

XMas Gift SALES

OVERVIEW

CUSTOMER ANALYSIS

PRODUCT ANALYSIS

Total Sales

28.5M

↑ 2%

Cost

6.6M

↑ 3%

Profit

21.9M

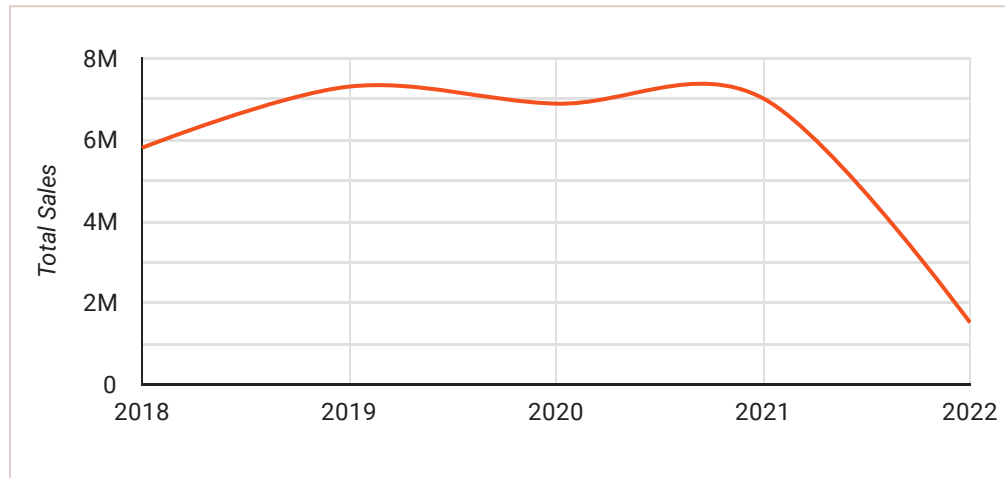
↑ 1%

Quantity

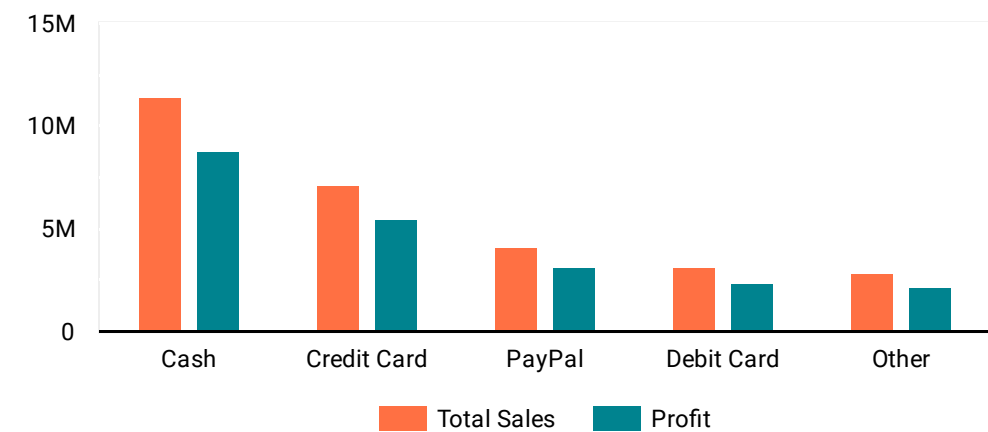
170.7K

↑ 3%

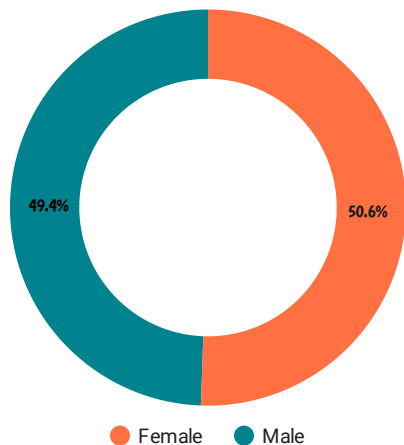
Growth in Sales over the years



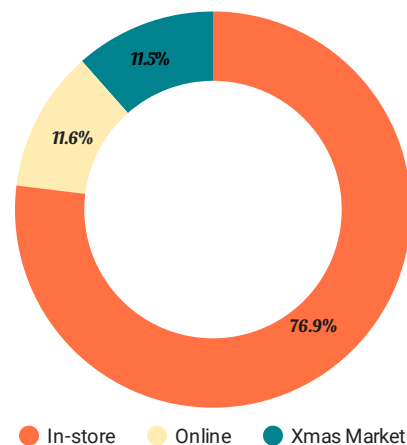
Total Sales vs Profit
by Payment Method



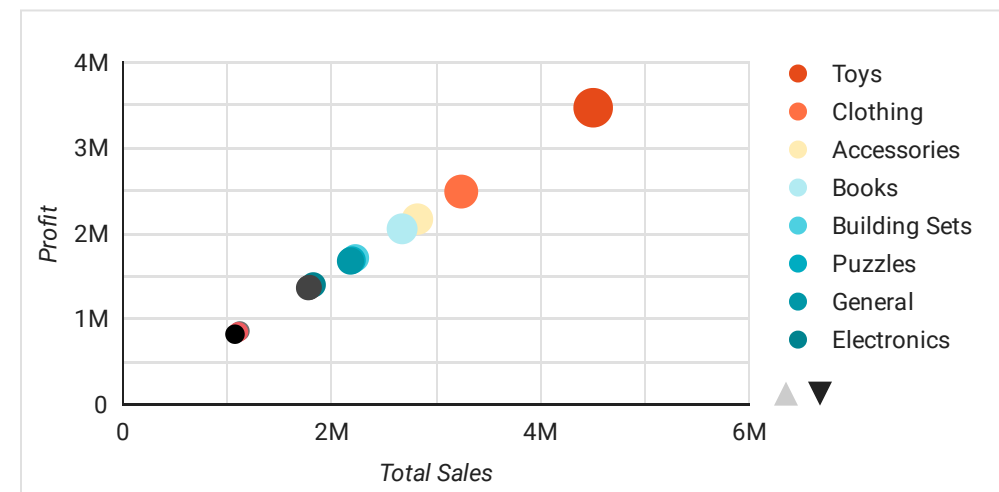
Total Sales
by Gender



Total Tax
by Purchase Type



Total Sales vs Profit
by Product Category



XMas Gift
SALES

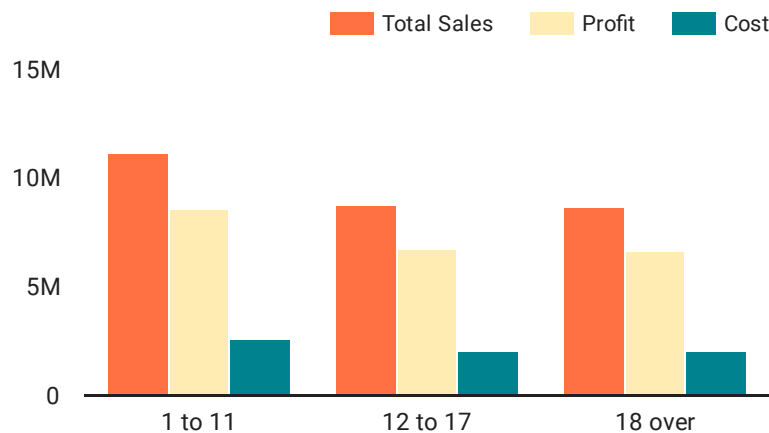
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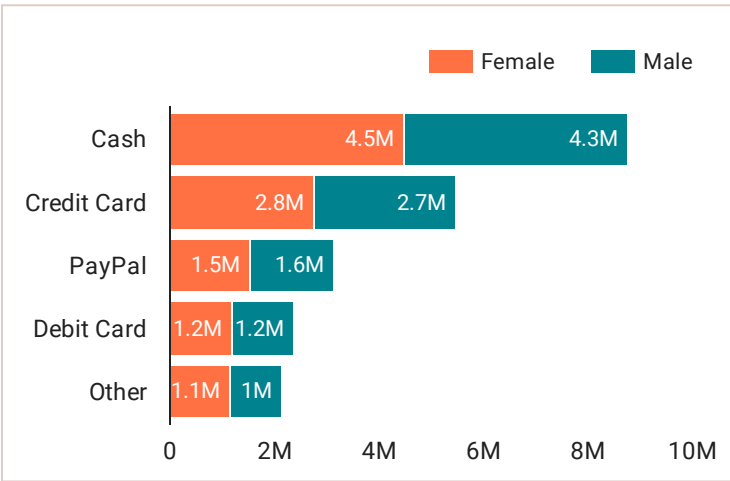
Profit
21.9M
↑ 1%

Quantity
170.7K
↑ 3%

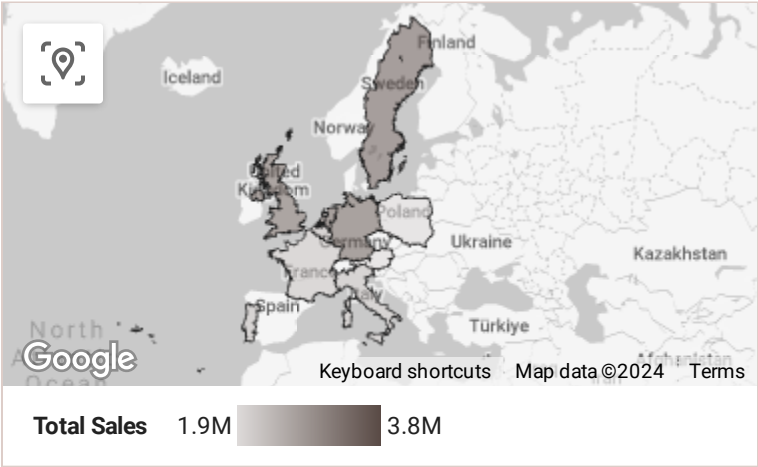
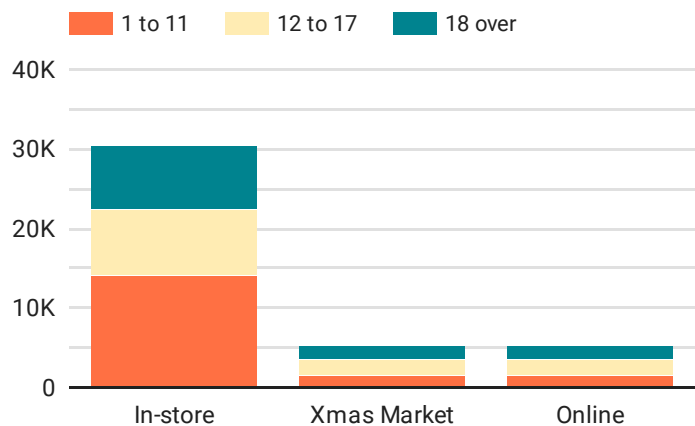
Analysis
by Customer Age Range



Total Sales
by Payment Method and Gender



Total Orders
by Purchase Type and Customer Age Range



	Customer Age Range	Gender	Product Category	Product Name	Total Sales ▾
1.	1 to 11	Female	Building Sets	LEGO Star Wars Set	
2.	1 to 11	Female	Toys	Barbie Doll	
3.	1 to 11	Female	Toys	Hot Wheels Car Set	
4.	1 to 11	Male	Toys	Hot Wheels Car Set	
5.	1 to 11	Male	Puzzles	Harry Potter Puzzle	
6.	1 to 11	Female	General	Fisher-Price Learning T...	
7.	1 to 11	Male	Toys	Barbie Doll	

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SALES

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2%

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3%

Profit

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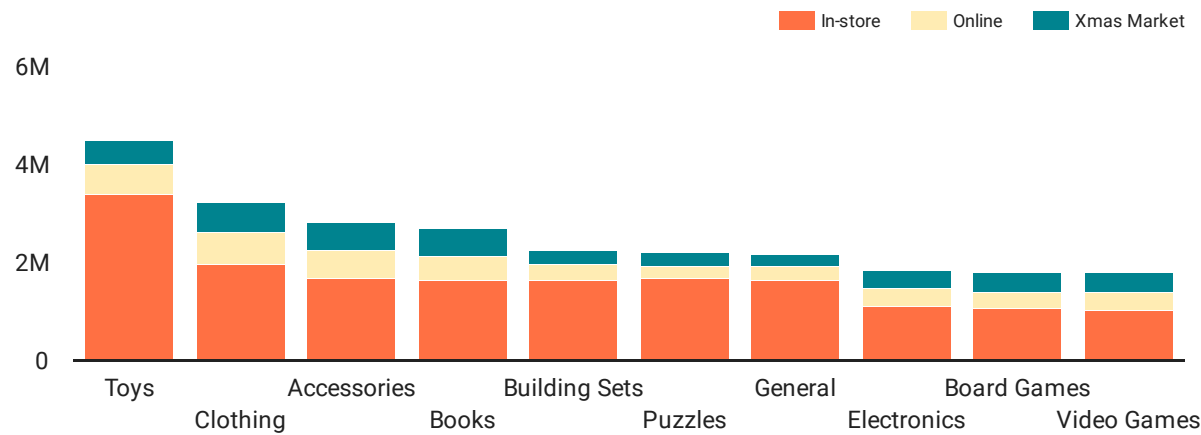
1%

Quantity

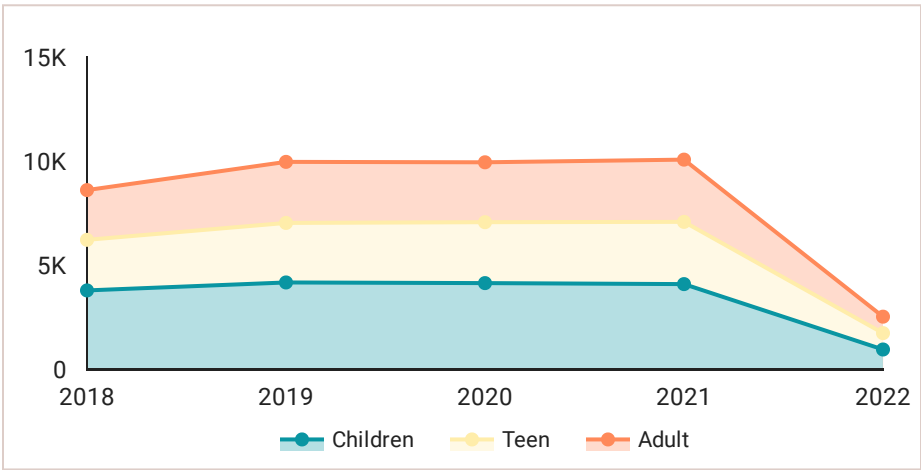
170.7K

3%

Total Sales
by Product category and Purchase type



Total Orders
by Year and Product Type



Product Type / Total Sales				
Country	City	Children	Teen	Adult
Sweden	Malmo			
	Gothenburg			
	Stockholm			
Netherlands	The Hague			
	Utrecht			
	Amsterdam			

	Product Type	Product Name	Total Sales	Cost	Profit
1.	Children	Barbie Doll	2,255,385.26	518,264.66	1,737,120.6
2.	Children	Hot Wheels Car Set	2,251,198.04	517,053.97	1,734,144.07
3.	Children	LEGO Star Wars Set	2,227,047.09	511,616.13	1,715,430.96
4.	Children	Harry Potter Puzzle	2,194,812.09	505,730.97	1,689,081.12
5.	Children	Fisher-Price Learning Toy	2,180,341.69	501,814.38	1,678,527.31
6.	Teen	JBL Headphones	1,823,615.25	422,984.77	1,400,630.48
7.	Teen	Chess Set	1,786,333.13	414,254.48	1,372,078.65