

Sales dashboard



Overview



Customers



Products



Regions

Overview

Multiple selections ▾

US ▾

All ▾

B2B

B2C



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Sales Revenue (\$)

With Tax

\$28.18M

Orders

1022

Average Order Value

Profit generated per order

\$27.58K

COGS

Aggregate Cost of Goods Sold

\$21.2M

Sales Performance

Net Profit Margin

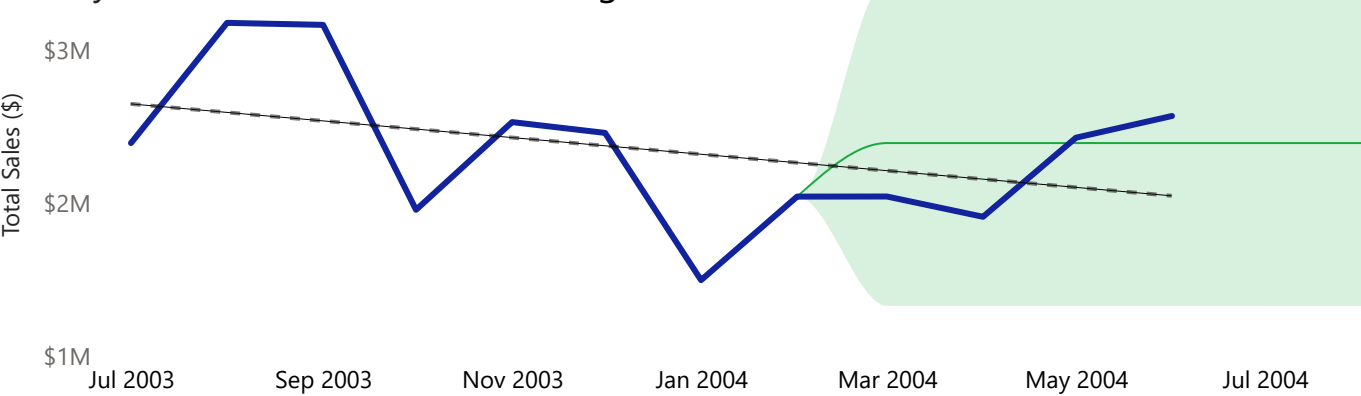
(\$275.9K)

Sales Performance

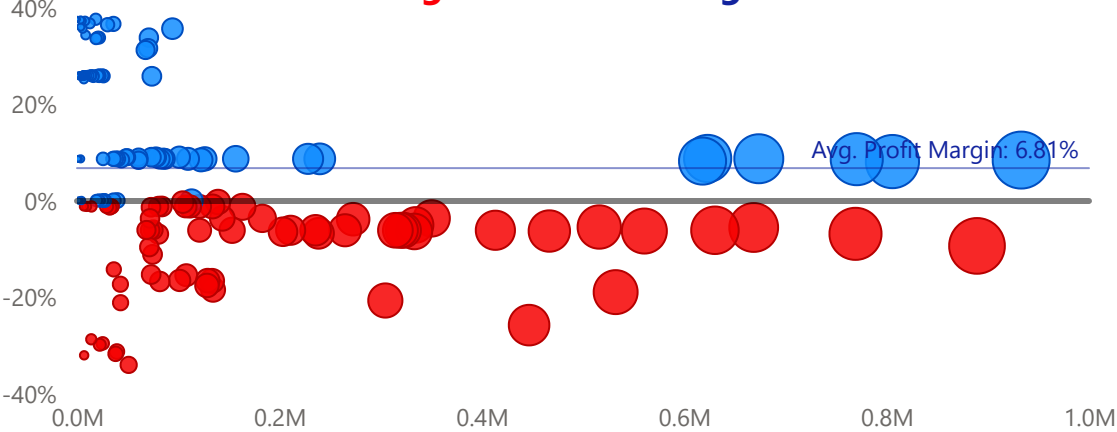
Average Sales Per Customer

\$74.47K

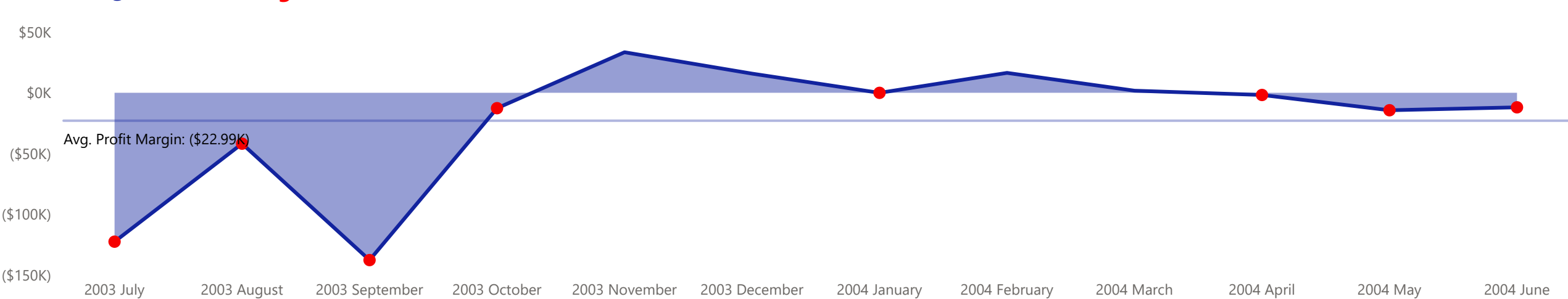
Steady **Total Sales** Growth with a negative **Forecast**



69 Products with **Negative Profit Margin %**



Profit Margins: Recent **Negative** Trends



Customers

Multiple selections ▼

US▼

All▼

B2B

B2C



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Sales Performance (\$)
Avg. Sales Per Customer

Sales Performance (\$)
Avg. Order Value with Tax

Customer Health Metrics
Avg. Customer Lifespan (Days)

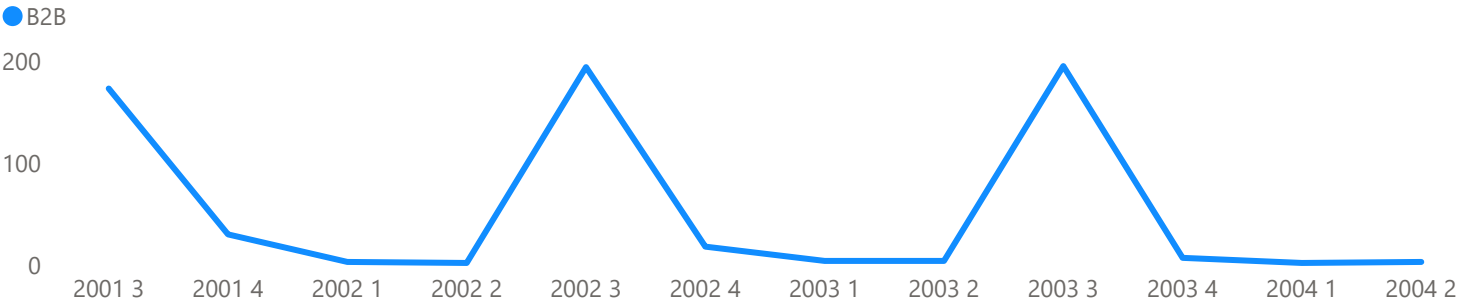
Customer Health Metrics
Customer Lifetime Value (CLV)

Customer Health Metrics
Total Customers

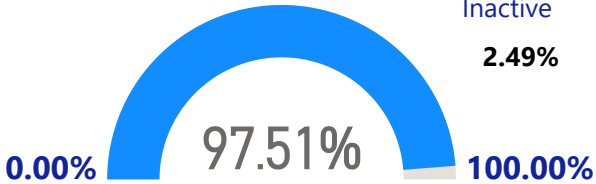
281
B2B Customers
7219
B2C Customers

\$74.47K \$27.58K 493.02 \$1.09K

How Has **New Customer Growth** Varied Across Different Quarters and Years?



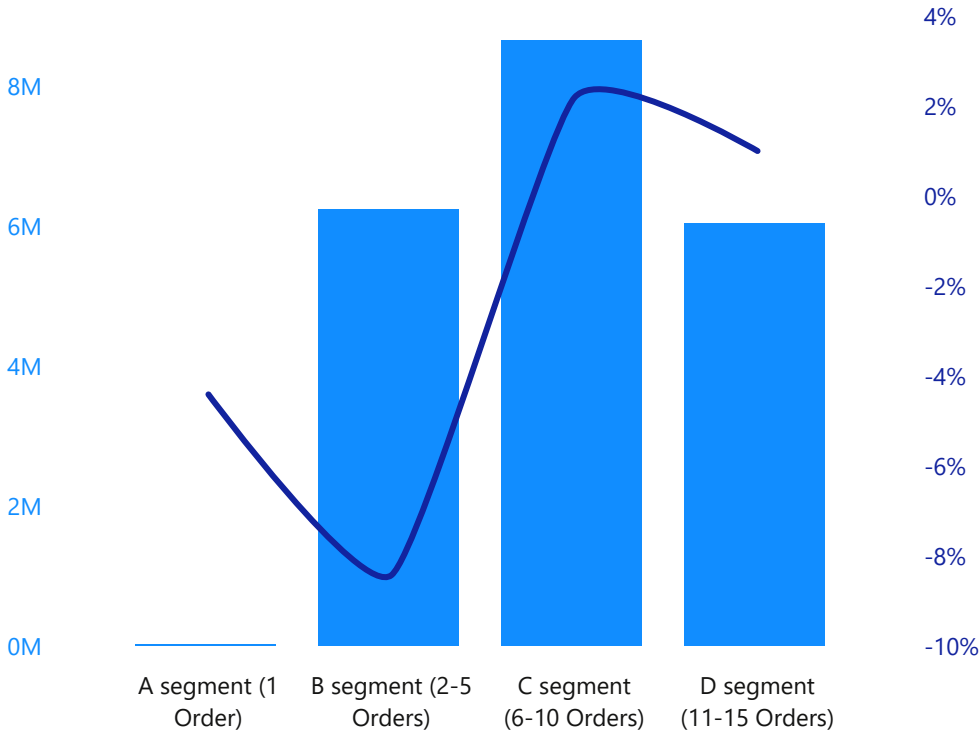
Percentage of Active Customers



Which customer order **segment** generates the most **sales** and highest **profit margin** with the fewest orders?

Is it worth reconnecting with **inactive** Customers?

CustomerID	Total Sales With Tax	No of Orders	Profit Margin Percentage	Last purchase	Status
198	205.63	1	37.67%	01 August 2003	Inactive
559	100.54	2	37.67%	01 February 2004	Active
646	50.27	1	37.67%	01 January 2004	Active
143	72.92	1	37.67%	01 March 2004	Active
200	72.92	1	37.67%	01 January 2004	Active
603	25.83	1	37.67%	01 July 2003	Inactive
521	1.52	1	37.66%	01 August 2003	Inactive
325	1,760.82	4	33.54%	01 April 2004	Active
492	4,014.25	4	26.88%	01 May 2004	Active
116	50.77	1	26.00%	01 March 2004	Active
238	50.77	1	26.00%	01 December 2003	Active



Products

Multiple selections ▼

US ▼

All ▼

B2B

B2C



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Active Product Variety
Total No. of Products for Sale

197

Sales Revenue (\$)
With Tax

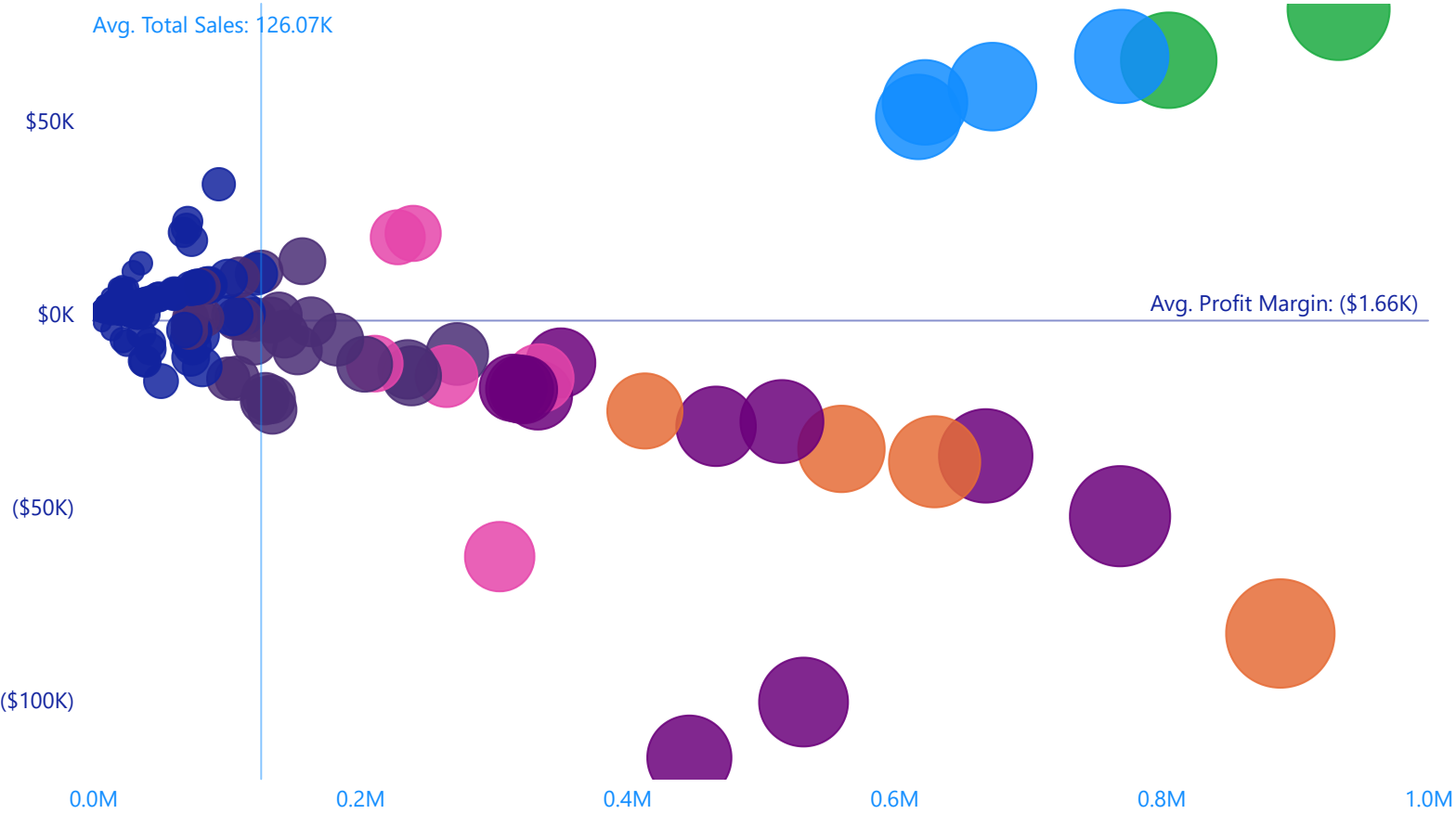
\$28.18M

Profit
Profit Margin

20.93M

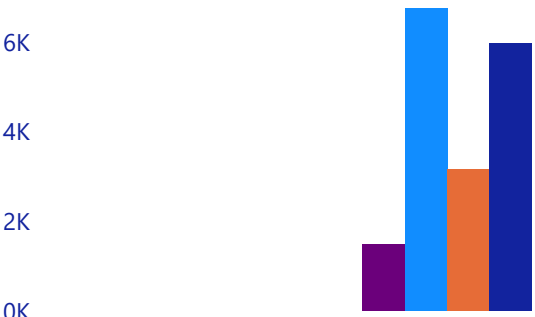
Which Product Categories Excel? Analysing Profit and Profitability Clusters

Products (clusters) Cluster1 Cluster2 Cluster3 Cluster5 Cluster6 Cluster7 Cluster8

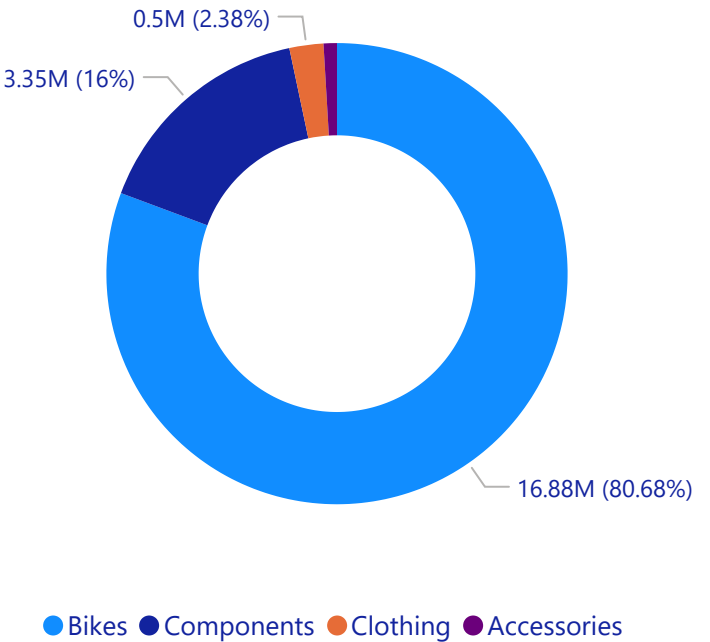


Which Product Categories are in need of cross-selling? Total orders by product categories

Accessories Bikes Clothing Components



Which Categories Drive the Highest Revenue Sales?



Region

Multiple selections ▼

US▼

All▼

B2B

B2C











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Sales Performance

Profit Margin %

-1.32%

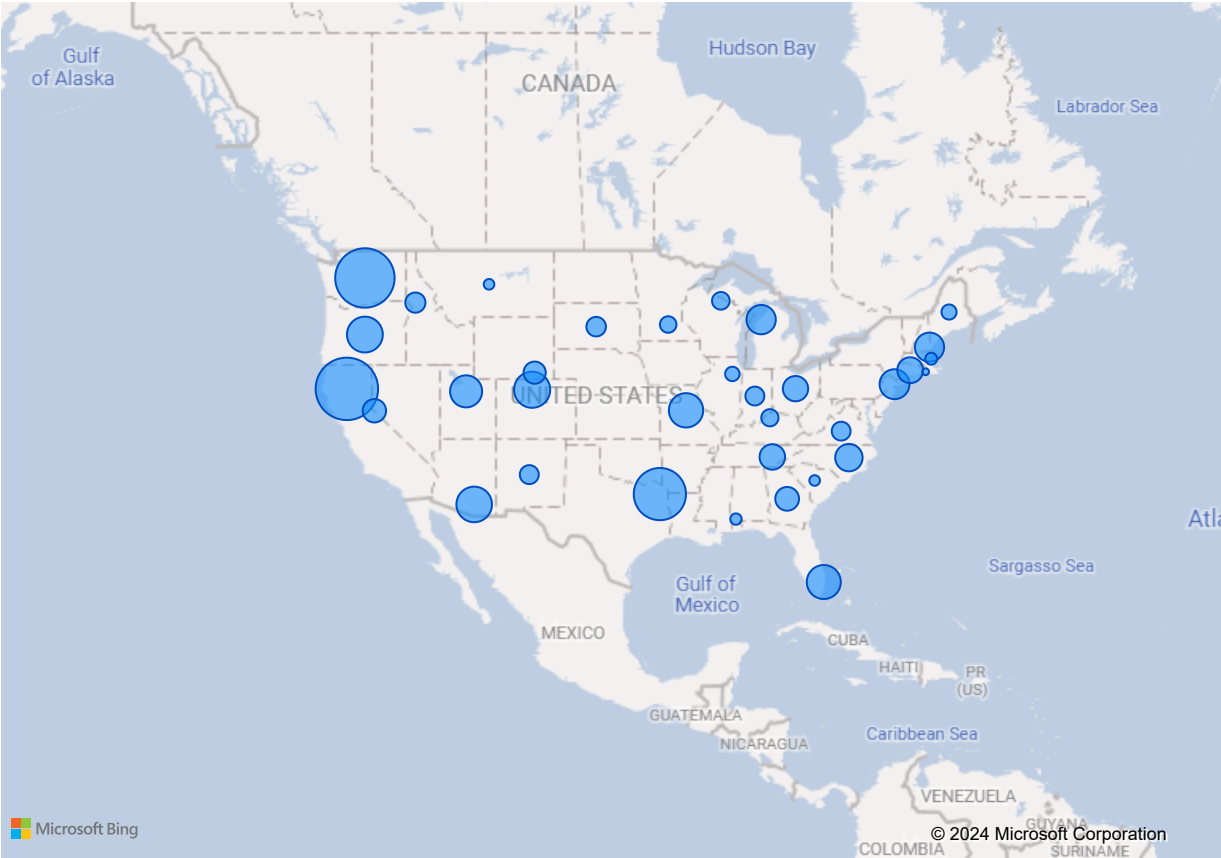
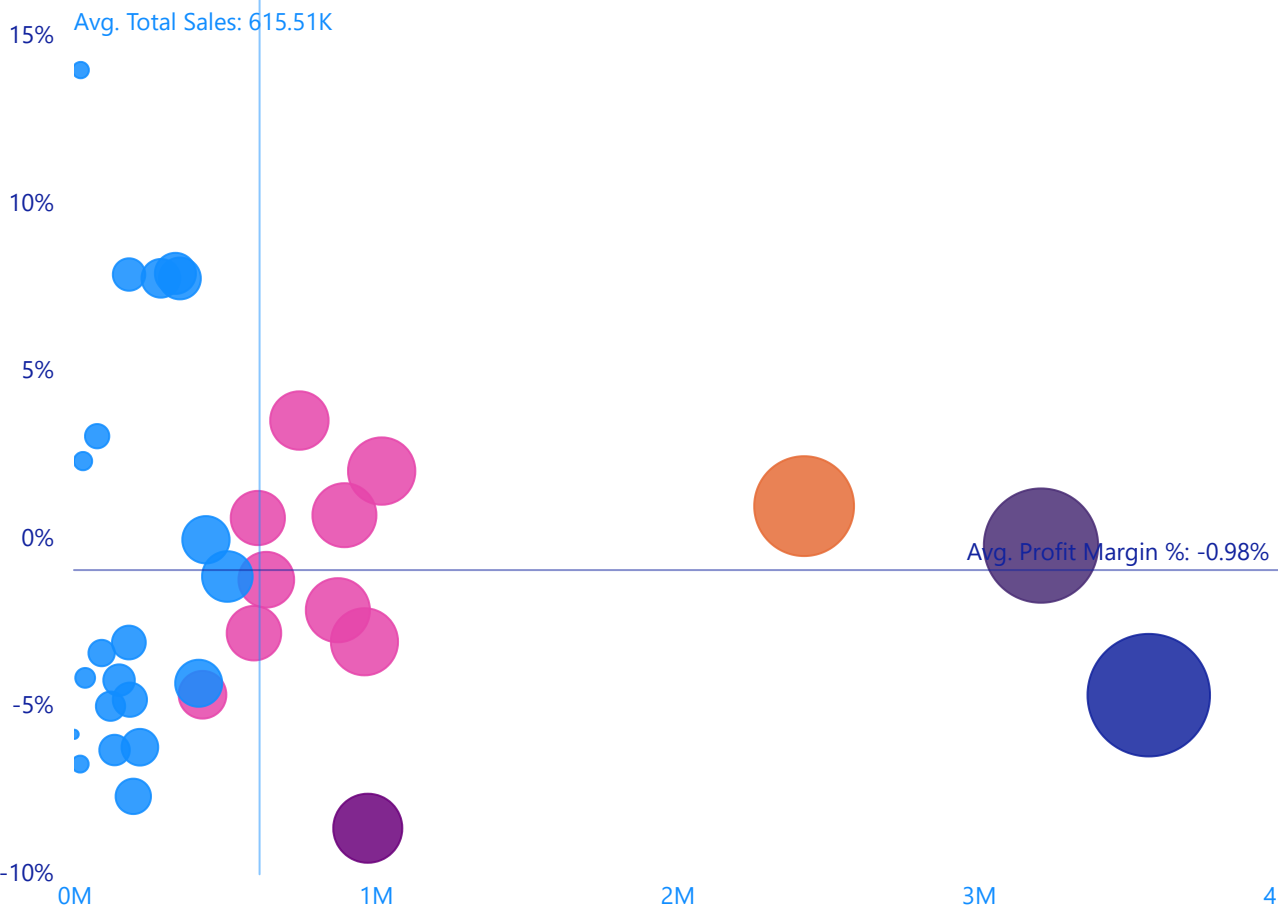
Market

Total States with active Sales

34

Which Country States Excel? Analysing **Revenue** and **Profitability** Clusters

Cluster1 Cluster2 Cluster4 Cluster5 Cluster6 Cluster7

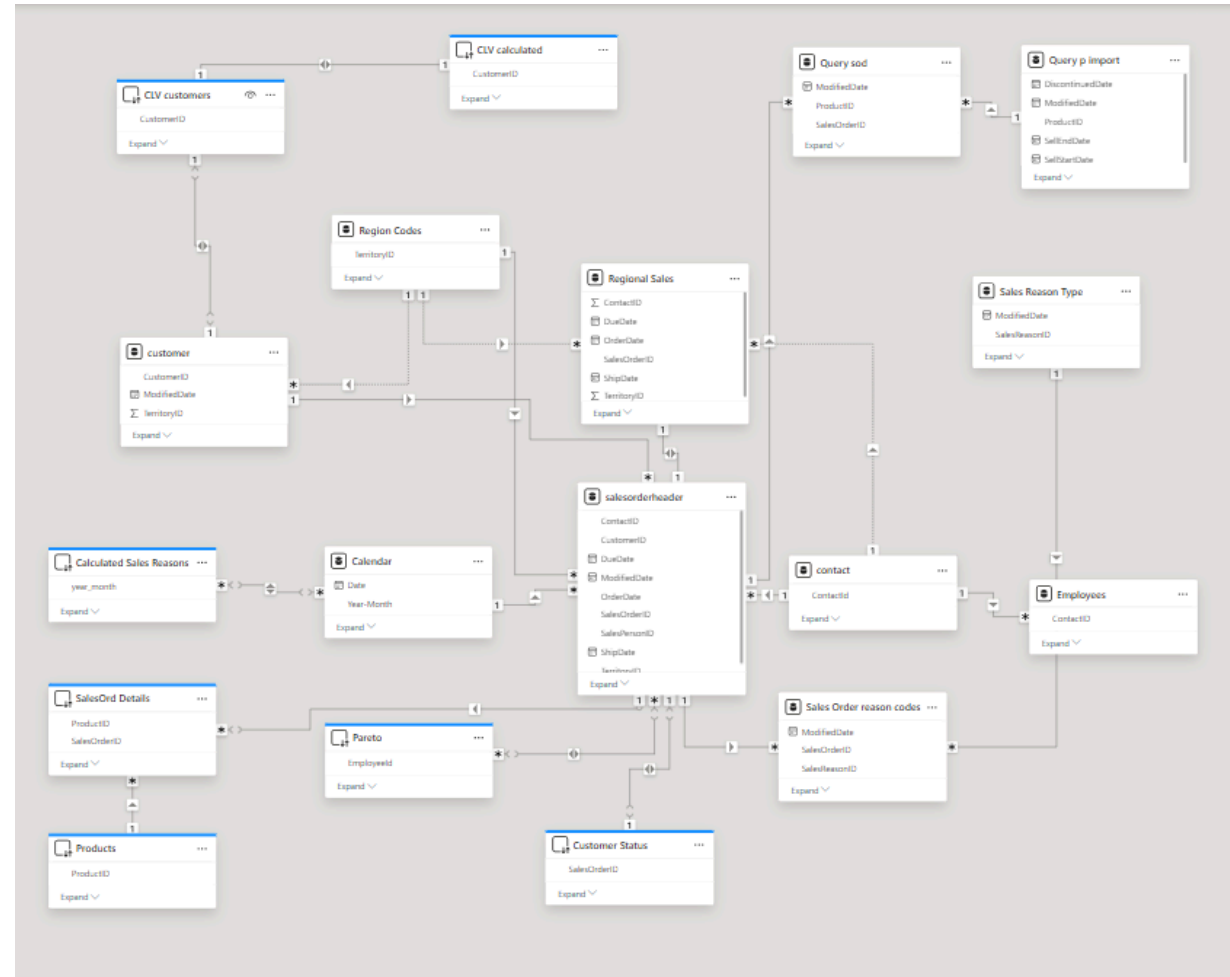


Are Country Clusters Generating **Positive** or **Negative** Profitability with **10M** Total Sales?



Appendix

Model View



Information

Utilized the [AdventureWorks sample database](#) for comprehensive data manipulation and aggregation tasks. Leveraged Google BigQuery for direct querying and importing data. Utilized Power BI Desktop for visualization and analysis. For the PBIX version of this report, please contact me via email ([contact information available on GitHub](#)).