12.45%)

Top 5 products with highest sales

Product Sub_category	Total Order	Total sales	Gross profit
+ Phones	665	\$252,616	\$32,708
+ Binders	1058	\$159,924	\$25,482
+ Chairs	452	\$251,208	\$19,635
+ Storage	614	\$173,515	\$17,113
+ Tables	242	\$160,877	(\$14,601)

Presented by Motunrayo Akinsanya

# Vacat Product Analysis

Total Quantity Sold

30.3K

Top Grossing Product

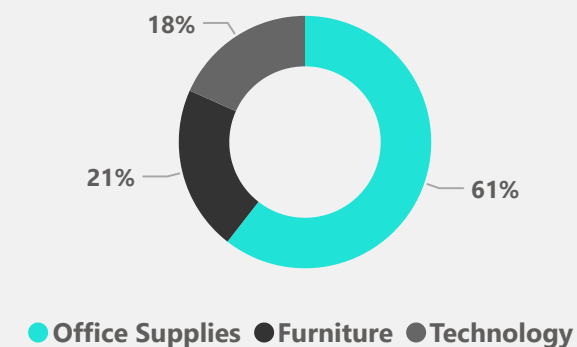
Copiers

Most Sold Product

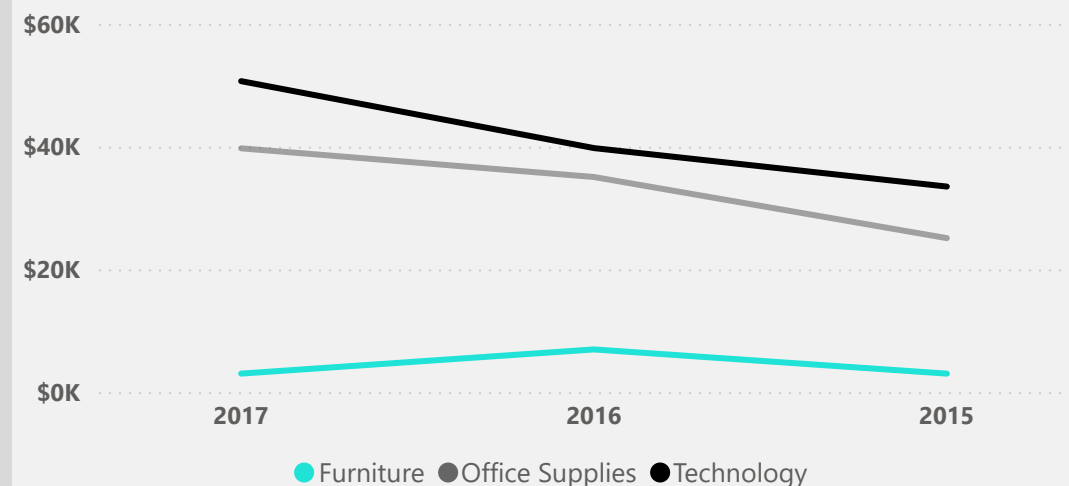
Phones

Product Sub_category	Total Order	Total sales	Gross profit
+ Chairs	448	\$249,098	\$19,571
+ Phones	653	\$248,914	\$31,754
+ Storage	608	\$172,289	\$16,884
+ Binders	1043	\$159,304	\$25,463
+ Tables	237	\$156,593	(\$13,613)
+ Accessories	574	\$141,730	\$35,383
+ Copiers	58	\$138,678	\$52,705
+ Machines	87	\$124,893	\$1,901
+ Bookcases	186	\$94,626	(\$2,742)
+ Appliances	356	\$91,610	\$15,509
+ Furnishings	701	\$75,806	\$10,538
+ Paper	948	\$62,907	\$27,338
+ Supplies	145	\$32,159	(\$1,691)
+ Art	572	\$20,824	\$5,084
+ Envelopes	198	\$12,568	\$5,444
+ Labels	272	\$9,576	\$4,226
+ Fasteners	163	\$2,305	\$748

Product quantity sold by category

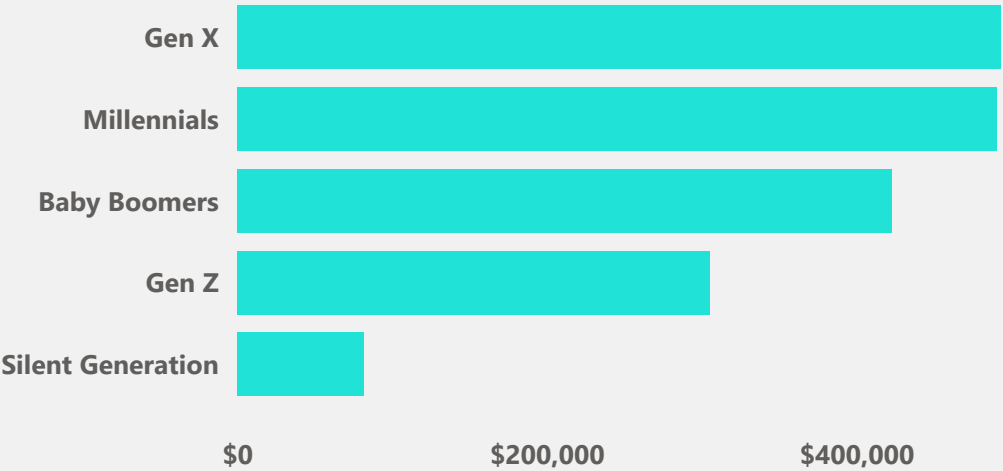


Gross profit by product category

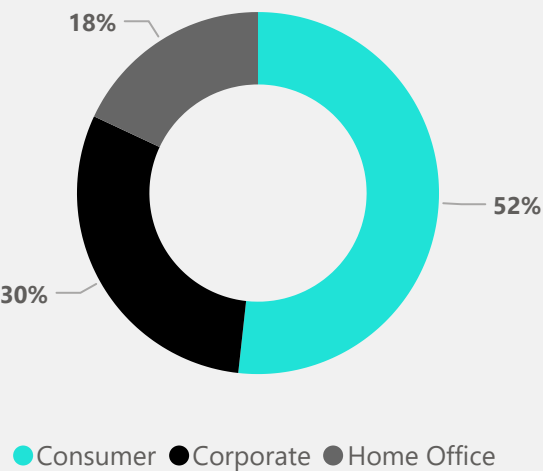


# Vacat Customer Analysis

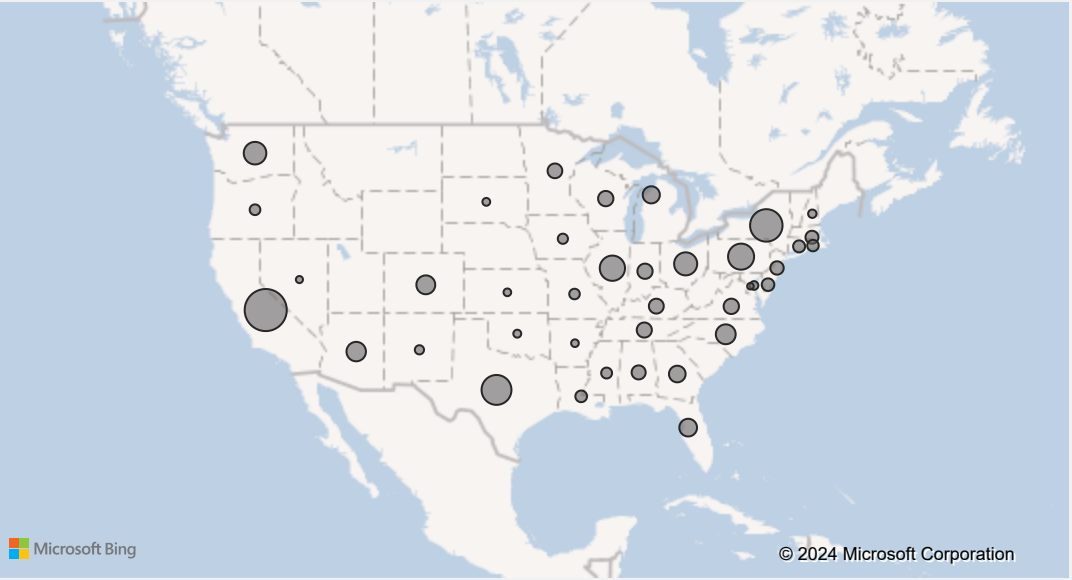
Total sales by Customer's age category



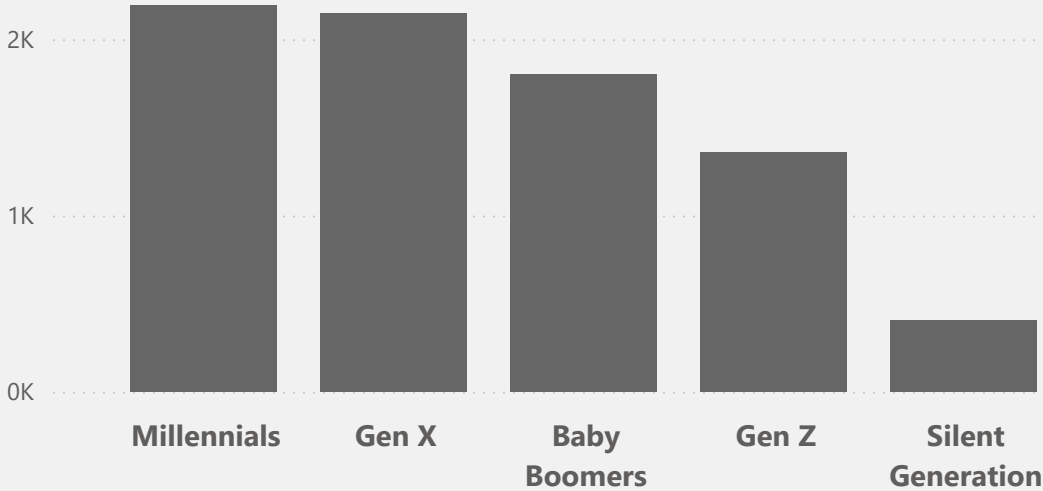
Count of customers by segment



Number of Customers in each State



Count of customers by age category



# Vacat Order Analysis

4040

Total Order

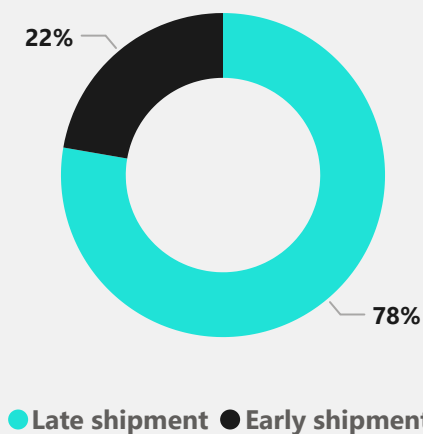
900

Early Shipment

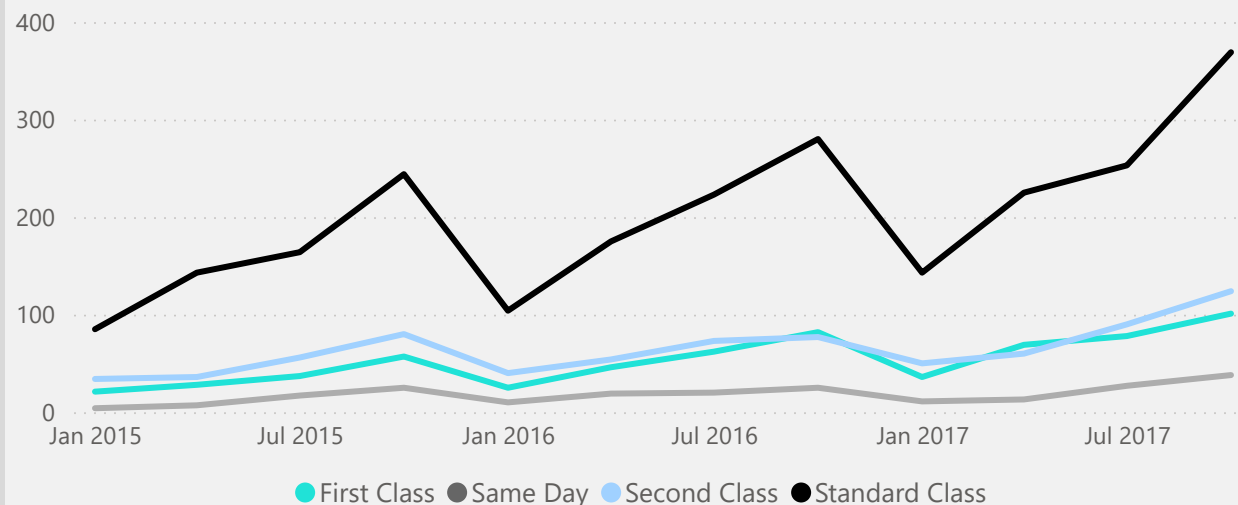
3140

Late Shipment

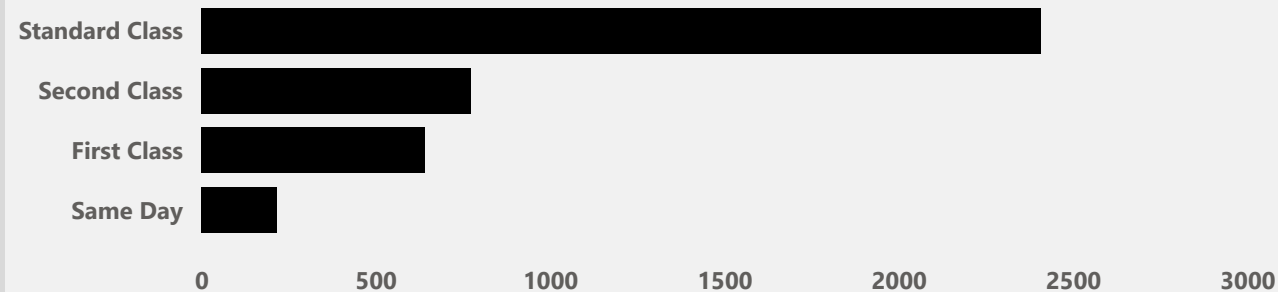
% of Total Order Shipped early and late



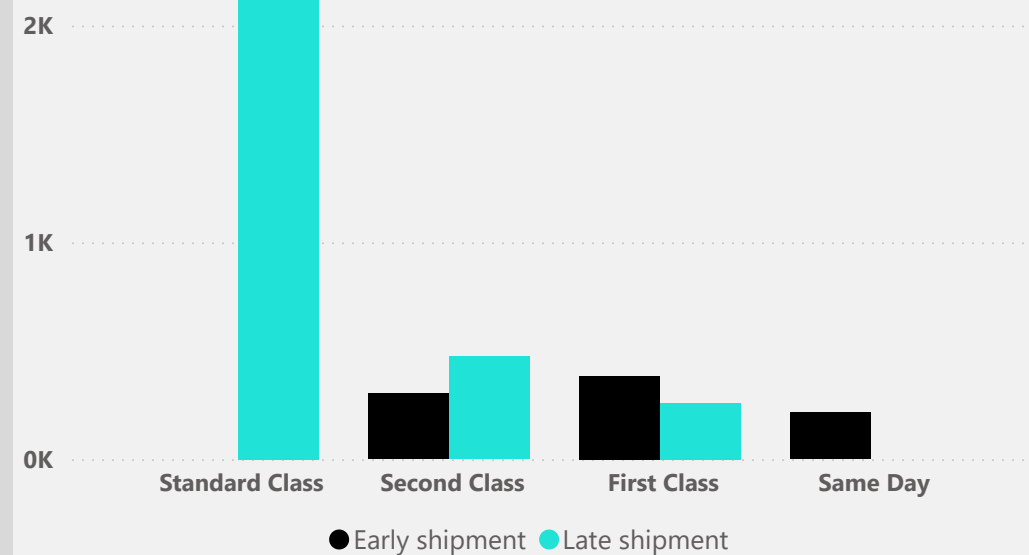
Order Fulfilment Trend



Count of Order by ship Mode

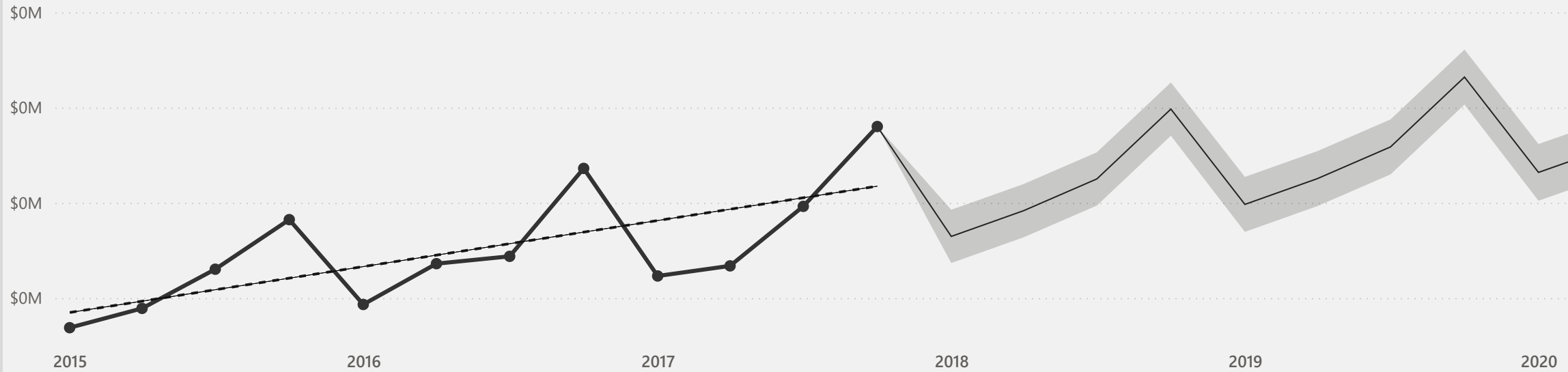


Total Order by ship\_mode and Shipment\_category

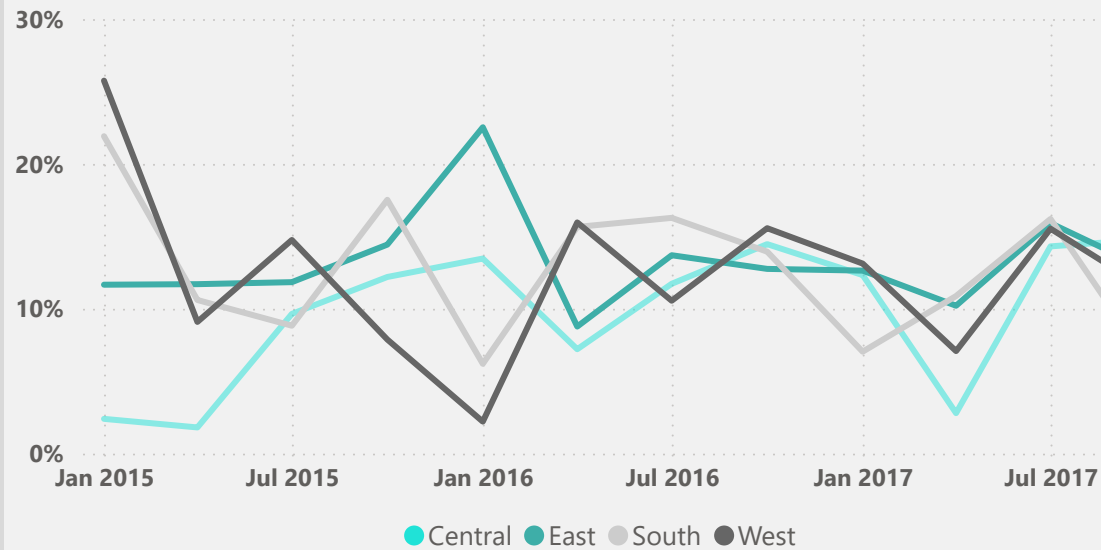


# Vacat Sales Forecast

## Sales Forecast



## Avg Profit Margin by region



## YOY Change in Sales

