

KEY INSIGHTS

Total Revenue Vs Revenue last month

\$120.16K✓

Goal: ₹ 113.79K (+5.6%)

Total Profit Vs Profit last month

\$71.68K✓

Goal: ₹ 67.87K (+5.61%)

Total Returns Vs Returns last month

0.5K!

Goal: 0.48K (-2.9%)

Profit Margin Vs Profit Margin last month

0.06K%✓

Goal: 0.00K (+0.01%)

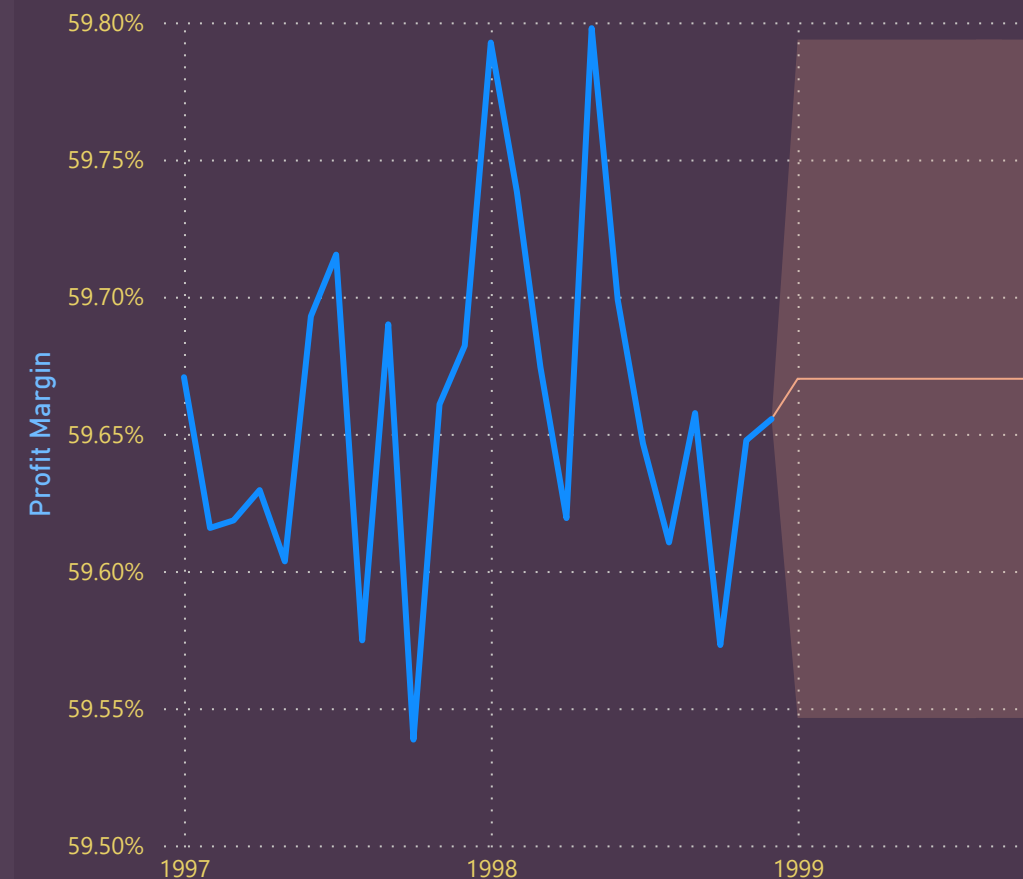
Select the Range

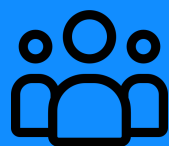
01-01-1997

31-12-1998

There's an increase in revenue from \$1,13,787.84 to \$1,20,160.84 in last Month. We can also see an increase in Profit in same time period from \$67,871.88 to \$ 71,682.44, hence there's a slightest increase in profit margin by 0.01% but company is running profitably. We can expect a constant profit margin of 59.67% in coming months.

Profit Margin Forecasting





SALES ANALYSIS

131089

Total_transactions

403851

Qty_sold

\$510.88K

Total Profit

Select the Range

01-01-1997

31-03-1998



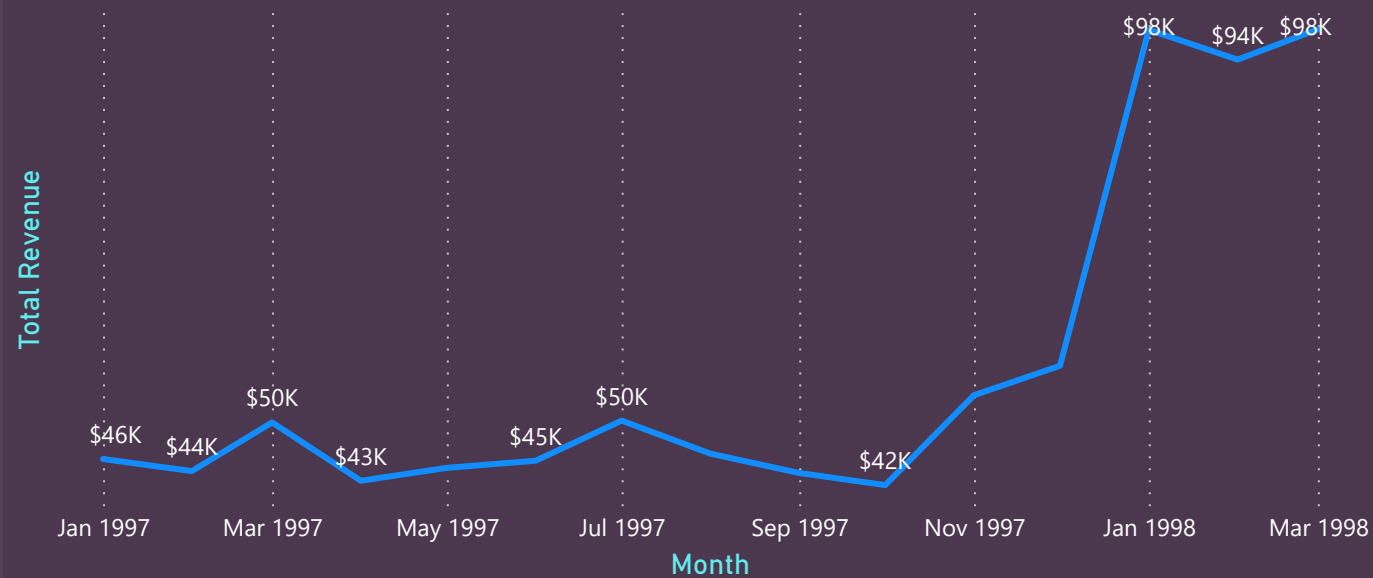
Revenue

Qty_Sold

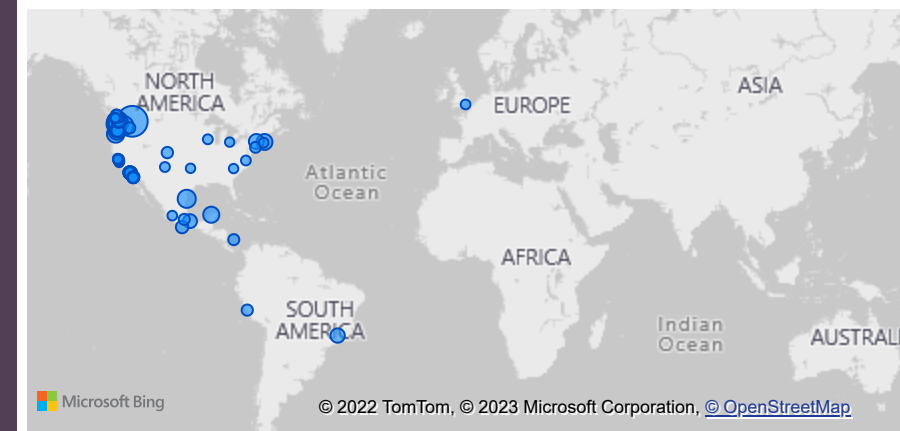
Cost

Profit

Revenue Per Month



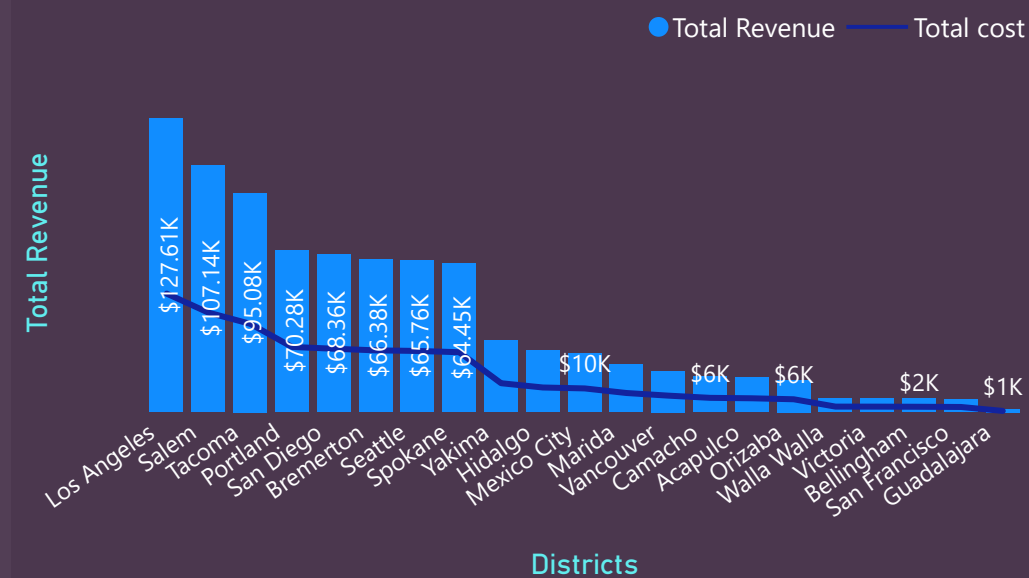
Total Revenue by customer_city

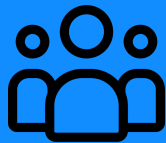


Revenue and Cost by:

- ☒ sales_district
- ☐ sales_region

Revenue and Cost by Districts





PRODUCT ANALYSIS

1560

Unique_products

3,302.96

Total product_retail_price

1,332.19

Total product_cost

Select the Range

01-01-1997

28-09-1997

Total Revenue by product_name

product_name	Hermanos ...	\$733.4
	Hilltop Mint...	\$647.98
	Bravo Nood...	\$647.4
	Big Time Fr...	\$634.91
	Fort West R...	\$629.88

Total Revenue

Total cost by product_name

product_name	Bravo Noodl...	\$317.85
	Tell Tale Can...	\$288
	Carlson Hea...	\$282.68
	Urban Small ...	\$282.08
	Big Time Tur...	\$279.35

Total cost

Total Revenue by product_brand

product_brand	Hermanos	\$15K
	Tell Tale	\$13K
	Ebony	\$11K
	Tri-State	\$11K
	High Top	\$11K

Total Revenue

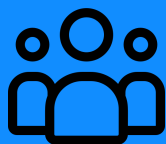
Total cost by product_brand

product_brand	Hermanos	\$6.1K
	Tell Tale	\$5.3K
	Ebony	\$4.6K
	Tri-State	\$4.5K
	High Top	\$4.3K

Total cost

Product Performance

product_brand	Total Profit	Total profit.	Total_returns	Total_returns.
+ Hermanos	\$33,167.27		236	
+ Tell Tale	\$29,925.59		200	
+ Ebony	\$29,749.45		189	
+ Tri-State	\$29,064.76		198	
+ High Top	\$28,502.83		190	
+ Nacioneel	\$27,446.16		188	
+ Best Choice	\$25,901.32		137	
+ Horatio	\$25,589.28		209	
+ Fast	\$24,746.78		177	
+ High Quality	\$24,007.67		141	
+ Fort West	\$23,951.11		155	
+ Big Time	\$23,710.27		147	
+ Red Wing	\$23,623.72		169	
+ Denny	\$23,049.58		132	
+ Cormorant	\$22,502.22		132	
+ Imagine	\$21,741.7		131	
+ Carrington	\$21,467.59		129	
+ Sunset	\$20,802.99		157	
+ Super	\$19,600.2		126	
+ Golden	\$19,403.25		127	
+ BBB Best	\$19,374.93		126	
+ Plato	\$18,502.64		132	
+ CDR	\$18,007.91		119	
+ PigTail	\$17,338.44		128	
+ Bravo	\$16,321.52		89	
+ Landslide	\$15,986.58		127	
+ Hilltop	\$15,719.19		96	
+ Carlson	\$15,266.33		111	
+ Pleasant	\$14,965.64		94	
+ Blue Label	\$14,737.44		97	
+ Just Right	\$14,248.77		92	
+ Gorilla	\$13,930.11		85	
+ Even Better	\$13,776.02		109	
+ Better	\$13,192.66		111	
+ Club	\$13,181.07		81	



CUSTOMER ANALYSIS

10281

Total customers

77.70

Average Customer Age

2.50

Average number of children

Select the Range

01-01-1997

31-03-1998

Total Revenue by

Monday

Sunday

Friday

Saturday

Tuesday

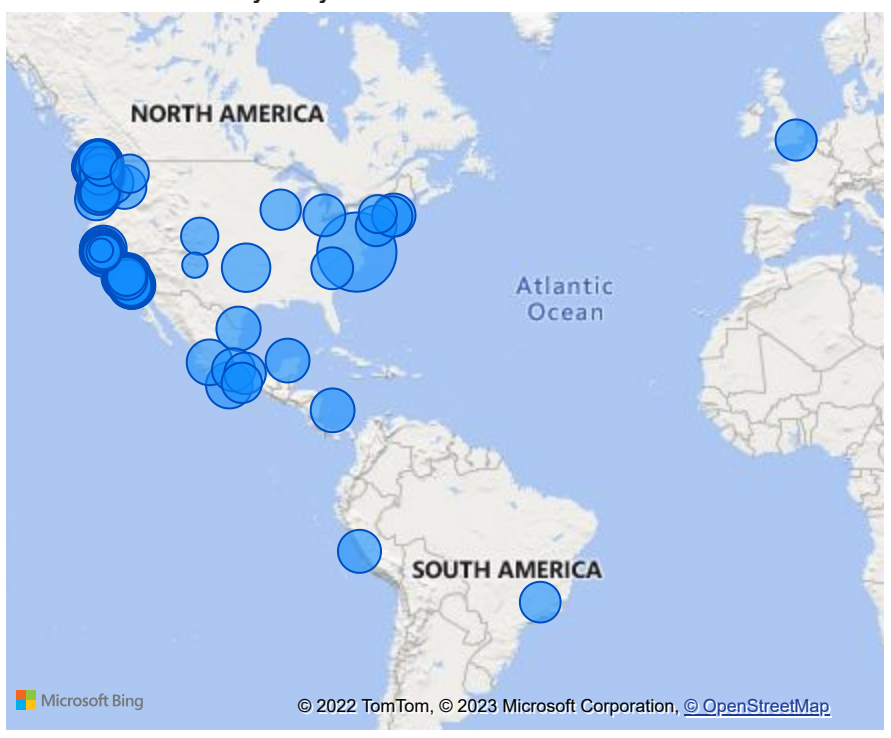
Wednesday

Thursday

- ☒ Day Name
- ☐ Month Name
- ☐ Quarter
- ☐ Year

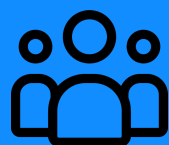
- ☐ occupation
- ☐ yearly_income
- ☐ total_children
- ☒ education

Customer Size by City



Profit Vs. Qty Sold

education	Total Profit	Total profit.	Qty_sold	Qty_solo
Bachelors Degree	\$1,32,155.24	<div></div>	104711	<div></div>
Graduate Degree	\$28,371.61	<div></div>	22514	<div></div>
High School Degree	\$1,50,944.82	<div></div>	119429	<div></div>
Partial College	\$47,310.63	<div></div>	37245	<div></div>
Partial High School	\$1,52,096.39	<div></div>	119952	<div></div>



RETURN ANALYSIS

8265

Qty_returned

7068

Total Returns

07 December
1998

Most returns on Date

Select the Range

01-01-1997

28-12-1998

Total Returns by

Thursday

Saturday

Wednesday

Monday

Friday

Sunday

Tuesday

Day Name

Month Name

Quarter

Year

Top 5 returns by Product Brand



Top 5 returns by Product Name



Total Returns by City

