

B&J Biscuit
DASHBOARD



Quantity Sold
3,050,309



Total COGS
\$34,783,05



Total Revenue
\$61,567,883



Total Profit
\$26,784,83



% Profit Margin
44%

Profitable Brand
Shortbread

Profitable Location
Chicago

Profitable Customer
Robert Hernandez

Top Salesperson
Travis Doyle

Profitable Age-Group
15 - 29

Filter by Payment Type:

Cash

Credit Card

Debit Card

Mobile Payment

Clear Slicer

☒ Absolute Value

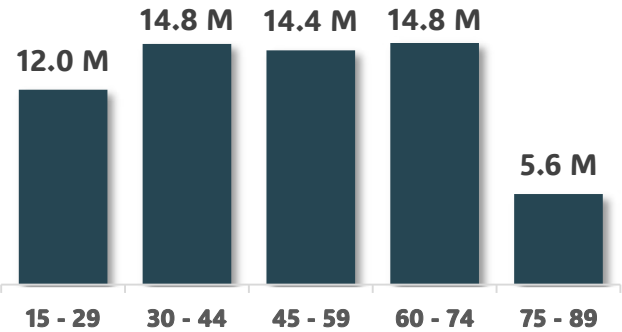
☐ Percentage

Revenue Distribution by Product Price
Category

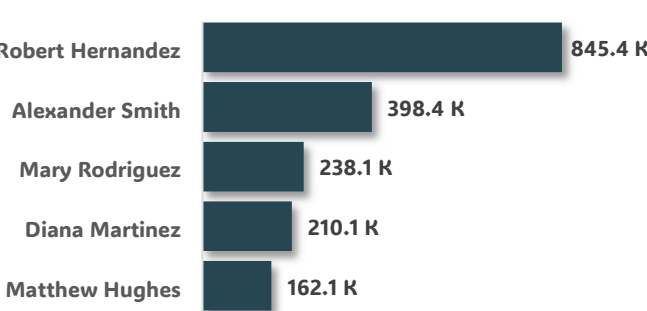
Revenue from High vs Low Price Product



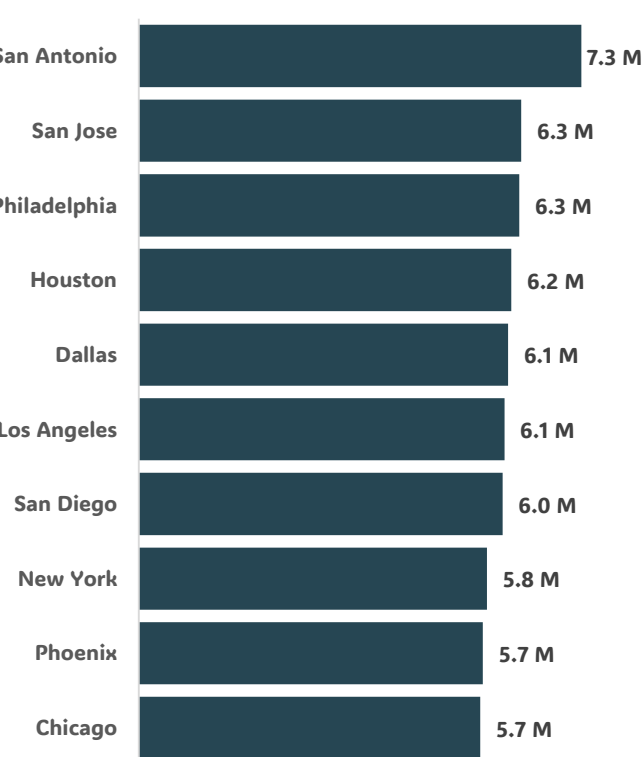
Revenue Contribution by Age Group



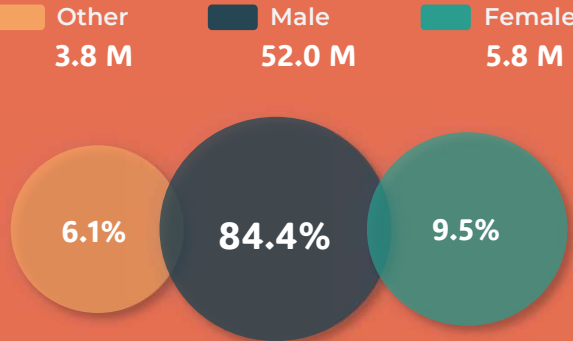
Top 5 Customers by Revenue Contribution



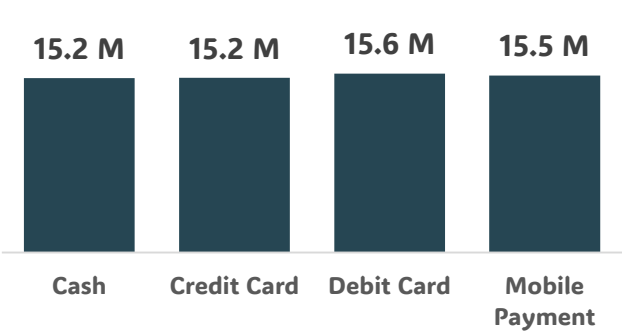
Revenue Share by Geographic Location



Revenue Breakdown by Gender



Revenue Distribution by Payment Method



Filter by Location

Chicago	Dallas
Houston	Los Angel...
New York	Philadelp...
Phoenix	San Anto...
San Diego	San Jose

Filter by Age-Group

15 - 29
30 - 44
45 - 59
60 - 74
75 - 89