

Transaction Analysis

OverView



Transaction Dashboard

Overview

Breakdown

Customers

17,643,354.35

Total Sales

48,445,025.10

Total Profit

2492

Total Products

62884

Transaction Count

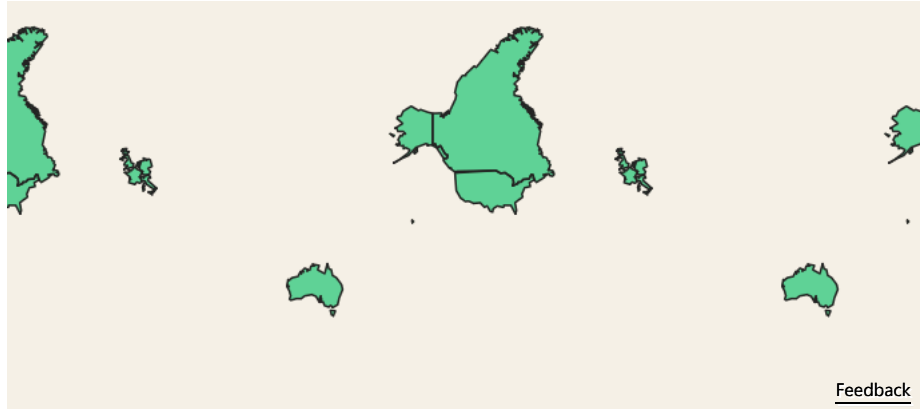
Year

- ☐ 2016
- ☐ 2017
- ☐ 2018
- ☐ 2019
- ☐ 2020
- ☐ 2021

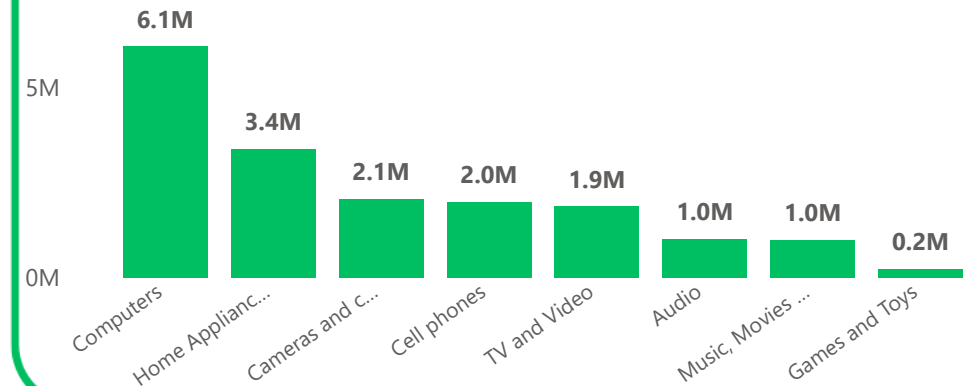
Country

- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Italy
- ☐ Netherlands
- ☐ Online
- ☐ United Kingdom

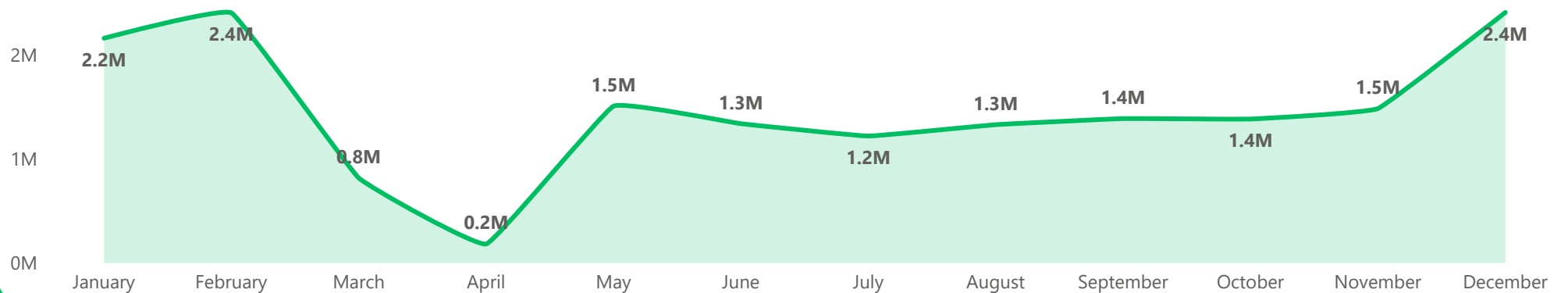
Sales by Country



Sales by Category



Sales by Month



Transaction Dashboard

Overview

Breakdown

Customers

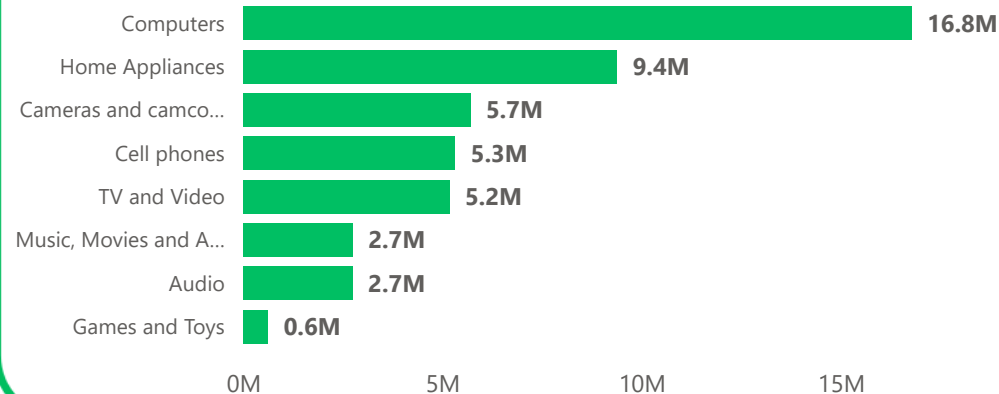
Continent

- ☐ Australia
- ☐ Europe
- ☐ North America

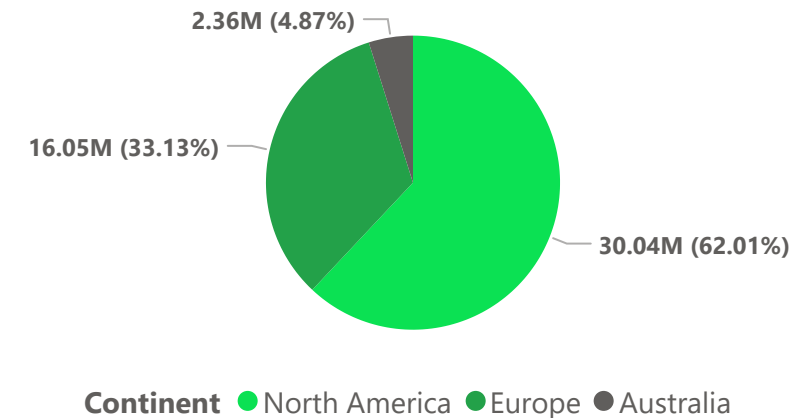
Category

- ☐ Audio
- ☐ Cameras and ca...
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies a...
- ☐ TV and Video

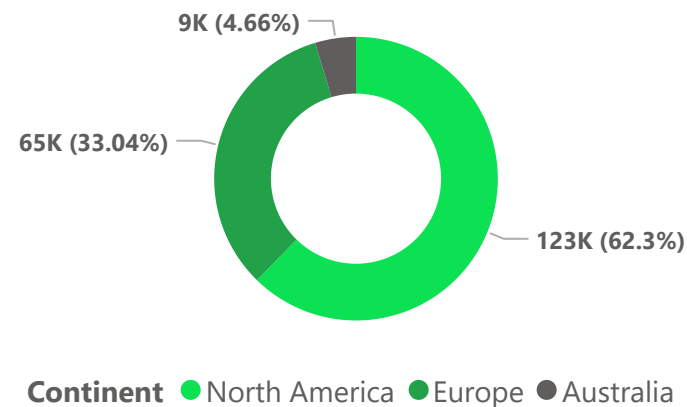
Total Profit by ProductCategory



Profit by Continent



Quantity by Continent



ProductCategory	Total Sales	Total Profit	Profit Margin
Audio	1,011,599.11	2,741,887.69	2.71
Cameras and camcorders	2,066,737.50	5,698,103.16	2.76
Cell phones	1,995,492.90	5,317,233.87	2.66
Computers	6,083,930.23	16,766,856.88	2.76
Games and Toys	228,587.08	621,504.89	2.72
Home Appliances	3,392,752.17	9,380,937.98	2.76
Music, Movies and Audio Books	989,285.09	2,744,988.57	2.77
TV and Video	1,874,970.27	5,173,512.06	2.76
Total	17,643,354.35	48,445,025.10	2.75

Transaction Dashboard

Overview

Breakdown

Customers

Country

- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Italy
- ☐ Netherlands
- ☐ United Kingdom
- ☐ United States

Gender

- ☐ Female
- ☐ Male

12K

Active Customers

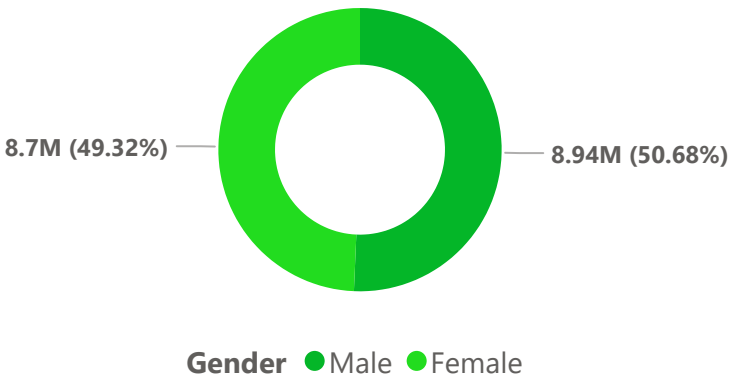
57

Avg Customer Age

Top 10 Customers By Transactions

CustomerName	Transaction Count	Total Sales
Gaspare Trevisan	36	11,239.73
Fabrice Lamoureux	32	6,949.75
Paul Warren	32	10,556.14
Kyle Quinn	30	8,569.77
Claire Macdonald	29	7,067.78
Delmer Martinez	29	7,305.45
Lisa Sherman	29	7,348.48
Margaret Mattson	29	11,611.49
Victor Kristensen	29	8,384.57
Richard Smith	28	6,674.59
Uriele Marcelo	28	6,055.44
Velia Phillips	28	5,754.30

Sales by Gender



Active Customers by Country

