

SMOLLAN SALES DASHBOARD

Total Orders

9.8K

Sales

2.3M

UNIQUE CUSTOMERS

793

Select date range

Year

Month

Week

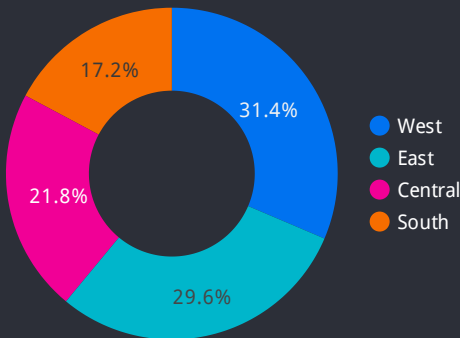
Category

Sub-Category

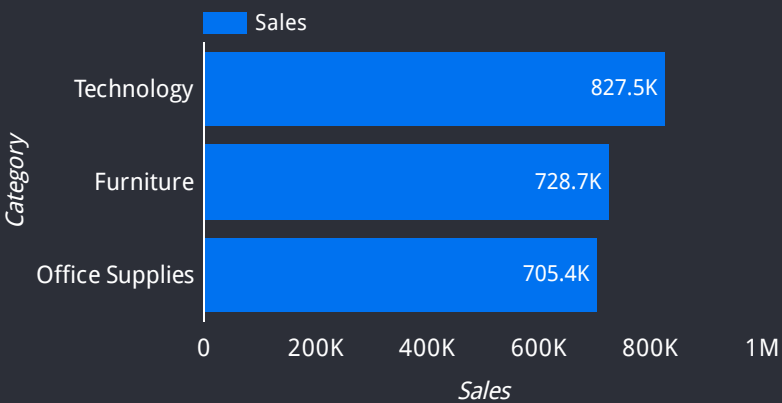
Region

State

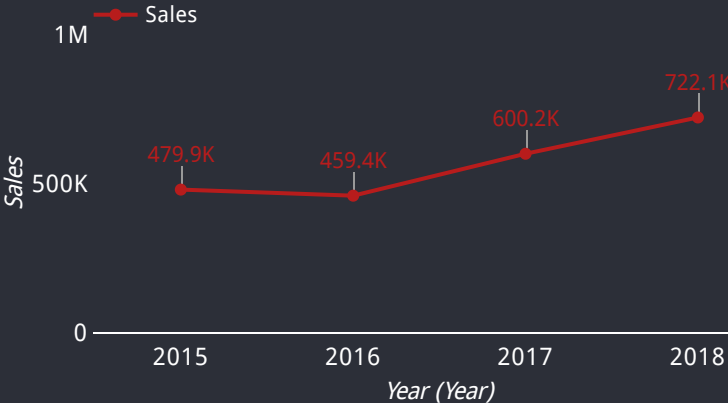
SALES BY REGION



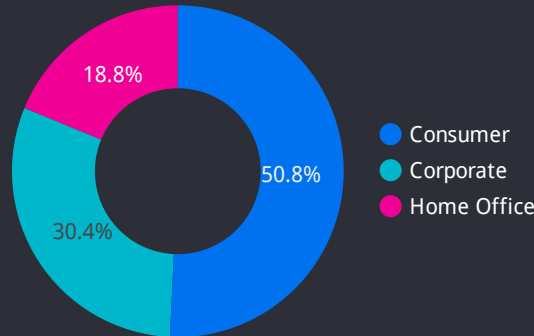
SALES BY CATEGORY



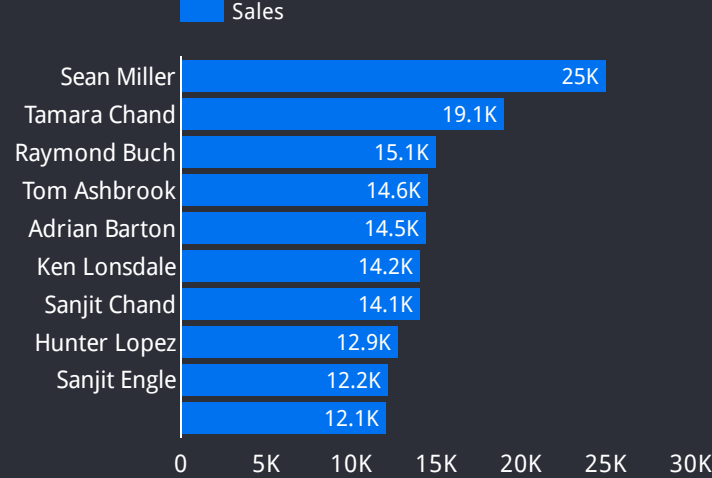
YoY SALES TREND



SALES BY SEGMENT



POTENTIAL CUSTOMERS

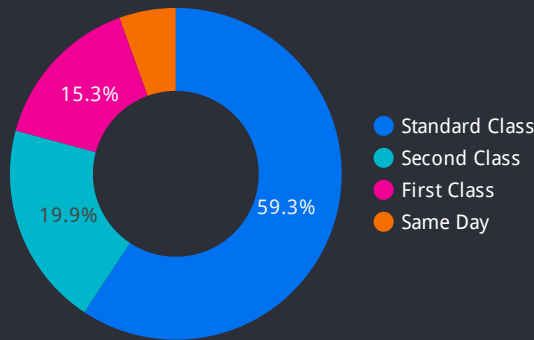


State

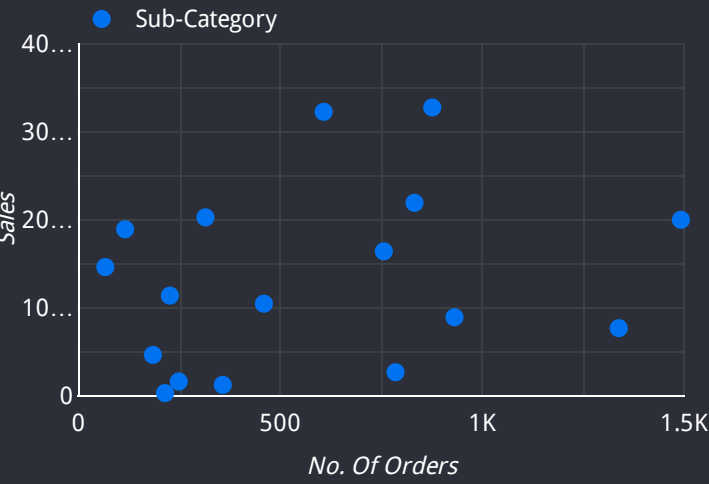
Sales

	State	Sales
1.	California	446,306.46
2.	New York	306,361.15
3.	Texas	168,572.53
4.	Washington	135,206.85
5.	Pennsylvania	116,276.65
6.	Florida	88,436.53
7.	Illinois	79,236.52

SALES BY SHIPMODE



All						
West		East		Central		
Consumer		Consumer		Consumer	Corporate	
					Home Office	
Corporate		Home...	Corporate	Home...	South	
					Consumer	Corpo... Ho...



INSIGHTS:

- The company's sales are concentrated in the fourth quarter, which suggests that they are selling products that are seasonal or have a high demand during the holiday season.
- The West region is contributing the highest sales with 31.4% amongst all 4 regions.
- Overall the home segment is contributing lowest to the sales with 18.8%.
- The standard shipment mode(59.3%) is being used the most out of all the 4 shipment modes.
- Under the product sub category, the least sale is of fastener which needs to be looked upon.
- Sales of the technology products is highest amongst all the product categories.
- Sales have been growing at an average rate of 15.59% per year over the past 4 years.