



# SALES OVERVIEW

category



All



city



All



Year, Quarter, Month, ...



All



Total Sales

68,89M

Total Cost

34,45M

Profit

34,45M

Average Order Value

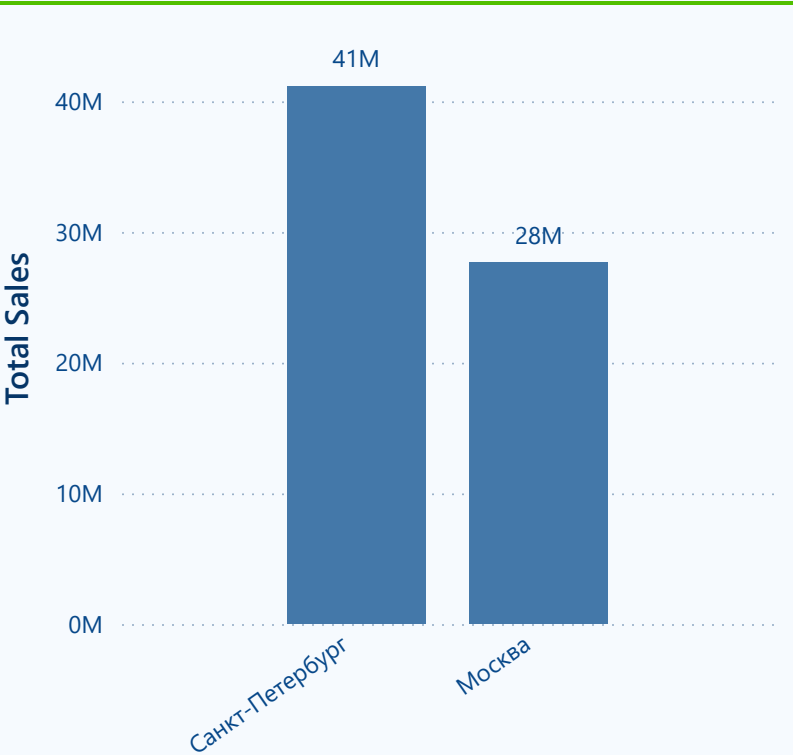
286,43

Quantity Sold

1M

## Sales by City

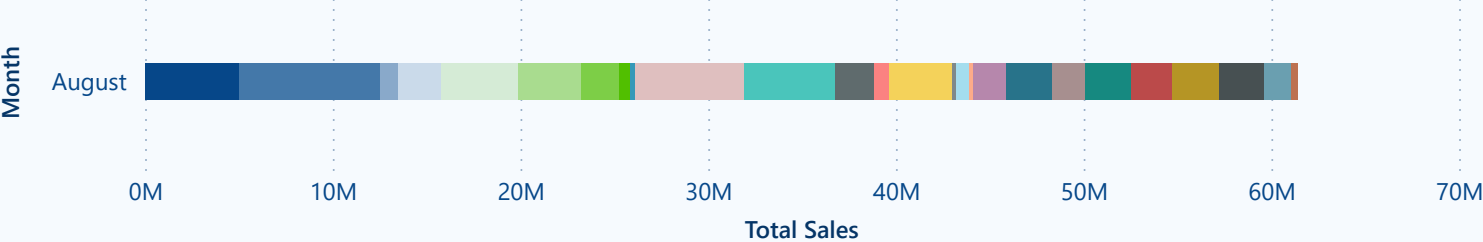
Total Sales by city



## Sales by Ctegrory

Total Sales by Month and category

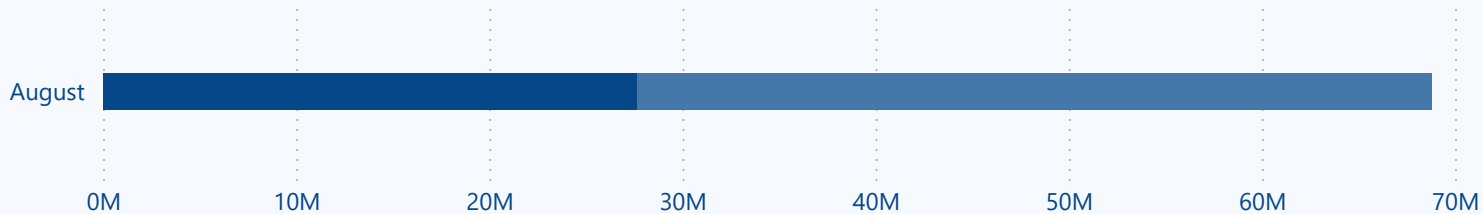
category ● Бакалея ● Безалког... ● Бытовая ... ● Детское ... ● Заморож... ● Кондите... ● Консерв... ● Кофе, ка... ● Кулинария



## Sales by City

Total Sales by Month and city

city ● Москва ● Санкт-Петербург





# SALES ANALYSIS

category



city



Year, Quarter, Month, ...



All



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Total Cost

34,45M

Profit

34,45M

Average Order Value

286,43

Quantity Sold

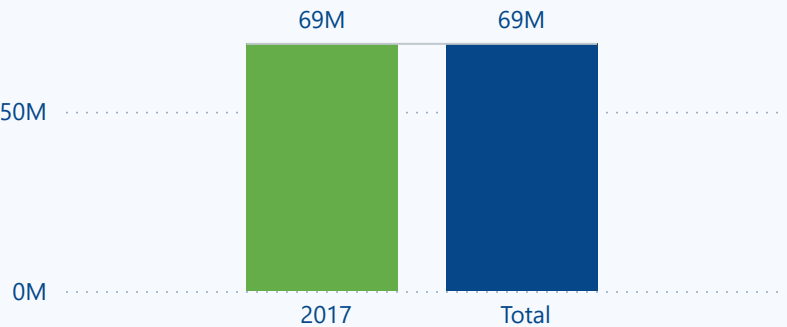
1M

category	Total Sales	Profit
+ Бакалея	5 007 360,75	2 503 680,38
+ Безалкогольные напитки	7 530 349,50	3 765 174,75
+ Бытовая химия	961 749,00	480 874,50
Total	68 893 547,08	34 446 773,54

## Sales by Year

Total Sales by Year

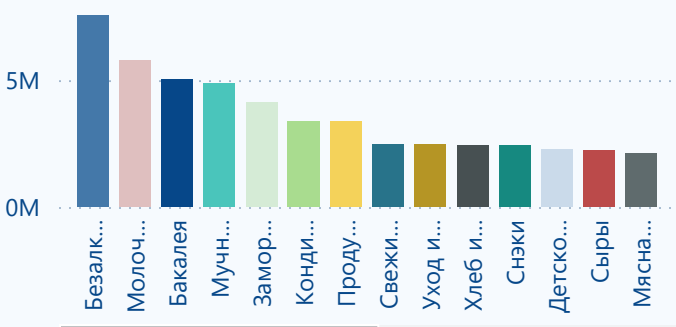
● Increase ● Decrease ● Total



## Sales

Total Sales by category and category

category ● Безалкоголь... ● Молочная ... ● Бакалея



## Total Sales

by product





# PROFIT

category



All



city



All



Year, Quarter, Month, ...



All



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Average Order Value

286,43

Quantity Sold

1M

city	Total Sales	Profit	Quantity Sold
Санкт-Петербург	41 157 738,62	20 578 869,31	678869
Москва	27 632 729,21	13 816 364,61	455569
<b>Total</b>	<b>68 790 467,83</b>	<b>34 395 233,91</b>	<b>1134438</b>

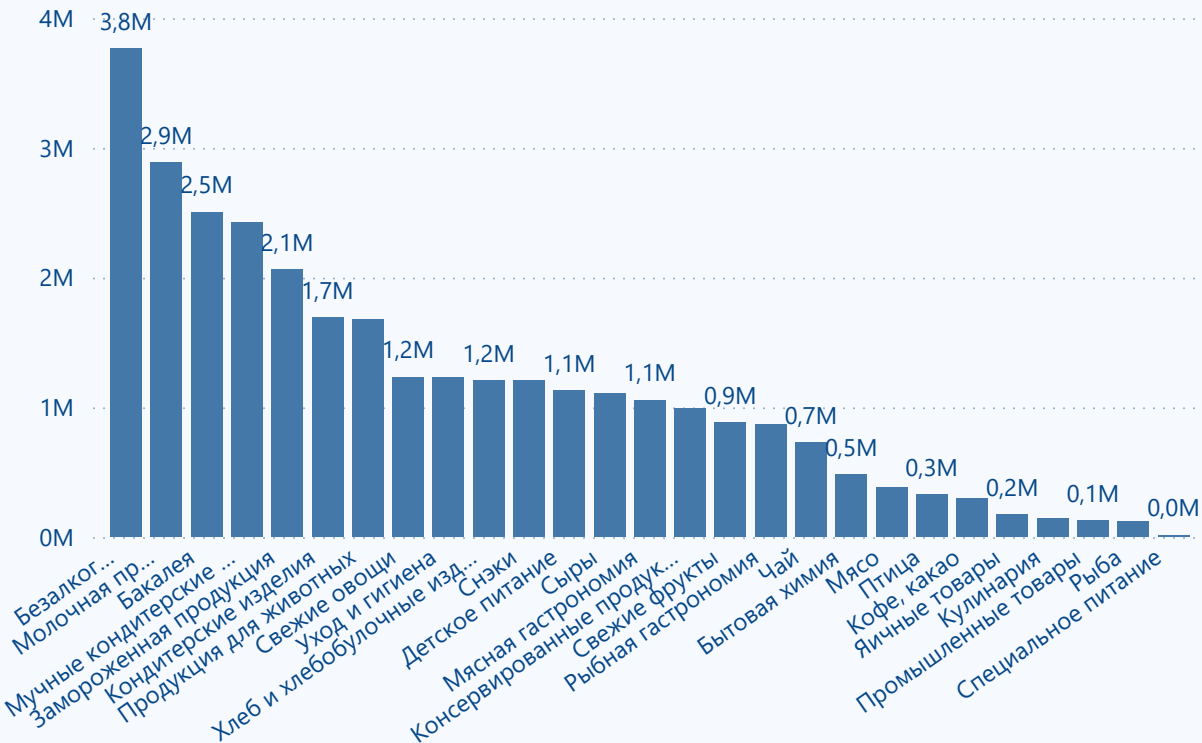
## Profit by Region

Profit by city



## Profit by Category

Profit by category



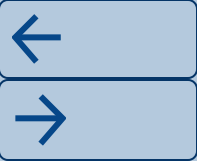


# DECOMPOSITION

category  
All

city  
All

Year, Quarter, Month, ...  
All



Total Sales  
68,89M

Total Cost  
34,45M

Profit  
34,45M

Average Order Value  
286,43

Quantity Sold  
1M





# KEY INFLUENCES

category



All



city



All



Year, Quarter, Month, ...



All



Total Sales

68,89M

Total Cost

34,45M

Profit

34,45M

Average Order Value

286,43

Quantity Sold

1M

Key influencers Top segments



What influences Total Sales to Decrease ?

When...

...the average of Total Sales decreases by

Quantity Sold goes down  
474.16

19,89K

city is Москва

7,15K

← On average when Quantity Sold decreases, Total Sales also decreases.

