



## Sales dashboard



**Overview**



**Customers**



**Products**



**Regions**

# Overview

All

US

All

B2B

B2C



RESET PAGE

Sales Revenue (\$)

With Tax

\$82.43M

Orders

12.04K

Average Order Value

Profit generated per order

\$6.85K

COGS

Aggregate Cost of Goods Sold

\$60.63M

Sales Performance

Net Profit Margin

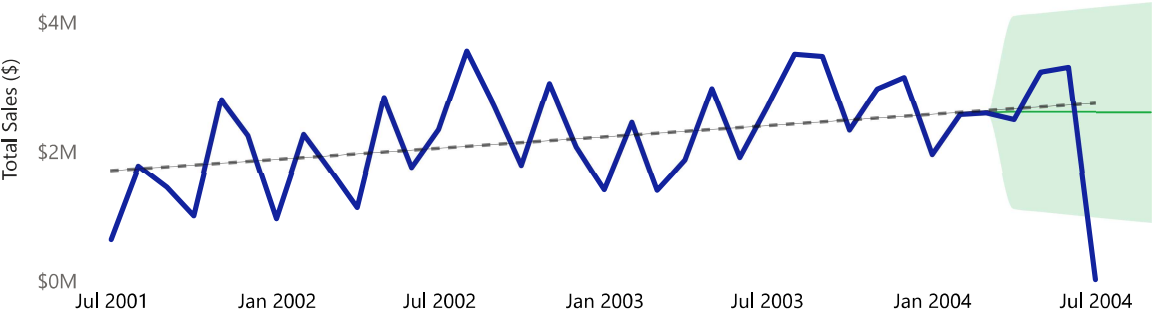
\$2.37M

Sales Performance

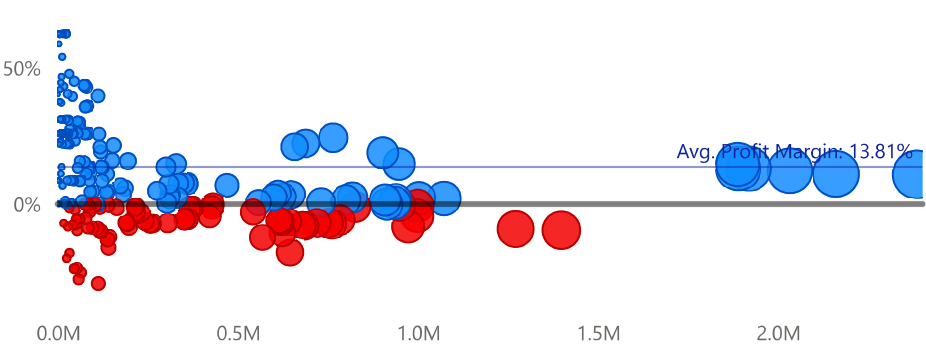
Average Sales Per Customer

\$7.67K

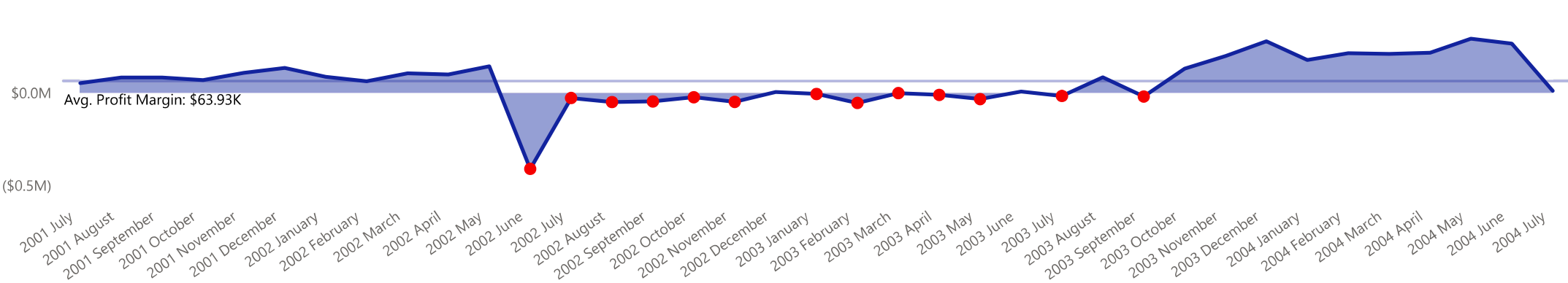
Steady **Total Sales** Growth with a positive **Forecast**



74 Products with **Negative Profit Margin %**



**Profit Margins:** Recent **Positive** Trends



Customers

All

US

All

B2B

B2C



RESET PAGE

Sales Performance (\$)  
Avg. Sales Per Customer

\$7.67K

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

\$6.85K

Customer Health Metrics  
Avg. Customer Lifespan (Days)

169.16

Customer Health Metrics  
Customer Lifetime Value (CLV)

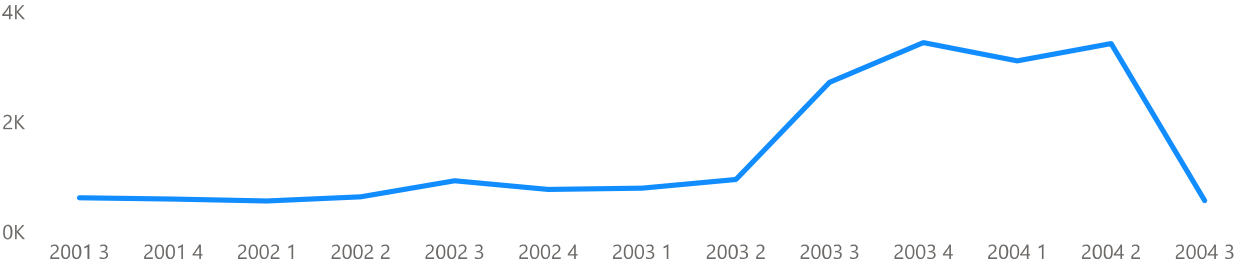
\$526.60

Customer Health Metrics  
Total Customers

8210

391  
B2B Customers  
7819  
B2C Customers

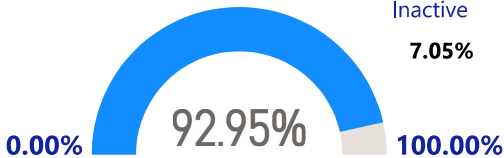
How Has New Customer Growth Varied Across Different Quarters and Years?



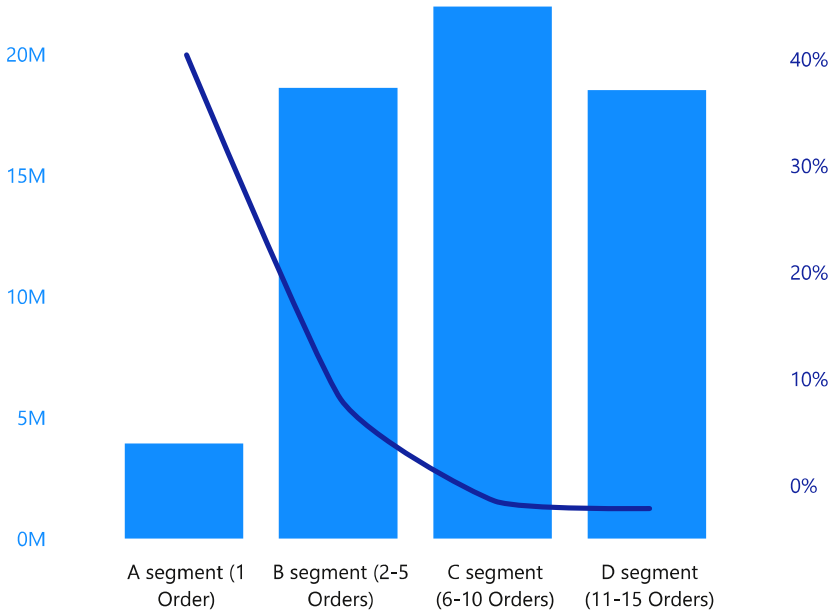
Is it worth reconnecting with inactive Customers?

CustomerID	Total Sales With Tax	No of Orders	Profit Margin Percentage	Last purchase	Status
12445	24.29	1	62.60%	09 February 2004	Active
12453	24.29	1	62.60%	21 November 2003	Active
12455	24.29	1	62.60%	20 May 2004	Active
12456	24.29	1	62.60%	19 July 2004	Active
12531	24.29	1	62.60%	19 September 2003	Active
12759	24.29	1	62.60%	28 December 2003	Active
12775	24.29	1	62.60%	10 December 2003	Active
12786	24.29	1	62.60%	14 May 2004	Active
12794	24.29	1	62.60%	27 February 2004	Active
12887	24.29	1	62.60%	22 April 2004	Active
12889	24.29	1	62.60%	03 April 2004	Active

Percentage of Active Customers



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



# Products

All

US

All

B2B

B2C



RESET PAGE

Active Product Variety  
Total No. of Products for Sale

Sales Revenue (\$)  
With Tax

Profit  
Profit Margin

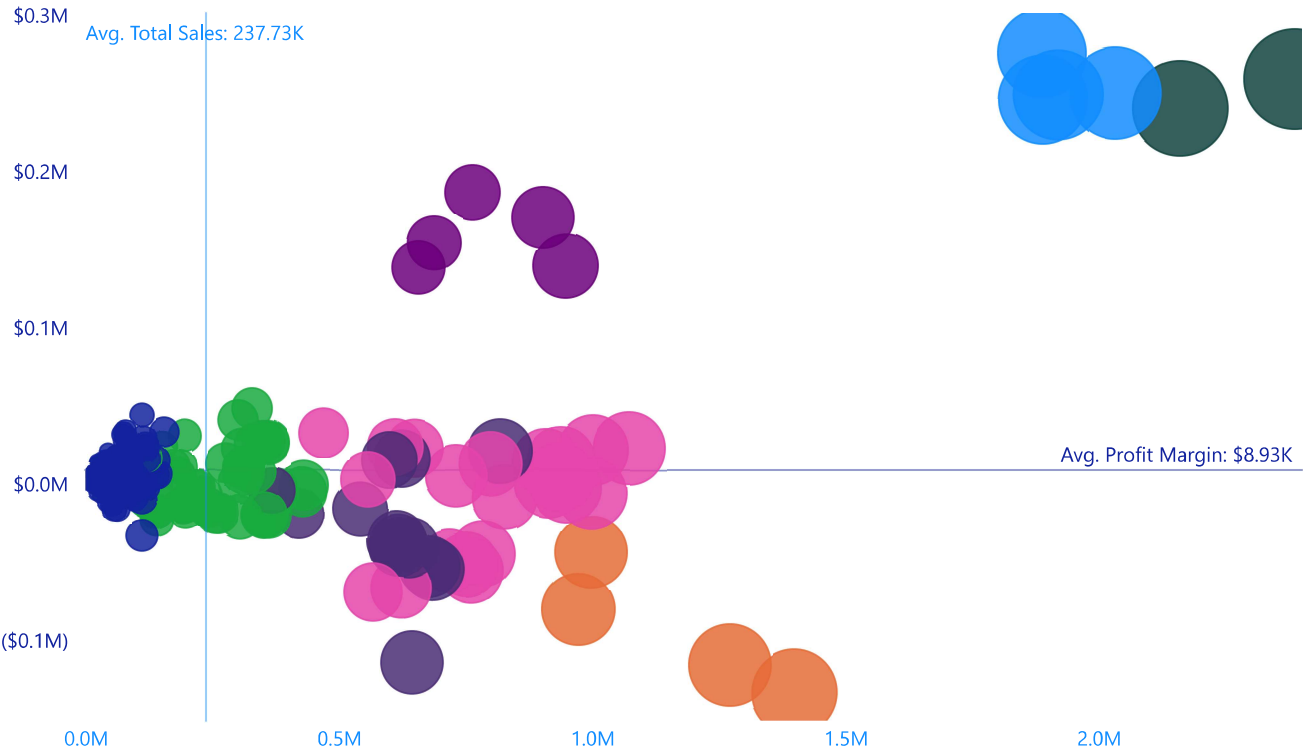
197

\$82.43M

63.00M

Which Product Categories Excel? Analysing Profit and Profitability Clusters

Products (clusters) Cluster1 Cluster2 Cluster3 Cluster4 Cluster5 Cluster6 Cluster7 Cluster8

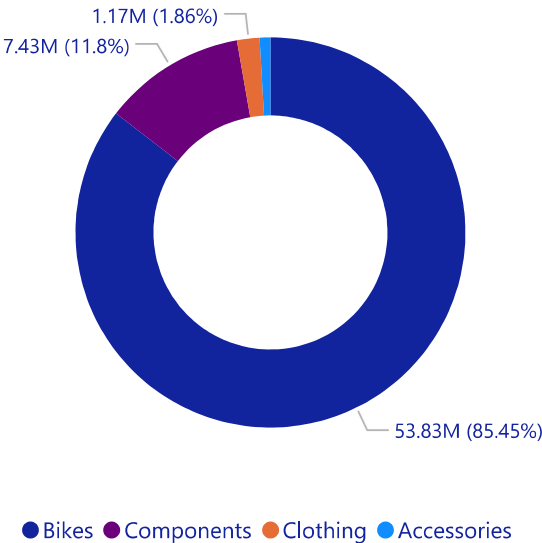


Which Product Categories are in need of cross-selling? Total orders by product categories

Accessories Bikes Clothing Components



Which Categories Drive the Highest Revenue Sales?



# Region

All

US

All

B2B

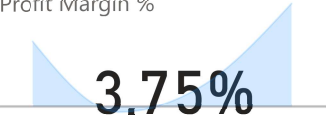
B2C



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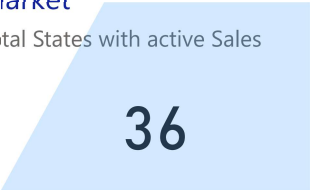
## Sales Performance

Profit Margin %



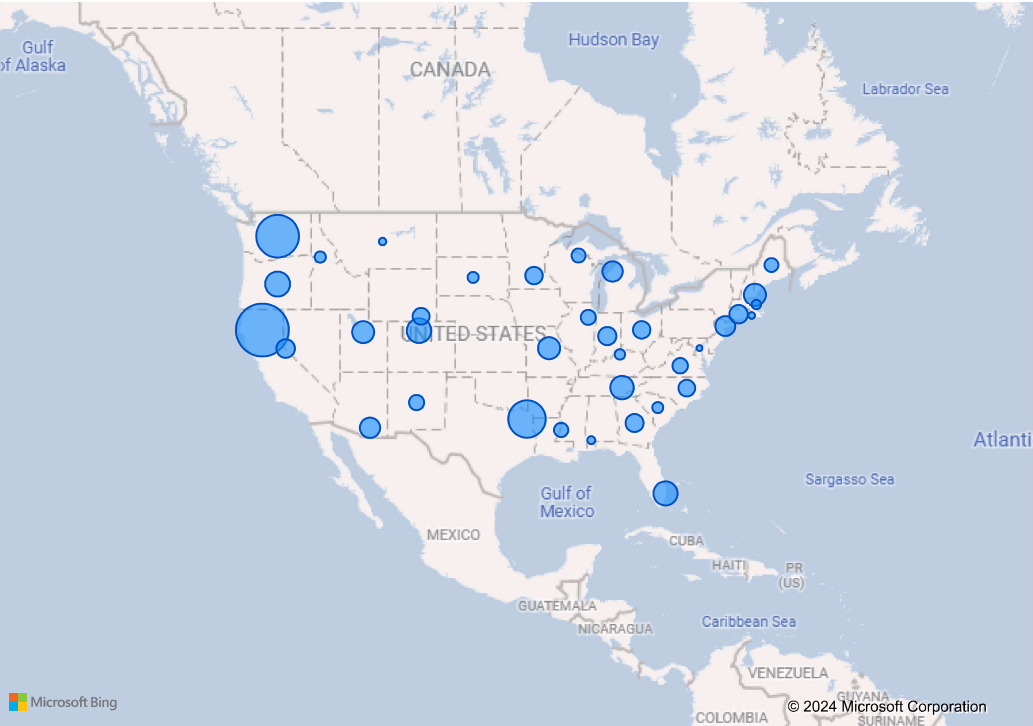
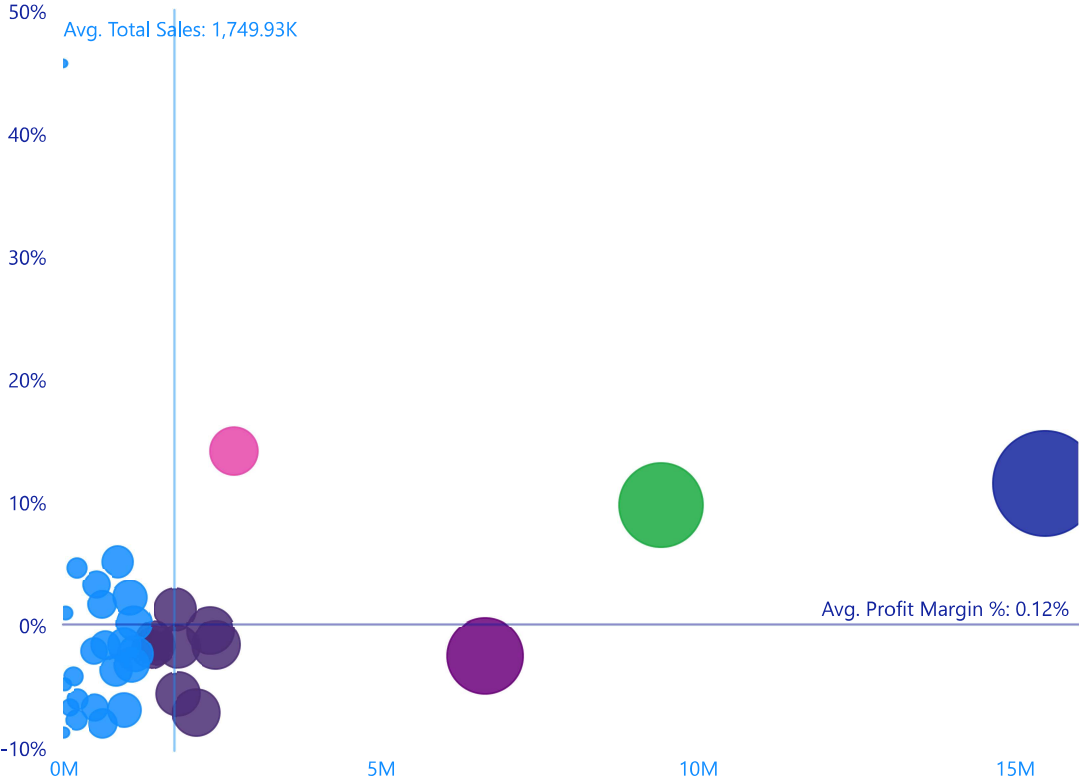
## Market

Total States with active Sales

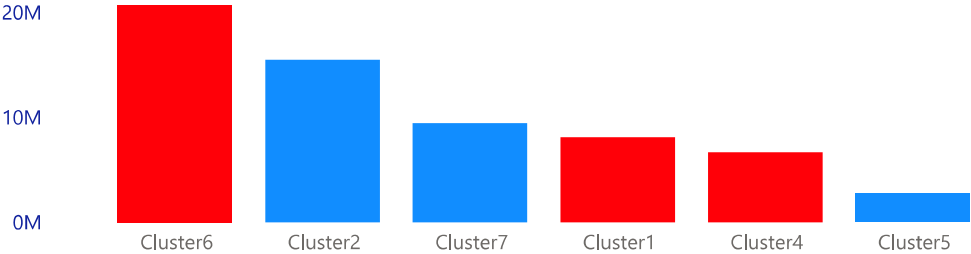


Which Country States Excel? Analysing **Revenue** and **Profitability** Clusters

Cluster1 Cluster2 Cluster4 Cluster5 Cluster6 Cluster7

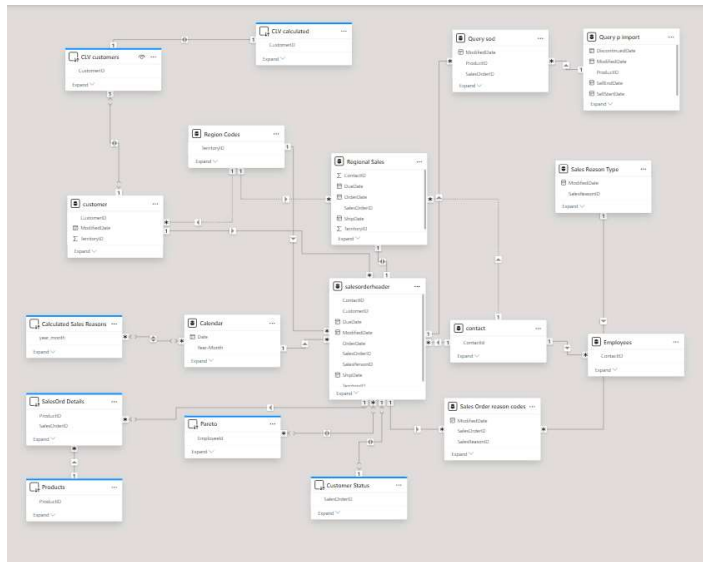


Are Country Clusters Generating **Positive** or **Negative** Profitability with Total Sales?



## 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](#)).