Dashboards

Category Revenue Bar Chart
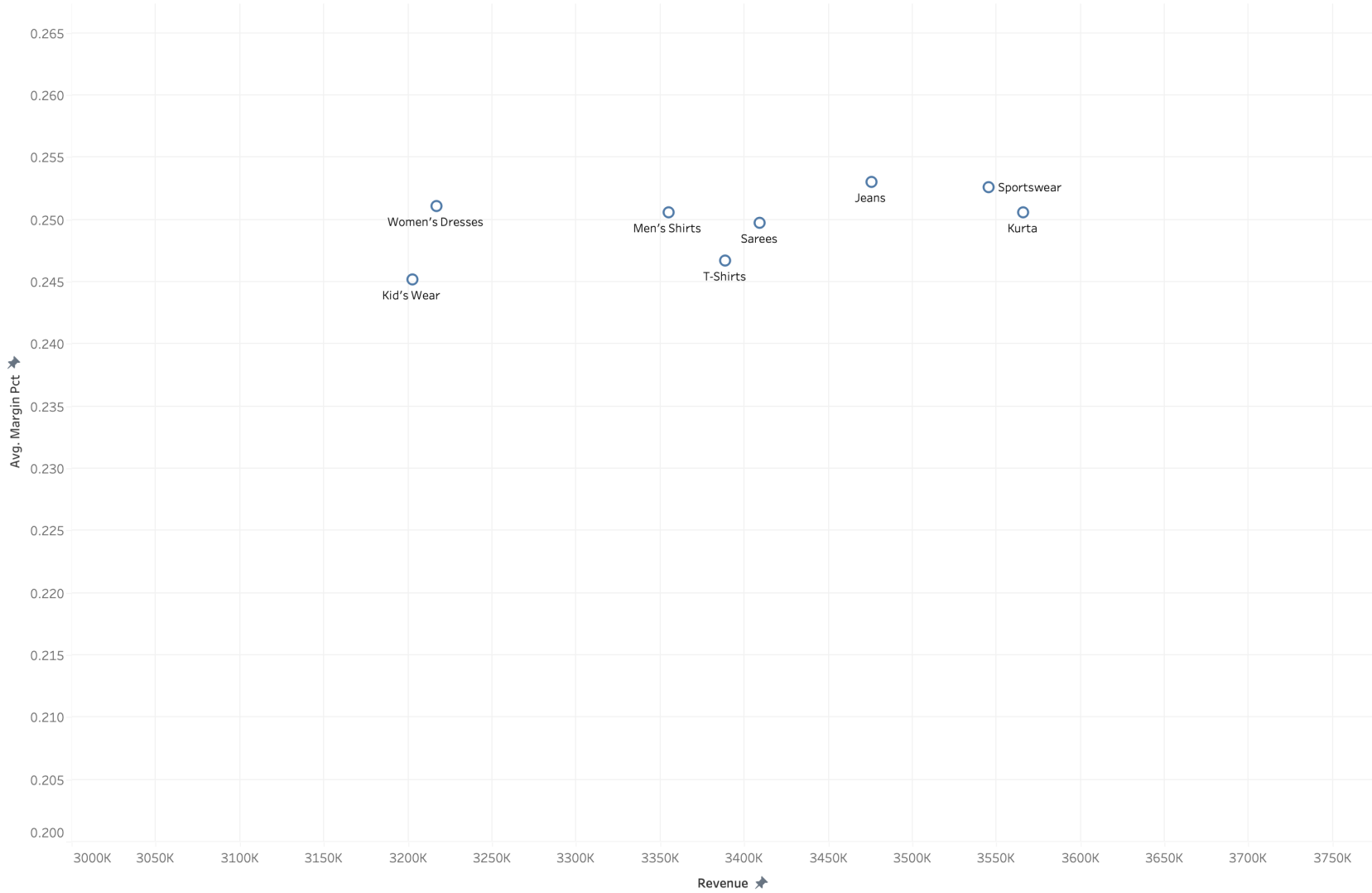
Product Category

Revenue

3,202,646   3,566,053
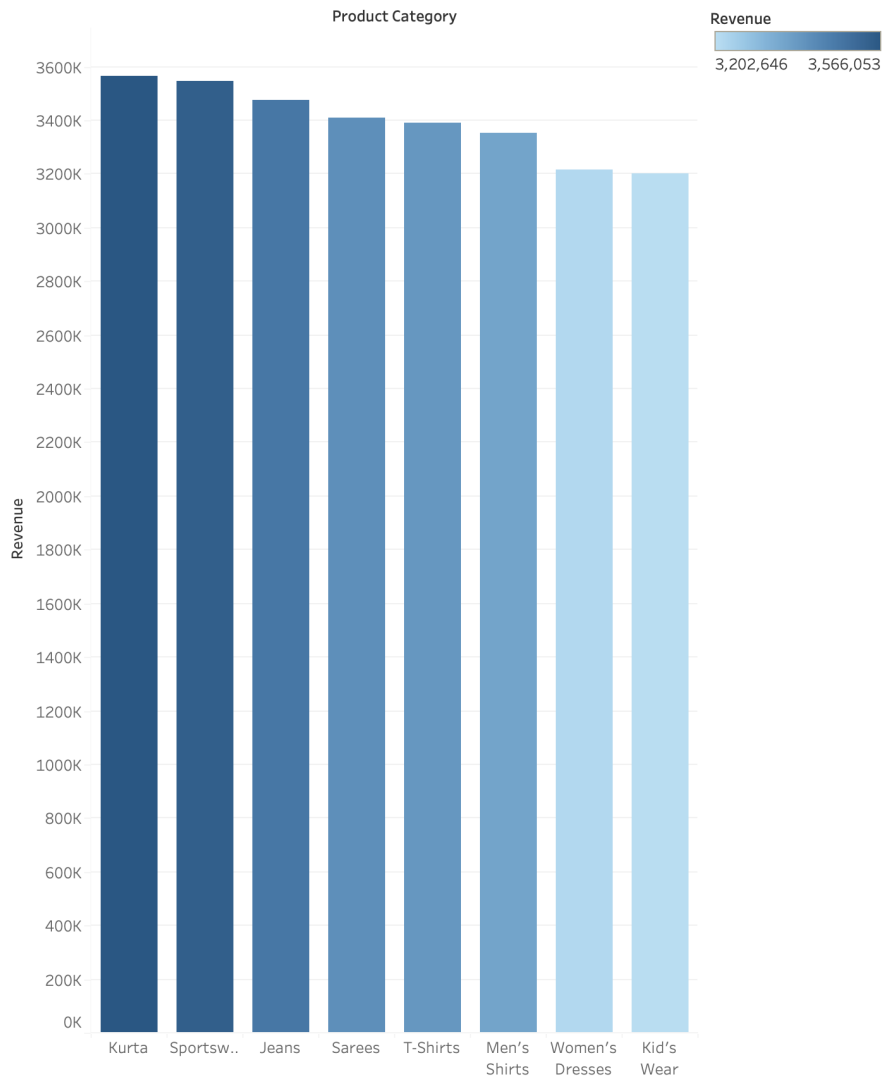
Sum of Revenue for each Product Category. Color shows sum of Revenue.

Category Profitability Bar Chart

Product Category

Profit
789,126   906,696
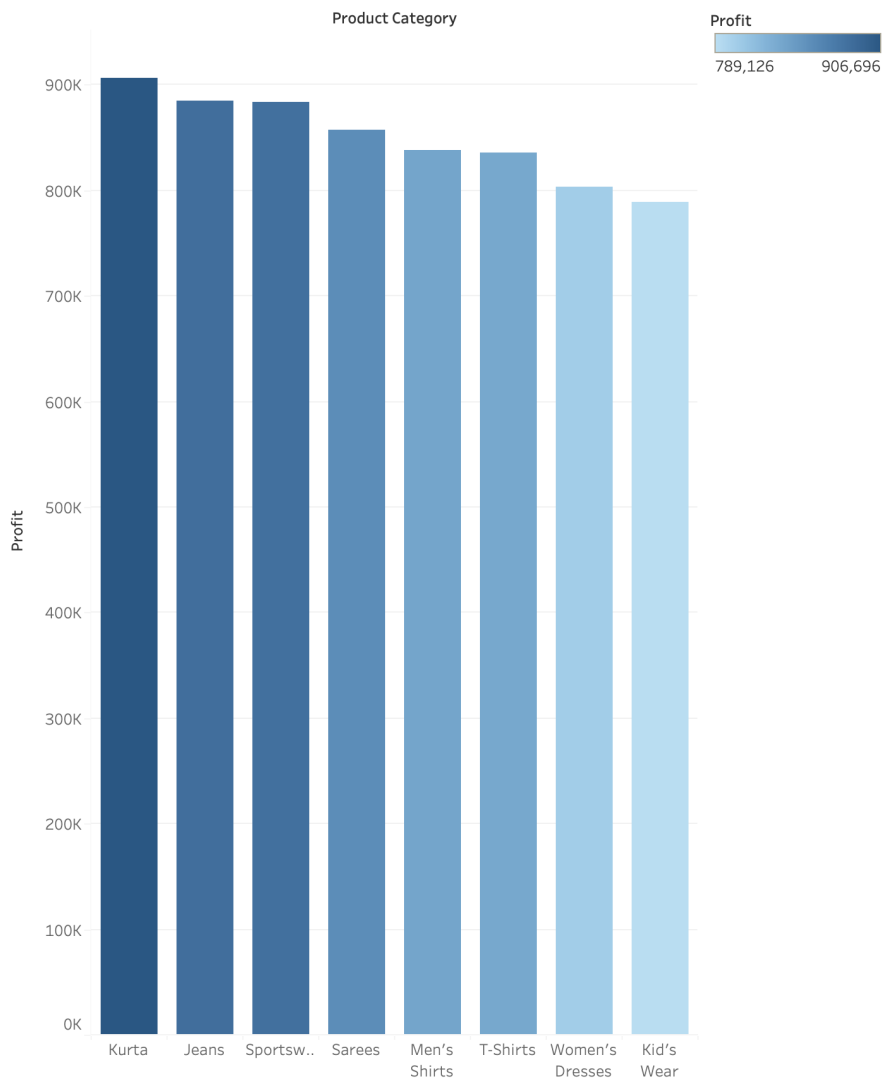
Sum of Profit for each Product Category. Color shows sum of Profit.

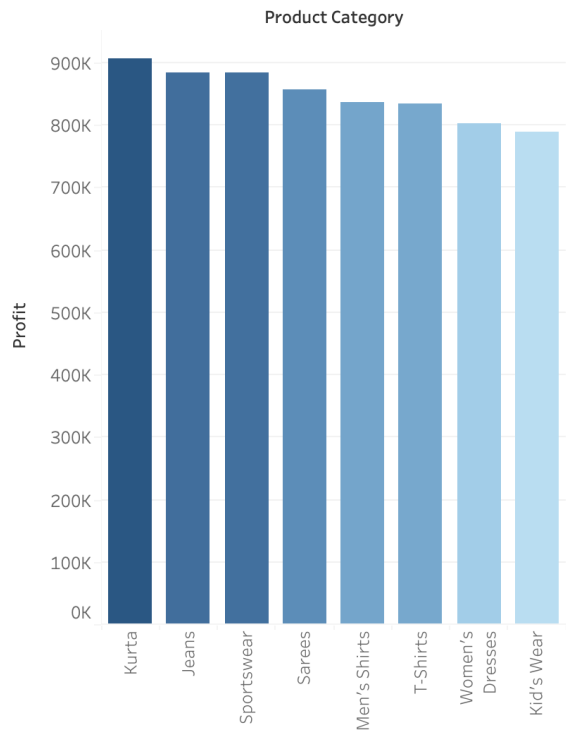# Category Margin Scatter Plot

Sum of Revenue vs. average of Margin Pct. The marks are labeled by Product Category. Details are shown for Product Category.
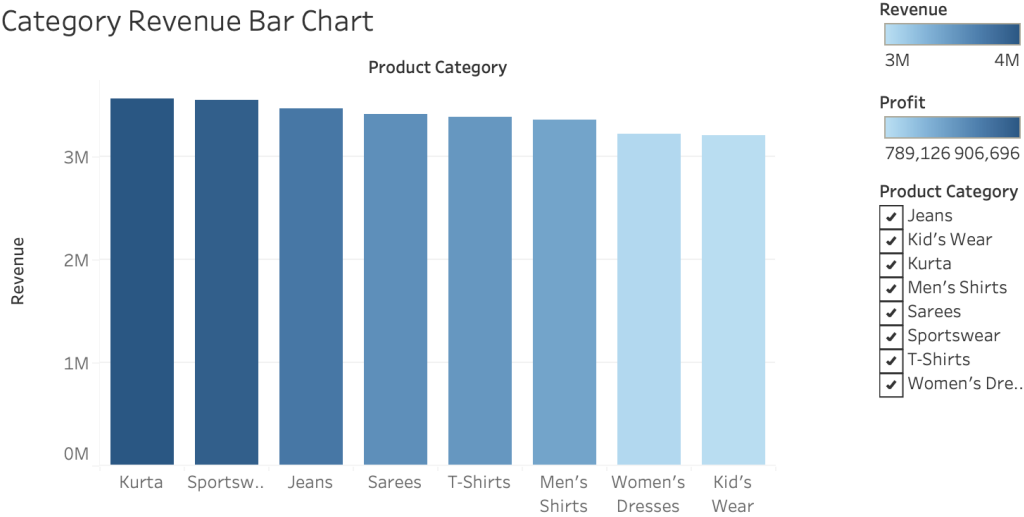
Executive Overview Dashboard

KPI Cards

Revenue: $27,160,499
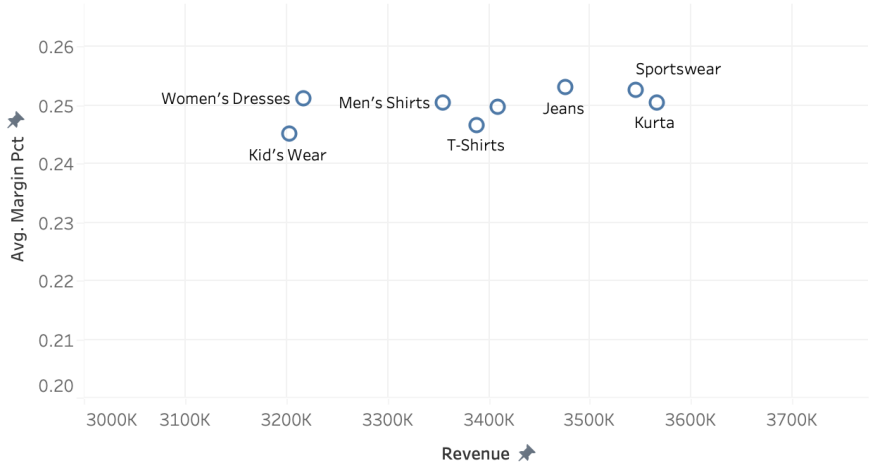**Profit**: $6,799,305
Average Margin (%): 24.99
Total Units Sold: 20,049

Category Profitability Bar Chart

Product Category

Category Revenue Bar Chart

Product Category

Revenue
3M — 4M

Profit
789,126 — 906,696

Product Category
- ☑ Jeans
- ☑ Kid's Wear
- ☑ Kurta
- ☑ Men's Shirts
- ☑ Sarees
- ☑ Sportswear
- ☑ T-Shirts
- ☑ Women's Dre..
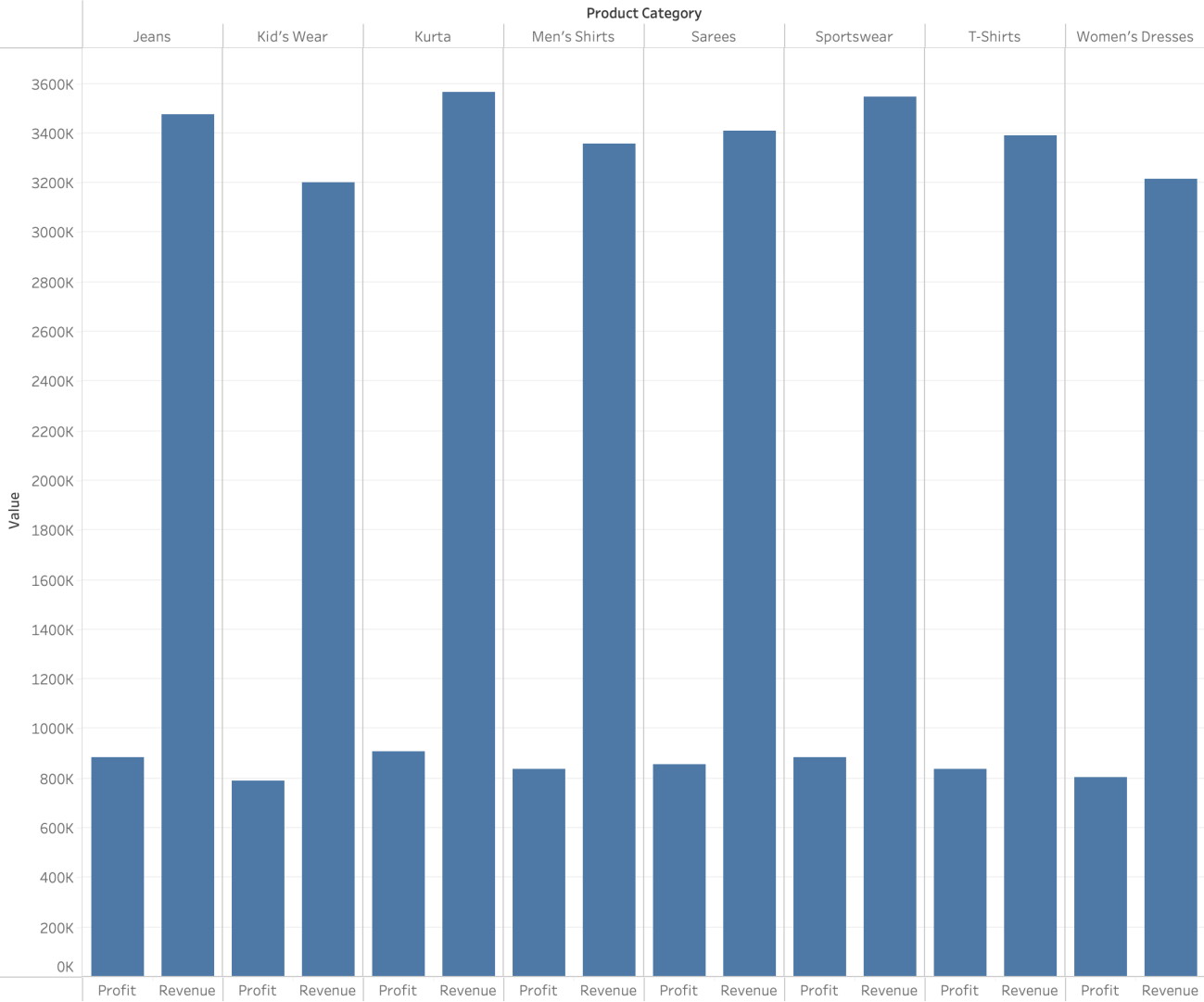
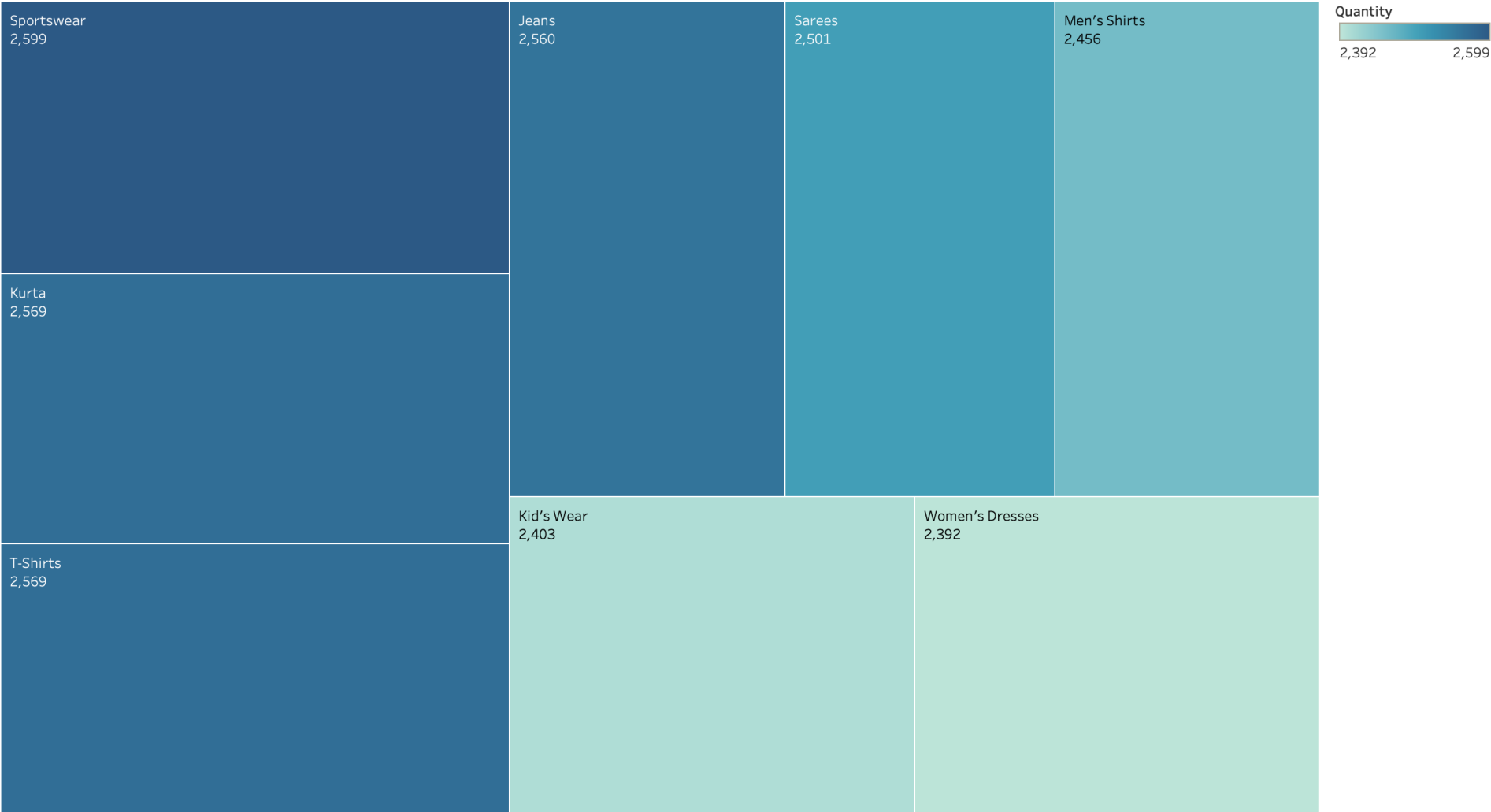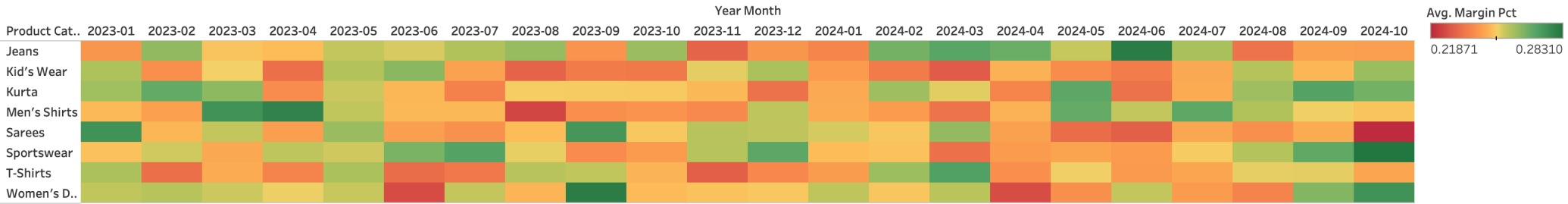## Category Margin Scatter Plot

Category Revenue & Profit Comparison

Profit and Revenue for each Product Category. The view is filtered on Product Category, which keeps 8 of 8 members.

Category Units Sold

Sportswear 2,599	Jeans 2,560	Sarees 2,501	Men's Shirts 2,456
Kurta 2,569			
T-Shirts 2,569	Kid's Wear 2,403	Women's Dresses 2,392	

Quantity

2,392   2,599

Product Category and sum of Quantity. Color shows sum of Quantity. Size shows sum of Quantity. The marks are labeled by Product Category and sum of Quantity. The view is filtered on Product Category, which keeps 8 of 8 members.
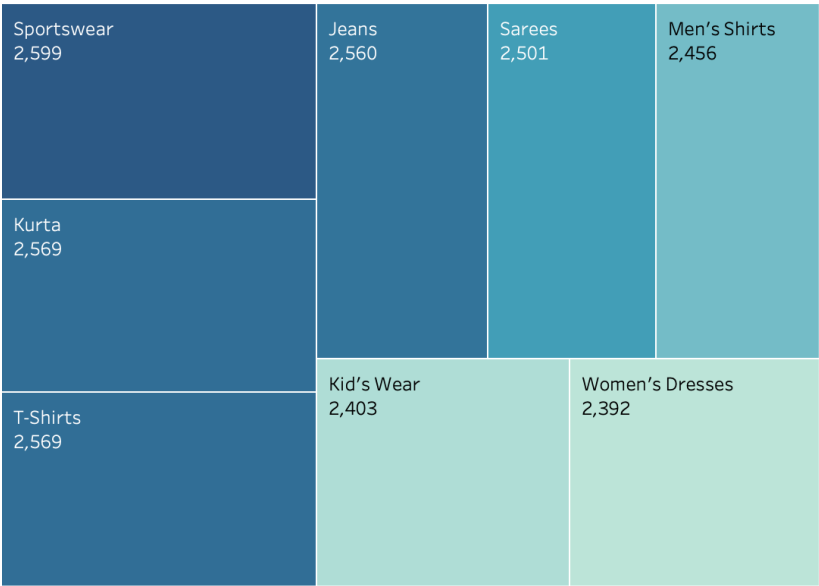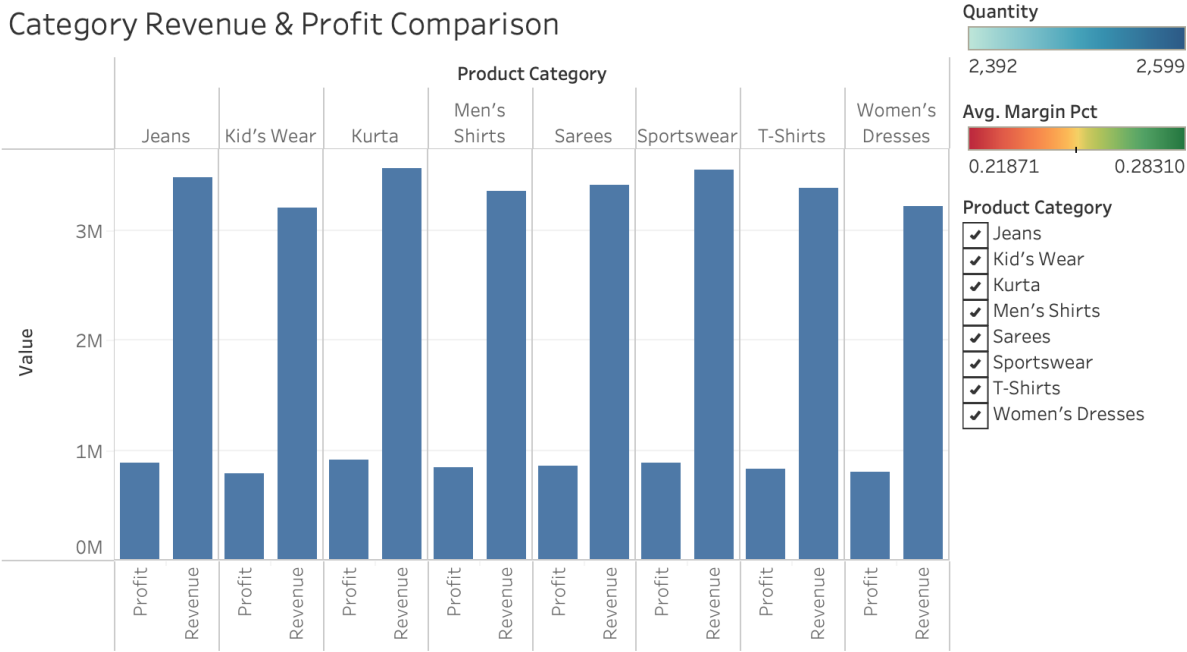
Category Margin Heatmap

Average of Margin Pct (color) broken down by Year Month vs. Product Category. The view is filtered on Product Category, which keeps 8 of 8 members.
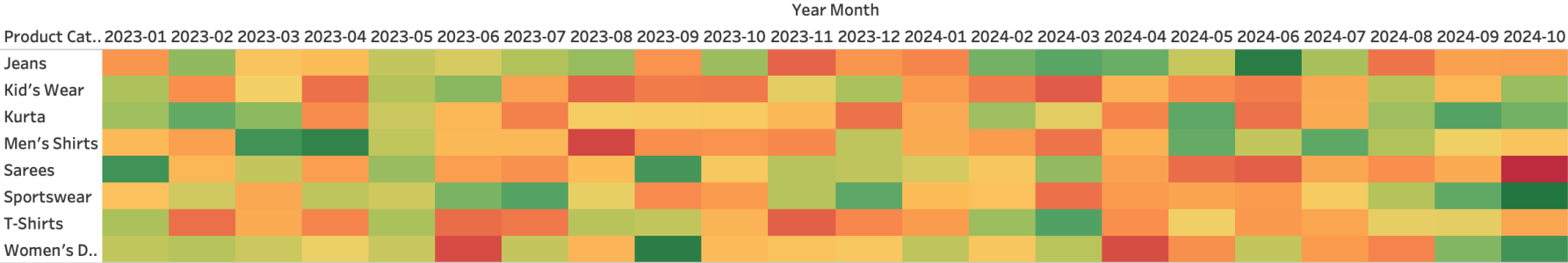
Category Deep Dive

Category Units Sold

Sportswear 2,599	Jeans 2,560	Sarees 2,501	Men's Shirts 2,456
Kurta 2,569			
T-Shirts 2,569	Kid's Wear 2,403	Women's Dresses 2,392	

Category Revenue & Profit Comparison

Quantity
2,392 — 2,599

Avg. Margin Pct
0.21871 — 0.28310

Product Category
- ✔ Jeans
- ✔ Kid's Wear
- ✔ Kurta
- ✔ Men's Shirts
- ✔ Sarees
- ✔ Sportswear
- ✔ T-Shirts
- ✔ Women's Dresses
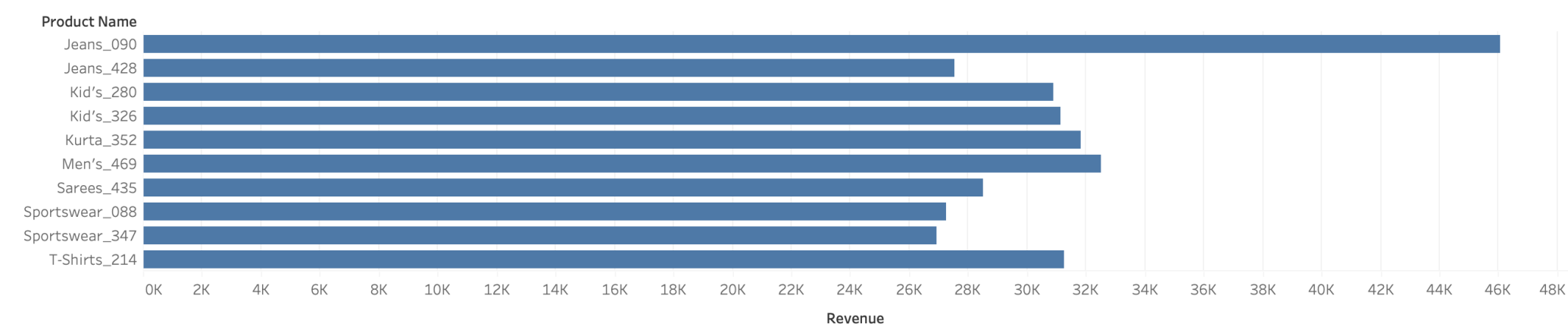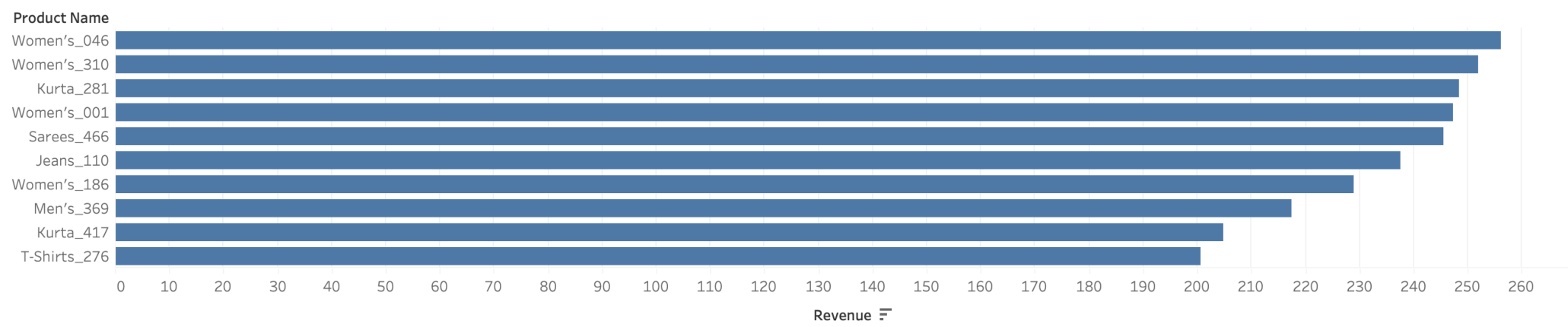
Category Margin Heatmap

Top 10 SKUs by Revenue

Sum of Revenue for each Product Name. The view is filtered on Product Name, which keeps 10 of 3,737 members.

Bottom 10 SKUs by Revenue

Product Name

Product Name	
Women's_046	
Women's_310	
Kurta_281	
Women's_001	
Sarees_466	
Jeans_110	
Women's_186	
Men's_369	
Kurta_417	
T-Shirts_276	

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260
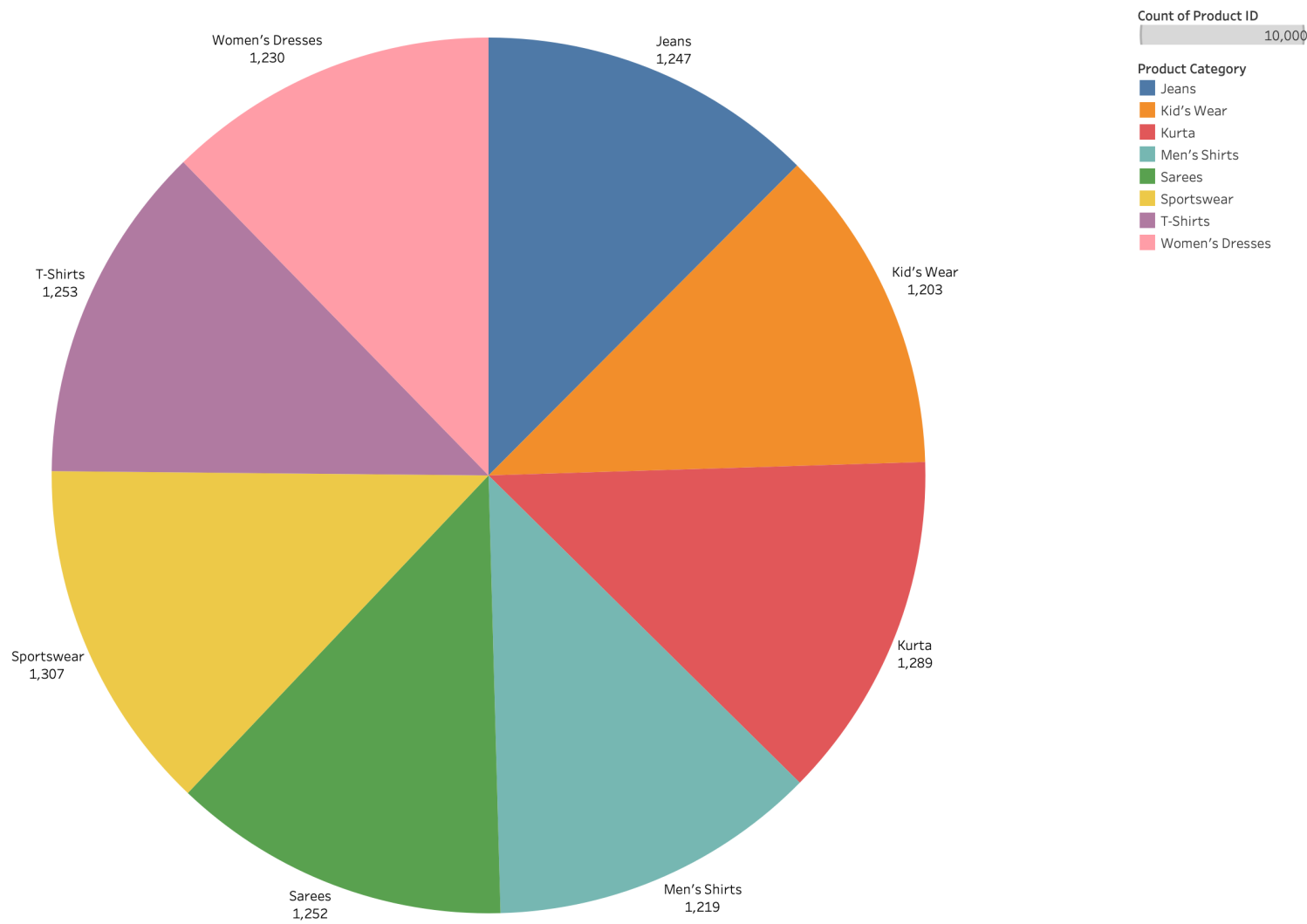
Revenue

Sum of Revenue for each Product Name. The view is filtered on Product Name, which keeps 10 of 3,737 members.

Profits vs. Units Scatter Plot
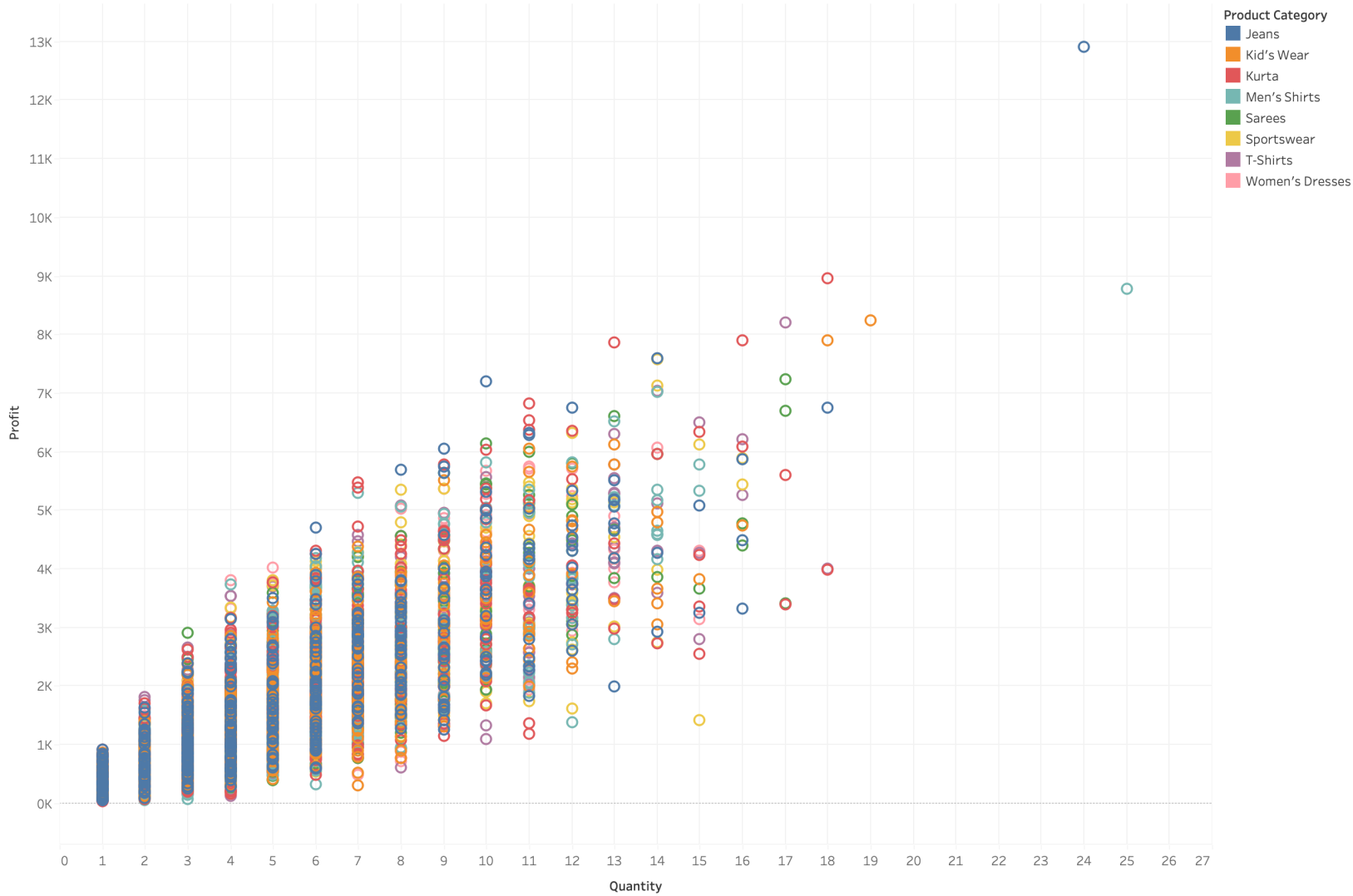
Sum of Quantity vs. sum of Profit. Color shows details about Product Category. Details are shown for Product Name.

Product Category
- Jeans
- Kid's Wear
- Kurta
- Men's Shirts
- Sarees
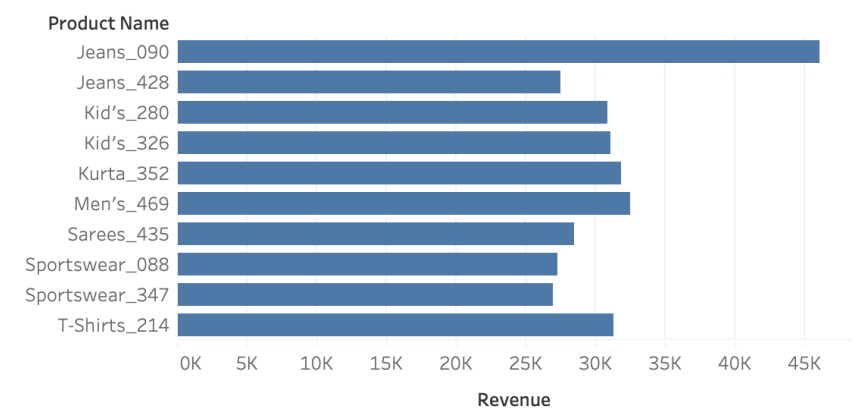- Sportswear
- T-Shirts
- Women's Dresses
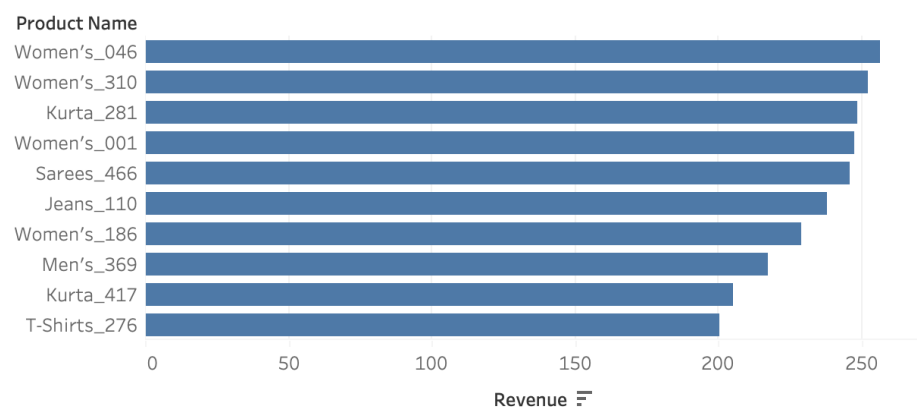
SKU Distribution by Category

Product Category and count of Product ID. Color shows details about Product Category. Size shows count of Product ID. The marks are labeled by Product Category and count of Product ID.

Product & SKU Analysis

Top 10 SKUs by Revenue

Product Name

	Revenue
Jeans_090	
Jeans_428	
Kid's_280	
Kid's_326	
Kurta_352	
Men's_469	
Sarees_435	
Sportswear_088	
Sportswear_347	
T-Shirts_214	

0K 5K 10K 15K 20K 25K 30K 35K 40K 45K

Revenue

Bottom 10 SKUs by Revenue

Product Name

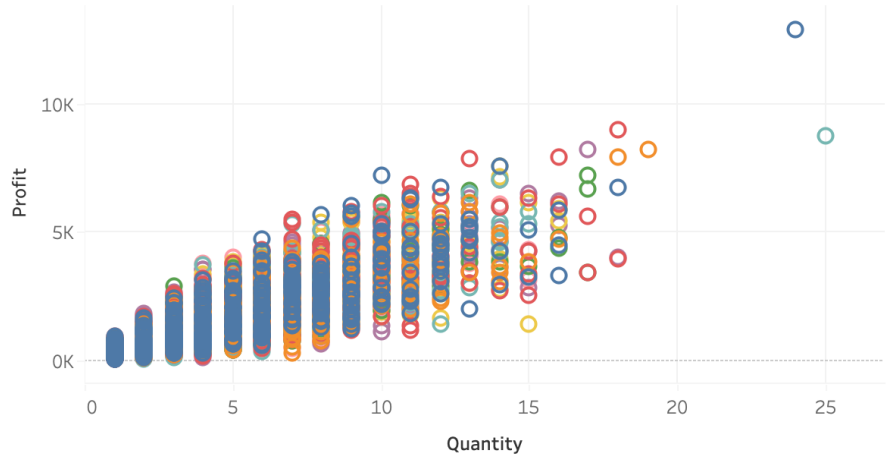|	Revenue
Women's_046	
Women's_310	
Kurta_281	
Women's_001	
Sarees_466	
Jeans_110	
Women's_186	
Men's_369	
Kurta_417	
T-Shirts_276	

0   50   100   150   200   250

Revenue

Product Category
- Jeans
- Kid's Wear
- Kurta
- Men's Shirts
- Sarees
- Sportswear
- T-Shirts
- Women's Dresses

Count of Product ID
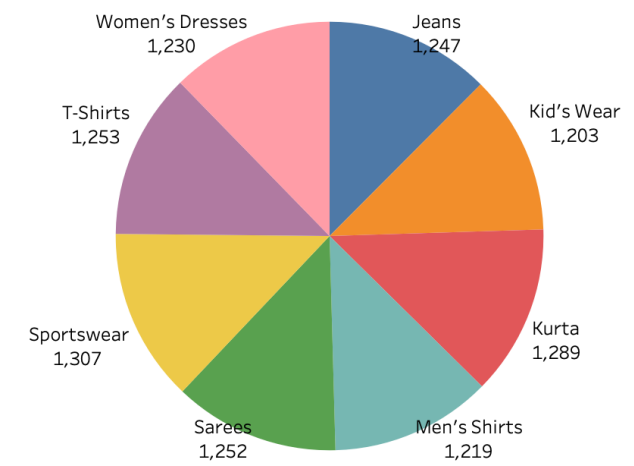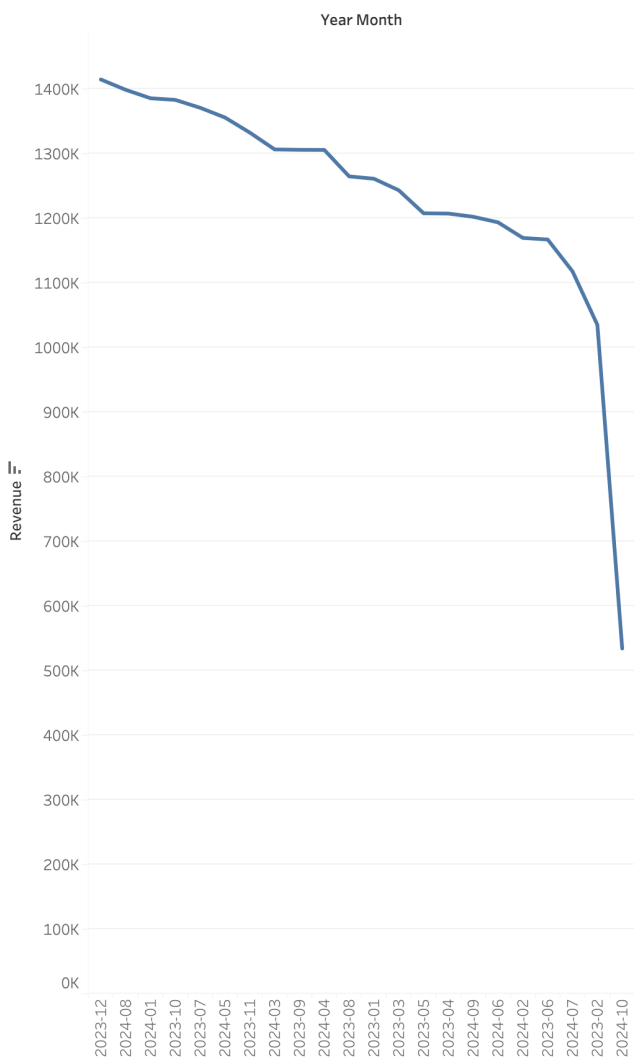
10,000

Profits vs. Units Scatter Plot

SKU Distribution by Category

Women's Dresses 1,230
Jeans 1,247
Kid's Wear 1,203
Kurta 1,289
Men's Shirts 1,219
Sarees 1,252
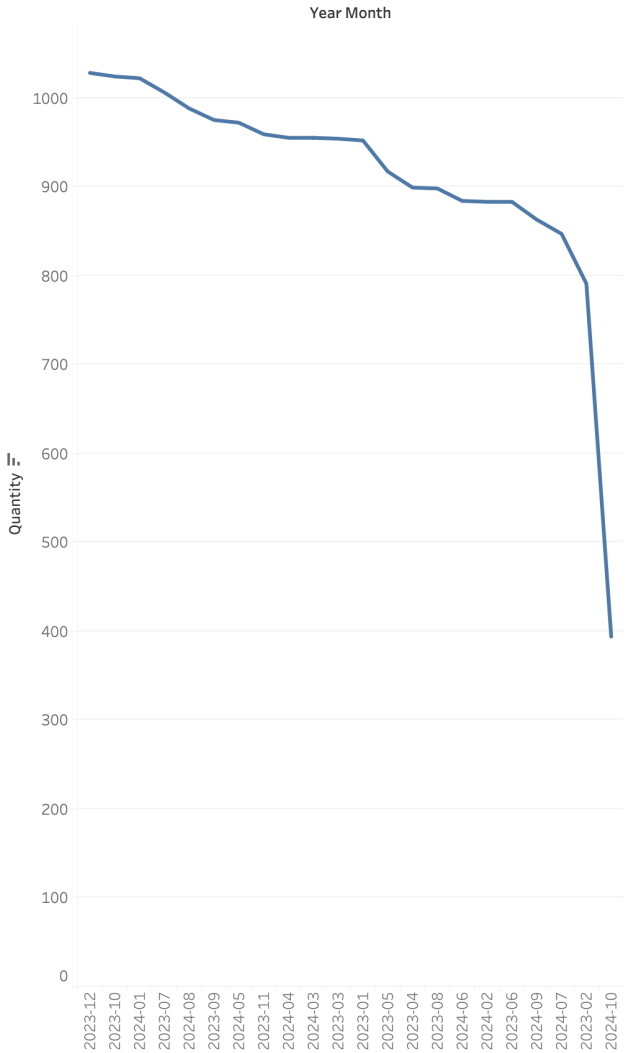Sportswear 1,307
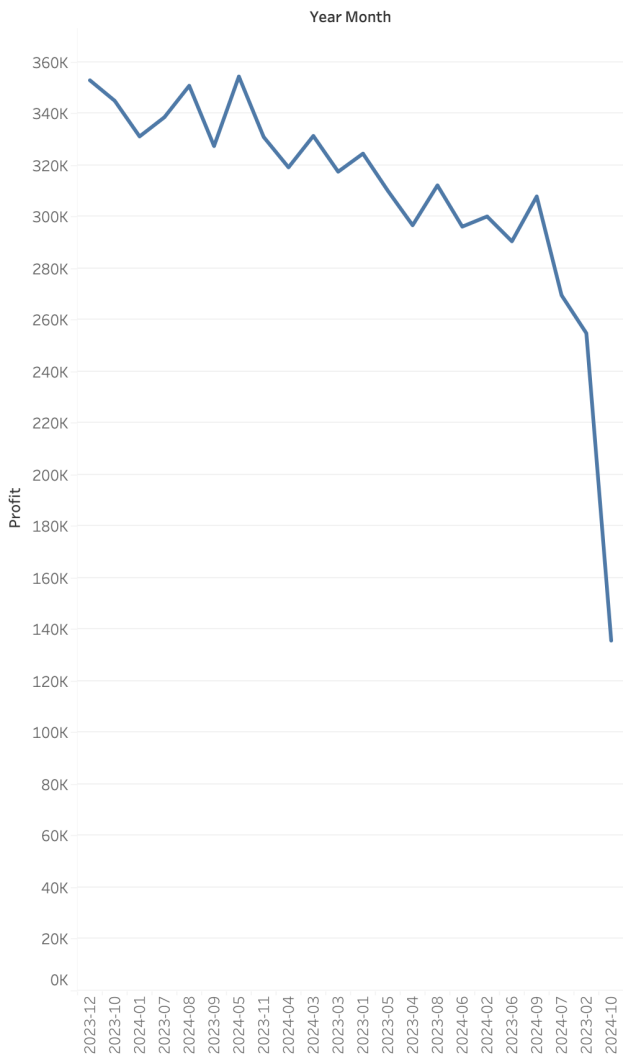T-Shirts 1,253

Monthly Revenue Trend

Year Month

The trend of sum of Revenue for Year Month. The data is filtered on Sales Channel, which keeps in-store, mobile_app, online and third-party.
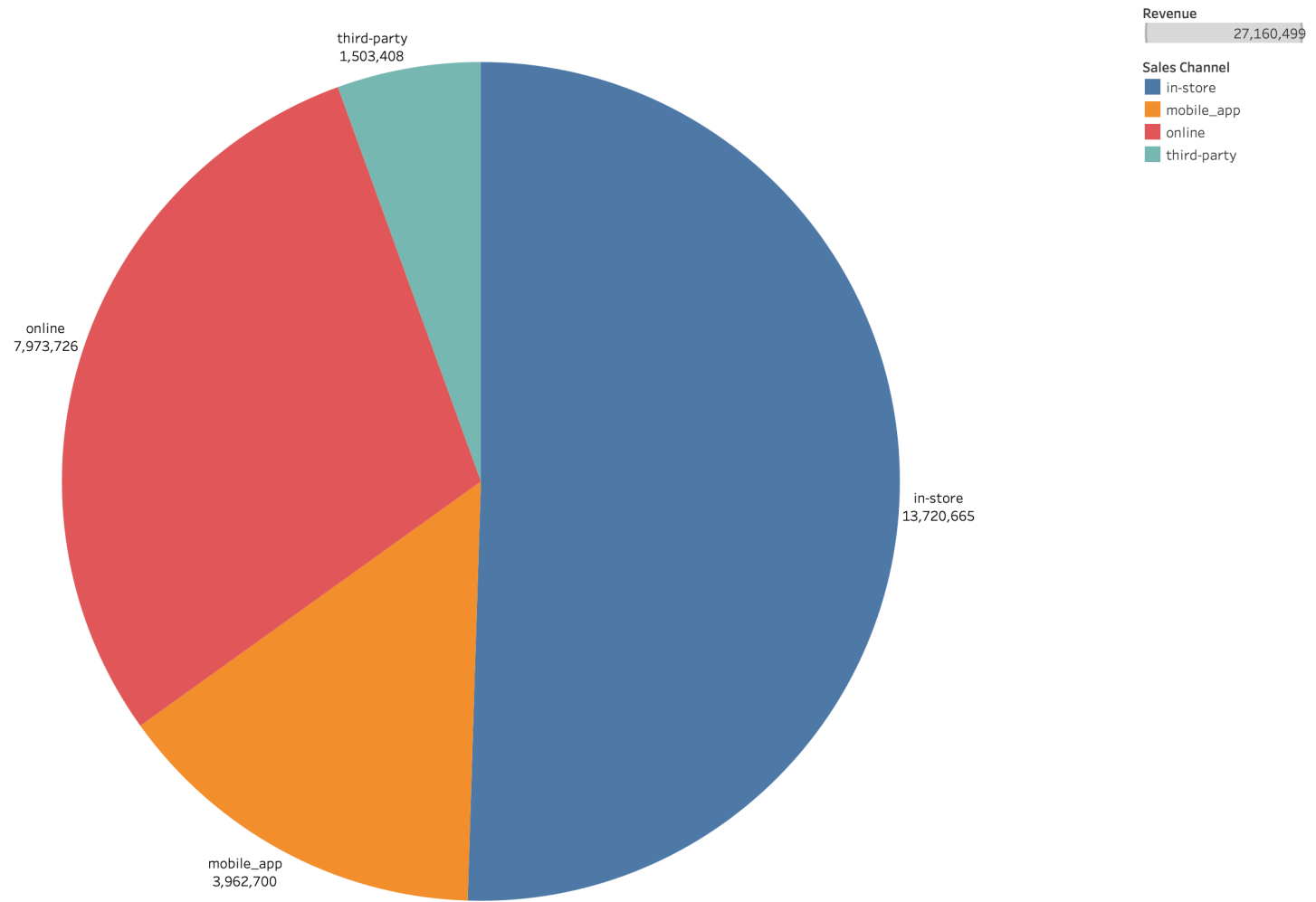
Monthly Units Sold Trend

Year Month

The trend of sum of Quantity for Year Month. The data is filtered on Sales Channel, which keeps in-store, mobile_app, online and third-party.

Monthly Profit Trend

The trend of sum of Profit for Year Month. The data is filtered on Sales Channel, which keeps in-store, mobile_app, online and third-party.
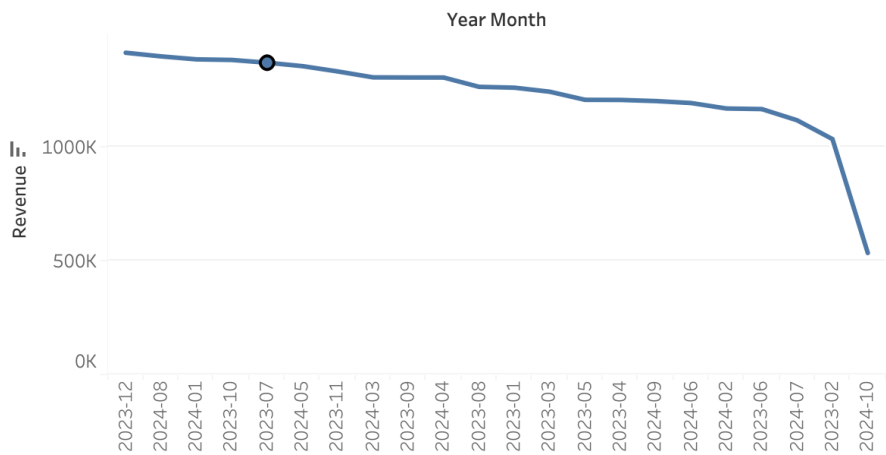
Sales Channel Split

third-party
1,503,408

online
7,973,726

in-store
13,720,665

mobile_app
3,962,700

Revenue
27,160,499

Sales Channel
- in-store
- mobile_app
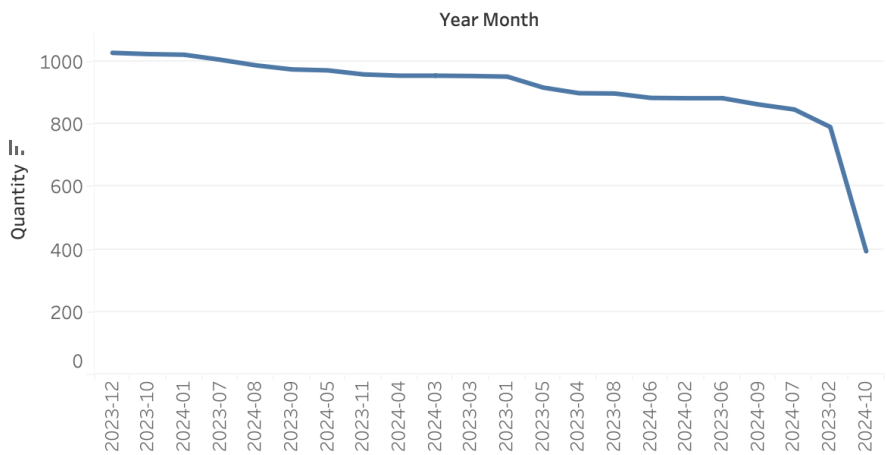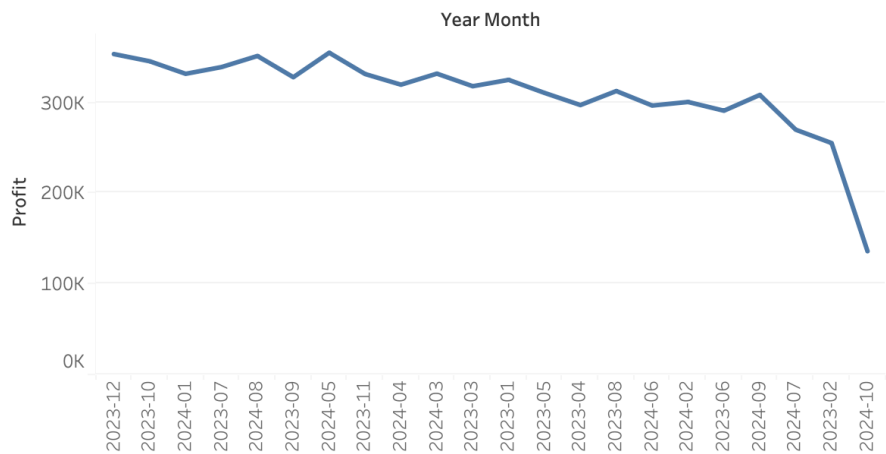- online
- third-party

Sales Channel and sum of Revenue. Color shows details about Sales Channel. Size shows sum of Revenue. The marks are labeled by Sales Channel and sum of Revenue. The view is filtered on Sales Channel, which keeps in-store, mobile_app, online and third-party.

Trends & Seasonality

Monthly Revenue Trend

Monthly Units Sold Trend

Monthly Profit Trend

Sales Channel Split

third-party
1,503,408

online
7,973,726

in-store
13,720,665

mobile_app
3,962,700