

DASHBOARD NIVEL 1

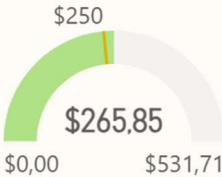
Sales and transaction performance summary 2021-2022

2021

Sales versus annual goal

107,67 mil✓
Goal: \$25.000 (+330.68 %)

Average transaction amount



Average sales per user

Goal: at least \$320 or 300€

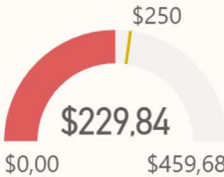
Name	Age	Avg_dollars	Avg_euros
Acton Gallegos	36	\$283,15	262,18 €
Aiko Chaney	38	\$278,36	257,74 €
Ainsley Herrera	29	\$105,51	97,69 €
Alan Vazquez	28	\$257,86	238,75 €
Alika Kinney	29	\$394,59	365,36 €
Allen Calhoun	37	\$286,60	265,37 €
Amal Kennedv	38	\$411.64	381.15 €

2022

Sales versus annual goal

21,83 mil !
Goal: \$25.000 (-12.66 %)

Average transaction amount



Total average sales (\$)

\$259,01

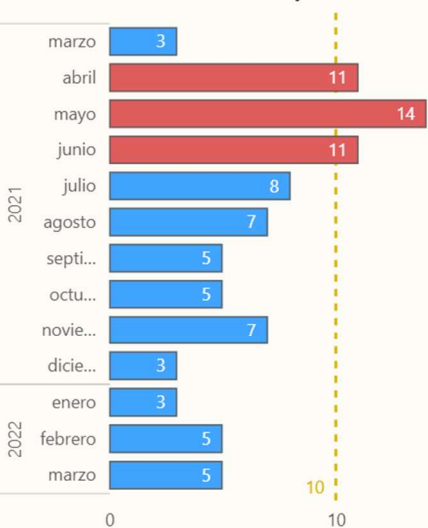
Total average sales (€)

239,83 €

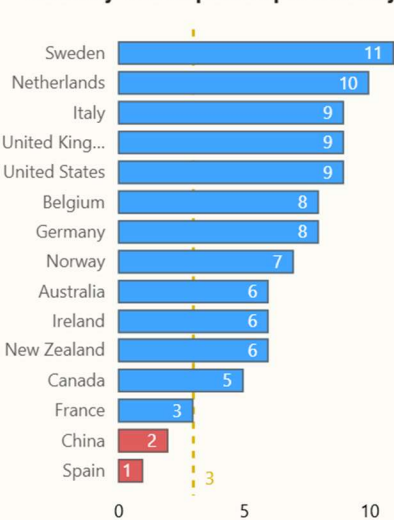
Sales performance per month and year



Declined transactions per month



Quantity of companies per country



Global sales 2021 - Spotlight on Germany

Key metrics

107.671,02

Sales

405

Transactions

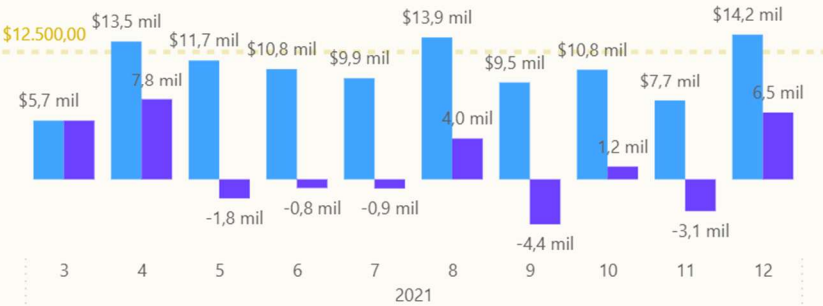
15

Countries

96

Clients worldwide

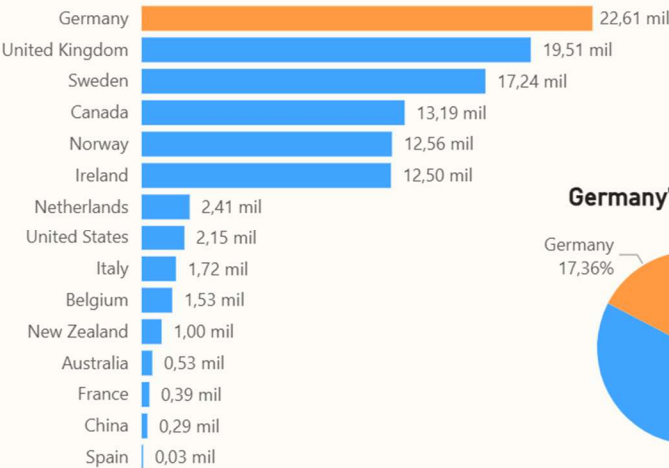
Global monthly sales and variance



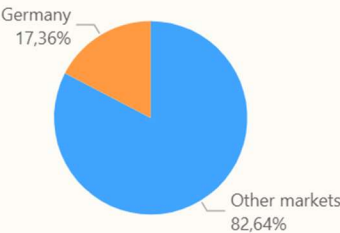
Average monthly sales per transaction (Germany)



Sales breakdown per country (\$)



Germany's sales share



Customer performance in Germany

country	Sales	%	Transactions	Accepted	Declined
<div>Germany</div>	22.610,63	100,00%	97	90	7
Nunc Interdum Incorporated	21.270,59	94,07%	86	85	1
Ac Industries	396,15	1,75%	2	1	1
Auctor Mauris Corp.	308,99	1,37%	2	1	1
Ac Fermentum Incorporated	293,57	1,30%	2	1	1
Aliquam PC	280,34	1,24%	2	1	1
Convallis In Incorporated	60,99	0,27%	2	1	1
Auque Foundation			1		1

DASHBOARD NIVEL 3

User insights and geographical distribution

User ▼

Age group ▼

Todas ▼

Todas ▼

Top Seller
Direwolf Stannis

User		Avg ticket	Orders	Product variety	Top product	Highest price	Last ticket	Idle
Ainsley Herrera	🔴	105,51	1	1	1	\$60,33	13/12/2021	1250
Amal Kennedy	🟢	411,64	1	1	1	\$141,01	25/10/2021	1299
Amelia Valenzuela	🟢	321,39	1	1	1	\$85,02	30/09/2021	1324
Beverly Burt	🔴	82,43	1	1	1	\$26,51	19/02/2022	1182
Brock Doyle	🔴	28,95	1	1	1	\$114,09	14/08/2021	1371
Cassandra Ferguson	🟢	274,28	1	1	1	\$28,01	17/05/2021	1460
Dale Gonzales	🔴	93,03	1	1	1	\$137,81	26/06/2021	1420
Debra Farley	🟢	389,70	1	1	1	\$49,7	27/12/2021	1236
Germaine Suarez	🟢	411,81	1	1	1	\$59,8	24/12/2021	1239
Hiram Preston	🟢	195,06	1	1	1	\$137,81	06/07/2021	1410
Keane Mckinney	🟢	308,12	1	1	1	\$114,09	26/06/2021	1420
Kermit O'brien	🔴	23,35	1	1	1	\$60,33	18/02/2022	1183
Kim Zimmerman	🟢	163,40	1	1	1	\$28,01	28/12/2021	1235
Lucas Stevenson	🔴	109,80	1	1	1	\$9,24	13/05/2021	1464
Meghan Hayden	🟢	175,73	1	1	1	\$139,59	19/04/2021	1488
Oleg Coleman	🔴	95,59	1	1	1	\$171,13	20/05/2021	1457
Oscar Neal	🟢	354,45	1	1	1	\$82,15	09/10/2021	1315

