

Power BI Project 2024

Executive Summary

Customer Detail

Product Detail

Stores Map

£6.46M

Total Revenue

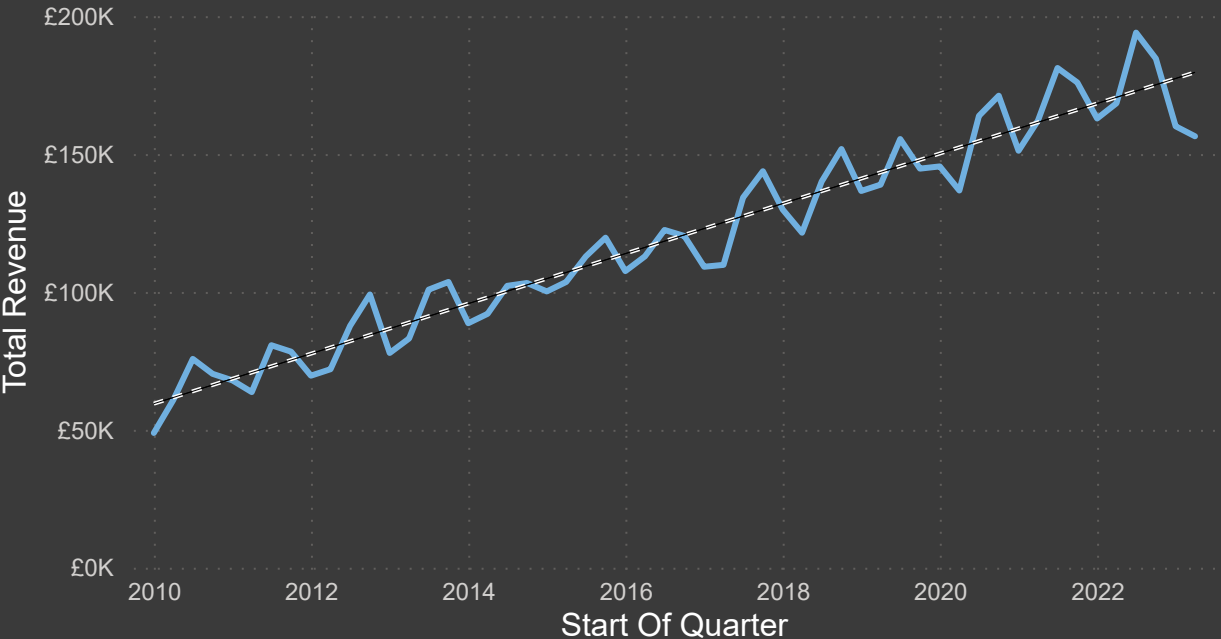
£2.99M

Total Profit

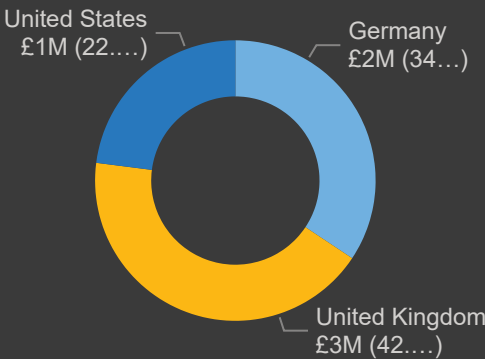
120.0K

Total Orders

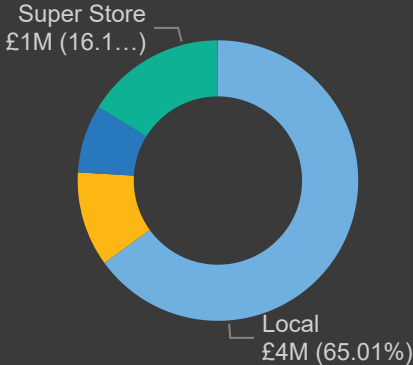
Total Revenue by Start Of Quarter



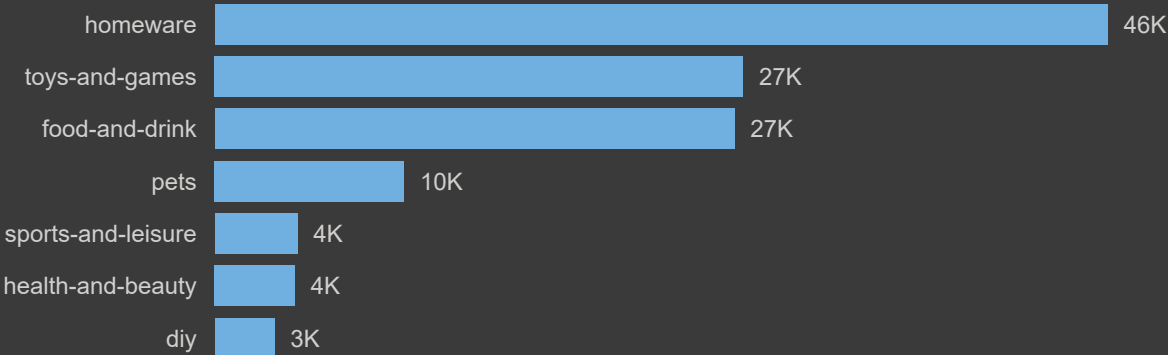
Total Revenue by Country



Total Revenue by Store Type



Total Orders by Category



Quarterly Revenue

£156.5K!

Goal: £168.1K (-6.91%)

Quarterly Orders

2.9K!

Goal: 3.3K (-10.26%)

Quarterly Profit

£72.2K!

Goal: £78.3K (-7.74%)

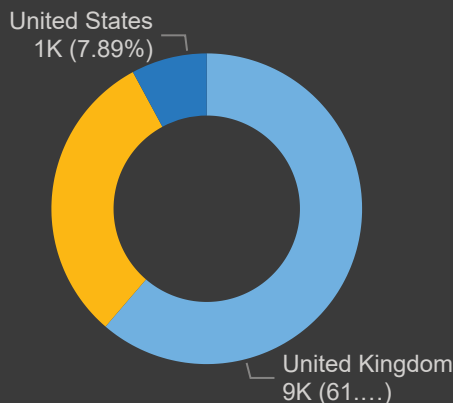
15K

Unique Customers

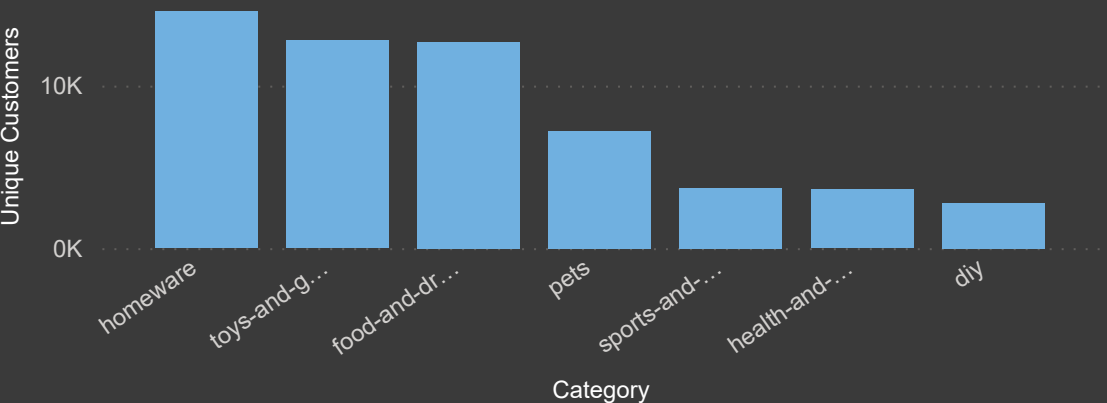
£422.42

Revenue per Customer

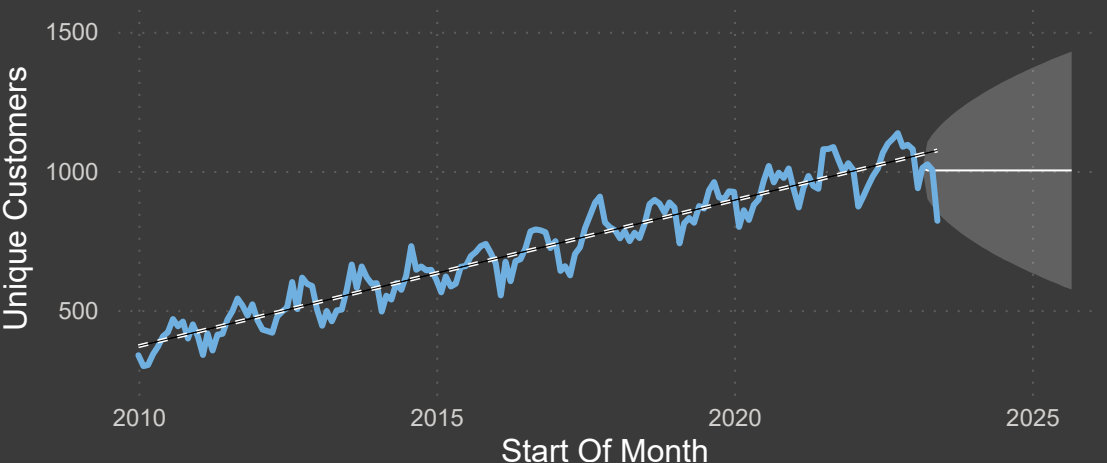
Unique Customers by Country



Unique Customers by Category



Unique Customers by Start Of Month



2010 2023

Top 20 Customers by Revenue

Full Name	Total Revenue	Total Orders
Conor Williams	£4,494	13
Lothar Reinhardt	£3,761	9
Jade Harris	£3,513	8
Thomas Smith	£3,383	7
Charlie Ford	£3,379	6
Emilie Lange	£3,165	8
Bayram Fritsch	£2,895	10
Owen Bell	£2,727	12
Diane Marsh	£2,600	10
Elenore Hendriks	£2,579	8
Stephen Hudson	£2,442	5
Tyler Hughes	£2,430	12
Mandy Powell	£2,288	10
Gustav Scheuermann	£2,286	13
Karl Tomlinson	£2,260	10
Karl-Peter Sager	£2,205	11
Jeffrey Clark	£2,194	12
Travis Klein	£2,169	6
John Callahan	£2,161	10
Marian Ahmed	£2,136	8

Top Customer

Conor Williams

Top Customer
Orders

13

Top Customer
Revenue

£4,494

Product Category



All



Country

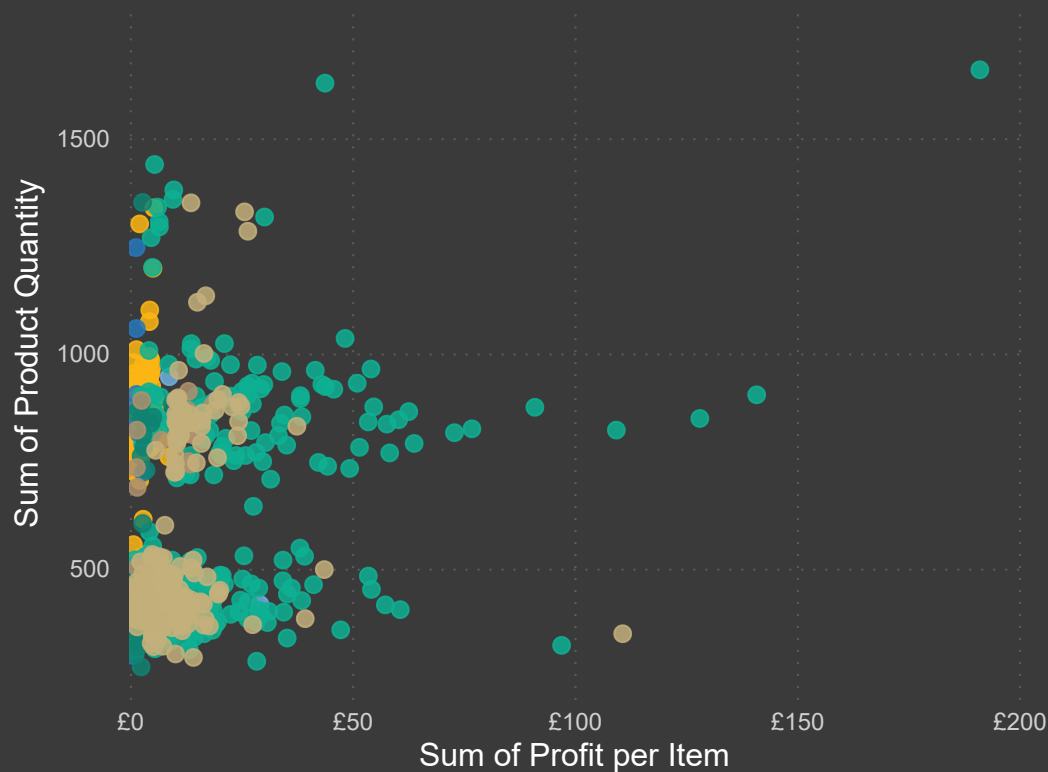


All



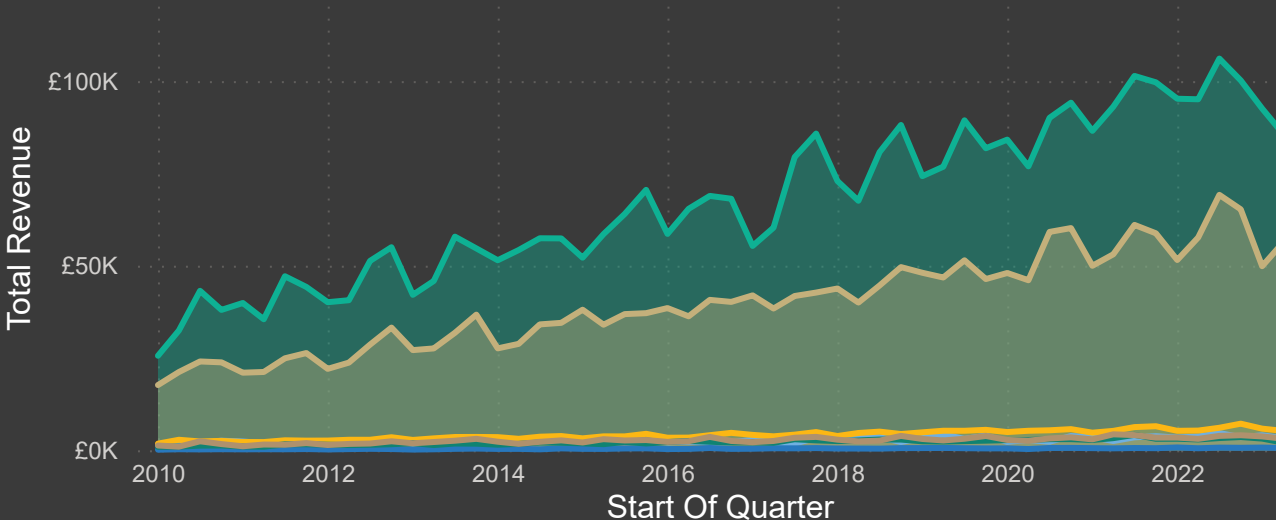
Sum of Profit per Item and Sum of Product Quantity by Description and Category

Category diy food-an... health-... homew... pets sports-... toys-an...



Total Revenue by Start Of Quarter and Category

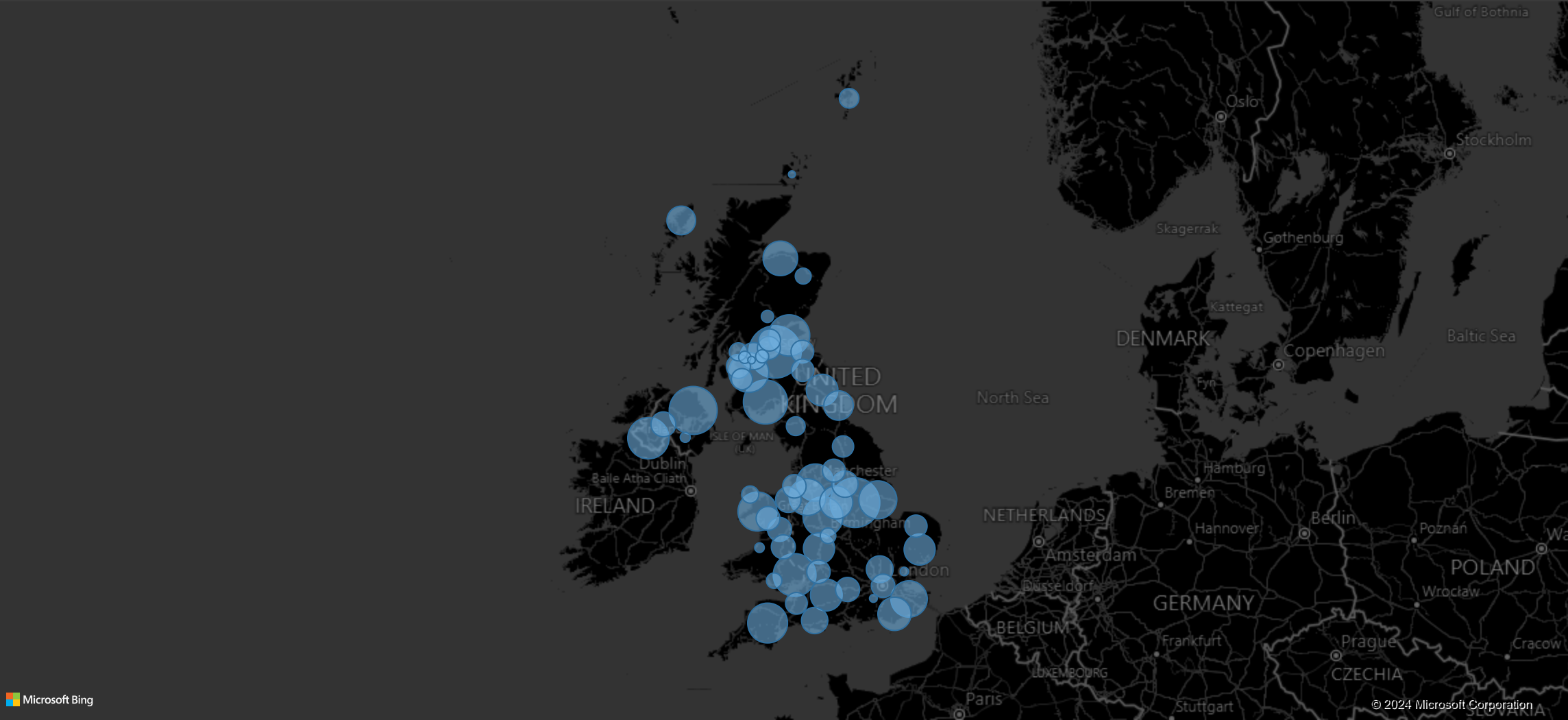
Category diy food-and-drink health-and-b... homeware pets sports-and-lei... toys-and-g...



Top 10 Products by Revenue

Description	Category	Total Revenue	Total Orders	Unique Customers
Tower Vortex Dual Basket Air Fryer 7.6L	homeware	£164,241	408	404
Wired E-350 Electric Scooter	toys-and-games	£94,230	92	91
Viper Go Kart	toys-and-games	£59,760	112	111
Coberg Bench Dining Set 3pc	homeware	£53,130	110	110
Blaupunkt Rapid Air Fryer 4.5L	homeware	£50,715	225	224
Avesta Executive Office Chair	homeware	£42,320	125	125
Tower Compact Oven 15L	homeware	£41,760	219	219
Michigan Coat Rack With Shoe Storage	homeware	£38,560	220	219
Blaupunkt Breakfast Maker	homeware	£38,385	213	212
Brody Swivel Chair	homeware	£37,760	111	110

Profit YTD by Country Region



Select all

Germany

United Kingdom

United States



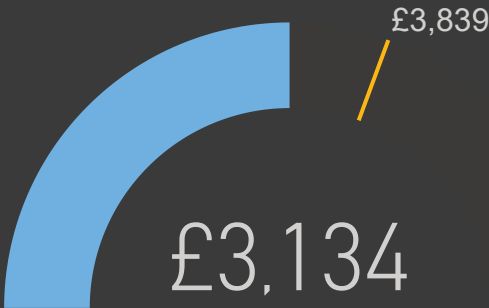
Current Store:

Antrim

Top 5 Products by Revenue

Description	Profit YTD	Total Revenue	Total Orders
Loft Studio Velvet Dining Chair - Grey	£354	£2,210	4
Slush Puppie Slushie Machine	£216	£560	3
Tromso Round Multi-Section Shelf	£136	£702	7
Oakwood Throw - Brown	£113	£1,060	10
Blaupunkt Breakfast Maker	£112	£1,755	8

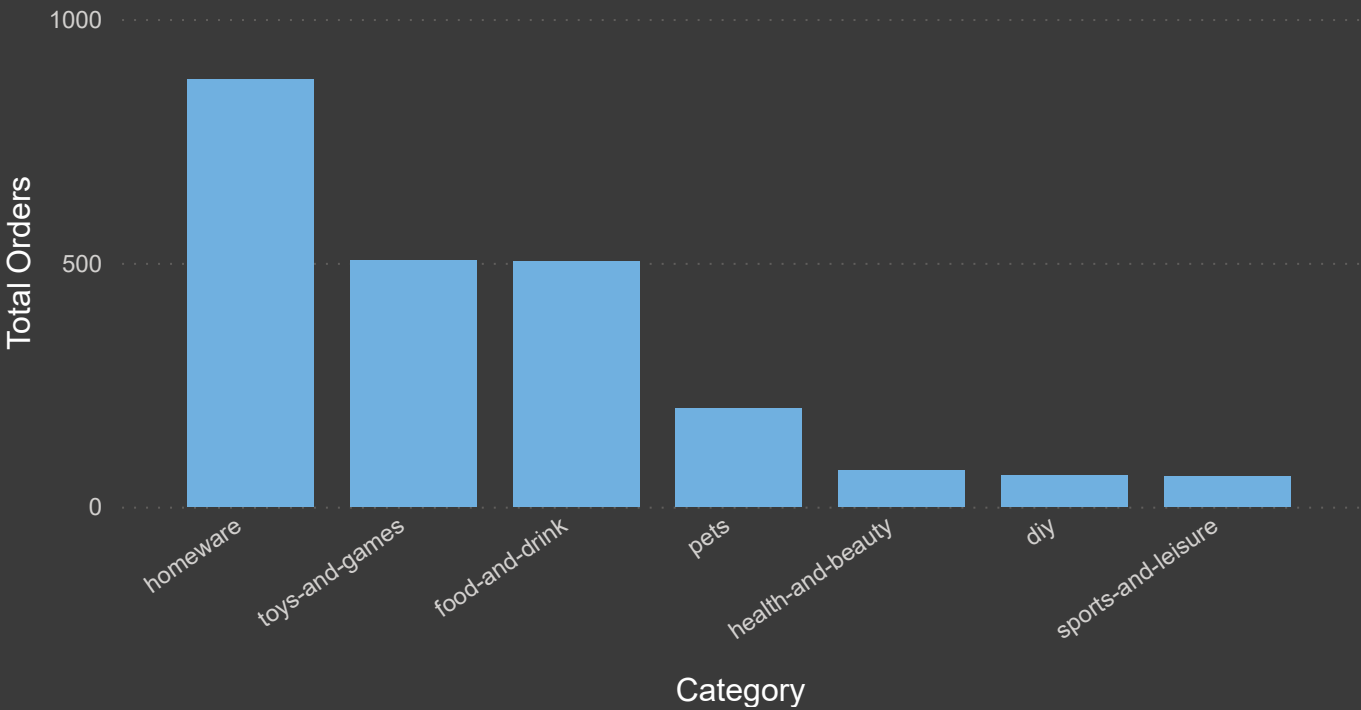
Profit YTD and Profit Goal



Revenue YTD and Revenue Goal



Total Orders by Category



Profit YTD and Profit Goal

