H&M
INSIGHTS
SALES DASHBOARD

Customer
1.37M

Total Revenue
22.00M

Orders
8.19M

Age Band
All ▾

Product Type
All ▾

Date
All ▾

Online VS Store Sales Split

- 174K (column 2)
- 46K (column 1)

Y-axis: 150K, 100K, 50K, 0K
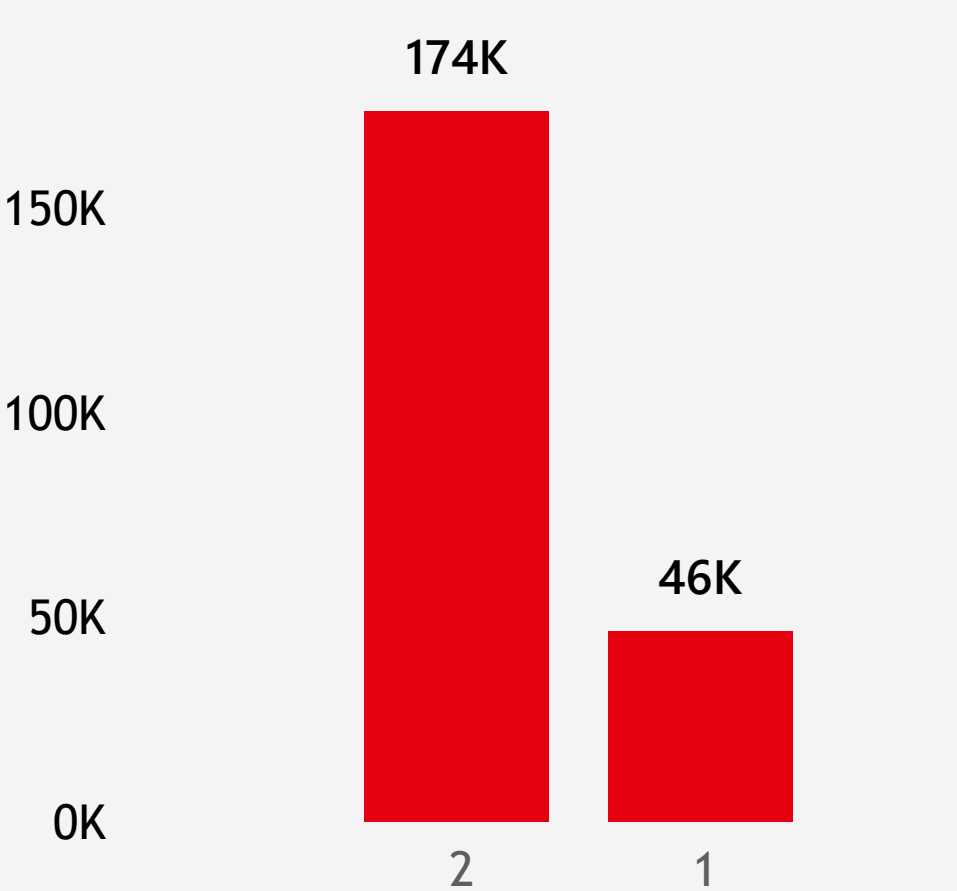
Sales by Gender Category

- 104.87K (47.67%)
- 45.6K (20.72%)
- 35.82K (16.28%)
- 11.26K (5.12%)
- 9.7K (4.41%)

Products
- ● Ladieswear
- ● Divided
- ● Lingeries/Tights
- ● Menswear
- ● Ladies Accessories
- ● Sport
- ● Children Sizes 13...
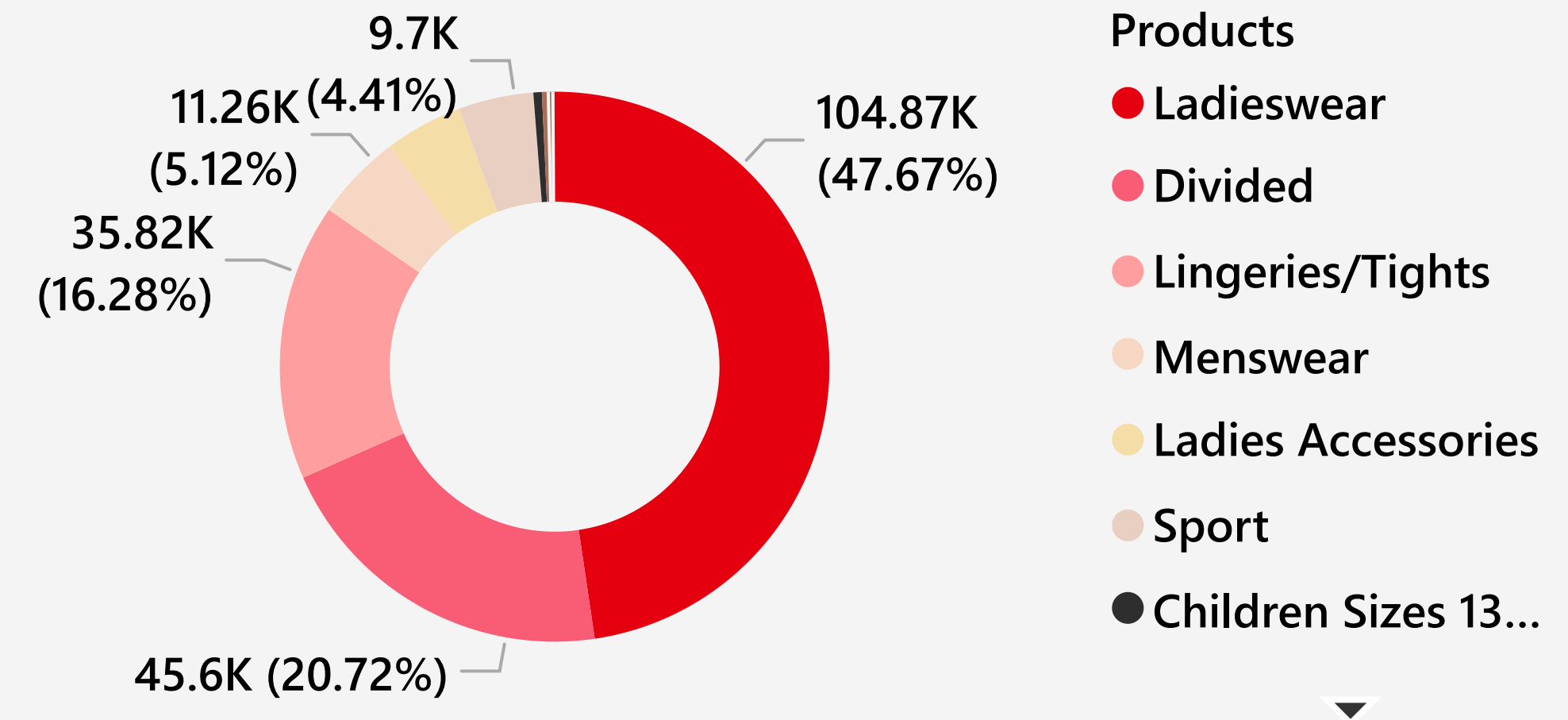
Customer Age Band Distribution

- 20-29: 0.53M
- 50+: 0.32M
- 30-39: 0.25M
- 40-49: 0.20M
- <20: 0.07M

Total Sales Over Time

- March: 1.0M
- April: 3.8M
- May: 3.7M
- June: 4.3M
- July: 3.2M
- August: 3.3M
- September: 2.7M
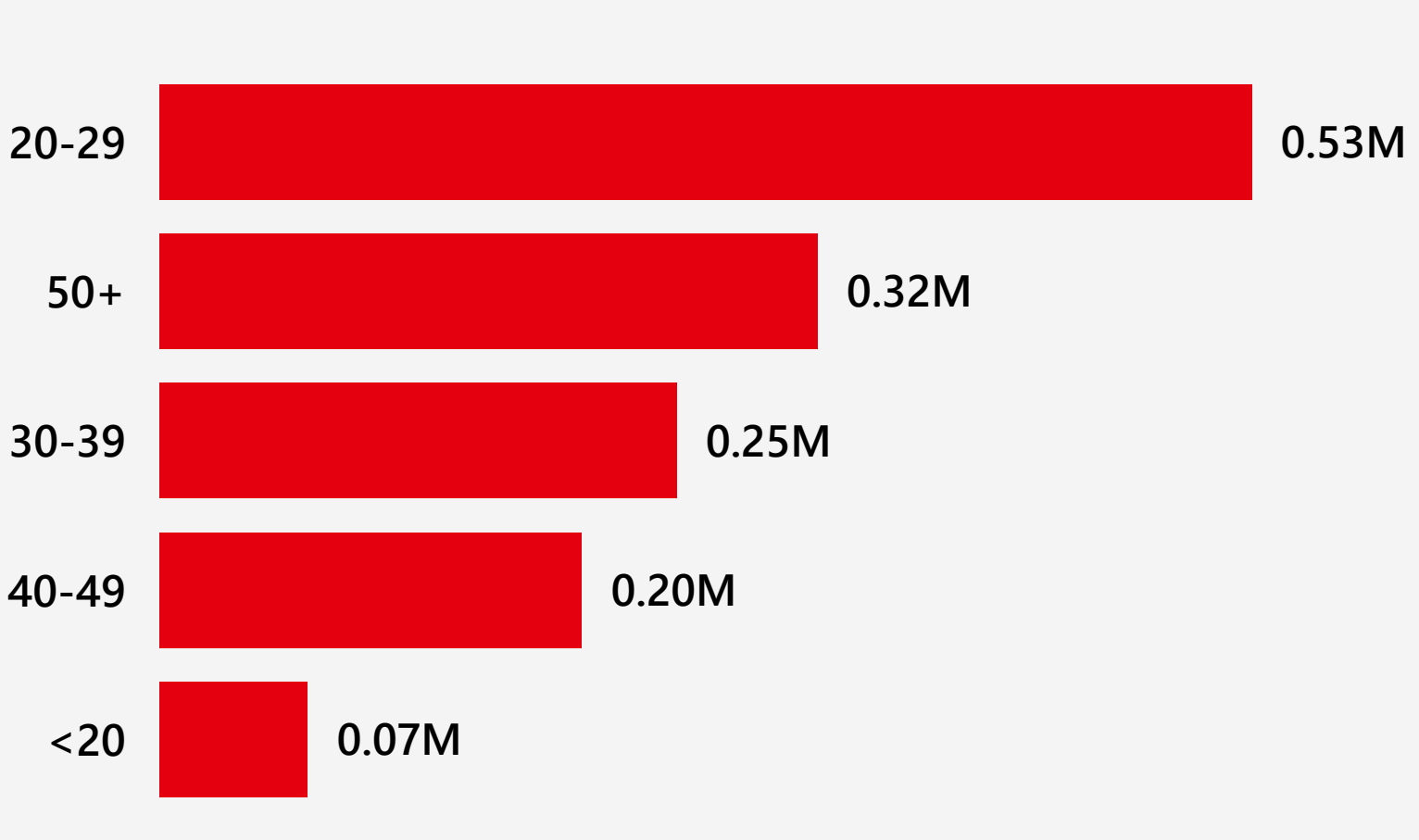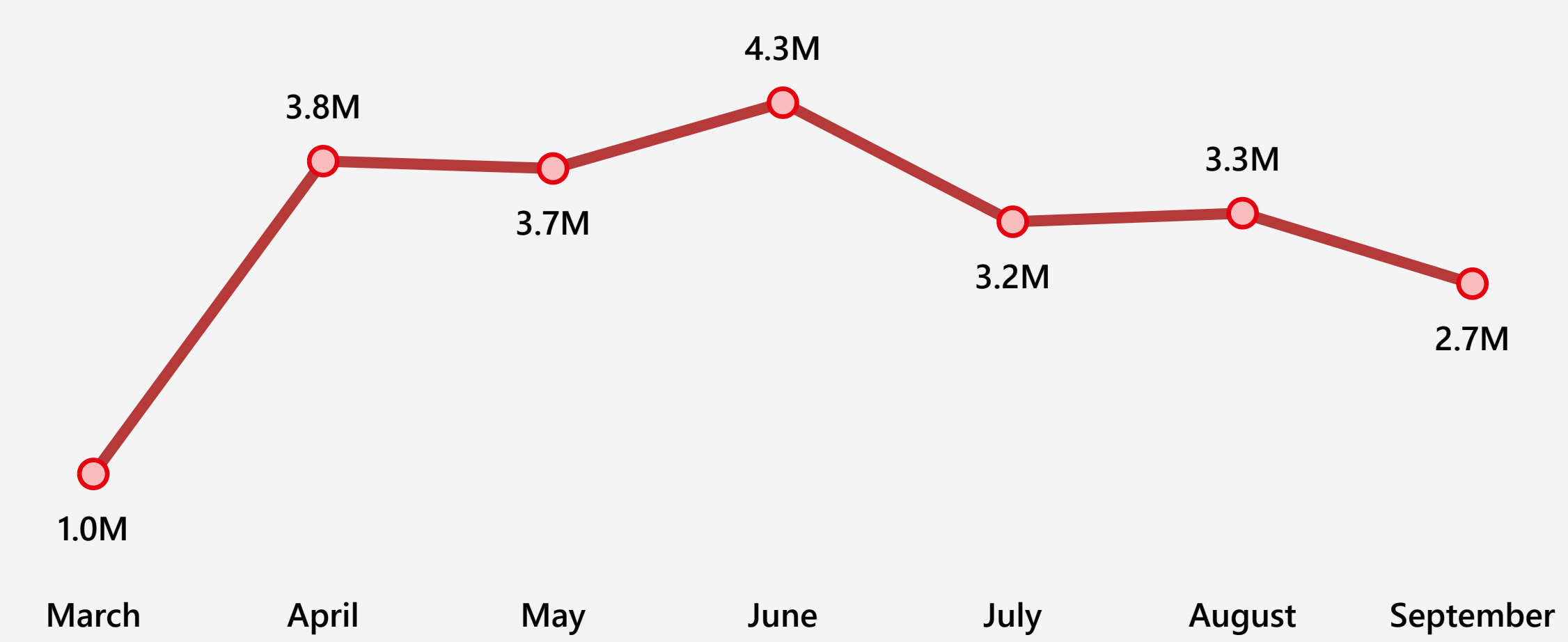
Top Selling Product Types

- Garment Upper body: 2.81M
- Garment Lower body: 1.84M
- Garment Full body: 1.12M
- Swimwear: 0.91M
- Underwear: 0.69M
- Accessories: 0.35M
- Shoes: 0.19M
- Socks & Tights: 0.13M
- Nightwear: 0.07M