

Sales Summary

Sales Dashboard

Product Dashboard

Customer Dashboard

SALES SUMMARY

Total Sales

£29,357,978.12

Product cost

£17,277,380.43

Total Profit

£12,080,597.69

Order Date

01/07/2016



23/03/2022





Year
All

Month
All

At £626,621.57, Mountain-200 Black, 46 had the highest Total Profit and was 318.36% higher than Road-250 Red, 48, which had the lowest Total Profit at £149,779.30.



Total sales vs Last year

£29,358,677.22



Product cost vs Last year

£17,277,793.58



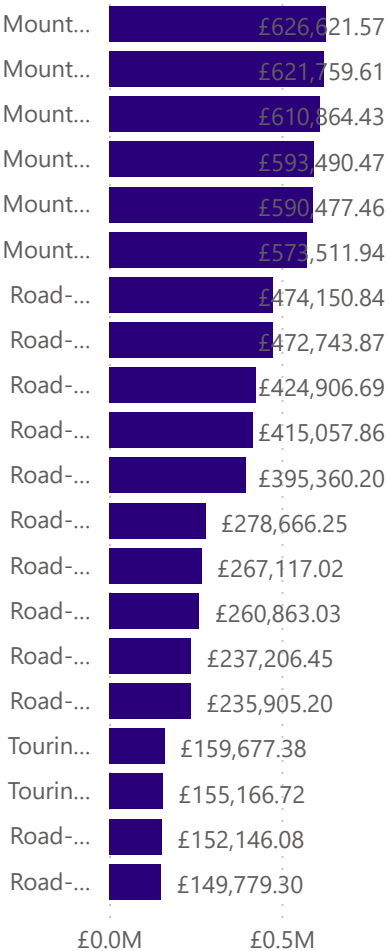
Profit vs Last year

£12,080,883.65

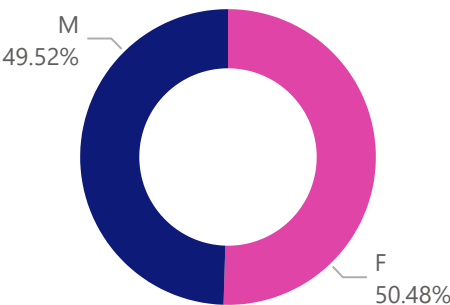
Sales by branch

Branch	Total Order	Total Sales	Total Cost	Total Profit
Gbagada	1,471	£1,249,233.16	£736,209.60	£513,023.56
Ibadan	11,215	£15,736,656.54	£9,277,043.72	£6,459,612.82
Ikoyi	4,283	£3,311,377.95	£1,944,748.27	£1,366,629.67
Lekki	4,751	£3,710,242.17	£2,177,130.81	£1,533,111.36
Total	27,659	£29,358,677.22	£17,277,793.58	£12,080,883.65

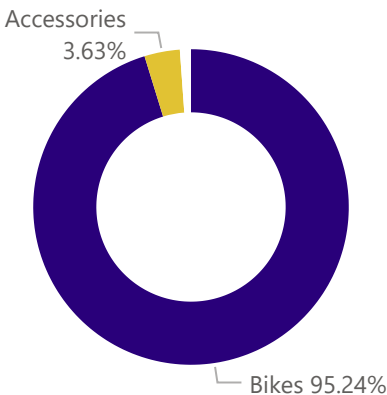
Profit by Product



Profit by Gender



Profit by Category





Year
All

Month
All

397

Products

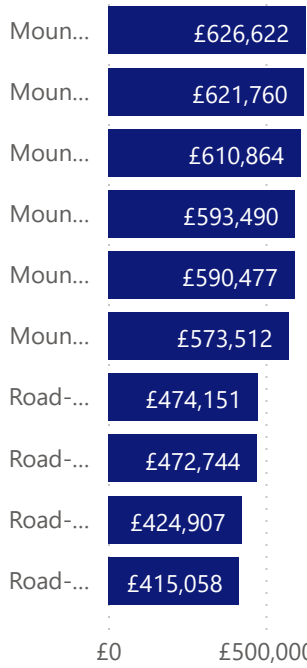
27,659

Orders

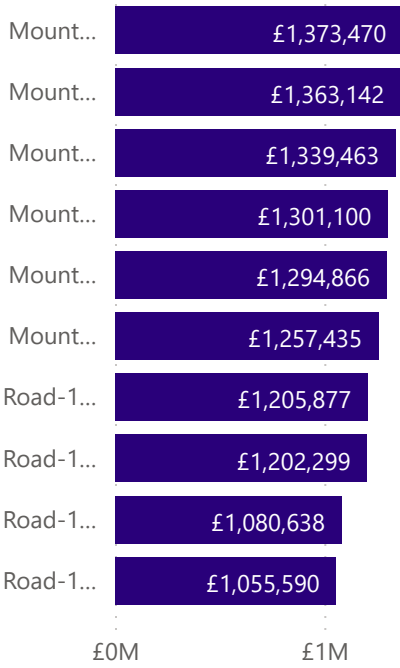
All-Purpose Bike Stand

Top Product (Profit)

Top 10 Products by Profit



Top 10 Products by Sales

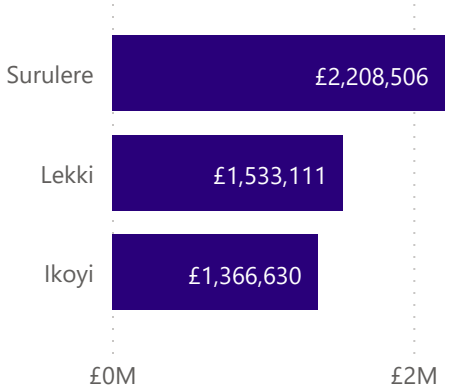


Top Least 10 Performing Products



ProductName	Total Profit	EP
All-Purpose Bike Stand	£24,783.97	£100,000
AWC Logo Cap	£4,528.26	£120,000
Bike Wash - Dissolver	£4,518.84	£50,000
Cable Lock		£20,000
Chain		£40,000
Classic Vest, L	£7,751.45	£45,000
Classic Vest, M	£7,910.45	£44,500
Classic Vest, S	£6,678.17	£40,000
Fender Set - Mountain	£29,183.90	£25,000
Total	£12,080,883.65	£17,320,000

Top 3 Branches (Profit)



E-commerce Analysis: Customer Dashboard

Sales Summary

Sales Dashboard

Product Dashboard

Customer Dashboard



Year

All

Month

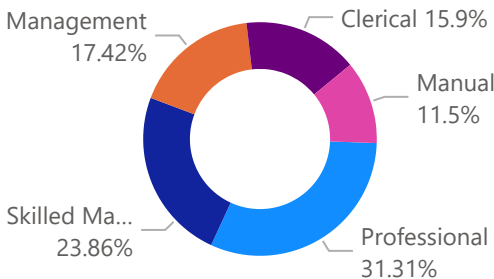
All

Name	Total Order	Total Sales
Aaron Adams	1	£117.96
Aaron Alexander	1	£69.99
Aaron Allen	1	£3,399.99
Aaron Baker	1	£1,750.98
Aaron Bryant	2	£133.96
Aaron Butler	1	£14.98
Aaron Campbell	1	£1,155.48
Aaron Carter	1	£39.98
Aaron Chen	1	£39.98
Aaron Coleman	1	£61.96
Aaron Collins	2	£6,047.32
Aaron Diaz	2	£6,029.57
Aaron Edwards	1	£94.48
Aaron Evans	1	£2,433.04
Aaron Flores	2	£1,538.56
Aaron Foster	2	£4,912.47
Aaron Gonzales	1	£1,810.46
Aaron Gonzalez	1	£132.97
Aaron Green	1	£27.28
Aaron Griffin	1	£71.58
Aaron Hall	1	£28.99
Aaron Hayes	2	£3,112.97
Aaron Henderson	1	£27.28
Aaron Hernandez	1	£94.48
Aaron Hill	1	£35.96
Aaron Hughes	2	£4,456.14
Aaron Jai	1	£574.98
Aaron Jenkins	1	£119.98
Aaron King	2	£4,758.03
Total	27,659	£29,358,677.22

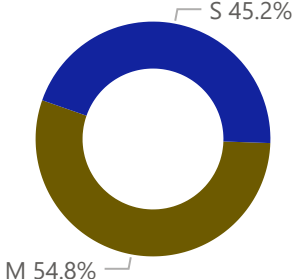
Orders by Gender



Orders by Occupation



Orders by Marital Status



Total Customer

18,484

Total Order

27,659

Top Customer (Sales)

Jordan
Turner

Total Order by Month

