

# Retail Sales Performance Dashboard

1000

Total Transactions

456K

Total Revenue

456.00

Average Order Value (AOV)

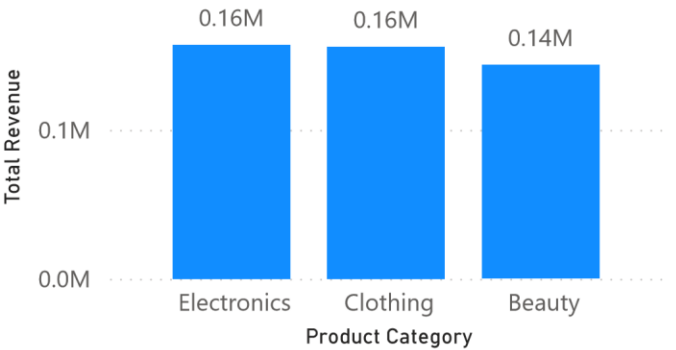
Select all

Electronics

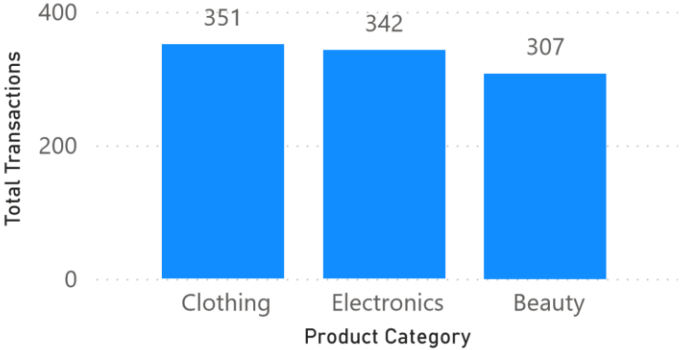
Clothing

Beauty

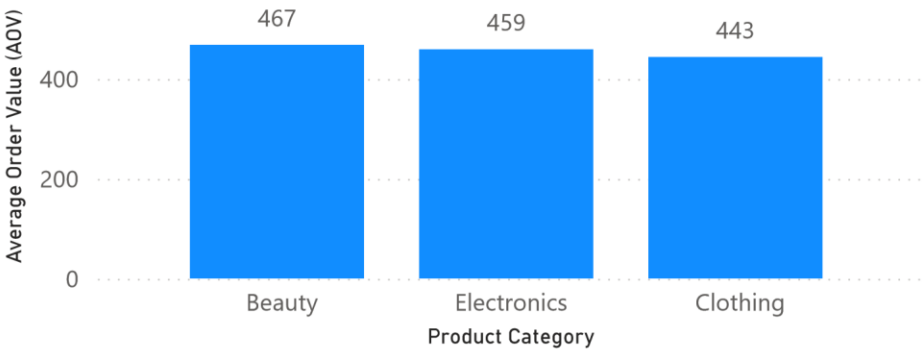
Total Revenue by Product Category



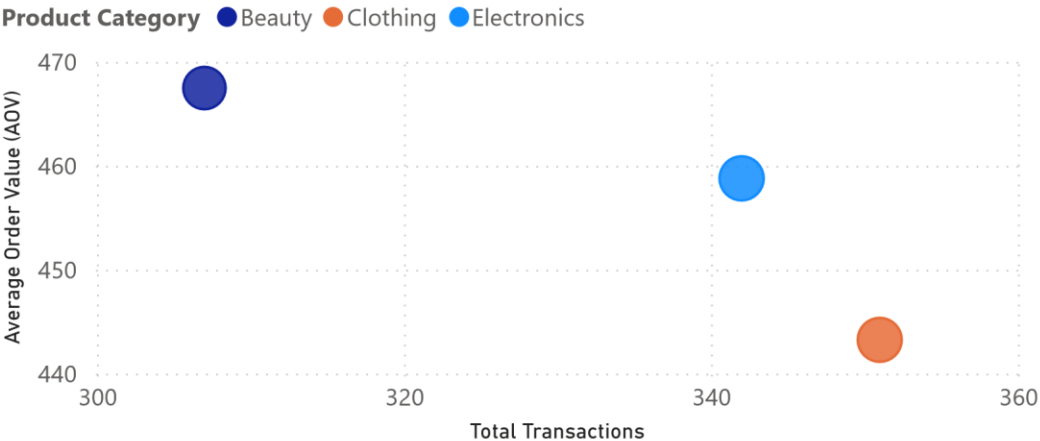
Total Transactions by Product Category



Average Order Value (AOV) by Product Category



Total Transactions, Average Order Value (AOV) and Total Revenue by Product Category



## Key Business Insights:

- Electronics generates the highest revenue primarily due to higher Average Order Value (AOV), not higher transaction volume.
- Clothing leads in transaction count, indicating a volume-driven category with lower per-order value.
- Beauty shows strong AOV but fewer transactions, suggesting potential growth if customer reach increases.

**Overall insight:** Revenue growth in this dataset is influenced more by order value than transaction frequency.