

REGIONAL SALES DASHBOARD

Overview

Geographic

Q&A





Total Revenue

\$1.2bn

Total Profit

\$461.8M

Profit Margin %

37.36%

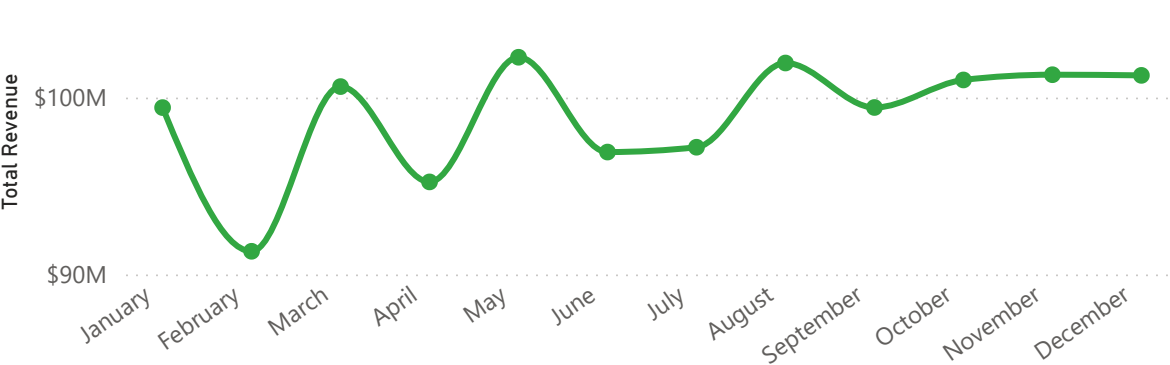
Total Orders

64K

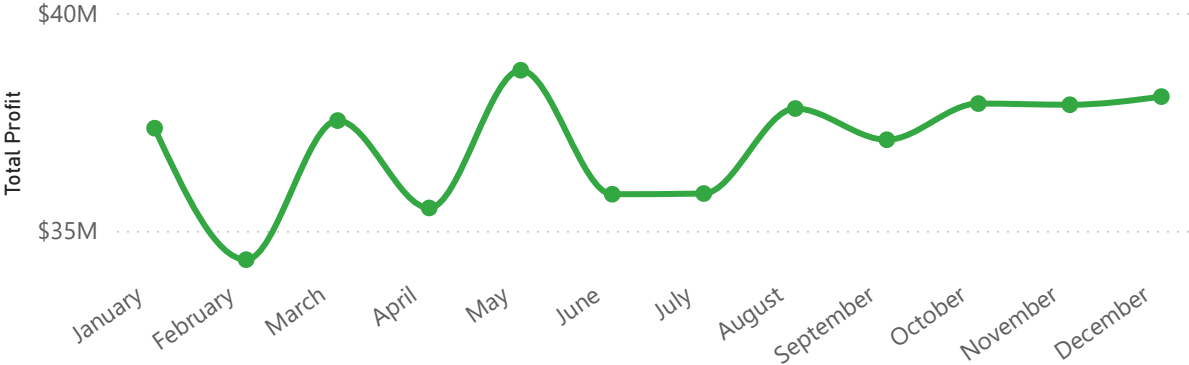
Revenue per order

\$19.3K

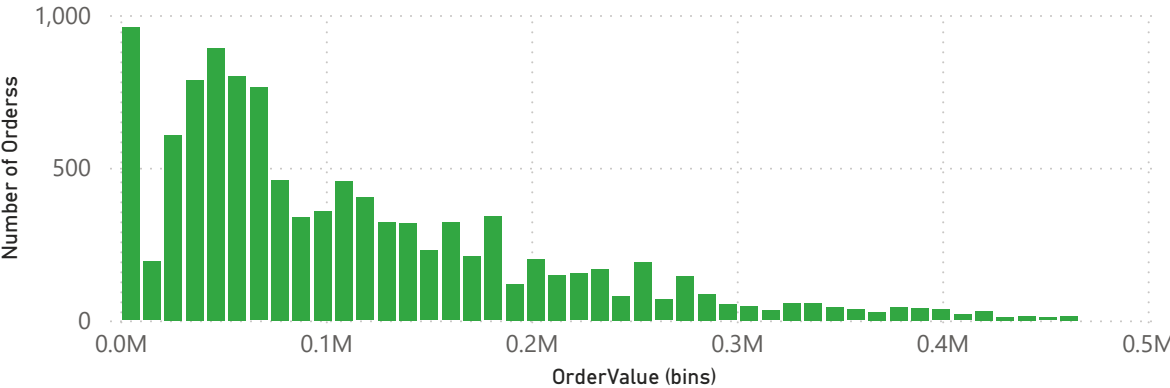
Monthly Revenue Rhythm: Uncovering Seasonality Peaks



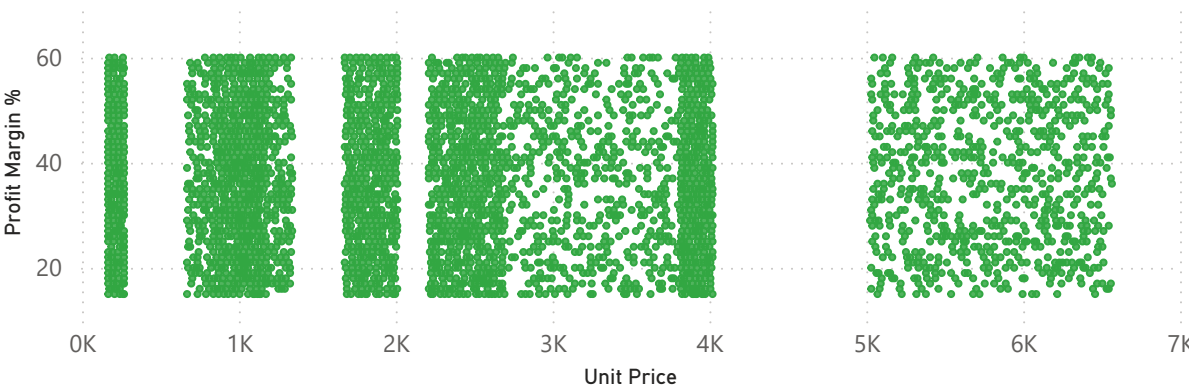
Profit Pulse: Tracking Monthly Earnings Momentum



Order Value Spectrum: Mapping Customer Spending Tiers



Unit Price Vs Profit Margin: Spotting High Margin Price Bands





California drives 19.5% of revenue (\$228.8 M), while the West region boasts the highest profit margin at 37.5%.

Top 5
Bottom 5

