


# Vacat Retail Analysis Dashboard

 Ask a question about your data



Try one of these to get started

top states by total # of  
orders

what is the total  
customers by state

what is the total # of  
orders by state

what is the total unique  
orders by state

what is the total # of  
orders by category

[Show all suggestions](#)

Home Page

Summary Analysis

Product Analysis

Order Analysis

Customer Analysis

Sales Forecast

By: Opeoluwa Obembe

# Summary Sales Analysis

2015

2016

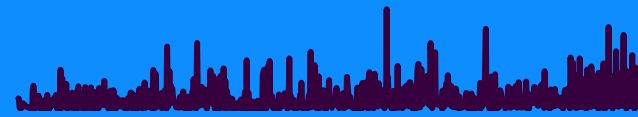
2017

All



Revenue

£1.81M



67.91%

Sales YoY%

£59.8

Avg Order Val (AOV)

Gross Profit

£237K



4040

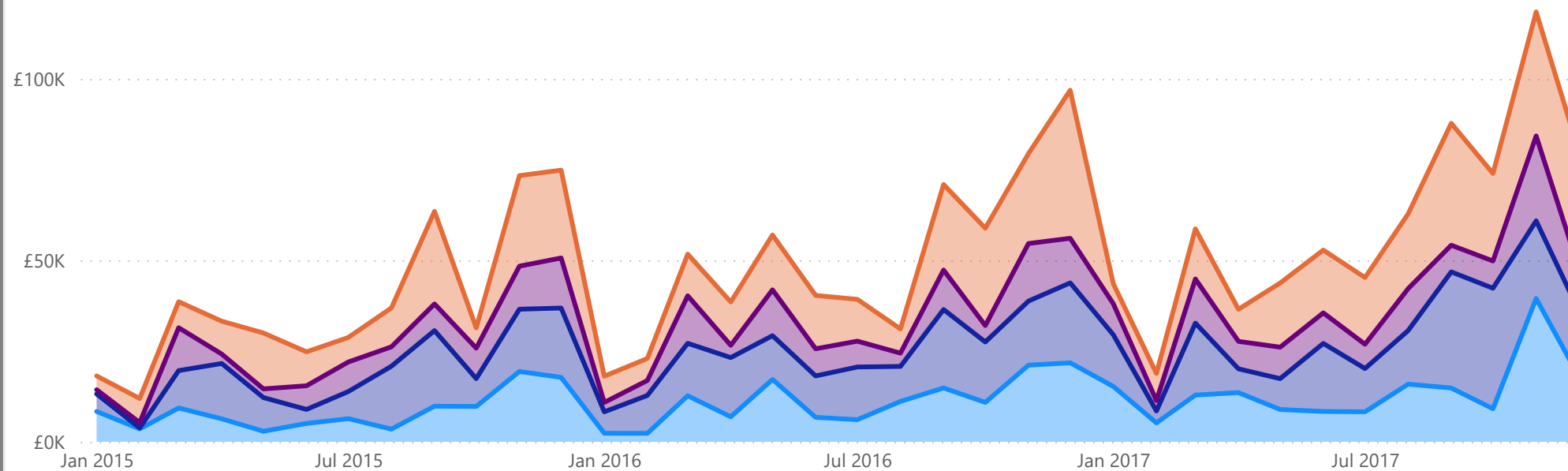
Total Unique orders

13.1%

% Profit Margin

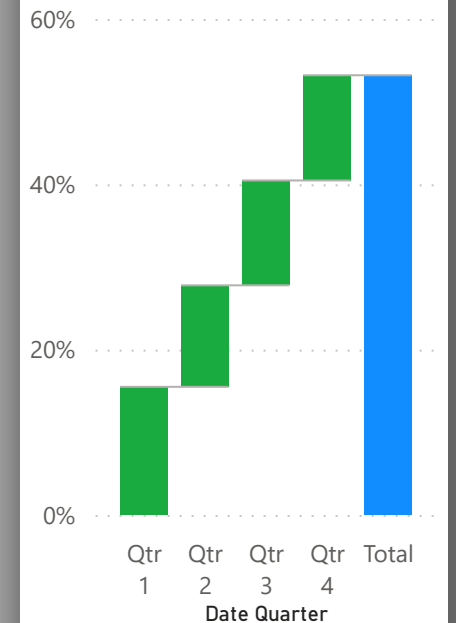
Revenue by Year, Month and region

region ● Central ● East ● South ● West



% Profit Margin by Quarter

● Increase ● Decrease ● Total



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# Product Analysis

2015

2016

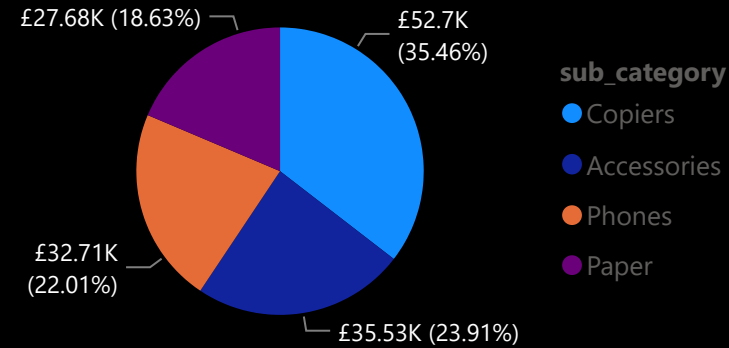
2017

All



category	Gross Profit	% Profit Margin	Revenue	Order Quantity
⊕ Furniture	£12,993.5473	2.22%	£584,806.9422	6405
⊕ Office Supplies	£99,897.3847	17.61%	£567,270.62	18337
⊕ Technology	£123,962.1156	18.76%	£660,875.8	5550
<b>Total</b>	<b>£236,853.0476</b>	<b>13.06%</b>	<b>£1,812,953.3622</b>	<b>30292</b>

Gross Profit by sub\_category

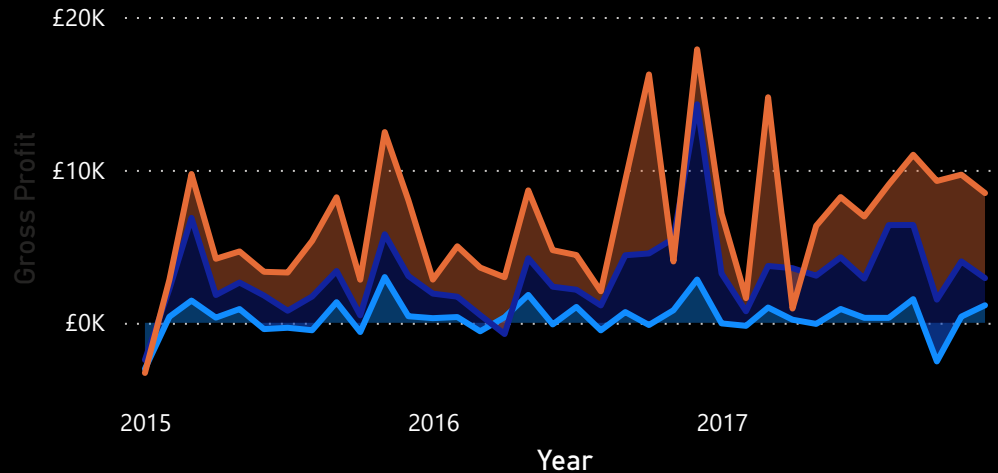


State

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

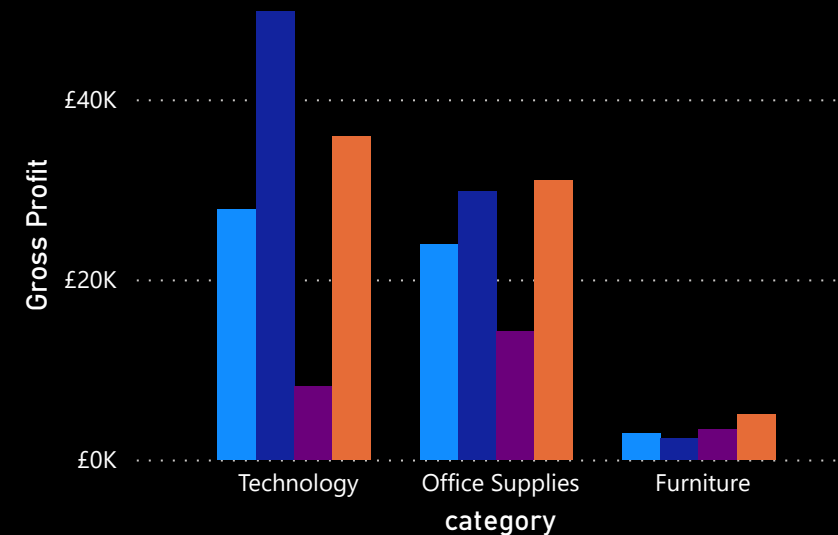
Gross Profit by Year, Month and category

category ● Furniture ● Office Supplies ● Technology



Gross Profit by category and region

region ● Central ● East ● South ● West



By: Opeoluwa Obembe

# Order Analysis

2015

2016

2017



£1.81M

Revenue

£237K

Gross Profit

8001

Total # of orders

£60

Avg Order Val (AOV)

4

Avg time to ship

Key influencers Top segments



What influences Revenue to  ?

When...

....the average of Revenue increases by

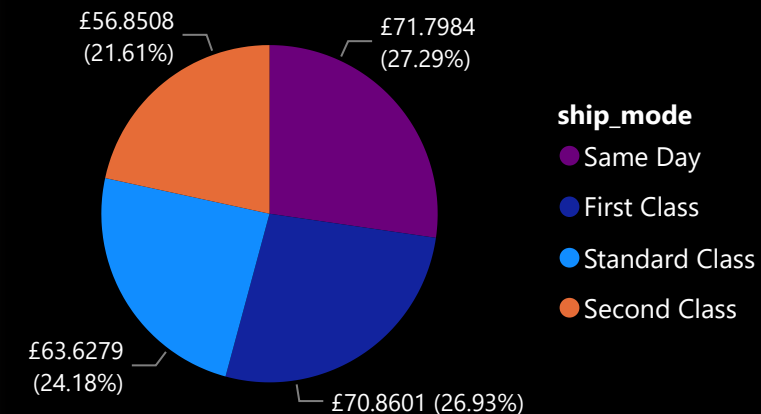
Avg time to ship goes down  
0.13

£19.54K

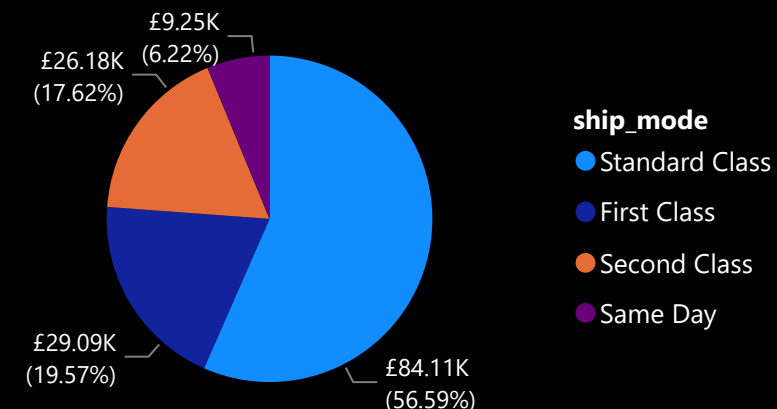
Total # of orders goes up  
340.51

£19.33K

Avg Order Val (AOV) by ship\_mode

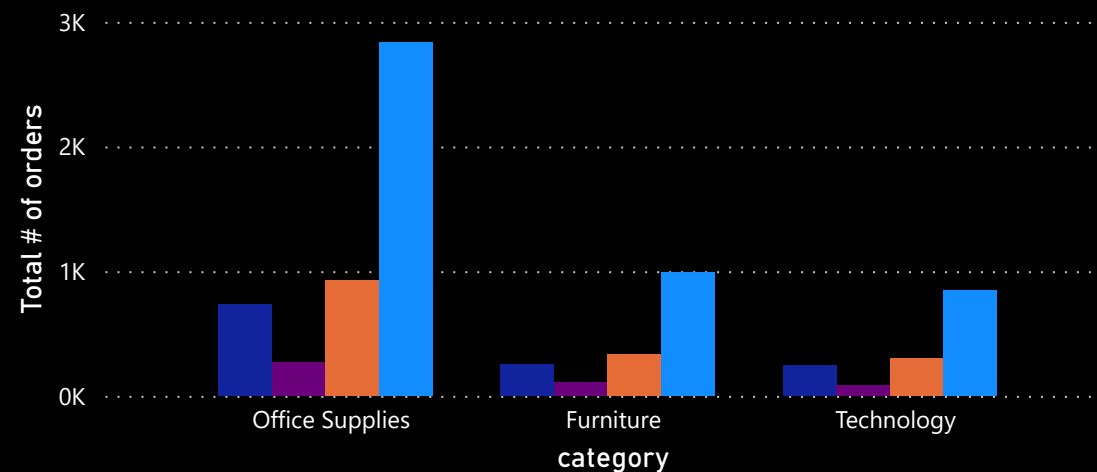


Gross Profit by ship\_mode



Total # of orders by category and ship\_mode

ship\_mode ● First Class ● Same Day ● Second Class ● Standard Class



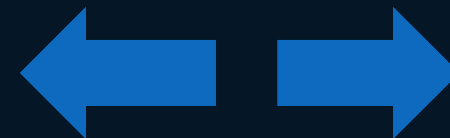
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# Customer Analysis

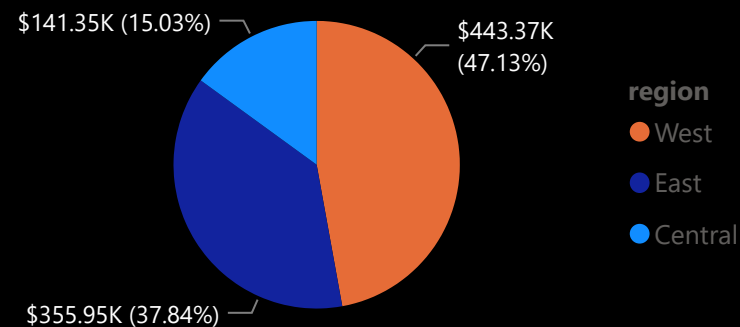
2015

2016

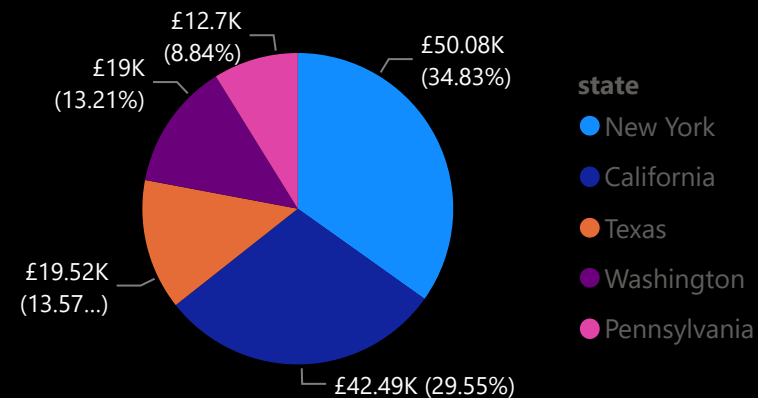
2017



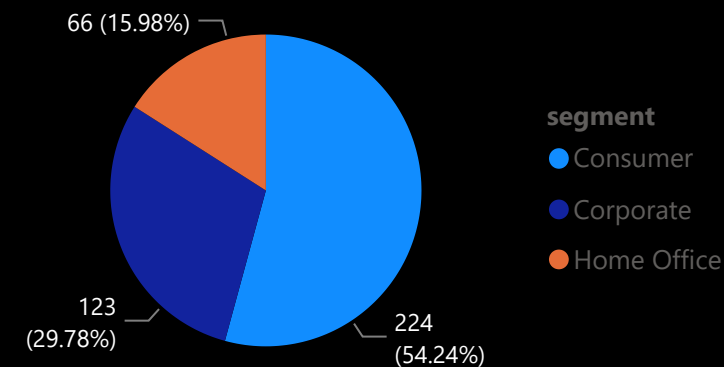
## sales by region



## Gross Profit by state

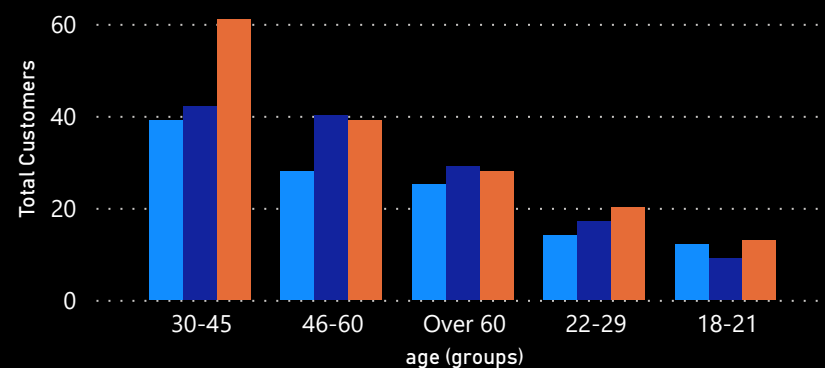


## Total Customers by segment



## Total Customers by age (groups) and region

region Central East West



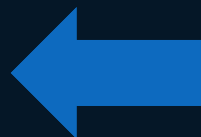
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## Age Group

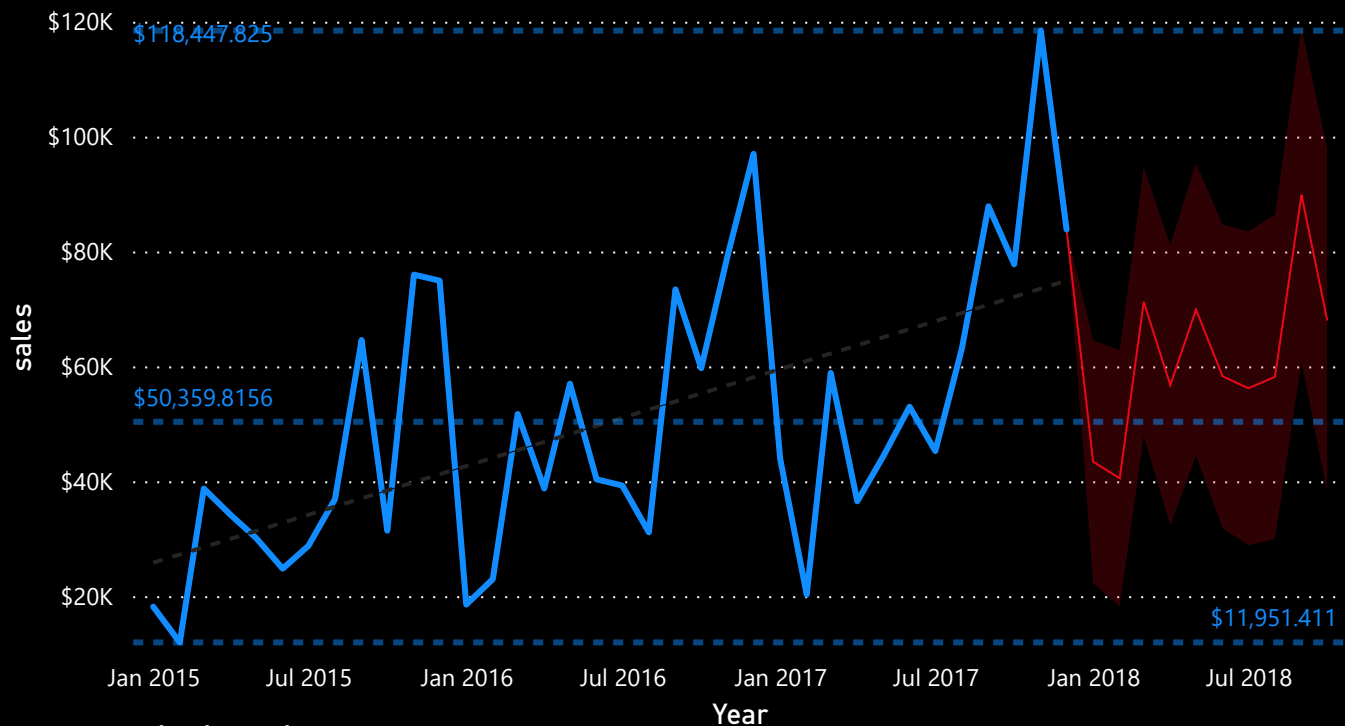
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

By: Opeoluwa Obembe

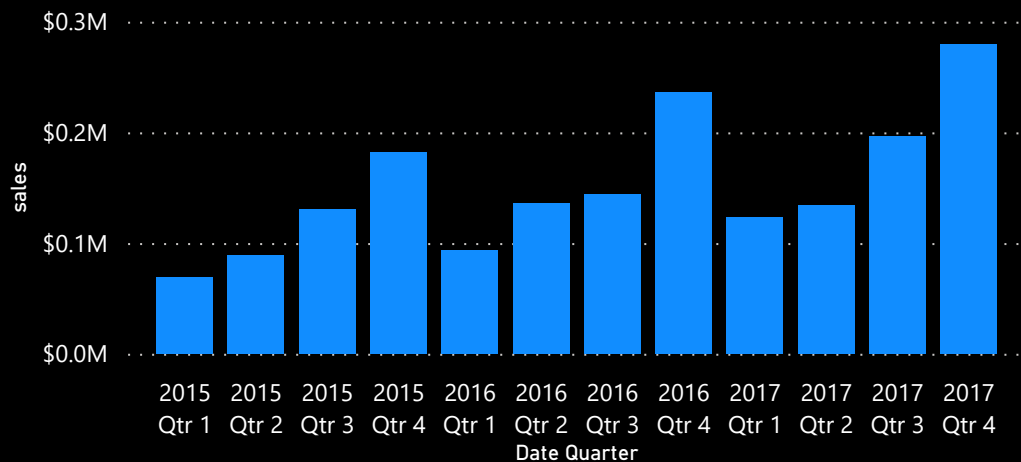
# Sales Forecast



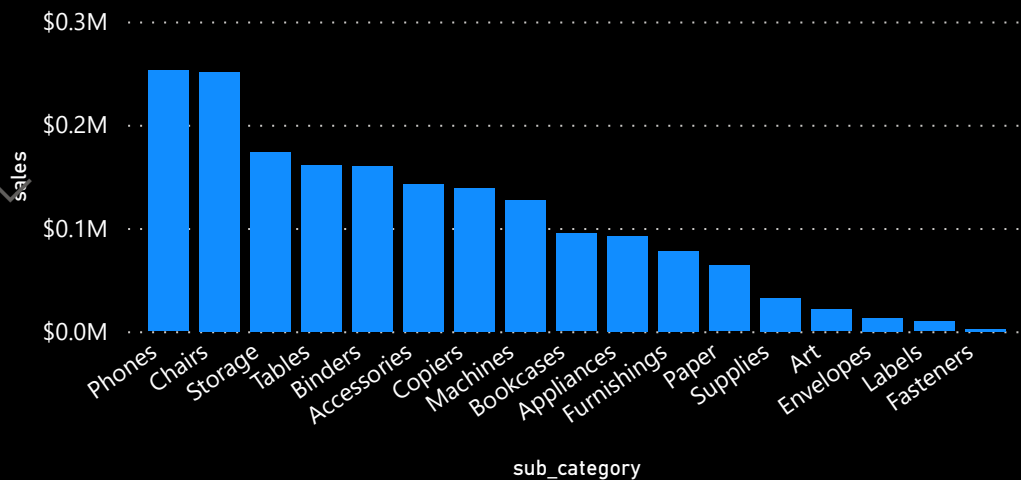
sales by Year, Quarter and Month



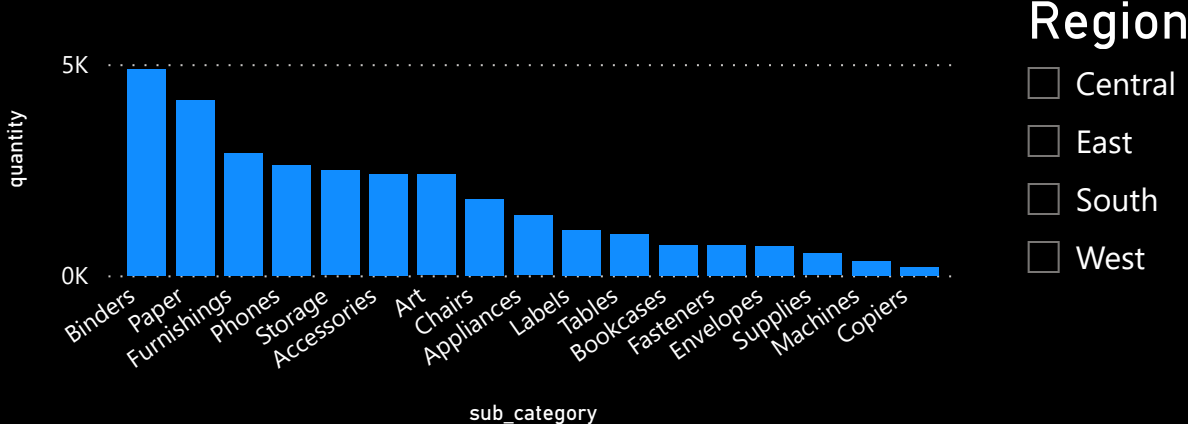
sales by Year and Quarter



sales by sub\_category



quantity by sub\_category



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