

Sales Performance Dashboard

Dashboard

Product

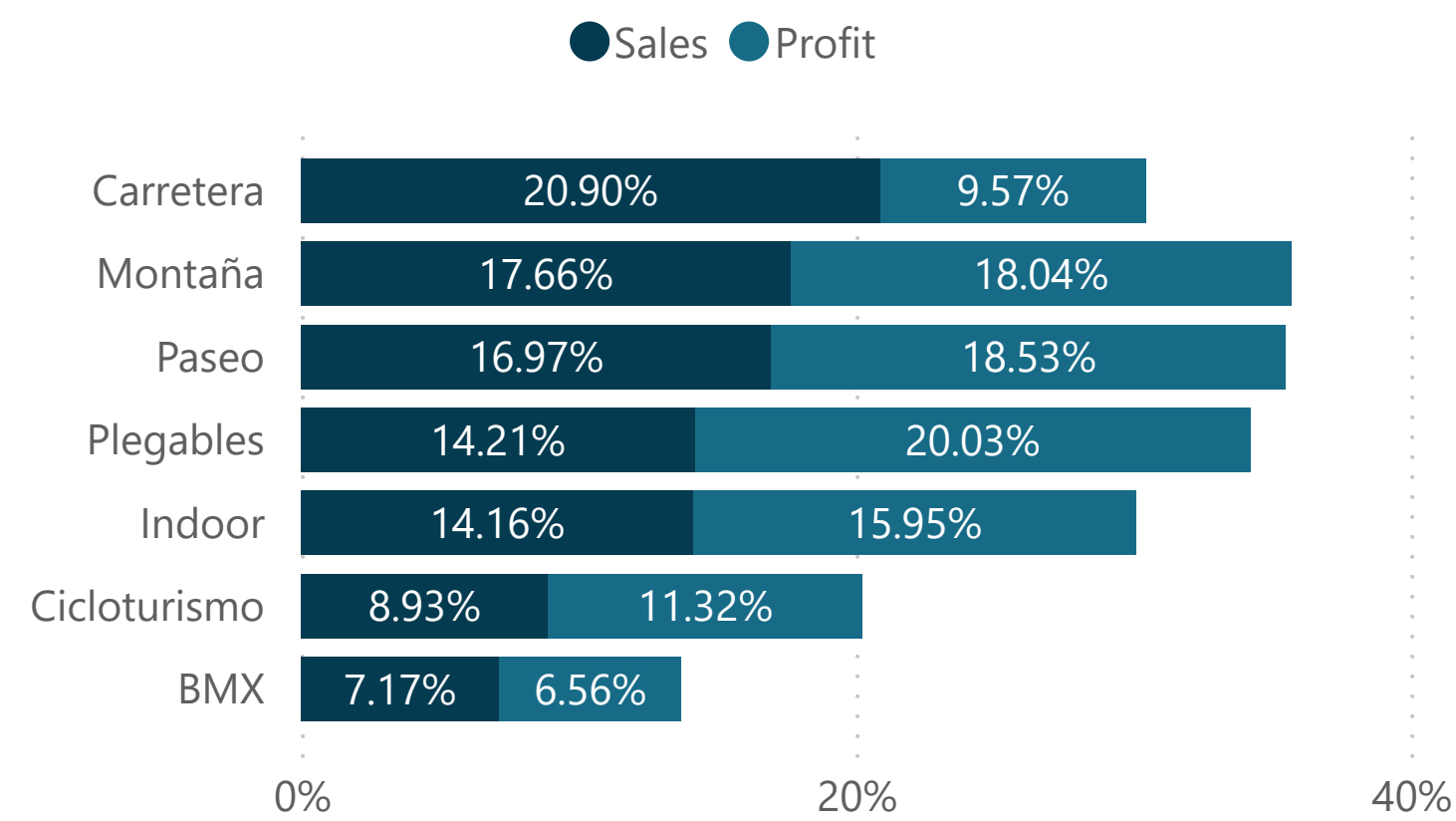
Store

Geography

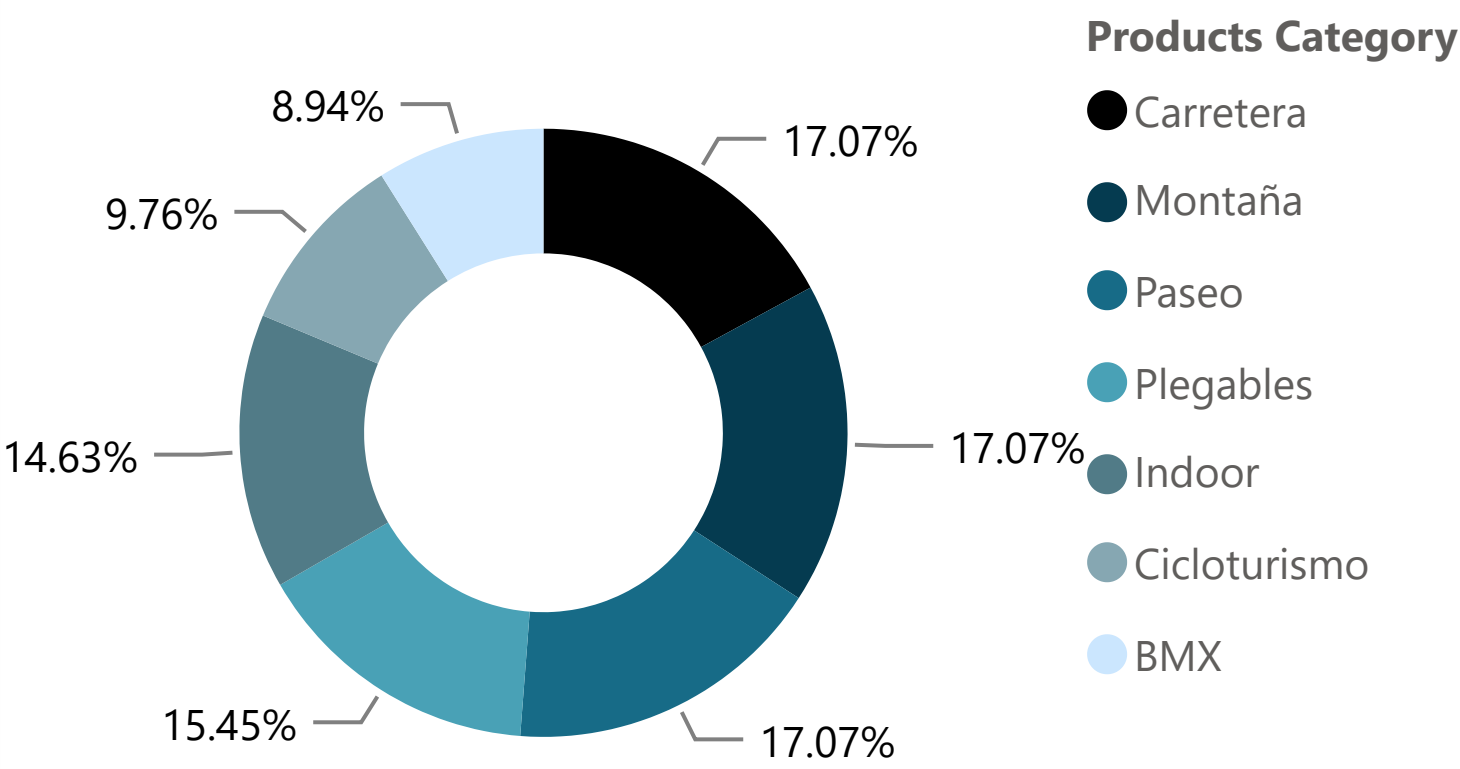
Sales Agent

Customer

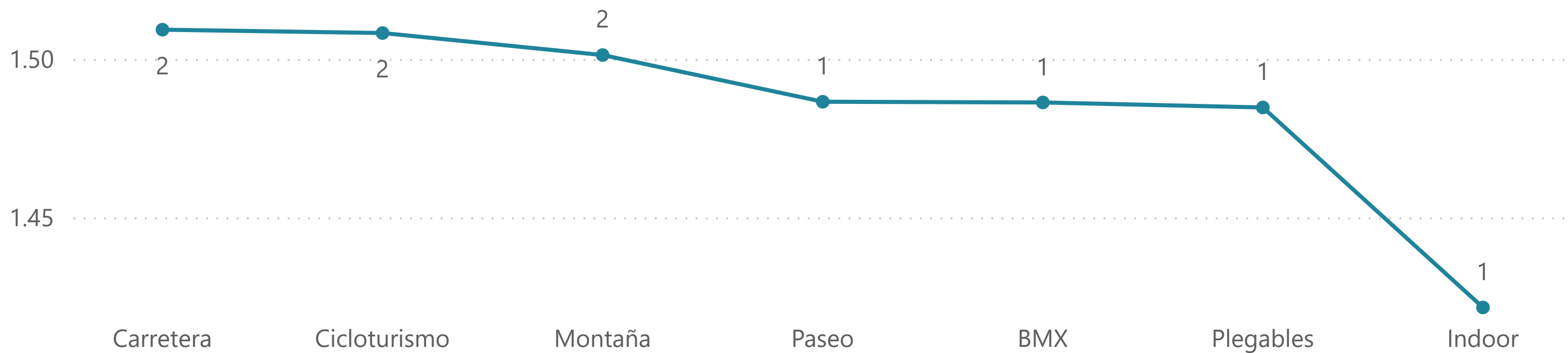
PRODUCT CATEGORY CONTRIBUTION



PRODUCT CATEGORY DISTRIBUTION



AVERAGE ORDER PROCESSING TIME (DAYS)

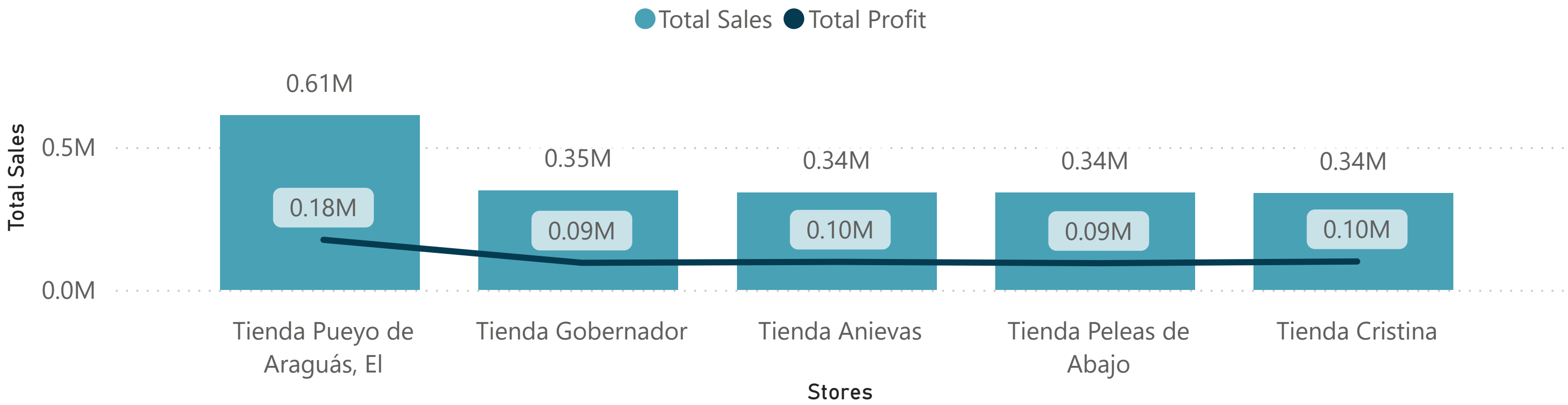


Products	Sales Contribution	Profit Contribution	Product Contribution Margin	Avg Order Processing Time
BICICLETA CICLISMO INDOOR FFITTECH FUN	1.52%	1.71%	32.00%	1.54
BICICLETA MERIDA CROSSWAY 10 2021	1.48%	1.87%	36.00%	1.50
BICICLETA MONTY 301 2020	1.32%	1.21%	26.00%	1.64
BICICLETA PLEGABLE MONTY SOURCE 2020	1.30%	1.83%	40.00%	1.51
BICICLETA MONTY SWING 2021	1.23%	1.34%	31.00%	1.55
BICICLETA INDOOR INXIDE XS08	1.21%	1.36%	32.00%	1.32
BICICLETA ORBEA CARPE 15 2021	1.20%	1.31%	31.00%	1.63
BICICLETA DAHON MARINER D8 PLATA	1.13%	1.59%	40.00%	1.47
BICICLETA DAHON MARINER D8	1.11%	1.57%	40.00%	1.56
BICICLETA MERIDA CROSSWAY 20 2021	1.08%	1.37%	36.00%	1.48
BICICLETA MERIDA CROSSWAY 40 2021	1.02%	1.29%	36.00%	1.51

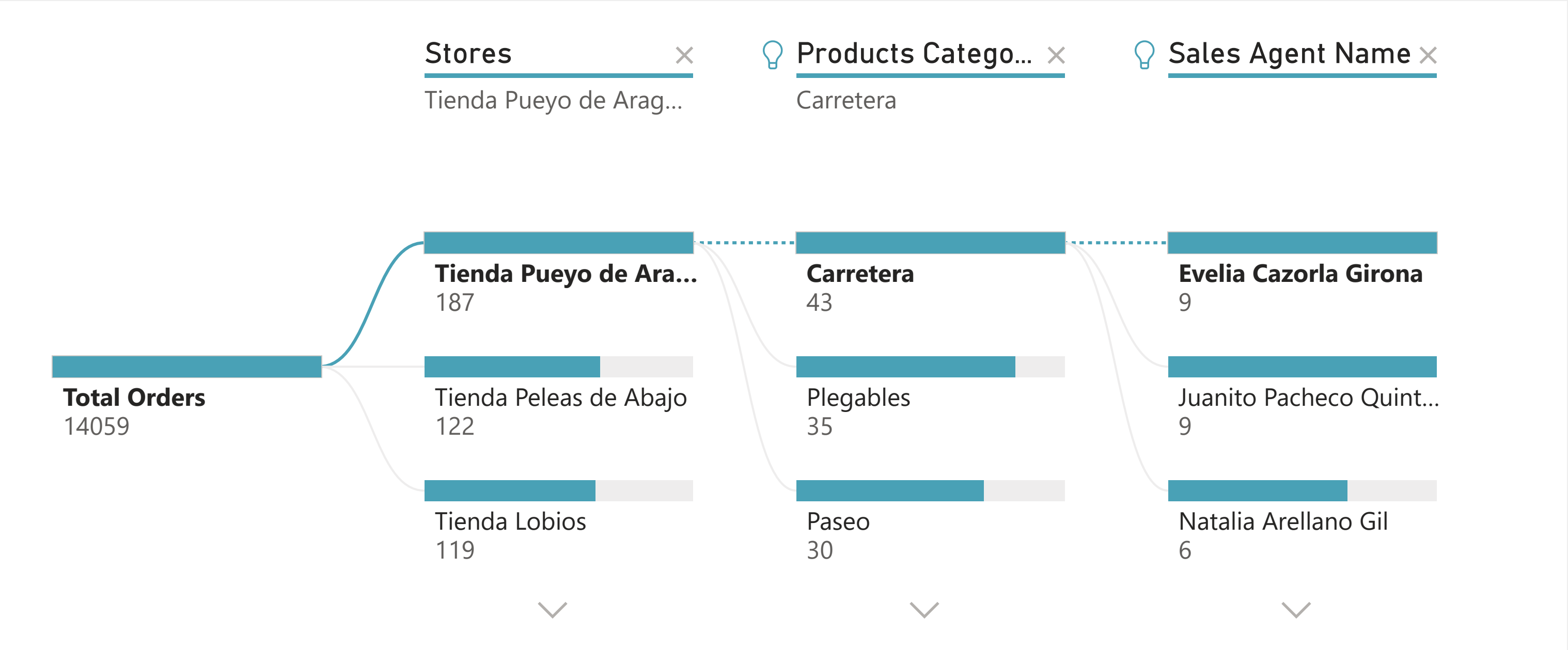
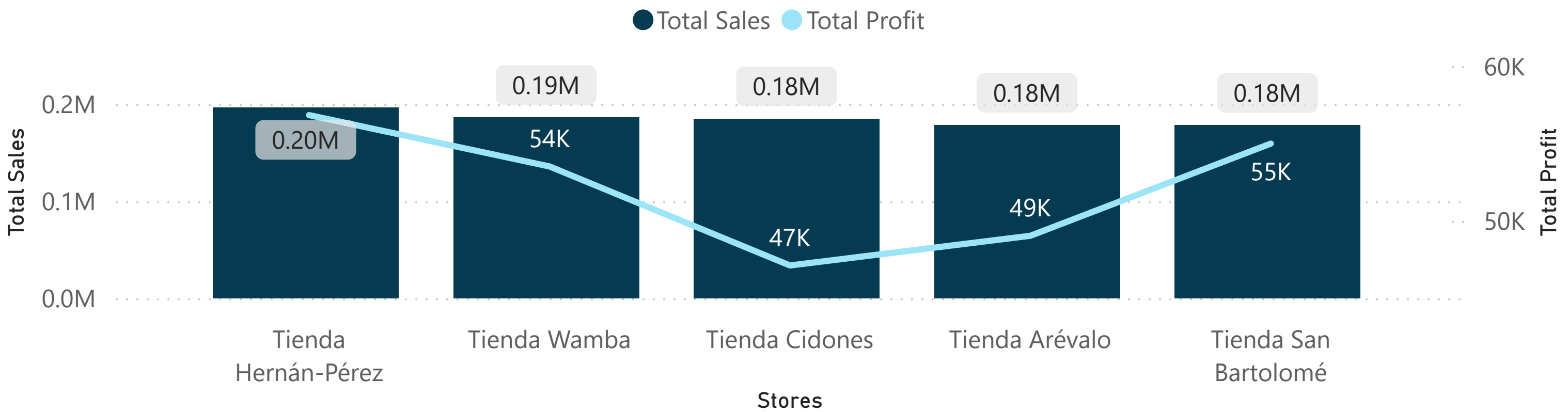
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- Dashboard
- Product
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- Geography
- Sales Agent
- Customer

TOP 5 STORES WITH HIGHEST SALES



BOTTOM 5 STORES WITH HIGHEST SALES



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Dashboard

Product

Store

Geography

Sales Agent

Customer

Provinces

45

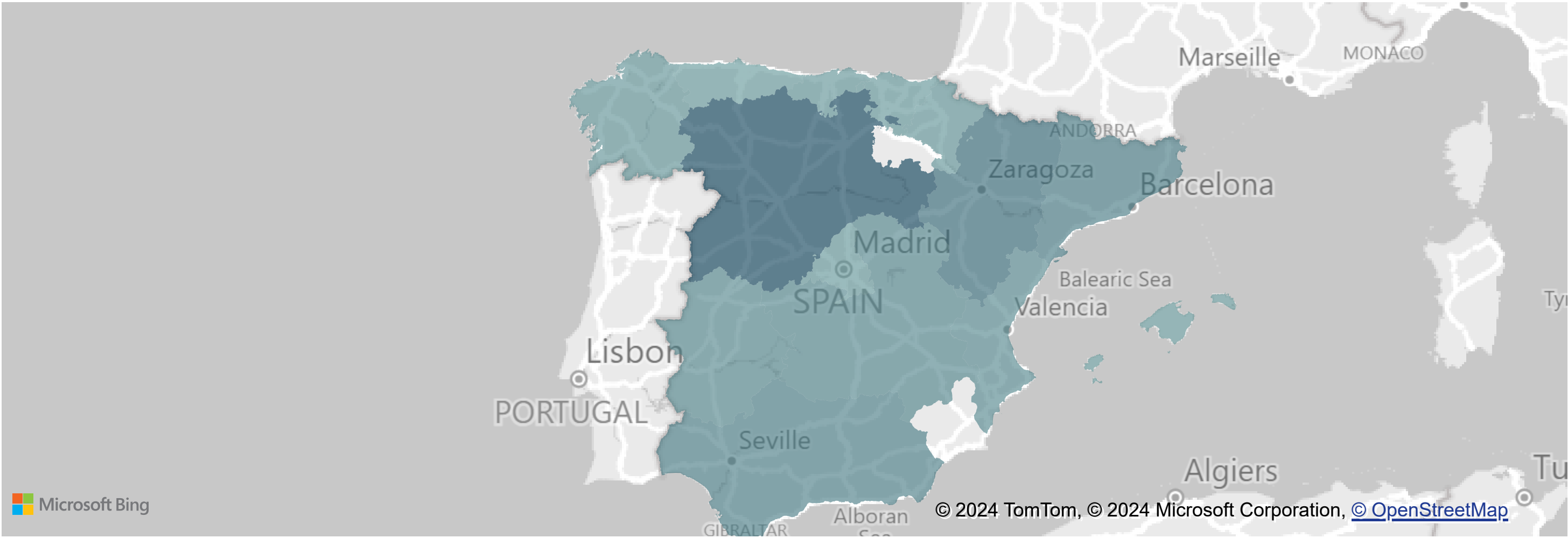
Regions

16

Towns

149

SALES BREAKDOWN BY REGION



Region	Number of Stores	Number of Products	Total Quantity	Number of customers	Total Sales	Sales %	Total Profit	Profit %
Castilla y León	41	243	4968	3103	10.52M	26.83%	2.98M	26.75%
Aragón	22	244	2719	1837	5.95M	15.17%	1.68M	15.05%
Cataluña	16	244	1972	1365	4.19M	10.69%	1.19M	10.66%
Andalucía	14	241	1725	1213	3.72M	9.48%	1.06M	9.52%
Castilla - La Mancha	11	240	1316	984	2.80M	7.14%	0.79M	7.12%
Extremadura	10	233	1226	892	2.60M	6.64%	0.75M	6.75%
Comunitat Valenciana	9	229	1148	828	2.46M	6.29%	0.70M	6.31%
Galicia	5	203	605	454	1.29M	3.29%	0.36M	3.26%
Cantabria	4	185	522	379	1.13M	2.88%	0.32M	2.88%
Navarra, Comunidad Foral de	4	184	472	361	1.03M	2.64%	0.30M	2.66%
País Vasco	4	183	455	356	0.94M	2.41%	0.28M	2.48%
Canarias	3	153	365	278	0.78M	1.98%	0.22M	2.01%
Madrid, Comunidad de	3	152	372	274	0.77M	1.97%	0.22M	1.96%
Rioja, La	2	130	254	188	0.53M	1.36%	0.15M	1.33%
Asturias, Principado de	1	72	117	87	0.25M	0.65%	0.08M	0.68%
Balears, Illes	1	75	108	86	0.23M	0.59%	0.06M	0.58%

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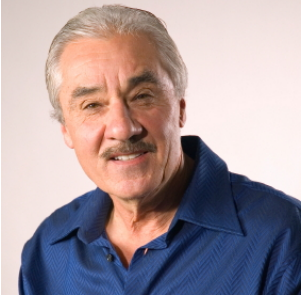



Product

Store

Geography

Sales Agent

Customer

	NAME	TOTAL SALES	TOTAL PROFIT
	Juanito Pacheco Quintero	7,795,632.23	2,208,681.17
	Ricardo Amat Casals	5,890,232.38	1,667,330.66
	Evelia Cazorla Girona	4,762,350.45	1,332,926.06
	Josefa Estevez Abella	4,503,907.05	1,290,823.79
	Natalia Arellano Gil	4,234,075.92	1,195,846.57
	Toño Prado-Arco	4,050,928.40	1,153,281.26
	Teobaldo Peña Tejero	3,166,977.62	913,617.66
	Aureliano Cabezas Sola	2,847,288.08	801,560.72
	Eduardo del Azcona	1,950,936.94	566,932.32

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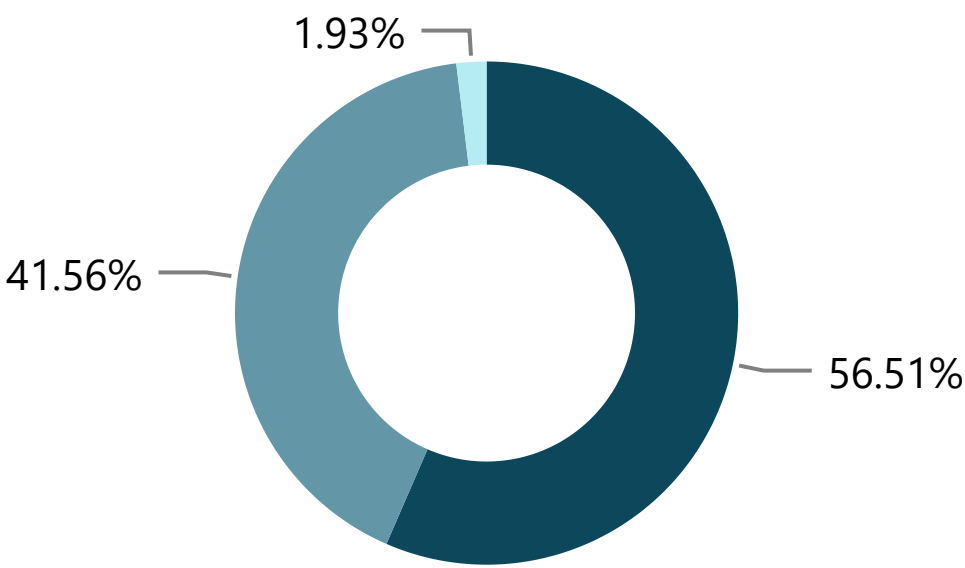
Store

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Sales Agent

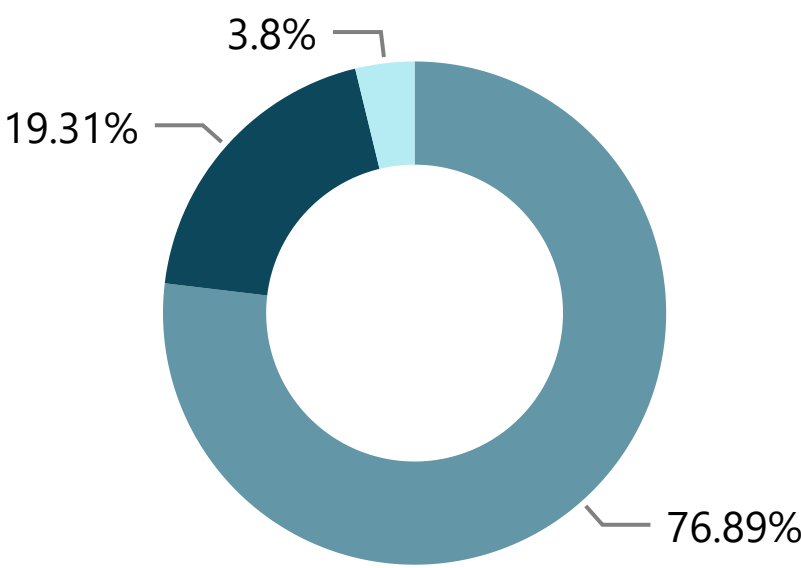
Customer

CUSTOMER SEGMENTATION- PURCHASE FREQUENCY



Segment Active Customers One-time Customers Prime Customers

CUSTOMER SEGMENTATION- AMOUNT SPENT



Segment Penny Spenders Average Spenders Big Spenders

Customers	Segment
Aarón Blanco Rosselló	Active Customers
Aarón Caballero-Marquez	One-time Customers
Aarón Carrera Iglesias	Active Customers
Aarón Catalán Martínez	Active Customers
Aarón de Sanabria	One-time Customers
Aarón Ignacio Pi Salom	One-time Customers
Aarón Manuel Galiano	One-time Customers
Aarón Marin Castañeda	One-time Customers
Aarón Salvador Cases Castañeda	Active Customers
Aarón Zamorano Requena	One-time Customers
Abel Alcázar Botella	Active Customers
Abel Boix	One-time Customers
Abel Carrillo-Trujillo	One-time Customers
Abel del Arenas	One-time Customers
Abel Lozano	One-time Customers
Abel Menendez Porras	Active Customers
Abel Moles	One-time Customers
Abel Quiroga Vega	One-time Customers
Abel Sabas Gutierrez Zamorano	Active Customers
Abel Villegas Mendizábal	Active Customers
Abigaíl Alberdi Ríos	Active Customers
Abigaíl Asensio Quesada	Active Customers
Abigaíl Barrio Alfaro	Active Customers
Abigaíl Colom-Colomer	One-time Customers
Abigaíl de Rincón	One-time Customers
Abigaíl del Cervera	Active Customers
Abigaíl Niño Alba	One-time Customers

Customers	Segment
Aarón Blanco Rosselló	Penny Spenders
Aarón Caballero-Marquez	Penny Spenders
Aarón Carrera Iglesias	Penny Spenders
Aarón Catalán Martínez	Penny Spenders
Aarón de Sanabria	Penny Spenders
Aarón Ignacio Pi Salom	Average Spenders
Aarón Manuel Galiano	Penny Spenders
Aarón Marin Castañeda	Penny Spenders
Aarón Salvador Cases Castañeda	Penny Spenders
Aarón Zamorano Requena	Penny Spenders
Abel Alcázar Botella	Penny Spenders
Abel Boix	Penny Spenders
Abel Carrillo-Trujillo	Penny Spenders
Abel del Arenas	Penny Spenders
Abel Lozano	Penny Spenders
Abel Menendez Porras	Average Spenders
Abel Moles	Penny Spenders
Abel Quiroga Vega	Penny Spenders
Abel Sabas Gutierrez Zamorano	Average Spenders
Abel Villegas Mendizábal	Penny Spenders
Abigaíl Alberdi Ríos	Average Spenders
Abigaíl Asensio Quesada	Penny Spenders
Abigaíl Barrio Alfaro	Penny Spenders
Abigaíl Colom-Colomer	Penny Spenders
Abigaíl de Rincón	Penny Spenders
Abigaíl del Cervera	Penny Spenders
Abigaíl Niño Alba	Penny Spenders