

# MAVEN MARKET DASHBOARD

## Total Revenue

\$120.16K✓

Previous month: 113.79K (+5.6%)

## Total Returns

569!

Previous month: 563 (-1.07%)

## Total profit

71.68K✓

Previous month: 67.87K (+5.61%)

## Average order Value

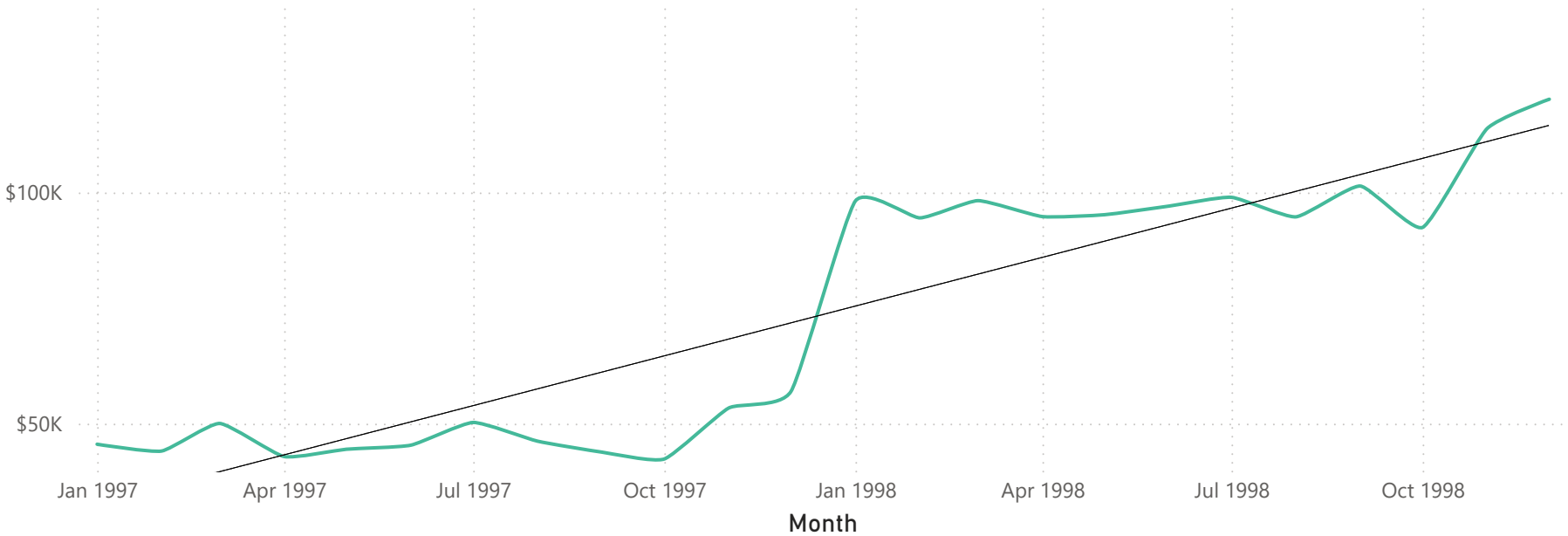
\$4.01K✓

Previous month: \$3.79K (+5.6%)

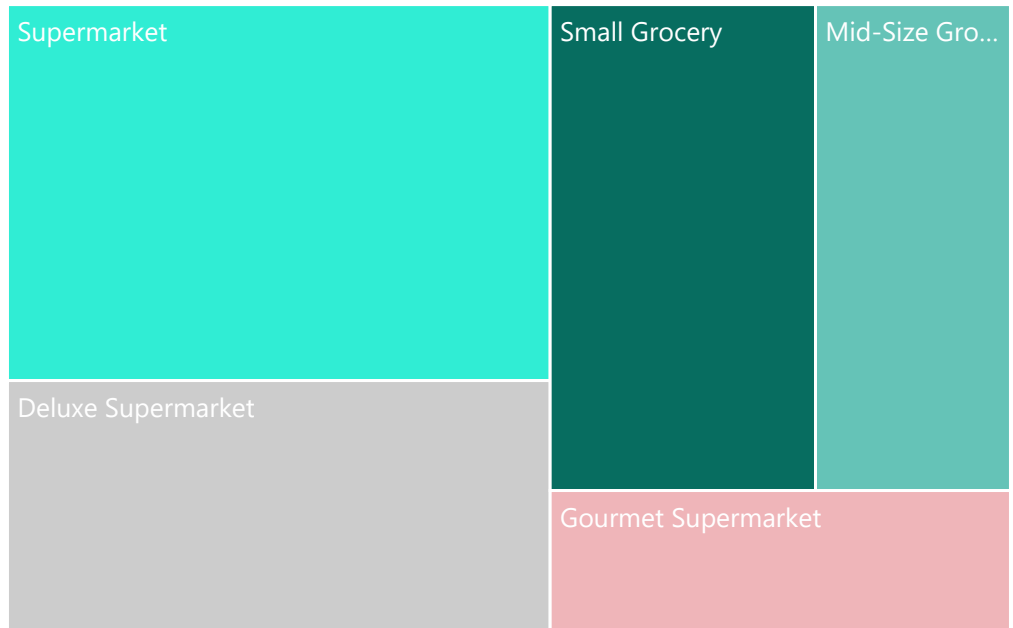
## Top Performing Stores



## Monthly sales



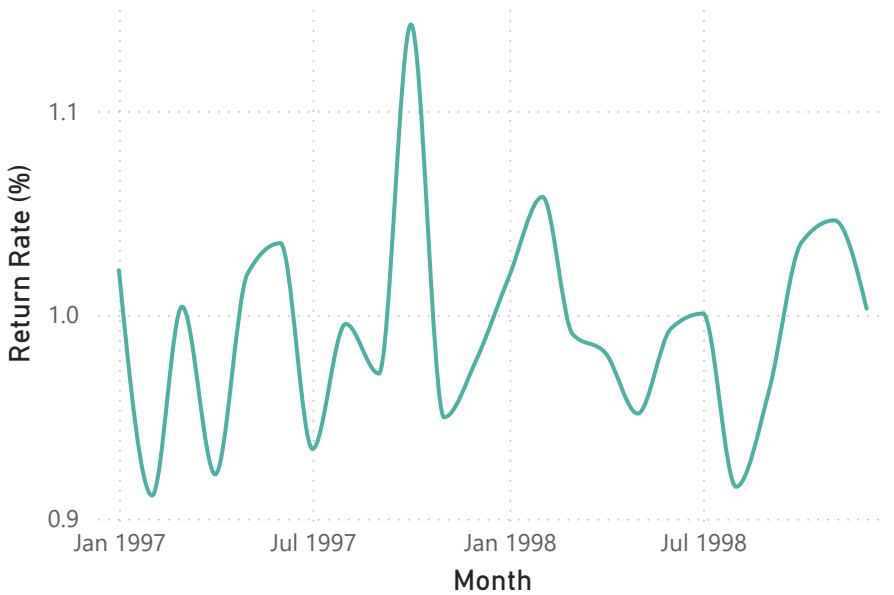
## Total Transactions by store\_type



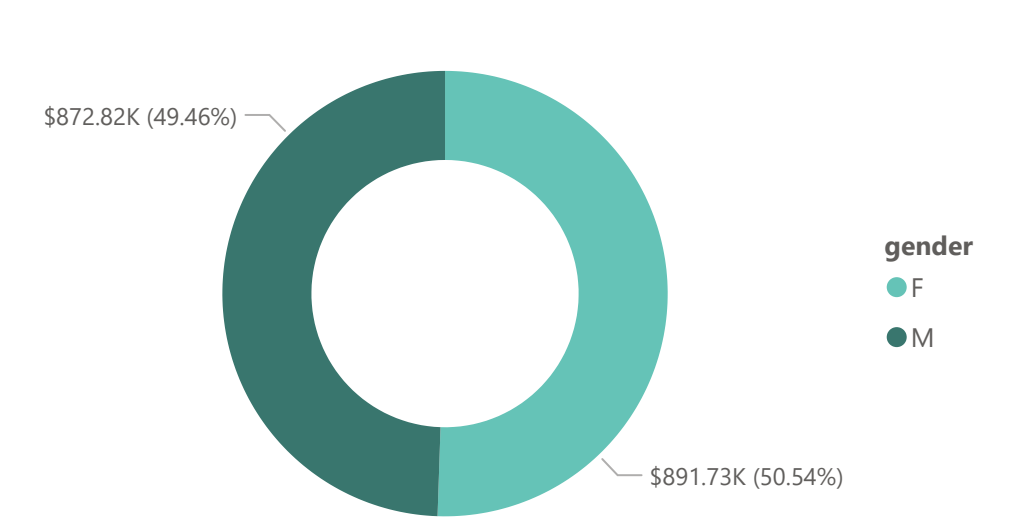
## Top 100 Products

product_name	Total Sales	Total Transactions
Hermanos Green Pepper	\$2,489.70	
Hilltop Mint Mouthwash	\$2,447.12	
Carlson Head Cheese	\$2,417.73	
Great Pumpernickel Bread	\$2,408.56	
Fabulous Strawberry Drink	\$2,377.90	
Fort West BBQ Potato Chips	\$2,328.00	
Moms Foot-Long Hot Dogs	\$2,325.40	
Even Better Large Curd Cottage Cheese	\$2,322.60	
Red Wing Plastic Knives	\$2,321.25	
High Top New Potatos	\$2,313.85	
Better Chicken Soup	\$2,292.48	

## Return Rate (%) by Month



## Total Sales by gender



CUSTOMER  
360

Top customer

John Abalos

8842

Unique Customers

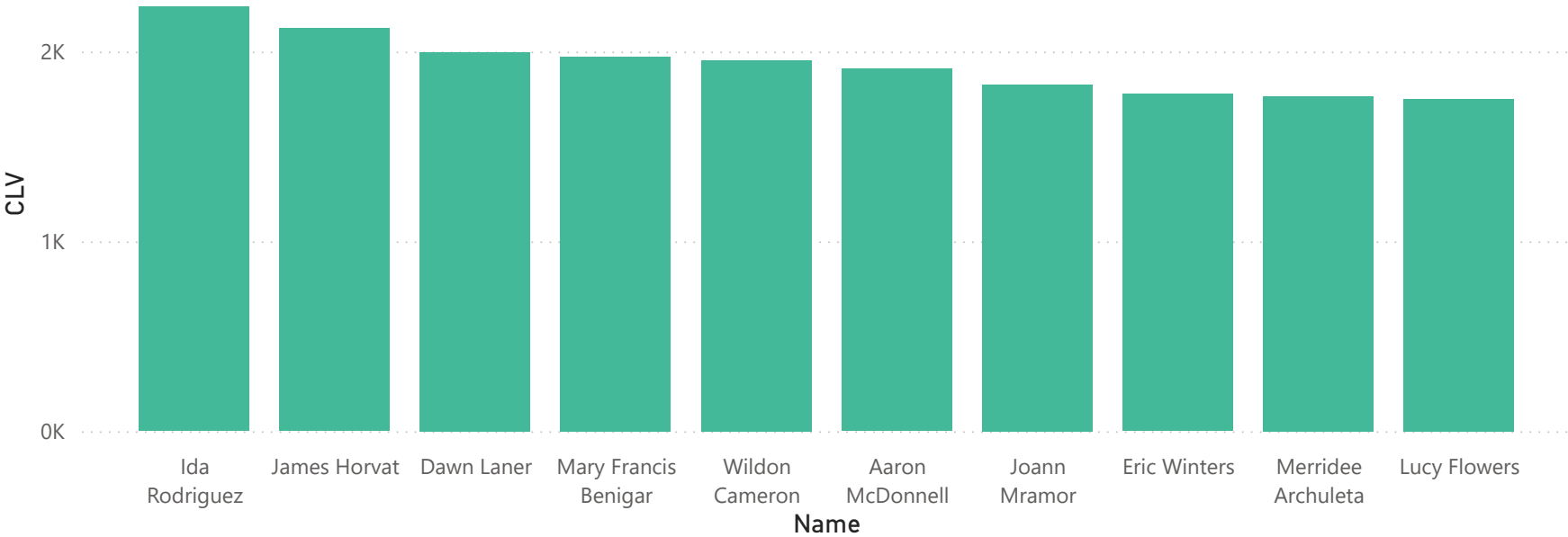
8736

Returning Customers

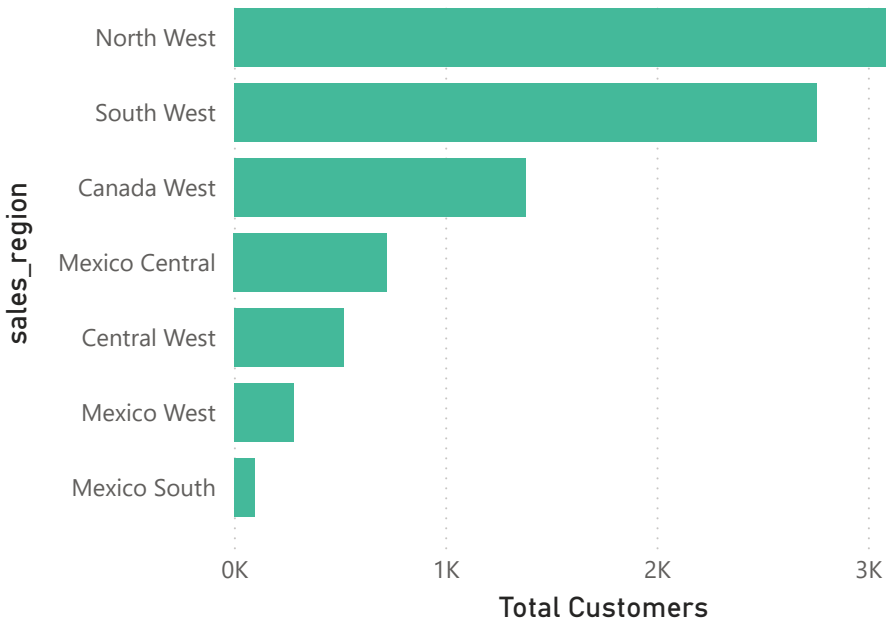
0.99

Customer Retention Rate1

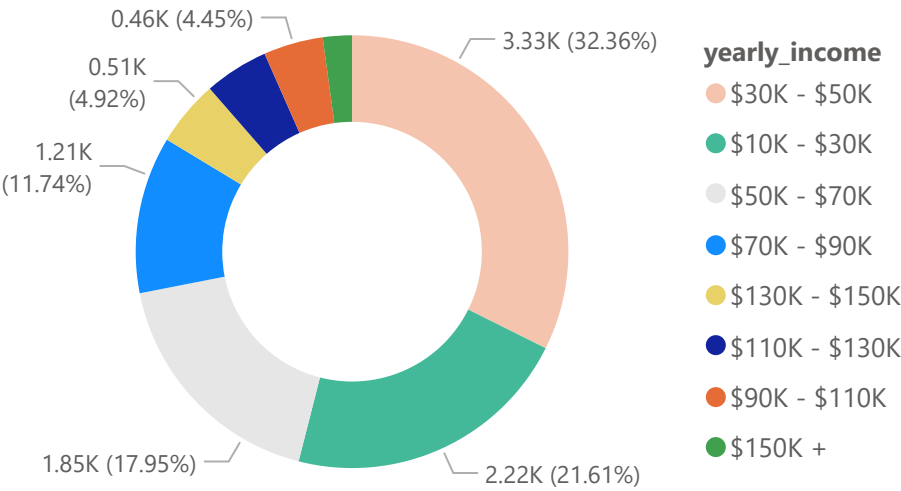
Top customers by CLV



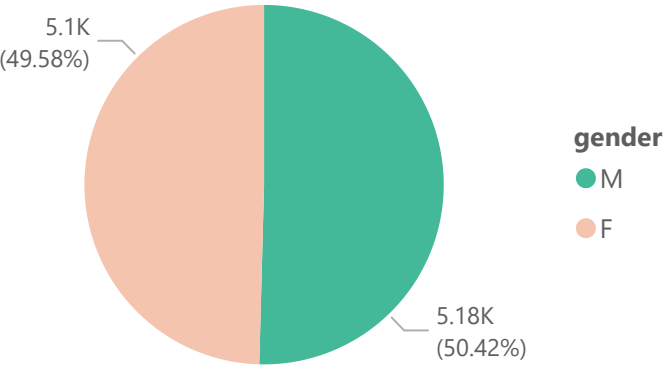
Total Customers by sales\_region



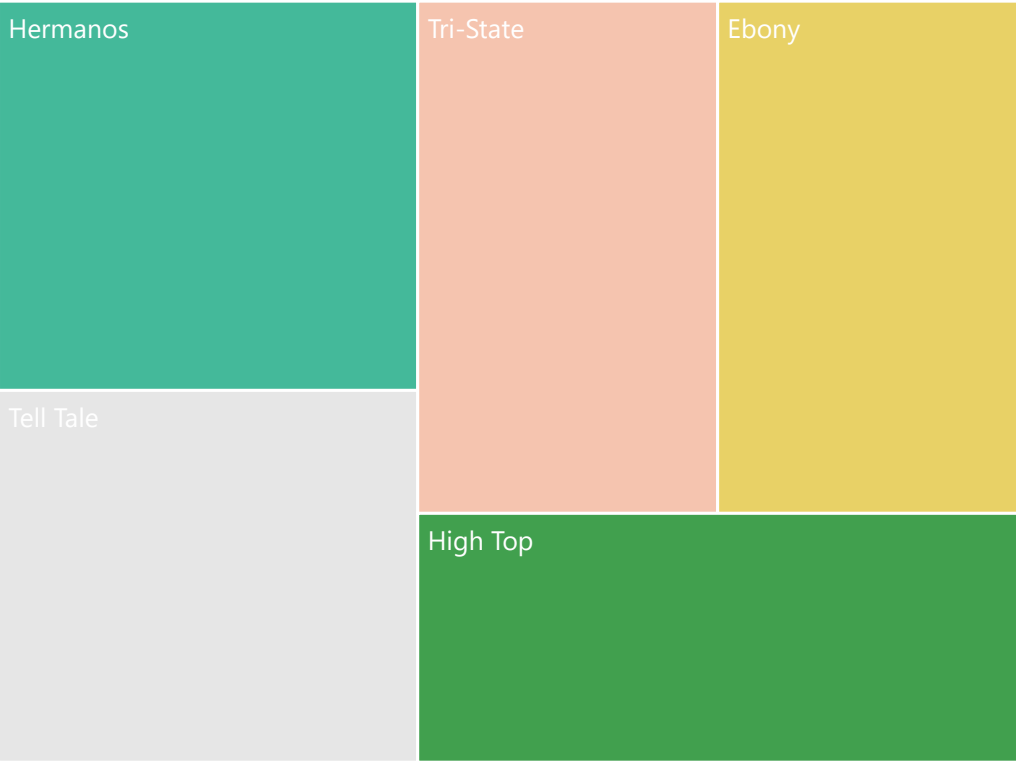
Income Distribution of customers



Gender distribution of customers



Total Customers by product\_brand



# PRODUCT INTELLIGENCE

## Top Sold product

Hermanos Green Pepper

## Most Returned product

Shady Lake Spaghetti

### Total Returns

569!

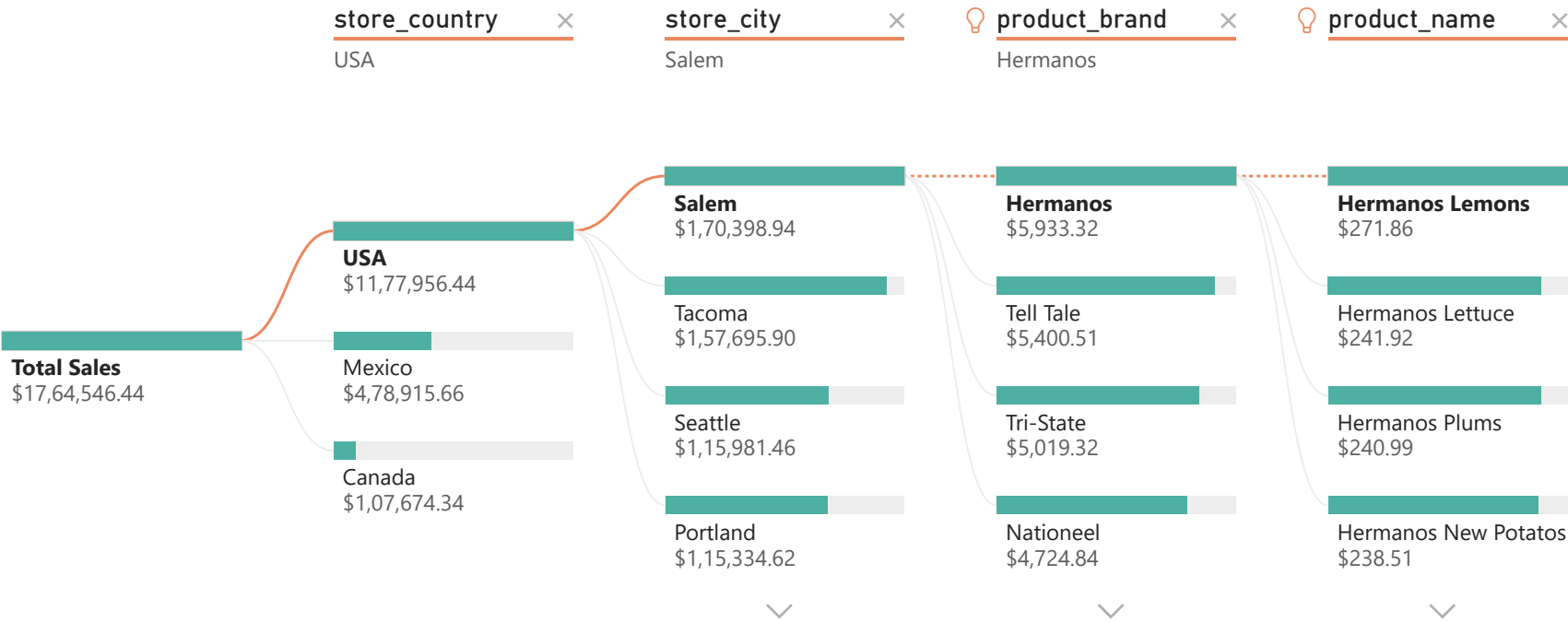
Previous month: 563 (-1.07%)

### Total Products Sold

56729✓

Previous month: 53807 (+5.43%)

## Total sales revenue Decomposition



sales\_region

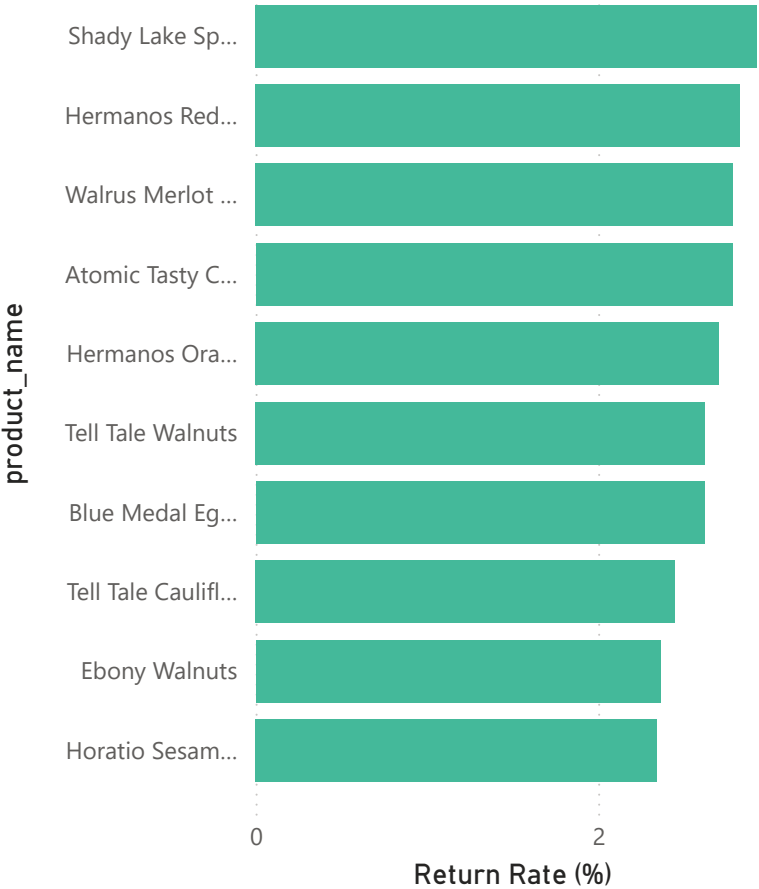
All

Year

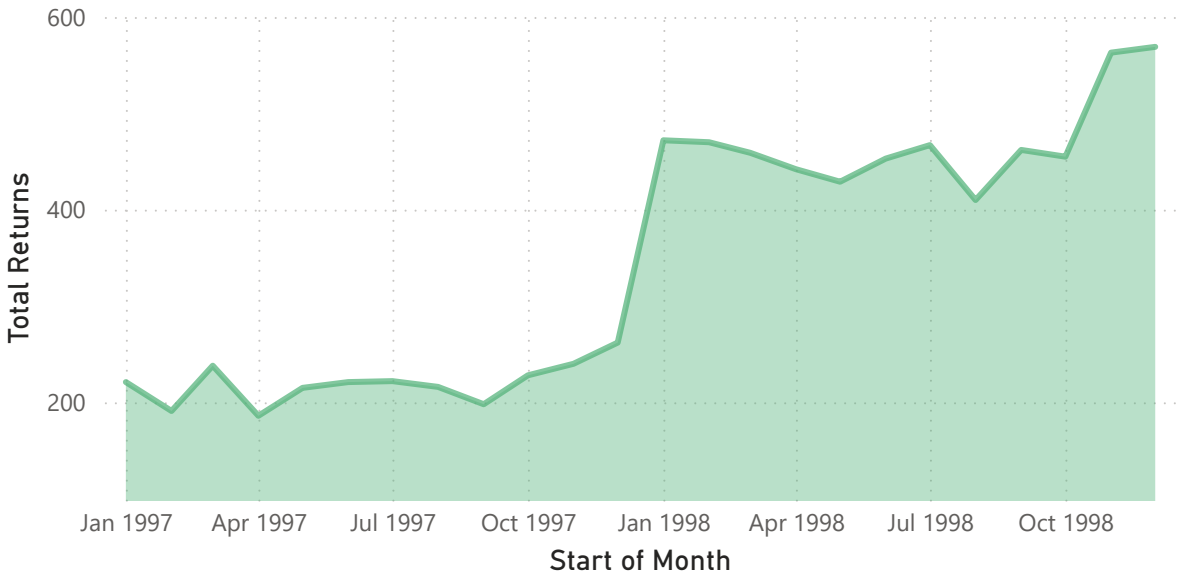
1997

1998

## Top 10 returned product



## Total Returns by Month



## Total Sales by product\_brand

