

Sales Analytics Report

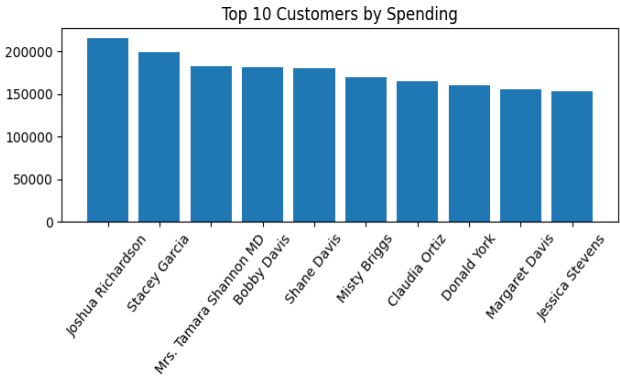
Generated on 11 Dec 2025 18:17

Executive Summary

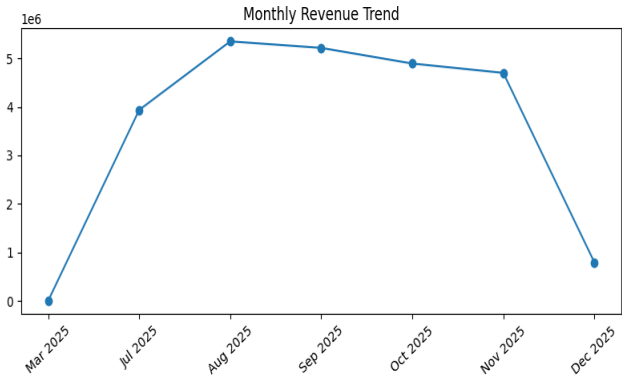
This dashboard highlights sales performance across customers, cities, products and time periods, providing business insights for decision-making.

Metric	Value
Total Customers	500
Total Orders	1007
Average Order Value	24,722.89
Cities >150K	12
Months in Data	7

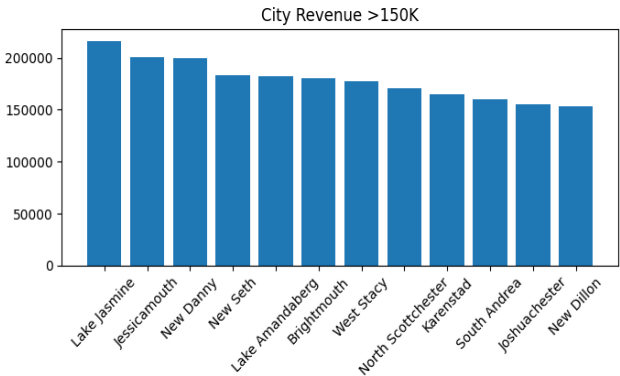
Top 10 Customers



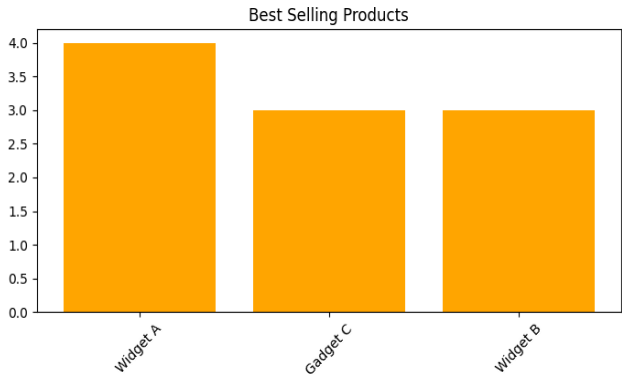
Monthly Revenue Trend



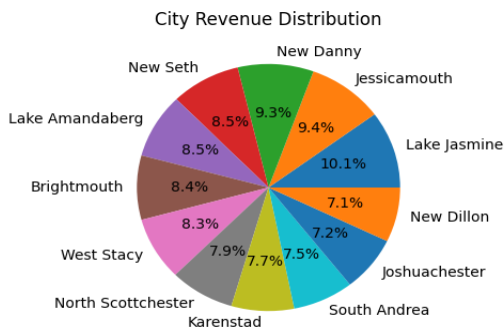
City Revenue (>150K)



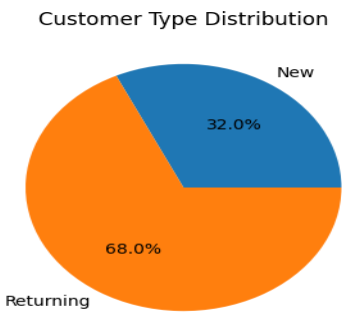
Best Selling Products



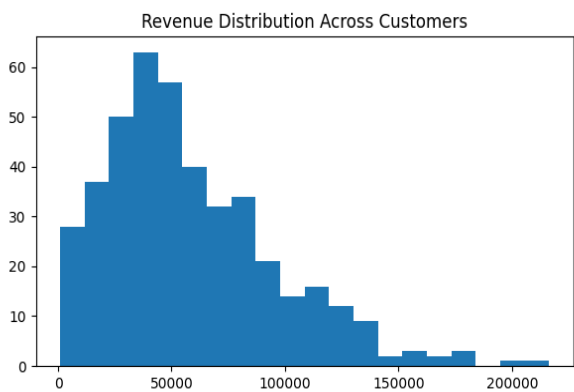
City Revenue Share



New vs Returning Customers



Revenue Distribution



Reference Data Tables

Top 10 Customers

CUSTOMER_ID	CUSTOMER_NAME	CITY	TOTAL_SPENT
151	Joshua Richardson	Lake Jasmine	216394
276	Stacey Garcia	New Danny	199823
138	Mrs. Tamara Shannon MD	New Seth	183374
368	Bobby Davis	Lake Amandaberg	182194
377	Shane Davis	Brightmouth	180191
298	Misty Briggs	North Scottchester	170476
57	Claudia Ortiz	Karenstad	165236
414	Donald York	South Andrea	160401
198	Margaret Davis	Joshuachester	155281
450	Jessica Stevens	New Dillon	153128

City Revenue (>150K)

CITY	TOTAL_REVENUE
Lake Jasmine	216394
Jessicamouth	200967

CITY	TOTAL_REVENUE
New Danny	199823
New Seth	183374
Lake Amandaberg	182194
Brightmouth	180191
West Stacy	177336
North Scottchester	170476
Karenstad	165236
South Andrea	160401
Joshuachester	155281
New Dillon	153128

Monthly Revenue Trend

MONTH	REVENUE
Mar 2025	9690
Jul 2025	3936491
Aug 2025	5347039
Sep 2025	5212352
Oct 2025	4890429
Nov 2025	4698402
Dec 2025	801544

Best Selling Products

PRODUCT_ID	PRODUCT_NAME	TOTAL_SOLD	REVENUE_GENERATED
1	Widget A	4	1996
3	Gadget C	3	4197
2	Widget B	3	2997