

Total Sales



\$186,909,828

Across 1053 days

Total Profit



\$-7,116,281

Margin: -3.81%

Units Sold



5,279,872

Total quantity

Avg Daily Sales



\$177,502

Per day average

Key Insights

Important findings from your data



Best Performing Day

1/3/2014

Sales: \$846,678.388



Worst Performing Day

14/9/2016

Sales: \$20,495.113



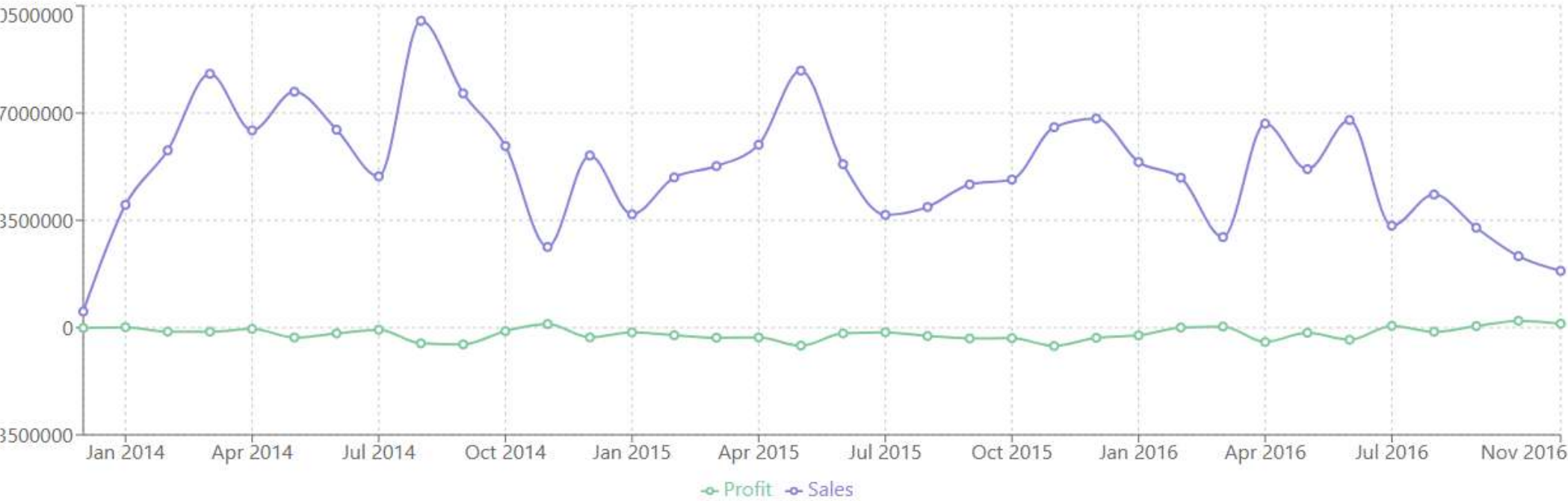
Sales Trend

-24.37%

Declining over time

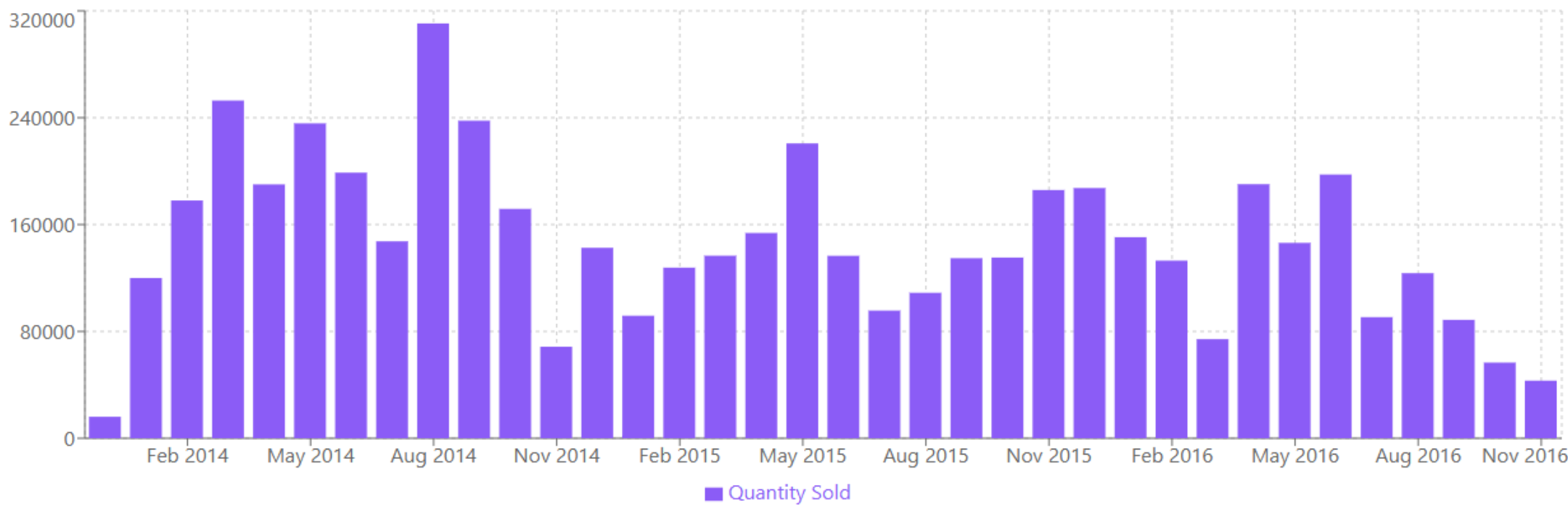
Monthly Sales & Profit Trend

Track sales and profit performance over time



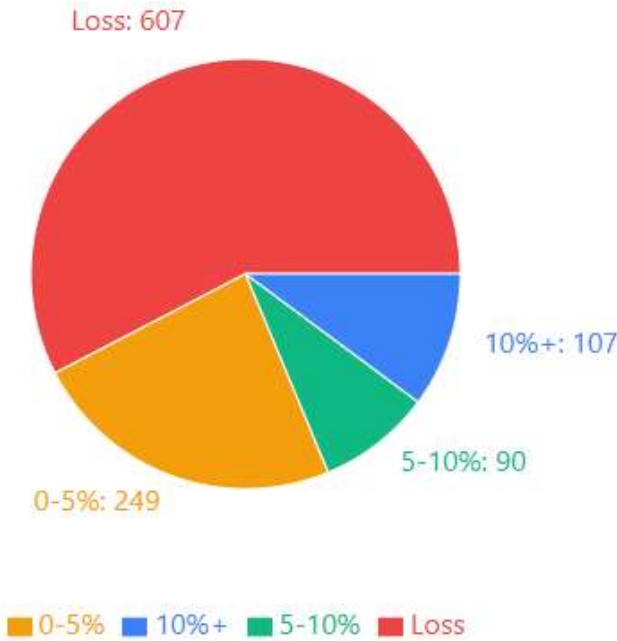
Monthly Quantity Sold

Units sold per month



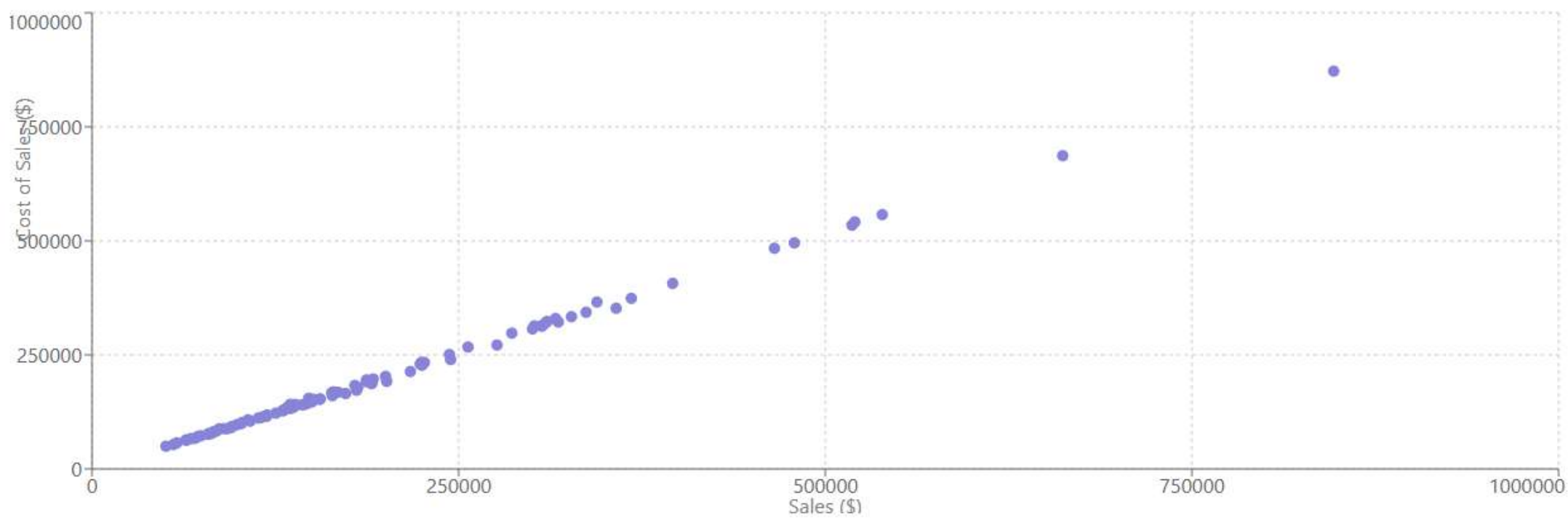
Profit Margin Distribution

Distribution of days by profit margin ranges



Sales vs Cost of Sales

Relationship between sales and costs



Sales vs Cost Breakdown

Overall composition of sales and costs

