

# SALES DASHBOARD

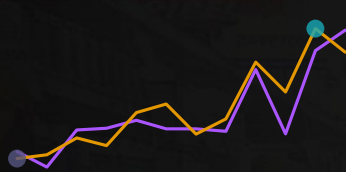
Category Ship Mode Region

KPI Trend Overview 2017 vs 2016 (CY vs PY) | Max Month Min Month YOY Change

## Total Sales

\$215K

▲ 8.29%



## Total Profit

\$3K

▼ -57%



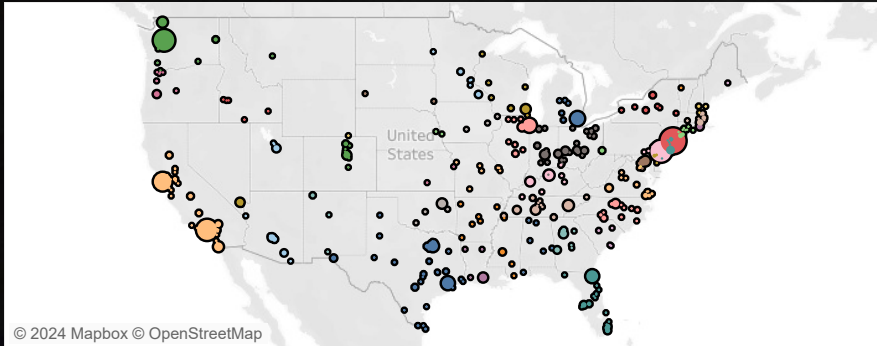
## Total Qty

2,437

▲ 11%

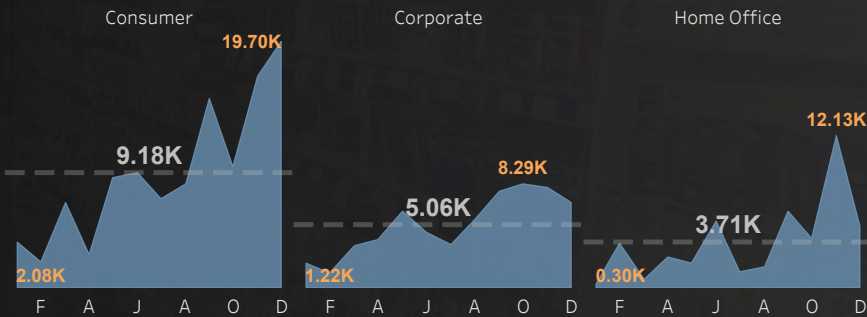


Sales and profit by state and city



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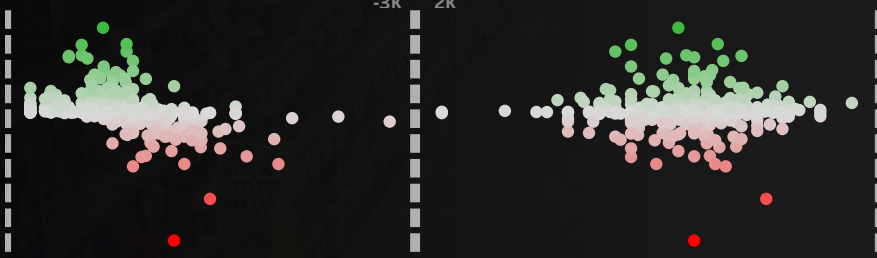
Monthly Sales by segment and it's analysis



Effect of discount on profitability



Effect of delivery time on profitability



Top 10 bestselling products and their profitability

Profit Sales



Top 10 Customers and their preferences

