



Retail Sales & Profit Performance Dashboard

Date

1/3/2014 12/30/2017

State

All

Category

All

Sub-Category

All

Product Name

All

Total Sales

2.30M

Total Profit

286.4...

Units Sold

38K

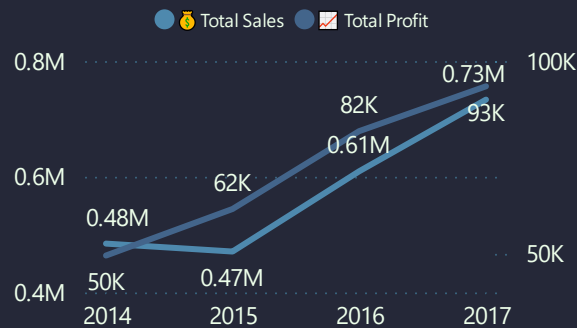
Profit Margin (%)

12.47

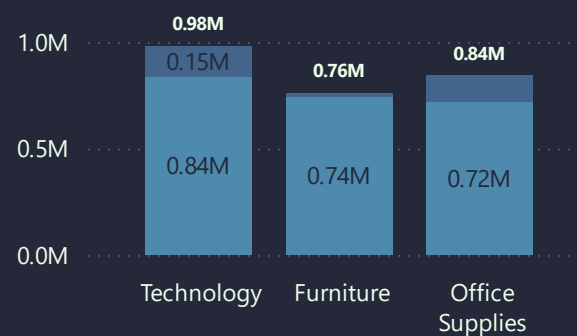
Avg Order Value (AOV)

60.66

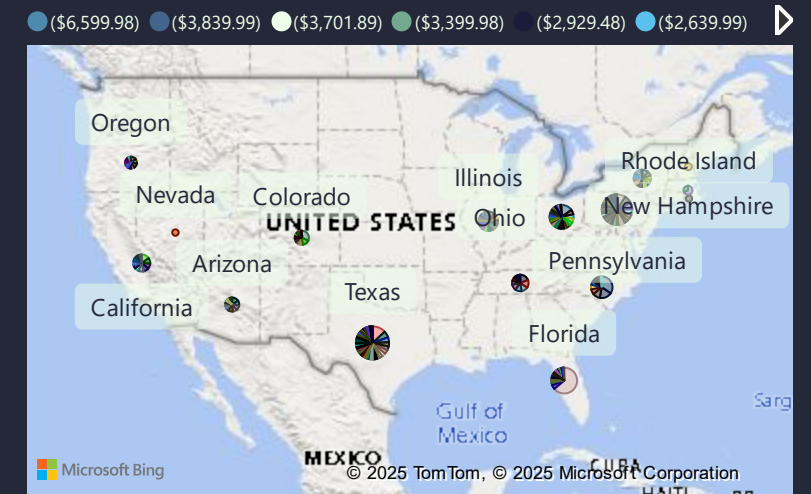
Monthly Sales & Profit Trend



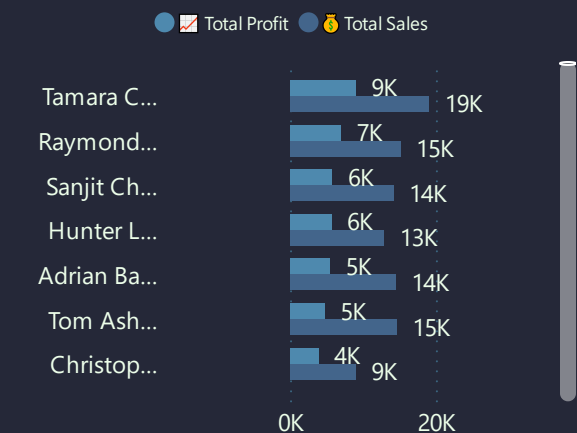
Sales vs Profit by Category



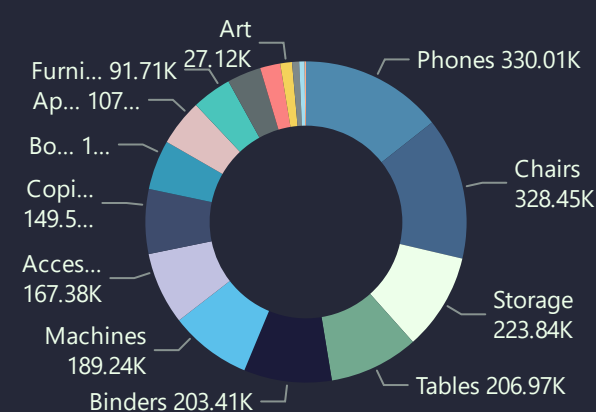
Regional Sales & Profit Distribution



Top 10 customers by Profit and Sales



Sales Contribution by Sub-Category



Top 10 Products by Profit and sales

