

# RETAIL BI INSIGHTS

## Sales, Customer, and Location Analytics

*Exploring Sales, Customer Behavior, and Location Trends.....*

Analyze key sales trends, customer behavior, and regional performance. Uncover insights to drive growth and optimize retail strategies across locations.

*(Swipe 🖱️ to explore each insight...)*

# Sales Dashboard | 2023



Total Sales

\$733K

▲ 20.36% vs. PY

Total Profit

\$93K

▲ 14.24% vs. PY

Total Quantity

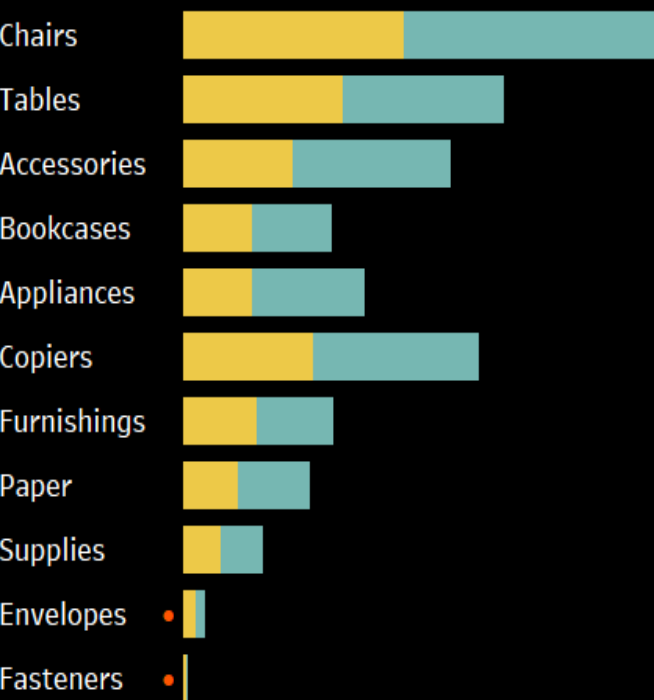
\$12K

▲ 26.83% vs. PY

## Sales by Subcategory

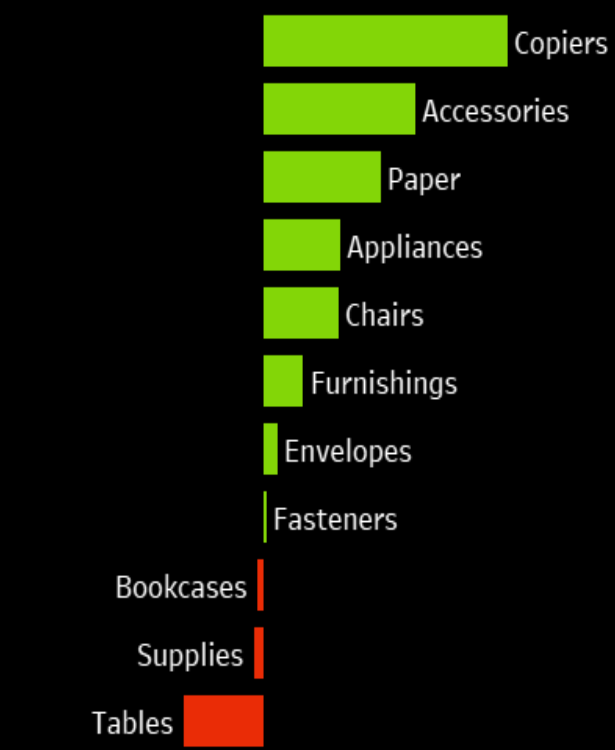
2023 Sales vs. 2022 Sales

● CY Sales ● PY Sales

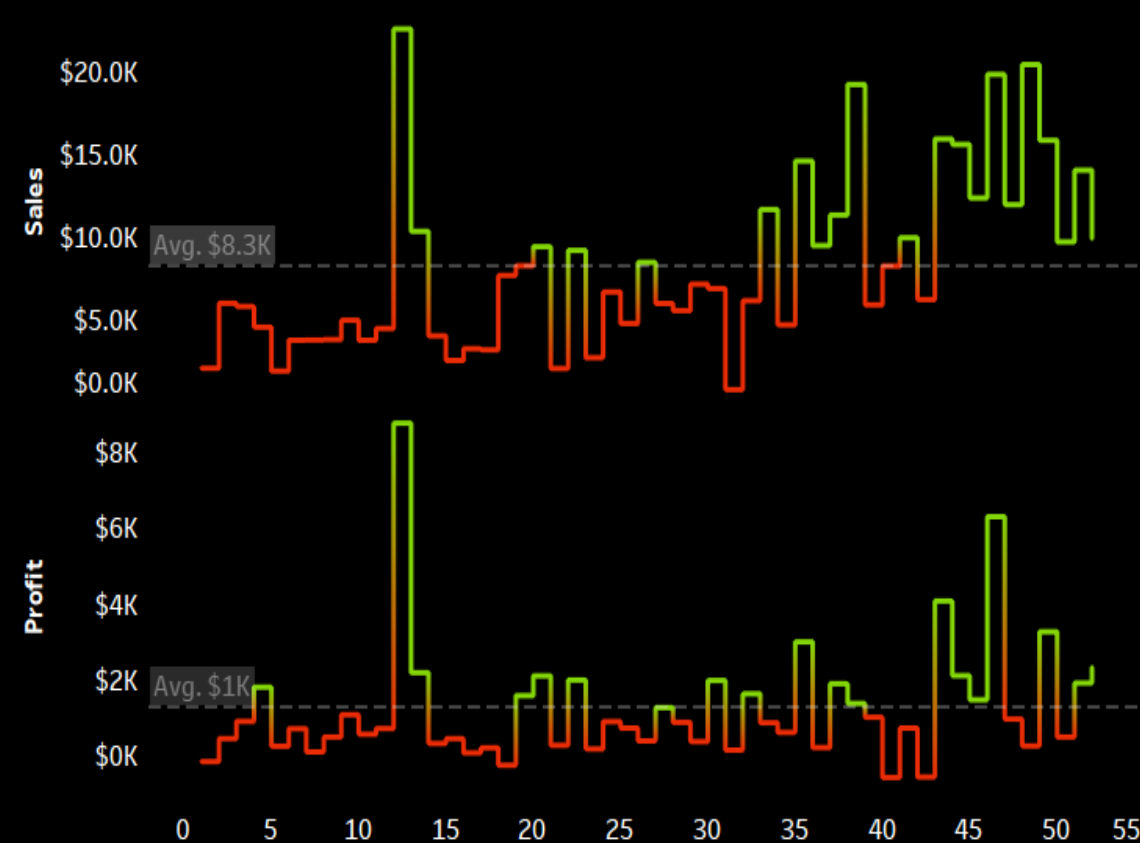


## CY (2023) Profit by Subcategory

● Loss ● Profit



## Weekly Trends



# Customer Dashboard | 2023



Total Customers

693

▲ 86.21% vs. PY

Total Sales per Customer

\$704

▲ 6.39% vs. PY

Total Orders

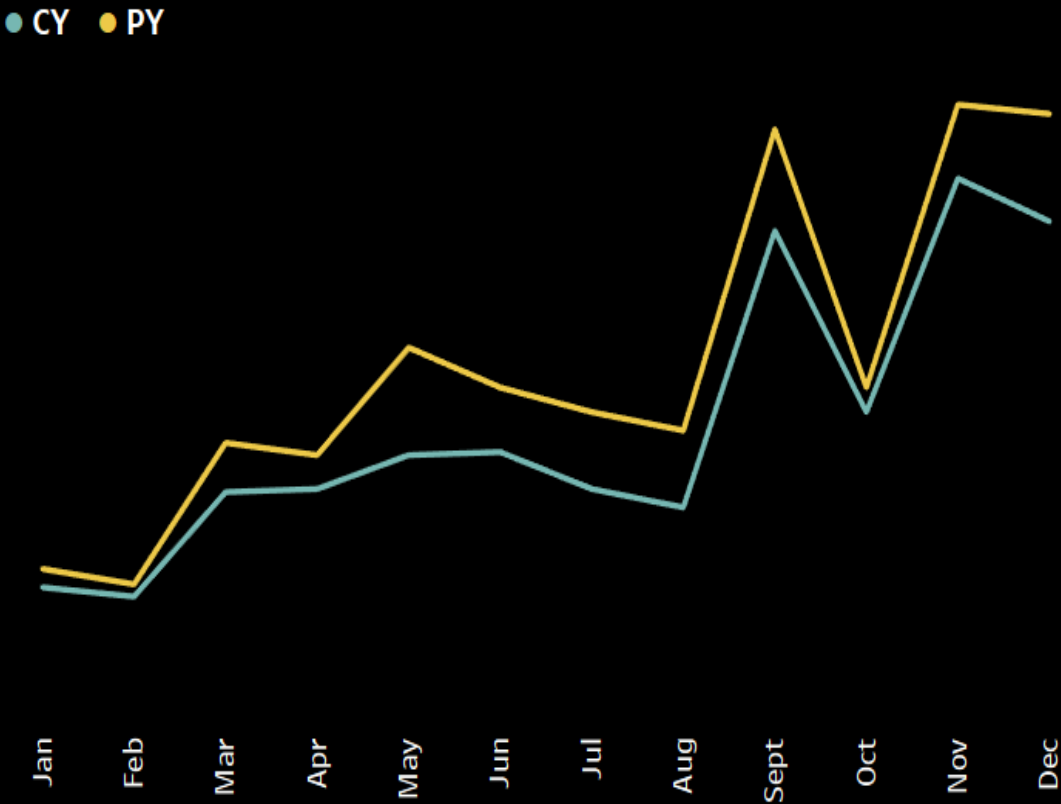
1,687

0.2829 vs. PY

## YoY Order Comparison by Sub-Category



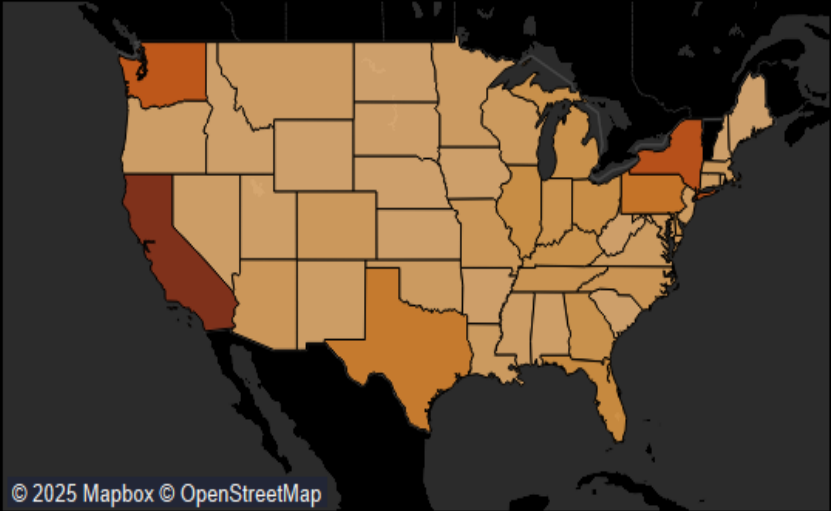
## 2023 vs. 2022 Monthly Order Trend



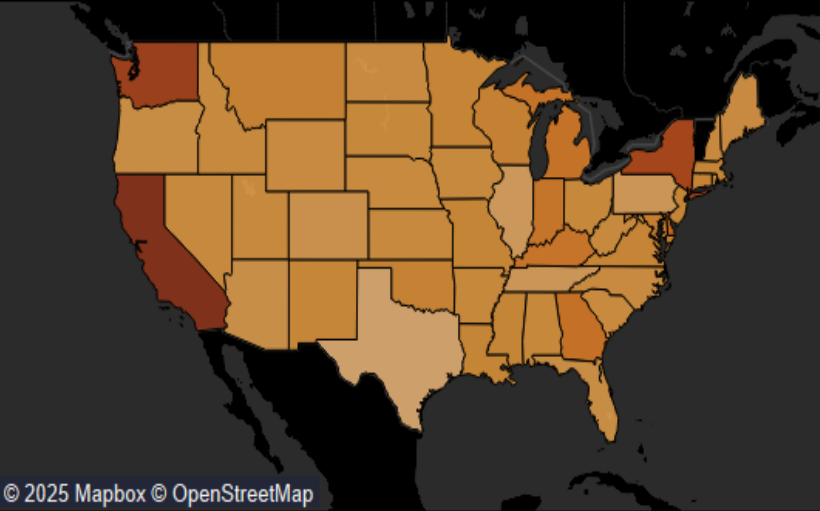
# Sales — Location-wise Insights Dashboard | 2023



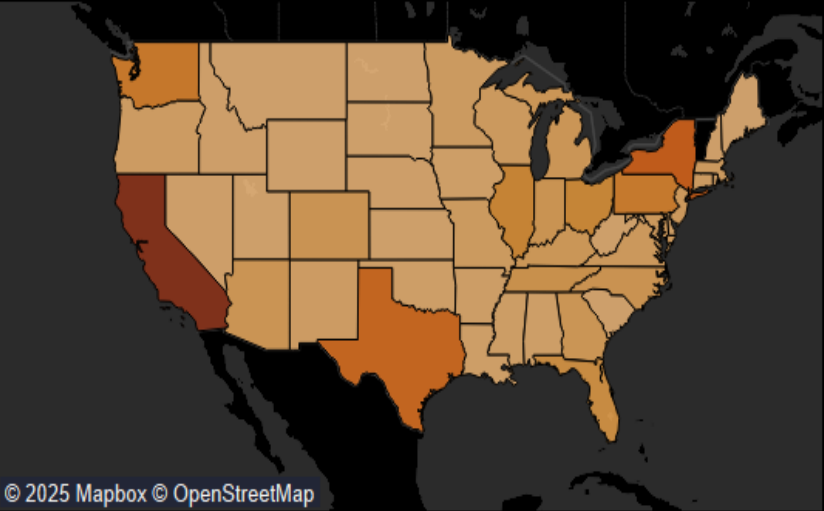
State-wise Sales



State-wise Profit



State-wise Quantity

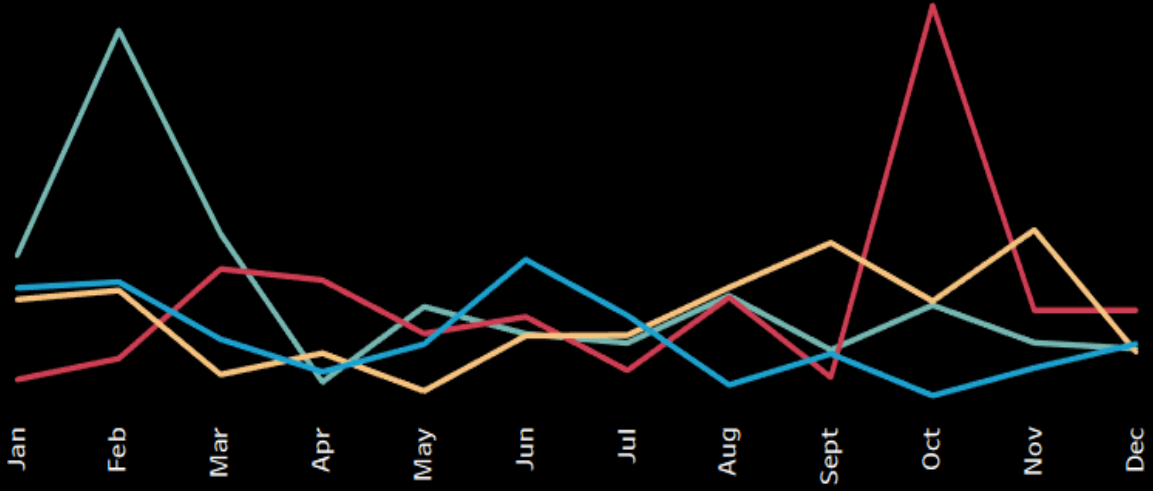


Region-wise Demographics

● Sales ● Quantity ● Profit



Region-wise Monthly YoY% Difference





**Thanks for viewing!**



Your thoughts, suggestions, or feedback are  
most welcome!