Maven Market

Contents of presentation

1. KPIS
2. 3. 4. 5 Dashboards
6 Insights

KEY PERFORMANCE INDICATORS

Total Quantity	Total Recyclable Products	Total Transactions
567K	873.00	270K

Total Order Cost	Total Cost	Total Overall Price
711.73K	711.73K	571.23K

Total Revenue	Total Profits
1.76M	1.05M

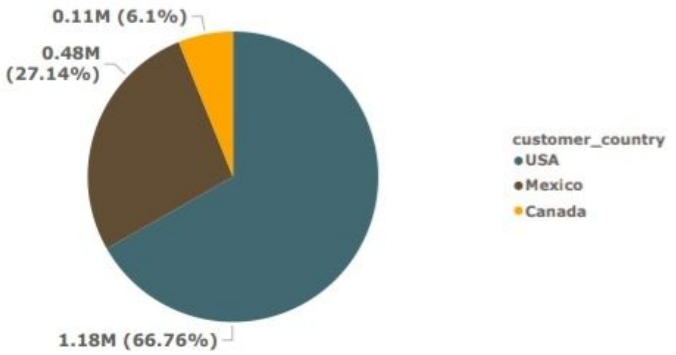
Customer Data

Customer Gender
- F
- M

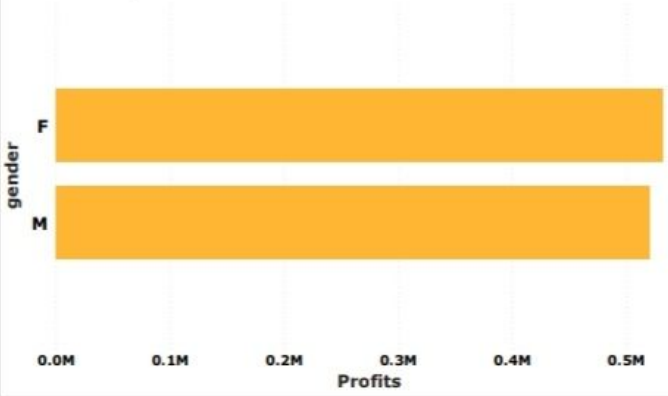
Customer DOB
06-01-1910 — 24-12-1980

Yearly Income
All

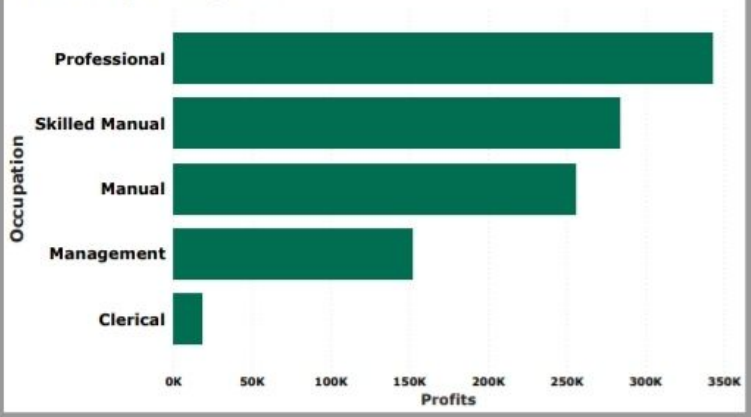
Total Revenue by Customer Country



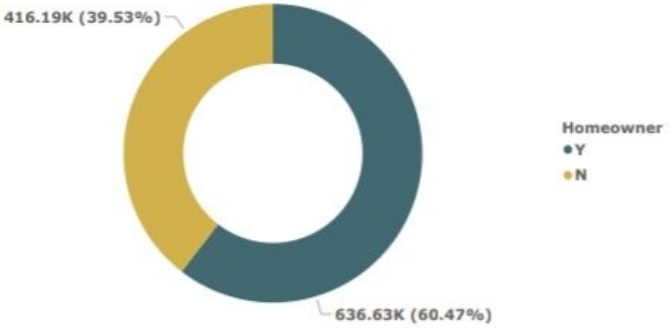
Profits by Gender



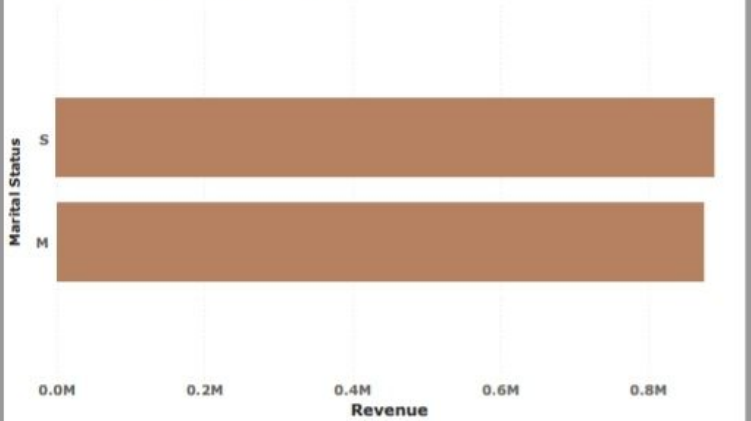
Profits by Occupation



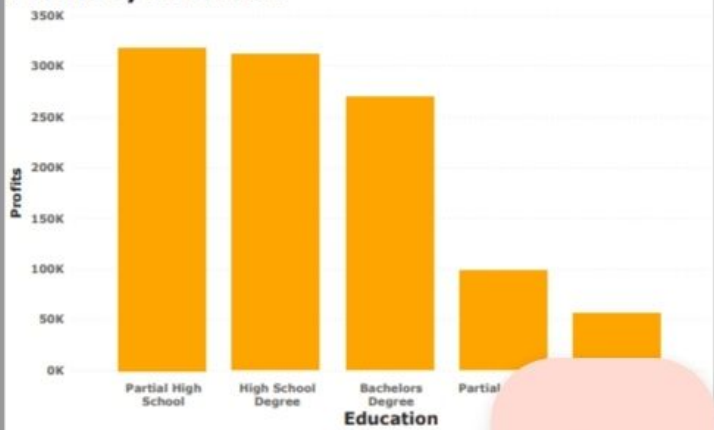
Profits by Homeowner (Yes or No)



Revenue by Marital Status



Profits by Education

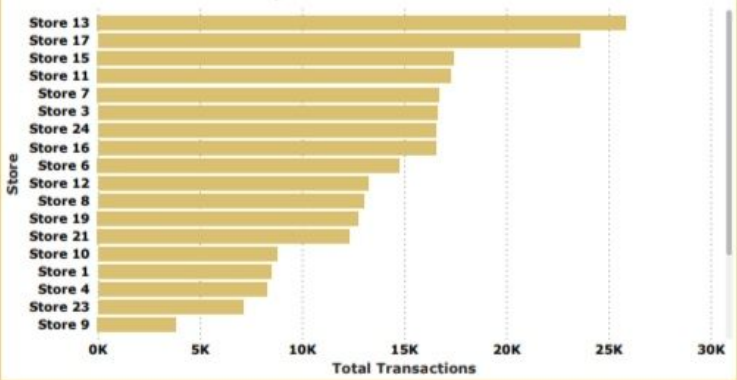


Financial Data

Product Cost
0.50 3.98

Revenue
0.50 23.64

Total Transactions by Store

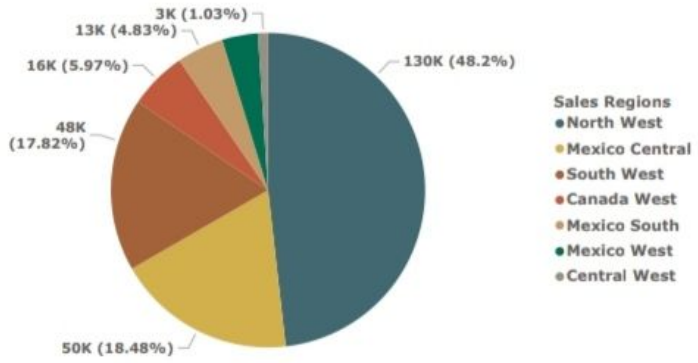


270K
Total transactions

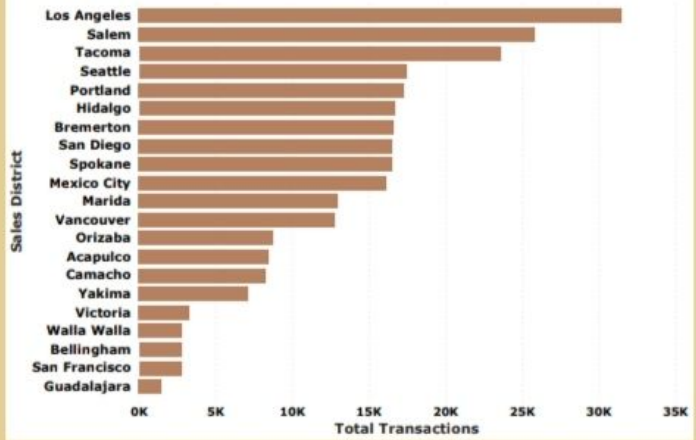
711.73K
Total Cost

1.05M
Profits

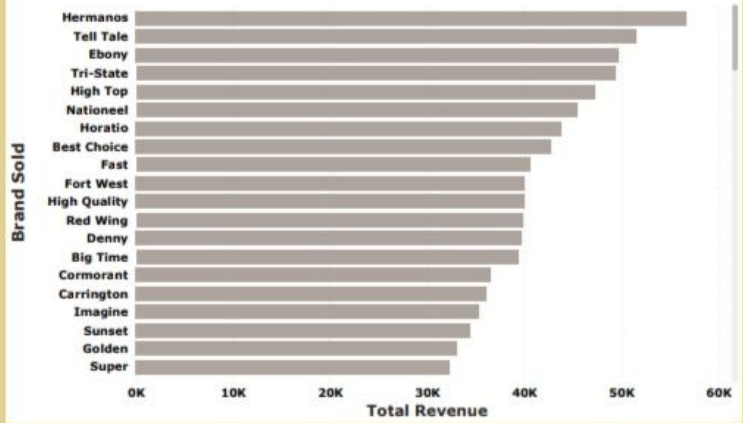
Total Transactions by Sales Region



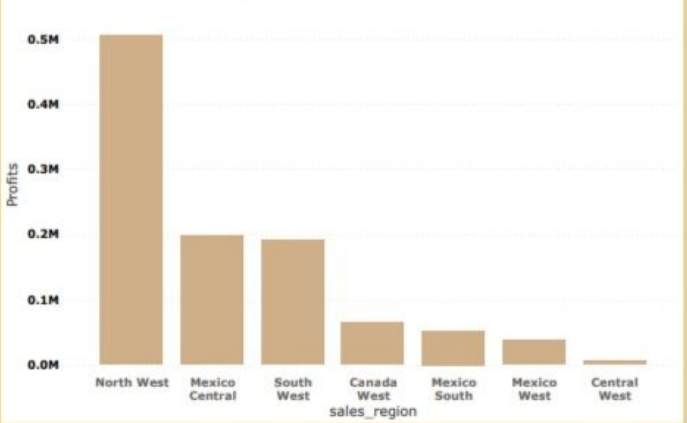
Total Transactions by Sales District



Total Revenue by Brands Sold



Profits by Sales Region



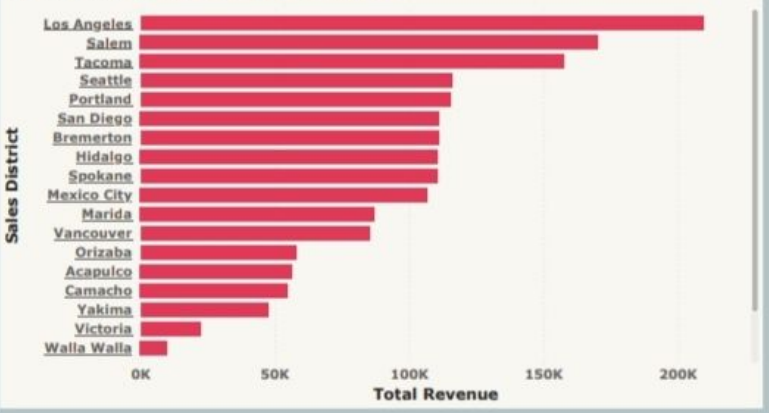
Regional Data

Sales Region: All

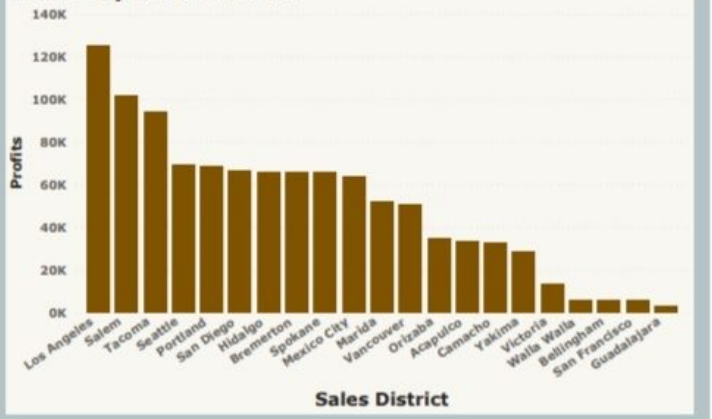
Brand Name: All

Customer City: All

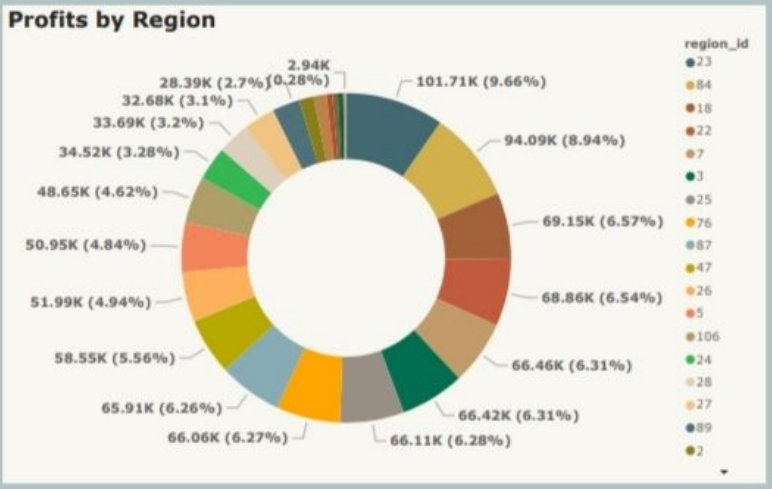
Total Revenue by Sales District



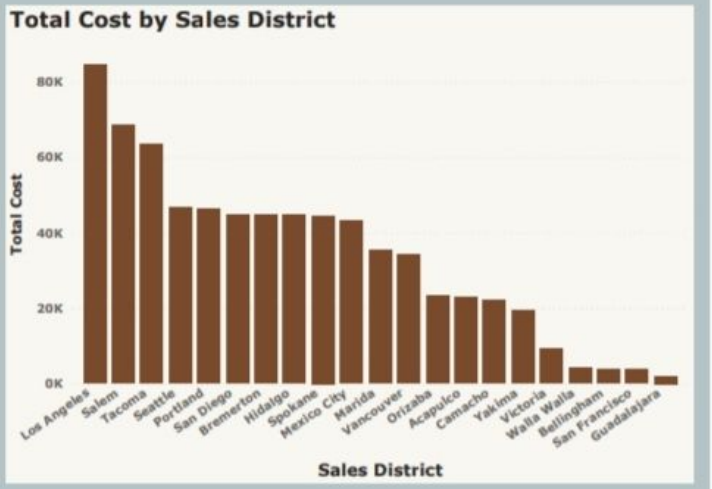
Profits by Sales District



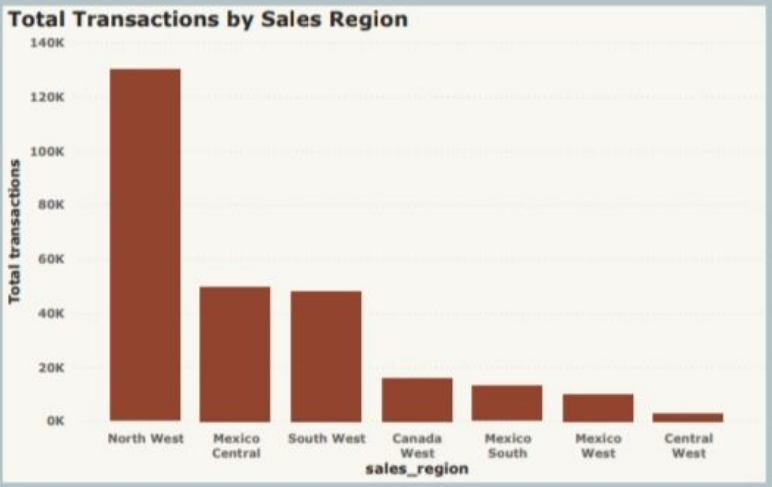
Profits by Region



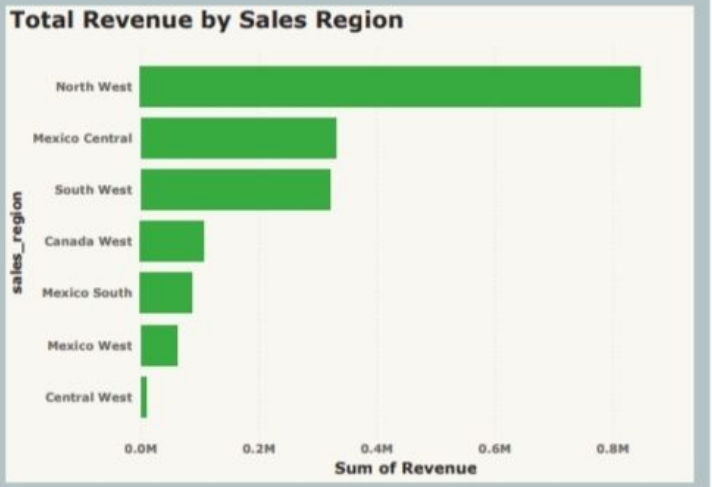
Total Cost by Sales District



Total Transactions by Sales Region



Total Revenue by Sales Region



INSIGHTS

- The Maven Market data shows information regarding the products, regions , returns, stores & transactions.
- The KPIs show the important metrics like Total Cost, Revenue, Quantity, Profits & Transactions whereas the dashboards show the data presented based on Customers, Financial, Regional and Stores data.
- Out of the 3 main countries that the Maven Market data covers, USA generated the highest amount of revenue overall, followed by Mexico and then Canada.
- USA also accounted for 66.76% of the total Revenue generated.
- Out of all the occupation levels of the Customers, the Professional level of occupation generated the highest profits.
- Los Angeles had generated the highest amount of profits out of all the sales whereas Guadalajara generated the lowest.

Stores Data

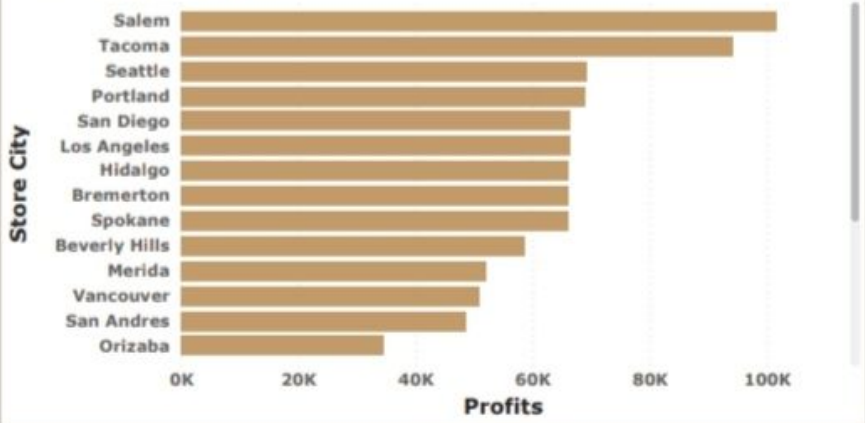
Store Region

All

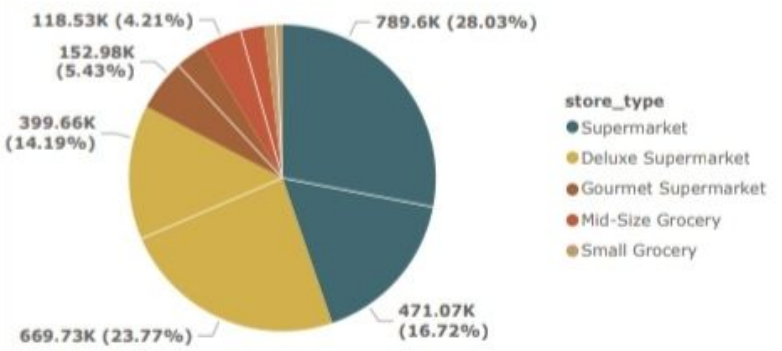
Product Name

All

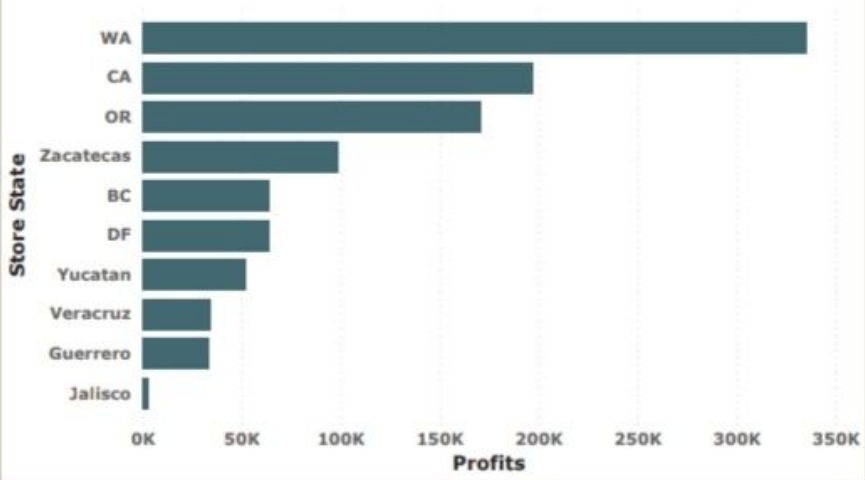
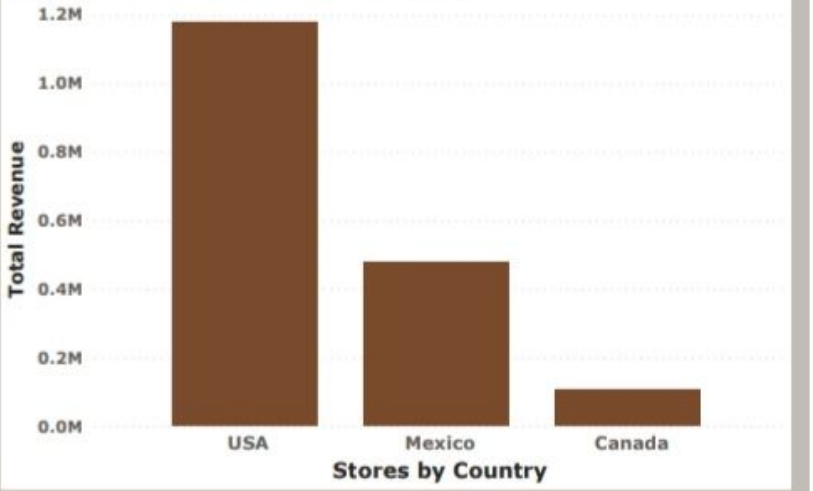
Profits by Store City



Total Revenue and Profits by Store Type



Profits by Store State



Total Revenue by Store Country