



# Merchandise Sales Analysis

## Shipping, Review & Rating

Sales Performance

Ratings

Year, Month

Shipping, Review & Rating

All

2024 (Year) + ...



Total Sales

\$77,459

MoM Sales ▲ 17.10%

75.39%

17.42%

Total Quantity

1093

MoM Quantity ▲ 18.93%

50.59%

31.11%

18.30%

Total Orders

644

MoM Orders 12.39

50.16%

31.06%

18.79%

Average of Total Sales

\$120.28

MoM Avg ▲ 0.37%

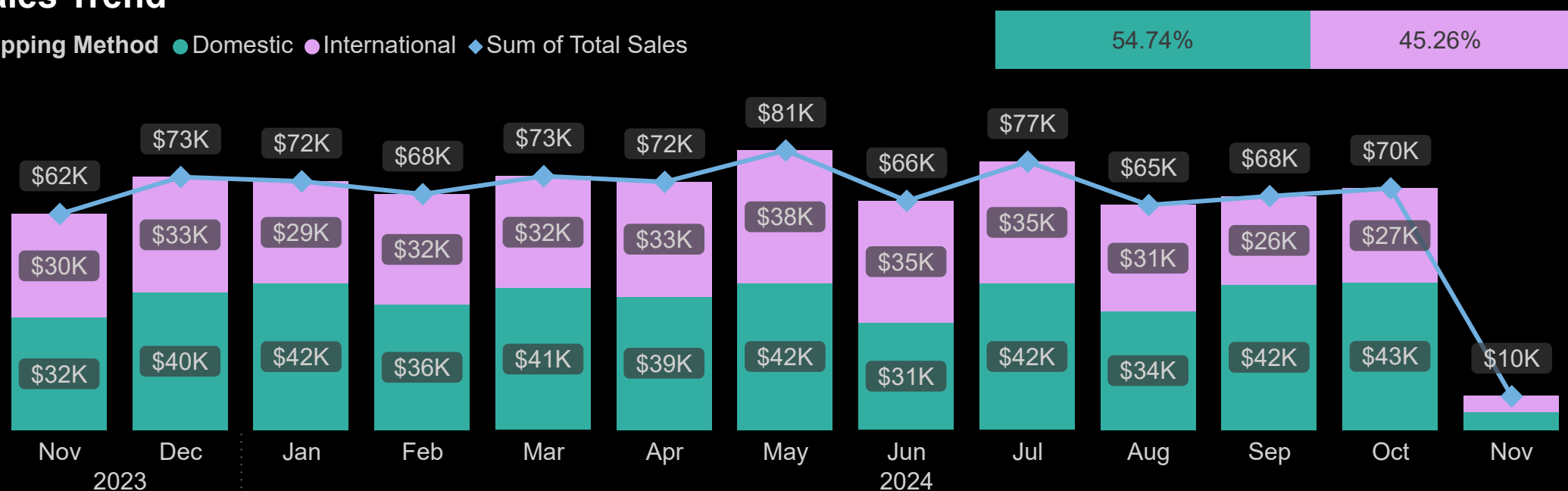
61.44%

22.93%

15.63%

### Sales Trend

Shipping Method ● Domestic ● International ◆ Sum of Total Sales



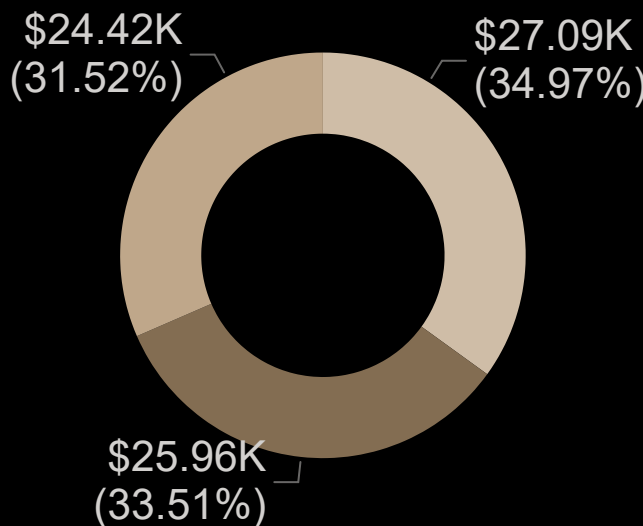
### Sales Performance by Location

Order Location	Sales	MoM%
Austin	\$1,637.00	▼ -6.46%
Cardiff	\$3,157.00	▲ 44.82%
Cleveland	\$3,001.00	▲ 5.56%
Detroit	\$3,635.00	▲ 56.48%
Dublin	\$2,912.00	▲ 13.53%
Glasgow	\$4,616.00	▲ 88.18%
Las Vegas	\$2,791.00	▲ 64.95%
Liverpool	\$2,135.00	▼ -18.51%
London	\$4,235.00	▼ -0.52%
Manchester	\$2,188.00	▼ -25.38%
Memphis	\$2,581.00	▲ 21.63%
Miami	\$3,039.00	▼ -3.34%
Montreal	\$2,007.00	▼ -1.28%
Mumbai	\$1,586.00	▼ -56.75%
New Delhi	\$3,913.00	▲ 33.28%
New Jersey	\$4,723.00	▲ 84.56%
New York	\$3,394.00	▲ 129.48%
Paris	\$2,397.00	▼ -3.50%
Pittsburgh	\$3,769.00	▲ 128.84%
Portland	\$5,279.00	▲ 326.07%
Sacramento	\$2,302.00	▼ -30.43%
San Antonio	\$2,899.00	▼ -10.33%
San Francisco	\$3,348.00	▼ -9.56%
Sydney	\$2,944.00	▼ -43.99%
Toronto	\$2,971.00	▲ 72.63%

### Demographic Profile (Age)

Age

Gender



### Sales Performance by Product

Product ID	Category	Sales	MoM%
BF1543	Clothing	\$13,835	▲ 33.35%
BF1544	Other	\$2,353	▼ -3.80%
BF1545	Other	\$2,870	▲ 45.32%
BF1546	Clothing	\$8,507	▲ 64.64%
BF1547	Ornaments	\$2,216	▲ 13.87%
BF1548	Clothing	\$14,880	▲ 4.24%
BF1549	Clothing	\$9,450	▲ 49.76%
BF1550	Clothing	\$11,725	▲ 5.39%
BF1551	Ornaments	\$4,555	▲ 18.77%
BF1552	Ornaments	\$2,275	▼ -28.46%
BF1553	Ornaments	\$2,410	▼ -14.84%
BF1554	Ornaments	\$2,040	▲ 47.29%
BF1555	Other	\$343	▼ -73.55%





# Merchandise Sales Analysis

## Shipping, Review & Rating

Sales Performance

Product ID

Year, Month

Shipping, Review & Rating

All

2024 (Year) + ...

Sum of Shipping Charges

**\$9.42K**

Shipping MoM% Sales ▲ 0.05%

Average of Shipping Charges

**\$15.2**

Shipping Charge % of Total Sales

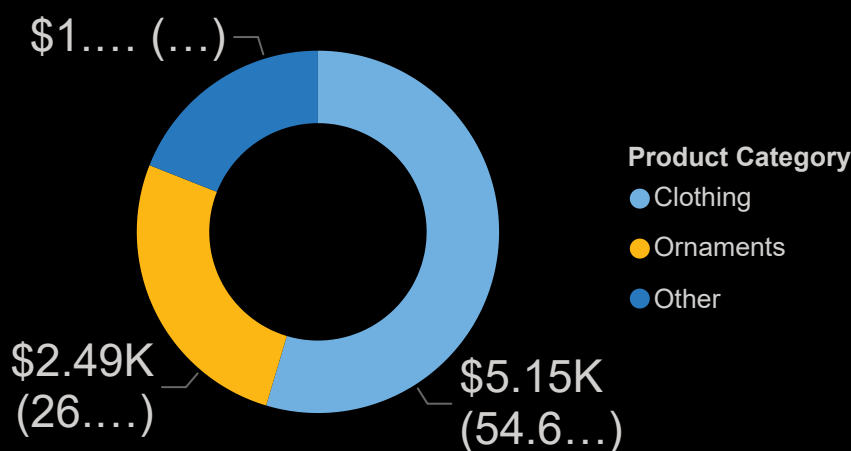
**13.15**

Average of Rating

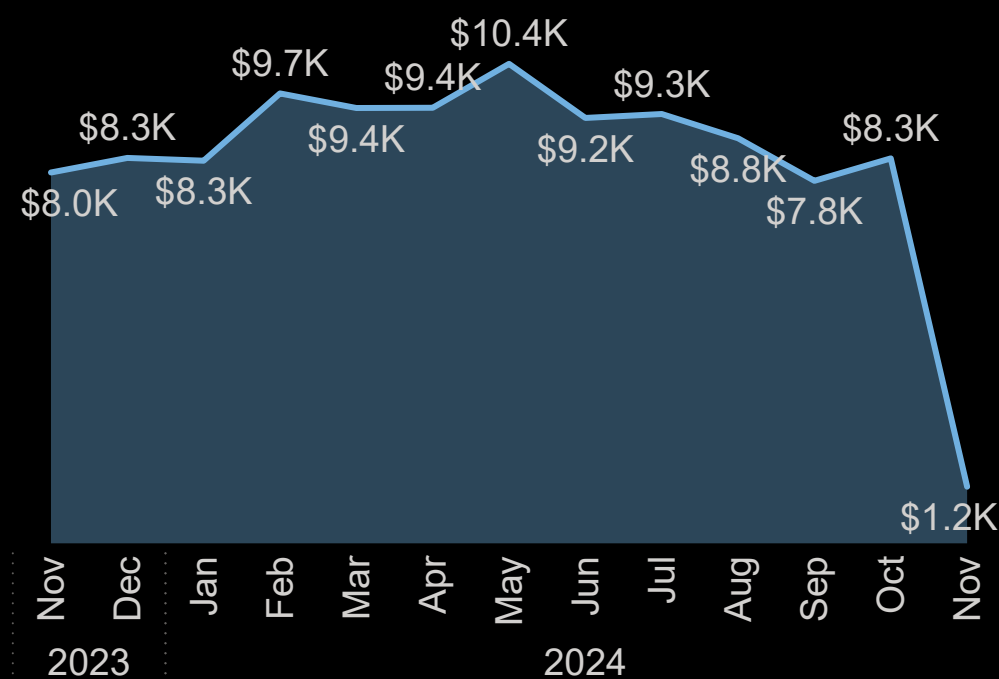
**3.42**

MoM% Rating ▼ -4.77%

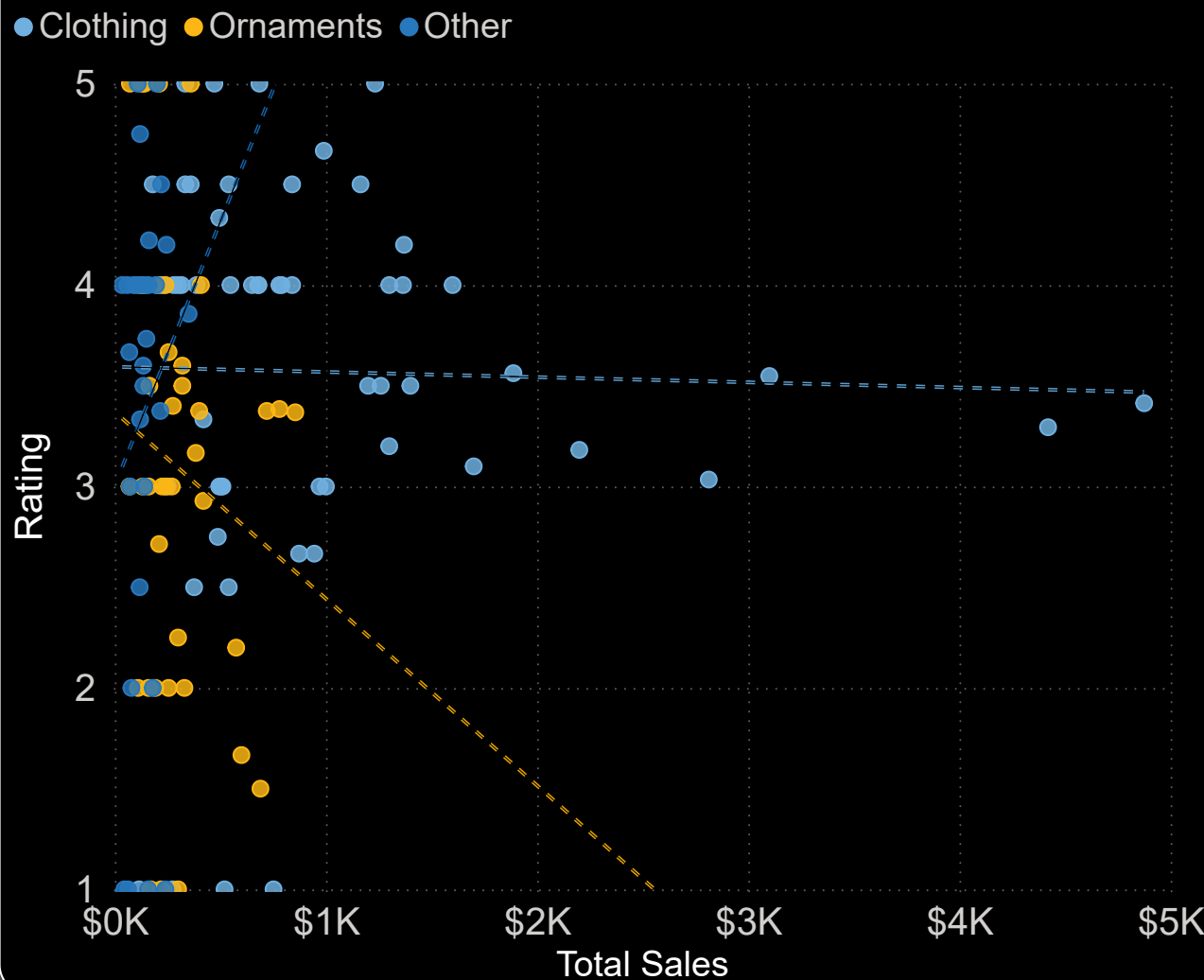
### Shipping Product Category



### Shipping Charge Trend



### Relationship Between Sales & Rating



### Performance by Review

Review	Count	Avg Rating	Sales	Quantity
The product was affordable here compared to other brands.	44	4.55	\$5,619	80
The delivery team handled the product with care.	40	4.50	\$4,791	67
Discount deals was greatly appreciated.	38	4.55	\$3,125	53
The Product exhibits good design.	36	4.44	\$4,552	57
The product had excellent quality.	35	4.46	\$4,851	62
Incredible detailing was clearly evident.	33	4.58	\$2,929	47
Great design is one of the major positives of this product.	32	4.50	\$3,805	56
Lack of delivery delays is greatly appreciated.	30	4.53	\$4,439	49
Had slight delays but the product was in good shape.	28	3.00	\$3,129	46
Premium quality as usual.	24	4.33	\$3,338	40
The product was delivered quickly.	23	4.43	\$2,406	34
Exquisite craftsmanship here is absolutely appreciated	22	4.55	\$2,170	35

### Performance by Rating

Rating	Sales	Count	Ship Charges	MoM%
★★★★★	\$11,657	102	\$1,250	<span style="color: green;">▲ 3.24%</span>
★★★★☆	\$8,067	72	\$1,395	<span style="color: green;">▲ 4.54%</span>
★★★☆☆	\$9,889	89	\$1,265	<span style="color: green;">▲ 5.00%</span>
★★★★☆	\$20,821	179	\$2,665	<span style="color: red;">▼ -1.56%</span>
★★★★★	\$21,204	178	\$2,845	<span style="color: red;">▼ -10.58%</span>

