Global Retail Sales

KPIs Requirements

1. **Total Sales.** Add up all the sales amounts from every order.

2. **Total Profit.** Add up profit for all orders. (Profit = Sales – Cost)

3. **Average Profit Margin.** Find the percentage of profit compared to total sales. (You divide profit by sales and convert to %.)

4. **Total Orders.** Count how many orders were placed.

5. **Total Quantity Sold.** Add all quantities sold from every order.

6. **Average Order Value (AOV).** Divide total sales by total number of orders.(It tells how much is earned per order.)

7. **Average Quantity per Order.** Divide total quantity sold by total orders. (Tells how many items customers usually purchase.)
8. **Average Rating.** Add all customer ratings and divide by number of ratings.
9. **Return Rate.** Divide number of returned orders by total orders, convert to %.(It shows how many orders were returned.)

Visuals Requirements

- **Total Profit by Quantity – Bubble Chart.** Plot quantity on one axis and profit on the other. Each bubble = one product/category.
- **Sales by Category – Bar Chart.** Add sales for each category (Electronics, Furniture, etc.)
- **Top 10 Sales Reps – Horizontal Bar Chart.** Rank sales reps based on total sales and show top 10.

- **Profit by Sales Channel – Donut Chart.** Calculate profit separately for each channel (Online, Retail, Wholesale).
- **Sales by Segment – Column Chart.** Add sales for each segment and show them in bars.
- **Sales Channel Split – Donut Chart.** Add sales for each channel to see % share.
- **Sales & Profit Over Time – Line + Area Chart.** Show sales and profit for each year/month to understand trends.
- **Top 10 Countries by Sales – Bar Chart.** Rank countries by total sales and show the top 10.
- **Profit by Region – Map.** Place countries on a map and color them based on profit amount.
- **Top 10 Products by Sales – Bar Chart.** Rank products by total sales and show the top 10.

- **Sales by Segment – Donut Chart.** Add sales separately for Consumer, Corporate, Home Office.