



# Comprehensive Sales and Revenue Analytics 2020

Month

Channel

Total Order

4.6K

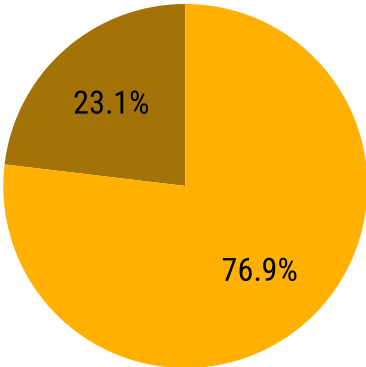
Total Revenue

\$9.32M

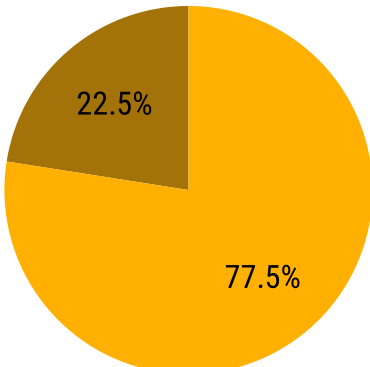
Total Profit

\$5.47M

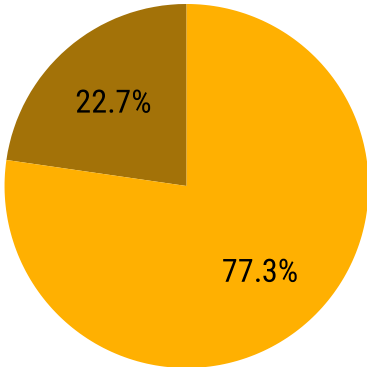
Total Orders by Channel



Total Revenue by Channel

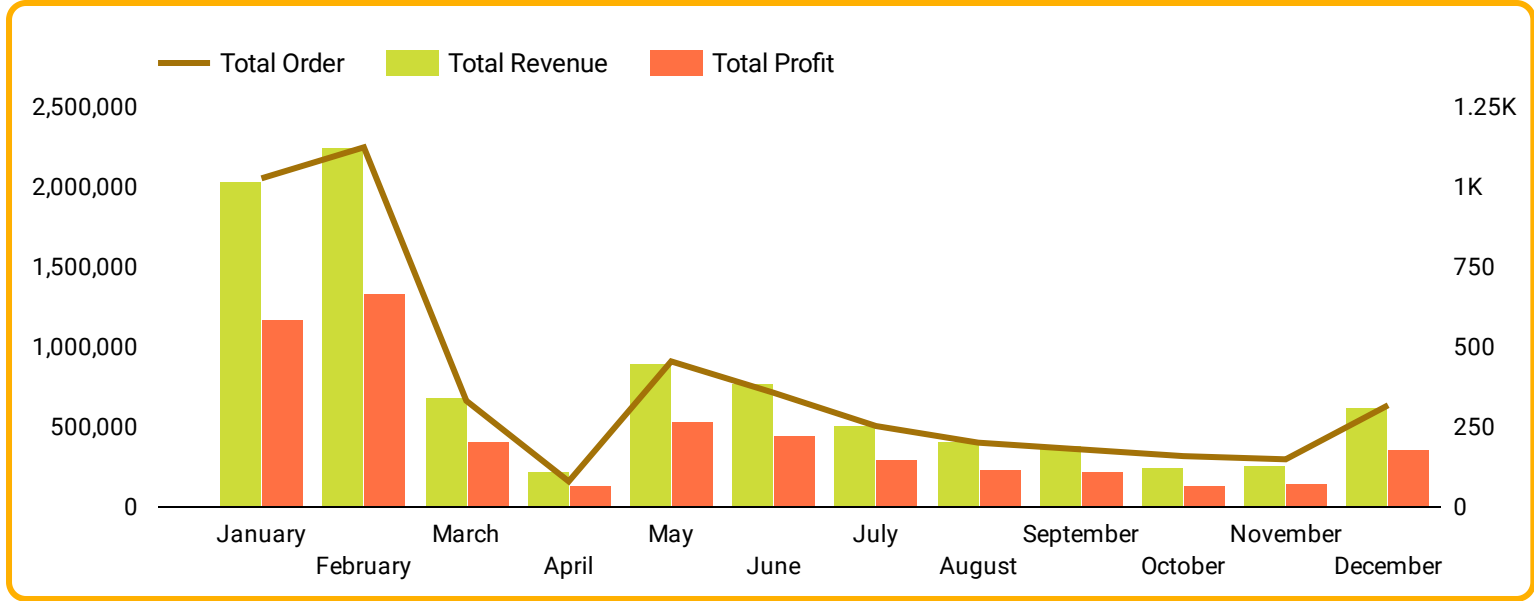


Total Profit by Channel

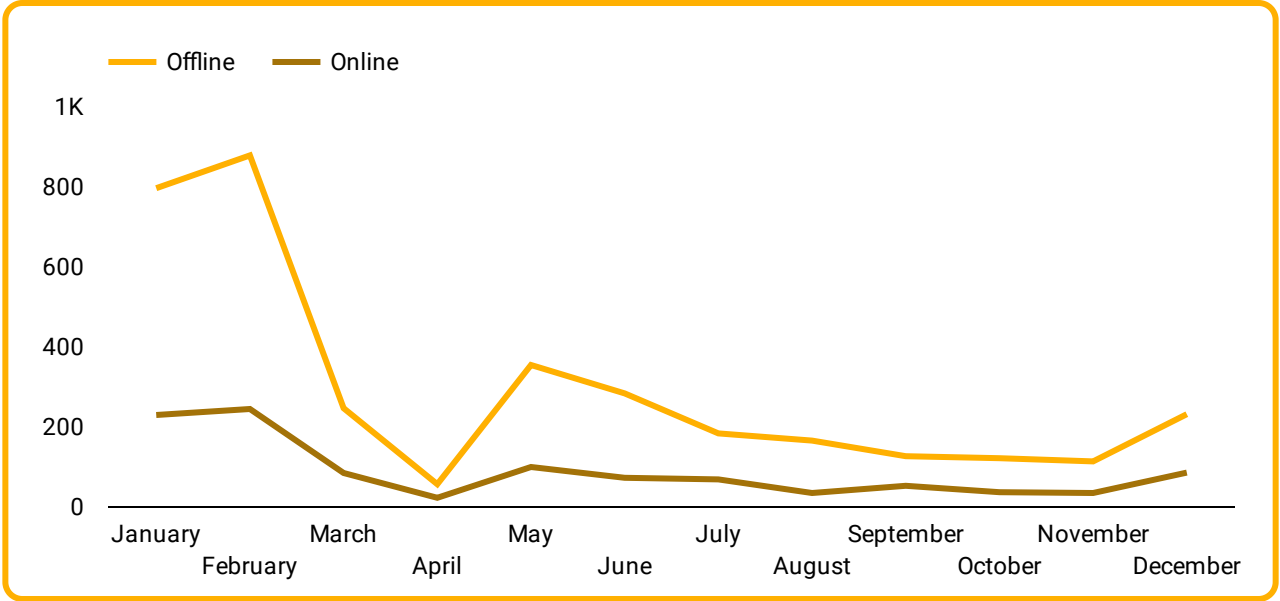


Offline Online

Sales Performance



Sales Performance by Channel



Product Performance

	Product	Total Order 1	Total Quantity 2	Total Revenue	Total Profit
1.	Adventure Works Desktop PC2.30 MD230 Silver	36	120	\$74,008	\$40,953
2.	Adventure Works Desktop PC2.30 MD230 White	35	127	\$79,188	\$44,204
3.	Adventure Works Desktop PC1.80 ED180 Black	34	124	\$47,782	\$24,454
4.	WWI Desktop PC1.80 E1801 Black	34	106	\$28,651	\$14,066
5.	Adventure Works Desktop PC1.80 ED182 White	32	86	\$43,936	\$22,018
6.	WWI Desktop PC1.60 E1600 White	31	103	\$21,620	\$10,070
7.	Adventure Works Desktop PC3.0 MS300 Black	31	95	\$45,159	\$24,670

Sales Performance by Country

	Country	Total Store	Total Order	Total Revenue	Total Profit
1.	United States	19	2,065	\$4,151,917	\$2,433,418
2.	United Kingdom	6	403	\$618,734	\$286,093
3.	Germany	7	294	\$552,877	\$294,580
4.	Canada	3	293	\$737,370	\$504,328
5.	Australia	4	140	\$467,911	\$336,911
6.	Netherlands	4	138	\$223,453	\$119,686
7.	France	7	120	\$234,144	\$130,762
8.	Italy	2	111	\$233,296	\$123,934



# Customer Behavior Insight

Country

Month

## Total Customers

11,887

## Total Customers Shopped in 2020

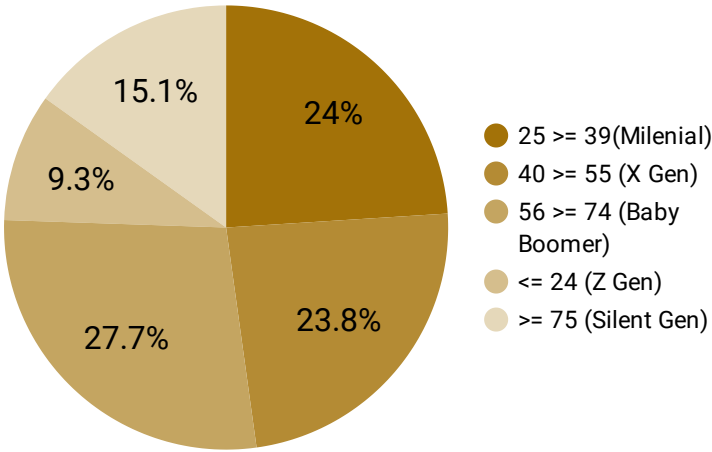
3,868

## Customer Order Summary

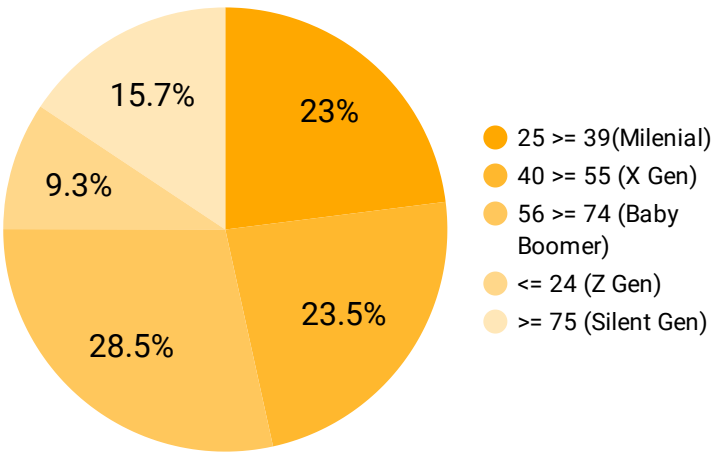
	Customer ID	Customer Name	Country	Total Order ① ▾	Total Item	Total Quantity	Total Price ② ▾
1.	1458301	William Templin	United States	4	10	43	\$14,867
2.	723572	Gaspere Trevisan	Italy	4	23	96	\$11,818
3.	461982	Vanessa Holzman	Germany	4	17	84	\$6,715
4.	1227087	Cathie Allen	United States	4	47	106	\$5,953
5.	1869727	Ashley Conti	United States	4	21	58	\$5,692
6.	1761592	James Jackson	United States	4	25	71	\$3,809
7.	1381883	Luke Watson	United States	4	37	95	\$2,549
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\*\*You can sort this table by total order or price as needed

## Age Distribution of Online Customers



## Age Distribution of Offline Customers



## Customer Order Frequency Analysis

