

Question 3

customer_id
3
1
5
2
4
87
54
71
55
84

KPIs
Revenue per Order
Purchase Frequency
Average Order Value
RFM Analysis

Question 6

KPIs	
Total order	
Avg. item per order	
Avg. spent per order	
purchase_behavior	
Mixed	45
Frequent Smaller	85
Bulk Buyer	25

purchase_behavior
Mixed
Frequent Smaller

Question 1

total_revenue	purchase_count
38440	67
30750	74
30405	59
25295	64
23580	65
15855	23
13475	21
12790	18
12080	17
11730	18

Question 4

gender_cleanage_group	total_revenue
Female 36-50	143870
Male 36-50	138865
Female 26-35	110140
Female 51-60	105680
Male 51-60	91025
Male 18-25	90110
Male 26-35	86730
Female 18-25	78850
Male 61+	39590
Female 61+	26860

Customer
Frequency
or Value

Question 5
KPIs
Revenue by Period type

ers

ers

category	clear_revenue	total_cogs	gross_profit	profit_margin_pct
clothing	311070	64390.5	246679.5	79.3
electronics	313810	67162.35	246647.65	78.6
beautiful	286840	58209.85	228630.15	79.71

purchase_count	avg_order_value	KPIs
333	432.04	Age group
302	459.82	Total revenue
213	517.09	
226	467.61	
205	444.02	
175	514.91	
196	442.5	
161	489.75	
102	388.14	
84	319.76	

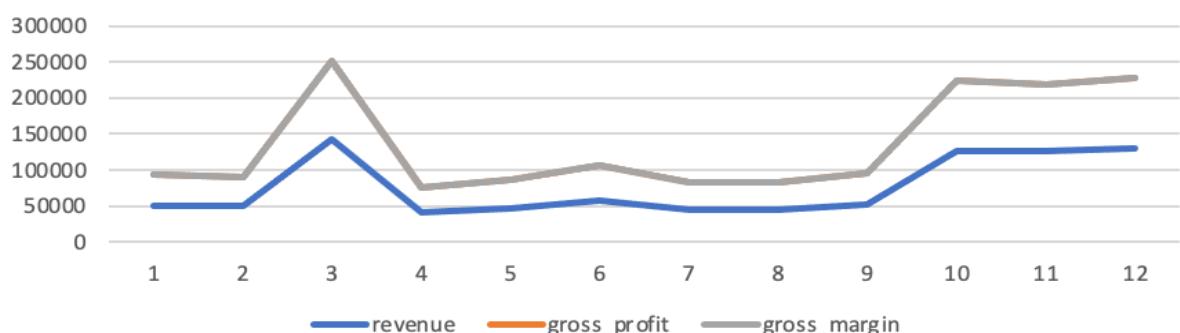
Dashboard for Chekafgham Retail Sales Performance

Question 1

KPIs

Revenue, Gross Profit, Gross Margin

Gross Profit VS Revenue Chart



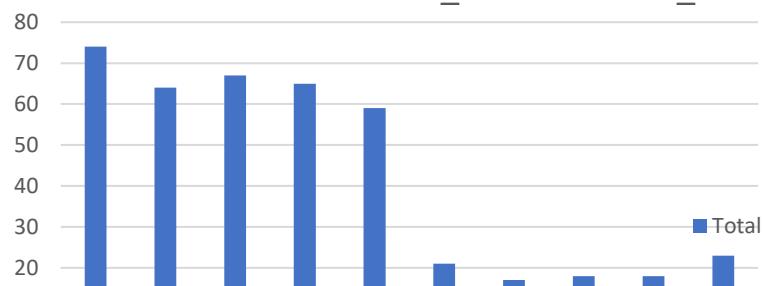
revenue gross_profit gross_margin

50630	42234.65	83.4182302982421489
49465	41080.9	83.0504397048418073
142025	109035.5	76.7720471747931702
41280	34536.25	83.6633963178294574
46425	39444.55	84.9640280021540118
58120	48565	83.5598761183757743
45255	37456.35	82.7673185283394100
45035	37739.1	83.7994892861108027
51990	43553.45	83.7727447586074245
126050	97515.45	77.3625148750495835
126115	91749.9	72.7509812472743131
129330	99046.2	76.5840872187427511

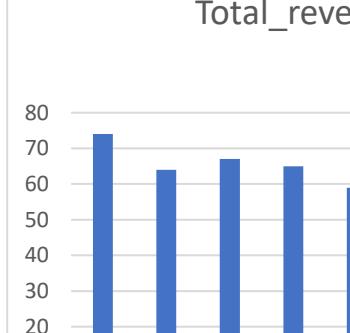
Question 3: Most Valuable Customers

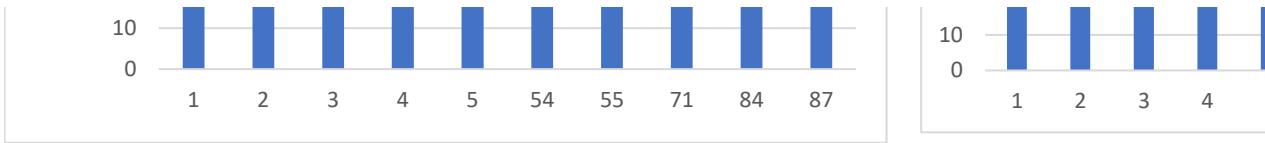
KPIs: Total Revenue, Purchase Frequency, Average Order Value(AOV)

Customer_id Vs Purchase_count



Total_revenue





Question 5: Sales Trend over Period Type

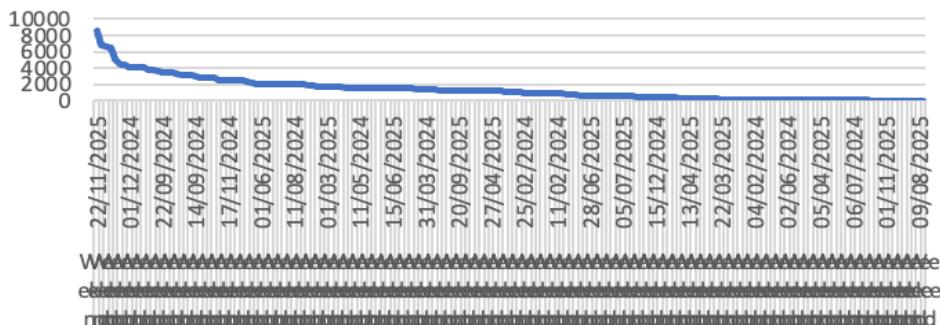
KPIs: Revenue by Hour, Month and Weekend

Hourly_Sale_Trend

Hourly Hourly Hourly Hourly Hourly Hourly Hourly Hourly Hourly
 Hourly Hourly Hourly Hourly Hourly Hourly Hourly Hourly Hourly

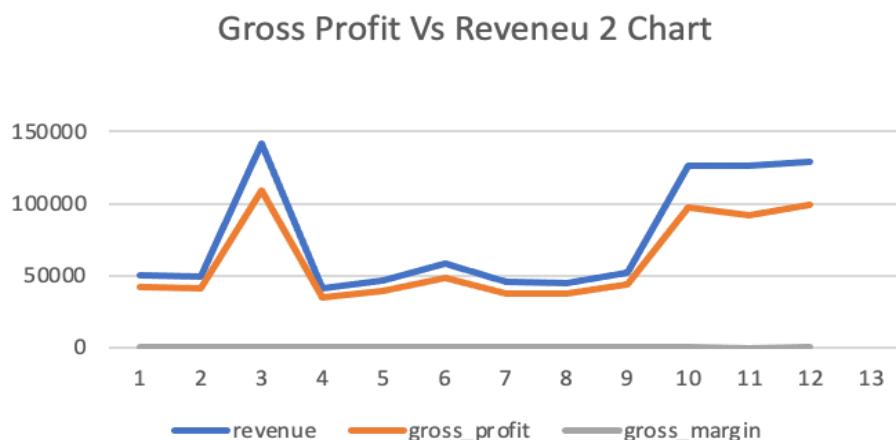


Weekend_Sale_Trend

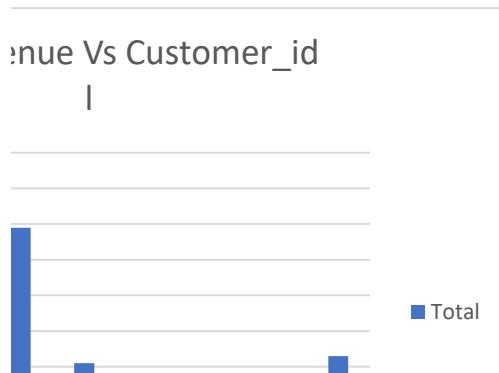


Performance & Profitability Investigation

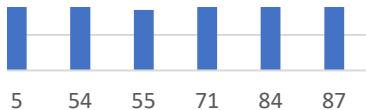
Question
KPIs: Category



Row Labels
beautiful
clothing
electronics
(blank)
Grand Total

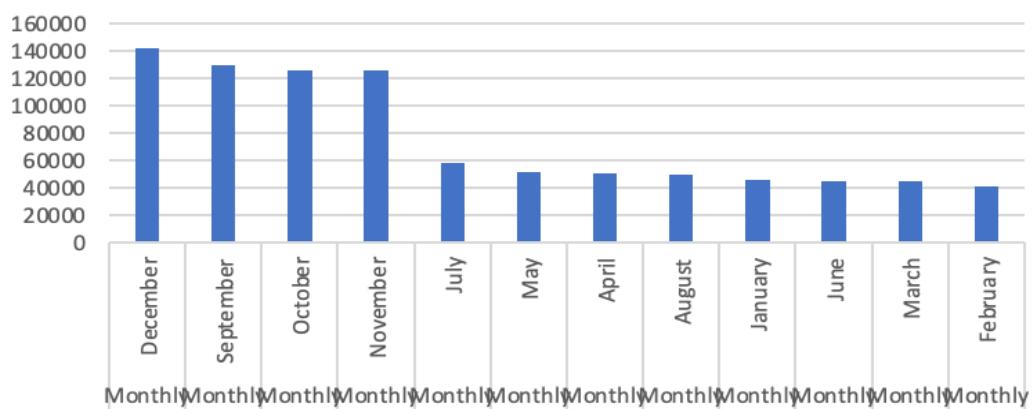


customer_id	total_revenue	purchase_count
3	38440	67
1	30750	74
5	30405	59
2	25293	64
4	23580	65
87	15855	23
54	13475	121
71	12790	18

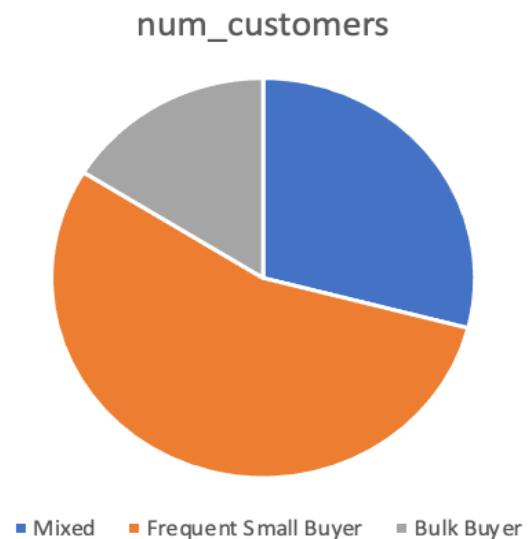


55	12080	17
84	11730	18

Monthly_Sale_Trend

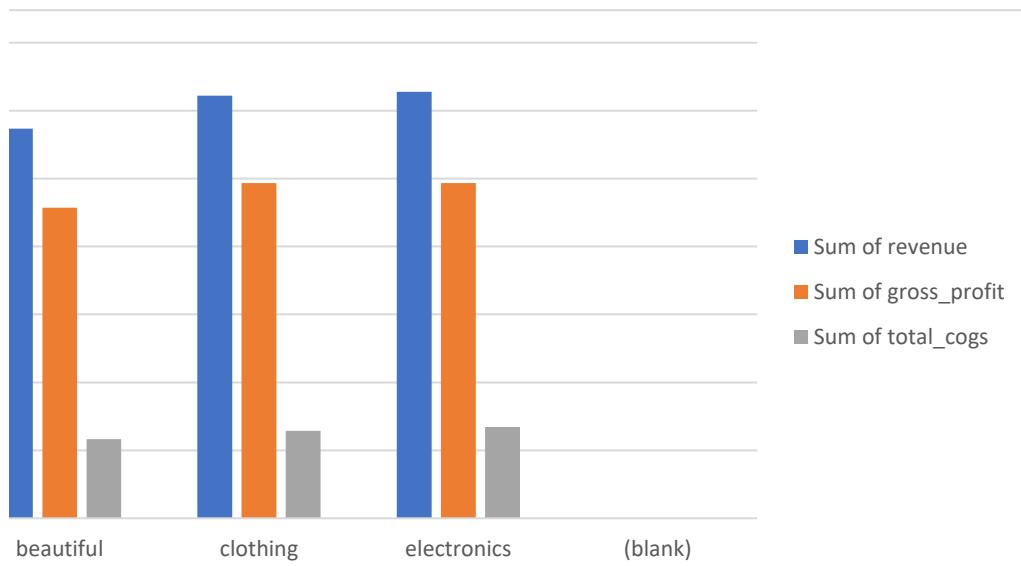


Question 6: Bulk Vs Small Frequent Buyers



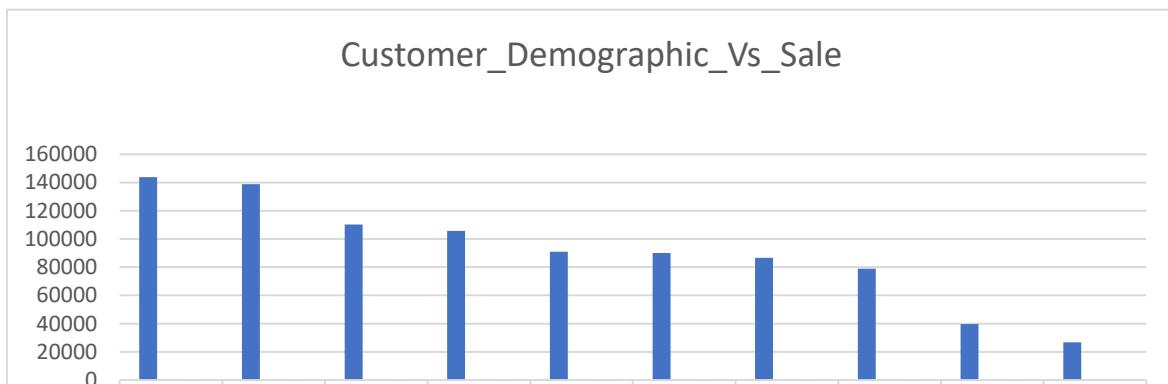
2: Category for Investment

Sum of revenue, Sum of gross margin



	Sum of revenue	Sum of gross_Profit	Sum of total_cogs
1	286840	228630.15	58209.85
2	311070	246679.5	64390.5
3	313810	246647.65	67162.35
4	911720	721957.3	189762.7

Question 4: Demographics Purchase Behavior

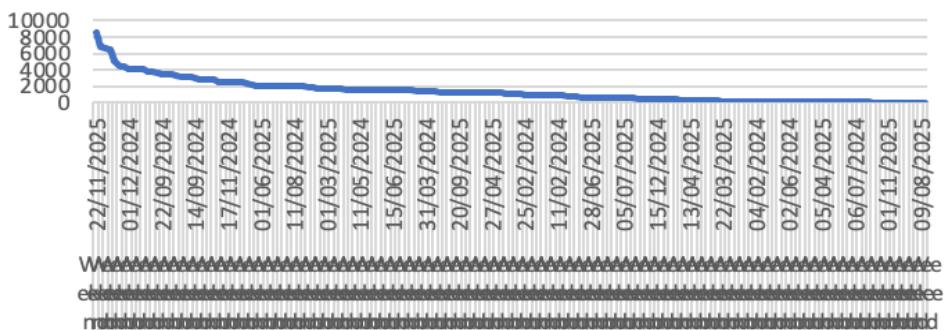




gender_clean	age_group	total_revenue	purchase_count	avg_order_value
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Female	61+	26860	84	319.76

purchase_behavior	num_customers
Mixed	45
Frequent Smaller	85
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Weekend_Sale_Trend



Hourly_Sale_Trend

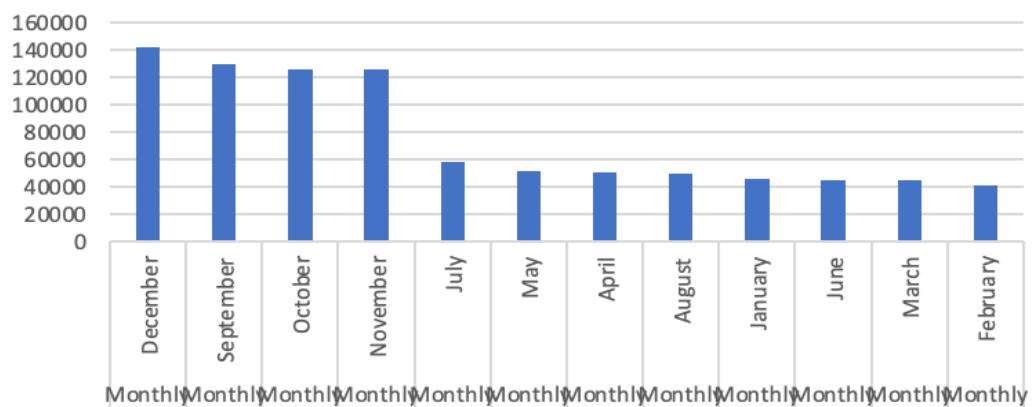


Hourly

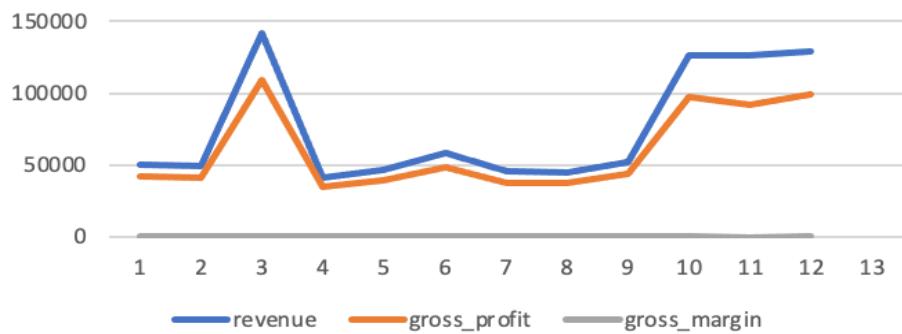
Hourly



Monthly_Sale_Trend

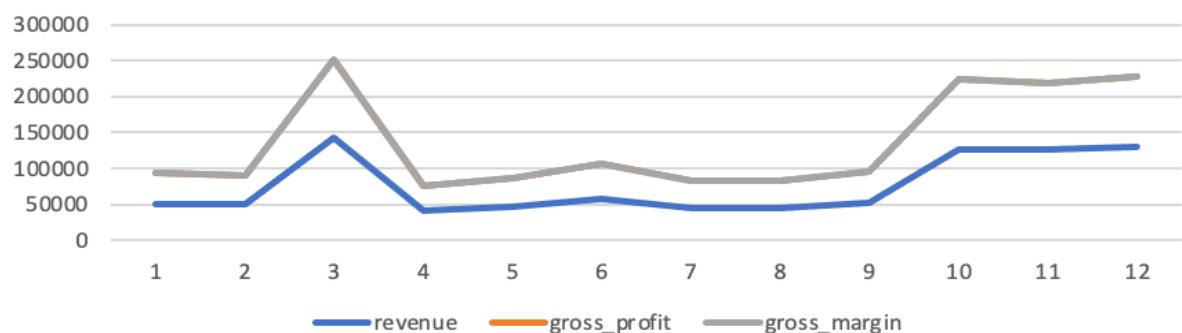


Gross Profit Vs Revenue 2 Chart

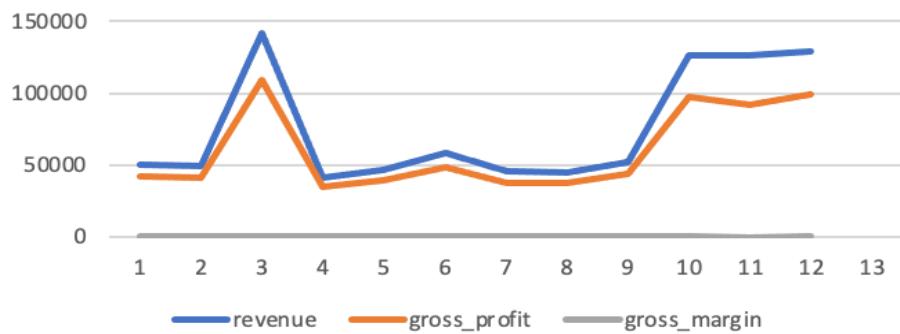


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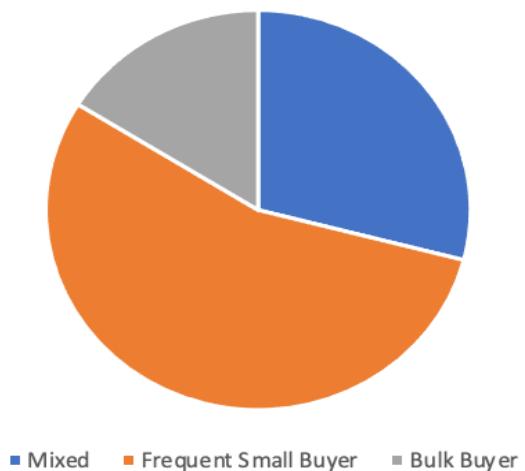
Gross Profit VS Revenue Chart



Gross Profit Vs Revenue 2 Chart



`num_customers`



Gross Profit Vs Revenue 2 Chart

