

Sales Performance

Overview

Total Revenue

282,252,100

Transactions

5,000

Customers

100

Avg. Basket Size

5.56

Demographic

Avg. Customer Age

26.85

Oldest Customer Age

39

Age Segmentation by # Customers

10 - 15 years	3
16 - 20 years	22
21 - 25 years	22
26 - 30 years	16
31 - 35 years	22
35++ years	15

Gender by # Customers

50%

50%

male

female

Product

Revenue per Category

48.9%

33.7%

17.4%

food

living

beverage

Top 10 Products by Revenue

Product	Category	Total Revenue (Rp)
Downy Softener Passion	living	35,538,600
Kraft Keju Quick Melt	food	25,118,700
Harpic Pembersih Kloset	living	20,738,500
So Klin Detergent Cair Anti Bacterial	living	16,298,500
Nice Facial Tissue	living	15,628,800
Sari Roti Tawar Kupas	food	13,357,500
Aqua Galon 19L	beverage	13,347,600
Chitato Snack Potato Chips Beef Barbeque	food	10,670,400
Chitato Snack Potato Chips Sourcream Onion	food	10,103,600
Chitato Snack Potato Chips Mi Goreng	food	9,073,500

Details

Trx ID	Trx Date	Customer	Gender	Age	Product	Category	Quantity	Total Revenue (Rp)
5000	3 Oct 2022	Lucy Hvizdos	female	25	Chitato Snack Potato Chips Nori Seaweed	food	7	79,800
4999	3 Oct 2022	Joan Swoope	female	24	Indomie Mie Instan Rendang	food	3	9,300
4998	1 Oct 2022	James Riehle	male	25	Indomie Mie Instan Rendang	food	7	21,700
4997	5 Oct 2022	Stacy Dieppa	female	37	Good Mood Lemon	beverage	1	5,800
4996	3 Oct 2022	Prince Crane	male	34	Kraft Keju Quick Melt	food	3	90,900
4995	4 Oct 2022	Samuel Aggas	male	32	Oreo Wafer Vanilla	food	5	43,000
4994	1 Oct 2022	Jennifer Dickens	female	38	Chitato Snack Potato Chips Beef Barbeque	food	3	34,200
4993	1 Oct 2022	Stacy Dieppa	female	37	Nescafe Coffe Cream French Vanilla	beverage	5	23,000
4992	3 Oct 2022	Robert Vansumeren	male	33	So Klin Detergent Cair Anti Bacterial	living	3	55,500