

Strategic Sales & Customer Insights Dashboard

Total Revenue
\$4,459.8M

Total Profit
\$708.2M

Total Cost
\$3,751.6M

Total Quantity Sold
178K

Total Transactions
138K

Total Unique Customers
5K

Profit Margin
15.9%

Average Service Rating
3.62

MOM Revenue Growth
1.4%

YOY Revenue Growth
12.8%

MOM Profit Growth
1.4%

YOY Profit Growth
12.8%

Executive Trend Monitoring

Segment Performance Analysis

Regional & Store Performance

Service Quality & Retention

Impact Analysis

Month_Year

All

Region

All

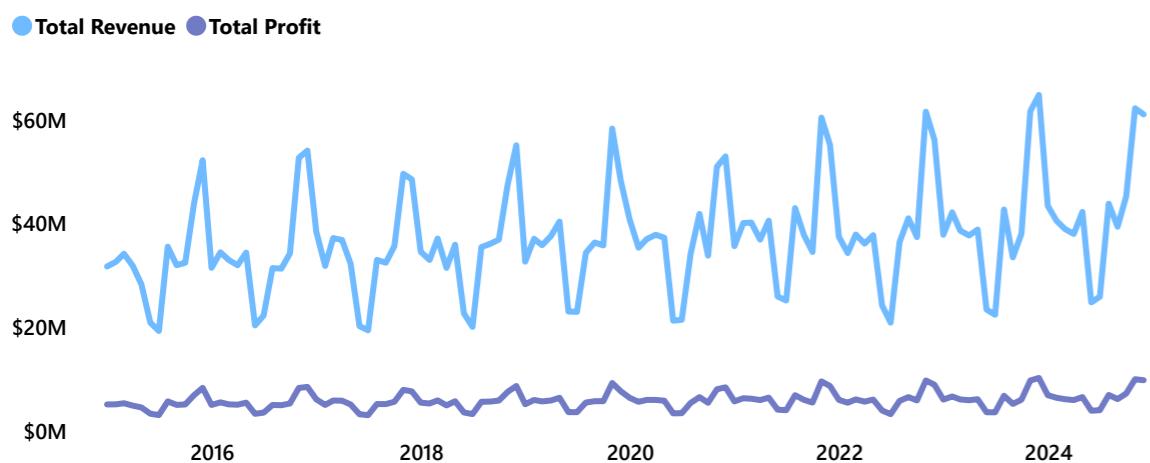
Category

All

Discount

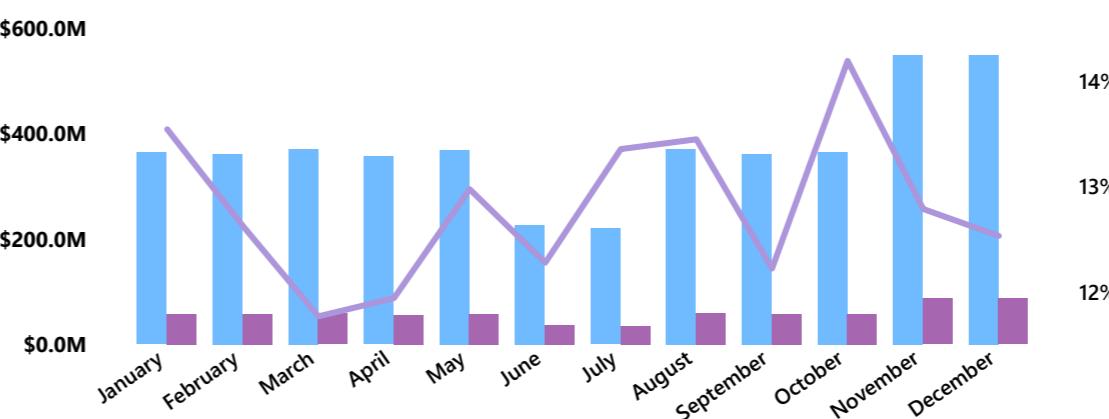
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Total Revenue and Profit Over Time



Year-Over-Year (YOY) Growth Trends

● Total Revenue ● Total Profit ● YOY Revenue Growth



Growth Trends Data

Year_Month	Total Revenue	MOM Revenue Growth	YOY Revenue Growth	Total Profit	MOM Profit Growth	YOY Profit Growth
2021-08	\$43.0M	70.8%	25.9%	\$6.9M	72.0%	27.7%
2020-01	\$40.8M	-15.5%	24.9%	\$6.4M	-16.5%	23.8%
2019-11	\$58.3M	63.0%	22.6%	\$9.3M	61.0%	22.4%
2023-02	\$42.2M	11.5%	22.9%	\$6.7M	10.0%	22.2%
2017-01	\$38.4M	-28.9%	22.1%	\$6.1M	-28.2%	21.5%
2021-06	\$25.9M	-36.1%	21.9%	\$4.1M	-36.0%	20.8%
2016-05	\$34.4M	7.6%	21.7%	\$5.5M	7.8%	20.5%
2016-11	\$52.7M	53.8%	19.9%	\$8.3M	56.3%	20.0%
2024-10	\$45.2M	14.8%	18.9%	\$7.2M	17.4%	19.7%

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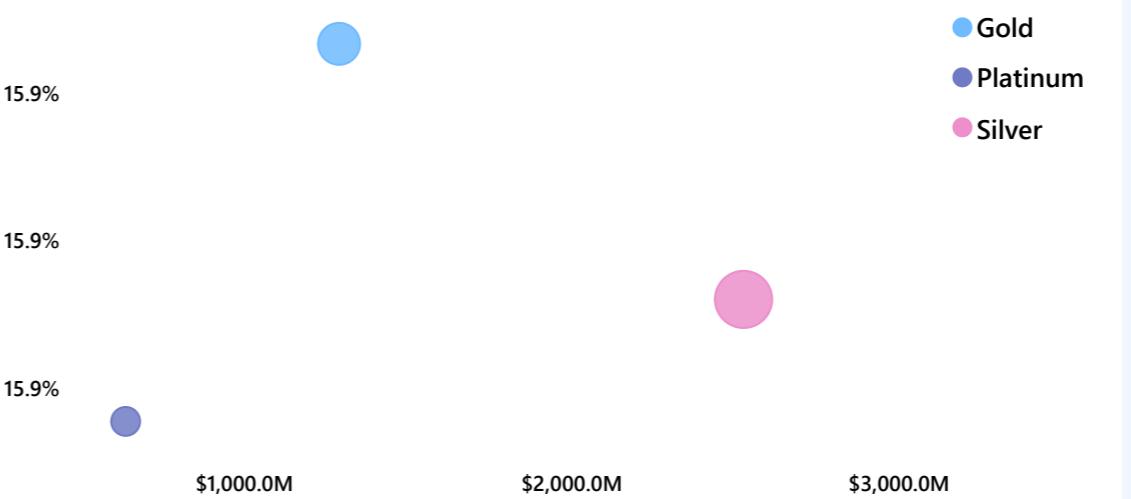
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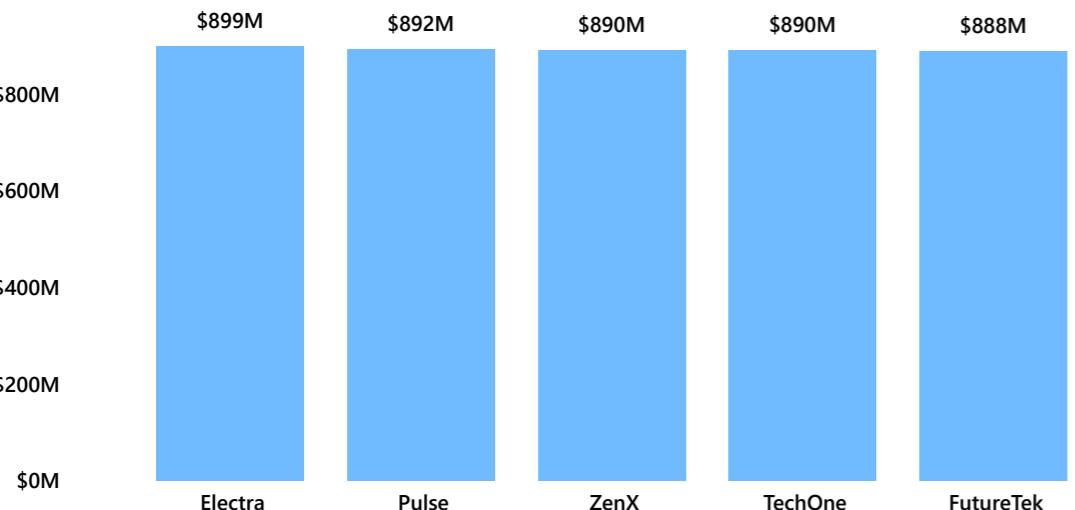
Top Selling Category



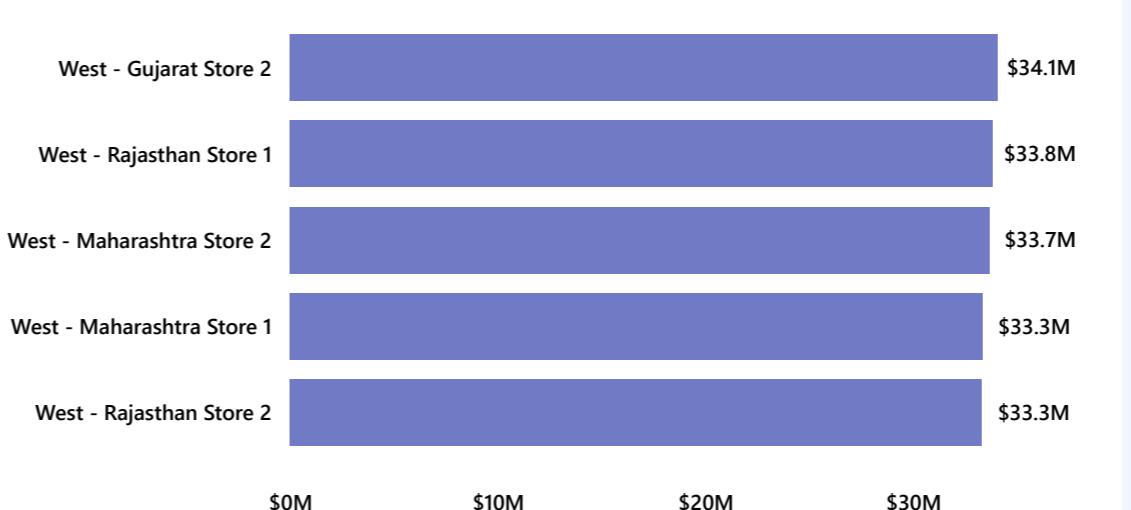
Segment Performance



Top Selling Brands



Top Selling Stores



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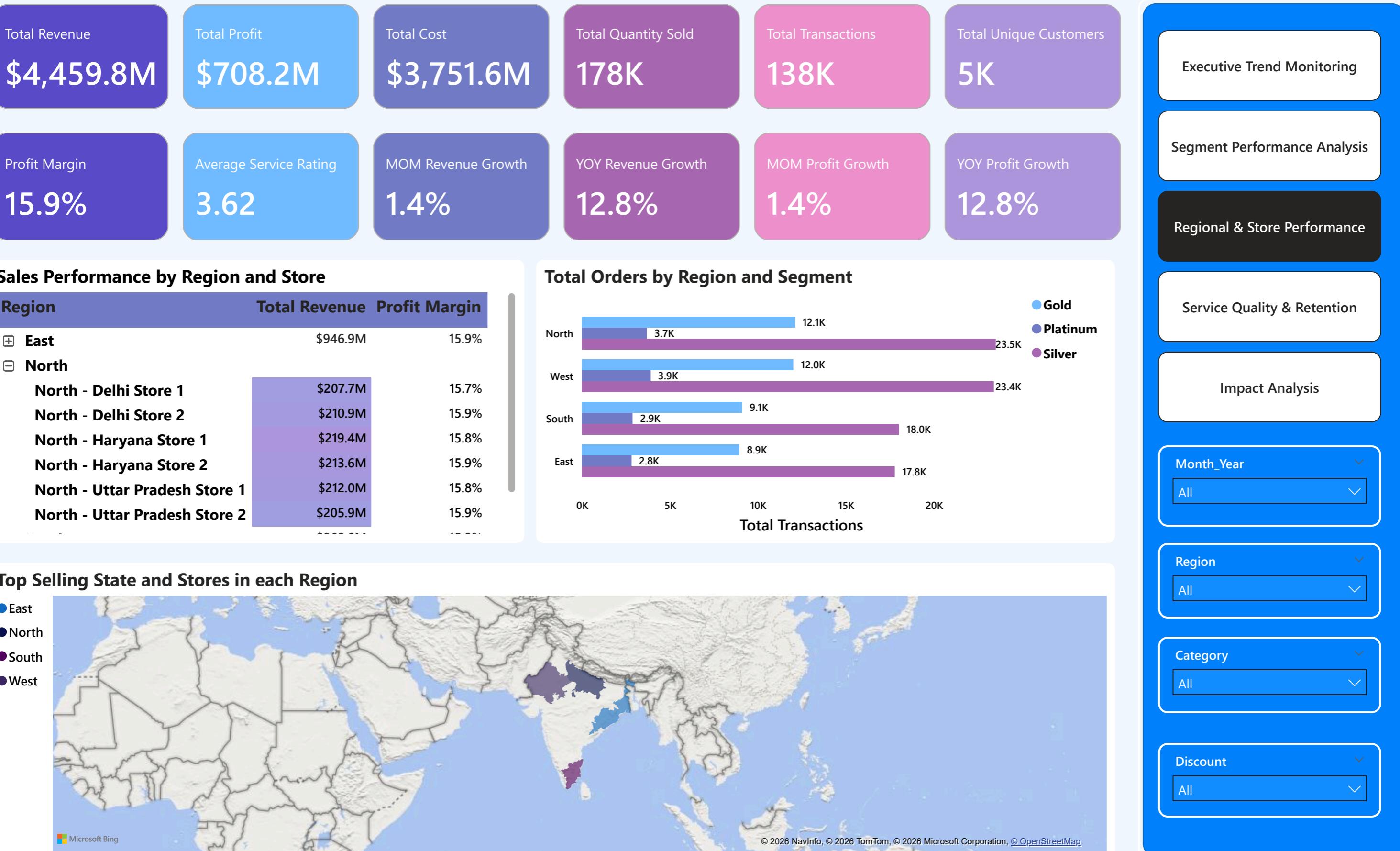
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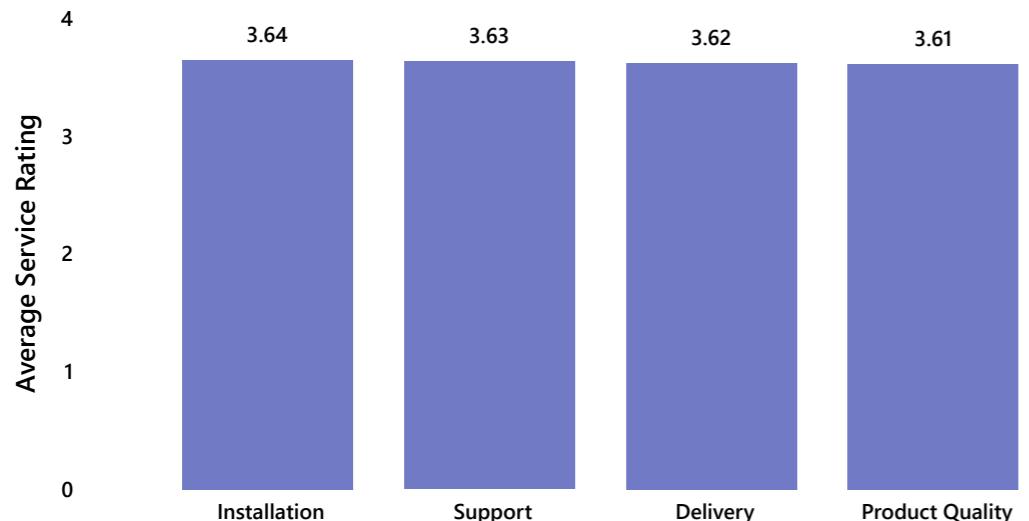
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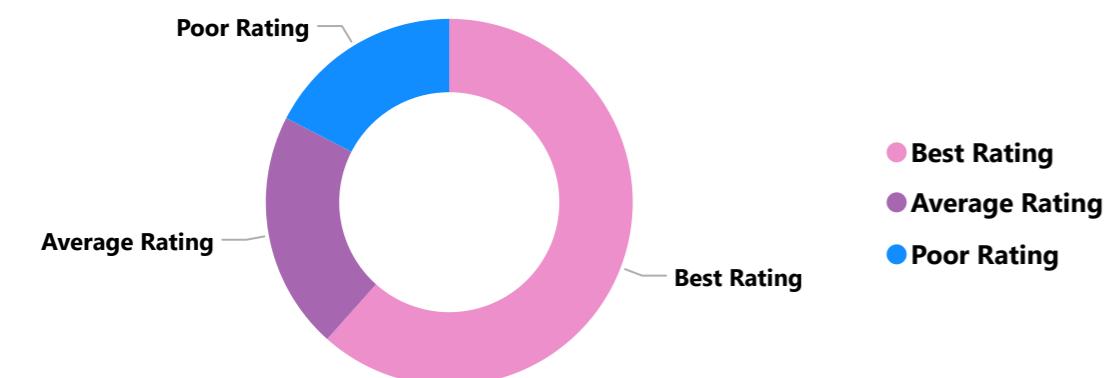
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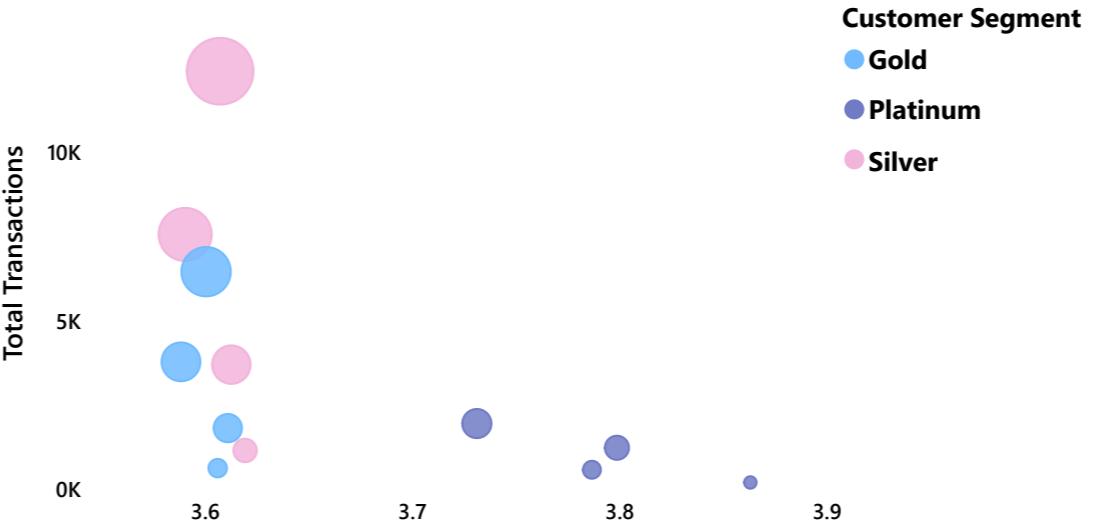
Average Rating by Service Category



Customer Ratings Distribution



Customer Ratings and Purchase Frequency



Average Rating Table

Region	Segment	Service Category	Quantity Sold	Average Rating
North	Platinum	Installation	101	4.00
West	Platinum	Installation	98	3.89
North	Platinum	Support	259	3.86
West	Platinum	Product Quality	582	3.84
East	Platinum	Installation	68	3.83
East	Platinum	Product Quality	427	3.82
East	Platinum	Support	216	3.78
North	Platinum	Product Quality	653	3.78
West	Platinum	Support	292	3.78

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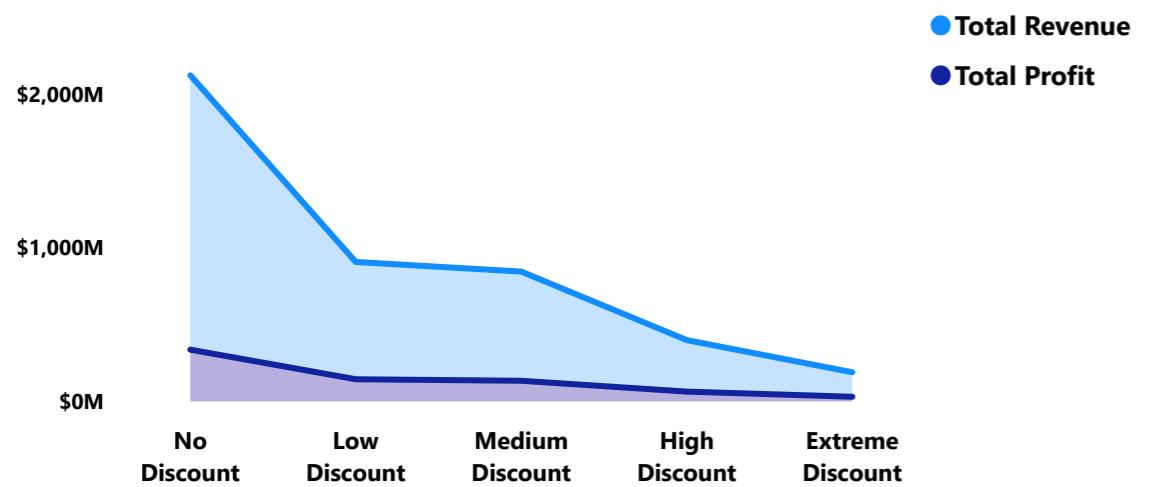
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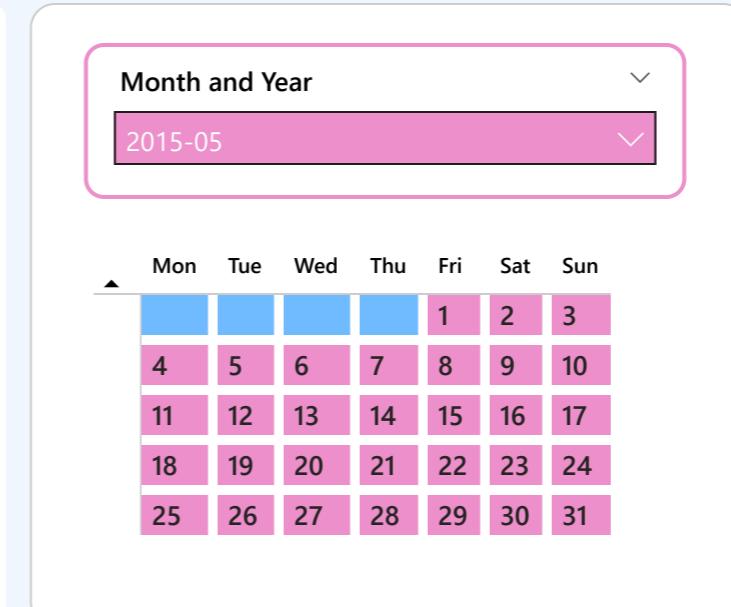
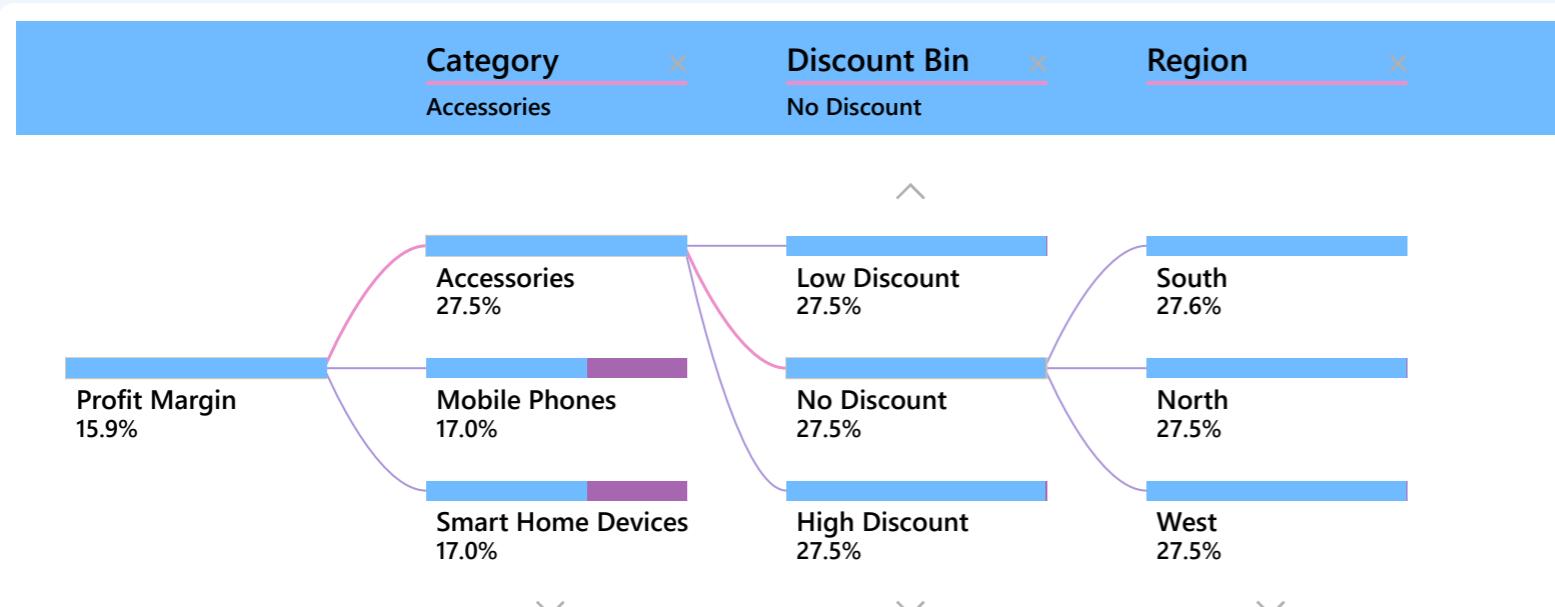
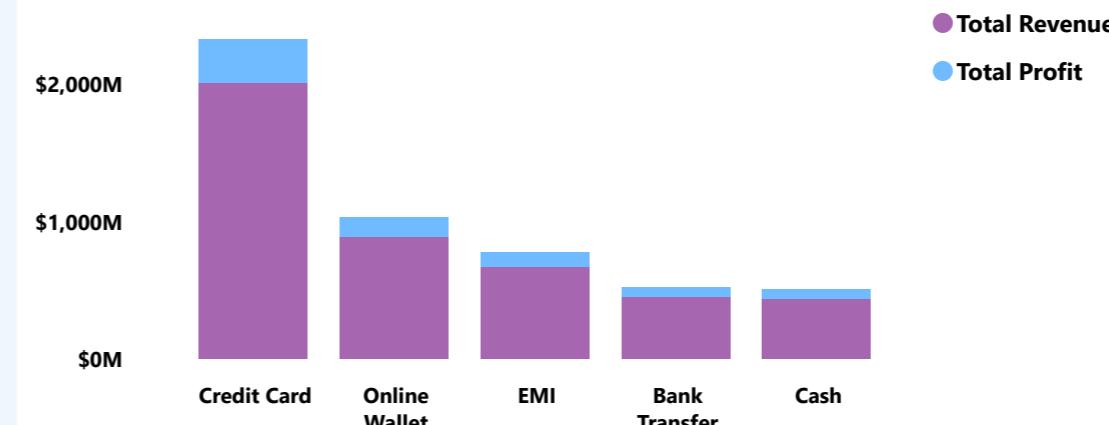
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Impact of Discount on Revenue and Profit



Impact of Payment Mode (Promotion Proxy) on Revenue and Profit



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