

ELECTRONICS SALES PERFORMANCE DASHBOARD

Product Category

All

Total Cost of Sales

\$23.80M

Total Revenue

\$56.25M

Total Profit

\$32.45M

Total Quantity Sold

251.13K

Number Of Orders

15.0K

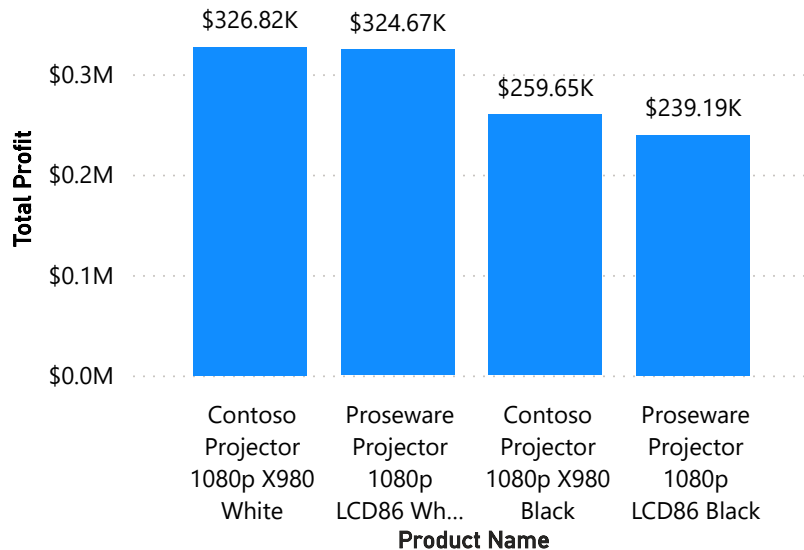
Number Of Channels

4

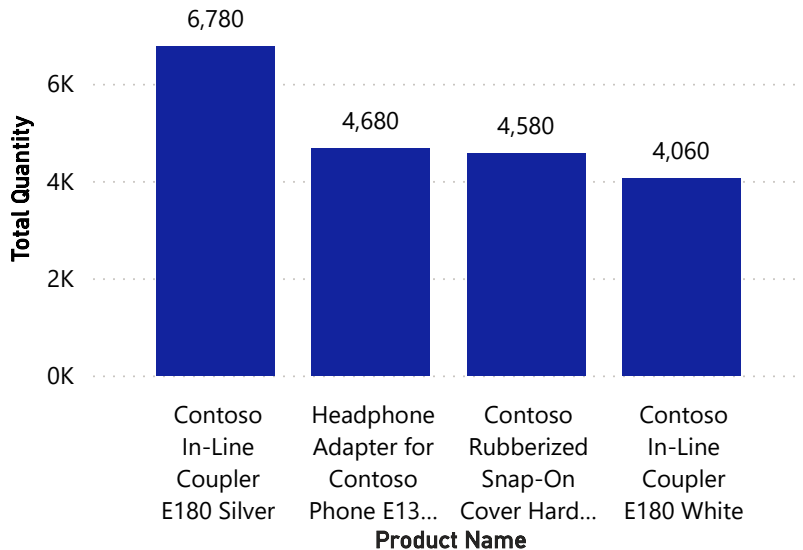
Number Of Regions

3

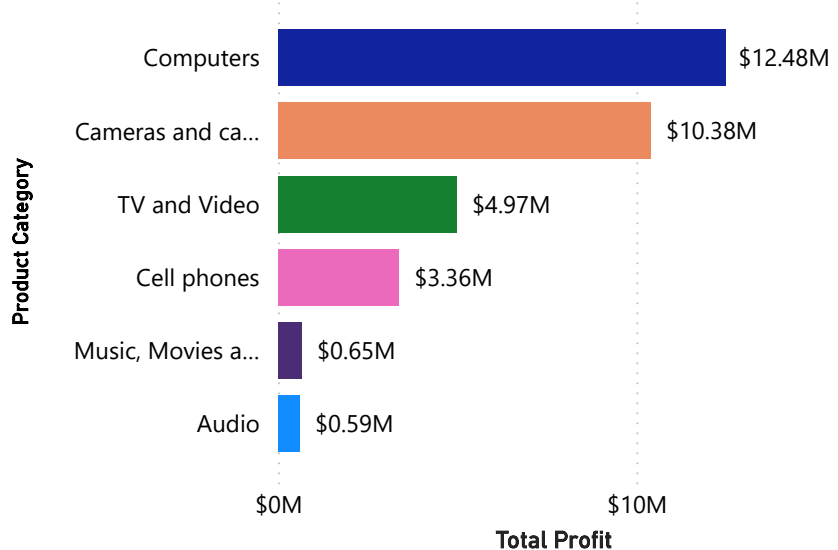
Top 4 Most Profitable Products



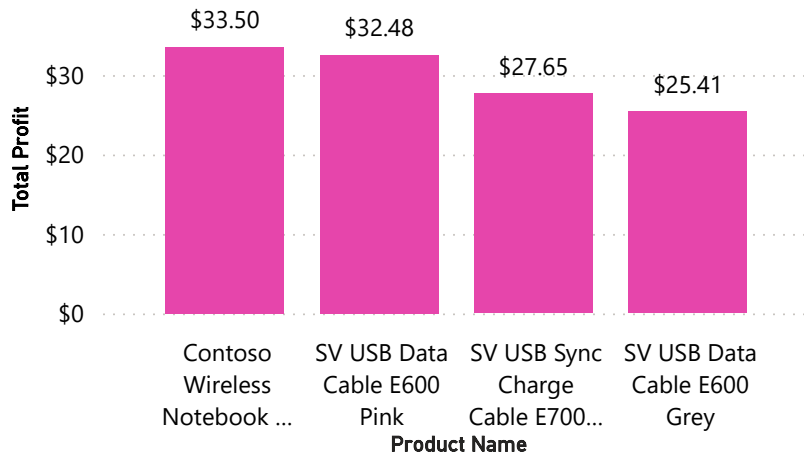
Top 4 Most Ordered Products



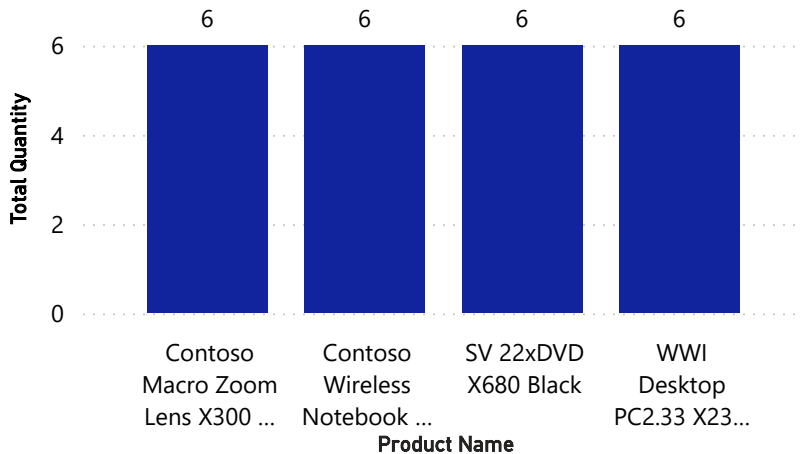
Total Profit by Product Category



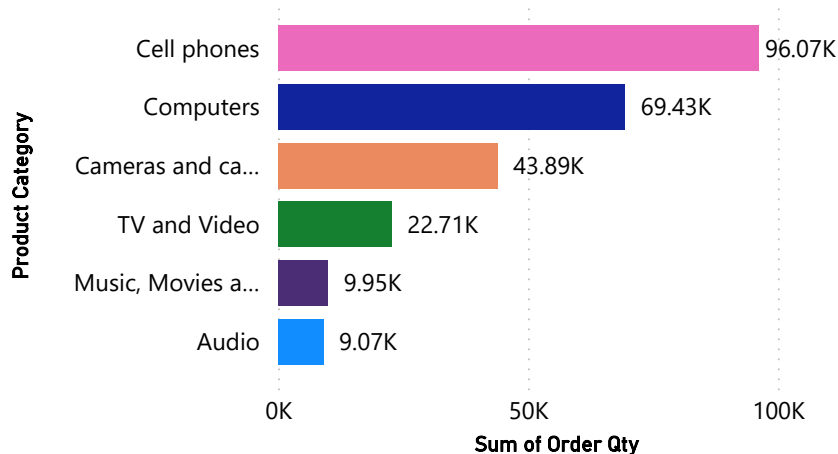
4 Least Profitable Products

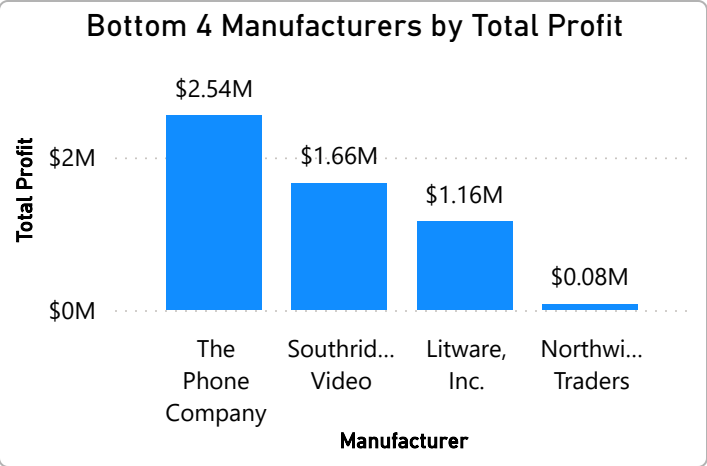
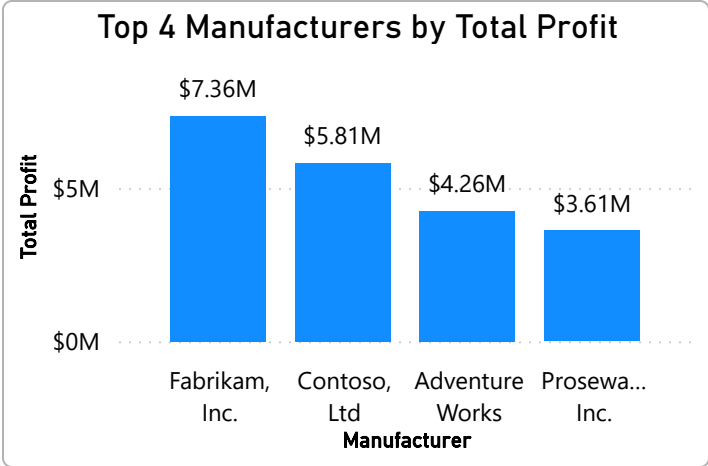


4 Least Ordered Products



Total Quantity Ordered by Product Category





Region

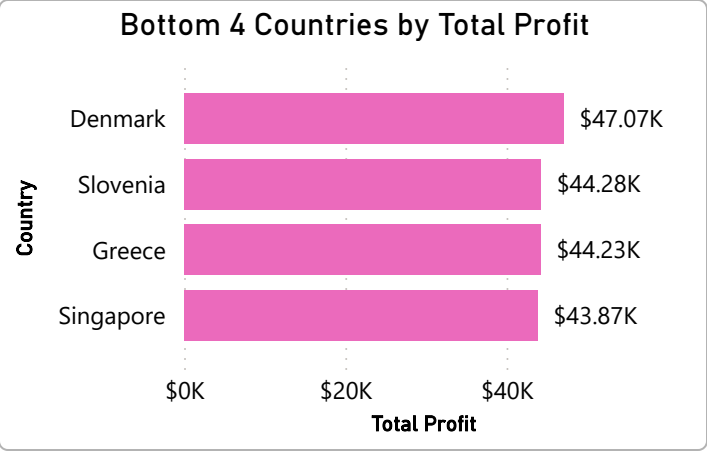
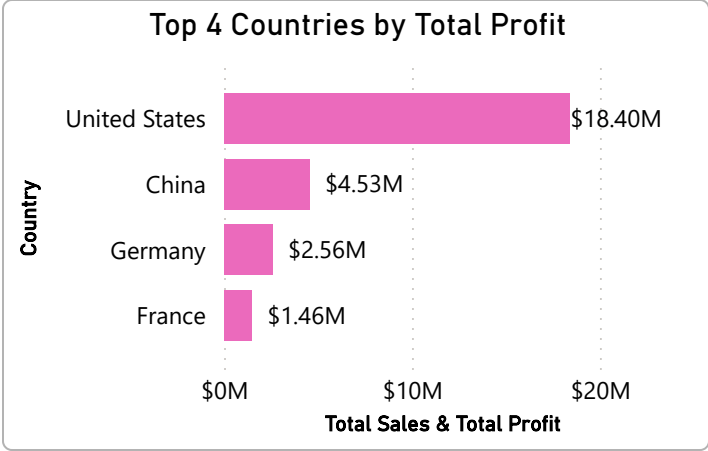
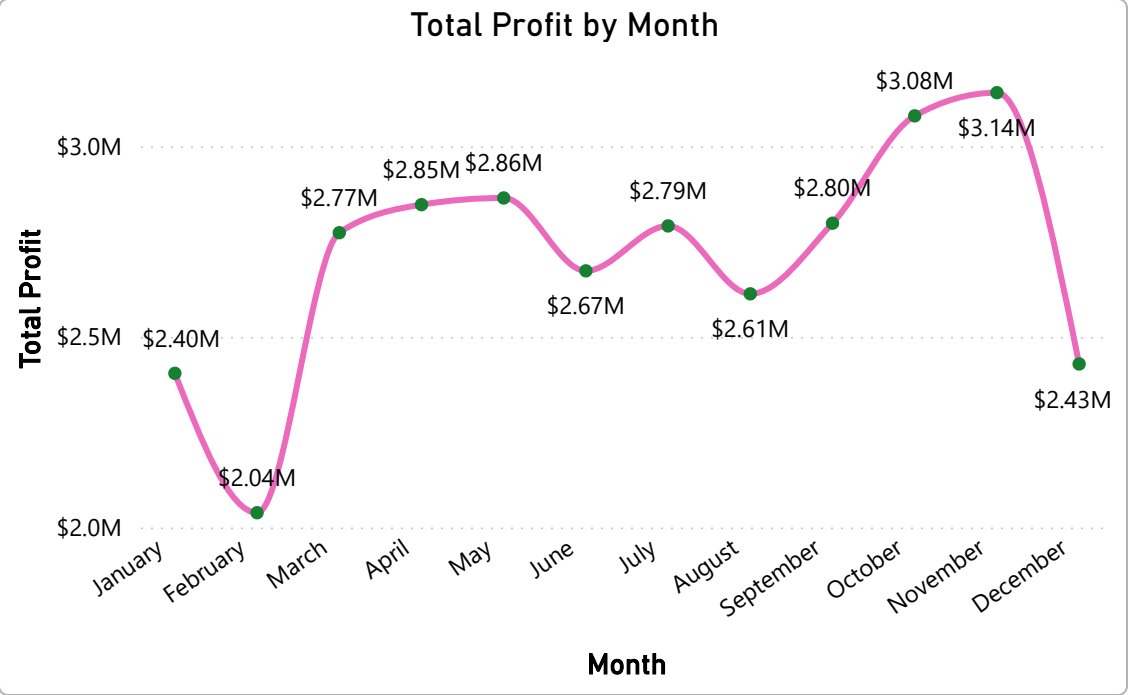
All

Product Category

All

Year

All



Total Sales and Total Profit by Promotion Name		
Promotion Name	Total Sales	Total Profit
No Discount	\$18,329,360.07	\$10,604,149.81
North America Back-to-School Promotion	\$8,601,457.50	\$4,945,986.33
North America Holiday Promotion	\$6,657,313.50	\$3,780,442.63
North America Spring Promotion	\$6,438,544.40	\$3,630,988.64
Asian Holiday Promotion	\$3,702,875.07	\$2,166,072.16
European Holiday Promotion	\$3,249,108.59	\$1,911,024.07
European Spring Promotion	\$2,759,740.18	\$1,518,656.73
Asian Spring Promotion	\$2,496,572.18	\$1,512,371.14
Asian Summer Promotion	\$2,315,282.88	\$1,352,090.18
European Back-to-Scholl Promotion	\$1,703,747.20	\$1,027,897.39
Total	\$56,254,001.57	\$32,449,679.07

