

# WINE SALES DASHBOARD

680K

Total Wine Sales

304.13

Average Wine Sales

13K

Total Store Purchases

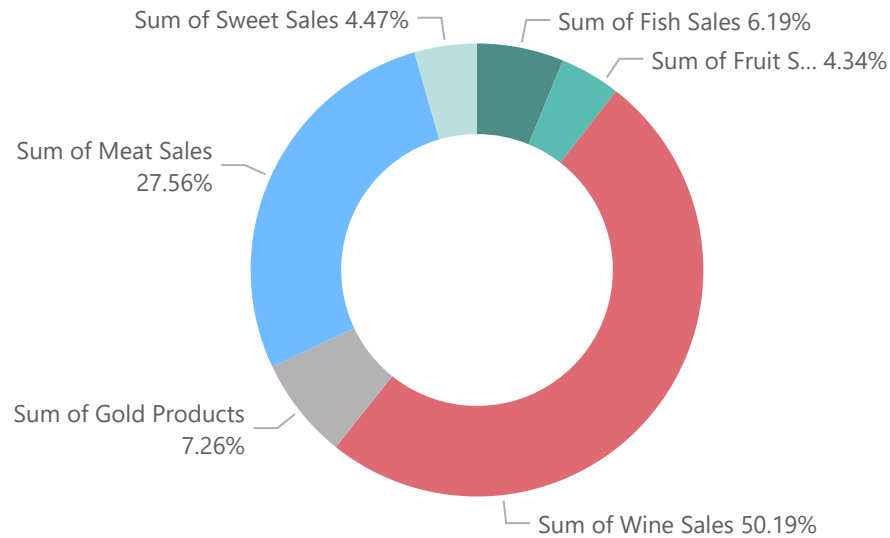
54.10

Average Age

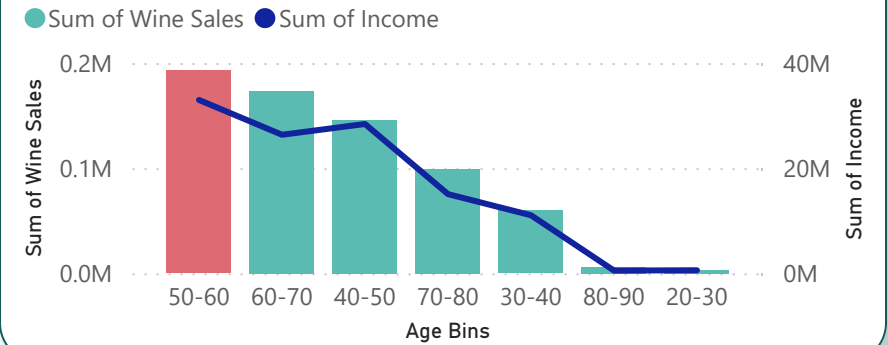
51.96K

Average Income

Sales Breakdown



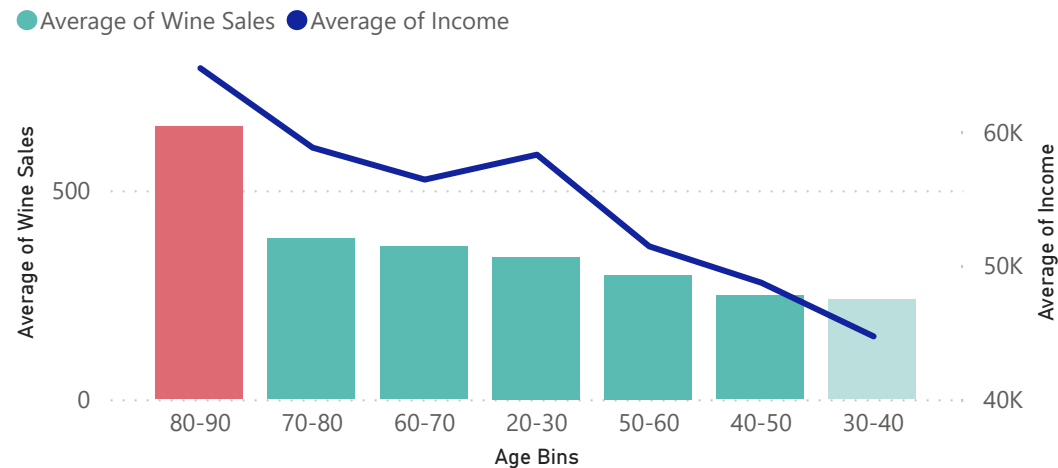
Sum of Wine Sales and Sum of Income by Age Bins



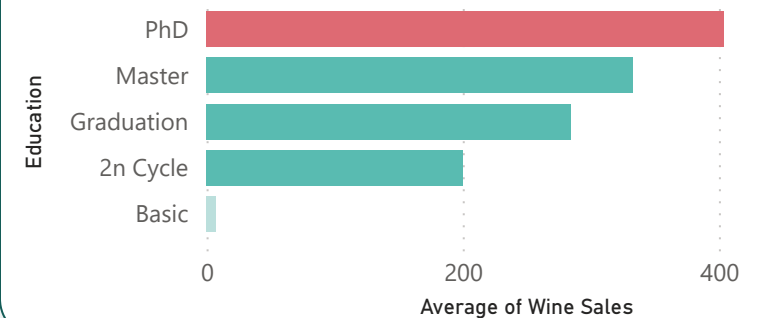
Sum of Wine Sales by Education



Average of Wine Sales and Average of Income by Age Bins



Average of Wine Sales by Education



## Key influencers Top segments



What influences Wine Sales to Increase ?

When...

...the average of Wine Sales increases by

**Kidhome is 0**

348.2

Fruit Sales is more than 13

343.2

WebVisitsMonth is 3 or less

236.6

Fish Sales is 15 - 68

172.4

Education is PhD

127.2

Income goes up 21522.41

125.1

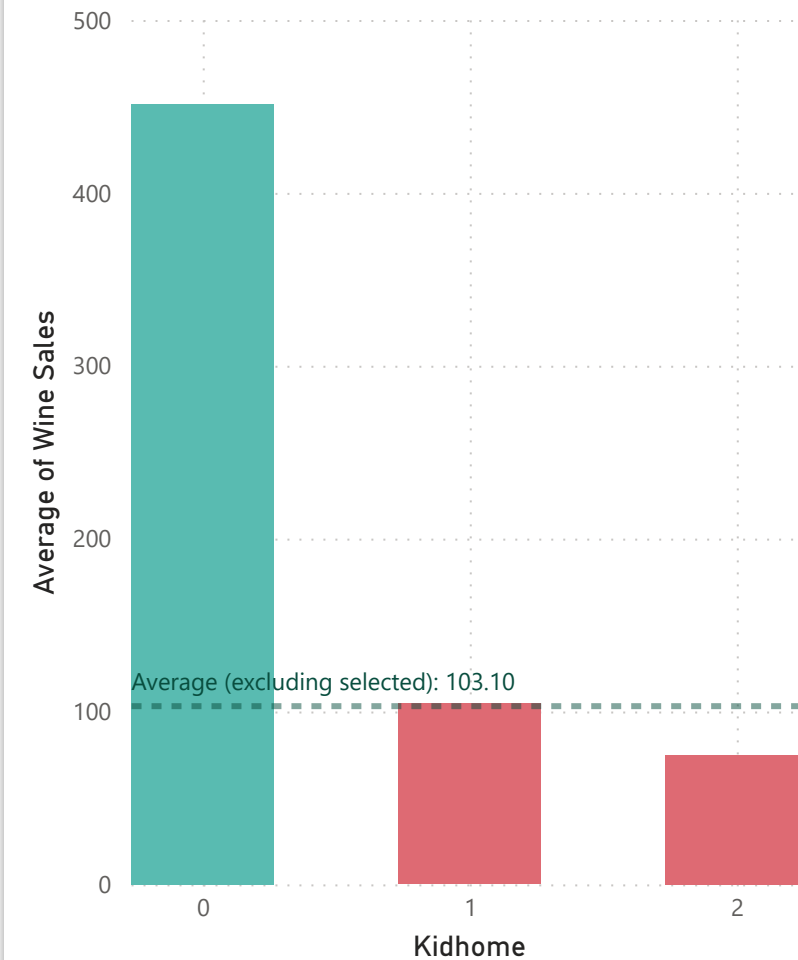
Store Purchases goes up 3.25

75.09

Web Purchases goes up 2.78

71.37

← Wine Sales is more likely to increase when Kidhome is 0 than otherwise (on average).



☐ Only show values that are influencers