

Net Revenue

\$2.8M

Gross Revenue

\$3.1M

Sum of Profit

\$744K

Profit Margin %

26%

Total Customers

200

Year

All

Region

All

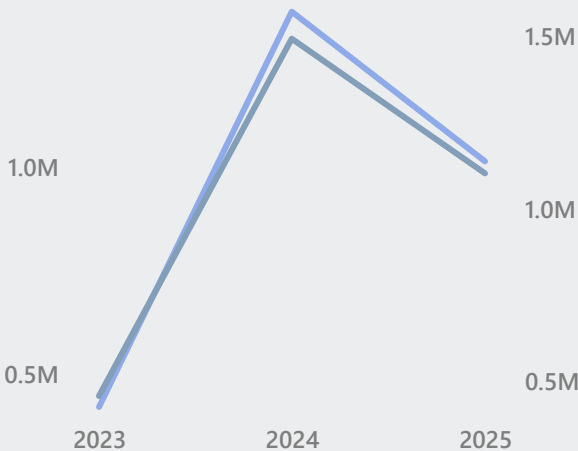
Category

All

City

All

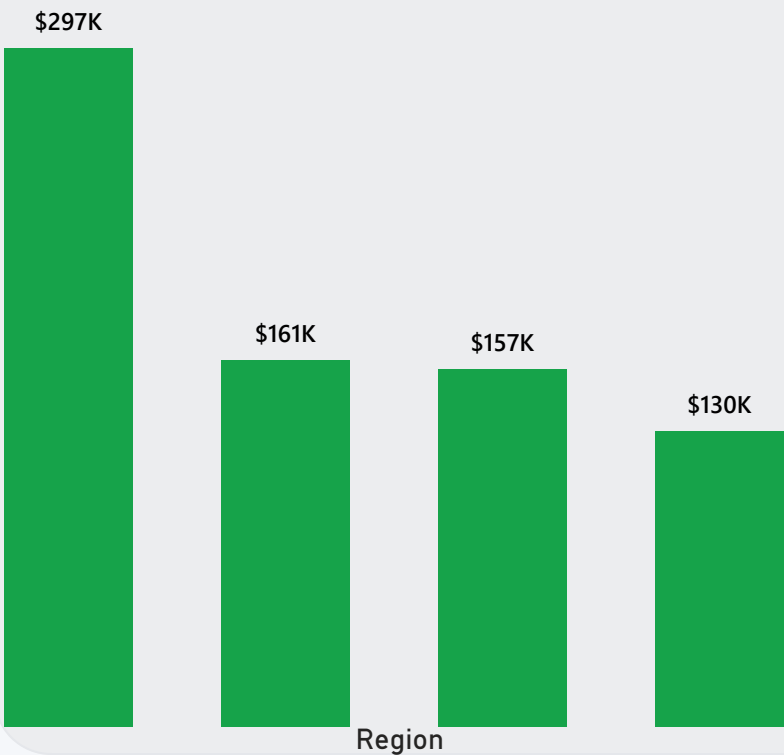
Revenue Trend



Revenue by Region



Profit by Region



Net Revenue by Store



NetRevenue	Profit
8,925.63	\$3,903
8,298.76	\$1,042
7,950.03	\$1,333
7,899.69	\$644
7,053.99	\$2,112
6,756.57	\$918
6,694.76	\$1,401
5,686.61	\$2,073
5,026.39	\$1,010
5,005.18	\$915

Net Revenue

\$2.8M

Gross Revenue

\$3.1M

Sum of Profit

\$744K

Profit Margin %

26%

Year

All

Region

All

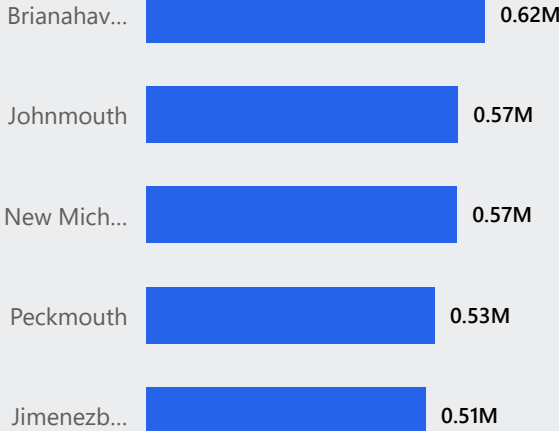
Category

All

City

All

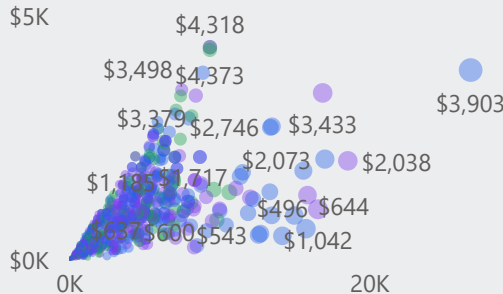
Top Performing Stores by Net Revenue



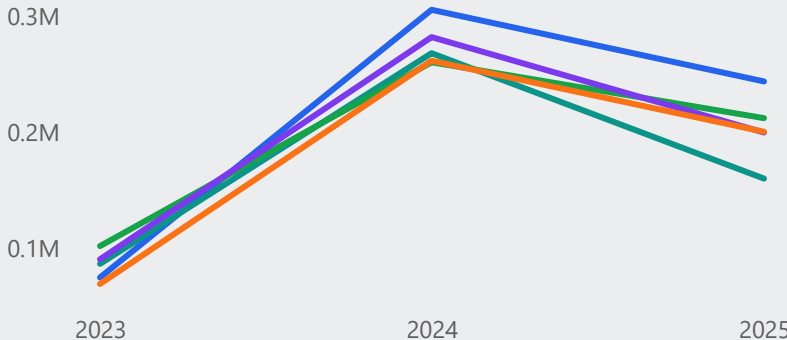
City	Region	Category	GrossRevenue	NetRevenue	Profit
Brianahaven	North	Electronics	7.4K	6.3K	\$2,256
Brianahaven	North	Fashion	7.4K	6.3K	\$1,370
Brianahaven	North	Fashion	7.4K	7.1K	\$2,112
Brianahaven	North	Groceries	9.4K	8.5K	\$3,433
Jimenezborough	South	Fashion	9.4K	8.5K	\$3,379
Jimenezborough	South	Groceries	9.4K	9.4K	\$4,373
Johnmouth	East	Electronics	7.4K	6.3K	\$2,256
Johnmouth	East	Electronics	7.4K	6.7K	\$2,628
Johnmouth	East	Electronics	7.4K	7.1K	\$3,000
Johnmouth	East	Fashion	9.4K	8.9K	\$3,848
Johnmouth	East	Groceries	9.4K	8.9K	\$3,903
New Michele	West	Electronics	7.4K	6.3K	\$2,256
New Michele	West	Electronics	7.4K	7.4K	\$3,372
New Michele	West	Fashion	6.7K	5.7K	\$1,717

Revenue vs Profit by Store

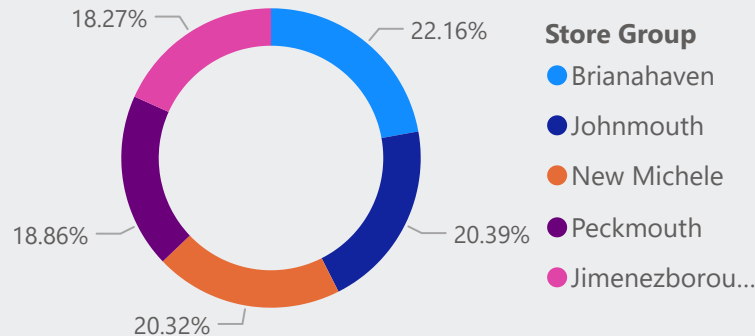
Region ● East ● North ● South ● West



Store Revenue Trend



Revenue Contribution by Store



Net Revenue

\$2.8M

Gross Revenue

\$3.1M

Sum of Profit

\$744K

Profit Margin %

26%

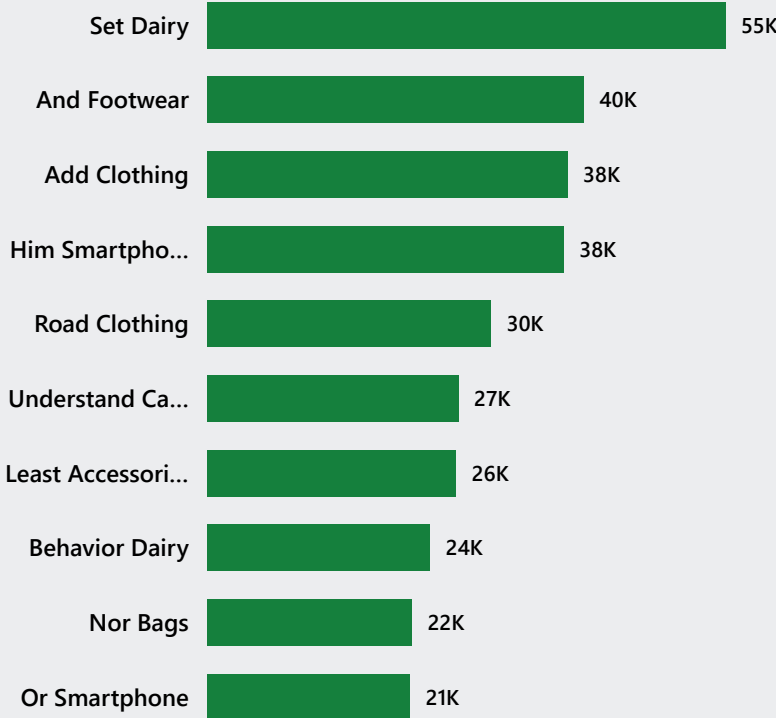
Region

All

Category

All

Top 10 Products by Profit



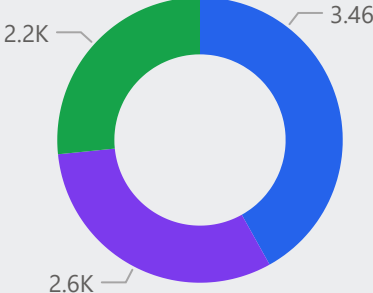
Revenue by Category

Category

Electronics

Fashion

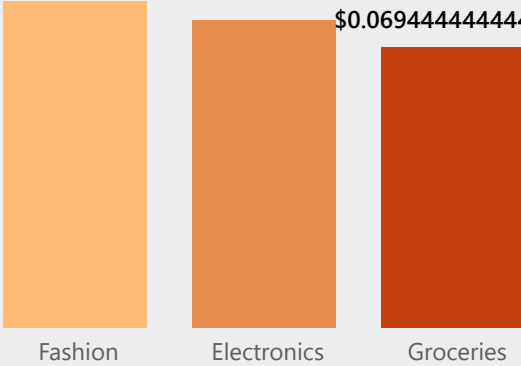
Groceries



Discount Impact by Category

\$0.080799220272904

\$0.0694444444444444



ProductName	Category	Sum of NetRevenue	Sum of Profit	Profit Margin %
House Accessories	Fashion	134,945.25	\$18,852	14%
Set Dairy	Groceries	129,186.75	\$54,849	42%
Like Camera	Electronics	117,827.78	\$18,574	16%
Road Clothing	Fashion	110,116.46	\$30,063	27%
Add Clothing	Fashion	109,165.58	\$38,149	35%
Beat Accessories	Fashion	98,673.50	\$20,254	21%
Book Television	Electronics	94,703.53	\$14,884	16%
And Footwear	Fashion	94,674.89	\$39,870	42%
Him Smartphone	Electronics	93,855.57	\$37,754	40%
Traditional Laptop	Electronics	88,674.88	\$15,965	18%
Knowledge Bags	Fashion	83,843.01	\$18,577	22%
Four Accessories	Fashion	81,102.44	\$15,653	19%
Hospital Smartphone	Electronics	80,341.32	\$15,561	19%
Least Accessories	Fashion	78,994.17	\$26,357	33%
Nature Clothing	Fashion	74,875.02	\$11,870	16%
New Watches	Fashion	74,547.49	\$9,155	12%
Nor Bags	Fashion	74,137.14	\$21,680	29%
Firm Dairy	Groceries	72,652.61	\$10,119	14%
Chair Laptop	Electronics	71,715.54	\$13,130	18%
Piece Headphones	Electronics	66,420.46	\$14,845	22%

Avg Discount %

7.7%

Profit

\$744K

Avg Profit Margin

26%

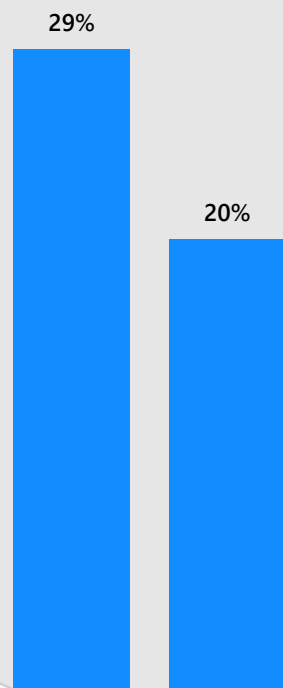
Discount Range (%)

All

Category

All

Profit Margin by Discount Range

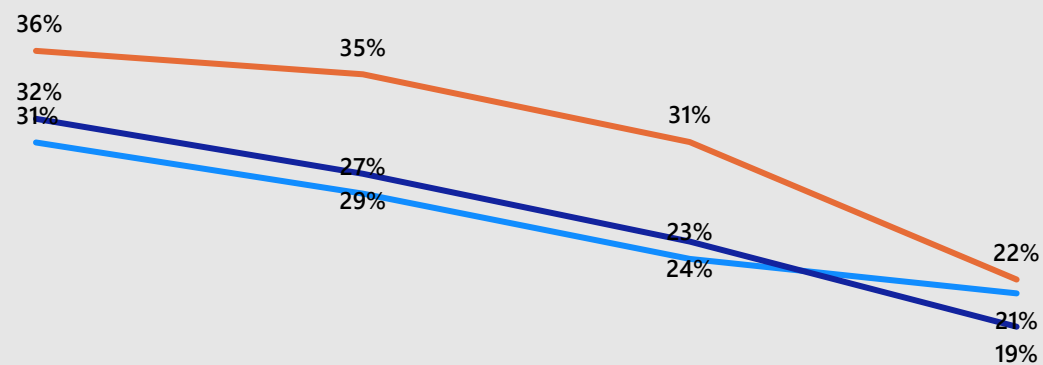


Discount & Profit Analysis

Category ● Electronics ● Fashion ● Groceries



Profit Sensitivity to Discount (%)



Discount vs Profit by Product

