

Summary

The dashboard shows solid sales performance with 11,654 total orders and \$1.75 million in revenue. Drones were the largest contributor to sales, while eBooks were the most frequently ordered, albeit at a lower value. This indicates an opportunity to increase margins in high-quantity categories. Geographically, San Antonio, Henderson, and Jacksonville dominated total sales, while Phoenix and Indianapolis had the highest number of orders. Cities like El Paso and Chesapeake were balanced in volume and value, making them a good fit for an expansion strategy. Overall, focus can be placed on increasing average order value in high-order cities, as well as further expanding high-value product categories to drive sales growth.

Category

City

Year Month

Total Sales

\$1.754.750,57

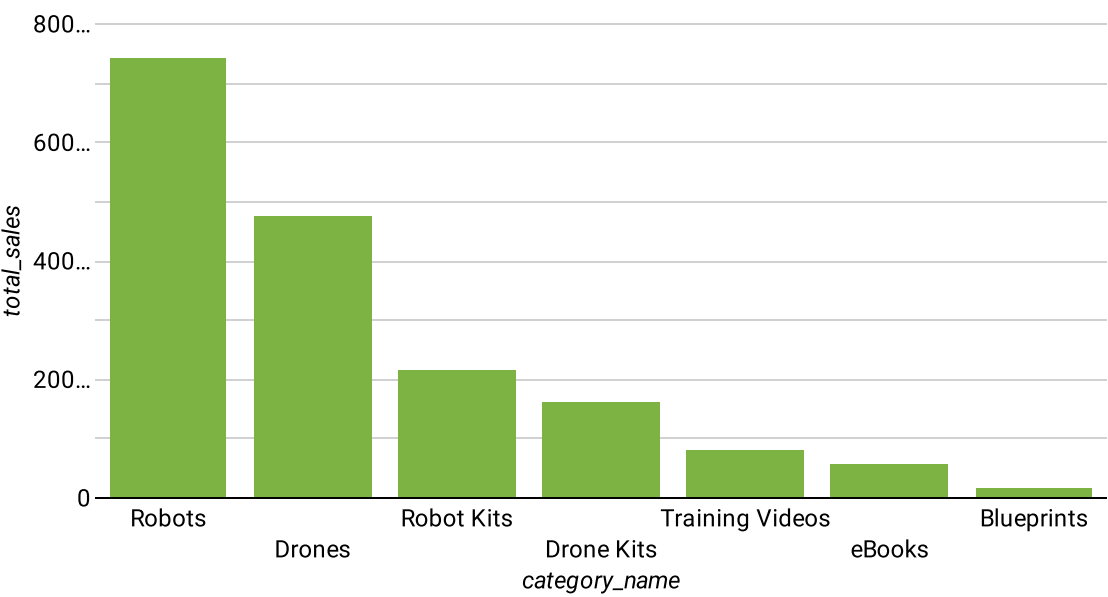
Total Orders

11.654

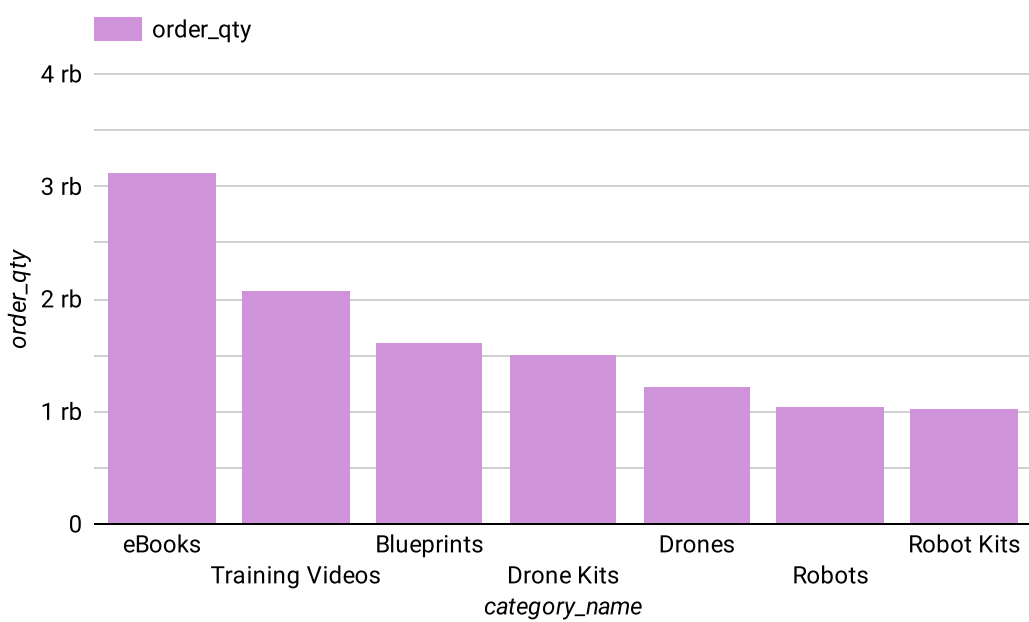
Total Price Product

\$497.683,47

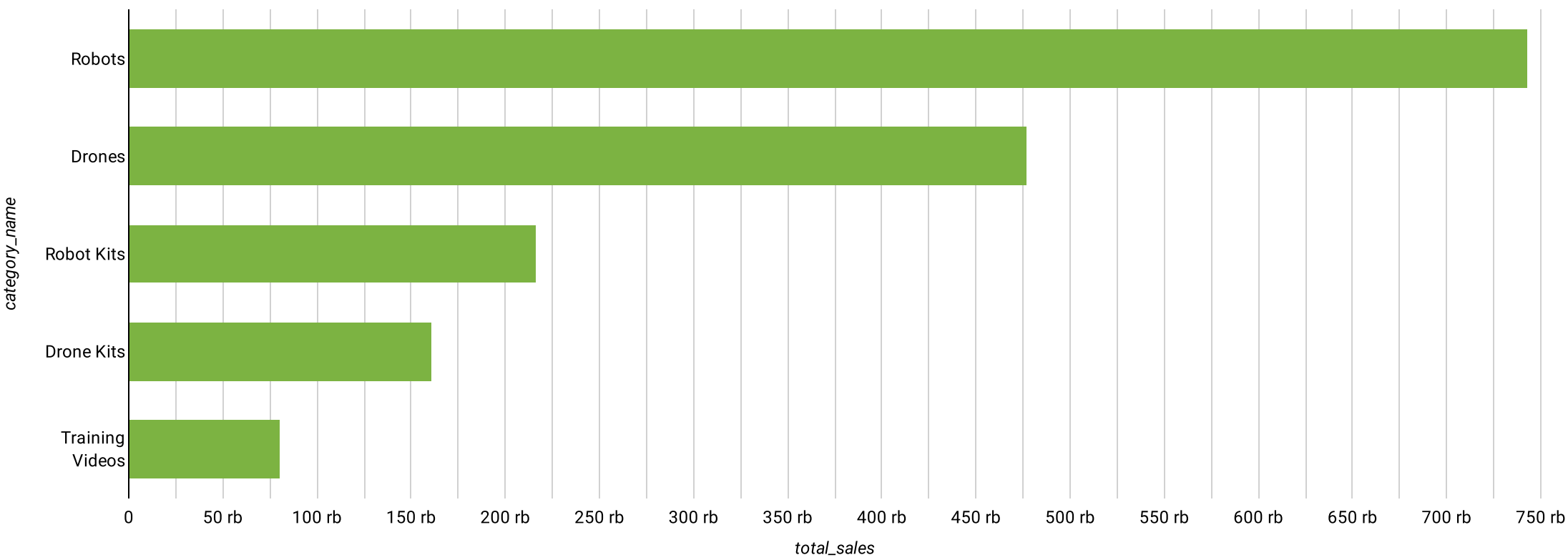
Total Sales By Category Products



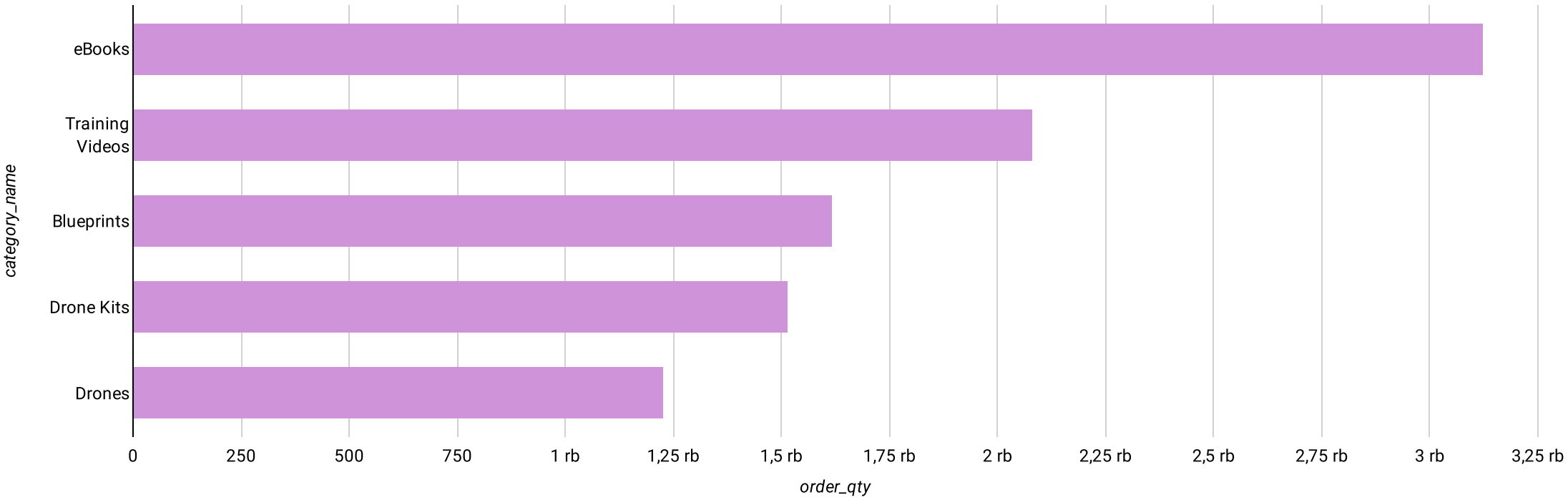
Orders Quantity by Category Product



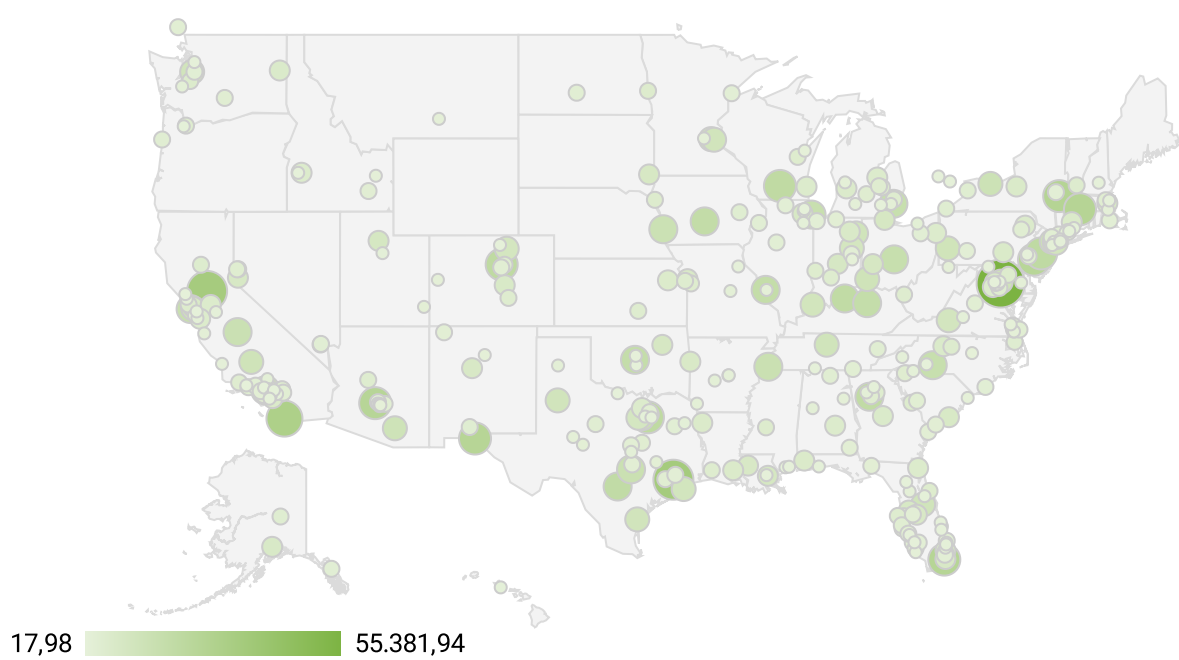
Top 5 Product Categories with Highest Sales



Top 5 Product Categories with Highest Quantity



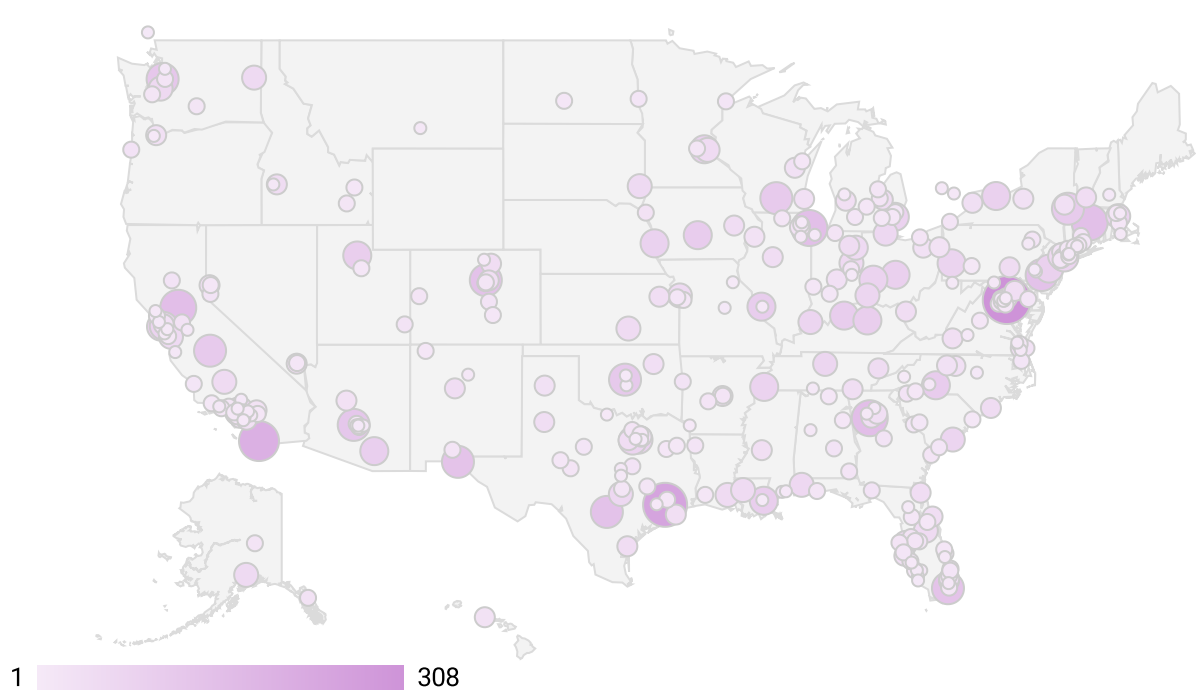
Total Sales by City



Customer City		Total Sales ▾
1.	Washington	\$55.381,94
2.	Houston	\$33.761,49
3.	Sacramento	\$33.380,2
4.	San Diego	\$29.228,59
5.	Albany	\$25.405,88
6.	Springfield	\$25.060,65
7.	Miami	\$24.833,45
8.	El Paso	\$24.457,14
9.	Phoenix	\$24.085,28
10.	Philadelphia	\$23.845,26
11.	Birmingham	\$23.174,33
12.	Denver	\$20.249,18

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Orders Quantity by City



Customer City		Orders Quantity ▾
1.	Washington	308
2.	Houston	249
3.	San Diego	203
4.	Atlanta	153
5.	Sacramento	153
6.	Chicago	152
7.	Springfield	149
8.	Denver	141
9.	San Antonio	140
10.	Philadelphia	139
11.	Miami	138
12.	El Paso	137
13.	Birmingham	127

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