RETAIL SALES INTELLIGENCE & CUSTOMER INSIGHT ANALYTICS
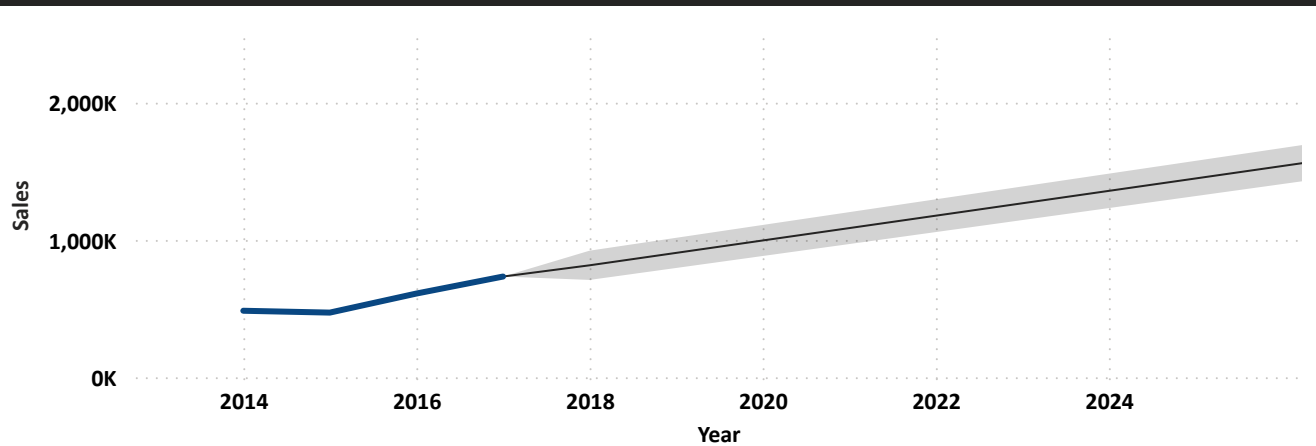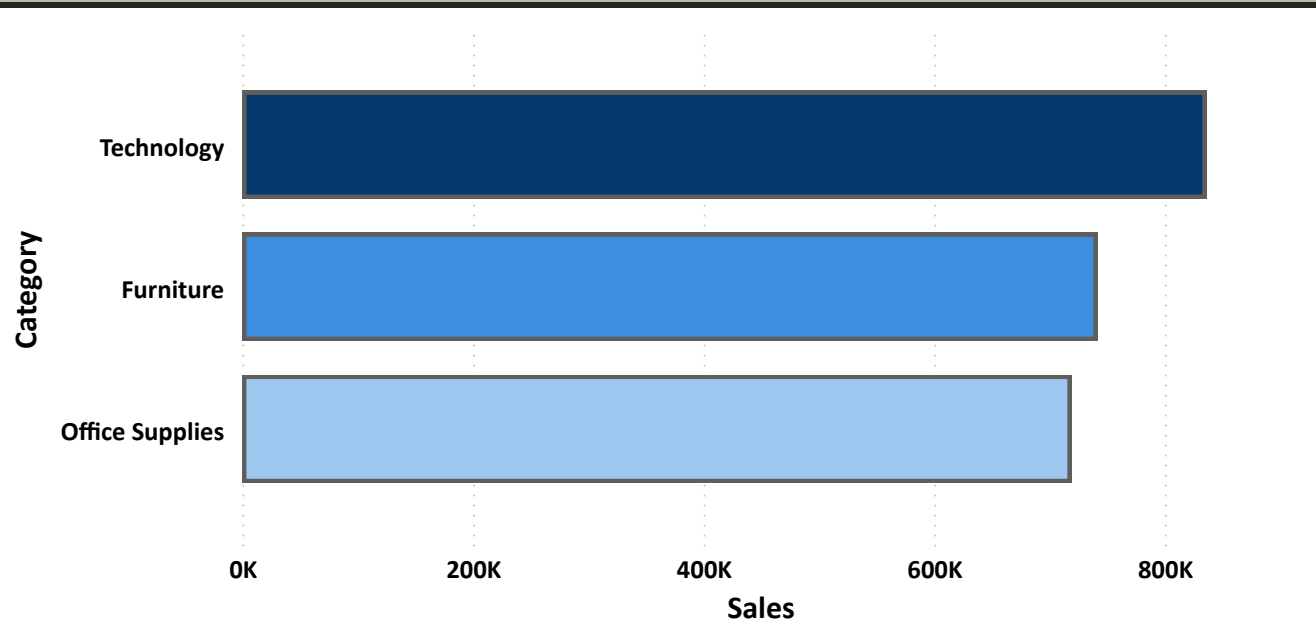
Sales Trend Analysis
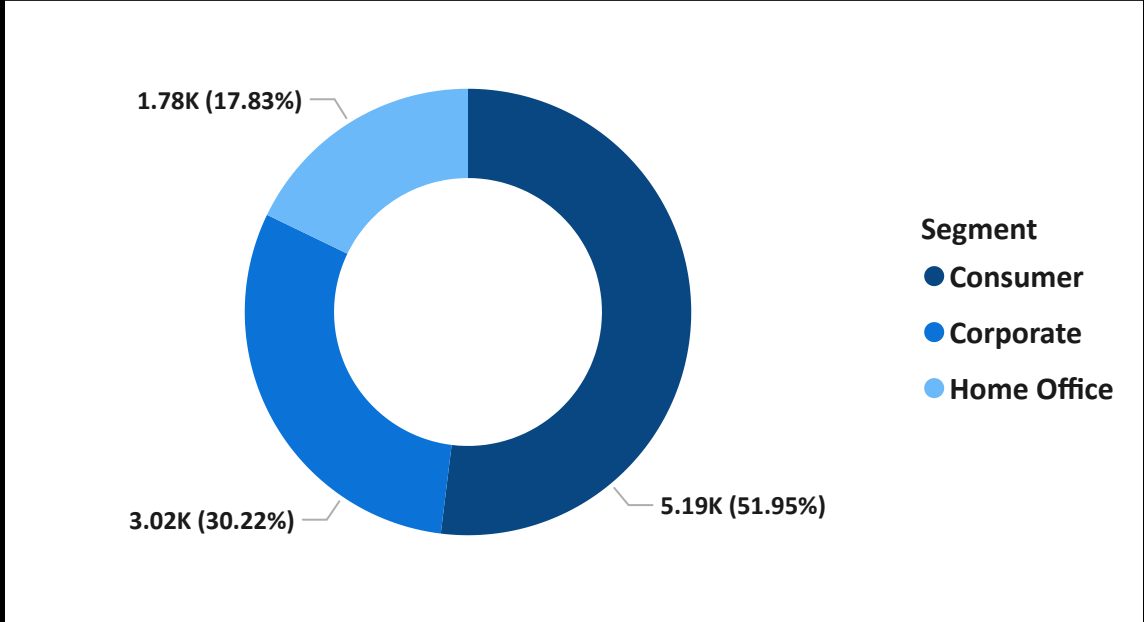

Top & Bottom Products

Sales vs Profit Relationship
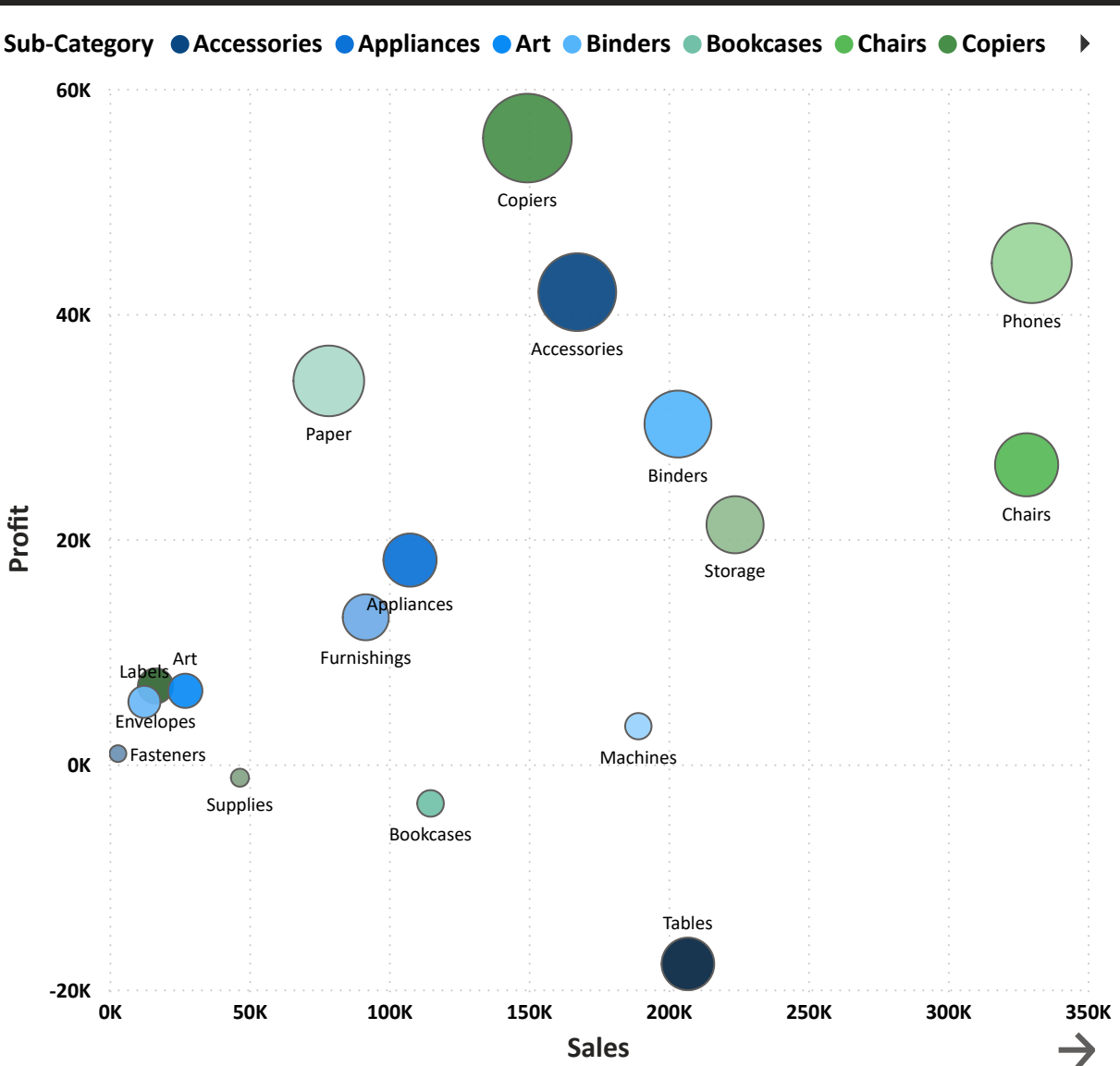
Sub-Category ● Accessories ● Appliances ● Art ● Binders ● Bookcases ● Chairs ● Copiers ▶

Customer Segmentation (RFM or segment)

1.78K (17.83%)
3.02K (30.22%)
5.19K (51.95%)

Segment
- ● Consumer
- ● Corporate
- ● Home Office

Average Shipping Days by Ship Mode

Ship Mode	Average of Shipping Days
Standard Class	5.01
Second Class	3.24
First Class	2.18
Same Day	0.04
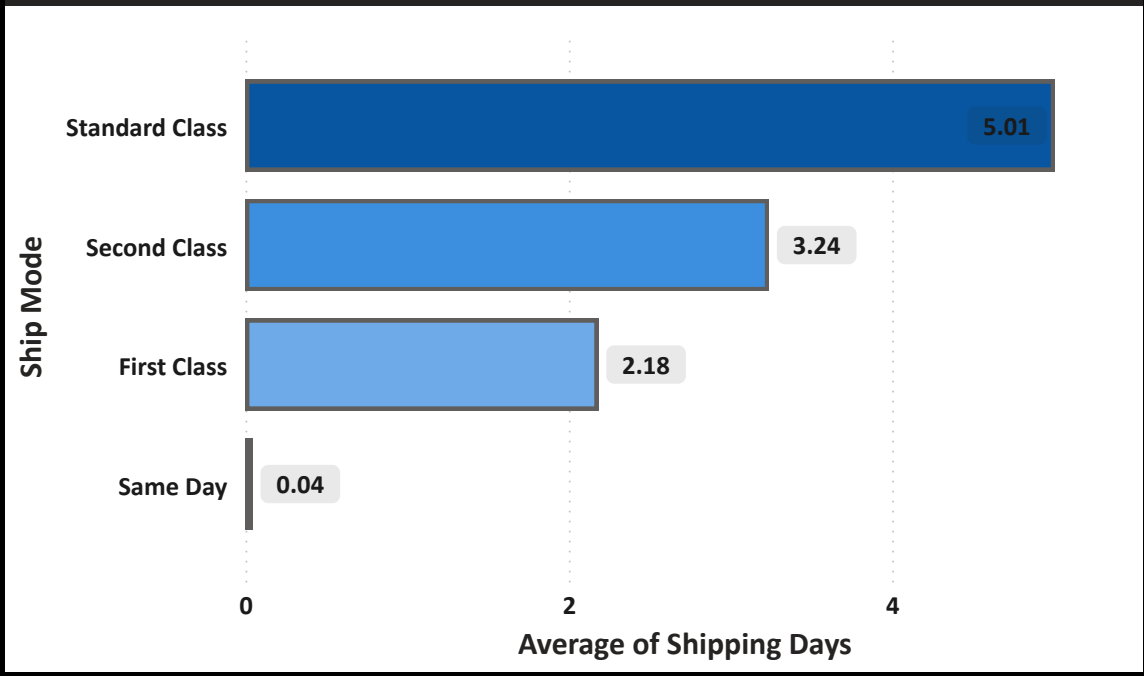
Region / State Performance

Region ● Central ● East ● South ● West

Microsoft Bing
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Average Order Value
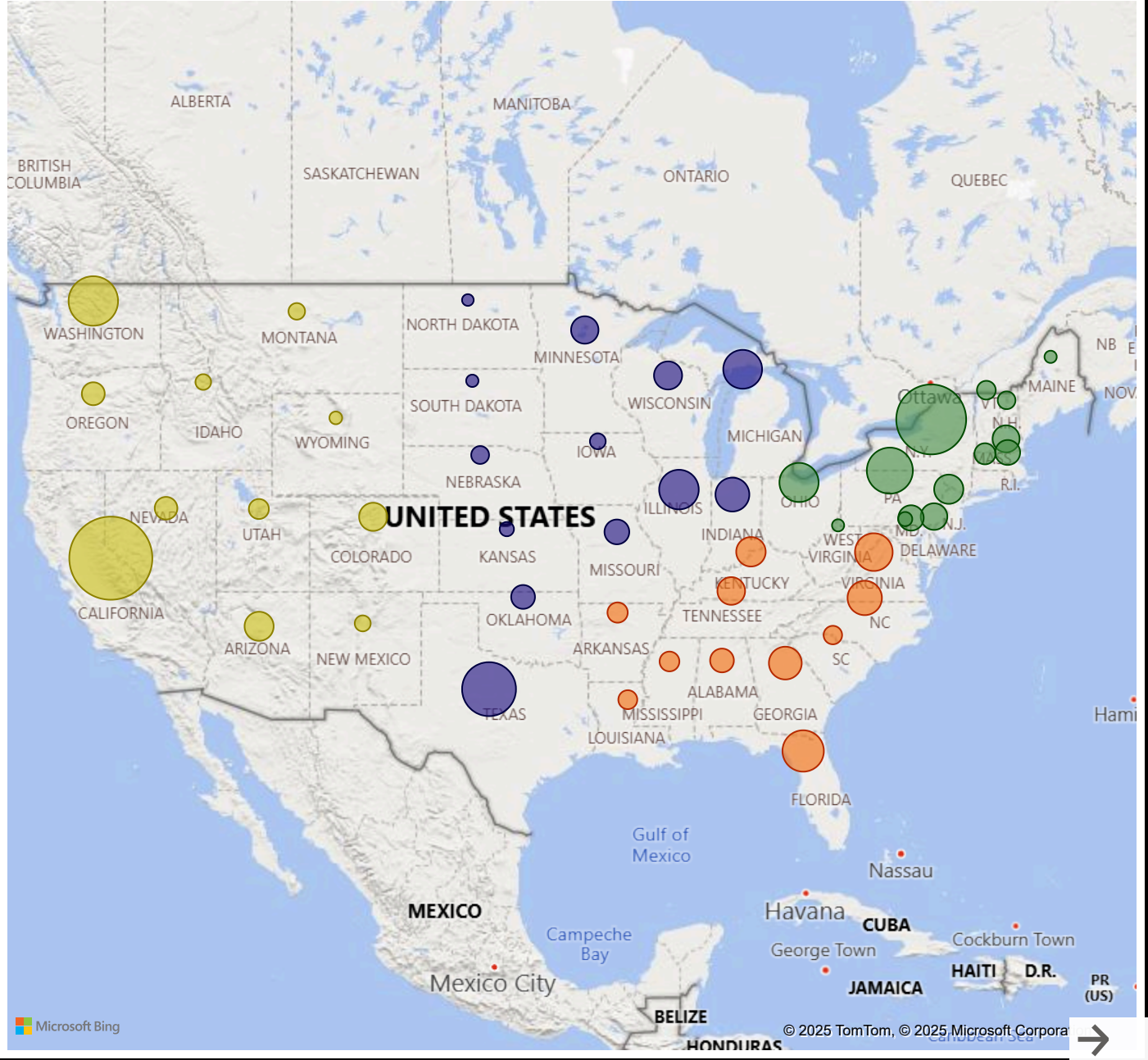
458.56
Average Order Value

2.30M
Customer Lifetime Value

Inventory / Demand Insights

Category — Furniture — Office Supplies — Technology

CLV by Customer Segment

Region ● Central ● East ● South ● West

AOV (Average Order Value) Trend

● AOV ● Sales
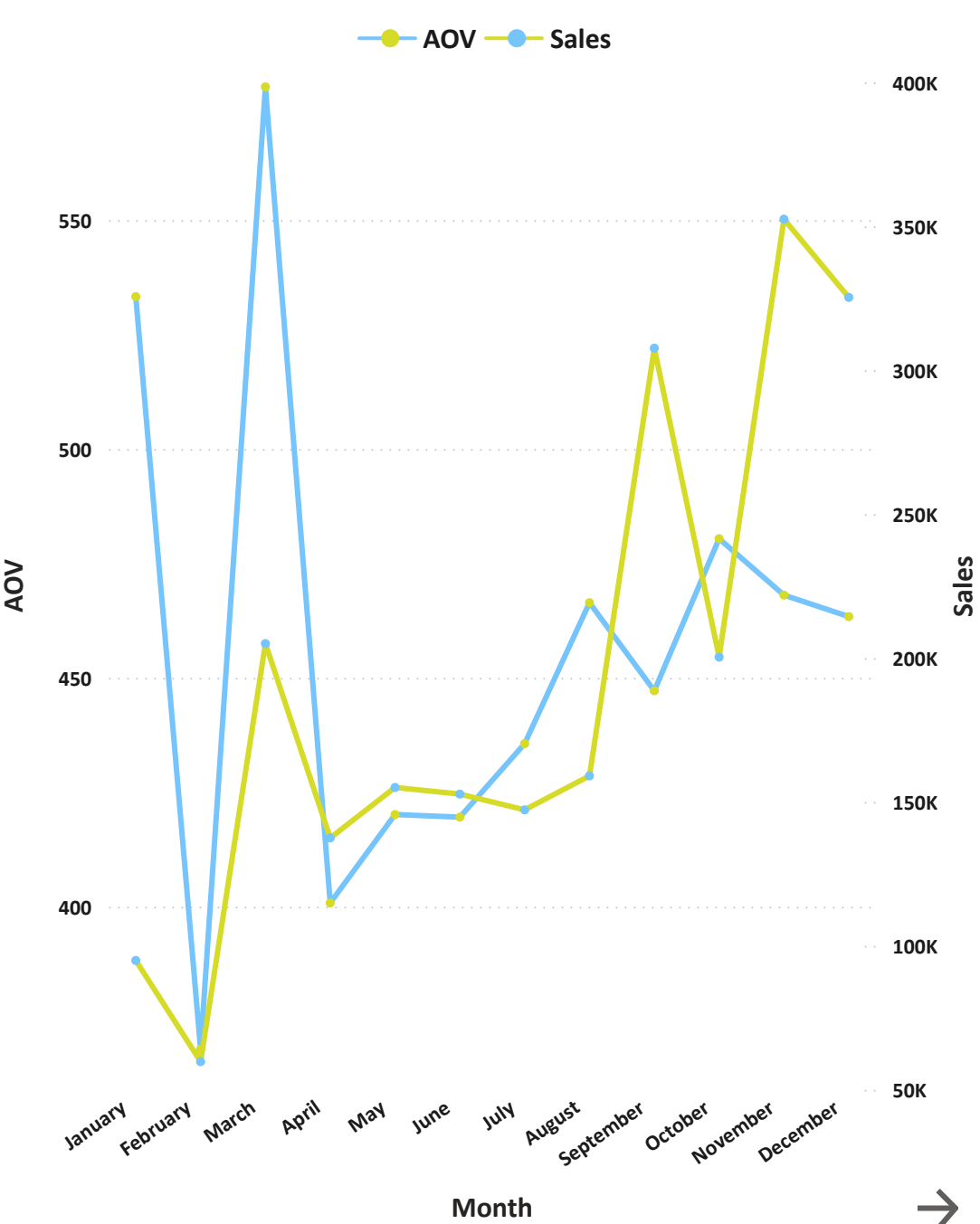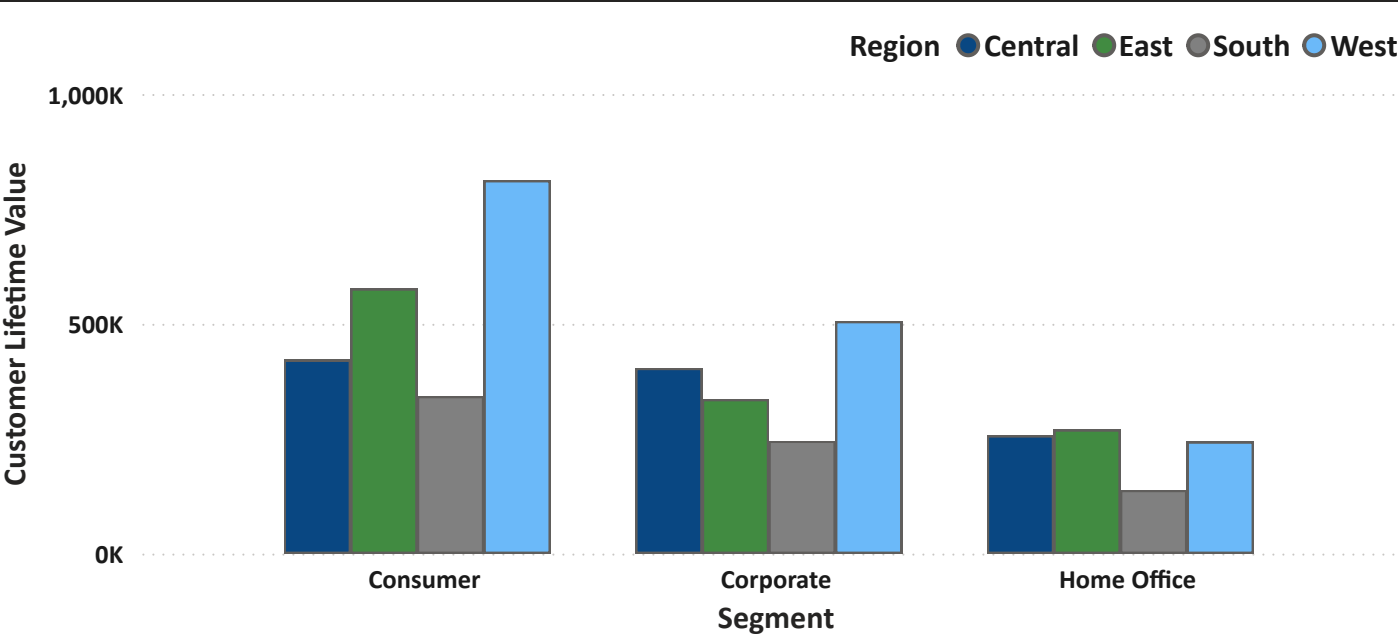
Customer Retention vs Acquisition
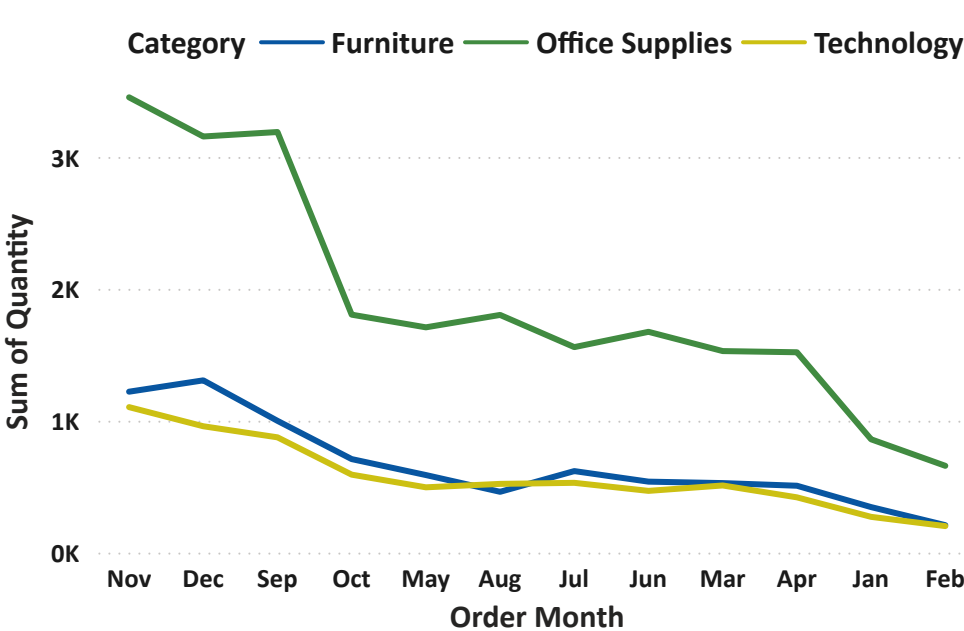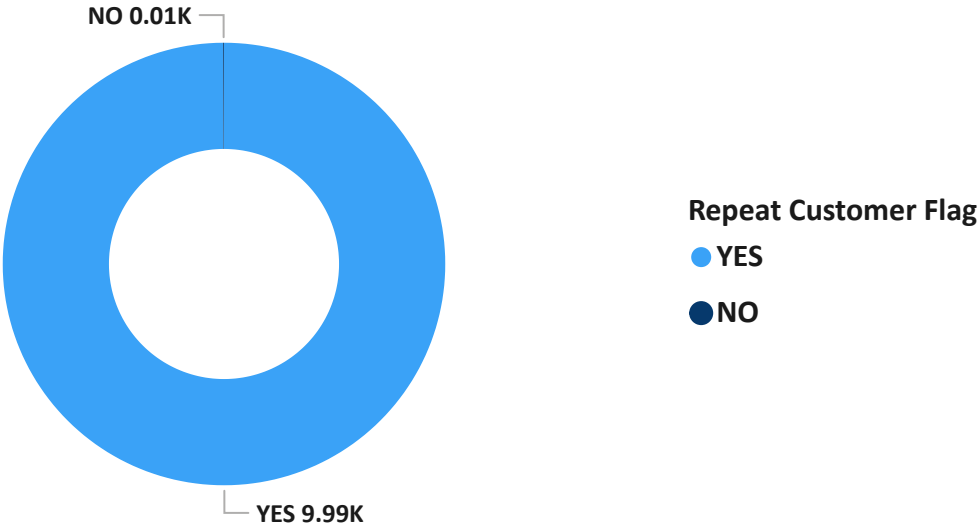

NO 0.01K

YES 9.99K

Repeat Customer Flag
- YES
- NO

Discount vs Profit Impact

Region
- Central
- East
- South
- West

Central

East

West

South

0.6K
0.5K
0.4K
0.3K
0.2K

Discount

50K   100K

Sum of Profit
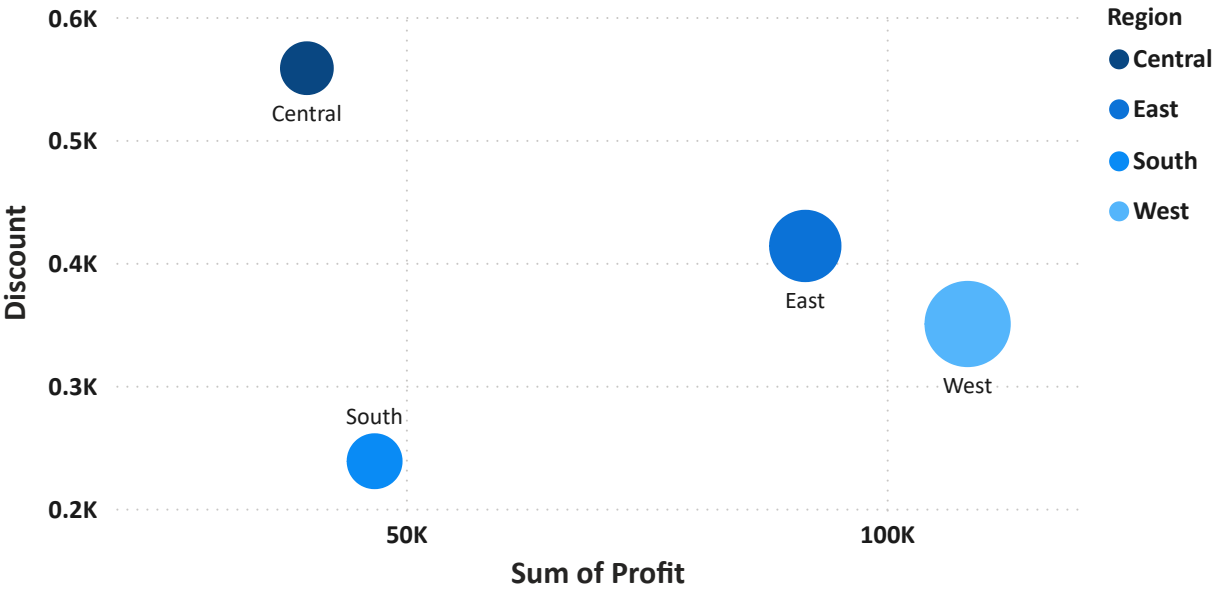
Shipping Days Trend

Shipment Mode ● First Class ● Same Day ● Second Class ● Standard Class

Average of Shipping Days

6

4

2

0

January February March April May June July August September October November December

Month

Sales by Sub-Category

100%

Phones	
Chairs	
Storage	223.84K
Tables	206.97K
Binders	203.41K
Machines	189.24K
Accessories	167.38K
Copiers	149.53K
Bookcases	114.88K
Appliances	107.53K
Furnishings	91.71K
Paper	78.48K
Supplies	46.67K
Art	27.12K
Envelopes	16.48K
Labels	12.49K
Fasteners	3.02K

0.9%
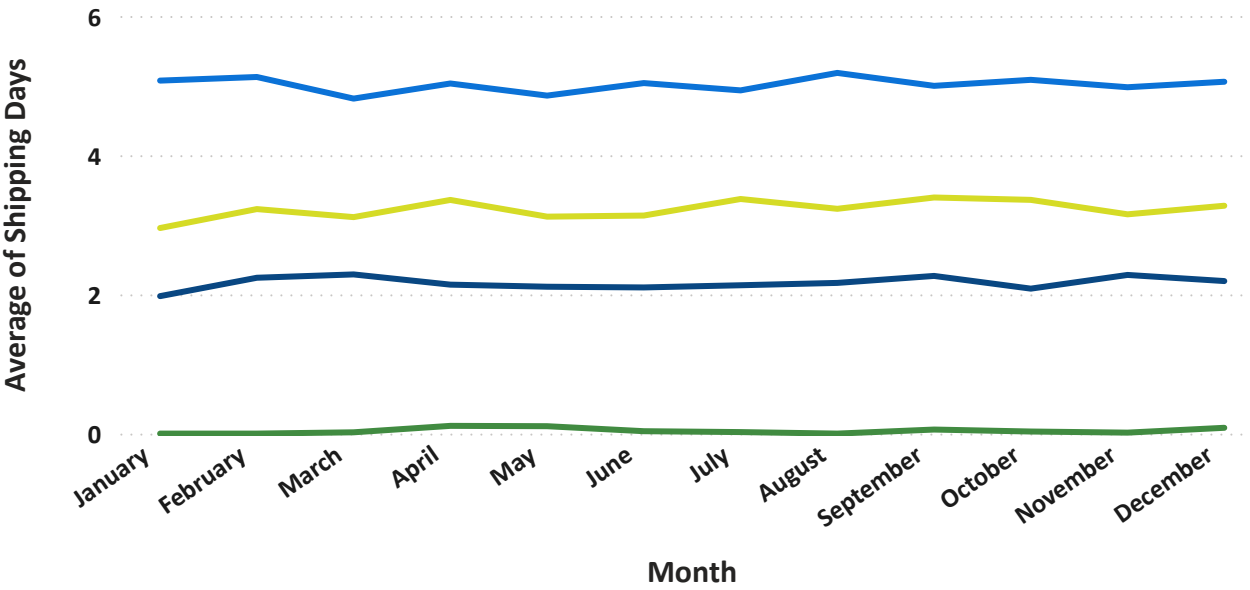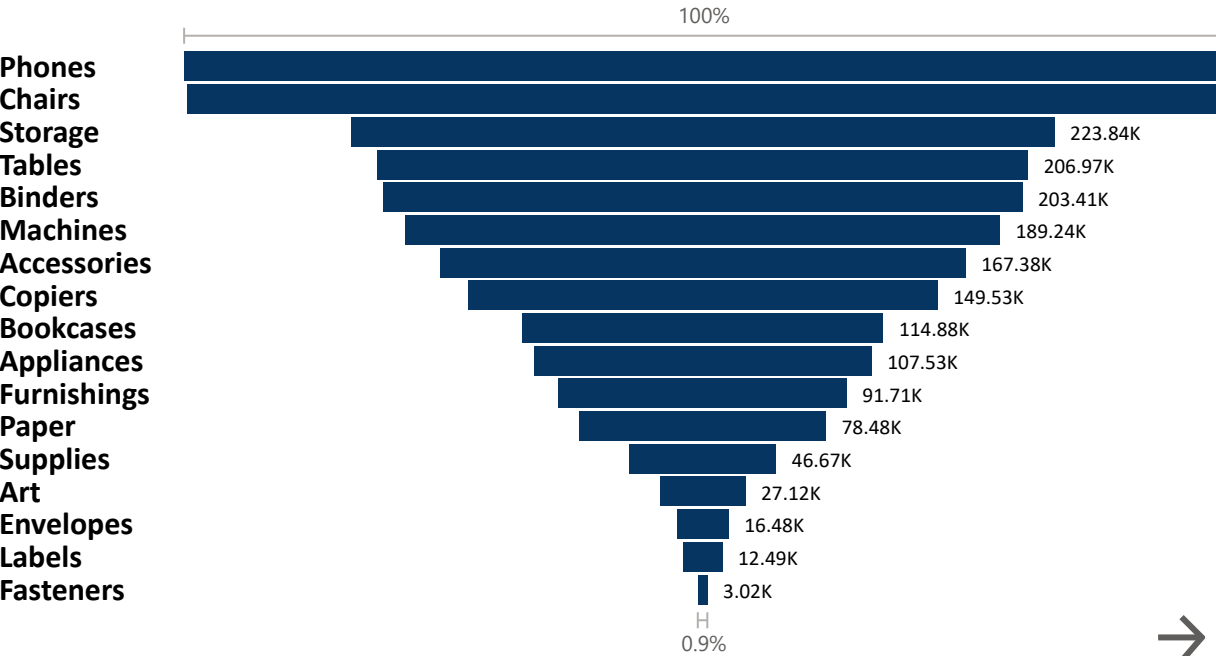
KPI Cards

22,96,919.70	2,86,409.85	1,21,561.60	19,74,422.39
Total Sales	**Total Profit**	**Total Shipping ...**	**Total Discounted ...**

Key Drivers of Profit Decrease/Increase

Key influencers   Top segments

What influences Profit to [Decrease ⌄] ?

Shipping Cost Optimization

Shipment Mode ● First Class ● Same Day ● Second Class ● Standard Class

When...   ....the average of Profit decreases by

Sum of Discount is more than 0.4 → 149.3

Sum of Discount is 0.2 - 0.4 → 111.8

Sum of Quantity is 1 or less → 22.4

← Profit is more likely to decrease when Sum of Discount is more than 0.4 than otherwise (on average).

Average of Profit

| 0 or less | 0 - 0.1 | 0.1 - 0.2 | 0.2 - 0.4 | m... than 0.4 |

Sum of Discount (bins)

☐ Only show values that are influencers

Category ⌄
☐ Furniture
☐ Office Supplies
☐ Technology

Segment ⌄
☐ Consumer
☐ Corporate
☐ Home Office

Region ⌄
☐ Central
☐ East
☐ South
☐ West

Ship Mode ⌄
☐ First Class
☐ Same Day
☐ Second Class
☐ Standard Class