

CUSTOMER ANALYSIS



1000

Customers

501

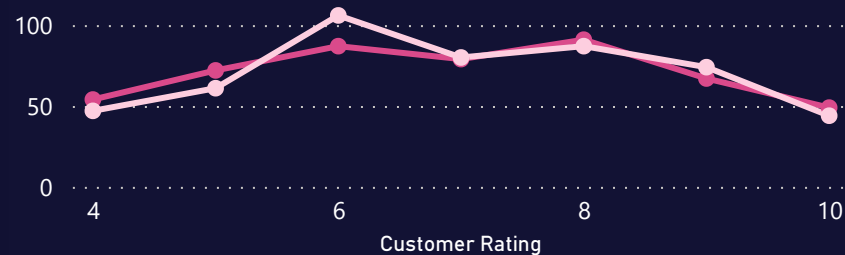
Member(s)

499

Non Member(s)

CUSTOMER RATING

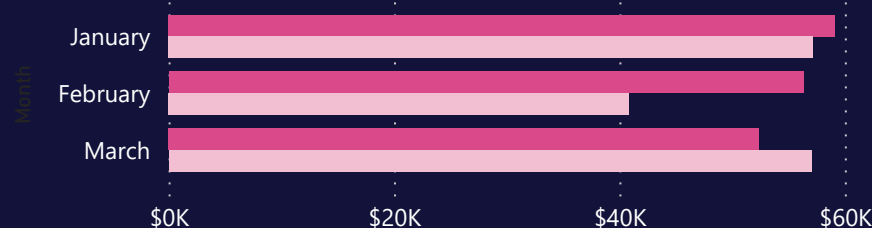
Member Normal



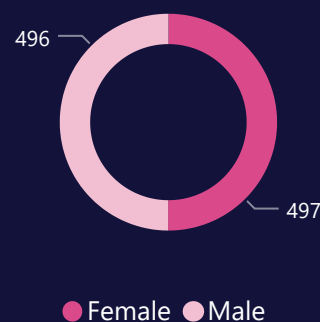
GENDER ANALYSIS

Total Orders per month

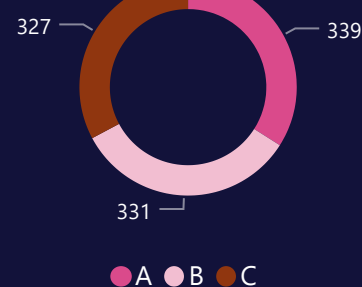
Female Male



GENDER



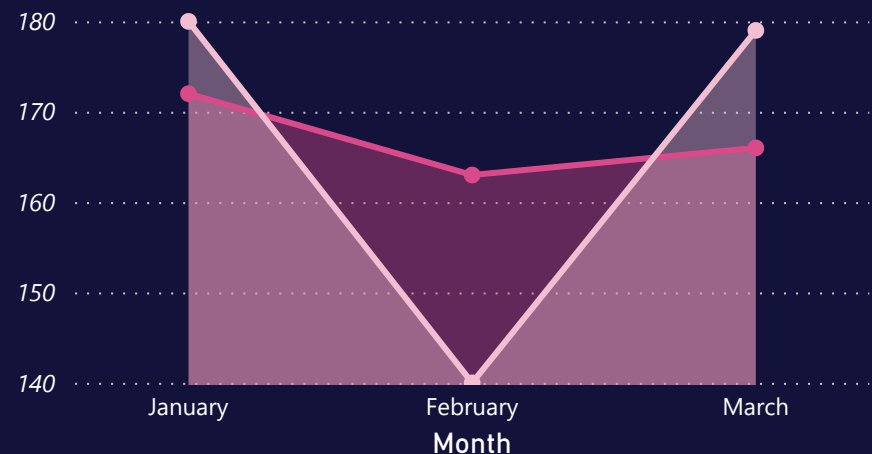
CUSTOMERS PER BRANCH



	Average Rating	Total Order(s)	Average Spent
Female	6.96	501	\$335.1
Male	6.99	499	\$310.8

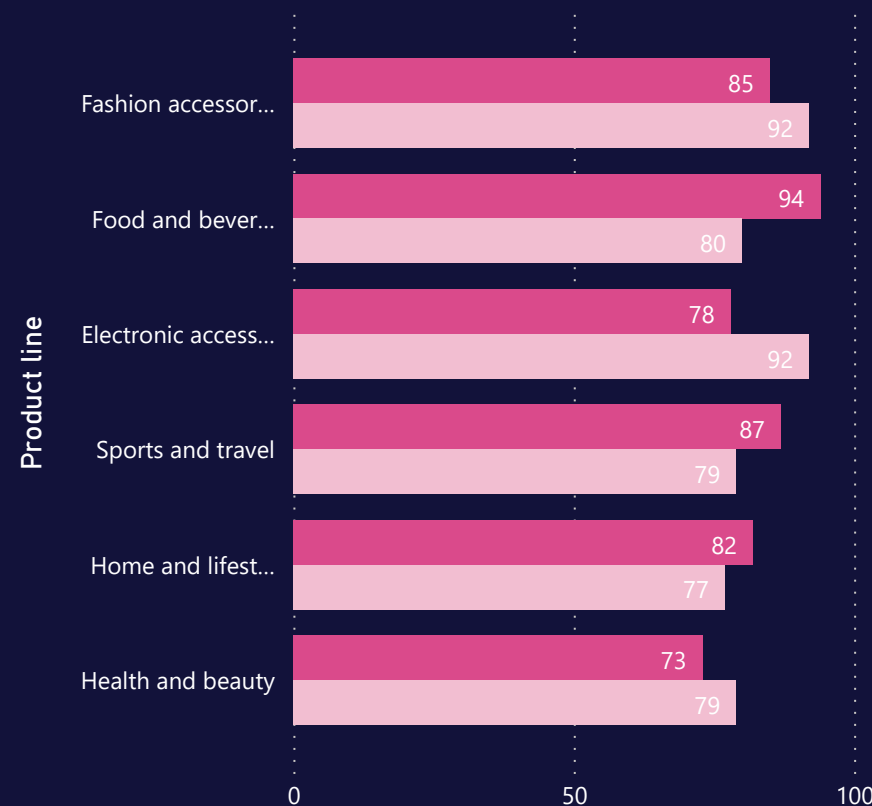
TOTAL ORDERS BY CUSTOMERS

Member Normal



TOTAL ORDERS BY PRODUCT CATEGORY

Member Normal



PRODUCT ANALYSIS (1)



1,000

Total Order(s)

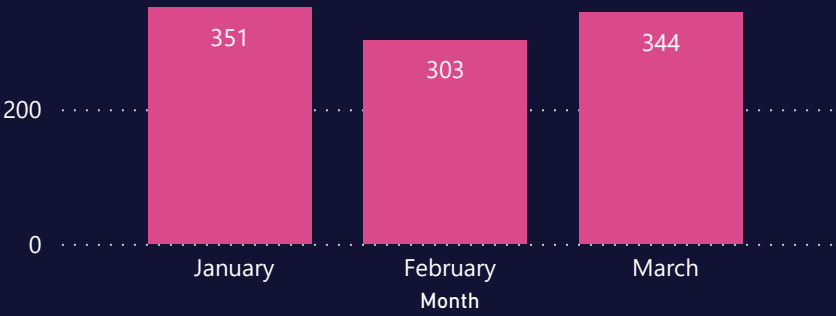
\$307.6K

Total Cost of Sales

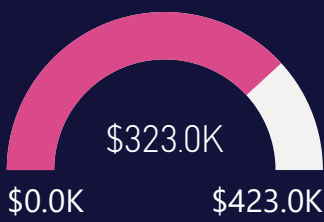
6

Product Line

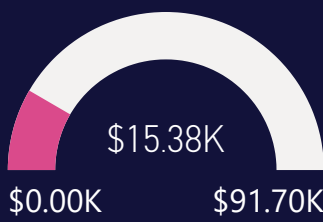
TOTAL ORDER BY MONTH



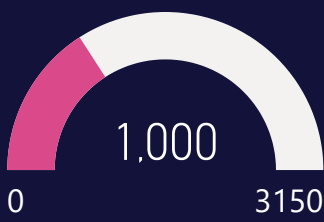
Actual vs Expected



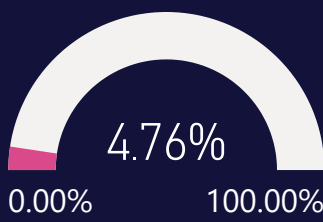
Revenue



Profit



Orders



Profit Margin

Product line

Electronic accessories	
Total Orders	170
Revenue	\$54,337.5
COGs	\$51,750.0
Profit	\$2,587.5
Sales Average	\$319.63
Fashion accessories	
Total Orders	178
Revenue	\$54,305.9
COGs	\$51,719.9
Profit	\$2,586.0
Sales Average	\$305.09
Food and beverages	
Total Orders	174
Revenue	\$56,144.8
COGs	\$53,471.3
Profit	\$2,673.6
Sales Average	\$322.67
Health and beauty	
Total Orders	152
Revenue	\$49,193.7
COGs	\$46,851.2
Total Orders	1,000
Revenue	\$322,966.7
COGs	\$307,587.4
Profit	\$15,379.4
Sales Average	\$322.97

Total Orders by Product line



PRODUCT ANALYSIS (2)



1,000

Total Order(s)

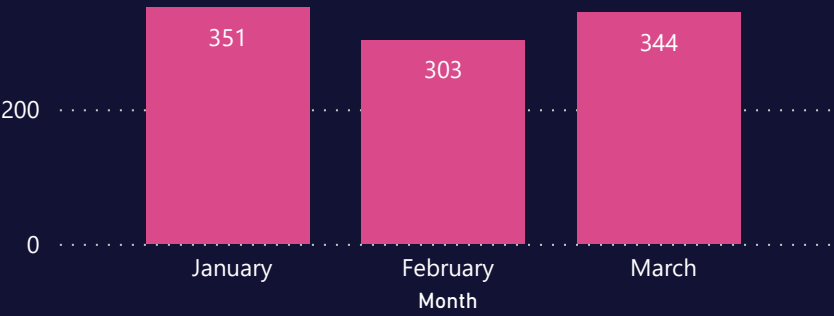
\$323.0K

Total Revenue

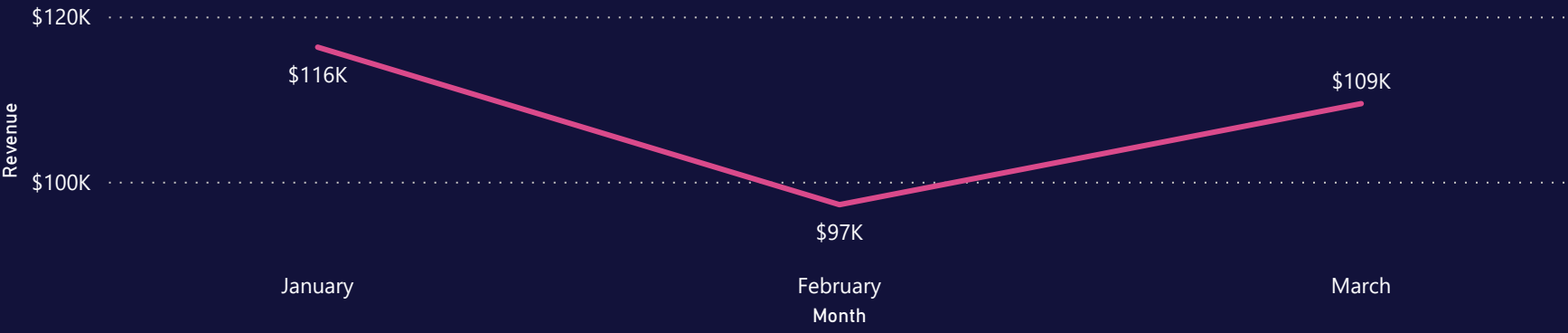
6

Product Line

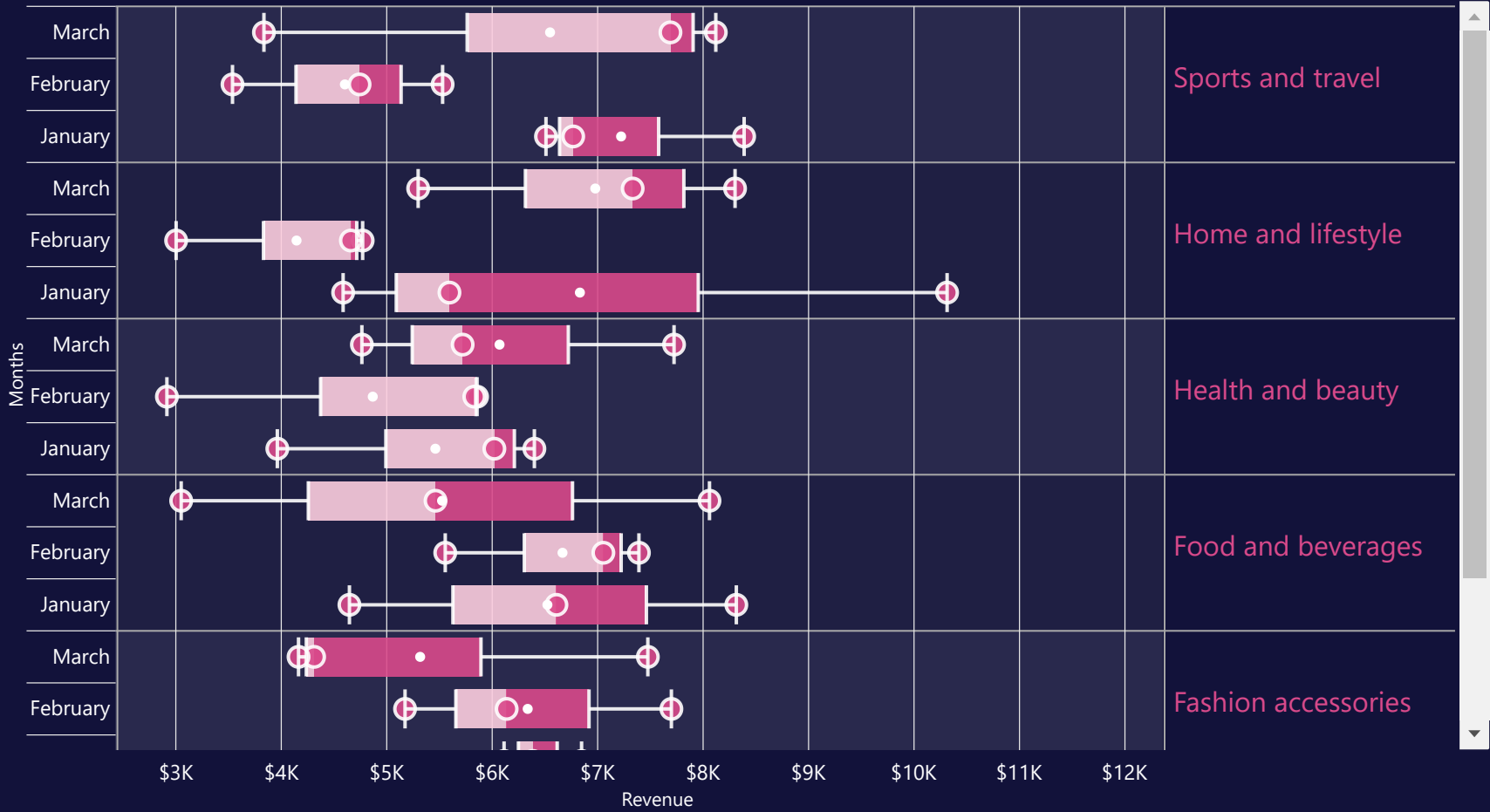
Orders per month



Revenue over time



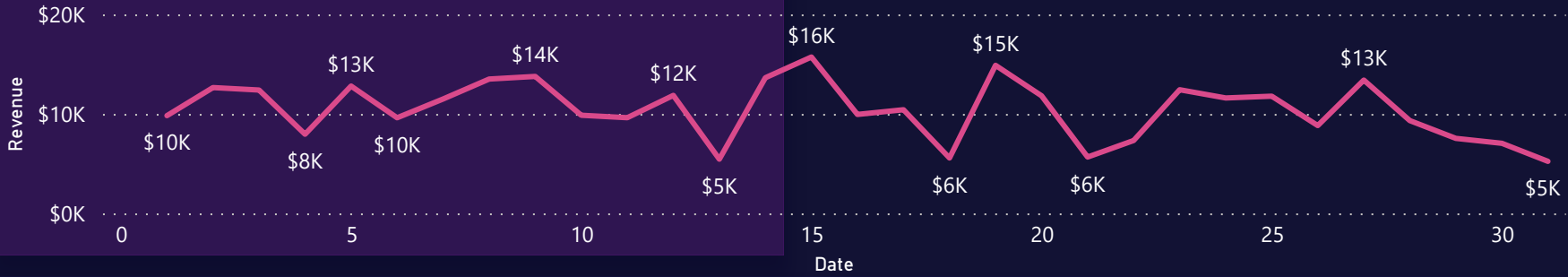
Product Line Analysis



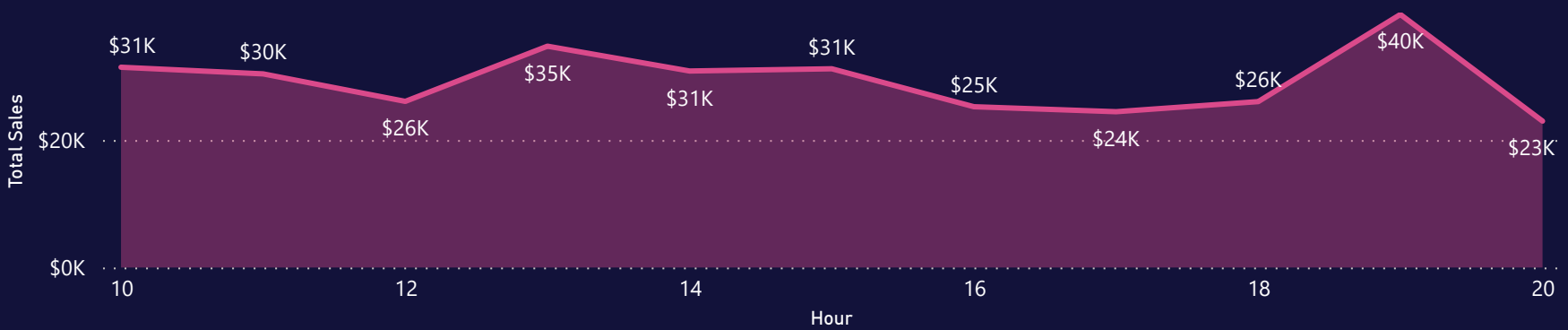
SALES ANALYSIS (1)



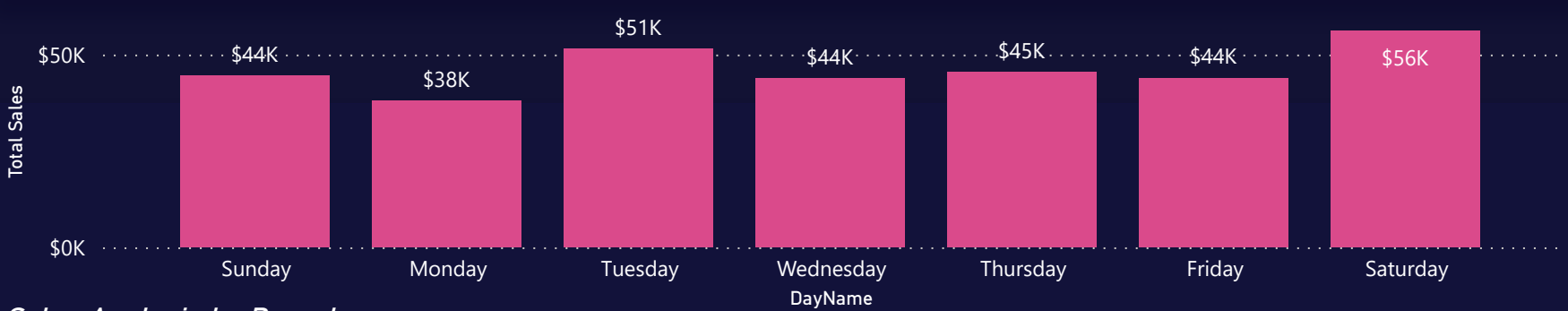
Sales by Date



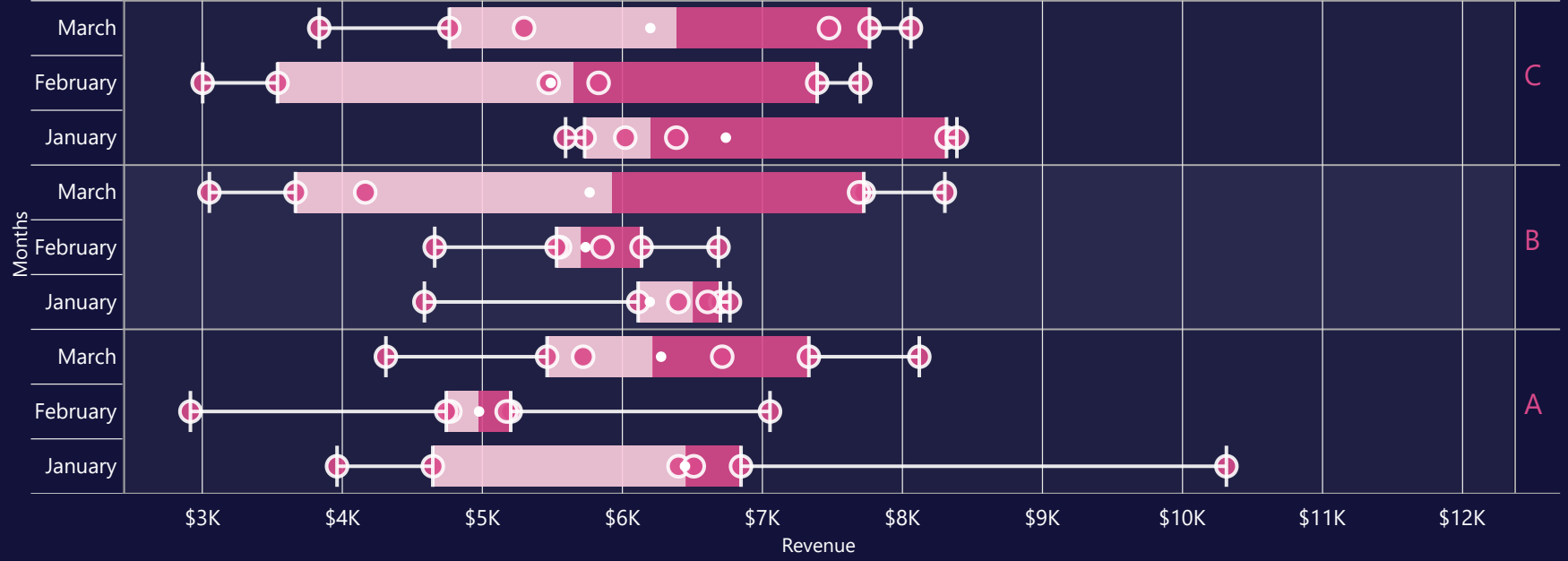
Sales by Time of the Day



Total Sales by DayName

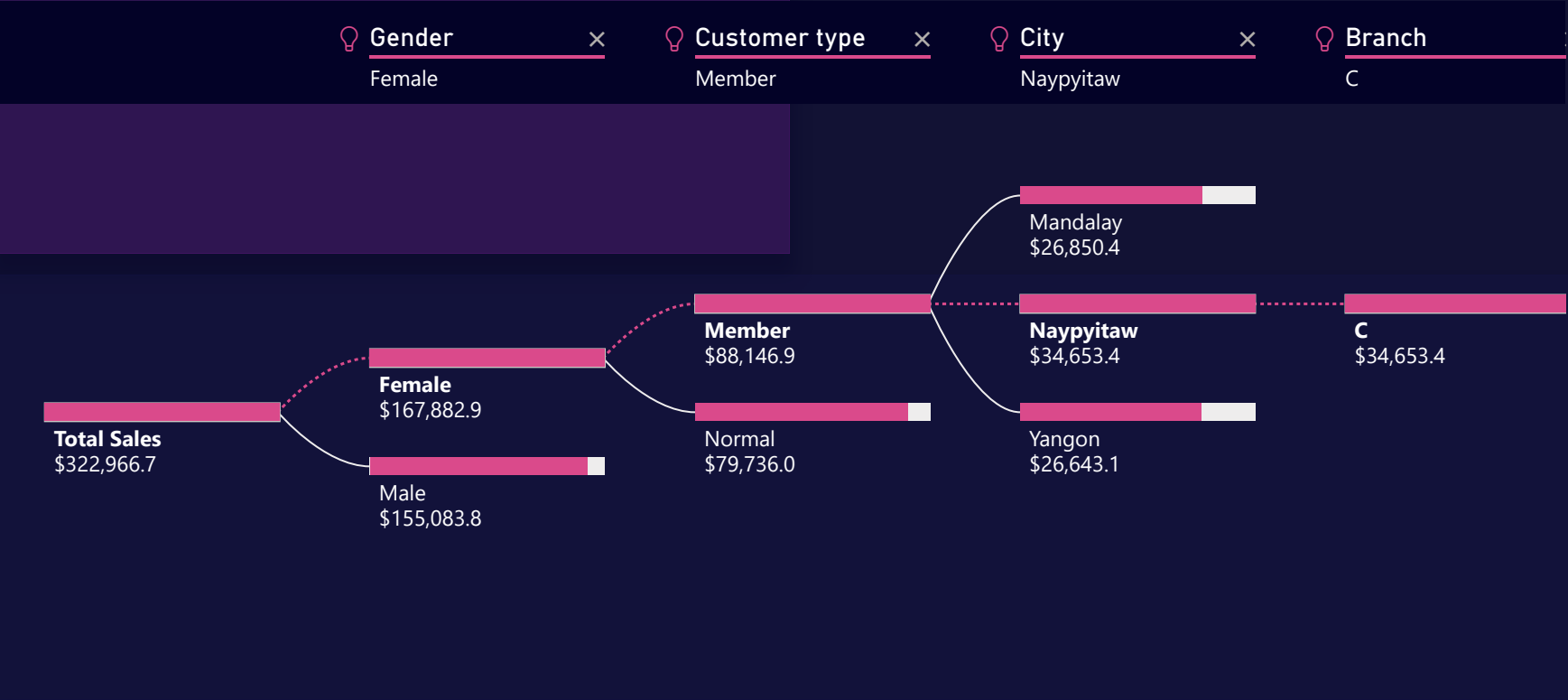


Sales Analysis by Branch



SALES ANALYSIS (2) ⬅️ ➡️

Sales Decomposition Analysis (Absolute)



Sales Decomposition Analysis (Relative)

