



Sales Data Analysis Project 2024



Sales Performance Dashboard



Our sales distribution analysis reveals key insights into order volumes, revenue, and customer channels, driving smarter strategies for business growth.

OVERVIEW

OrderQuantity

Revenue

Revenue

154.57M

▲ 1.25%

MoM

▲ 45.76%

YoY

Order Quantity

68K

▼ -99.96%

MoM

▲ 46.26%

YoY

Profit

143.13M

92.60%

Profit Margin

Total Cost

11.44M

Average UnitPrice

2.28K

Monthly Trend

● 2017 ● 2018 ● 2019

6M

5M

4M

3M

2M

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Wholesale

53.64%

2017

27,605,407.00

2018

29,555,676.50

2019

25,805,492.20

Distributor

31.41%

2017

16,356,220.90

2018

17,152,871.00

2019

15,460,598.40

Export

14.95%

2017

8,618,906.80

2018

6,755,114.20

2019

7,262,853.60

Top Performers

Customer

Medline

4,081,485.90

Pure Group

3,821,592.90

OUR Ltd

3,676,035.40

Product

Product 7

25,710,124.40

Product 1

25,489,299.10

Product 2

22,846,497.50

Region

Christchurch

11,526,693.40

Hamilton

11,490,895.30

Waitakere

11,193,020.00

Currency

NZD

58,149,949.90

USD

44,650,843.50

AUD

25,905,710.80

Warehouse

AXW291

73,063,995.80

GUT930

36,253,693.30

NXH382

29,533,579.90

KEY MATRICS

Overview

Revenue

OrderQuantity

Customer

Revenue

Order Quantity

Region

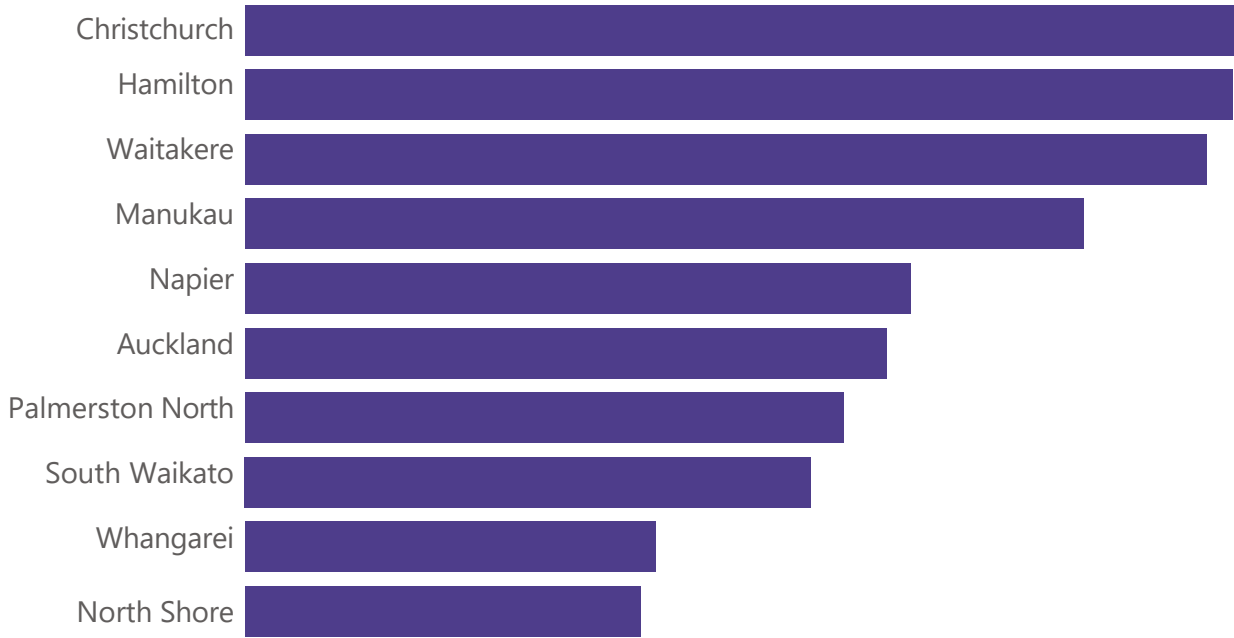
Total Revenue

Orderquantity

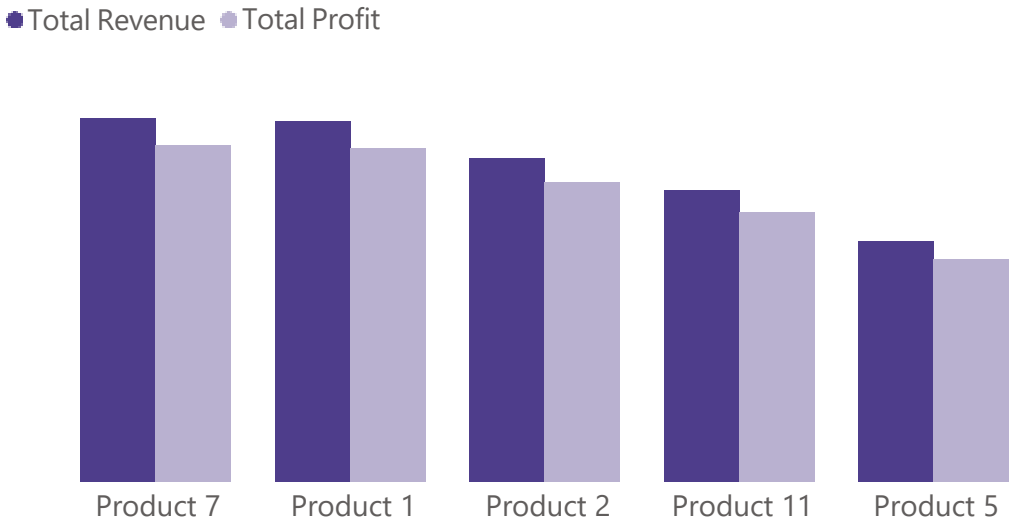
Revenue by Customers



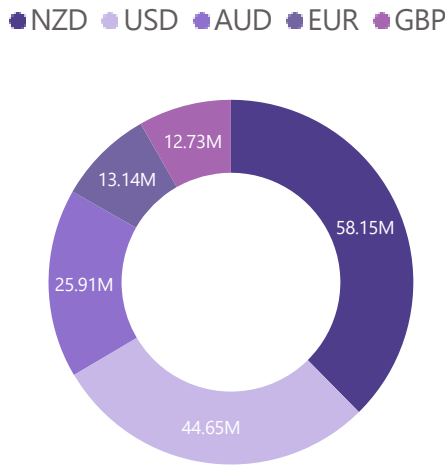
Top 10 Cities



Revenue & Profit by Product



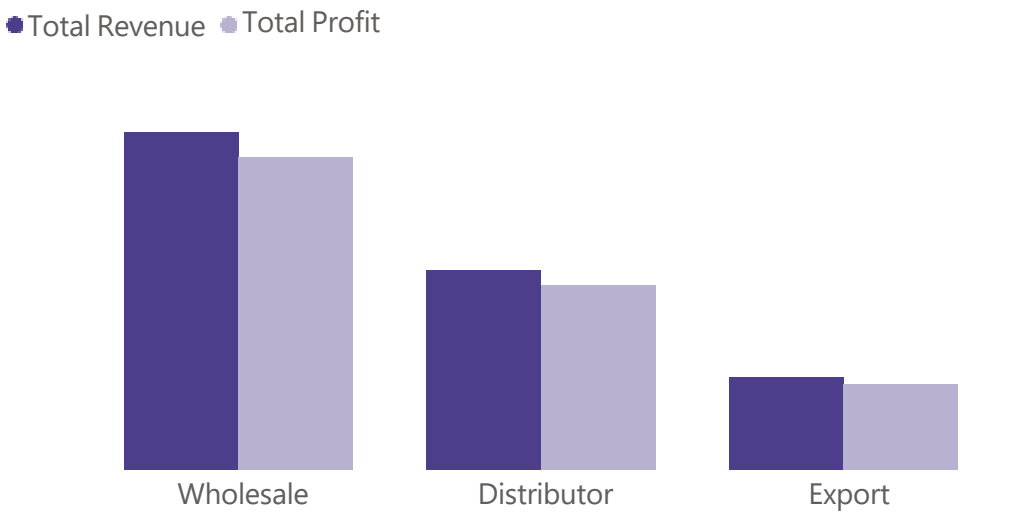
Revenue by Currency



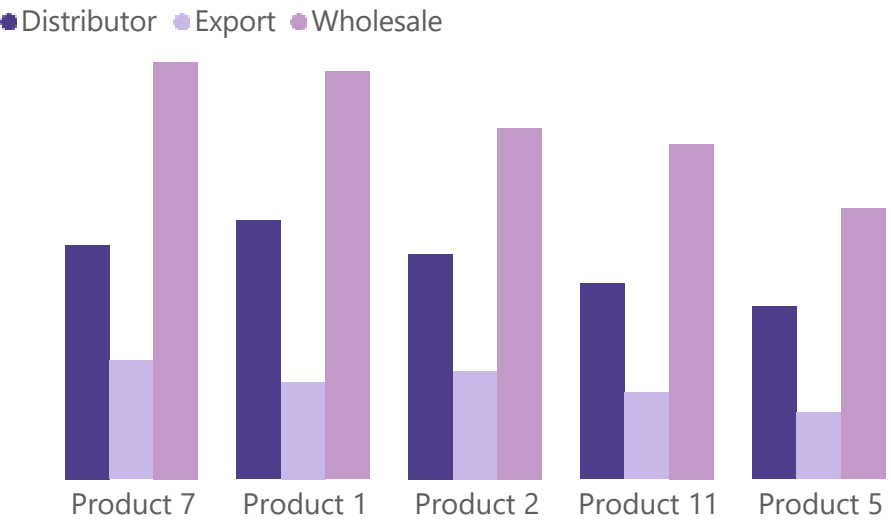
Revenue by Region



Revenue & Profit by Channel



Revenue by Product and Channel



Revenue by Warehouse

