



Order Analysis

Product
Analysis

Client Analysis

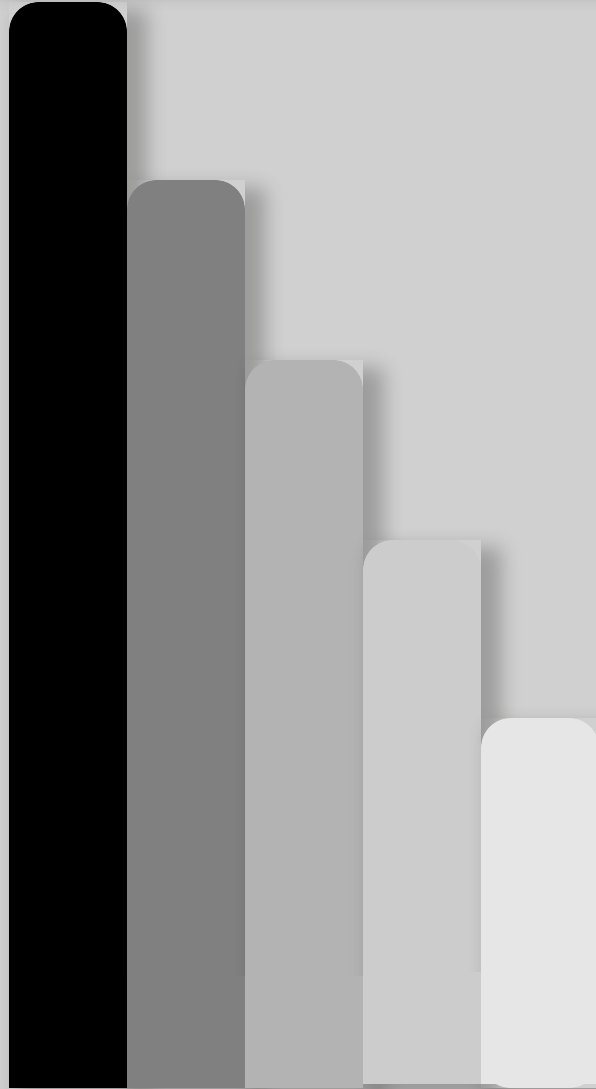
FA-1

FA-2

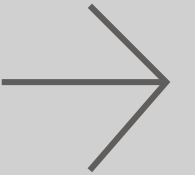
FA-3

Top 5

Report



COMPREHENSIVE SALES ANALYTICS DASHBOARD



Warehouse Code

All

4

Total Selected

Channel Name

All

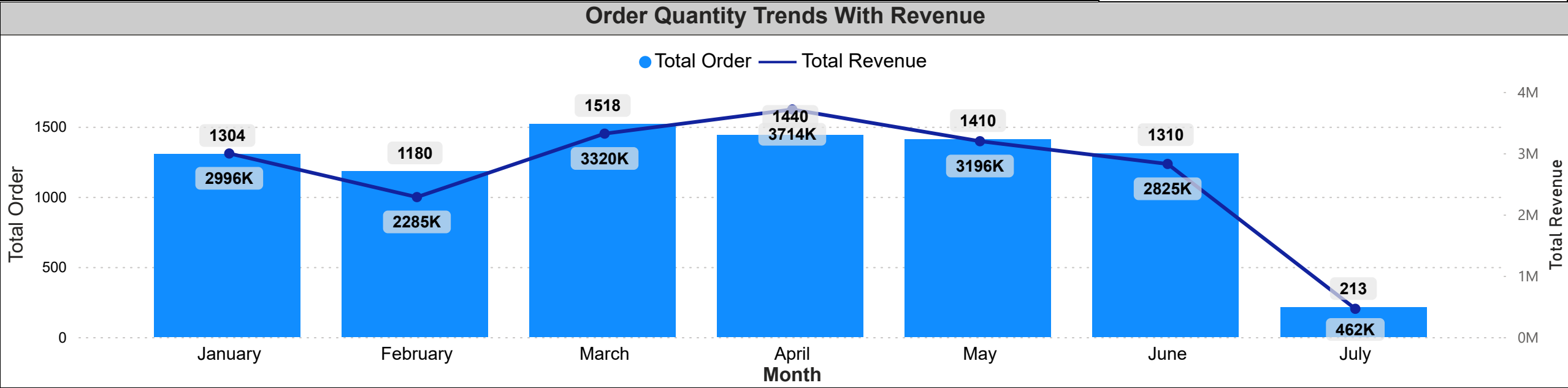
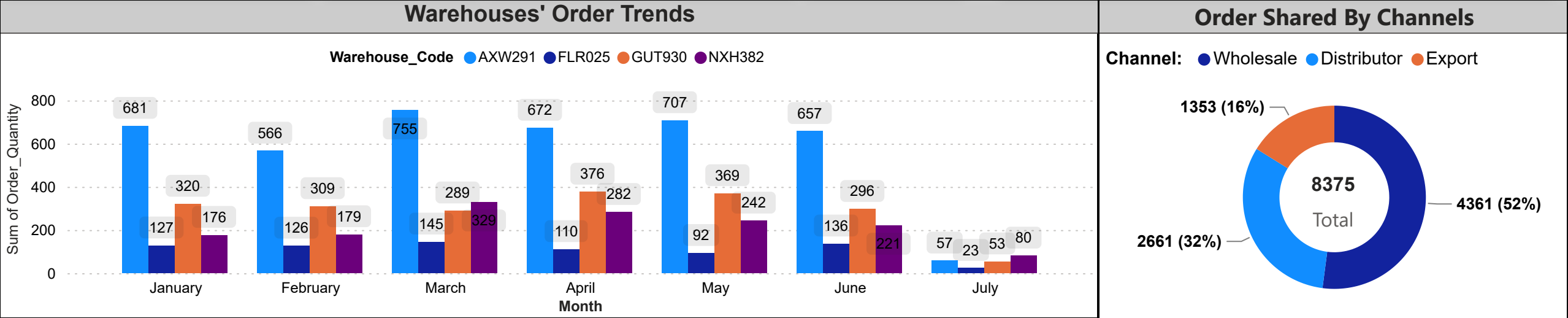
3

Total Selected

Order Value (\$) and AOV by Customers KPI

348.18K✓

Goal: 21.76K (+326.42K)

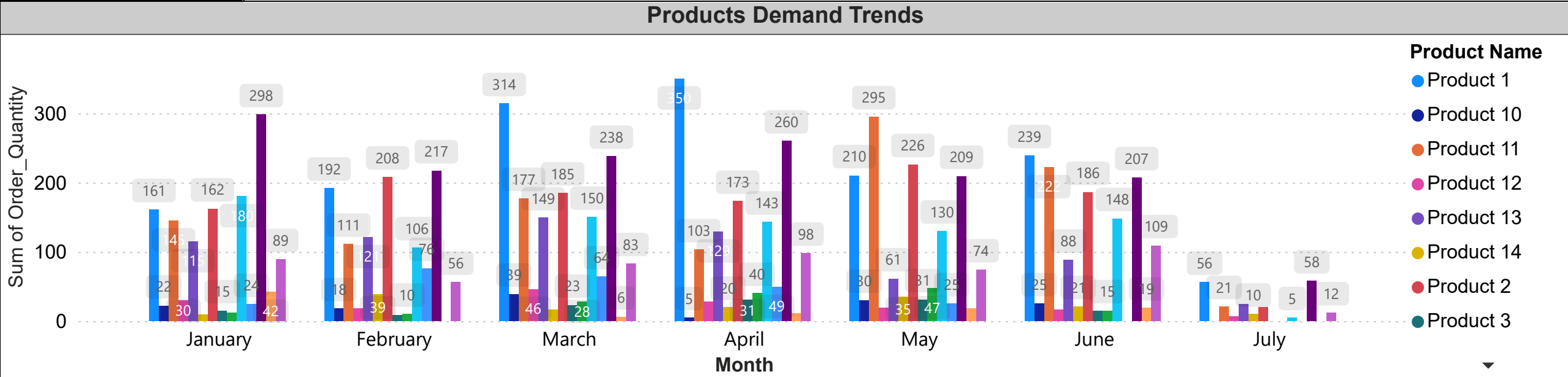
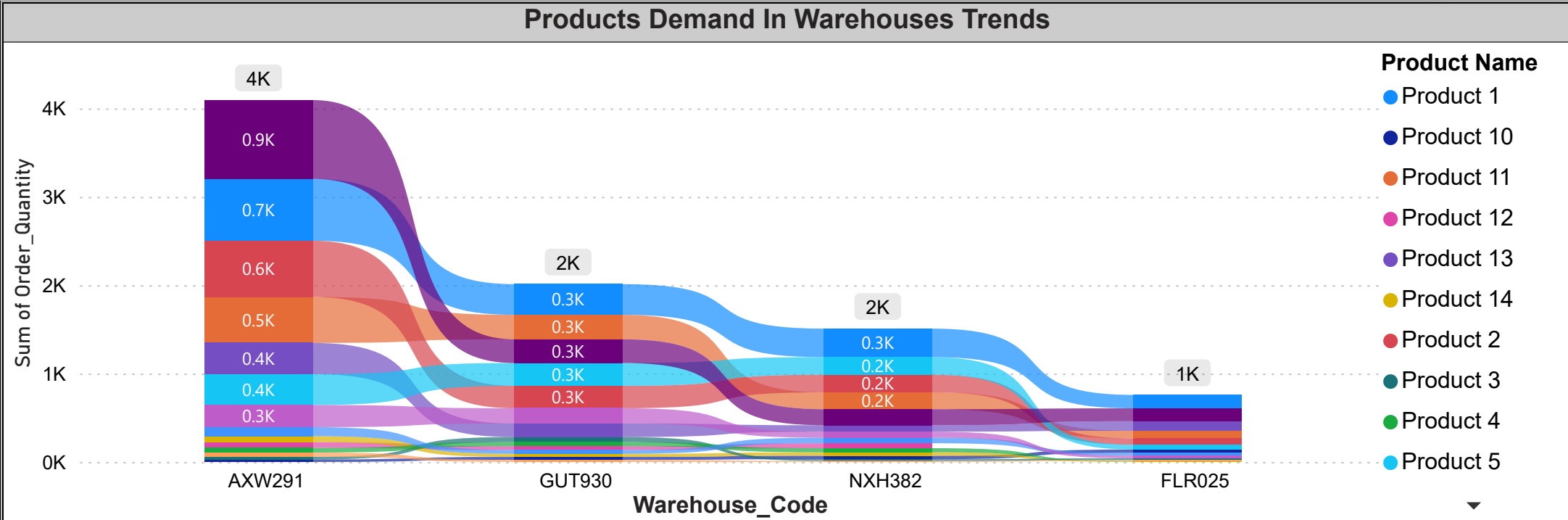


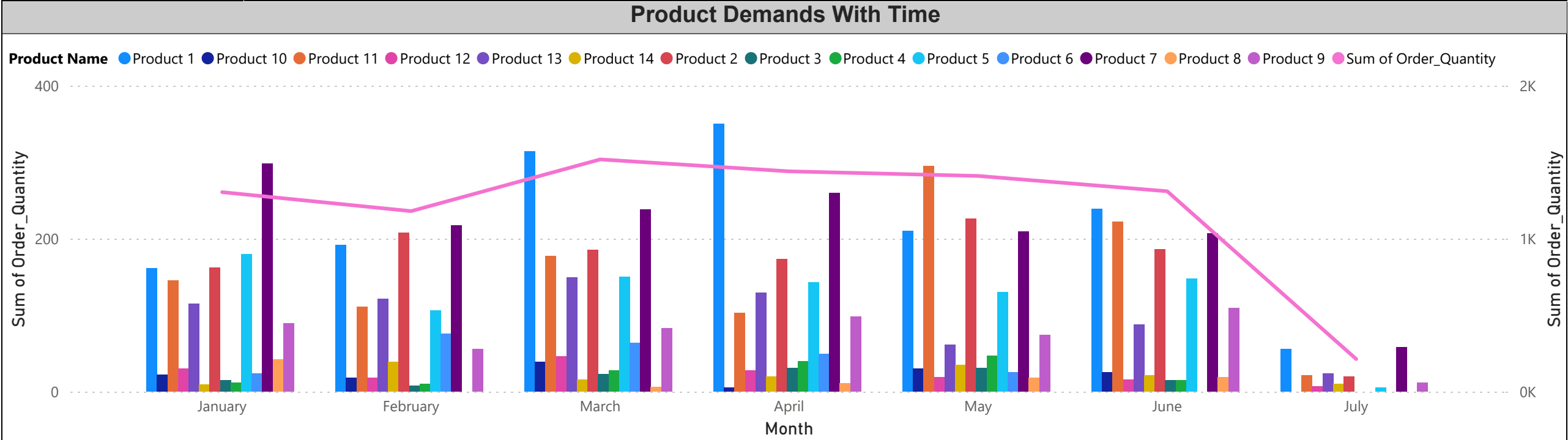
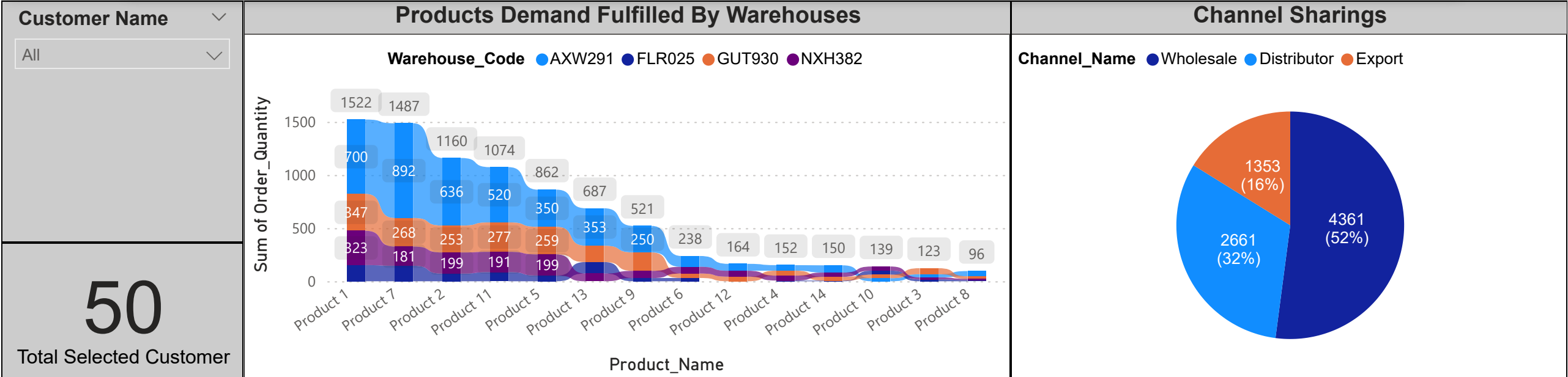
Product Name

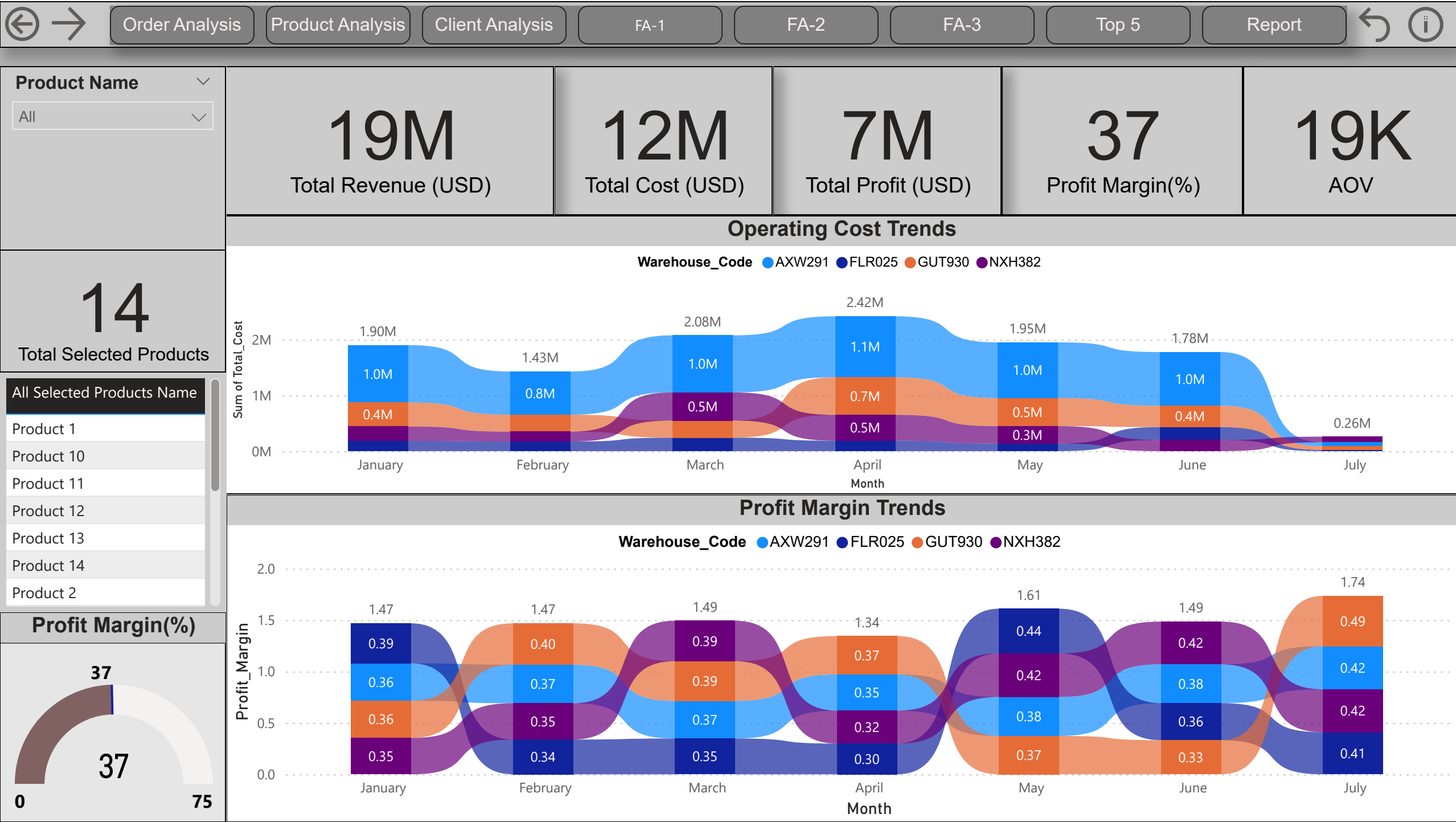
All

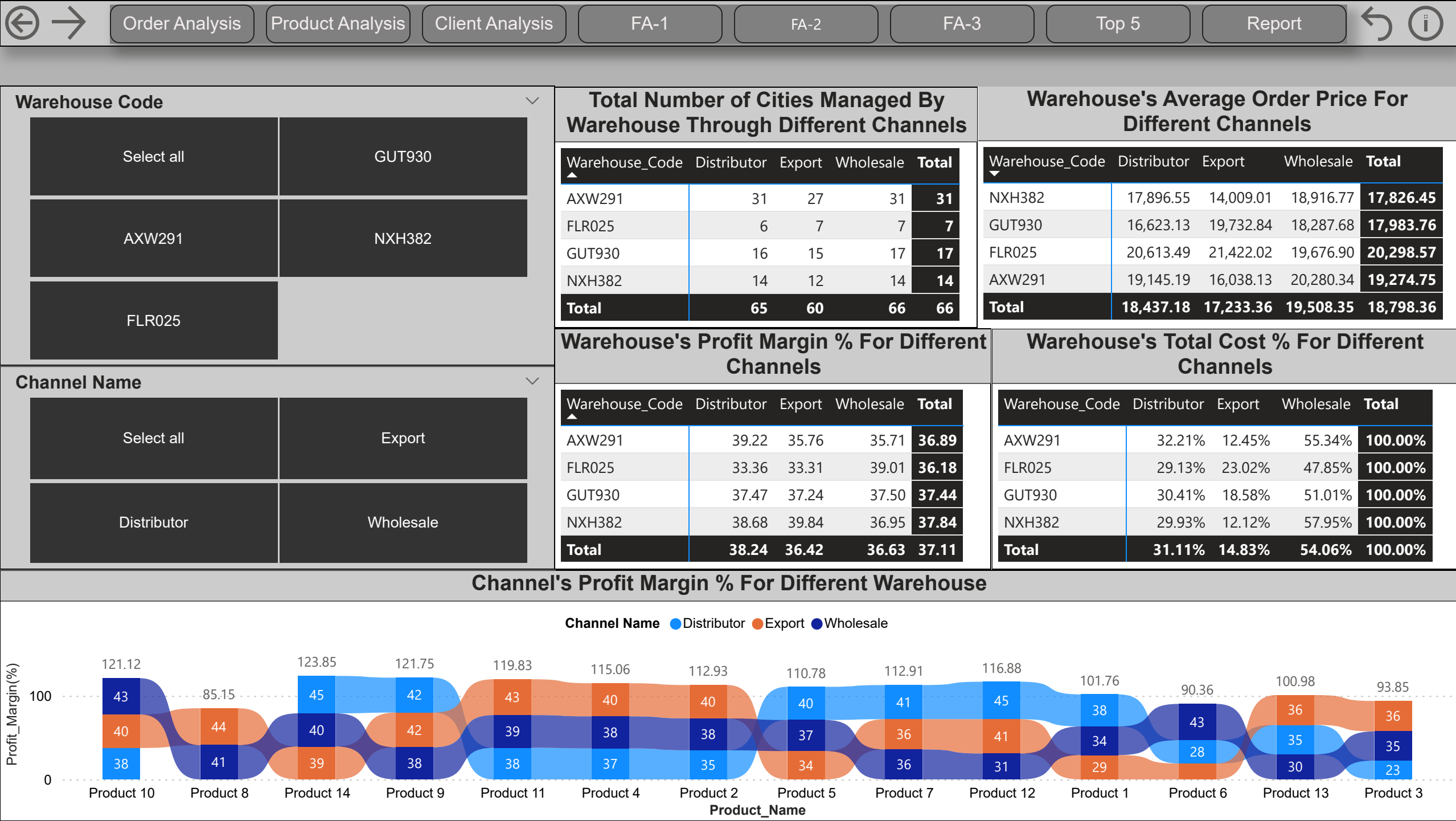
14

Total Selected Products









Country

All

66

Total Selected Country

City

All

66

Total Selected City

Country

Austria

Belarus

Bosnia

Bulgaria

Croatia

Czech Republic

Denmark

Finland

City

AMSTERDAM

ATHINAI (Athens)

Barcelona

BEOGRAD (Belgrade)

BERLIN

Birmingham

Profit Margin % Distribution Of Products In Each Warehouse

| Product_Name | AXW291 | FLR025 | GUT930 | NXH382 | Total |
|--------------|--------|--------|--------|--------|-------|
| Product 1 | 34.96 | 37.17 | 33.95 | 36.83 | 35.29 |
| Product 10 | 34.37 | 46.03 | 41.10 | 44.23 | 41.82 |
| Product 11 | 38.29 | 40.63 | 39.45 | 40.66 | 39.10 |
| Product 12 | 30.63 | | 45.72 | 38.20 | 37.17 |
| Product 13 | 31.62 | 33.69 | 37.35 | 28.21 | 32.69 |
| Product 14 | 46.82 | 30.00 | 32.96 | 42.37 | 41.62 |
| Product 2 | 37.53 | 36.87 | 40.75 | 34.15 | 37.61 |
| Product 3 | 43.31 | 43.11 | 23.63 | 23.00 | 31.87 |
| Product 4 | 31.02 | 41.00 | 40.63 | 42.39 | 38.25 |
| Product 5 | 39.34 | 29.65 | 37.14 | 37.71 | 37.59 |
| Product 6 | 33.17 | 21.29 | 37.36 | 40.62 | 33.45 |
| Product 7 | 37.22 | 35.69 | 34.31 | 44.92 | 37.29 |
| Product 8 | 39.74 | 36.00 | 47.26 | 44.92 | 41.69 |
| Product 9 | 39.52 | 44.64 | 41.65 | 36.22 | 39.99 |
| Total | 36.89 | 36.18 | 37.44 | 37.84 | 37.11 |

Average Order Value Of Each Products In Each Warehouse

| Product_Name | AXW291 | FLR025 | GUT930 | NXH382 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|
| Product 1 | 22,249.41 | 20,365.77 | 18,630.52 | 14,562.37 | 19,536.06 |
| Product 10 | 17,530.55 | 17,291.36 | 17,165.40 | 21,662.78 | 18,346.57 |
| Product 11 | 21,798.13 | 17,013.31 | 14,206.36 | 19,324.93 | 18,982.67 |
| Product 12 | 17,053.41 | | 15,084.38 | 21,930.22 | 18,132.06 |
| Product 13 | 17,770.52 | 18,111.54 | 15,627.75 | 19,385.33 | 17,535.62 |
| Product 14 | 30,558.70 | 11,296.20 | 23,980.64 | 14,821.74 | 23,289.94 |
| Product 2 | 18,873.62 | 22,128.61 | 18,944.70 | 18,558.44 | 19,050.38 |
| Product 3 | 18,138.58 | 24,910.60 | 16,170.45 | 33,299.00 | 20,428.30 |
| Product 4 | 14,189.64 | 40,052.60 | 21,394.44 | 17,102.42 | 18,436.91 |
| Product 5 | 18,860.79 | 24,093.20 | 19,077.06 | 19,819.94 | 19,472.70 |
| Product 6 | 16,430.08 | 26,071.93 | 14,735.98 | 14,255.69 | 16,623.94 |
| Product 7 | 17,489.60 | 19,019.72 | 17,458.94 | 14,639.82 | 17,297.25 |
| Product 8 | 19,195.50 | 43,114.50 | 25,125.00 | 23,758.20 | 23,685.84 |
| Product 9 | 16,525.79 | 18,929.73 | 22,114.36 | 23,071.82 | 19,490.75 |
| Total | 19,274.75 | 20,298.57 | 17,983.76 | 17,826.45 | 18,798.36 |

| Revenue % Distribution Of Products In Each Warehouse | | | | | | | | | | | | | | | | | | | | |
|--|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--|--|--|--|--|
| Warehouse_Code | Product 1 | Product 10 | Product 11 | Product 12 | Product 13 | Product 14 | Product 2 | Product 3 | Product 4 | Product 5 | Product 6 | Product 7 | Product 8 | Product 9 | Total | | | | | |
| AXW291 | ↑ 19.55% | ↑ 0.74% | ↑ 14.31% | ↑ 1.26% | ↑ 7.71% | ↑ 2.26% | ↑ 14.39% | ↑ 0.77% | ↑ 1.05% | ↑ 9.39% | ↑ 2.09% | ↑ 20.56% | ↑ 1.02% | ↑ 4.90% | 100.00% | | | | | |
| FLR025 | ↑ 19.85% | ↑ 4.68% | ↑ 9.21% | → | ↑ 13.73% | ↓ 0.61% | ↑ 10.78% | ↓ 2.70% | ↓ 2.17% | ↑ 9.13% | ↑ 4.23% | ↑ 17.50% | ↓ 2.33% | ↓ 3.07% | 100.00% | | | | | |
| GUT930 | ↑ 17.48% | ↓ 1.61% | ↑ 11.33% | ↑ 1.77% | ↑ 6.60% | ↑ 2.81% | ↑ 13.33% | ↑ 2.28% | ↑ 2.51% | ↑ 13.88% | ↑ 1.73% | ↑ 13.11% | ↓ 1.18% | ↑ 10.38% | 100.00% | | | | | |
| NXH382 | ↑ 18.40% | ↑ 2.67% | ↑ 13.10% | ↑ 4.06% | ↑ 5.38% | ↑ 2.28% | ↑ 13.73% | ↓ 2.05% | ↑ 2.64% | ↑ 15.27% | ↑ 3.08% | ↑ 9.48% | ↓ 1.46% | ↑ 6.40% | 100.00% | | | | | |
| Total | 18.91% | 1.66% | 12.93% | 1.74% | 7.65% | 2.23% | 13.68% | 1.52% | 1.77% | 11.39% | 2.39% | 16.65% | 1.26% | 6.22% | 100.00% | | | | | |



[Home](#)[Order Analysis](#)[Product Analysis](#)[Client Analysis](#)[FA-1](#)[FA-2](#)[FA-3](#)[Top 5](#)[Report](#)

Order Insights

- Warehouse AXW291 has the highest orders in all seasons.
- Maximum Number of orders are coming from distribution channel about **62%**.
- Maximum Number of orders are coming in the month of January, March, April, May, June.
- Orders values are higher than AOV.

Product Insights

- Product 1 is highest demand in each month and warehouses.
- Product 2 is second highest demand in each month and warehouses.
- Similarly Product 3 is in third highest demand.
- Product 7 is in high demand in warehouse **AXW291**, also the demand is high in months **Jan-June**.

Client Insights

- Customers are ordering **62%** products through wholesalers.
- Customers are receiving most of the products from warehouse **AXW291**.
- Customers are demanding most of the products in month of January, March, April, May, June.
- There is drastically decrease in products demands in July.

Financial-1 Insights

- Total Revenue till now is **\$19** Million.
- Total costs of production till now **\$12** Million.
- Total profit till now is **\$7** Million.
- The profit margin is about **37%**.
- The average order values is about **\$19000**.
- In the months of Feb, Apr, and June Warehouse **GUT930** has the highest profit margin.

Financial-2 Insights

- Highest number of clients getting their products from the **AXW291**.
- The highest average price order is about **\$21,422** received at **FLR025**.
- The highest profit margin is about **40%** received at **NXH382**.
- Highest operating cost is about **58%** of total in wholesaler at **NXH382**.

Financial-3 Insights

- There is no demand or unavailability of **Product 12** in the warehouse **FLR025**.
- Most of the product profit margin is higher than the overall profit margin i.e. **37%**.
- In **FLR025** warehouse most of the product AOV is higher than the overall AOV.
- The percentage of AOV across all the product and warehouse is better than the average.

Top 5 Insights

- By **revenue, cost and profit** top 5 products are **Prod-1, Prod-2, Prod-5, Prod-7, and Prod-11**.
- By revenue top 5 client are Ohio, SSS Group, Capweld, ETUD Ltd, Pure Group.
- By Revenue top **5 Cities** are **Kiev (Ukraine), Leeds (UK), Zaporozhye (Ukraine), Riga (Latvia), Napoll (Italy)**.