

Sales Performances

Overview

total_revenue

282.252.100

#transaction

5.000

total customer

100

Avg Basket

5,56

Demographic

Average Customer's Age

26,85

Oldest Customers

39

Age Segmentation of Customers

Age Group	Count
10-15 years	3
26-30 years	16
21-25 years	22
16-20 years	22
30++	37

Gender Segmentation

Gender	Percentage
female	50%
male	50%

Products

Revenue per Category

Category	Percentage
food	48,9%
living	33,7%
beverage	17,4%

Top Ten Products by Revenue

prd_name	category	total_price
Downy Softener Passion	living	35.538.600
Kraft Keju Quick Melt	food	25.118.700
Harpic Pembersih Kloset	living	20.738.500
So Klin Detergent Cair Anti Bacterial	living	16.298.500
Nice Facial Tissue	living	15.628.800
Sari Roti Tawar Kupas	food	13.357.500
Aqua Galon 19L	beverage	13.347.600
Chitato Snack Potato Chips Beef Barbeque	food	10.670.400
Chitato Snack Potato Chips Sourcream Onion	food	10.103.600
Chitato Snack Potato Chips Mi Goreng	food	9.073.500

Details

ID	Date	Name	gender	age	Product	Category	Quantity	Total Revenue (Rp.)
1408	5 Okt 2022	Yolanda Inman	female	31	Indomie Mie Instan Goreng ...	food	6	18600
2687	1 Okt 2022	Yolanda Inman	female	31	Downy Softener Passion	living	1	36600
2697	1 Okt 2022	Yolanda Inman	female	31	Good Mood Lemon	beverage	8	46400
1647	5 Okt 2022	Yolanda Inman	female	31	Nescafe Ice Coffe Latte	beverage	3	31500
3374	3 Okt 2022	Yolanda Inman	female	31	Indomie Mie Instan Goreng	food	2	6200
3325	3 Okt 2022	Yolanda Inman	female	31	Indomie Mie Instan Goreng ...	food	5	15500
4849	3 Okt 2022	Yolanda Inman	female	31	Indomie Mie Instan Goreng ...	food	9	27900
2331	2 Okt 2022	Yolanda Inman	female	31	Chitato Snack Potato Chips ...	food	7	81200
444	3 Okt 2022	Yolanda Inman	female	31	Indomie Mie Instan Goreng	food	4	12400

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