

Sales Performance Report

By Vaishali Rishi 

Dashboard

Product

Store

Geography

Sales Agent

Customer

Quantity

18.34K

Sales

39.20M

Cost

28.07M

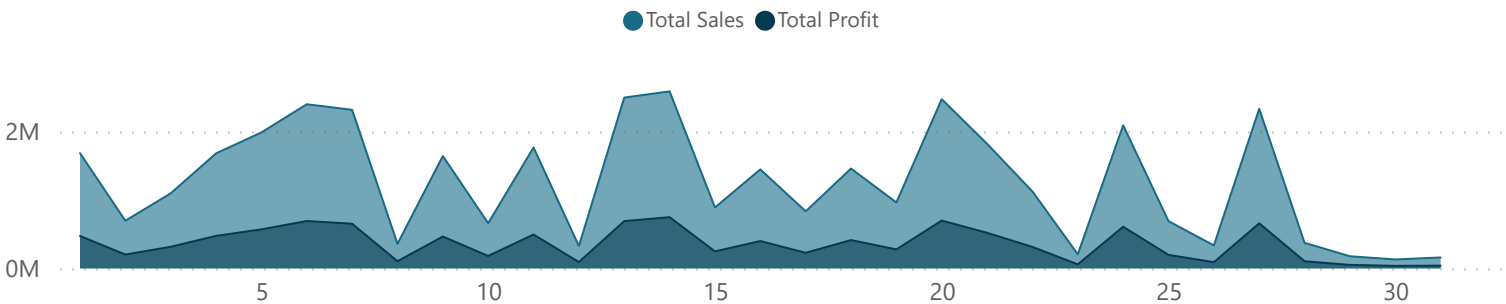
Profit

11.13M

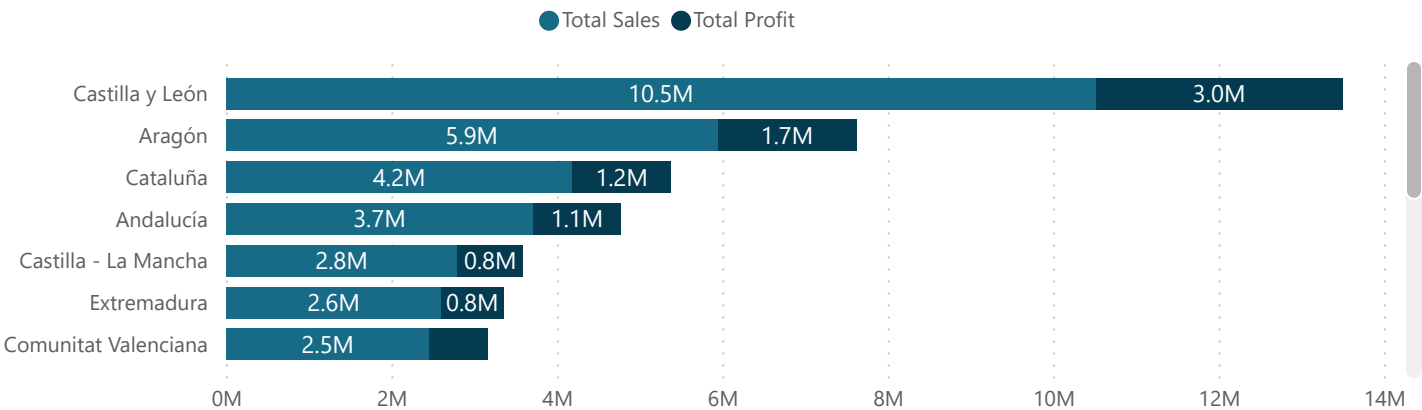
Orders

14.06K

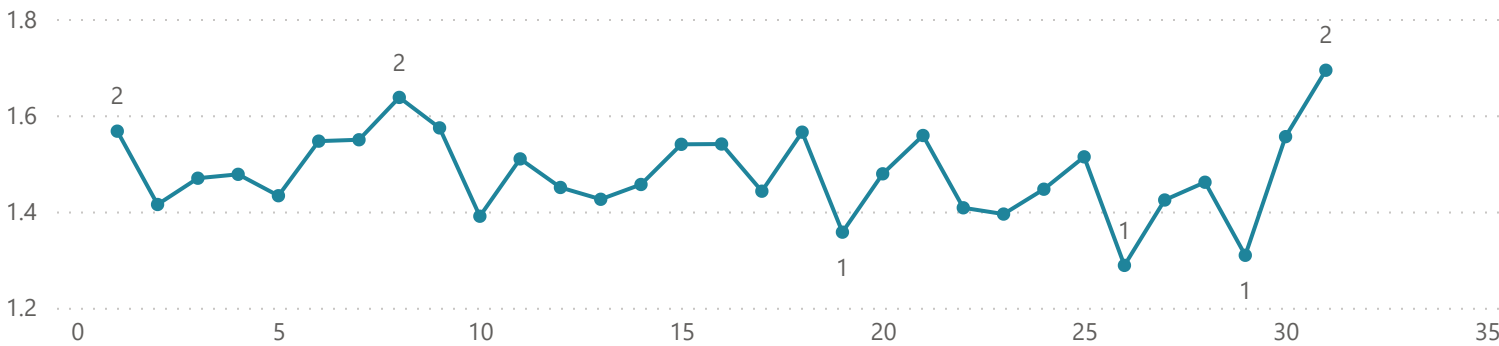
TRENDS IN SALES AND PROFITS



BREAKDOWN BY REGION



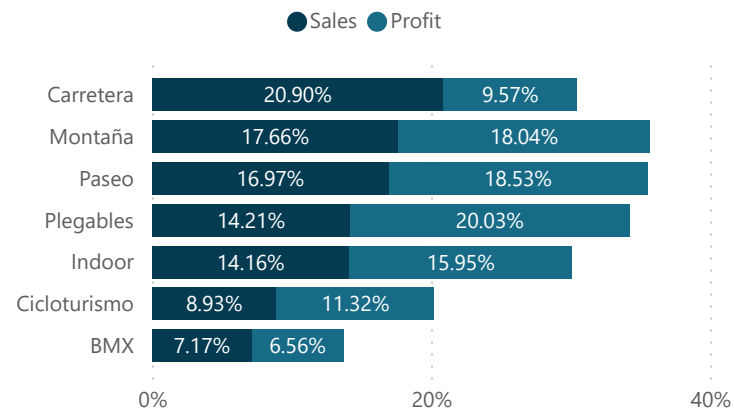
AVERAGE ORDER PROCESSING TIME



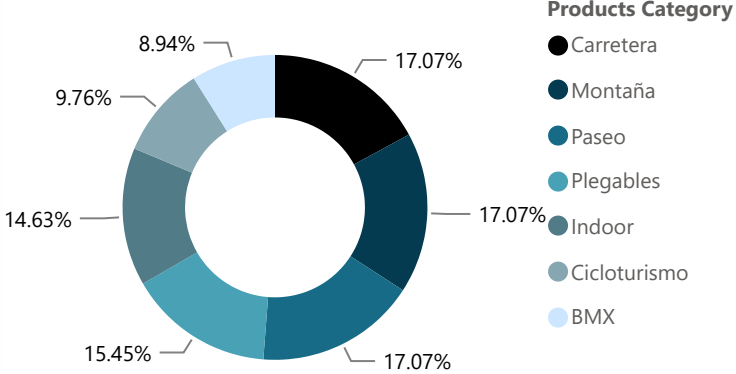
SALES PERFORMANCE REPORT

Dashboard **Product** Store Geography Sales Agent Customer

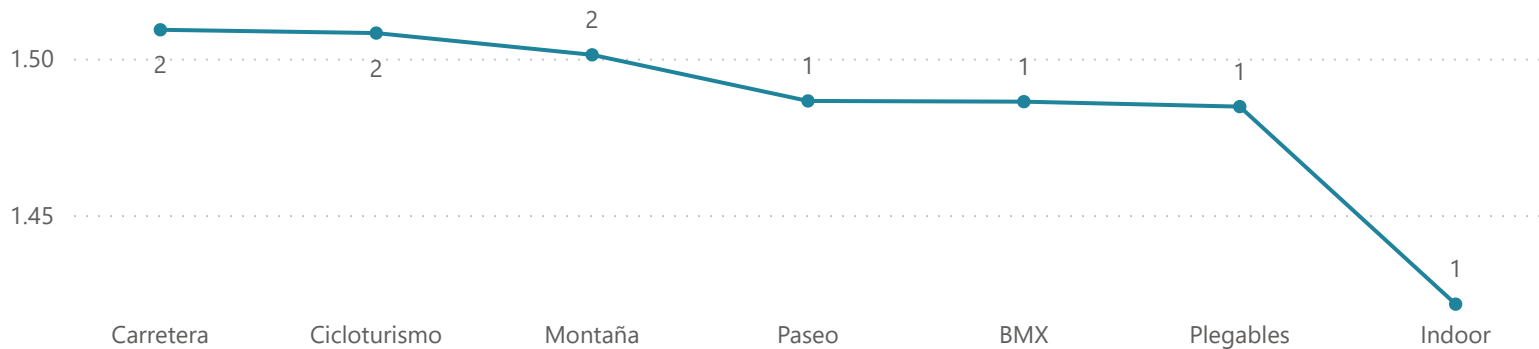
PRODUCT CATEGORY CONTRIBUTION



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 |

SALES PERFORMANCE REPORT

Dashboard

Product

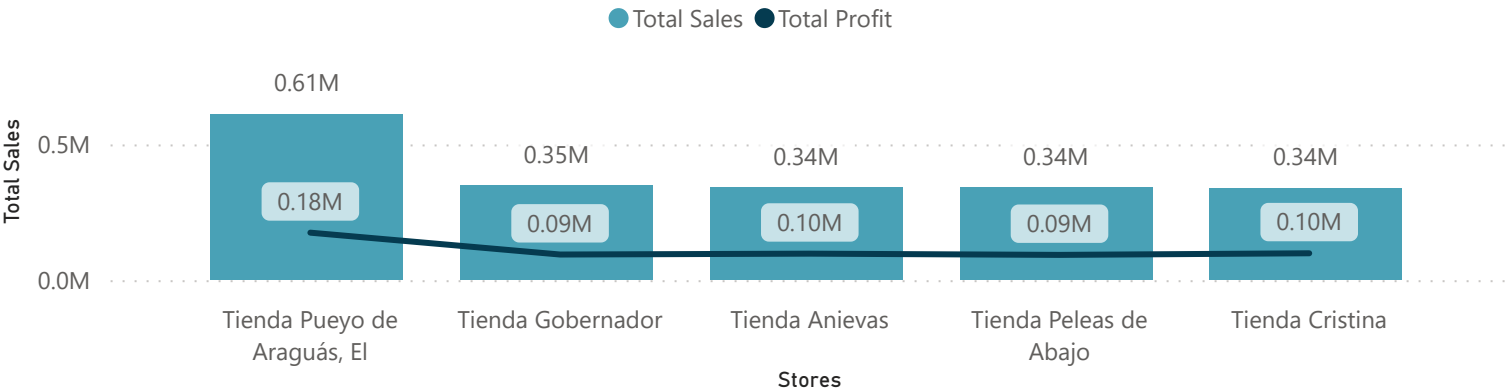
Store

Geography

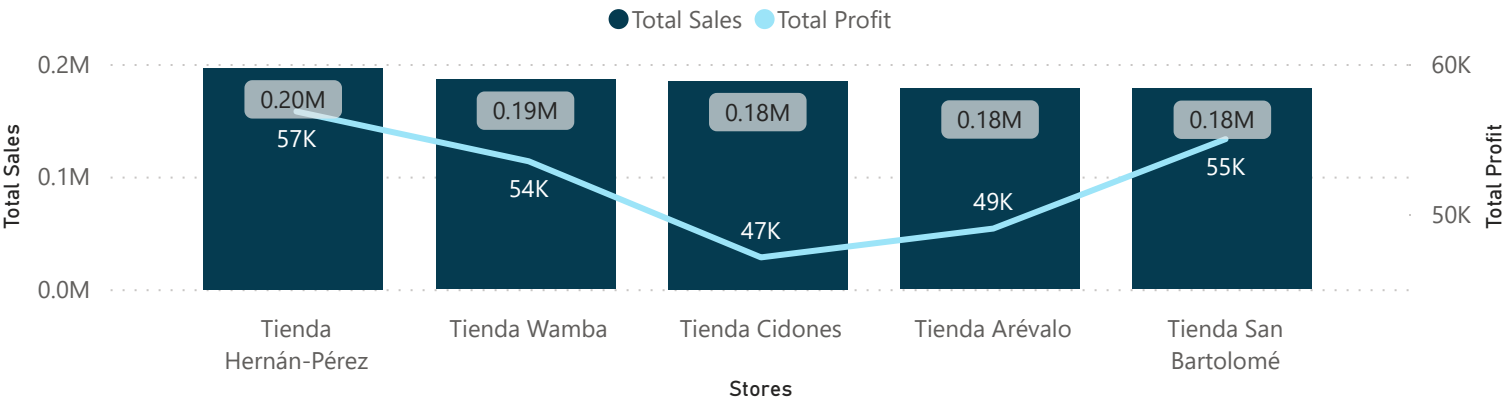
Sales Agent

Customer

TOP 5 STORES WITH HIGHEST SALES



BOTTOM 5 STORES WITH HIGHEST SALES



Stores

Products Catego...

Sales Agent Name

Tienda Pueyo de Arag...

Carretera

Total Orders
14059

Tienda Pueyo de Ara...
187

Carretera
43

Evelia Cazorla Girona
9

Tienda Peleas de Abajo
122

Plegables
35

Juanito Pacheco Quint...
9

Tienda Lobios
119

Paseo
30

Natalia Arellano Gil
6

SALES PERFORMANCE REPORT

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% |

SALES PERFORMANCE REPORT

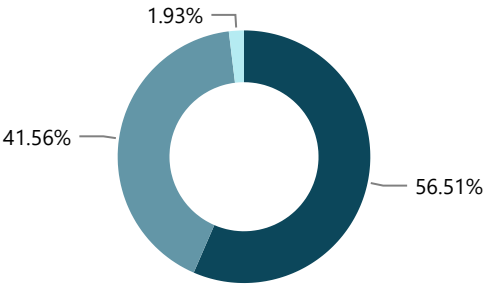
Dashboard Product Store Geography **Sales Agent** Customer

| | NAME | TOTAL SALES | TOTAL PROFIT |
|---|--------------------------|--------------|--------------|
|  | Juanito Pacheco Quintero | 77,95,632.23 | 22,08,681.17 |
|  | Ricardo Amat Casals | 58,90,232.38 | 16,67,330.66 |
|  | Evelia Cazorla Girona | 47,62,350.45 | 13,32,926.06 |
|  | Josefa Estevez Abella | 45,03,907.05 | 12,90,823.79 |
|  | Natalia Arellano Gil | 42,34,075.92 | 11,95,846.57 |
|  | Toño Prado-Arco | 40,50,928.40 | 11,53,281.26 |
|  | Teobaldo Peña Tejero | 31,66,977.62 | 9,13,617.66 |
|  | Aureliano Cabezas Sola | 28,47,288.08 | 8,01,560.72 |
|  | Eduardo del Azcona | 19,50,936.94 | 5,66,932.32 |

SALES PERFORMANCE REPORT

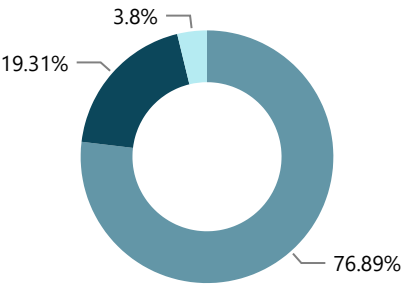
Dashboard Product Store Geography Sales Agent **Customer**

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 |