

Vacat Interactive Dashboard

Ask a question about your data



Try one of these to get started

top states by net profit

top states by total customers

what is the net profit by state

what is the total order QTY by
state

what is the total sales running
by state

[Show all suggestions](#)

View KPI Overview

View Product Performance

View Customer Analysis

View Order Analysis

Sales Forecast



Retail Summary Analysis



Select State

- ☐ (Blank)
- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Nevada
- ☐ New Hampshire
- ☐ New Jersey

Select Year

2015

2017

\$1.81M

Revenue

\$236.85K

Net Profit

13.06%

Profit margin

\$59.85

AOV

2016

2018

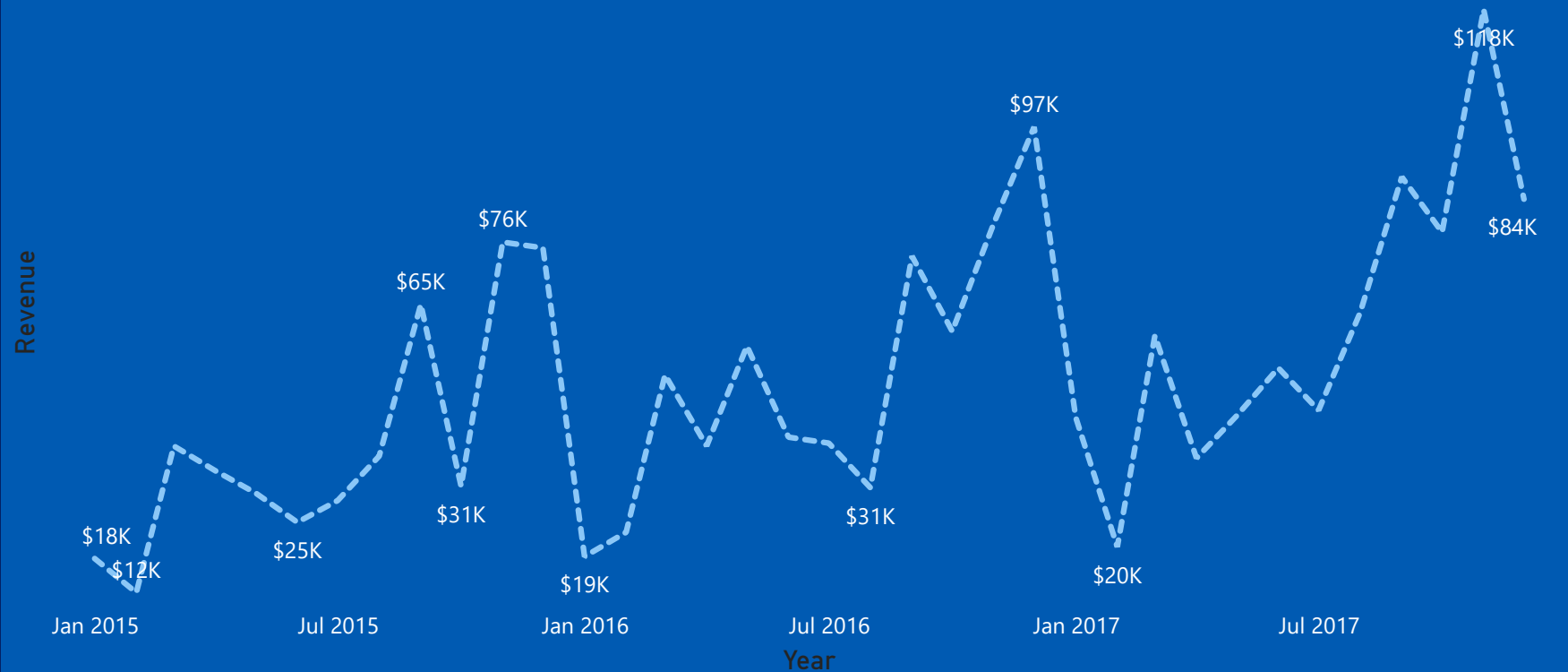
785

Total Customers

30K

Total order QTY

Revenue by Year



Product Performance overview

Select Region

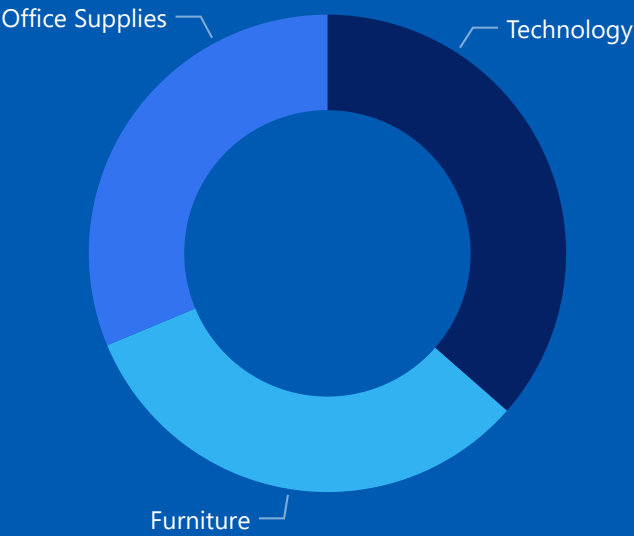
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Select Date

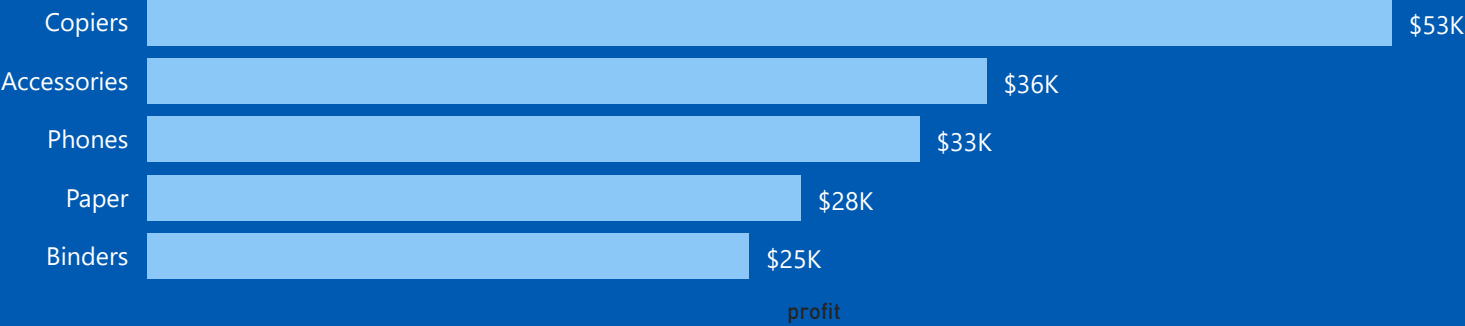
1/1/2015 12/30/2018



Revenue by category



Most profitable Sub-categories



product_id	Revenue	Profit margin	Rev LY	Revenue 2Y	Profit Trend
TEC-CO-10004722	\$61,599.824	40.91%	\$61,599.824	\$25,899.926	High Margin
OFF-BI-10003527	\$25,419.8	27.50%	\$25,419.8	\$18,048.058	High Margin
OFF-BI-10000545	\$19,024.5	4.00%	\$19,024.5	\$18,263.52	Low Margin
FUR-CH-10002024	\$17,103.912	-1.64%	\$17,103.912	\$9,883.818	Low Margin
TEC-CO-10001449	\$17,039.716	39.58%	\$17,039.716	\$7,799.87	High Margin
FUR-BO-10004834	\$15,610.9656	-4.29%	\$15,610.9656	\$14,113.2996	Low Margin
TEC-MA-10001047	\$14,299.89	26.00%	\$14,299.89	\$9,099.93	Low Margin
OFF-BI-10001359	\$14,082.743	12.23%	\$14,082.743	\$3,139.465	Low Margin
OFF-BI-10004995	\$12,521.108	6.09%	\$12,521.108	\$5,443.96	Low Margin
OFF-SU-10002881	\$12,492.15	-11.07%	\$12,492.15	\$666.248	Low Margin
TEC-PH-10001459	\$12,263.708	13.84%	\$12,263.708	\$3,023.928	Low Margin
FUR-CH-10001215	\$12,173.814	7.41%	\$12,173.814	\$7,514.7	Low Margin
TEC-AC-10002049	\$12,068.736	30.51%	\$12,068.736	\$7,429.206	Low Margin
TEC-CO-10003763	\$11,619.834	39.34%	\$11,619.834	\$11,619.834	Low Margin
TEC-MA-10000418	\$11,099.963	-80.00%	\$11,099.963	\$6,299.979	Low Margin
TEC-AC-10003033	\$10,558.4	28.81%	\$10,558.4	\$7,258.9	Low Margin
TEC-AC-10003832	\$10,351.774	17.58%	\$10,351.774	\$6,588.476	Low Margin
FLIR-TA-10000198	\$9,587.052	-28.51%	\$9,587.052	\$5,950.584	Low Margin
Total	\$1,812,953.3622	13.06%	\$1,812,953.3622	\$1,079,738.107	High Margin

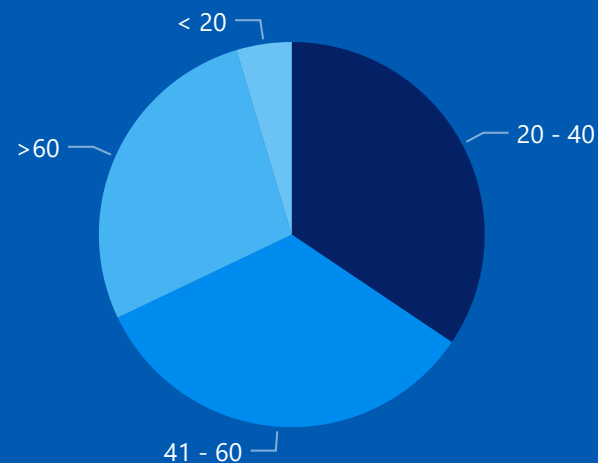
Customer Analysis

1/1/2015 12/30/2018

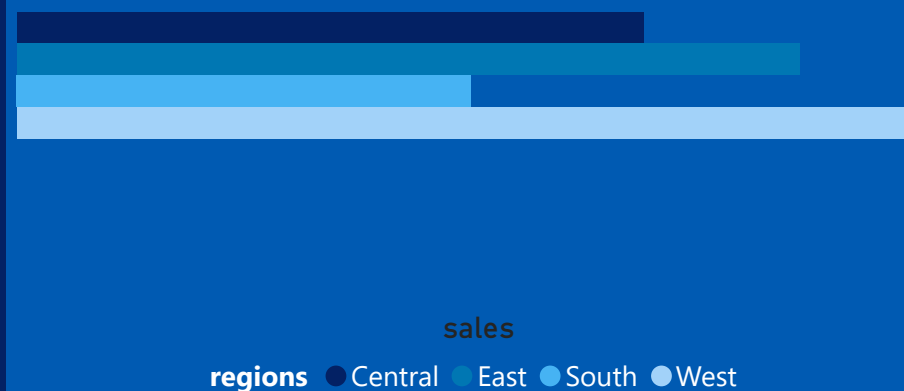
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Profit per age groups



Sales by region



Top 10 Customers by ID

customer_id	quantity	sales	ship_mode
	291	\$14,700.587	Standard Class
	101	\$5,173.372	First Class
CJ-12010	83	\$11,164.974	Standard Class
AB-10105	64	\$12,550.831	Standard Class
SE-20110	37	\$3,044.766	Standard Class
RB-19360	33	\$691.348	Second Class
RB-19360	29	\$373.511	Standard Class
TC-20980	27	\$18,429.9	Standard Class
SE-20110	25	\$8,887.99	Second Class
TA-21385	24	\$13,807.77	First Class
CC-12370	22	\$8,766.908	Standard Class
TS-21370	22	\$9,292.274	Standard Class
TS-21370	20	\$1,346.875	First Class
	13	\$278.372	Same Day
CC-12370	12	\$3,362.164	Second Class
HL-15040	12	\$10,940.88	Standard Class
RB-19360	9	\$14,052.48	First Class
	6	\$39.448	Second Class
AB-10105	5	\$815.08	First Class
Total	840	\$137,763.71	



Order Analysis



\$236.85K
profit

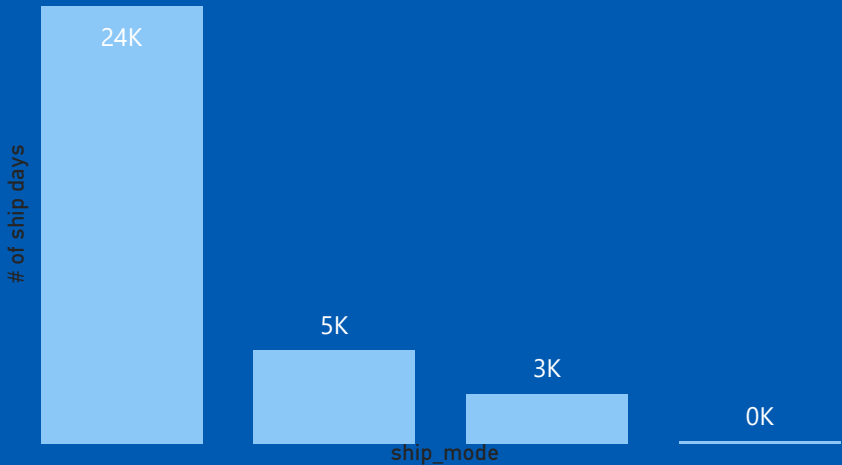
\$59.85
AOV

30K
Total order QTY

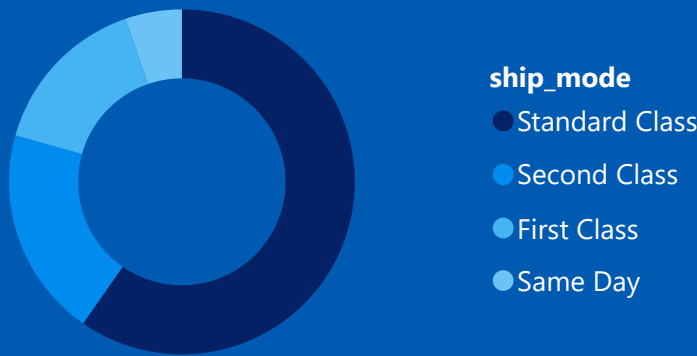
3.95
Average of # of s...

Developed by Unathi Mtw

of ship days



Orders by ship_mode



product_id	ship_date	# of ship days	Total order QTY
OFF-AR-10001473	Sunday, January 4, 2015	2	3
OFF-PA-10004285	Sunday, January 4, 2015	2	3
OFF-ST-10001837	Sunday, January 4, 2015	2	2
FUR-BO-10003272	Thursday, January 8, 2015	5	9
OFF-AR-10001246	Thursday, January 8, 2015	5	3
OFF-PA-10001937	Thursday, January 8, 2015	5	2
TEC-AC-10003198	Thursday, January 8, 2015	5	5
FUR-BO-10004695	Friday, January 9, 2015	7	5
FUR-FU-10001473	Friday, January 9, 2015	5	14
OFF-LA-10004544	Friday, January 9, 2015	7	2
TEC-AC-10000109	Friday, January 9, 2015	7	2
TEC-MA-10000864	Friday, January 9, 2015	7	9
TEC-PH-10002844	Friday, January 9, 2015	7	3
FUR-CH-10003396	Saturday, January 10, 2015	5	1
OFF-AP-10004859	Saturday, January 10, 2015	5	6
OFF-AR-10001615	Saturday, January 10, 2015	5	3
OFF-BI-10001294	Saturday, January 10, 2015	5	6
OFF-BI-10003676	Saturday, January 10, 2015	6	3
OFF-BI-10004506	Saturday, January 10, 2015	5	2
OFF-EN-10000461	Saturday, January 10, 2015	5	2
OFF-PA-10004082	Saturday, January 10, 2015	6	5
OFF-BI-10002764	Monday, January 12, 2015	6	2
OFF-PA-10004041	Monday, January 12, 2015	6	5
OFF-AP-10001205	Tuesday, January 13, 2015	4	3
OFF-AR-10004691	Tuesday, January 13, 2015	4	2
OFF-PA-10000474	Tuesday, January 13, 2015	4	3
Total		31592	30292



Key influential Factors



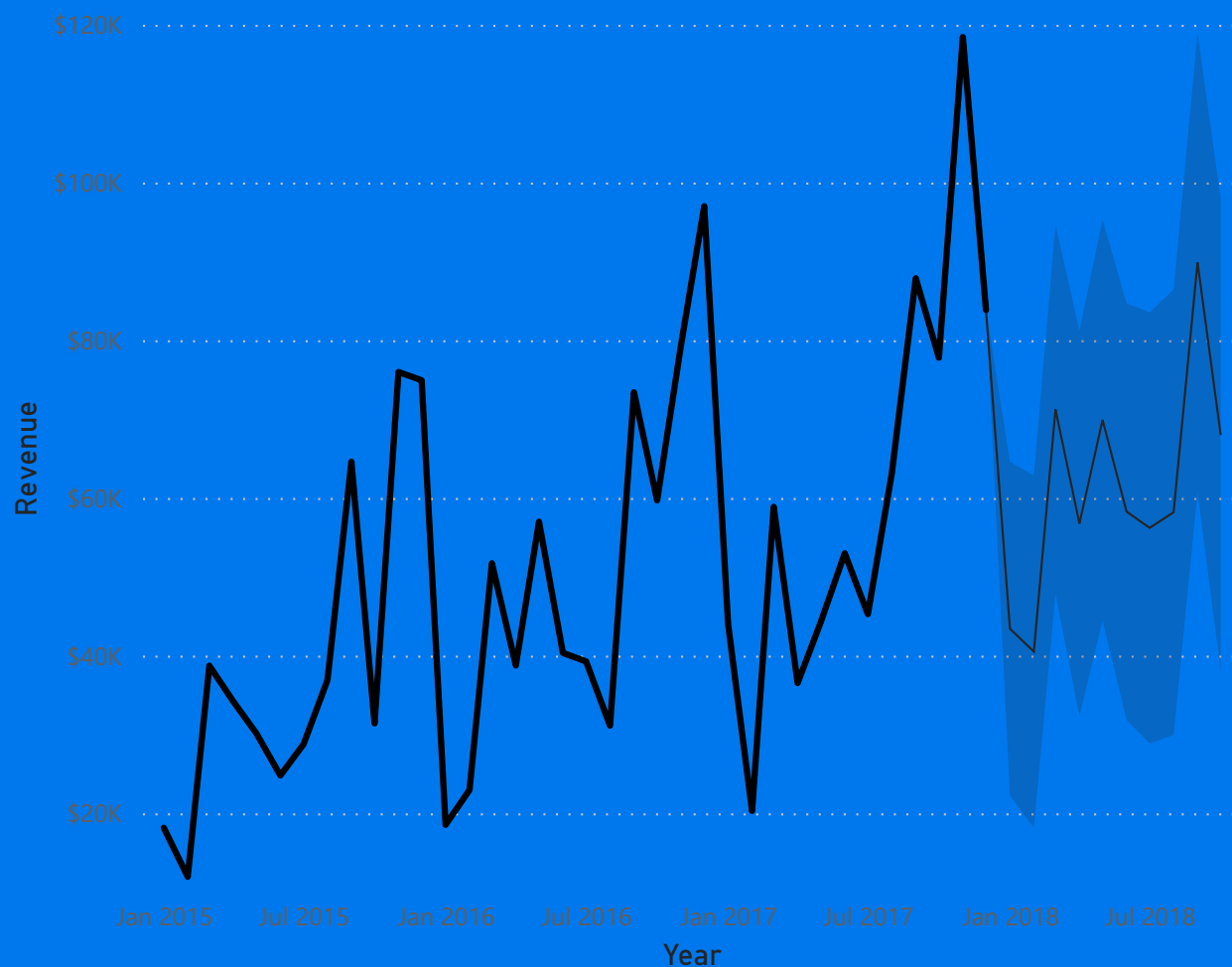
2015

2016

2017

2018

10 Month Sales Forecast



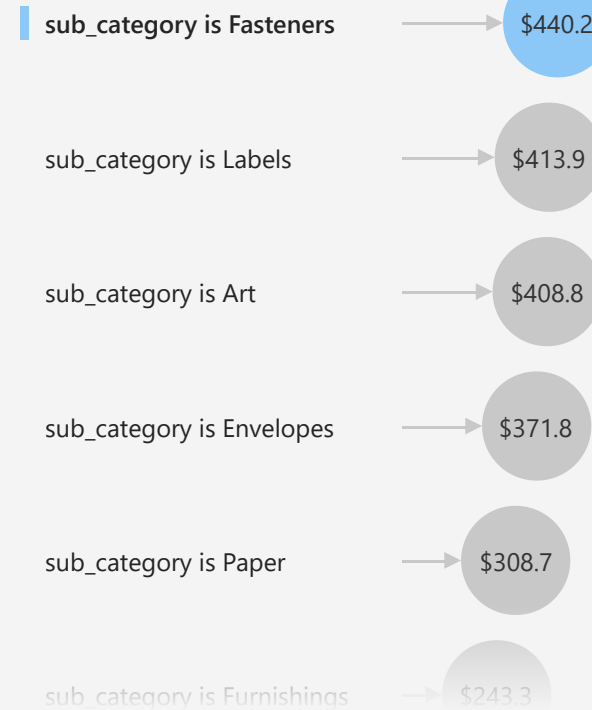
Developed by Unathi Mtwa

Key influencers Top segments

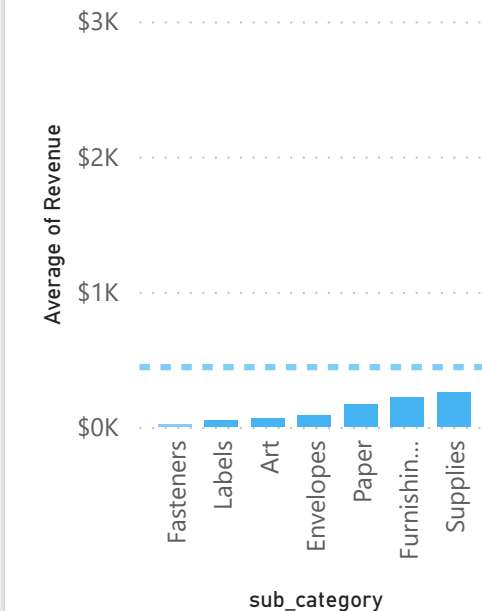


What influences Revenue to Decrease ?

When... ..the average of Revenue decreases by



← Revenue is more likely to decrease when sub_category is Fasteners than otherwise (on average).



☐ Only show values that are influencers