

Business Growth & Product Trends

Year and Month

All



Sales Insights

Product & Client

Insights analysis

Business Growth & Product Trends:
This dashboard highlights key sales metrics, top-performing products, regional distribution, payment preferences, and customer behavior across the U.S. to support strategic decision-making.

Product category

All

Product name

All

Payment method

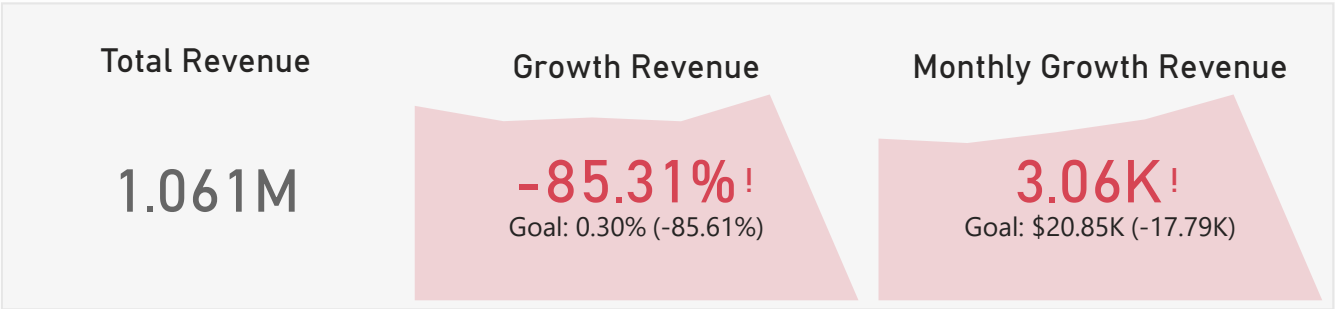
All

Region

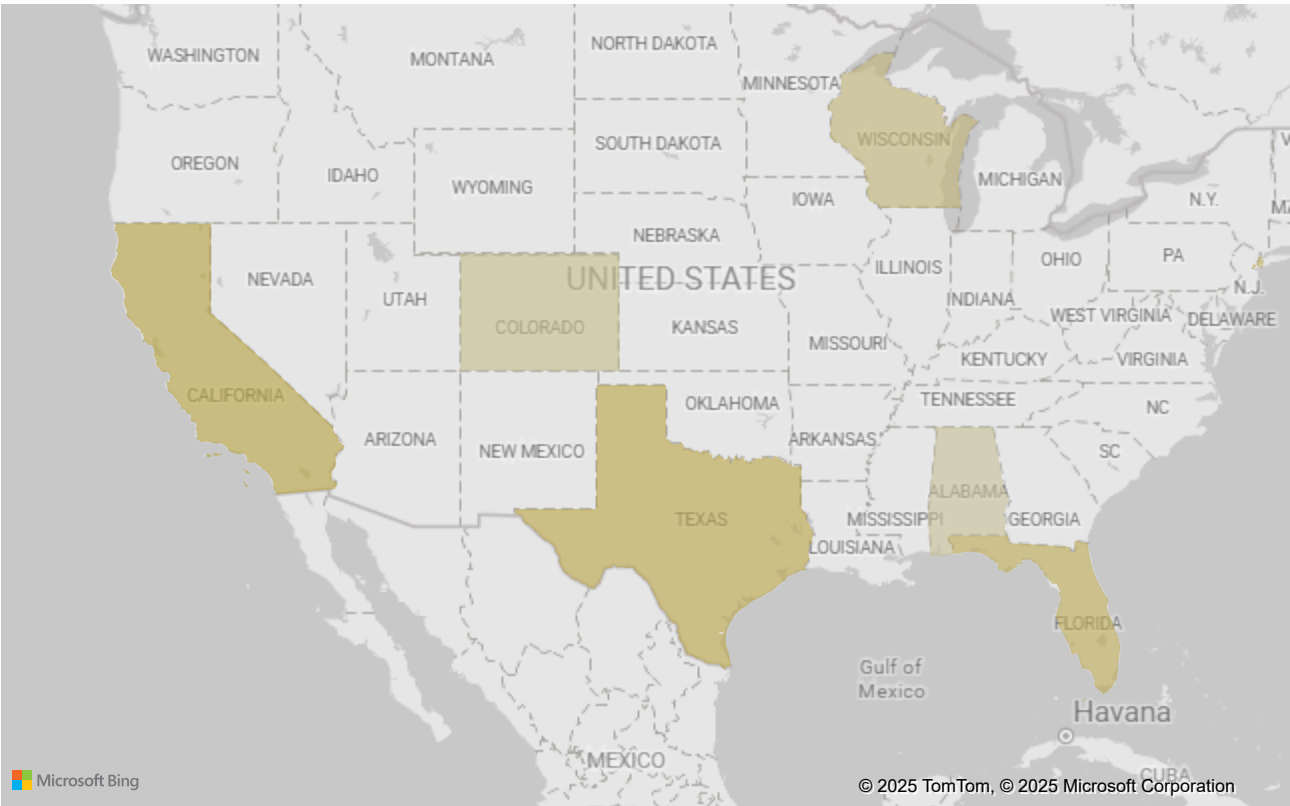
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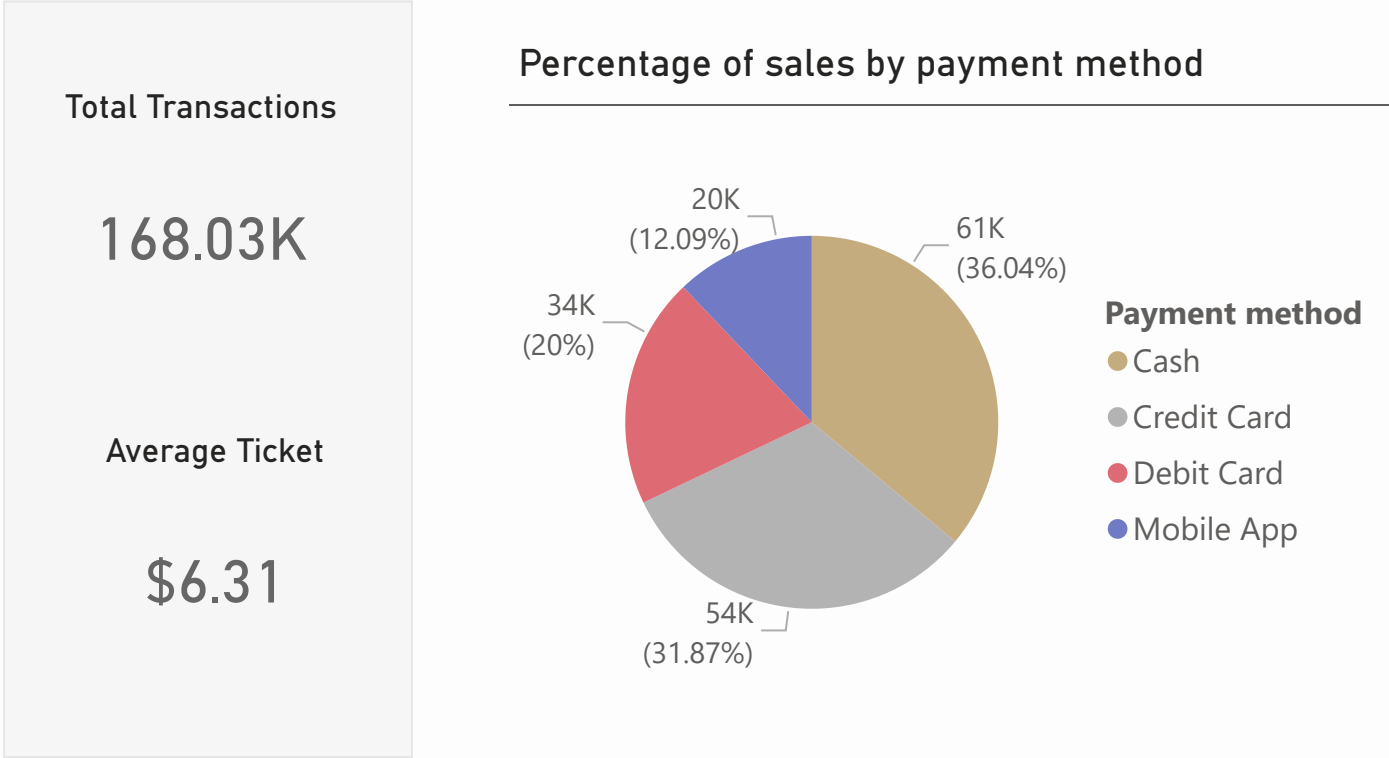
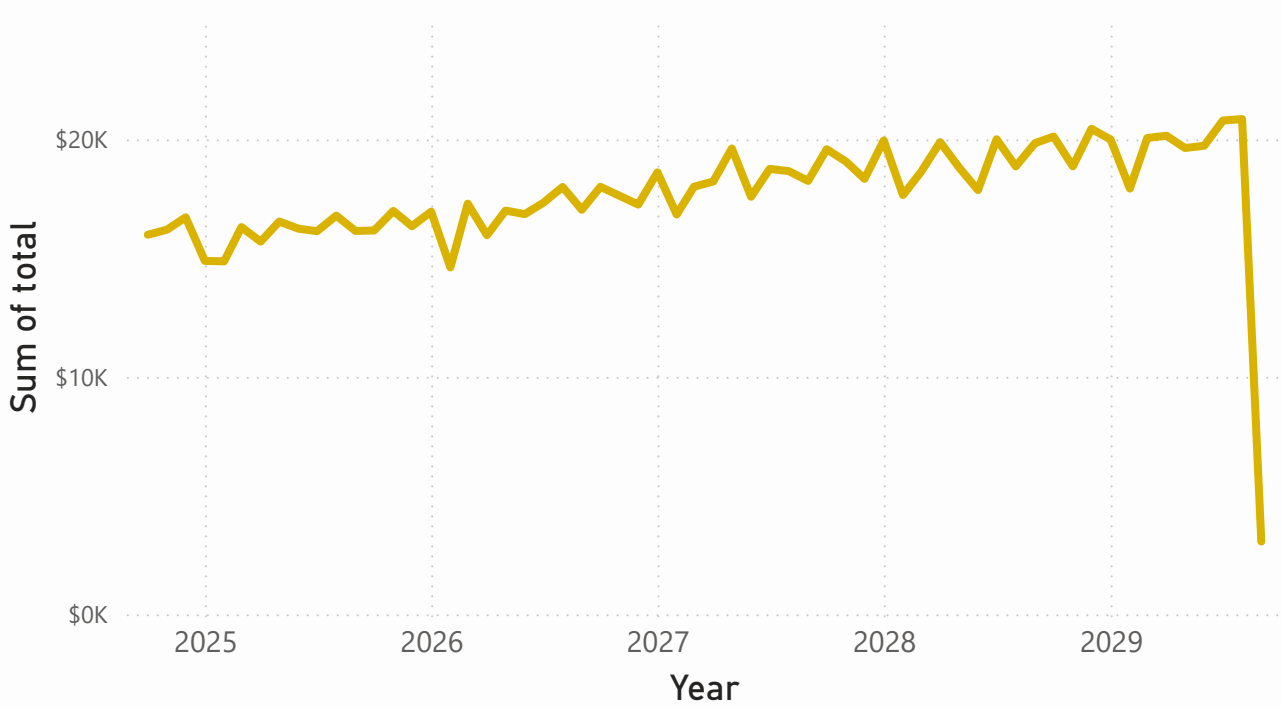
Clean all filters



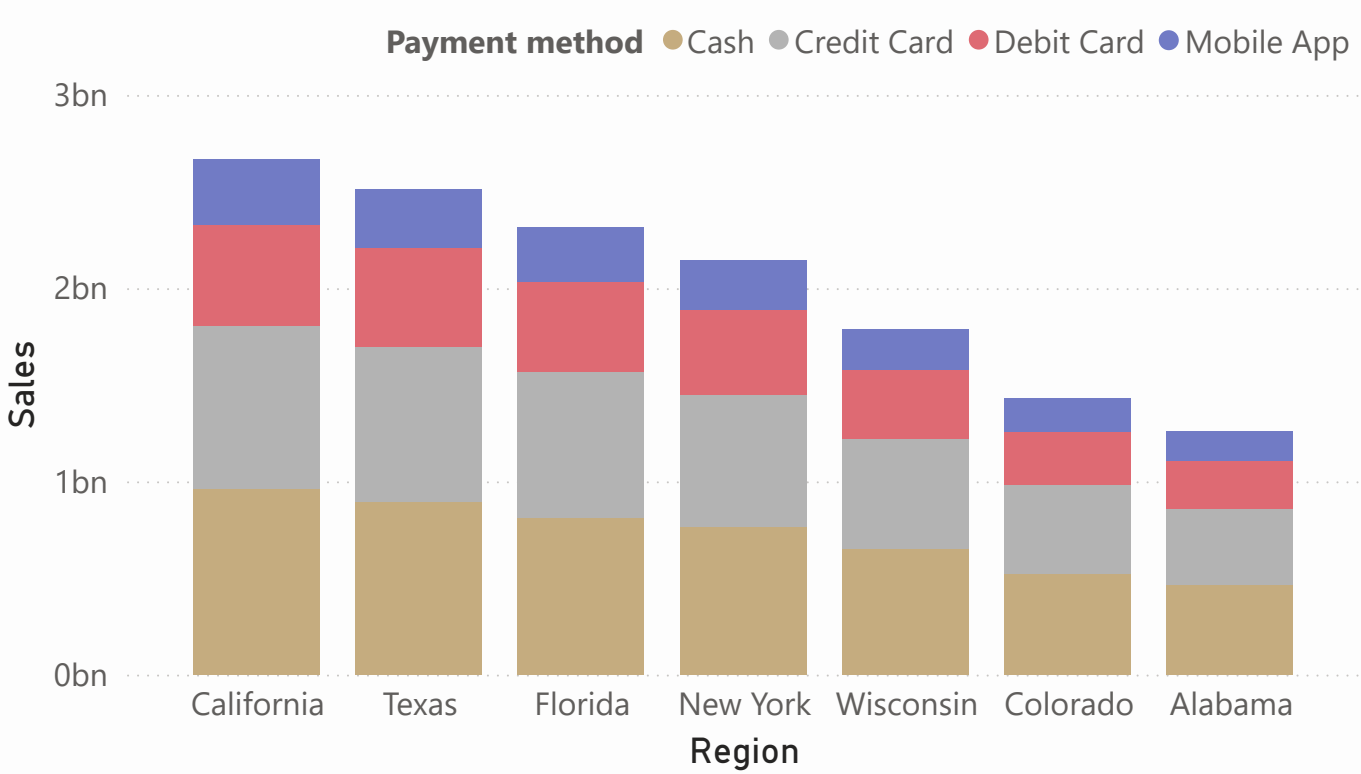
Revenue per state



Sum of total by Year and Month



Sales by state and payment method



Product category

All

Product name

All

Payment method

All

Region

All



Clean all filters

Product Analysis

Orange Soda

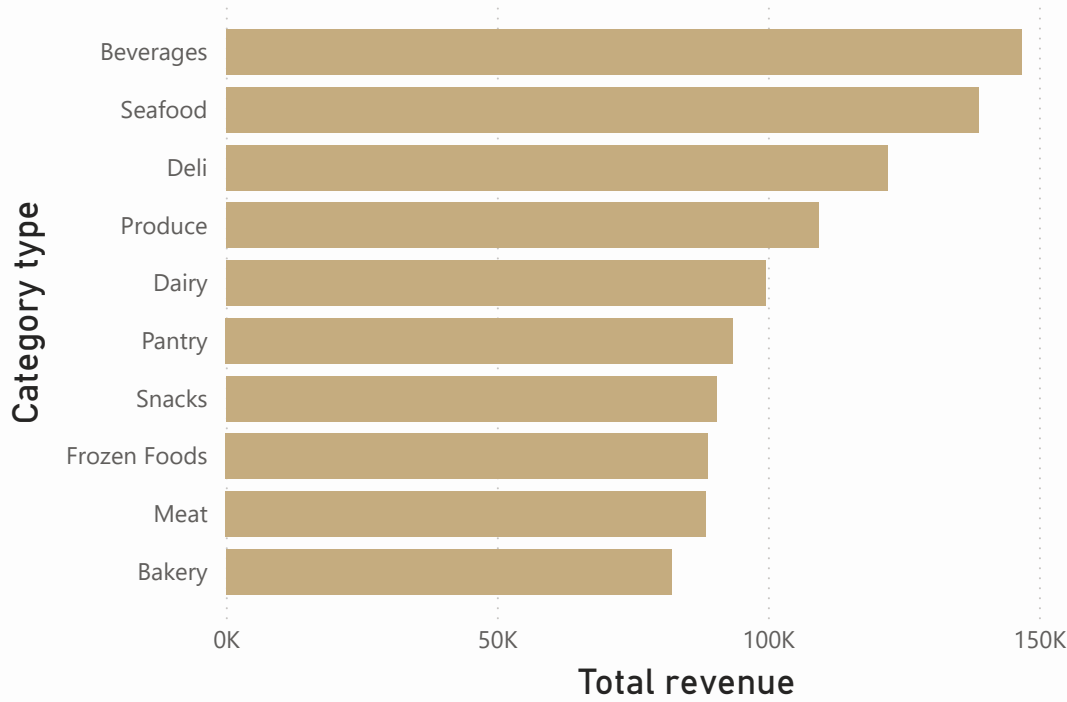
Top Product by Revenue

49.19K

Top Product Revenue

Product name	Category	Quantities sold	Total revenue
Orange Soda	Beverages	10247	\$49,185.6
Tuna Can	Seafood	9265	\$45,027.9
Veggie Wrap	Deli	9223	\$45,008.2
Shrimp Pack	Seafood	8856	\$42,508.8
Bagel	Bakery	9151	\$40,813.5
Potato Chips	Snacks	9414	\$40,762.6
Crab Meat	Seafood	9395	\$39,740.8
Apple	Produce	9321	\$38,588.9
Iced Tea	Beverages	9796	\$38,498.3
Ham Sandwich	Deli	9320	\$35,695.6
Mineral Water	Beverages	10101	\$34,242.4
Canned Beans	Pantry	9148	\$34,213.5
Pork Chops	Meat	9288	\$31,857.8
Chicken Wrap	Deli	9329	\$31,718.6
Frozen Pizza	Frozen Foods	9176	\$31,657.2

Total revenue by category



Clients Analysis

Michael Smith

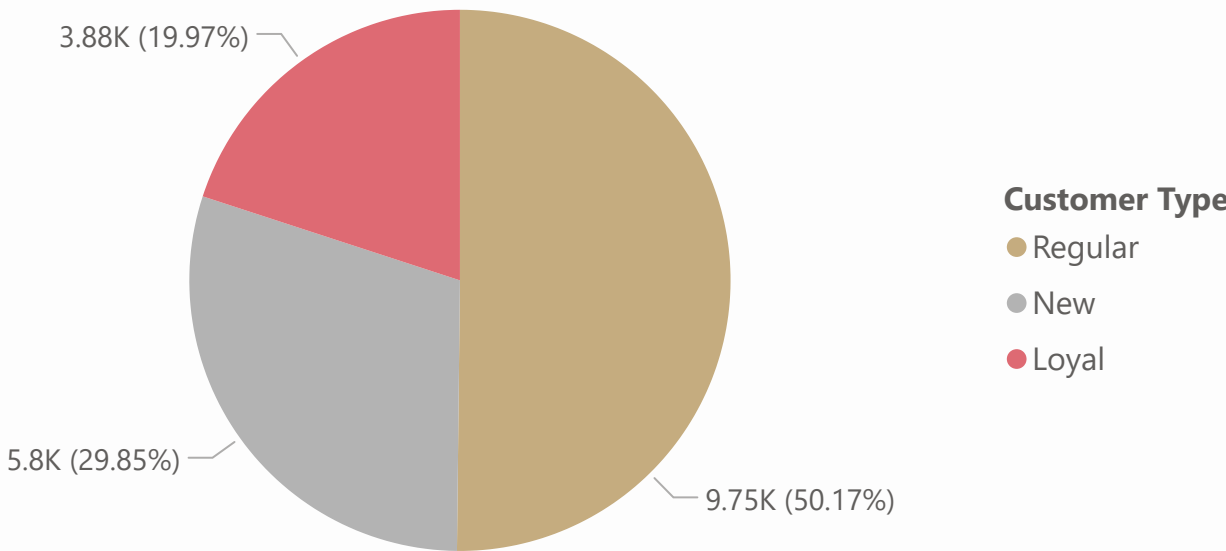
Top client Revenue Name

49.19K

Top client Revenue Value

Customer Name	ID	Region	Sold quantity	Customer type
Aaron Allen	4847	Alabama	29	Regular
Aaron Banks	9348	Alabama	33	Regular
Aaron Holden	363	Alabama	33	Regular
Abigail Baker	10088	Alabama	28	Regular
Abigail Chung	13755	Alabama	15	Regular
Abigail Daugherty	17550	Alabama	23	Regular
Abigail Gonzalez	2505	Alabama	21	Regular
Abigail Holt	6954	Alabama	31	Regular
Abigail Hubbard	6810	Alabama	14	Occasional
Adam Khan	5928	Alabama	32	Regular
Adam Mathews	4606	Alabama	44	Regular
Adam Moon	3307	Alabama	11	Occasional
Adam Vargas	4336	Alabama	9	Occasional
Adam Williams	846	Alabama	35	Regular
Adrienne Watson	10804	Alabama	13	Occasional
Alan Harper	7155	Alabama	17	Regular
Albert Buchanan	50	Alabama	45	Regular
Albert Davis	1258	Alabama	9	Occasional

Percentage of sales by payment method



Key Findings

Top-performing Product

Orange Soda is the best-selling product by revenue, reaching \$49.2K, leading the beverage category. It consistently outperforms other products by a significant margin, suggesting strong customer preference or successful promotion.

Underperforming Payment Channels

Mobile App payments account for only 12.09% of total sales despite widespread smartphone adoption. Cash is still dominant (36.04%), followed by Credit Card (31.87%).

Regional Sales Concentration

Texas and California together generate approximately 40% of total sales, indicating strong market presence and potential for focused expansion strategies.

Customer Profile & Behavior

Frequent customers represent an estimated 60% of total sales, highlighting the importance of customer retention. Most customers fall into the Regular and Frequent categories, with only a small portion classified as Occasional or New.

Monthly Revenue Performance

Monthly revenue for the latest period was \$3.06K, significantly below the goal of \$20.85K, showing a drop of -85.31%. This sharp decrease warrants investigation into seasonality, promotions, or supply chain issues.

Recommended actions to stakeholders

Launch a Loyalty Program

Encourage repeat purchases from frequent buyers and convert regular clients into loyal ones through rewards or tiered benefits.

Promote Mobile Payments

Increase awareness and offer small incentives for using the Mobile App payment method to modernize the payment ecosystem and reduce cash handling.

Optimize Inventory for Top Products

Ensure stock availability and restocking priority for high performers like Orange Soda, Tuna Can, and Veggie Wrap to avoid lost sales.

Investigate Sales Decline

Conduct a root cause analysis for the recent drop in revenue: analyze changes in pricing, seasonality, supply availability, or marketing activity.

Regional Expansion Strategy

Leverage strong performance in Texas and California by replicating successful product bundles or campaigns in underperforming states.