



SALES ACROSS USA DASHBOARD

Title: US Coffee & Tea Sales Performance Analysis

Delve into the sales performance of coffee and tea products throughout the United States. This report breaks down sales by units, revenue, and product categories, identifying areas of strong performance and opportunities for growth across different US markets.





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Select date range

Product

Category

State

Total Sales
\$8,127.30
↑ 1.6%

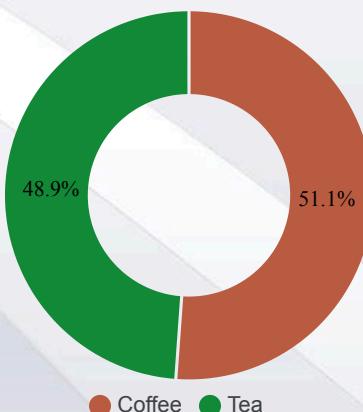
Total Order
962
↓ -3.8%

Units Sold
2,338
↓ -22.1%

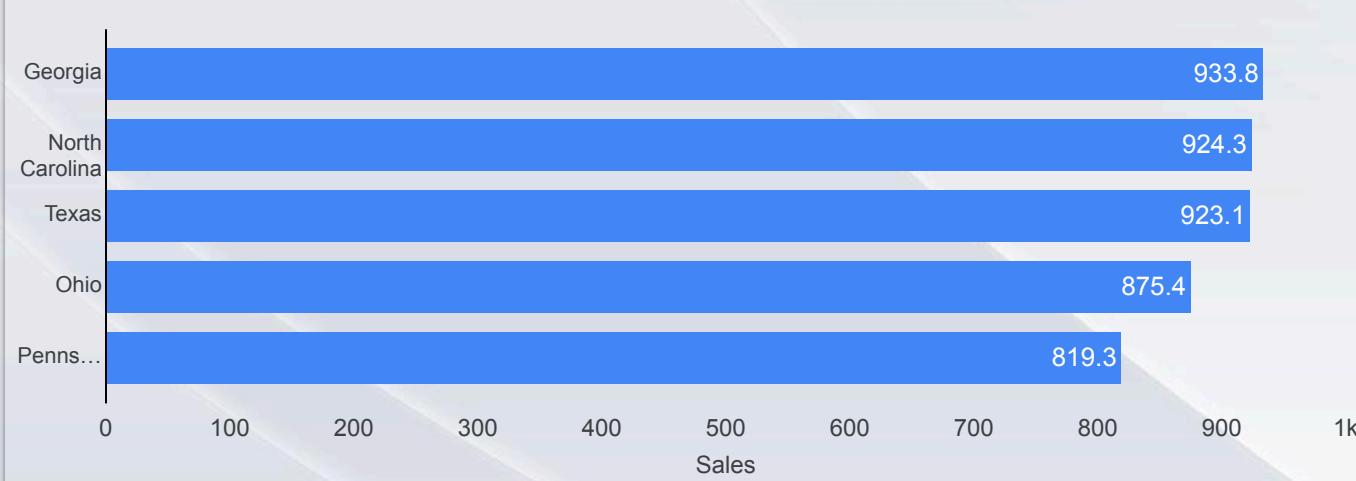
Avg Total Sales
8.45
↓ -57.8%

Avg Unit Sold
2.43
↓ -19.0%

Sales By Categories



Sales By Product



Sales By Product

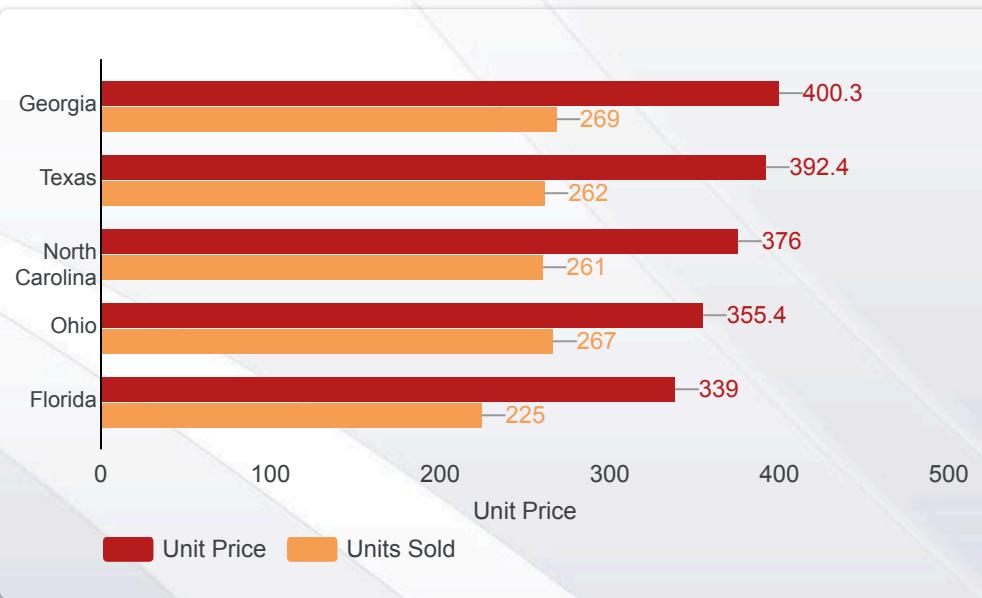


Sales By Product

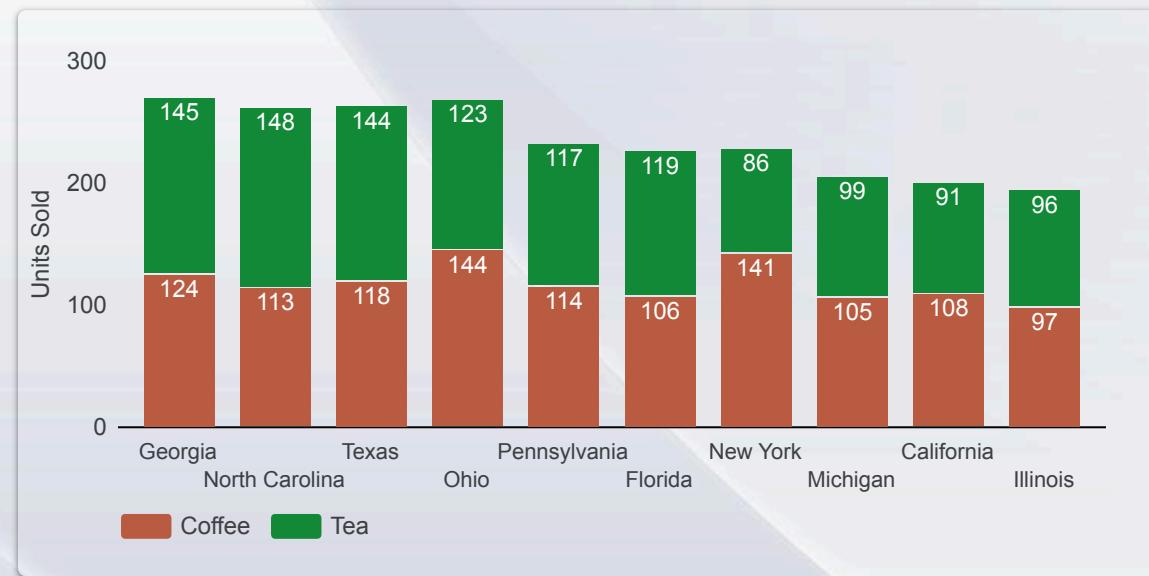


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Sales By unit price and sold



Sales By unit sold



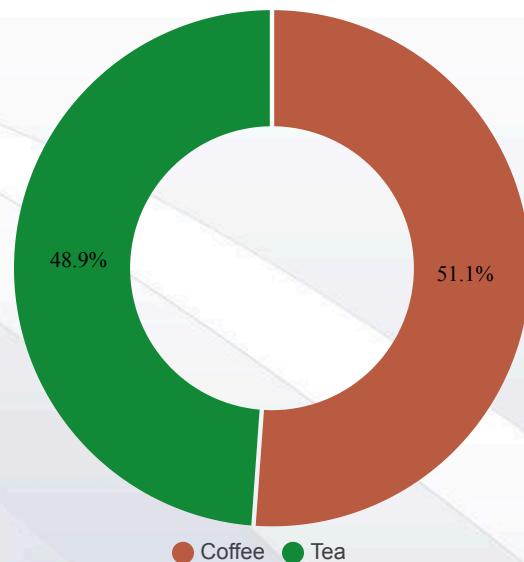
Revenue and Sales by Date





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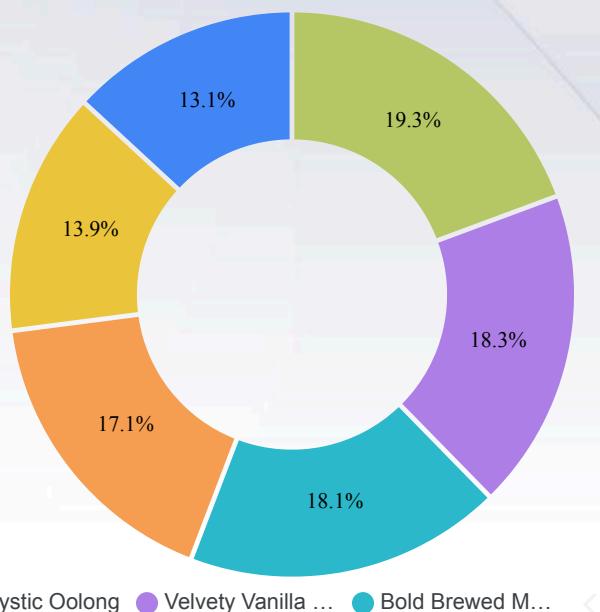
Sales By Categories



Sales By Categories



Sales By Categories



Decision:- Invest more in the "Coffee" category, as it currently holds 51.1% of sales compared to "Tea" at 48.9%. This suggests it's a slightly larger revenue driver

Increase marketing spend, explore new coffee product variations (e.g., flavored coffees, different roast types), optimize supply chain for coffee products to meet higher demand