



Summary

Sales Trends

Profitability

Regional Performance



Business Performance Insights Dashboard

Total Revenue (\$)

\$1.24bn

Total Profit (\$)

\$461.77M

Total Orders

64K

Profit margin %

37.36%

Average Order Value

\$19.28K



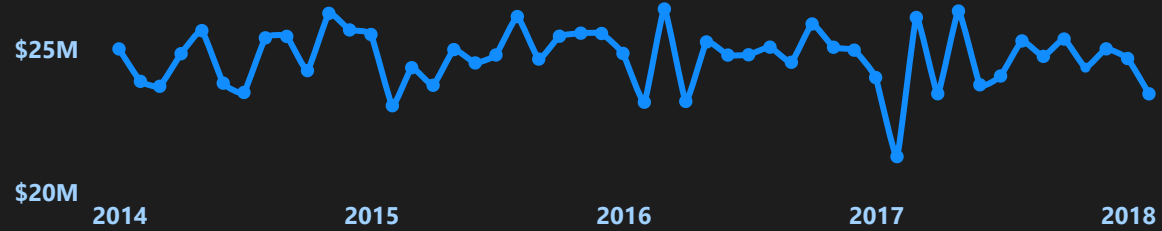
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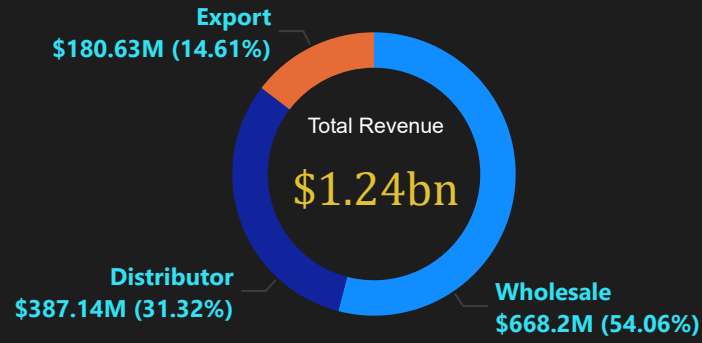
Revenue by Year and Month



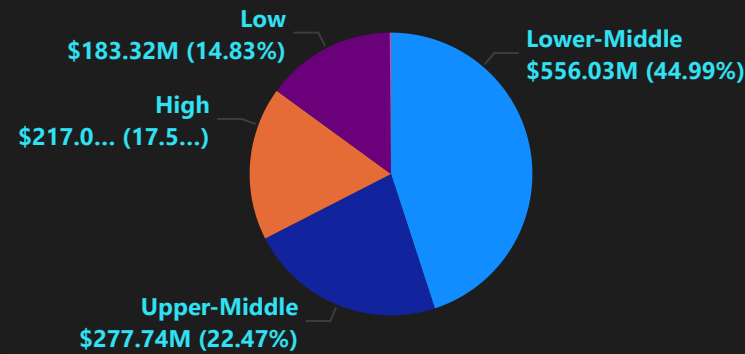
Revenue by Year and Month



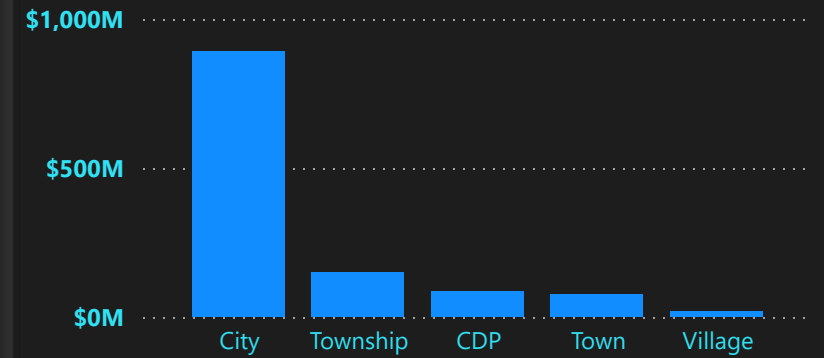
Total Revenue by channel



Total Revenue by income_group



Total Revenue by type



Top 5 Customers by Revenue



Top 5 Products by Revenue





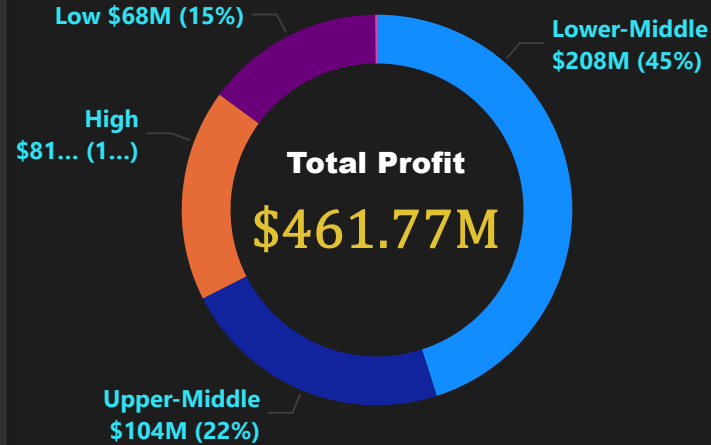
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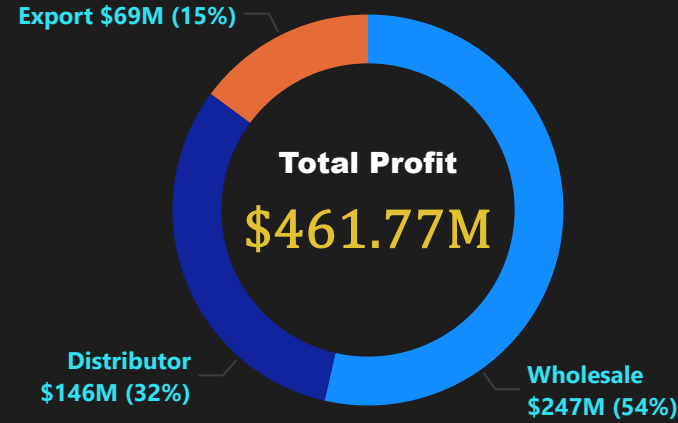
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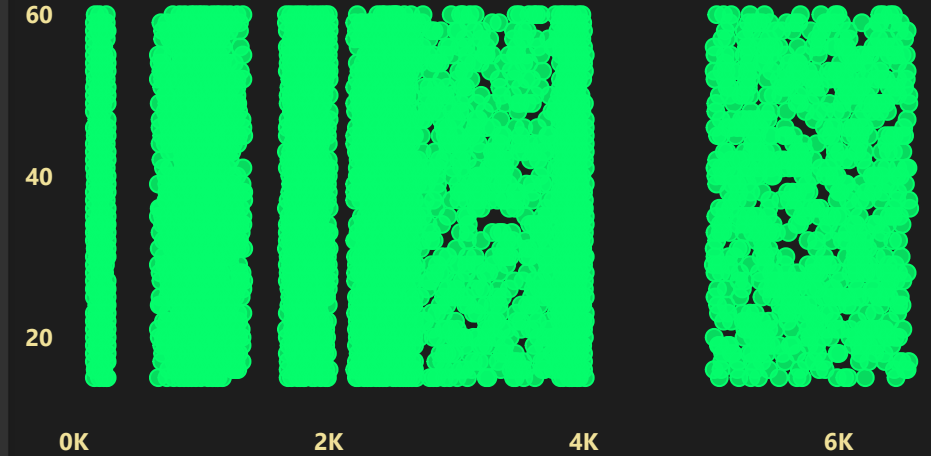
Total Profit by income_group



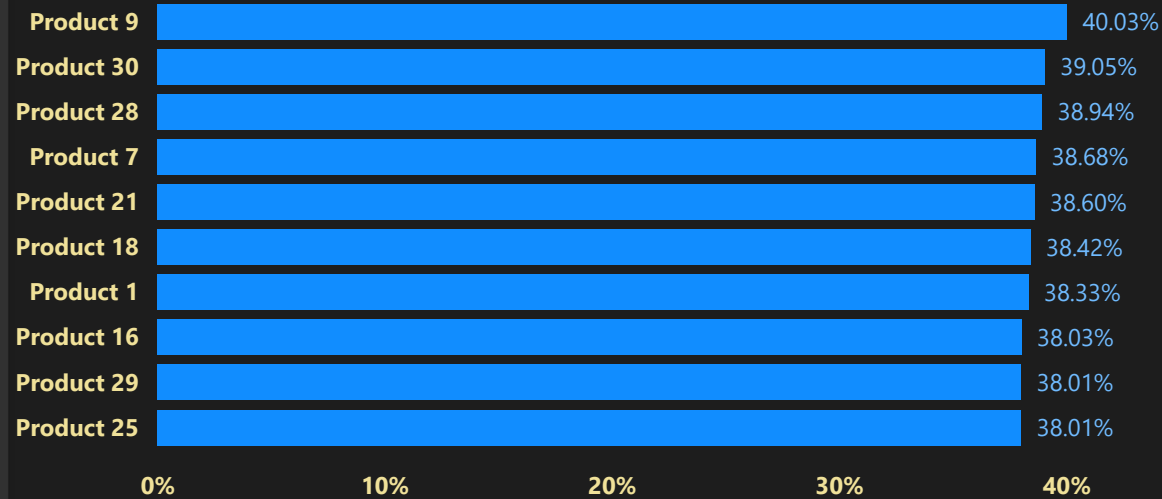
Total Profit by channel



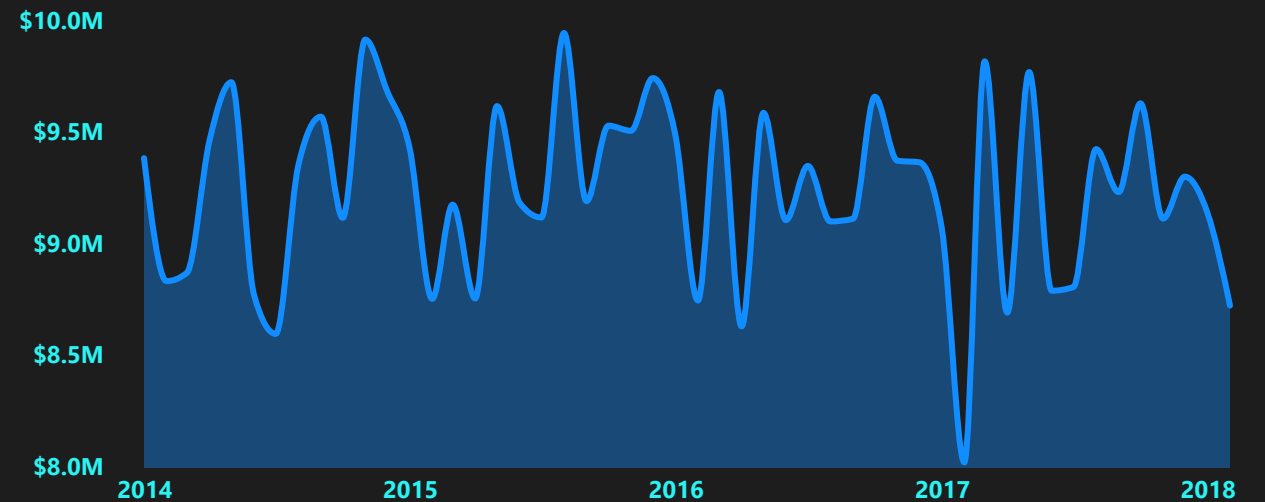
Unit Price V/s Profit Margin %



(Product by profit margin) Top 10 most profitable products

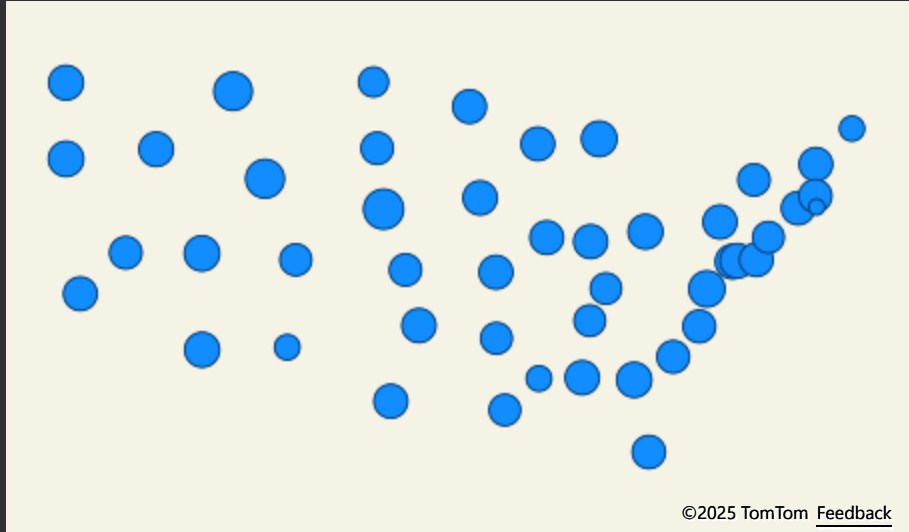


Monthly Profit Trend





Profit margin % by state



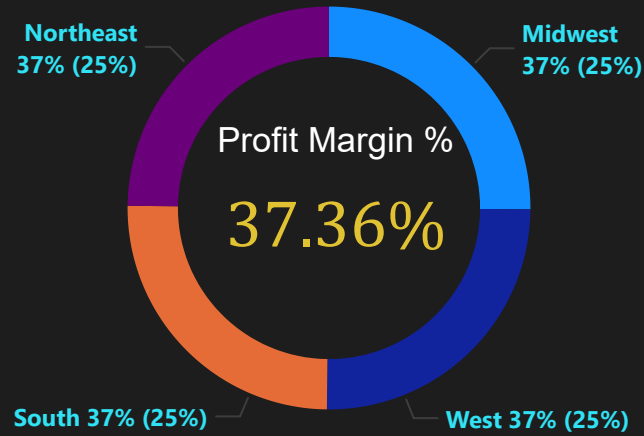
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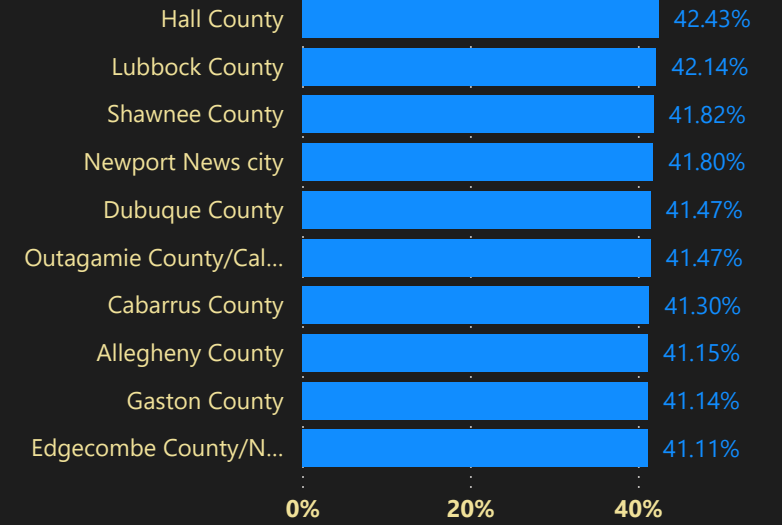
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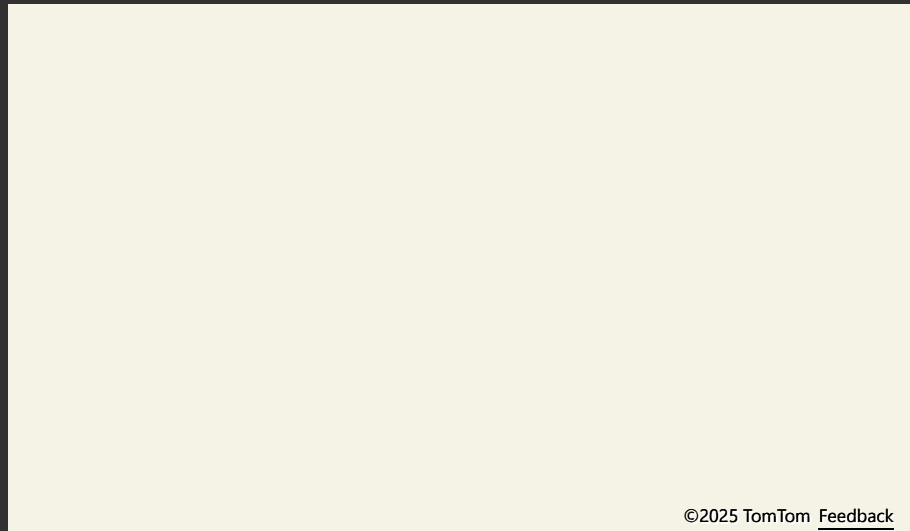
Profit margin % by region



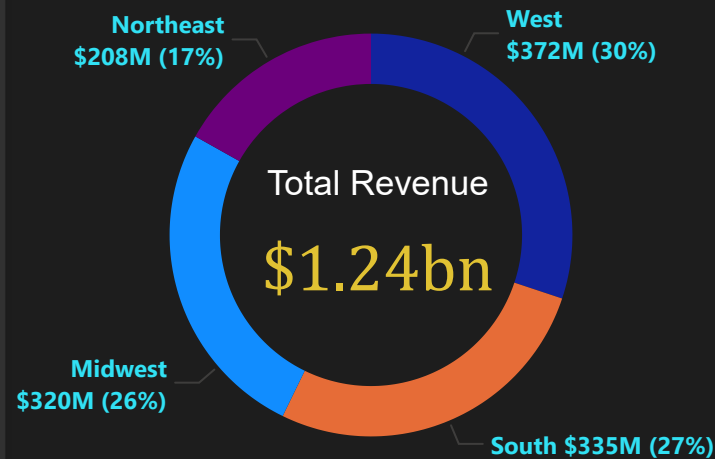
Top 10 Countries by Profit Margin %



Revenue by state



Total Revenue by region



Top 10 Countries by Revenue

