Customer Purchase Insight

Sales Overview

Growth

Buyers

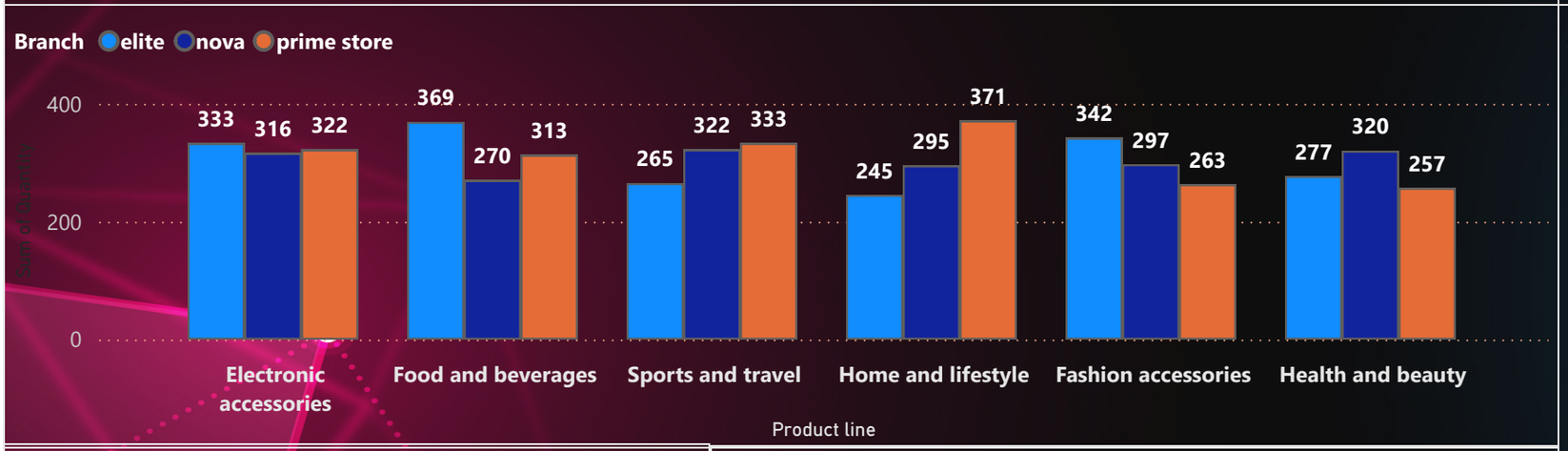
Summary

Sales Overview

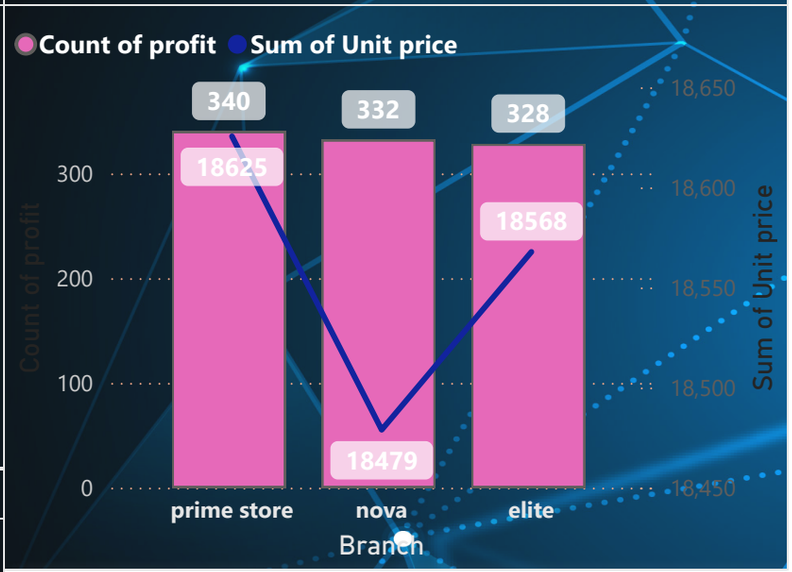
month

April	August	December	February	January	July	June	March	May	November	October	September

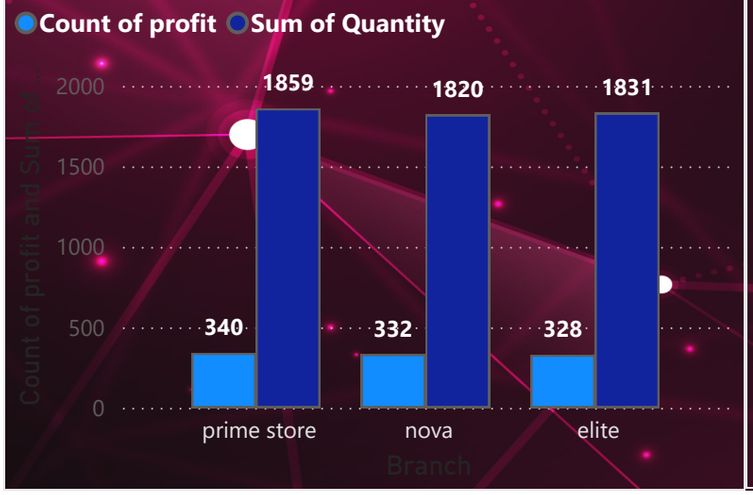
Sum of Quantity by Product line and Branch



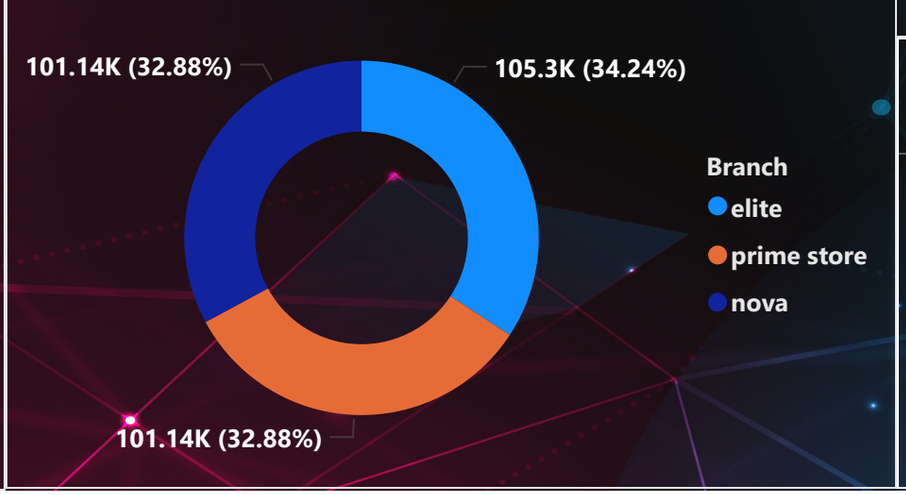
Count of profit and Sum of Unit price by Branch



Count of profit and Sum of Quantity by Branch



Sum of cogs by Branch



Report

Branch

Count of profit and total Sum of Unit price are positively correlated with each other.

Sum of Unit price and Count of profit diverged the most when the Branch was prime store, when Sum of Unit price were 18,285 higher than Count of profit.

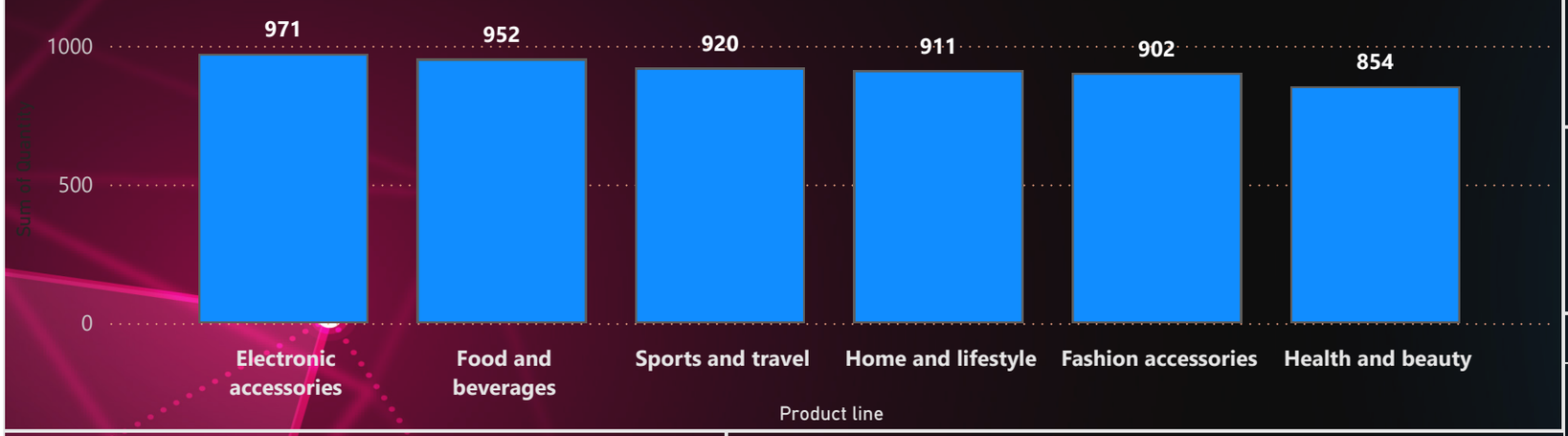
Home and lifestyle in Branch prime store made up 6.73% of Sum of

Growth

month

April	August	December	February	January	July	June	March	May	November	October	September

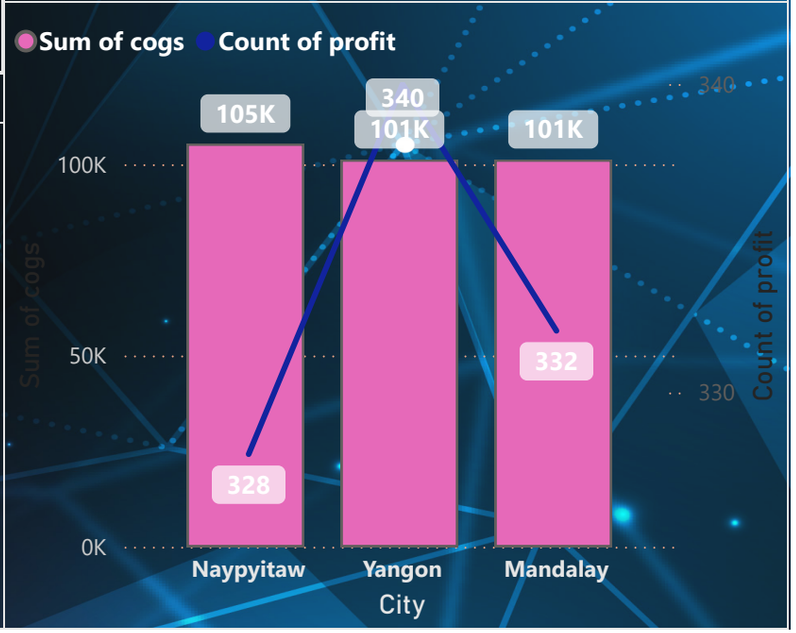
Sum of Quantity by Product line



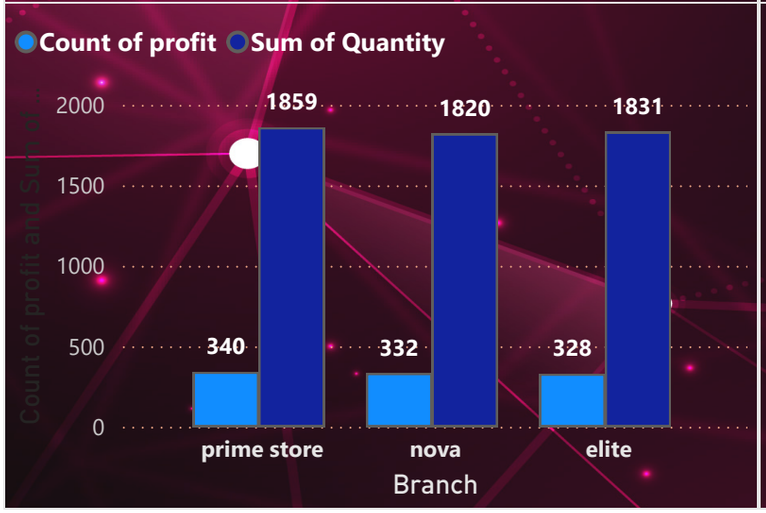
322.97
Average of profit

307.59K
Sum of cogs

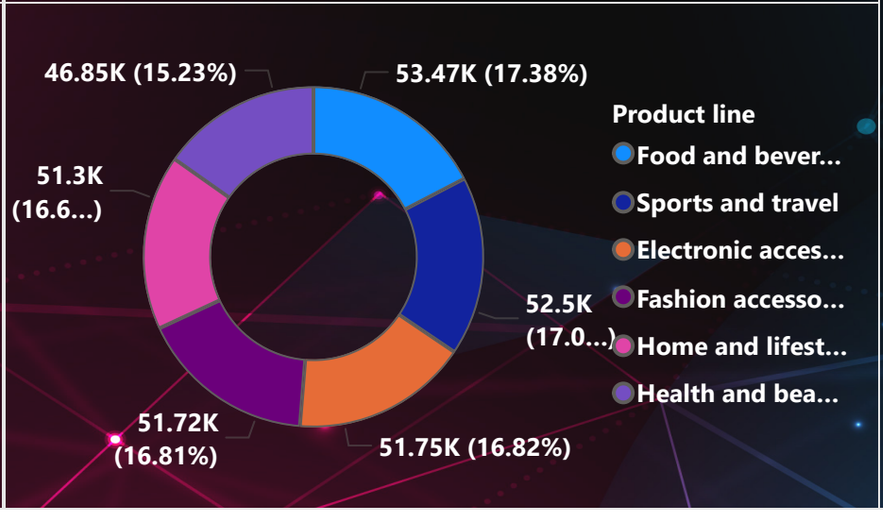
Sum of cogs and Count of profit by City



Count of profit and Sum of Quantity by Branch



Sum of cogs by Product line



Profit

Gender

Female

Male

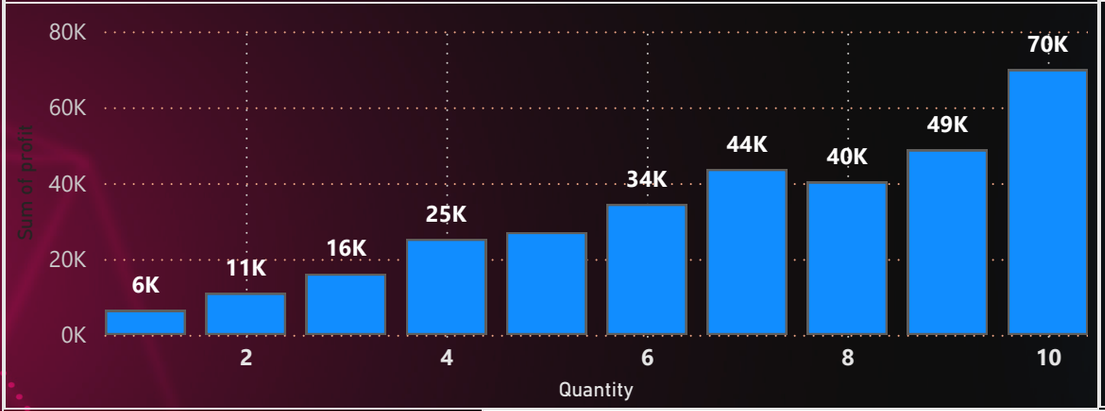
5510
Sum of Quantity

55.67K
Sum of Unit price

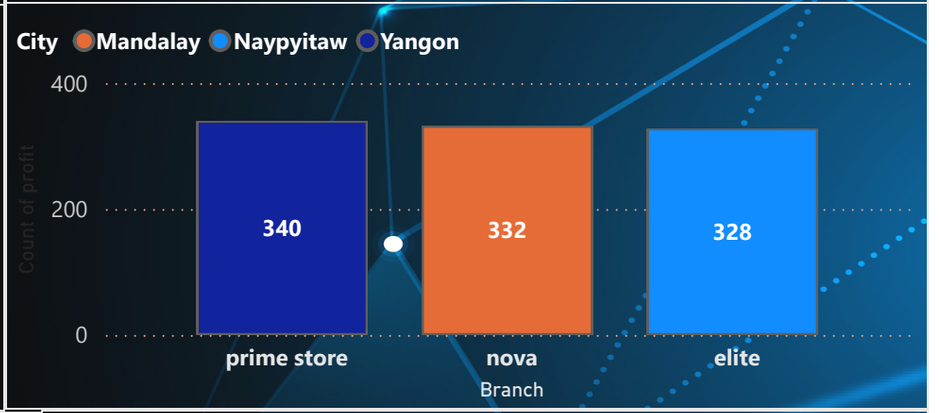
15.38K
Sum of gross income

307.59K
Sum of cogs

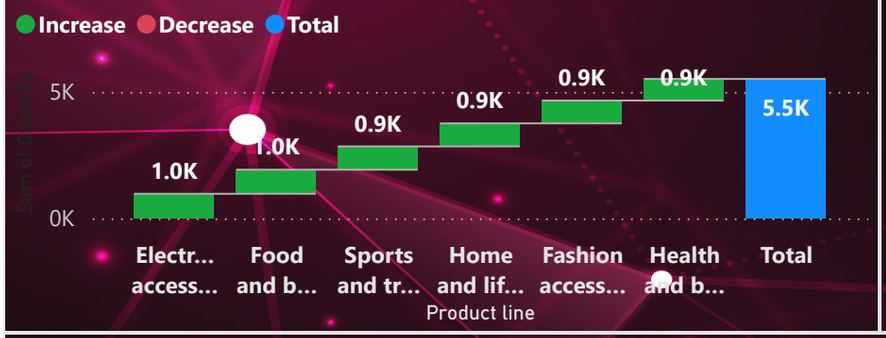
Sum of profit by Quantity



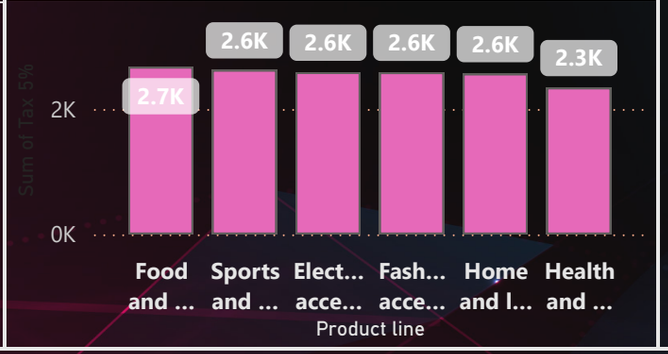
Count of profit by Branch and City



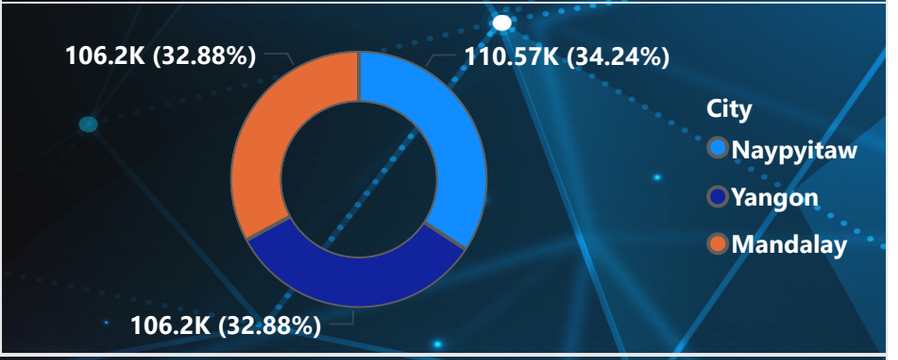
Sum of Quantity by Product line



Sum of Tax 5% by Product line



Sum of profit by City



month

April	August	December	February	January	July	June	March	May	November	October	September

Report

Sales

Count of profit and total Sum of Unit price are positively correlated with each other.

Sum of Unit price and Count of profit diverged the most when the Branch was prime store, when Sum of Unit price were 18,285 higher than Count of profit.

Home and lifestyle in Branch prime store made up 6.73% of Sum of Quantity.nova had 332 Count of profit and 1820 Sum of Quantity. prime store had 340 Count of profit and 1859 Sum of Quantity. elite had 328 Count of profit and 1831 Sum of Quantity.

Report

Growth

At 340, prime store had the highest Sum of cogs and was 3.66% higher than elite, which had the lowest Sum of cogs at 328.

Sum of cogs and total Count of profit are positively correlated with each other.

prime store accounted for 34.00% of Sum of cogs.

Sum of Unit price and Count of profit diverged the most when the City was prime store, when Sum of Unit price were 18,285 higher than Count of profit.

Report

profit

At 340, prime store had the highest Sum of Tax 5% and was 3.66% higher than elite, which had the lowest Sum of Tax 5% at 328.prime store accounted for 34.00% of Sum of Tax 5%. prime store had the highest total Sum of Quantity at 309.83, followed by elite at and prime store at 340.

Home and lifestyle in Product line prime store made up Count of profit of Sum of Quantity.

prime store had the highest average Sum of Quantity at , followed by elite at 1,01,143.21 and nova at 1,01,140.64.