

Business Performance Dashboard

Retail Sales Analytics - E-commerce & Offline Store

 Refresh

 Export Excel

 Export PDF

Filters

Filter your data by date range, category, and region

Date Range

Last 30 days



Category

All Categories



Region

All Regions



Custom Date

dd-mm-yyyy



Total Revenue



\$2,847,392

↑ +12.5% vs last month

Active Customers



18,394

↑ +8.2% vs last month

Net Profit



\$684,259

↑ +15.8% vs last month

Refund Rate

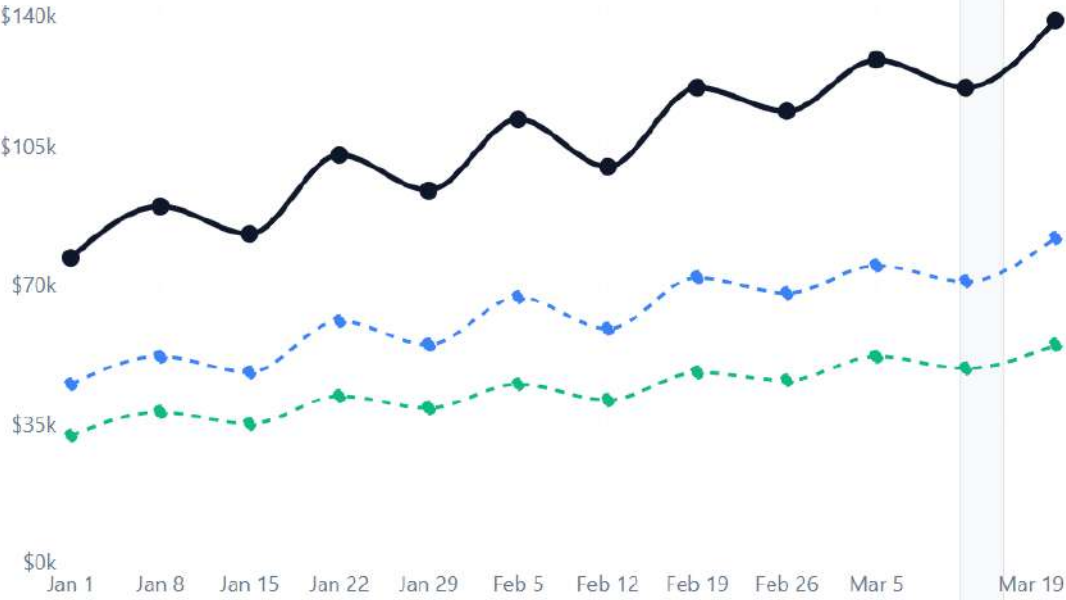


2.4%

↓ -0.8% vs last month

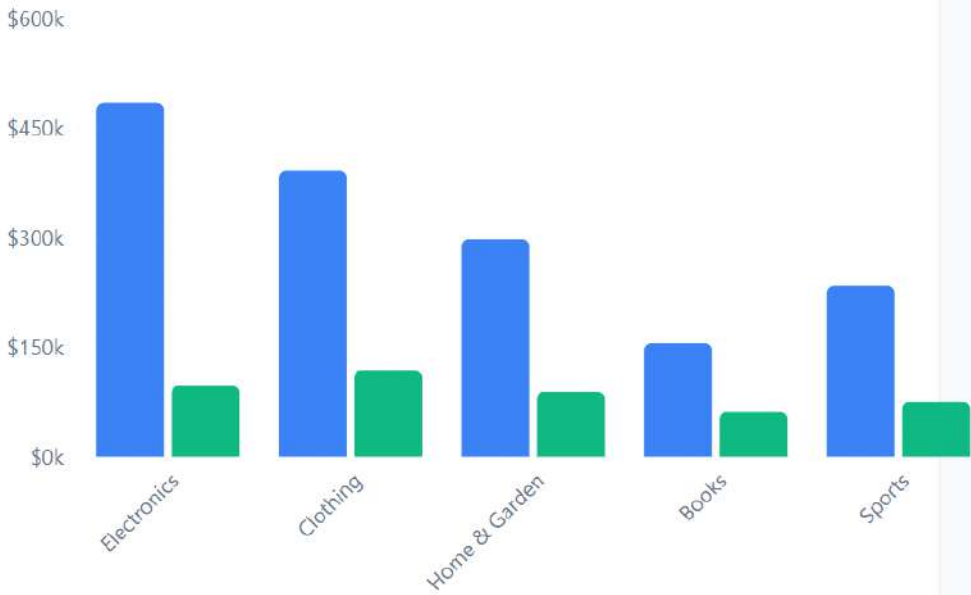
Revenue Trend

Daily revenue comparison: Online vs Offline sales



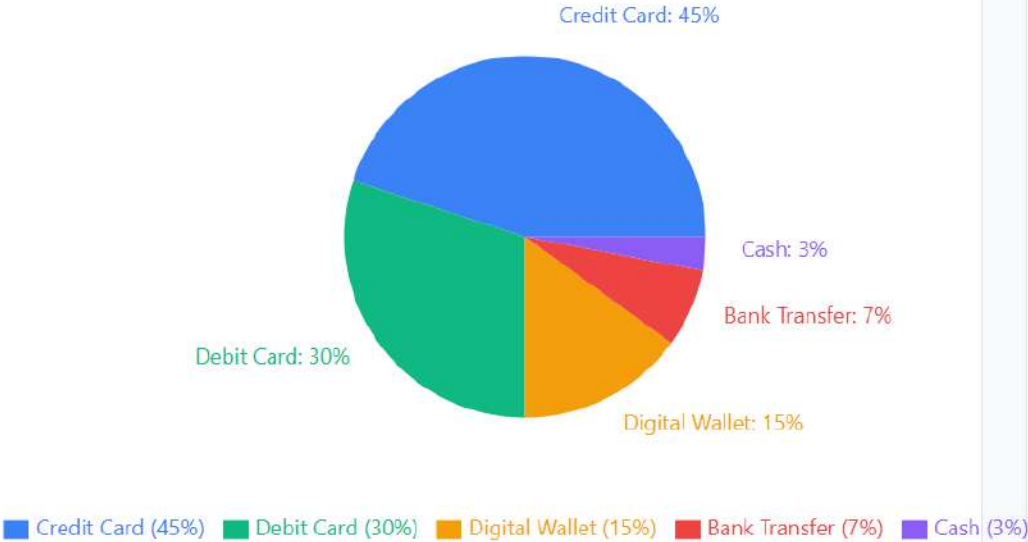
Category Performance

Sales and profit by product category



Payment Methods

Breakdown of payment methods used by customers



Top Selling Products

Best performing products with key metrics

Product	Category	Sales	Revenue	Profit	Trend
iPhone 14 Pro	Electronics	1,247	\$1,246,530	\$249,306	+15%
Nike Air Max 90	Sports	892	\$107,040	\$32,112	+8%
Samsung 4K TV	Electronics	654	\$653,400	\$130,680	-3%
Levi's Jeans	Clothing	743	\$59,440	\$23,776	+12%
Coffee Maker	Home & Garden	445	\$44,500	\$13,350	+5%
Fitness Tracker	Electronics	521	\$104,200	\$31,260	-2%