

## Dashboard | Overview



Total sales  
**\$733K**  
▲ 20%



Total profit  
**\$93K**  
▲ 14%



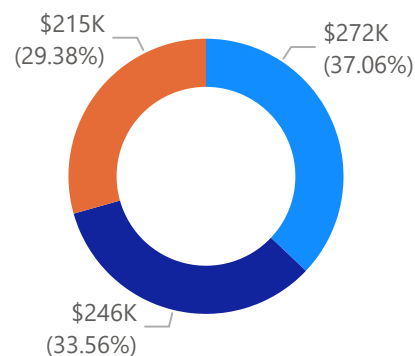
Quantity Sold  
**12K**  
▲ 27%



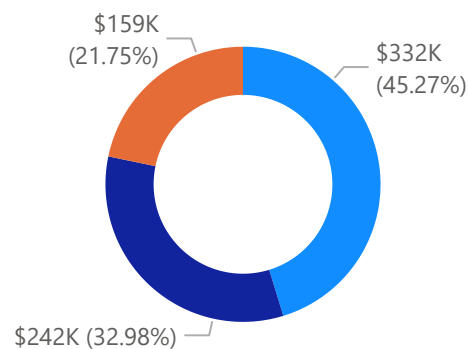
Total orders  
**1.69K**  
▲ 28%

### Distribution

Total sales by category

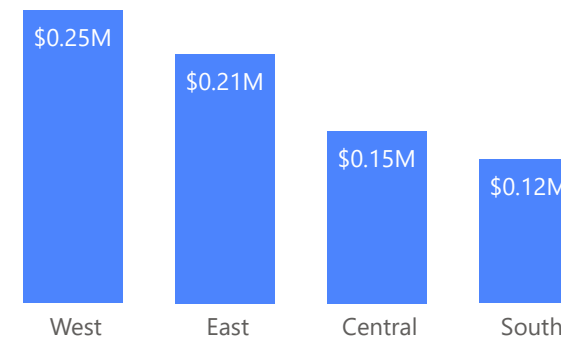


Total sales by segment



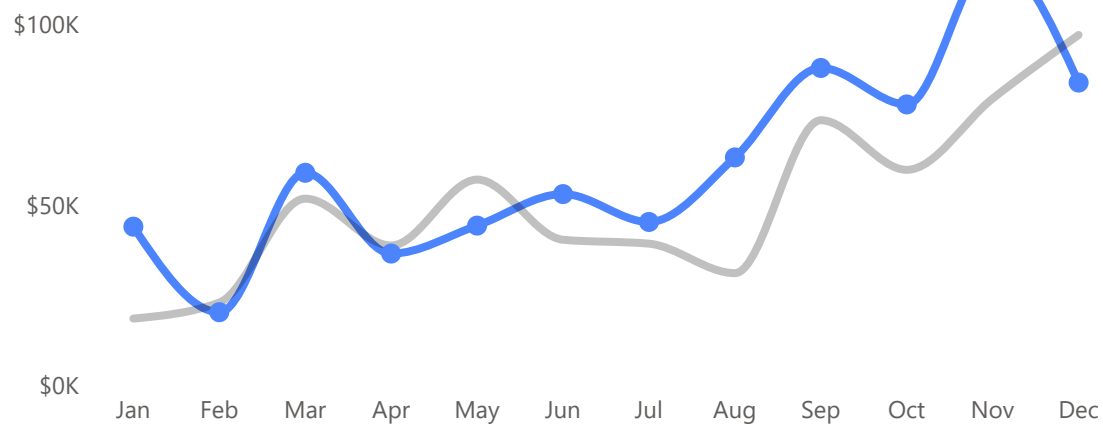
### Geographic

Total sales by region

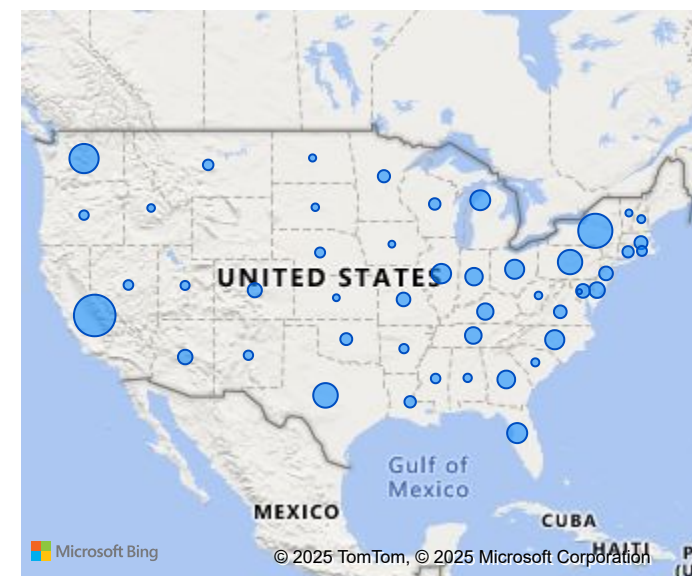


### Sales Trend

Monthly Sales



Total sales by state



## Dashboard | Trend



Total sales  
**\$2M**



Total profit  
**\$286K**

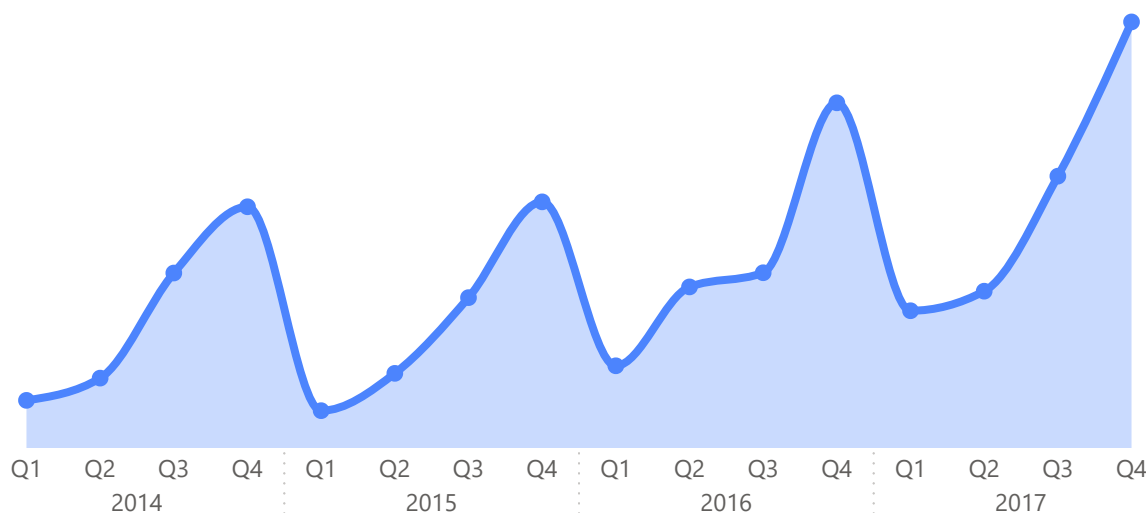


Profit Margin  
**12%**

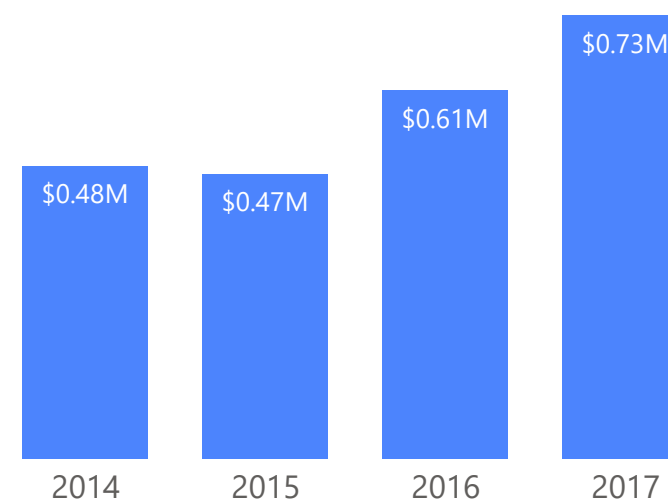


Avg monthly sales  
**1.86K**

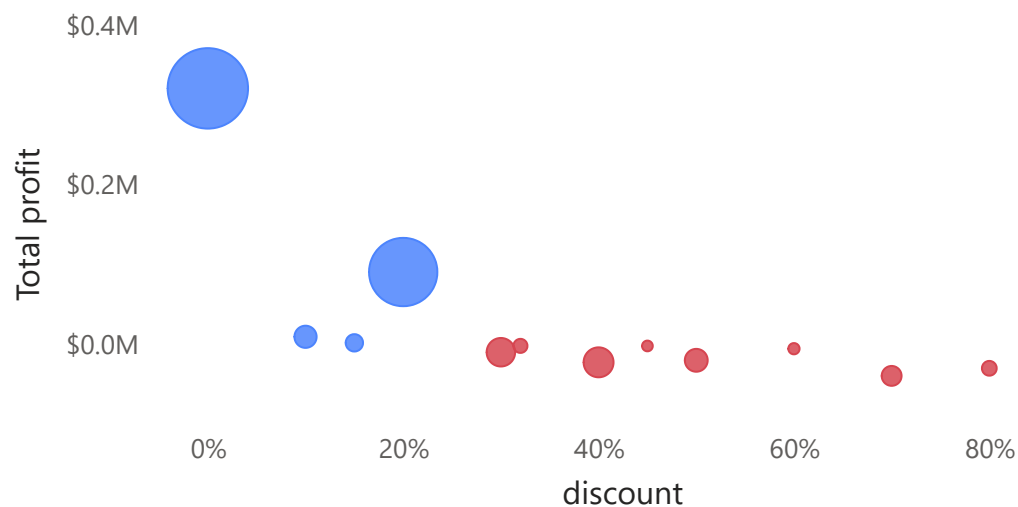
Total sales by year and quarter



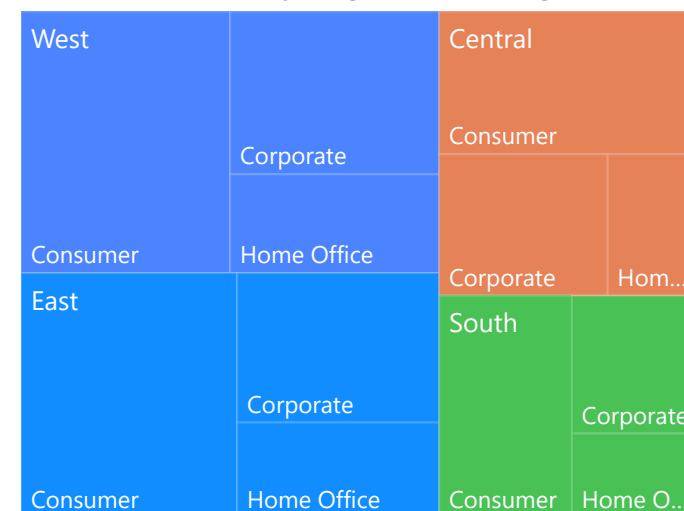
Total sales by year



Profit & Discount Relation



Total sales by region and segment



## Dashboard | Product



Total sales  
**\$2M**



Avg discount  
**15.62%**



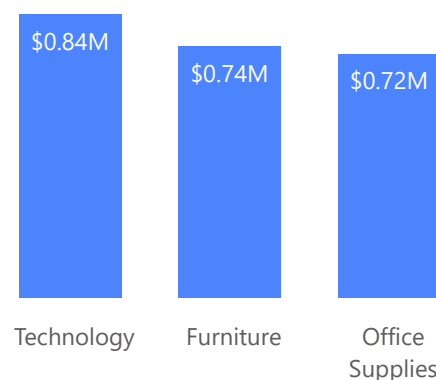
Total product  
**1.85K**



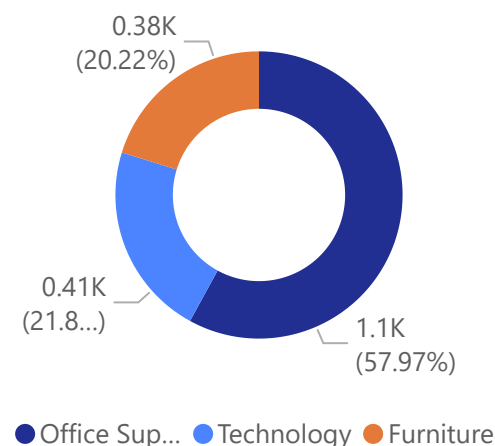
Avg Sales  
**1.24K**

### Distribution

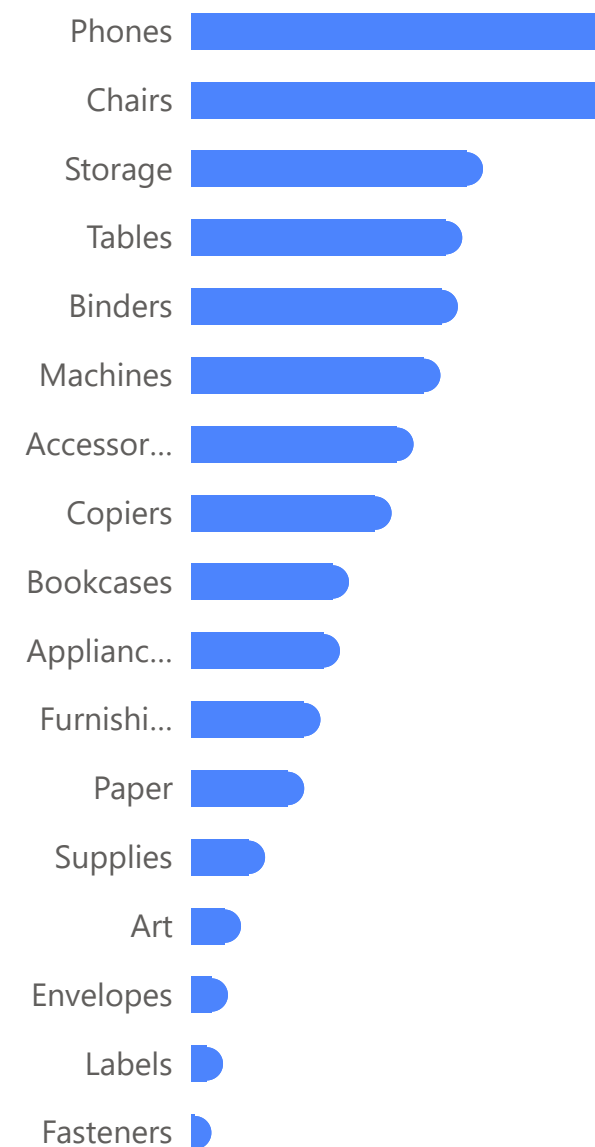
Total sales by category



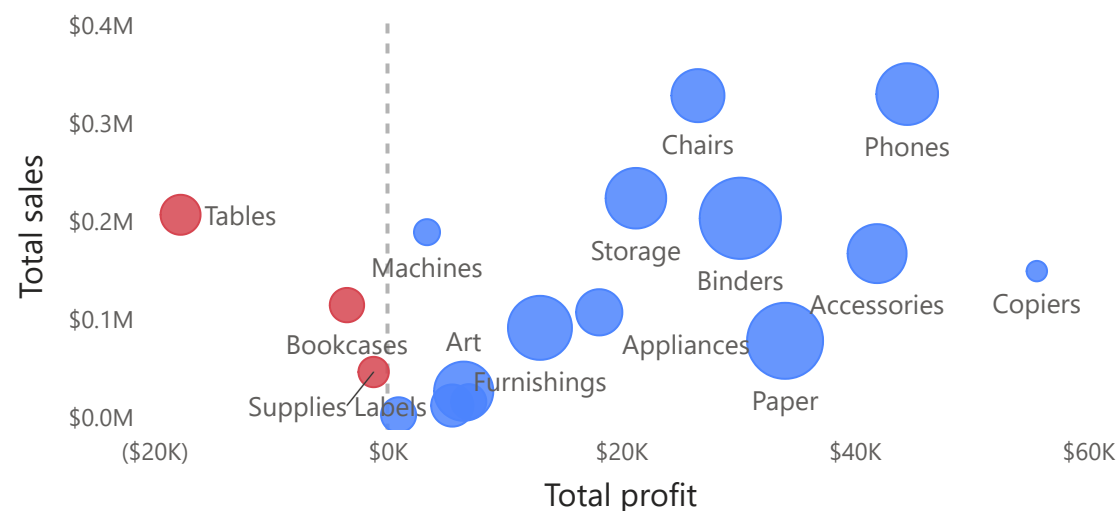
Product Quantity by category



### Total sales by sub\_category



### Profit and Sales Relation By Sub-Category



## Dashboard | Customers



Total sales  
**\$2M**



Customers  
**793**

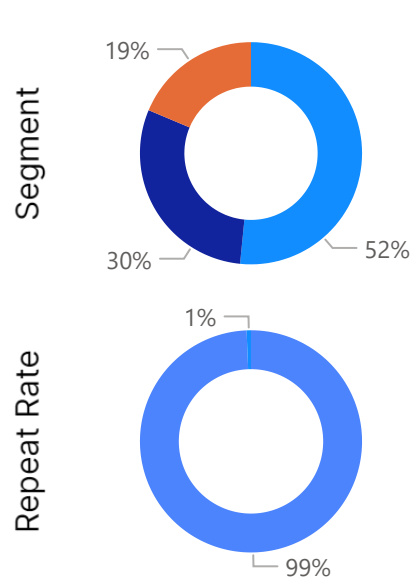


Average Sales  
**2.90K**

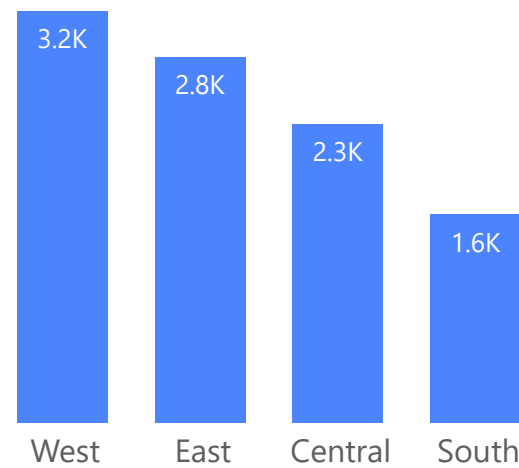


Repeat Customer  
**99.37%**

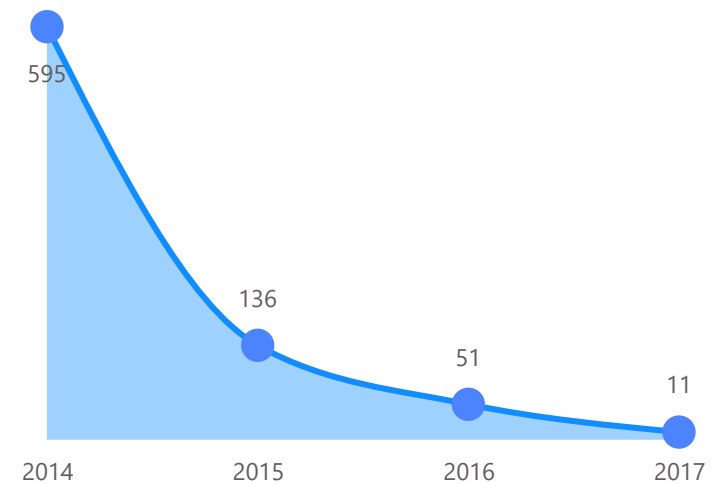
### Distribution



### Region



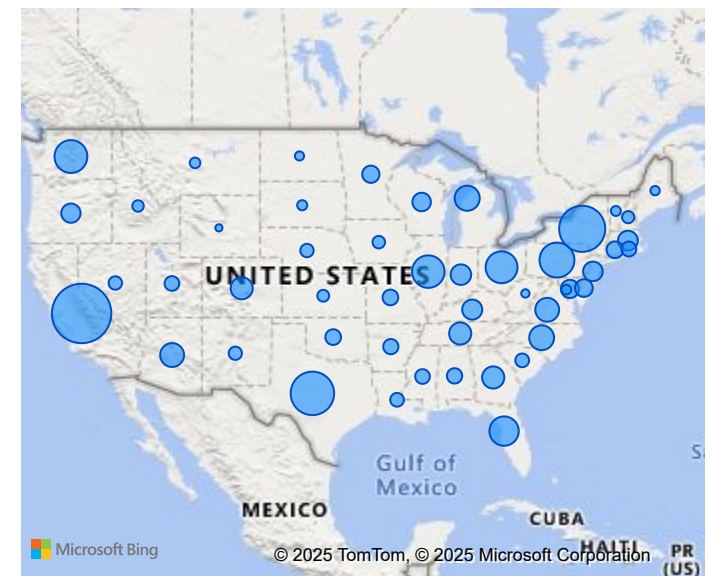
### Customer Acquired Over Years



### Top 5 Customers By Sales

Customer Name	Total Sales	Total Profit	Quantity Sold
Sean Miller	\$25,043	(\$1,981)	50
Tamara Chand	\$19,052	\$8,981	42
Raymond Buch	\$15,117	\$6,976	71
Tom Ashbrook	\$14,596	\$4,704	36
Adrian Barton	\$14,474	\$5,445	73

### Customer by State



## Dashboard | Geographics



Total sales  
**\$2M**



Customers  
**793**

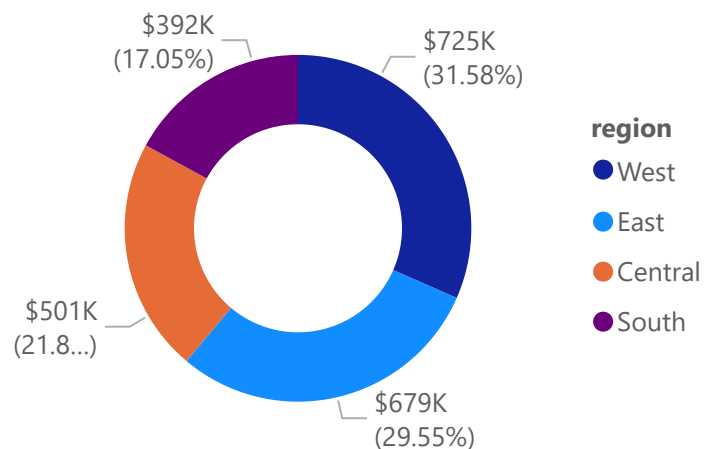


City Covered  
**632**

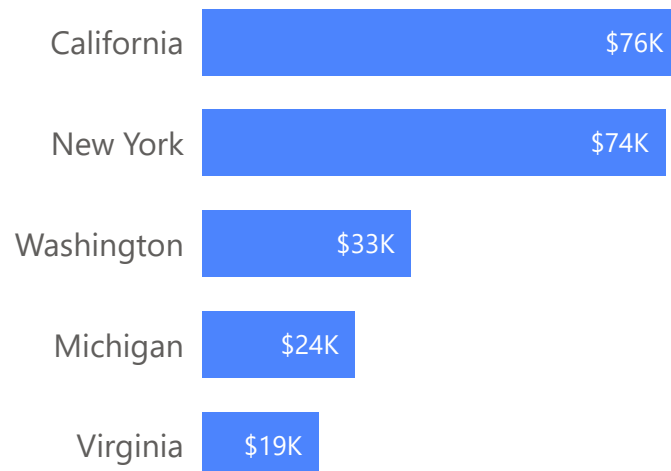


Avg profit\_city  
**\$3.6K**

Total sales by region



Top 5 Profitable States



Total sales and Total profit by state

● Profit ● Loss

