Sales Dashboard

Total Revenue by Loyalty_Status

Platinum	$26K
Bronze	$24K
Silver	$13K
Gold	$7K
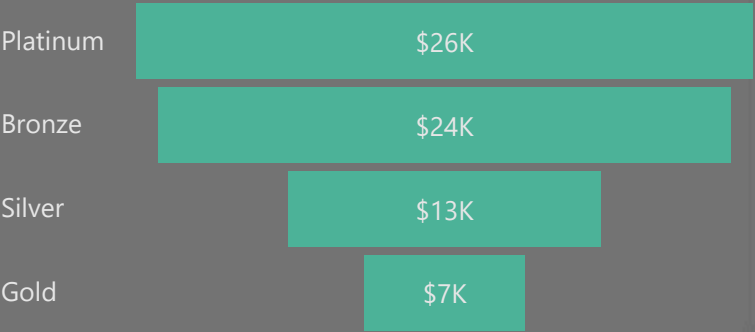
Revenue by Gender
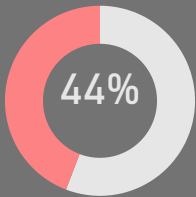
Male 56%
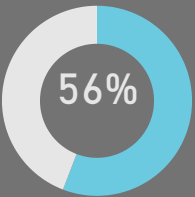
Female 44%

Total_Revenue by Cost_Bucket

9.09%

50.2%

33.09%

● High Cost ● Very Costly ● Average Cost ● Inexpensive
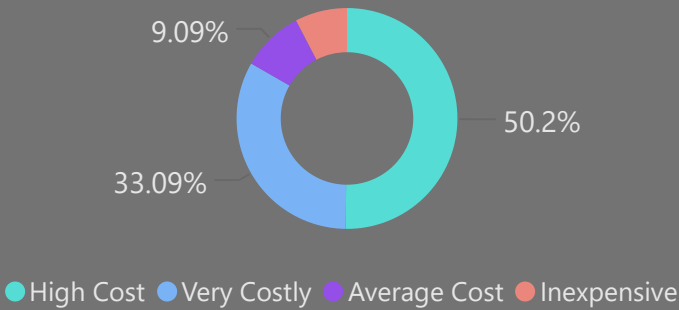
Top 5 customers in Festival Season by Customer_Name

BHE	$143K
FLB	$119K
QWP	$117K
FRF	$101K
QCB	$91K
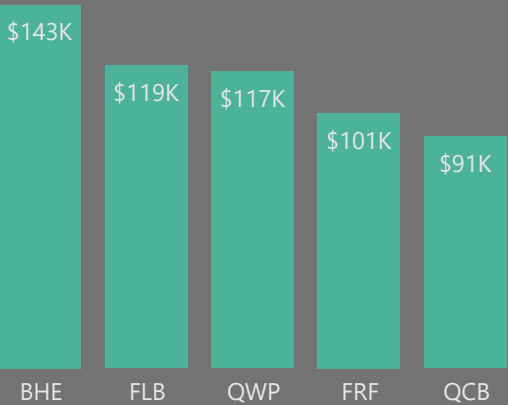
Top 5 Customers by Purchase Amount

TXO	$7K
VBN	$4K
LAX	$4K
UJM	$3K
CLU	$3K
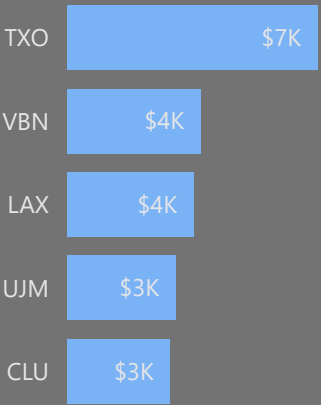
Total_Revenue by Age_Bucket

Middle...	$38K
Young	$16K
Old_Age	$16K

Revenue by Cities

Seattle

Denver · Chicago · Boston

Los Angeles

New York

Houston

Dallas · Miami

Microsoft Bing

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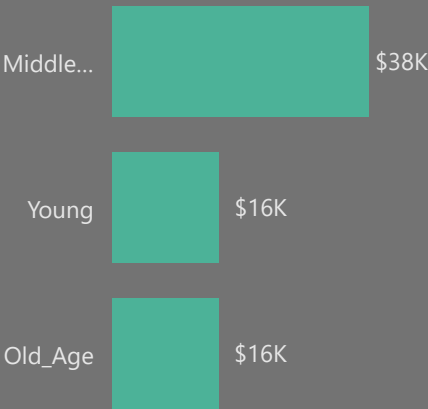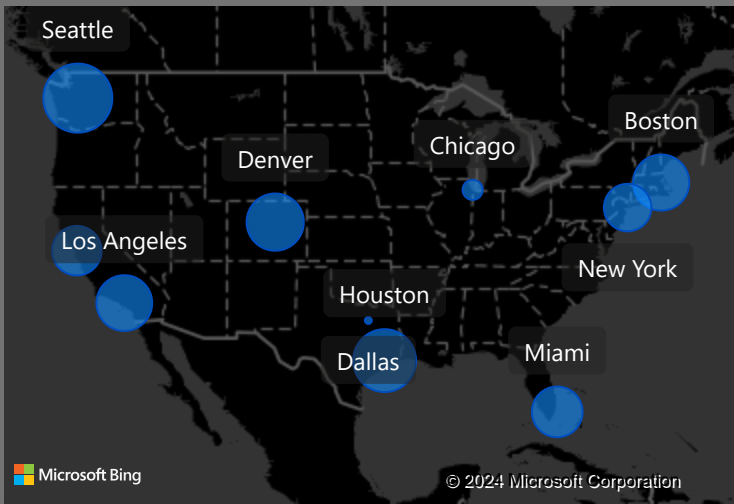
Sales Dashboard

Total_Revenue by Month and Brand

Brand ● Chocolate is Divine ● Craftest Chocolate ● Luxurious and Sweetest Chocolates ● Master in Chocolate ● Sweetest Chocolate

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Revenue from Chocolate Type

Dark Chocolate	Milk Chocolate	White Chocolate
$3.8M	$1.1M	$0.9M
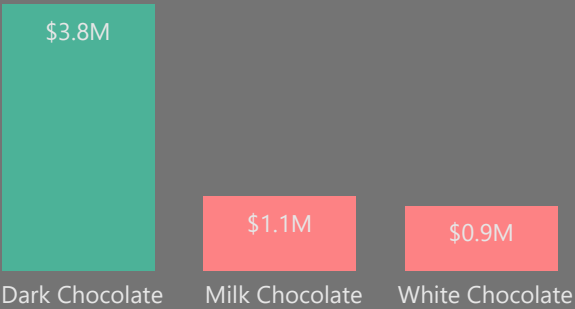
Revenue from Festival Season

79%

MoM Change for Revenue

-79.7% | -5.4% | 37.2% | -25.0% | 1.1% | -11.9% | 49.8% | 257.4% | 56.2% | 51.9% | 319.1%

Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Total_Revenue by Quarter

Q-1 | Q-2 | Q-3 | Q-4
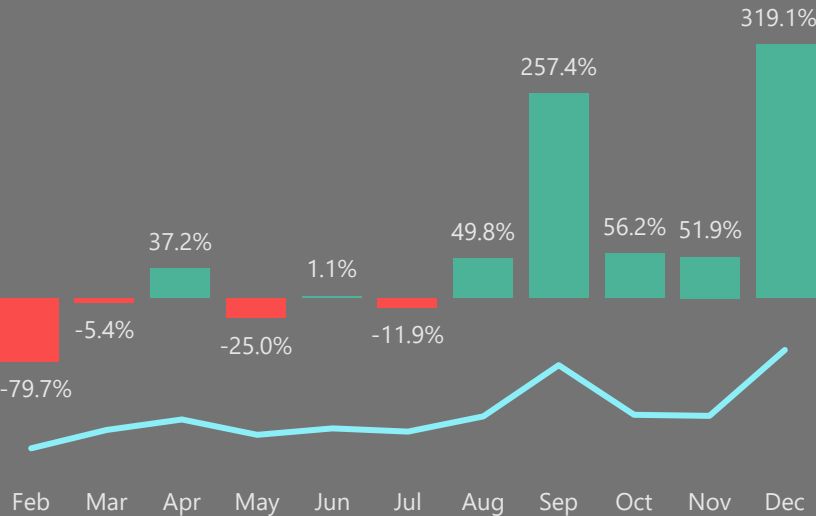
Revenue by Chocolate Type in Weekday

High
low
Very low

Day	Dark Chocolate	Milk Chocolate	White Chocolate
Sun	$515,835	$137,892	$90,652
Mon	$402,727	$65,056	$116,278
Tue	$662,884	$100,695	$178,307
Wed	$570,041	$158,122	$206,616
Thu	$628,433	$161,220	$129,815
Fri	$553,916	$238,867	$138,912
Sat	$461,861	$193,826	$65,321