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Sales Analysis

Customer Analysis

Product Analysis



MAVEN





Total Revenue
\$1.19M

Total Expense
\$478.79K

Total Profit
\$708.57K

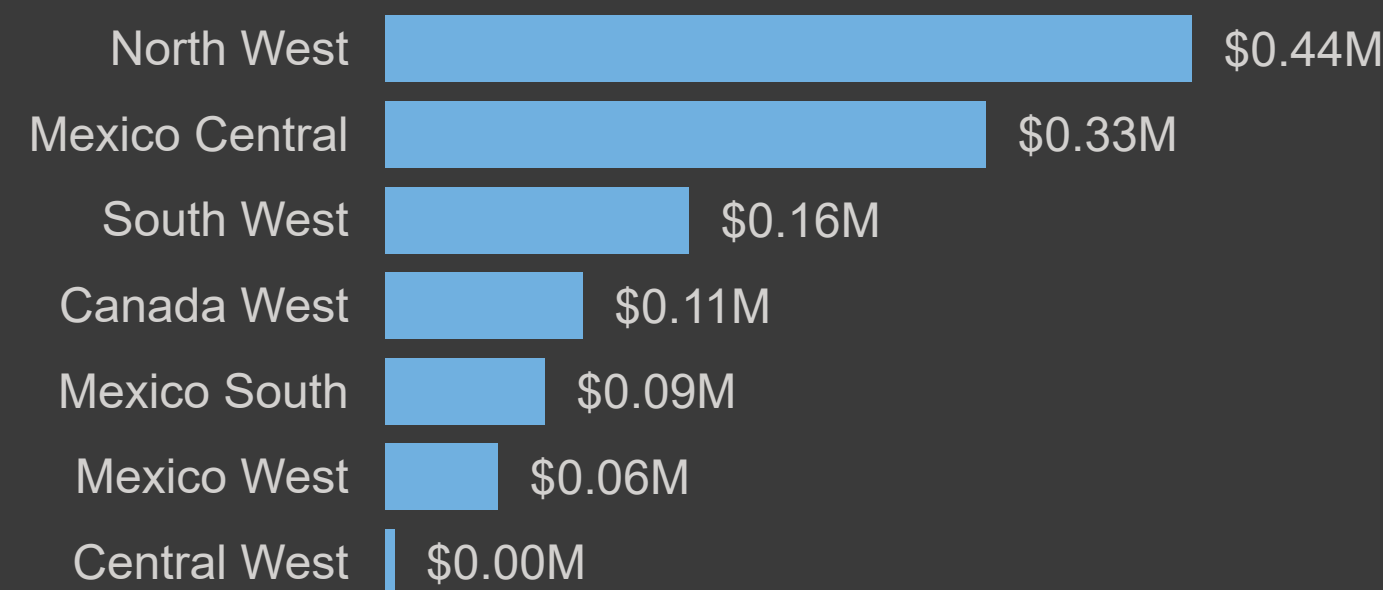
Profit by Month Name

\$63.60K ✓

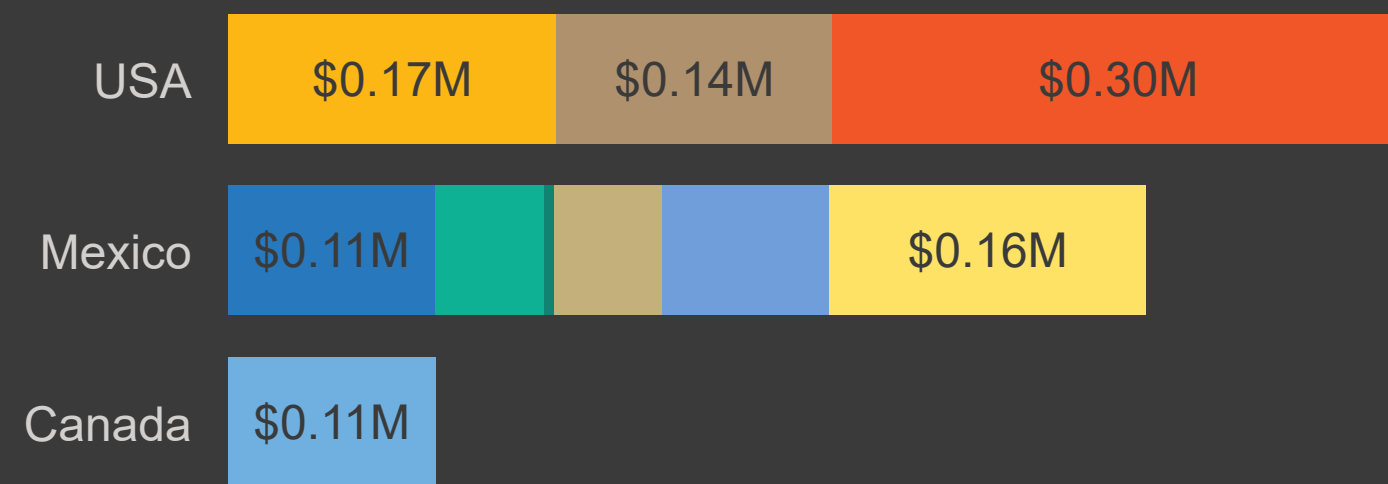
Goal: \$63.60K (+0%)



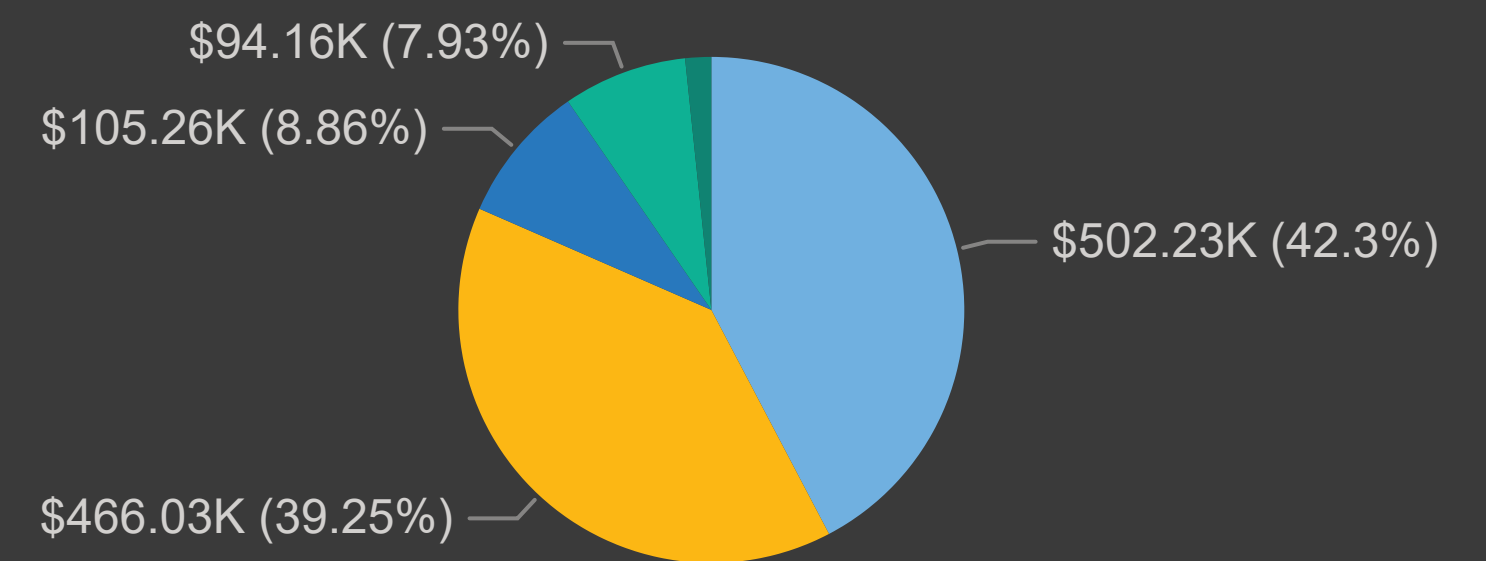
Revenue by Maven Regions



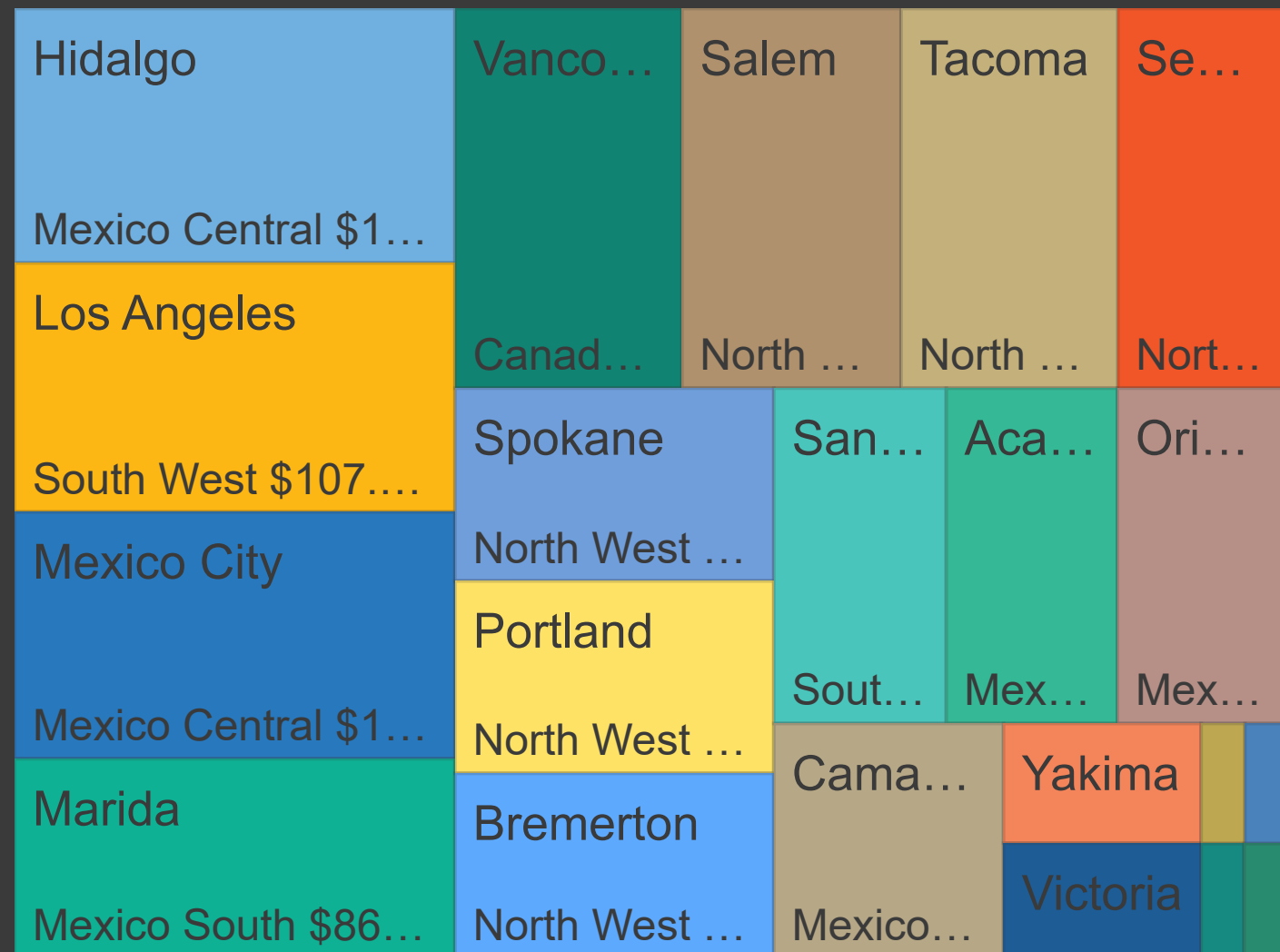
Revenue by Stores Country and States



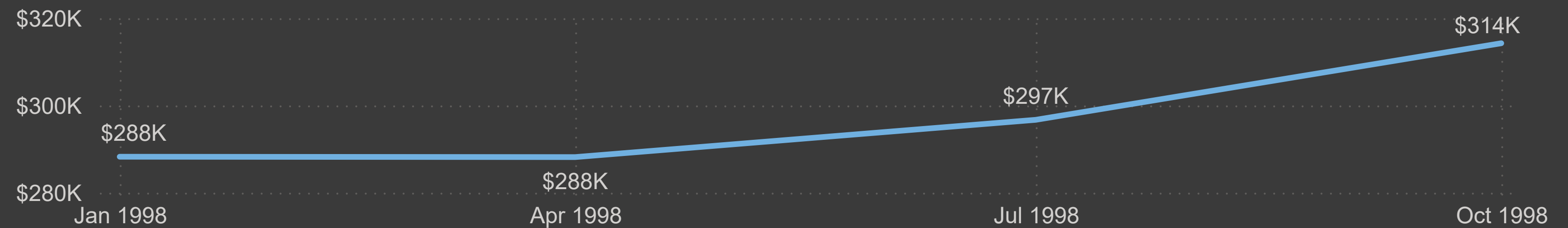
Revenue by Stores



Revenue by Maven Districts and Regions



Revenue by Year



Total Revenue by Maven Districts and Regions

Day	Canada West	Central West	Mexico Central	Mexico South	Mexico West	North West	South West	Total
1	\$3,406.24	\$159.38	\$11,028.94	\$3,696.39	\$1,816.89	\$18,181.09	\$5,516.99	\$43,805.92
2	\$3,607.99	\$135.99	\$11,099.70	\$3,291.59	\$1,840.65	\$18,659.55	\$5,692.10	\$44,327.57
3	\$4,381.03	\$149.39	\$10,022.64	\$3,146.08	\$1,640.71	\$19,319.44	\$5,769.38	\$44,428.67
4	\$4,866.08	\$120.17	\$11,661.07	\$3,501.26	\$1,715.27	\$10,627.27	\$6,716.14	\$48,206.86
Total	\$107,044.59	\$4,883.76	\$325,743.56	\$86,402.65	\$61,244.17	\$437,397.51	\$164,646.36	\$1,187,362.60



Total Revenue

\$1.76M

Total Expense

\$711.73K

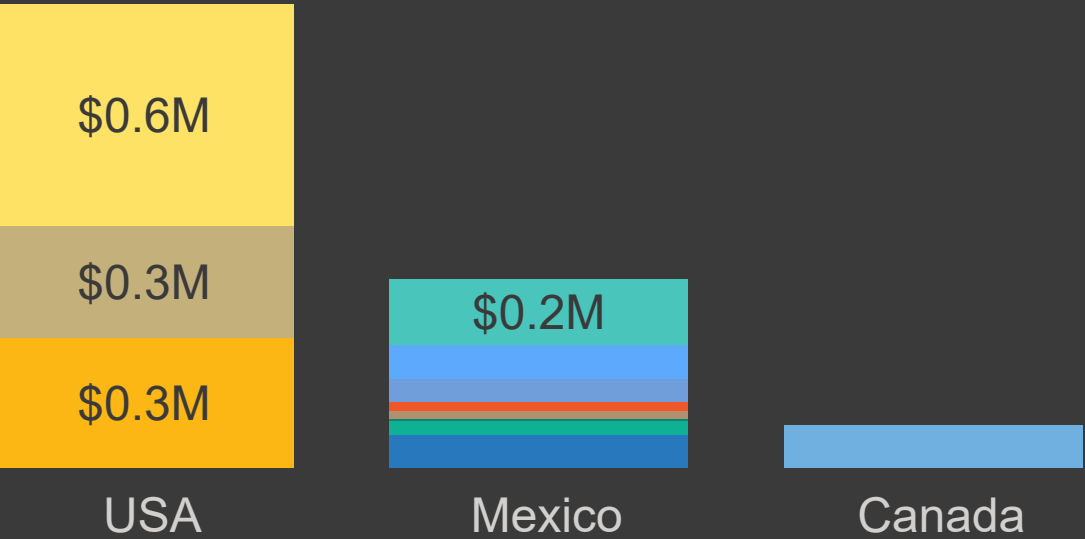
Total Profit

\$1.05M

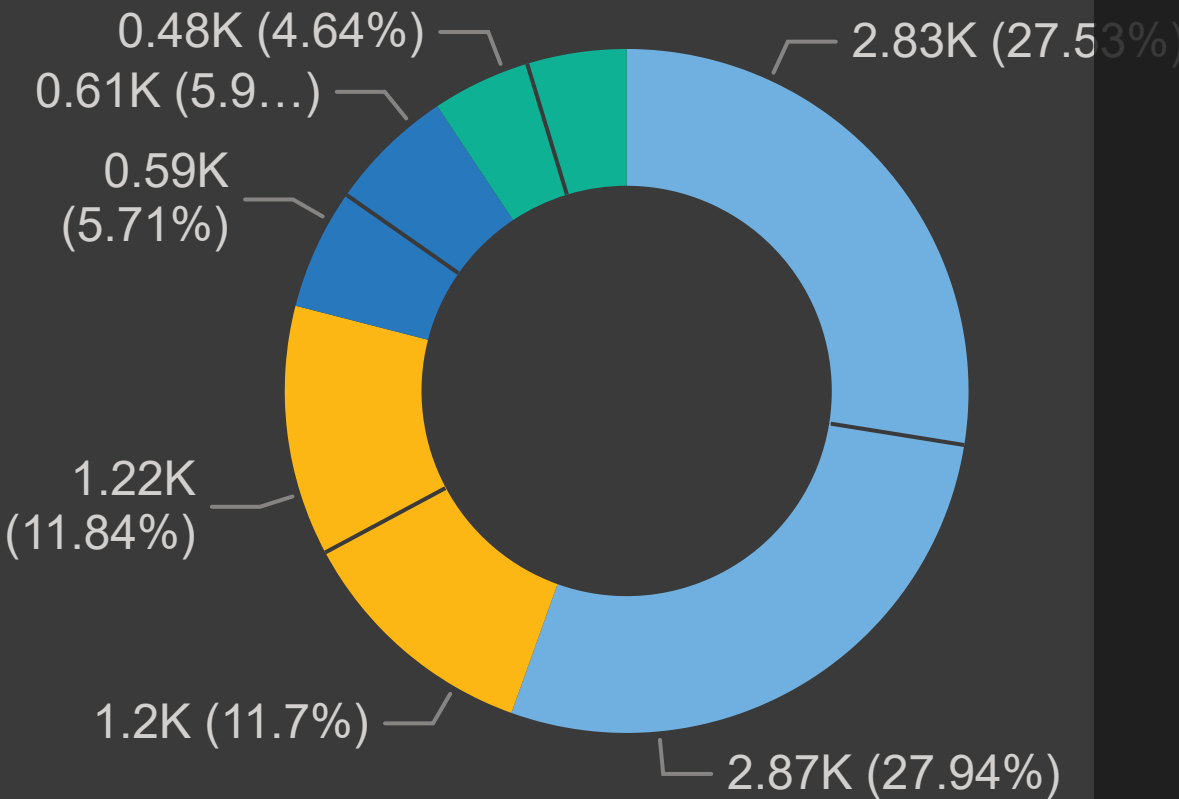
Revenue by Homeowner and Income Group

income_group High Income Low Income Medium Income

Revenue by Customer Country and State



Gender by Member



Sum of Annual income by education and occupation

Bachelors Degree	Manag...	Partial High School	
Professional \$133.65M		Profession...	Skill...
High School Degree		Manual \$3...	Mana...
Professional \$57.15M	Skilled...	Partial College	Profe... Cleri...
Manual \$47.66M		Graduate Degree	Professional ... M...

Revenue Generating by Gender and Marital status

F gender	M marital_status	2575 Count of ge...	\$449,687.58 TotalRevenue
F gender	S marital_status	2522 Count of ge...	\$442,039.29 TotalRevenue
M gender	M marital_status	2567 Count of ge...	\$425,485.68 TotalRevenue
M gender	S marital_status	2617 Count of ge...	\$447,333.89 TotalRevenue

Filter Panel

Year

All

Quarter

All

Month Name

All

Customer Country

All

Customer State

All

Gender

All

Income Group

All

Recyclability

All

Fat Content

All

Maven Sales Region

All

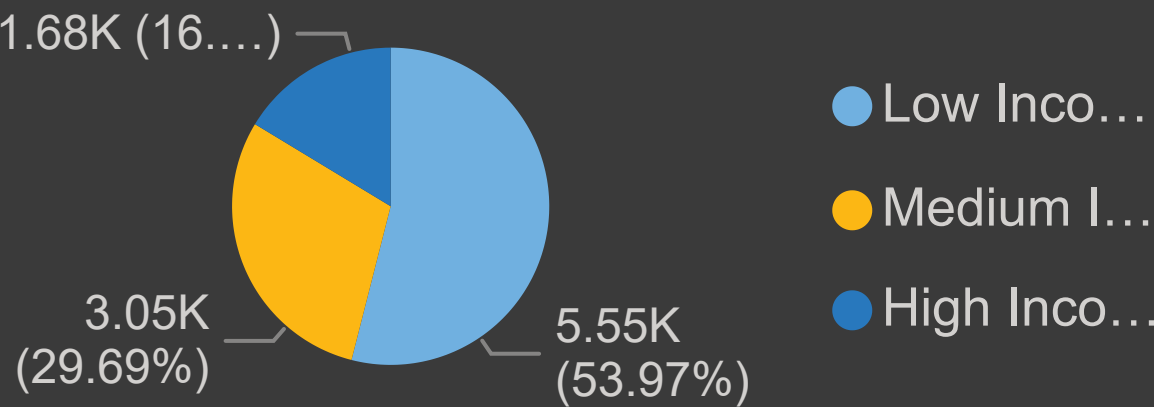
Maven Sales District

All

Clear

Close

Count of Customer by Income



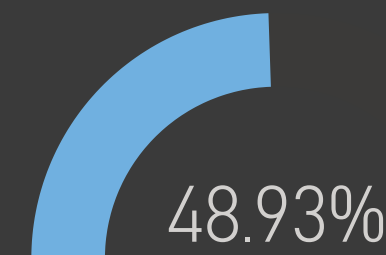


Total Revenue
\$1.76M

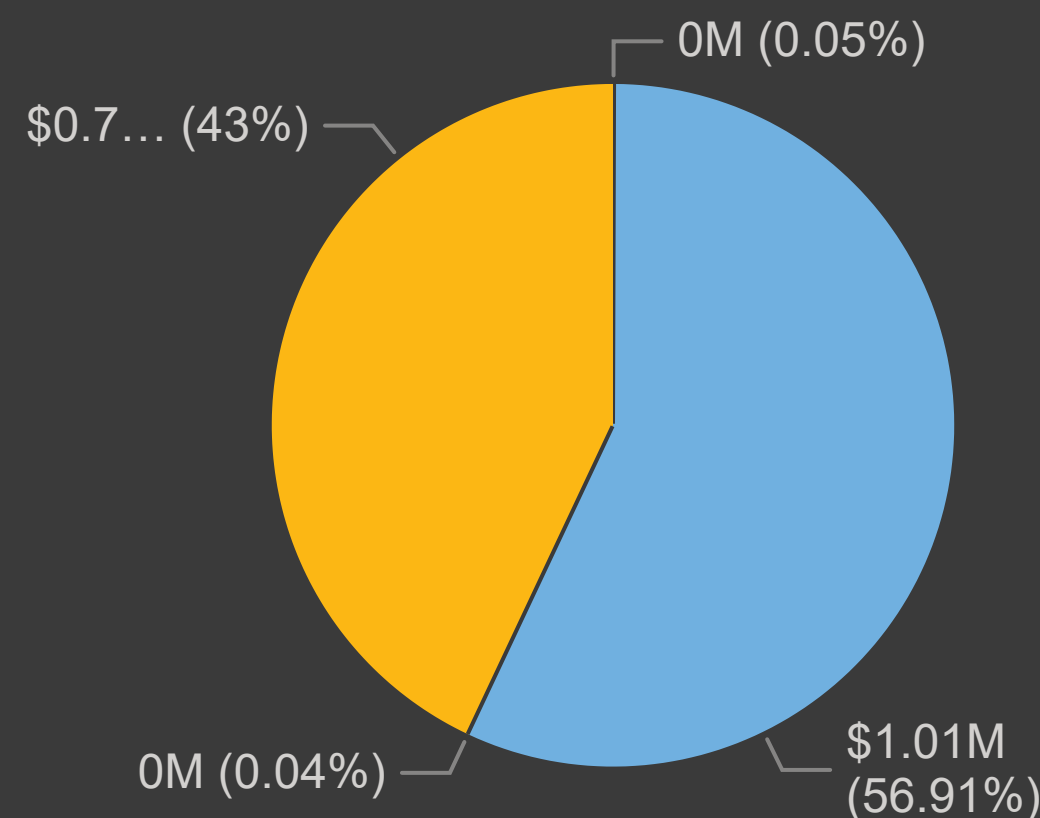
Total Expense
\$711.73K

Total Profit
\$1.05M

Out of 1560, 500 Products are
generating revenue of



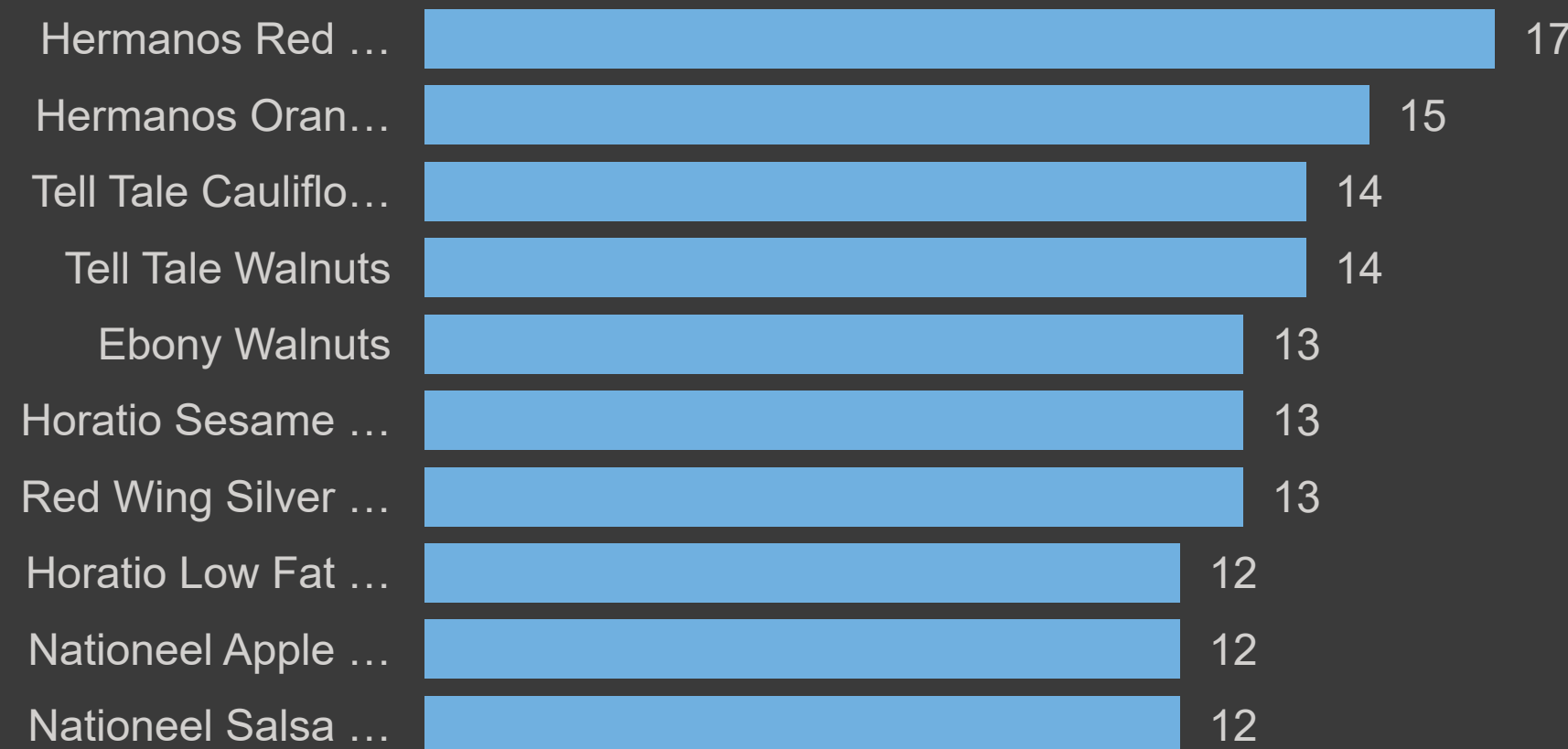
Revenue by Recyclable Status



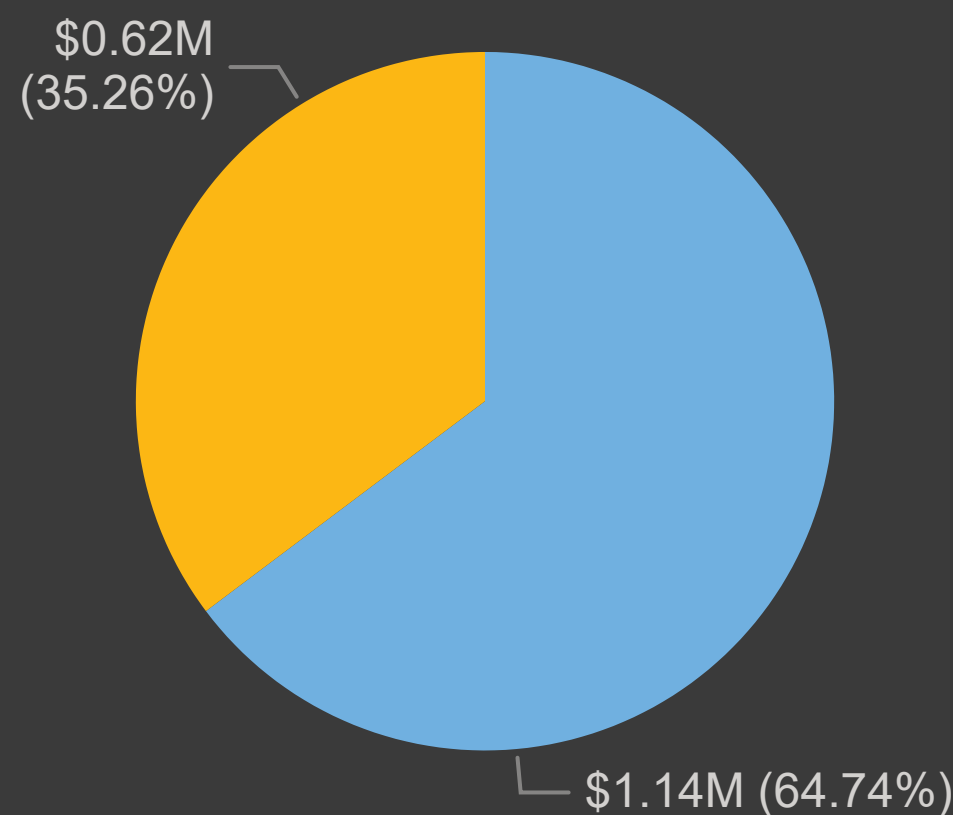
Product Revenue and Profit Overview

product_name	TotalRevenue	TotalProfit
BBB Best Apple Preserves	\$2,184.05	\$1,439.90
Booker Strawberry Yogurt	\$2,133.28	\$1,452.56
Fabulous Strawberry Drink	\$2,377.90	\$1,474.90
Hermanos Green Pepper	\$2,489.70	\$1,670.55
Hermanos New Potatos	\$2,103.58	\$1,431.08
High Quality Scented Toilet Tissue	\$2,079.04	\$1,413.28
Hilltop Mint Mouthwash	\$2,447.12	\$1,493.96
Imagine Popsicles	\$2,160.27	\$1,513.89
Nationeel Potato Chips	\$2,112.00	\$1,479.50
Total	\$22,298.76	\$14,854.35

Products Returned by Customers



Total Revenue by Fat Content



Brand Performance: Profit, Expense, and Revenue

