



Project – Store Sales Analysis Overview

Business Dashboard

Time Frame

Store

Profit View

Filter by Month



Jan Feb Mar

Apr May Jun

Jul Aug Sep

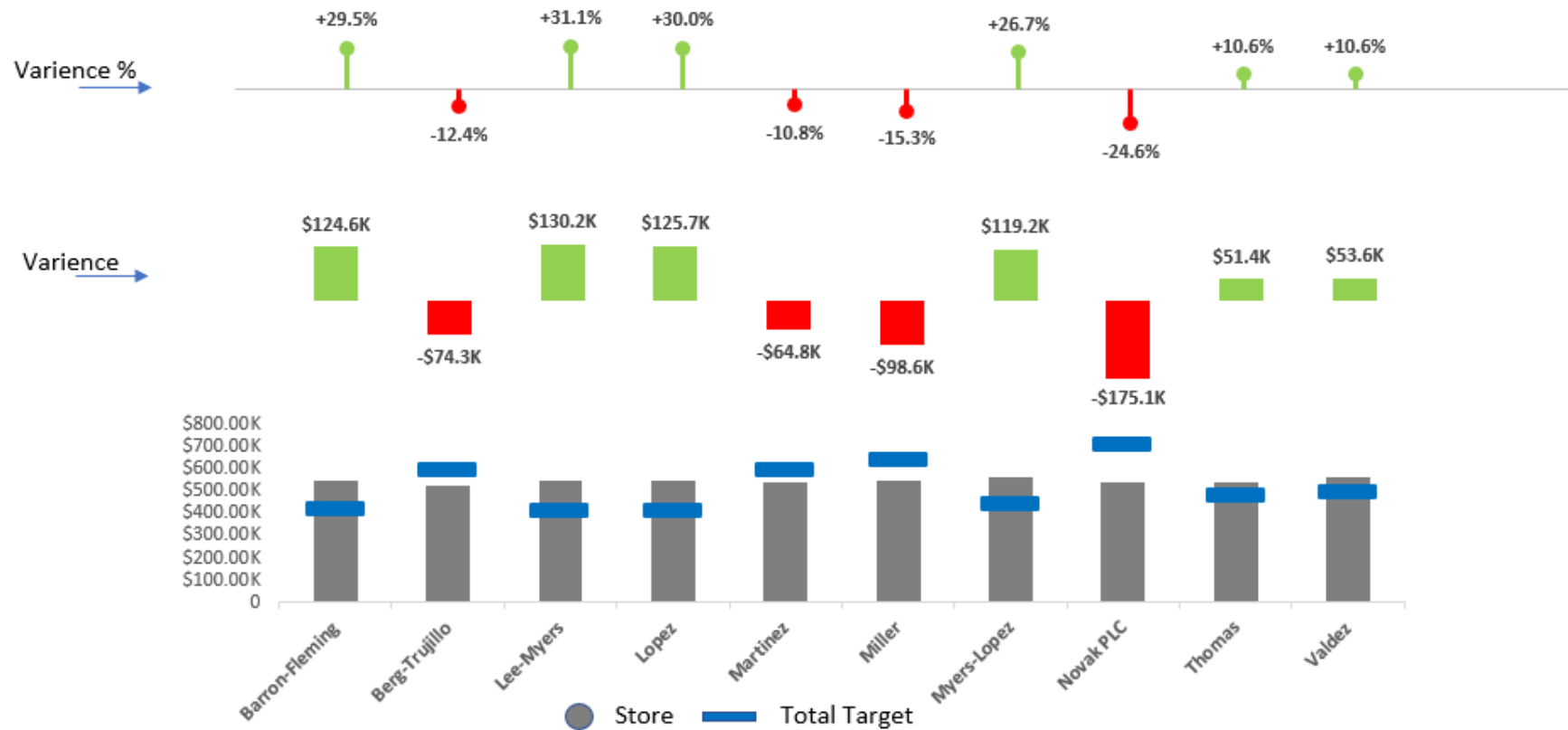
Oct Nov Dec

Total Revenue \$5.4M

Total Target \$5.3M

Variance % ▲ +3.7%

Total Revenue vs Total Target by Store



Analysis 1

Store

Analysis 2

Time Frame

Analysis 3

Profit View



Business Dashboard

Filter by Store

Barron-Fleming

Berg-Trujillo

Lee-Myers

Lopez

Martinez

Miller

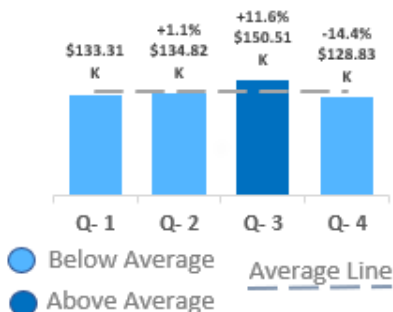
Myers-Lopez

Novak PLC

Thomas

Revenue by Quarter vs Percentage Change

The line in the chart indicates \$136,869 average revenue



Revenue Generated \$158.41K



Revenue by Weekend 28.94%

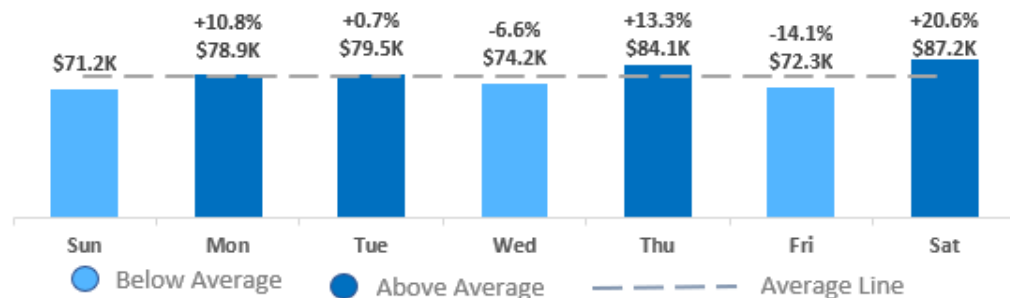
Revenue Generated \$389.06K



Revenue by Weekday 71.06%

Revenue by Weekdays vs Percentage Change

The line in charts indicates \$78,211 average revenue



Time Frame

Store

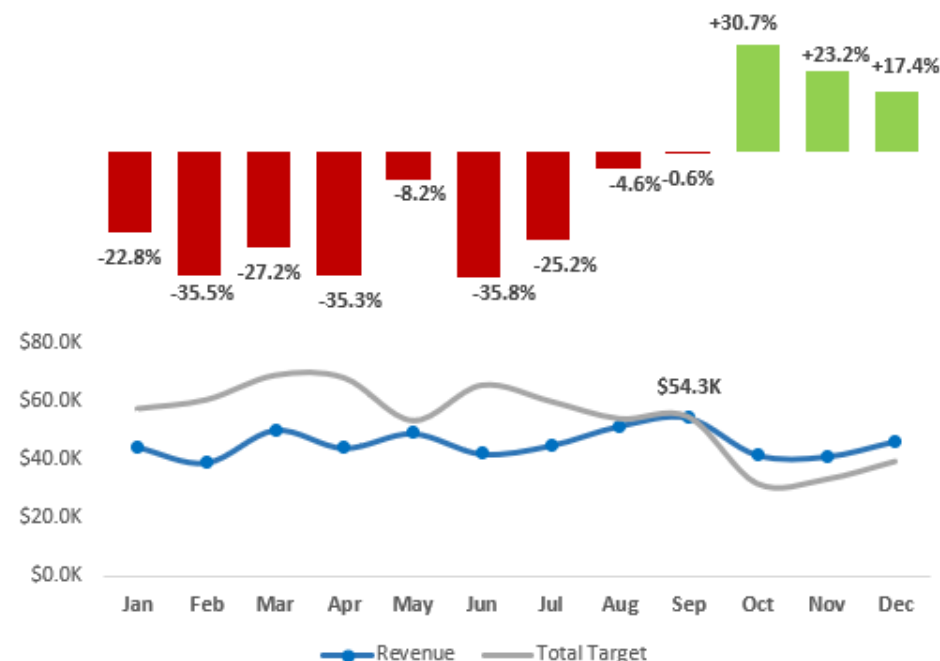
Profit View

Total Revenue
\$547.48K

Total Target
\$646.08K

Variance %
▼ -15.3%

Revenue vs Target by Month



Analysis 1

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Profit View



\$3.1M
COGS



\$5.4M
Total Revenue



\$2.3M
Profit Margin



42.18%
Profit Margin %

Open Filter

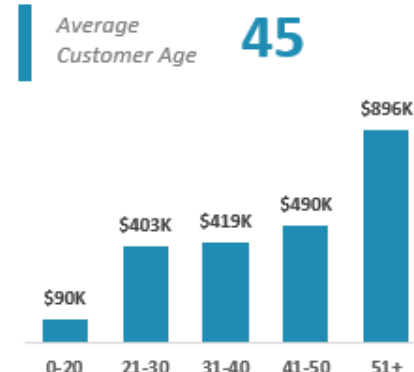
Customer Analysis

Profit by Gender



Female 48.53%
Male 51.47%

Profit by Customer Age

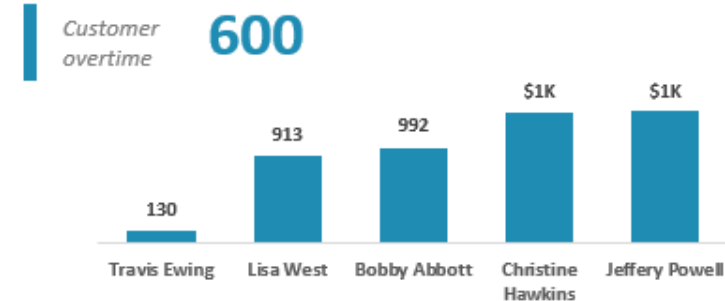


Top

Bottom

Customer

Less 5 Profitable Customer

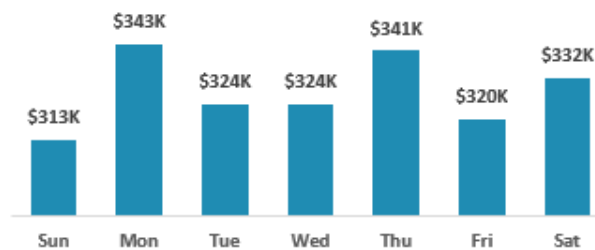


Time Frame

Profit Trend and MOM Growth Rate



Profit by Weekday



Product Sold 100
Product Return Rate 8.03%
Product Refund Rate 8.05%

Profit Quantity

Quantity Contributing to Profit



Profit by Category



Analysis 1

Store

Analysis 2

Time Frame

Analysis 3

Profit View