



# SALES OVERVIEW

category



All



city



All



Year, Quarter, Month, ...



All



Total Sales

68,89M

Total Cost

34,45M

Profit

34,45M

Average Order Value

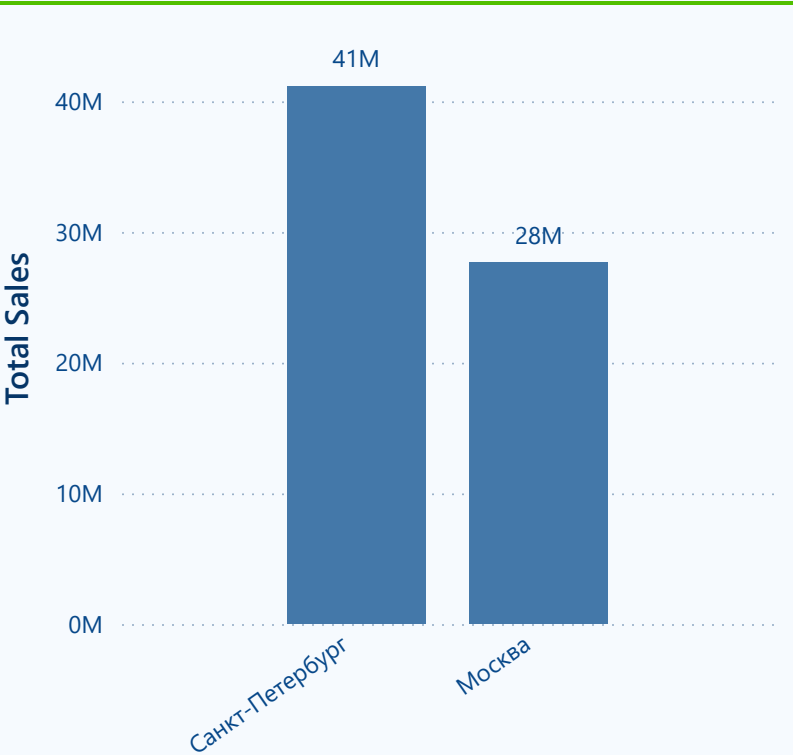
286,43

Quantity Sold

1M

## Sales by City

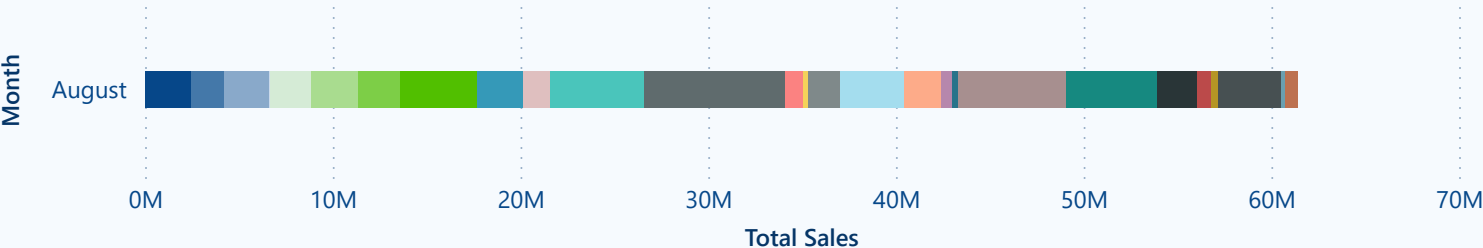
Total Sales by city



## Sales by Ctegrory

Total Sales by Month and category

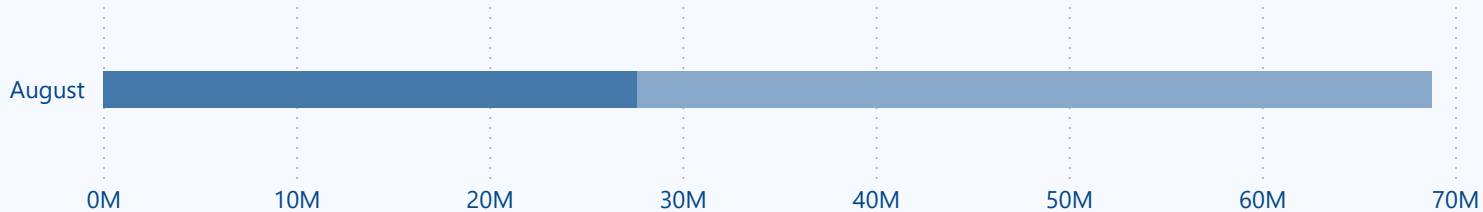
category ● 'вежие о... ● 'вежие ф... ● 'нэки ● 'пециаль... ● 'ыры ● "ход и гиг... ● „етское п... ● #аморож... ● •леб и хл...



## Sales by City

Total Sales by Month and city

city ● Москва ● Санкт-Петербург





# SALES ANALYSIS

Category



All



Region



All



Year, Quarter, Month, ...



All



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68,89M

Total Cost

34,45M

Profit

34,45M

Average Order Value

286,43

Quantity Sold

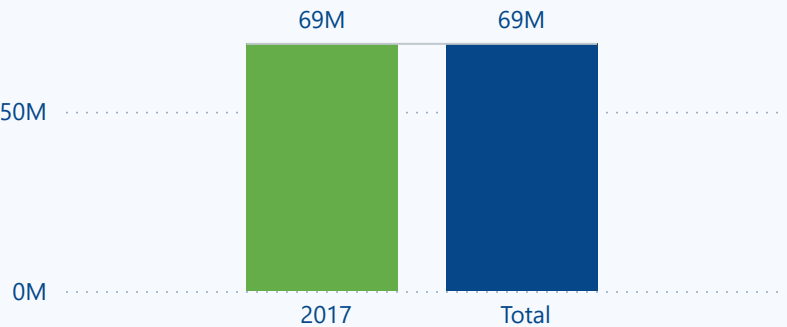
1M

category	Total Sales	Profit
+ 'вежие овощи	2 466 240,00	1 233 120,00
+ 'вежие фрукты	1 764 834,75	882 417,38
+ 'нэки	2 409 164,25	1 204 582,13
Total	68 893 547,08	34 446 773,54

## Sales by Year

Total Sales by Year

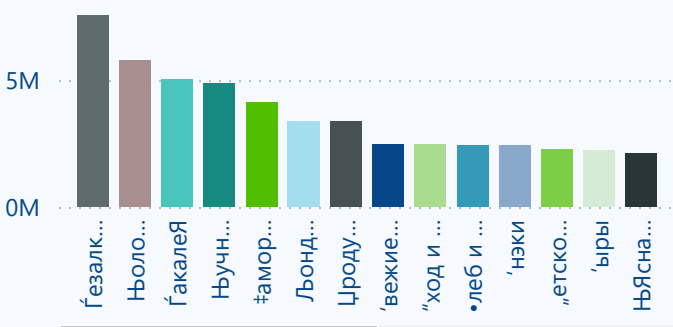
● Increase ● Decrease ● Total



## Sales

Total Sales by category and category

category ● Гезалкогольн... ● Ньолочная ... ● Гакалея



## Total Sales

by product





# PROFIT

category



All



city



All



Year, Quarter, Month, ...



All



Total Sales

68,89M

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34,45M

Profit

34,45M

Average Order Value

286,43

Quantity Sold

1M

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

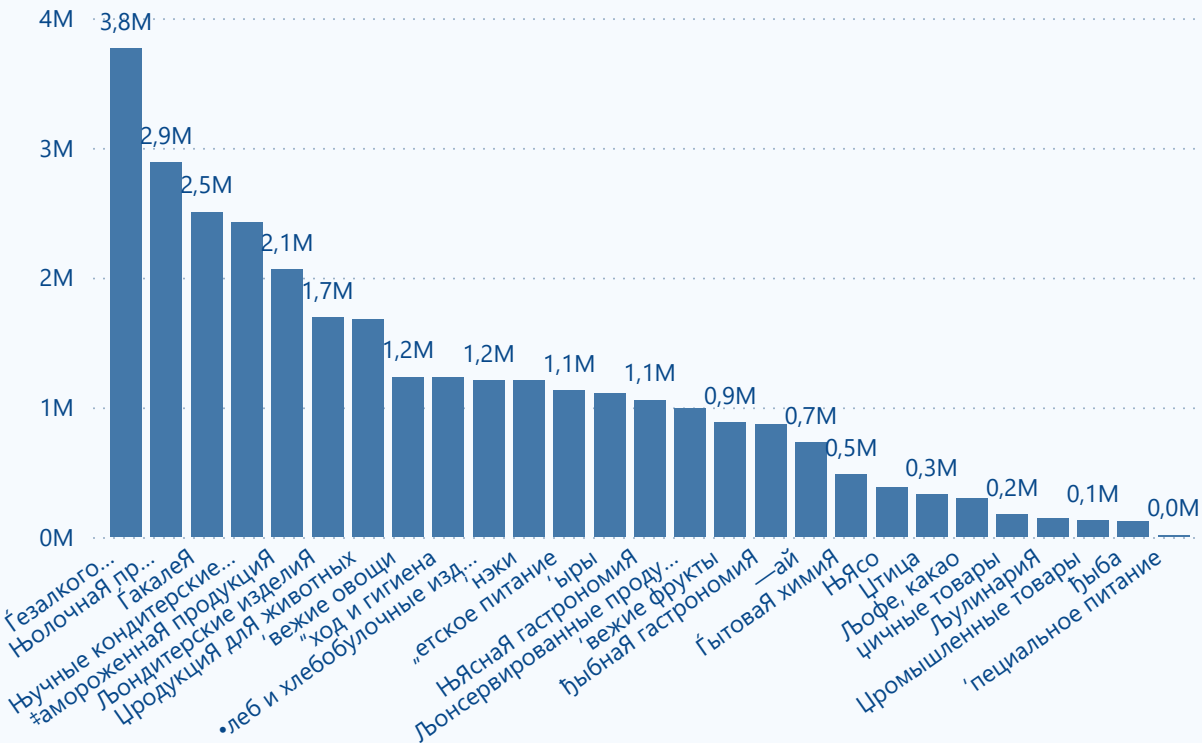
## Profit by Region

Profit by city



## Profit by Category

Profit by category



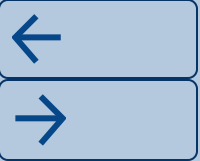


# DECOMPOSITION

Category  
All

Region  
All

Year, Quarter, Month, ...  
All



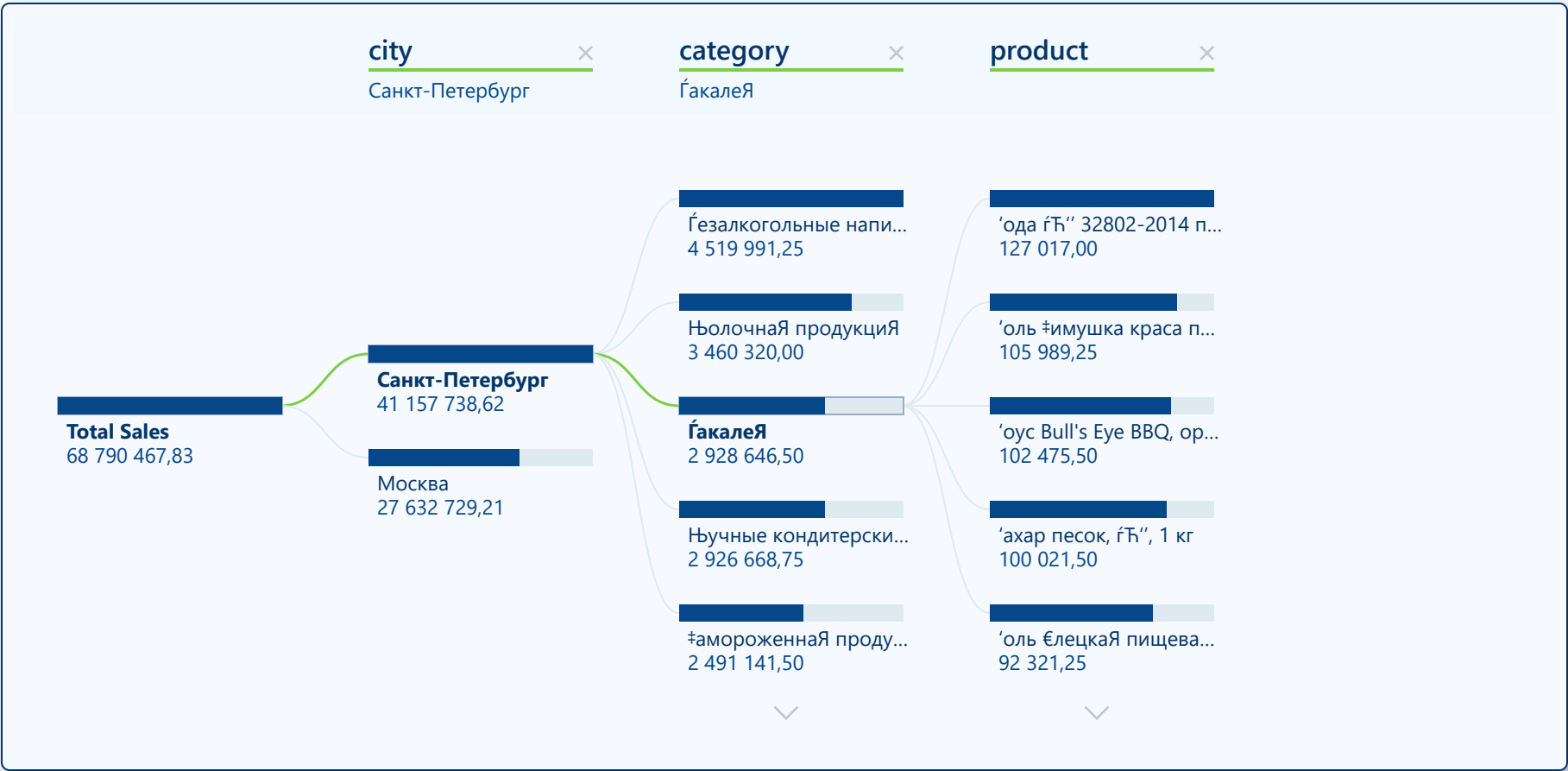
Total Sales  
68,89M

Total Cost  
34,45M

Profit  
34,45M

Average Order Value  
286,43

Quantity Sold  
1M





# KEY INFLUENCES

Category

All

Region

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...

Quantity Sold goes down  
474.16

city is Москва

...the average of Total Sales  
decreases by

19,89K

7,15K

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

