

Fahmi Akbari

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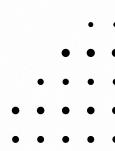
Retail Performance Dashboard



Microsoft Excel



A snapshot of retail performance focusing on sales, orders, and overall trends.



Sales Performance



Retail Performance Dashboard

Total Sales

\$10,917,457

Total Quantity

48,177

Total Orders

9,500

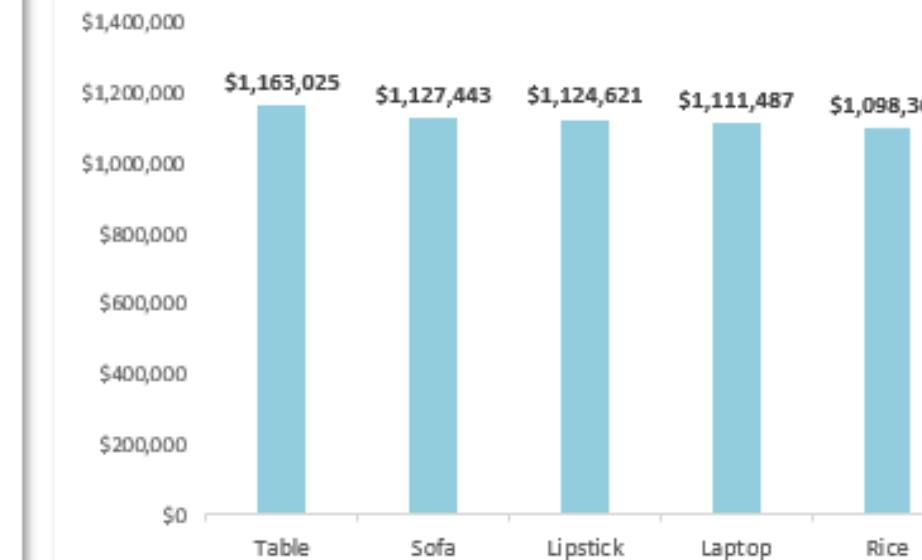
Average Order Value

\$1,149

Sales Trend (in millions)



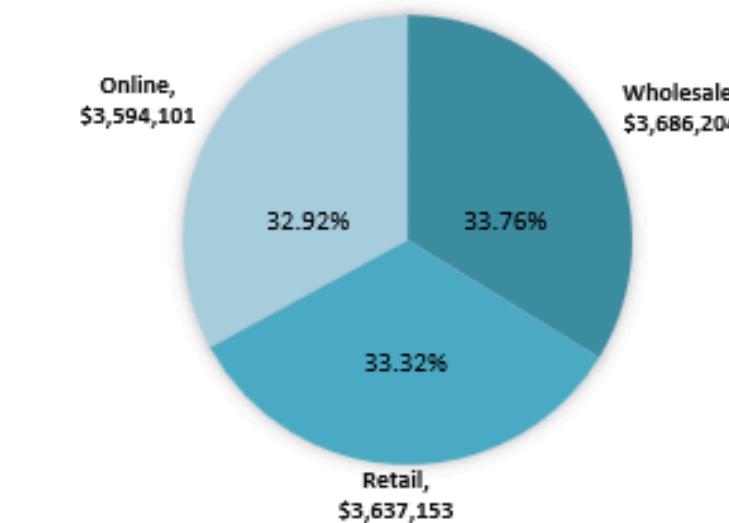
Top 5 Products with Highest Sales



Total Sales per Region



TOTAL SALES PER CUSTOMER SEGMENT



Orders Performance



Retail Performance Dashboard

Total Sales

\$10,917,457

Total Quantity

48,177

Total Orders

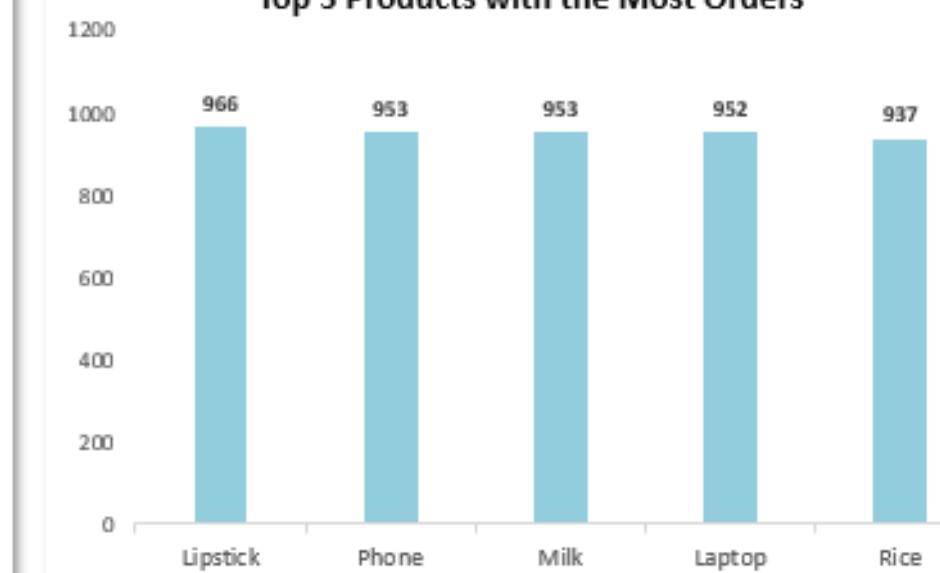
9,500

Average Order Value

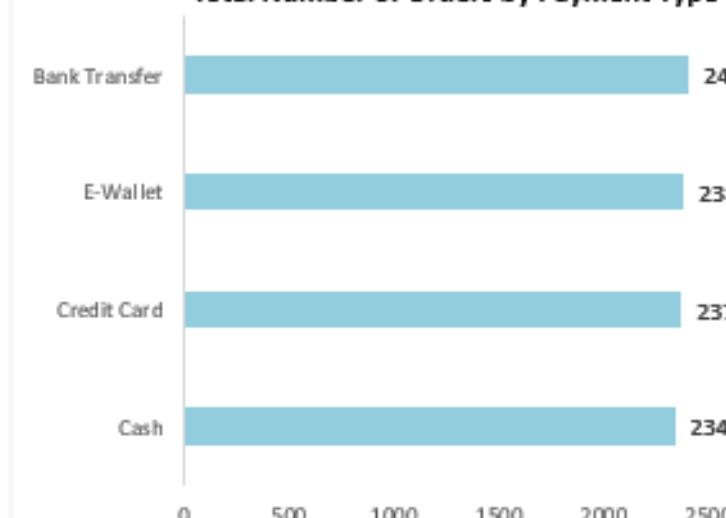
\$1,149



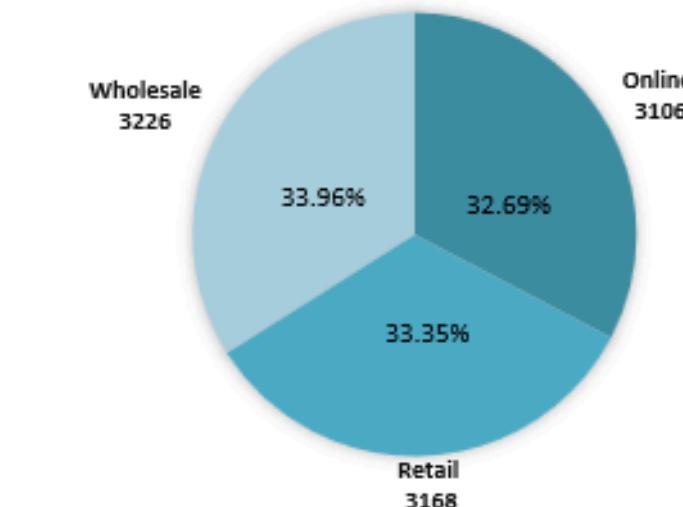
Top 5 Products with the Most Orders

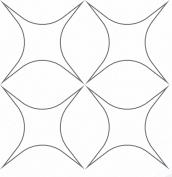


Total Number of Orders by Payment Type



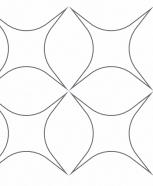
TOTAL ORDERS PER CUSTOMER SEGMENT





Key Insights from the Retail Performance Dashboard

- Overall Performance:
Total sales reached \$10.9M with 48,177 units sold across 9,500 orders, resulting in a strong average order value of \$1,149.
- Sales Trend:
Monthly sales remained relatively stable throughout 2023, with notable peaks in June and October, indicating strong mid-year and late-year demand.
- Top Products by Sales:
Table, Sofa, Lipstick, Laptop, and Rice are the highest contributors to revenue, each generating over \$1M, showing a healthy mix of furniture, electronics, and FMCG.
- Regional Performance:
Bali, Jakarta, and Bandung lead in regional sales, with each area exceeding \$2.18M, highlighting strong market penetration in major urban regions.
- Customer Segments:
Sales are evenly distributed among Wholesale (33.76%), Retail (33.32%), and Online (32.92%), indicating balanced contribution across channels.



Order Activity Insights

- Order Trend:
Order volume shows consistent monthly stability, with small fluctuations but no major drops, suggesting steady customer demand.
- Top Products by Orders:
Lipstick, Phone, Milk, Laptop, and Rice are the most frequently ordered items, reflecting strong demand in both consumer staples and electronics.
- Payment Preferences:
No single payment method dominates — Bank Transfer, E-Wallet, Credit Card, and Cash each contribute around 2,300–2,400 orders, showing diverse customer preferences.
- Regional Performance:
Bali, Jakarta, and Bandung lead in regional sales, with each area exceeding \$2.18M, highlighting strong market penetration in major urban regions.
- Orders by Segment:
Orders are distributed almost evenly among Wholesale, Retail, and Online, with each segment contributing roughly one-third of total order volume.

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Thank You



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