SALES DASHBOARD

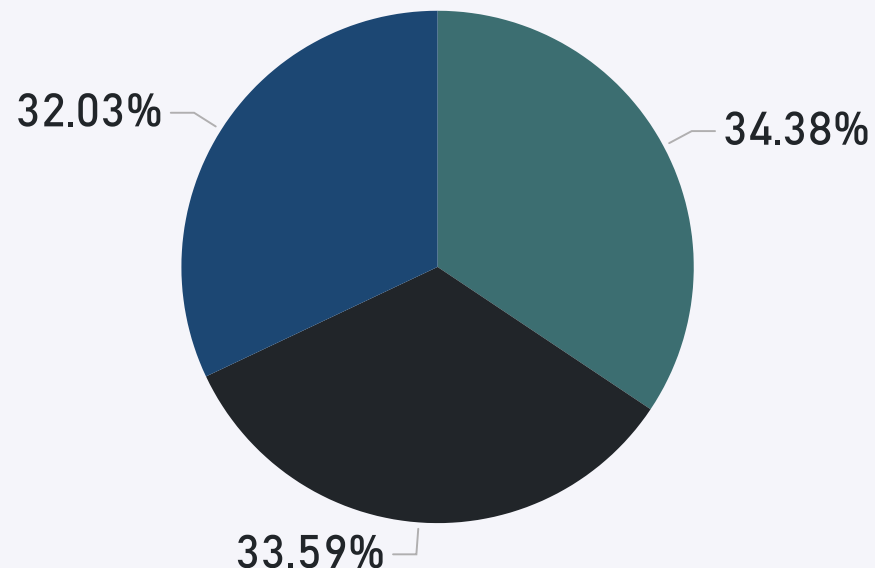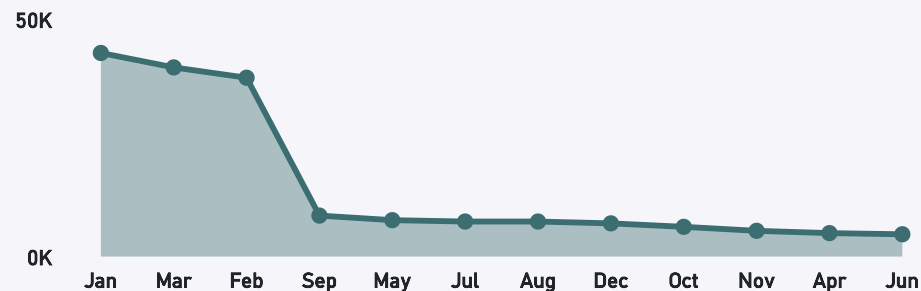| AVG UNIT PRICE	AVERAGE RATING	GOODS SOLD	TOTAL PROFIT	TOTAL REVENUE
$54.72	**6.98**	**565**	**$9.00K**	**$188.80K**

SHARE OF TRANSACTION BY PAYMENT

32.03%
34.38%
33.59%

Payment ● Cash ● Credit card ● Ewallet

COST OF GOODS BY MONTH

50K

0K

Jan Mar Feb Sep May Jul Aug Dec Oct Nov Apr Jun

TOTAL REVENUE BY PRODUCT

$40K

$20K

$0K

$36K	$34K	$31K	$30K	$30K	$28K
Home and lifestyle	Food and beverages	Fashion accessories	Health and beauty	Sports and travel	Electronic accessories
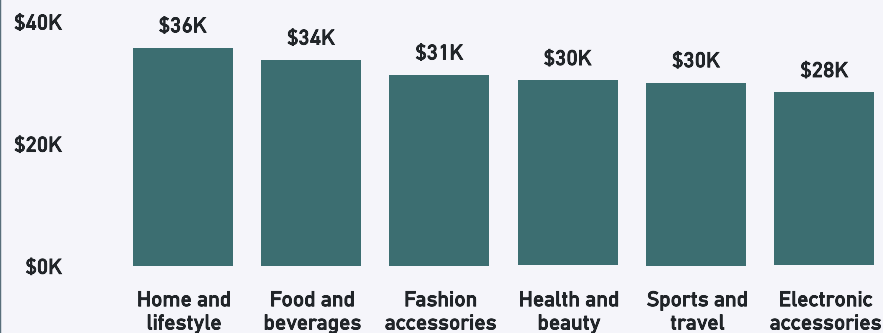
Branch

A	B	C

City

Mandal...	Naypyi...	Yangon

Payment

Cash	Credit...	Ewallet

Customer type

Member	Normal

Gender

Female	Male

Quick measure

SALES DASHBOARD REPORT

OVERVIEW

This sales dashboard provides a comprehensive overview of key business performance metrics including average unit price, average rating, goods sold, total income, and total revenue. It also includes insights on transaction share by payment type, cost of goods over time, and revenue breakdown by product category.

Key Metrics

1.Average Unit Price: $54.72
The average price per unit of goods sold is $54.72. This metric indicates the general price point for products sold

2.Average Rating: 6.98
The average customer rating is 6.98 out of 10. This suggests that customer satisfaction is moderately high but there may be room for improvement in customer experience or product quality to boost this rating further.

3.Goods Sold: 565 units
A total of 565 goods have been sold during the analyzed period

4.Total Profit: $9,000
The total profit for the period is $9,000.

5.Total Revenue: $188.80K
The total revenue stands at $188.80K, providing a broader perspective on the business's earnings. This is a significant metric for evaluating overall financial health and sustainability.

CHART BREAK DOWN

1.Share of Transaction by Payment Type:
•**Cash: 34.38%**
•**Credit Card: 33.59%**
•**E-Wallet: 32.03%**
•Cash transactions form the largest share of payments (34.38%), followed closely by credit cards (33.59%) and e-wallets (32.03%). The relatively even distribution suggests that customers are using diverse payment methods. Offering multiple payment options may be contributing to improved customer satisfaction and sales.

2. Cost of Goods by Month:
•There is a noticeable decline in the cost of goods after March. The cost starts high, close to $50K in the earlier months (January through March), then steadily decreases to a lower level that is maintained from April to June. This suggests potential operational efficiencies or reductions in supply chain costs during the later months of the period.

3. Total Revenue by Product Category:
•The revenue breakdown shows the top-earning categories.
Home and lifestyle, food and beverages are the top performers, each generating approximately $30K-$40K. Fashion accessories and other categories also show substantial revenue contributions, indicating a well-diversified product range.

Filters

•**Branch (A, B, C):** Allows filtering data by branch, which would enable the business to analyze performance across different locations.
•**City (Mandalay, Naypyitaw, Yangon):** Providing regional insights.
•**Payment Type:** Cash, Credit Card, E-wallet.
•**Customer Type:** Divided into **Member** and **Normal**, this segmentation allows for analysis of sales patterns among different customer groups.
•**Gender (Female, Male):** Provides insights into customer demographics and purchasing behavior based on gender.

Key Insights

•**Payment Methods:** Fairly even distribution across cash (34.38%), credit cards (33.59%), and e-wallets (32.03%).
•**Cost of Goods:** Decreased significantly after March, suggesting cost efficiencies.
•**Revenue by Product:** Top categories are **Home & Lifestyle** and **Food & Beverages**, contributing around $40K each.

Recommendations

•Improve customer satisfaction (rating 6.98) through better service or product quality.
•Focus on promoting high-performing categories like **Home and Lifestyle**.
•Leverage regional and branch data to target underperforming areas for improvement.