

AmazingMart-EU - Sales & Customer Insights Dashboard

Total Sales

\$ 1,267,690.00

Total Profit

\$ 157,489.00

Average Profit Margin

12%

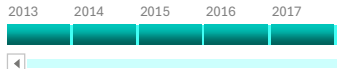
Top Segment by Profit

Loyal

Order Date

All Periods

YEARS

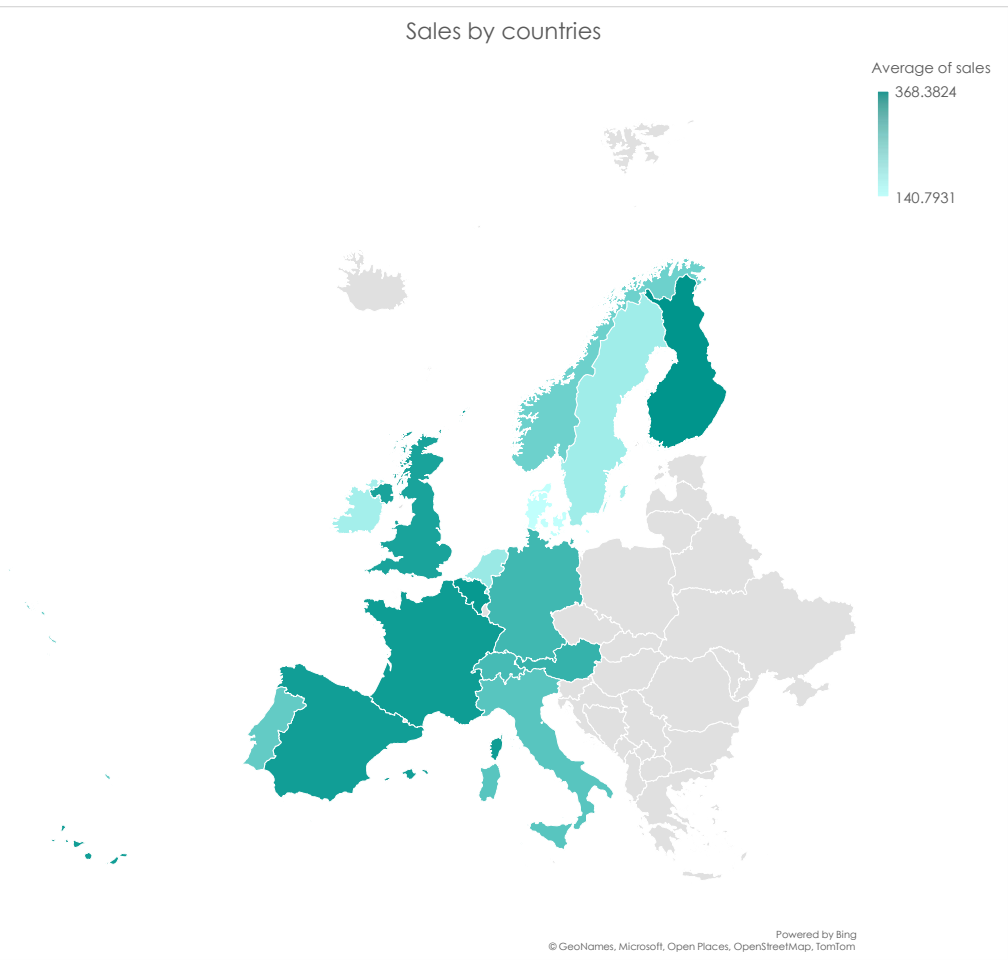
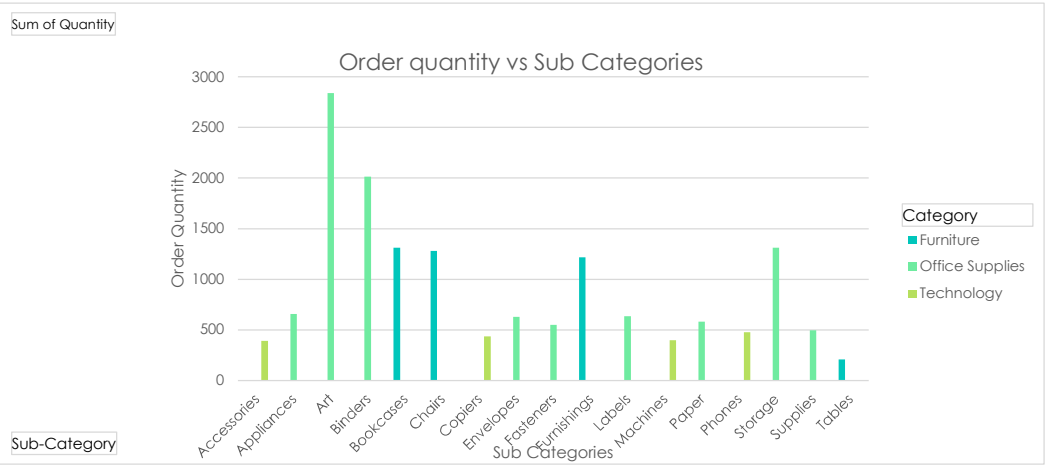
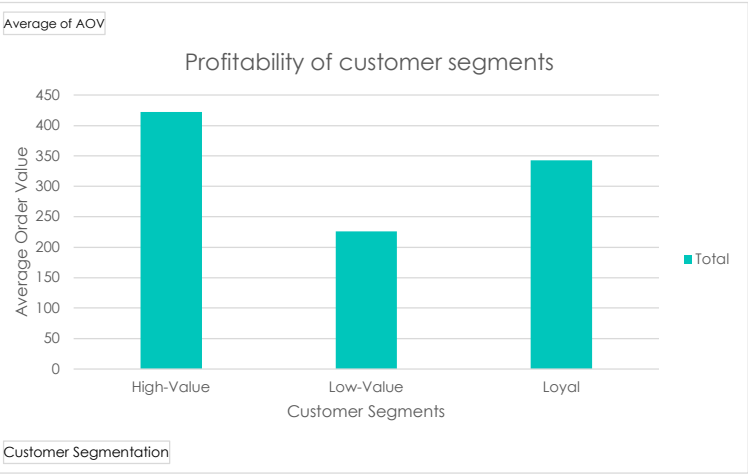
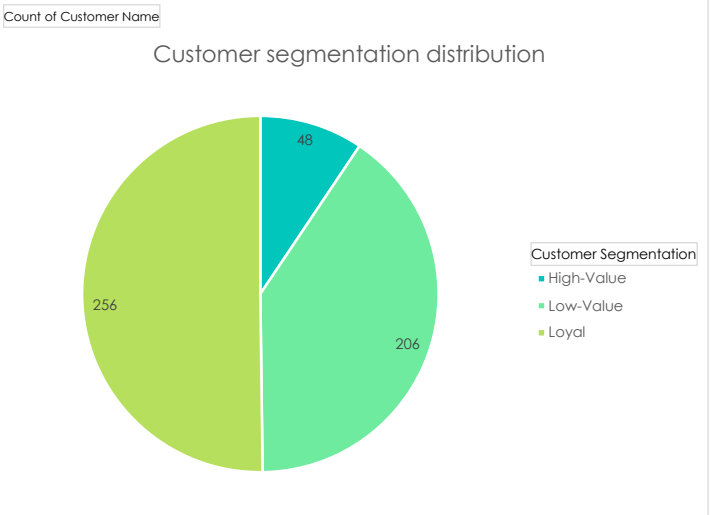
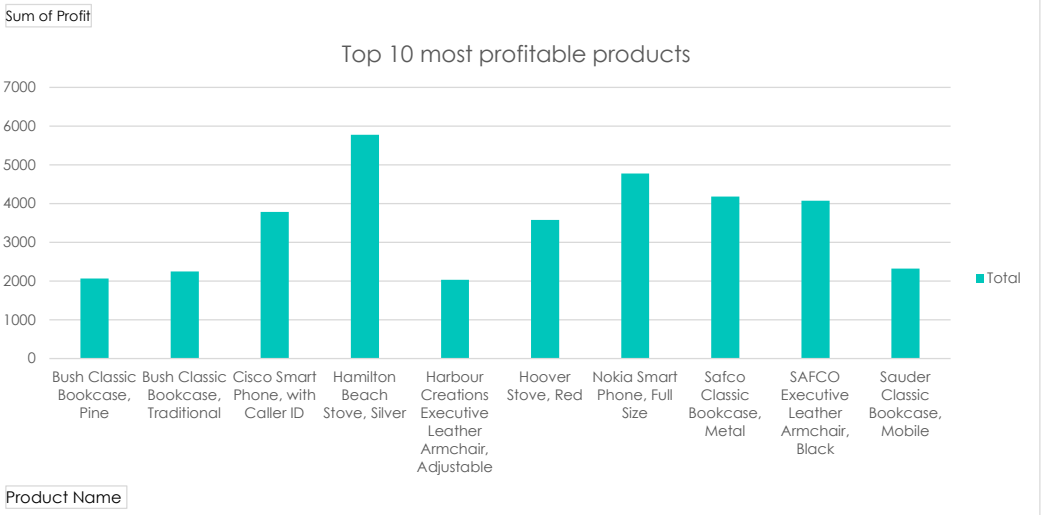
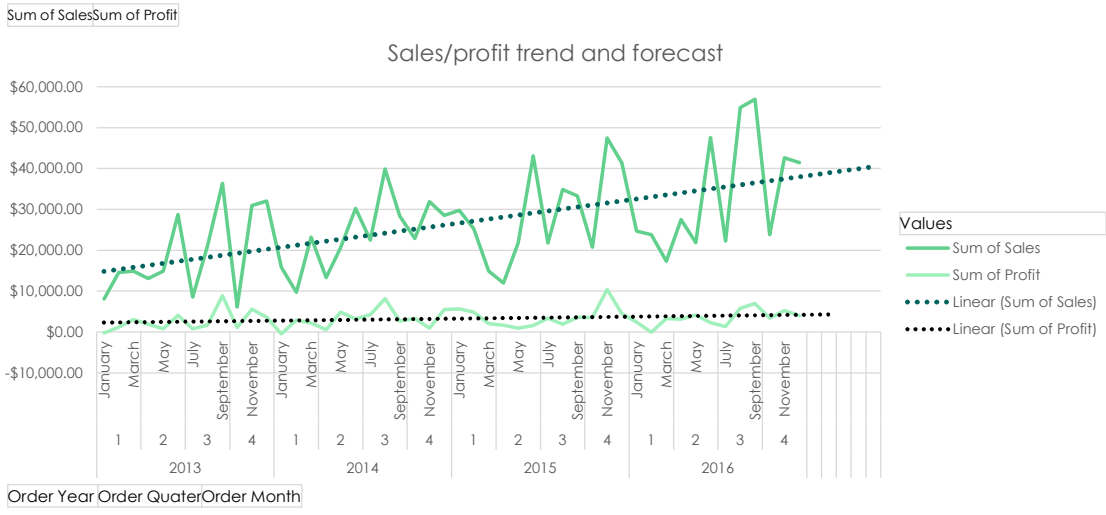


Region

Central

North

South



Top Performing Regions

Row Labels	Average of	
	Sum of Total Sale	Sum of Total Pr Profit Margin
Central	698288	88701
North	289102	39928
South	280300	28860
Grand Total	1267690	157489

Category		
Furniture	Office Supplies	Technology

Top 5 Loyal Customers

Row Labels	Sum of Total Sales	Sum of Total Profit
Alexander Bond	24.28%	32.32%
George Dawson	20.75%	24.49%
Harvey Daniels	17.74%	12.16%
Joel Ortega	19.39%	21.69%
John Basser	17.83%	9.34%
Grand Total	100.00%	100.00%

Customer Segmentation		
High-Value	Low-Value	Loyal

Row Labels	Sum of Profit
Barricks Conference Table, Adjustable Height	-1864
Barricks Conference Table, with Bottom Storage	-980
Barricks Round Table, Adjustable Height	-1128
Barricks Round Table, with Bottom Storage	-1745
Bevis Conference Table, Fully Assembled	-1925
Bush Library with Doors, Traditional	-1220
Hoover Stove, White	-3060
Lesro Conference Table, with Bottom Storage	-1630
Okidata Inkjet, Wireless	-1550
Sauder Classic Bookcase, Metal	-2046
Grand Total	-17148