

# Hogarth Retail Project Dashboard

Total Sales Revenue

\$428.43M

Sales

Total Quantity Purchased

9M

Quantity\_Purchased

Slicer by Month\_Date

Month\_Date

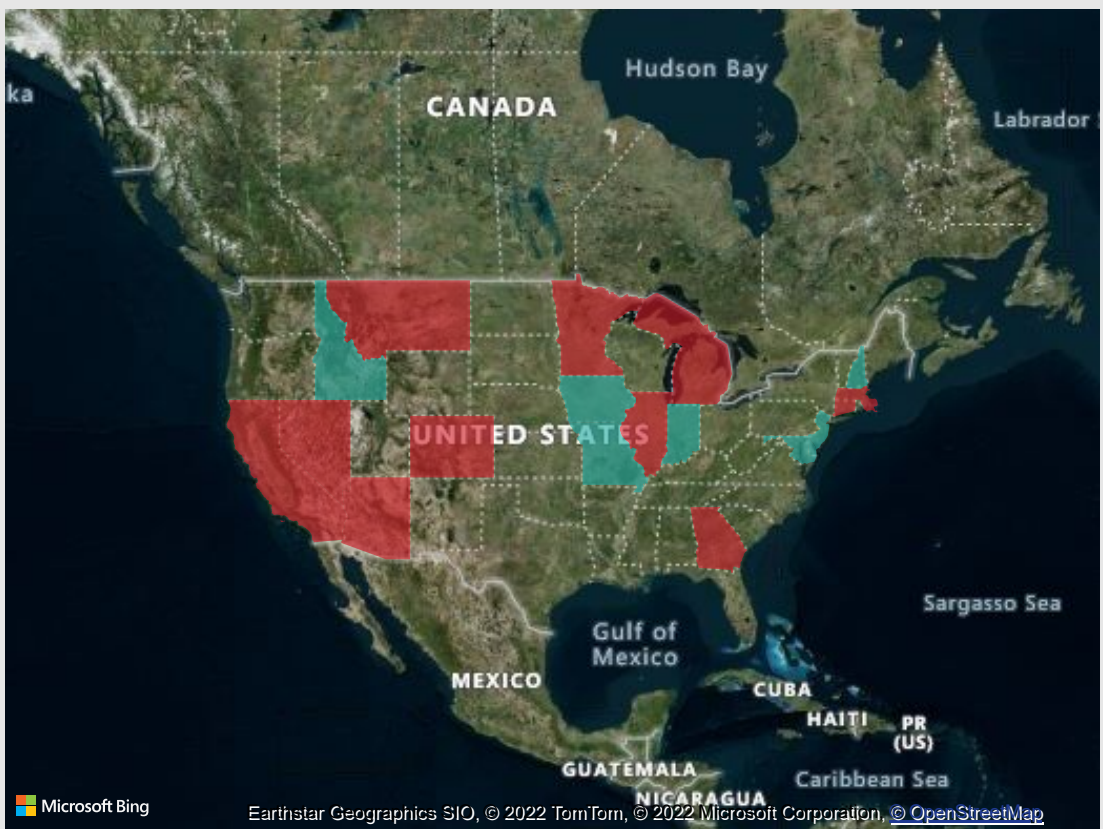


01-12-2019

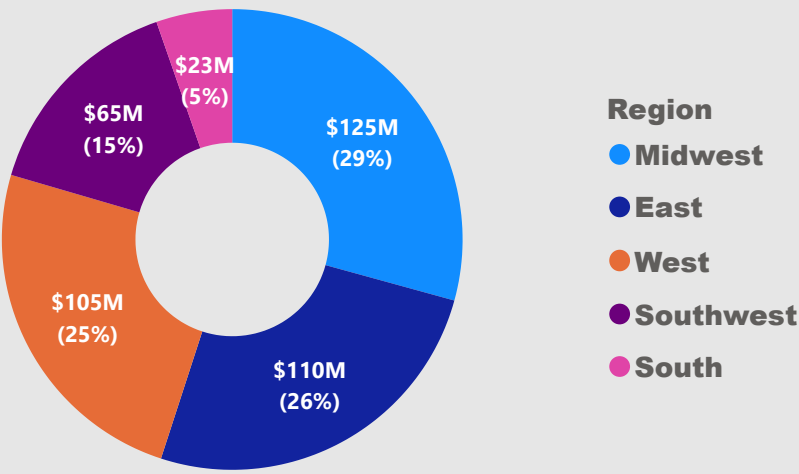
01-04-2022



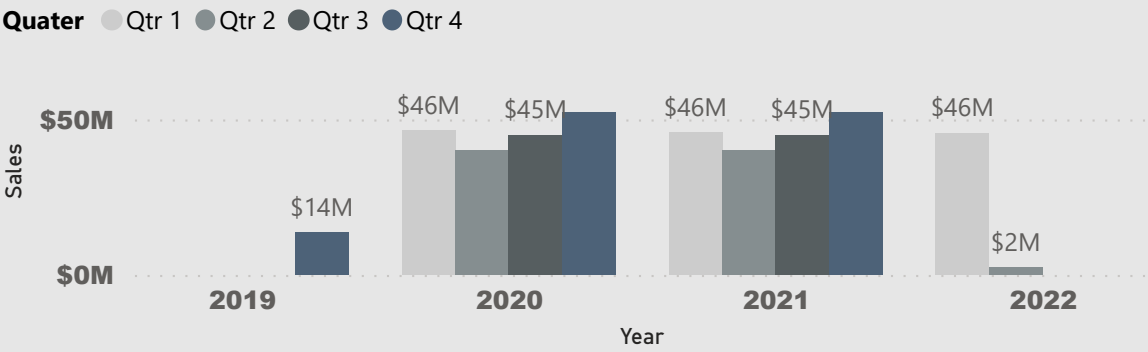
Sales by State



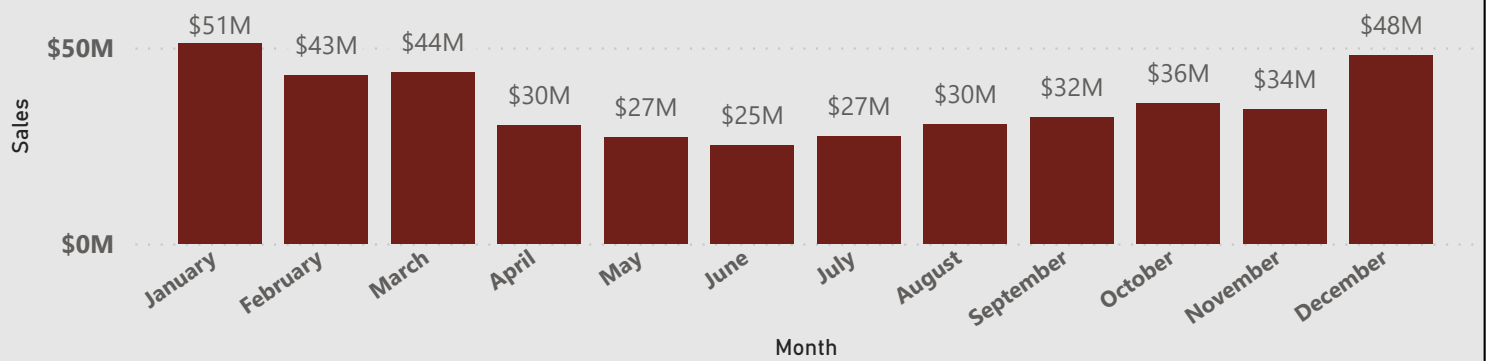
Sales by Region



Sales by Year and Quarter



Sales by Month



# Sales Analysis

## Region

- ☐ East
- ☐ Midwest
- ☐ South
- ☐ Southwest
- ☐ West

## Country

- ☐ Ada County
- ☐ Alameda County
- ☐ Boulder County
- ☐ Carroll County
- ☐ Clark County
- ☐ Coconino County
- ☐ Cook County
- ☐ DeKalb County
- ☐ El Paso County

## Year

- ☐ 2019
- ☐ 2020
- ☐ 2021
- ☐ 2022

## Table View

| State       | City             | Quantity_Purchased | Sales        |
|-------------|------------------|--------------------|--------------|
| Arizona     | Chandler         | 324538             | \$1,47,99,5  |
| Arizona     | Flagstaff        | 369701             | \$1,67,45,8  |
| California  | Arcadia          | 340457             | \$1,55,34,9  |
| California  | Berkeley         | 345058             | \$1,56,98,8  |
| Colorado    | Boulder          | 414976             | \$1,89,71,9  |
| Colorado    | Colorado Springs | 315880             | \$1,43,55,4  |
| Connecticut | Norwalk          | 273541             | \$1,24,87,7  |
| Connecticut | West Hartford    | 230036             | \$1,05,30,2  |
| Delaware    | Newark           | 303639             | \$1,37,95,0  |
| Georgia     | Alpharetta       | 240894             | \$1,09,66,8  |
| Georgia     | Atlanta          | 260788             | \$1,18,86,3  |
| Total       |                  | 9405200            | \$42,84,31,8 |

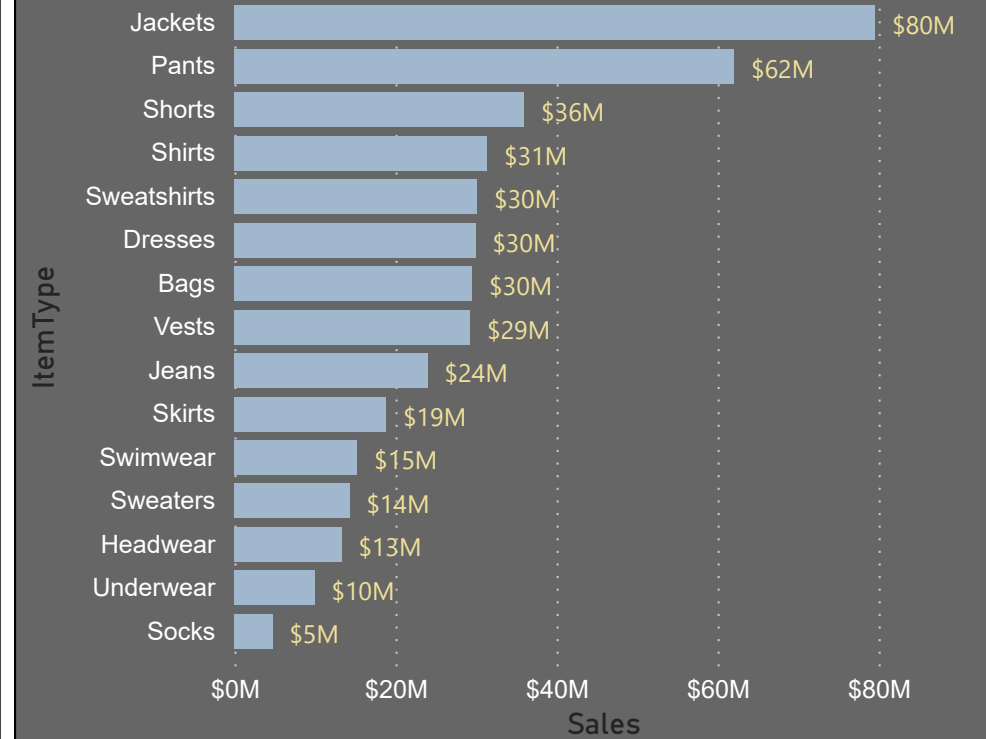
## Weekday / Weekend

- ☐ WeekDay
- ☐ WeekEnd

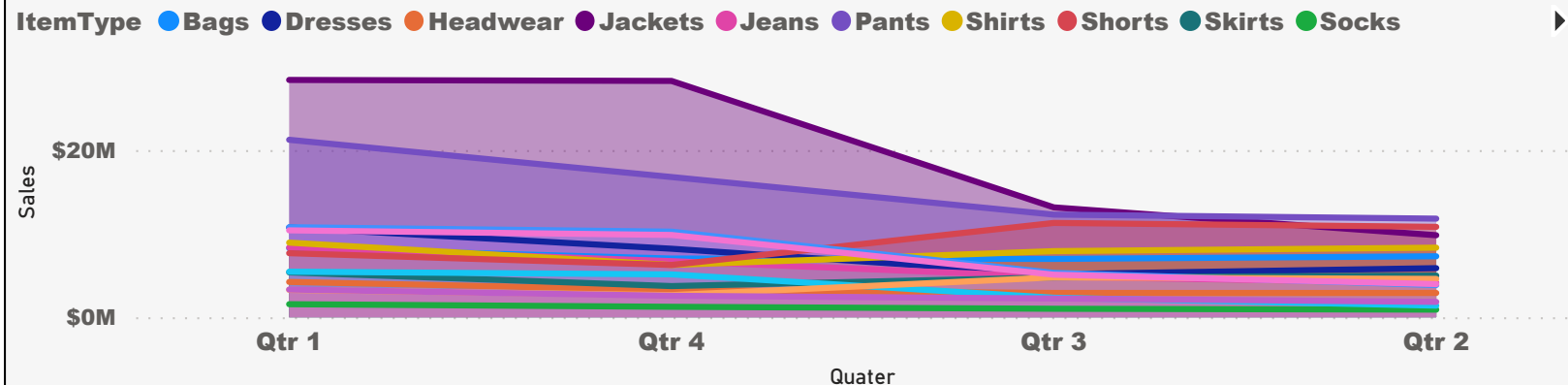
## Day of Week

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

## Sales by ItemType



## Quarter wise sales of ItemType



# Item Types & Product Analysis

## Slicer by Month\_Date

Month\_Date



01-12-2019

01-04-2022



ItemType: Bags



- ☒ Bags
- ☐ Dresses
- ☐ Headwear
- ☐ Jackets
- ☐ Jeans
- ☐ Pants
- ☐ Shirts
- ☐ Shorts
- ☐ Skirts
- ☐ Socks

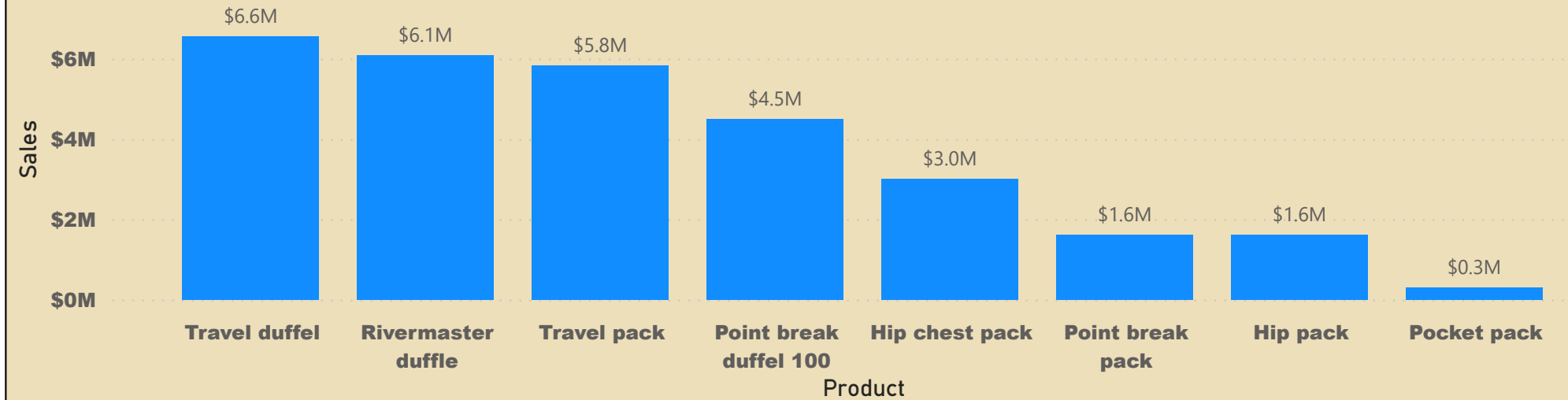
Product: All



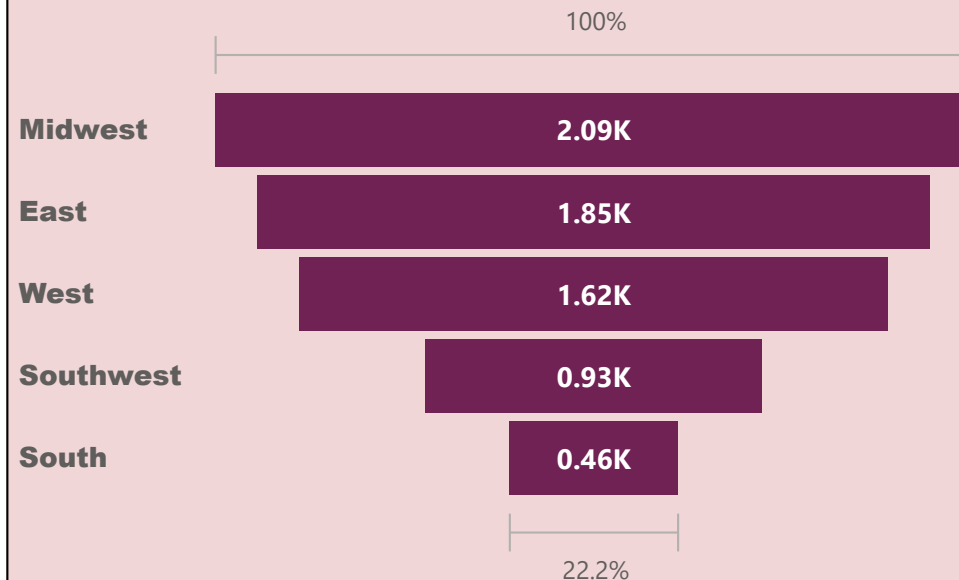
- ☐ Hip chest pack
- ☐ Hip pack
- ☐ Pocket pack
- ☐ Point break duffel 100
- ☐ Point break pack
- ☐ Rivermaster duffel
- ☐ Travel duffel
- ☐ Travel pack

## Sales and Quantity Analysis

ItemType ● Bags



## Region wise ItemType Counts



## Product Sales and Quantity

