



Sales Dashboard

Dashboard

Sales Overview

Customer Insights

Regional & Seller Metrics

Operational Performance

Time Trends

Navigation

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Filters

Customer State

Product Category

Seller State

Year

Month



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SALES OVERVIEW

Revenue

\$15,843.55K



LY

\$5,157.16K

YOY

207.21%

Quantity

112.65K



LY

36K

YOY

210.66%

AOV

\$160.58



LY

162.09

YOY

-0.94%

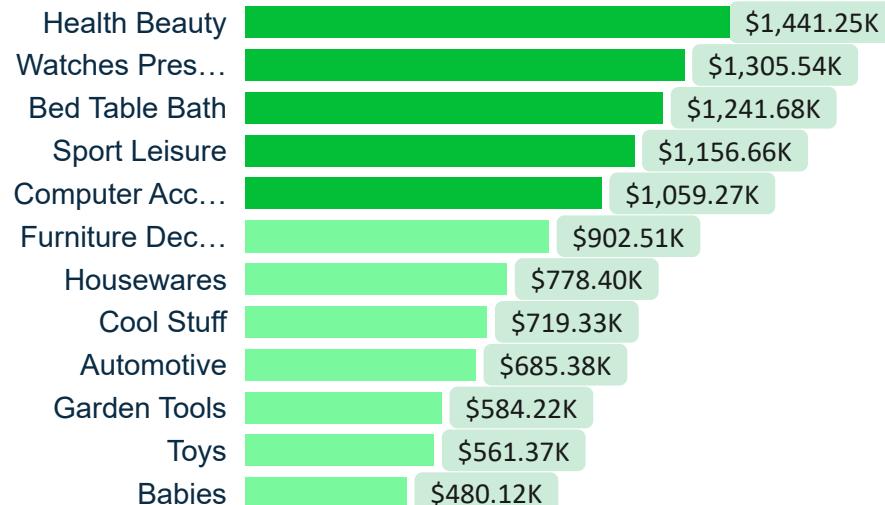
Sales Revenue

By Customer state



Product Category

by sales revenue



\$0.0M \$0.5M \$1.0M \$1.5M

Top 5 Products

by sales revenue



\$0K \$20K \$40K \$60K

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All ▾

Product Category ▾

All ▾

Seller State ▾

All ▾

Year ▾

All ▾

Month ▾

All ▾



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CUSTOMER SALES analysis

Customers

99441



LY

32K

YOY

249.70%

Quantity

112.65K



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\$160.58



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162.09

YOY

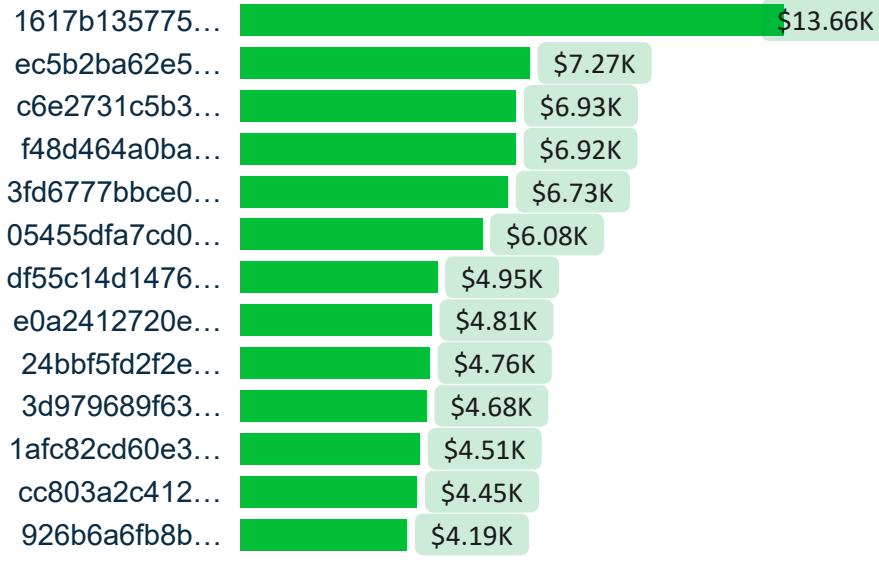
-0.94%

Average Order Value

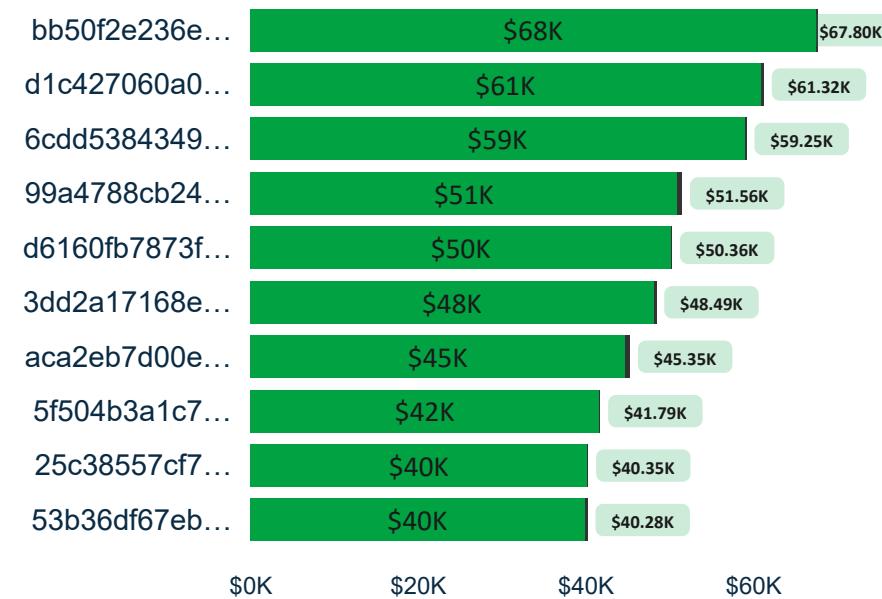
By Customer state



Sales Revenue By Customers



Top 10 Customers By Sales Revenue



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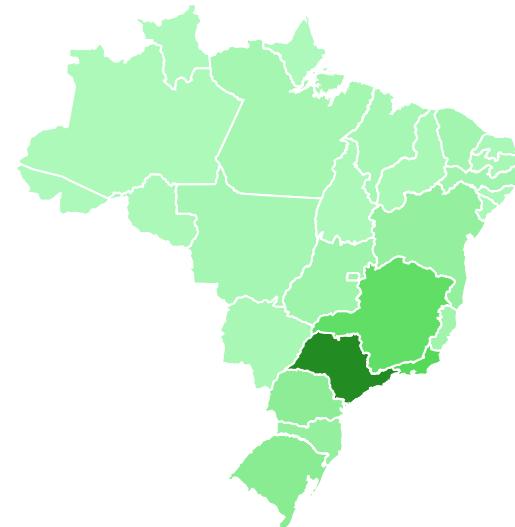
Average Order Value

By Customer state

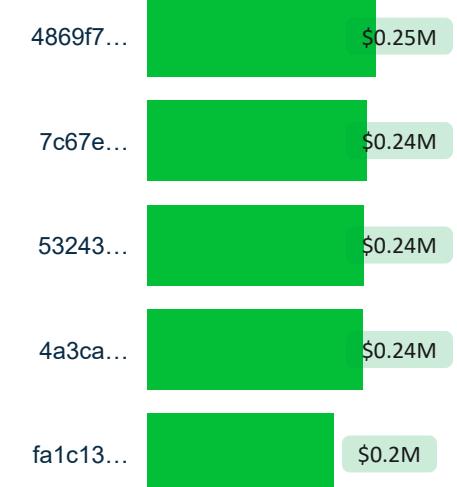


Average Delivery Time by Seller States

in days

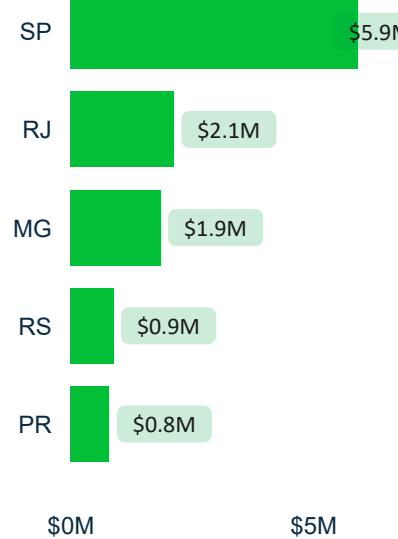


Top 5 Sellers by Revenue



\$0.0M \$0.2M

Top 5 States by Sale Revenue



\$0M \$5M

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Customer State

All

Product Category

All

Seller State

All

Year

All

Month

All



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Operations analysis

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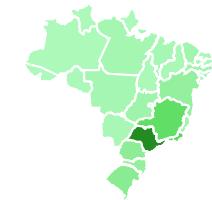
162.09

YOY

-0.94%

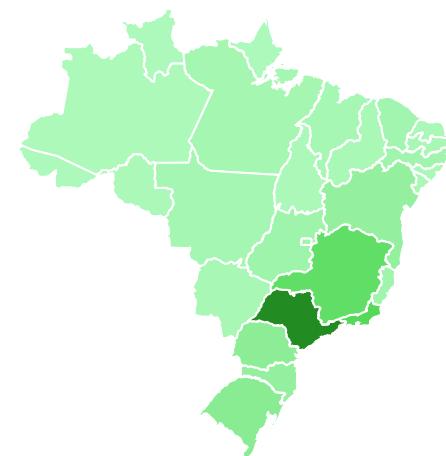
Average Order Value

By Customer state



Average Delivery Time by Seller States

in days



1656.83%

FreightToPricePercent

12.50

Average Delivery Time

210

Max Delivery time

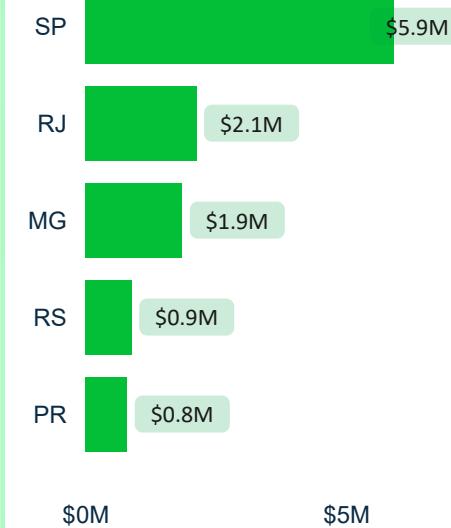
0

Min Delivery time

20.39%

% of orders delivered within 5 days target

Top 5 States by Sale Revenue



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All

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All

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All



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Time Trendsanalysis

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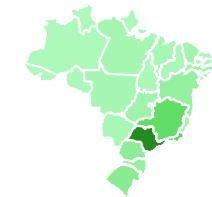
162.09

YOY

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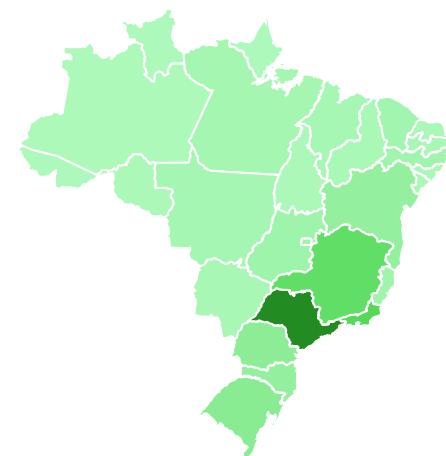
Average Order Value

By Customer state



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in days



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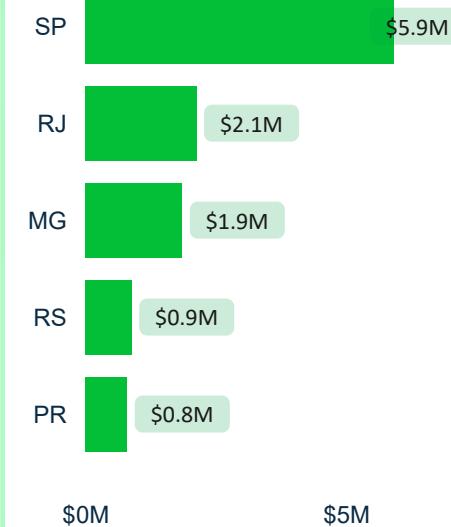
0

Min Delivery time

20.39%

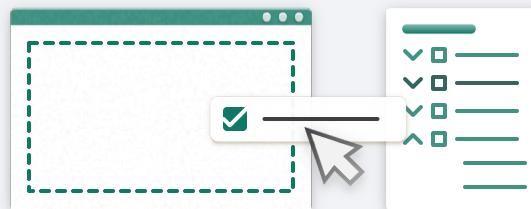
% of orders delivered within 5 days target

Top 5 States by Sale Revenue



Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.



Total Sales Revenue:
Overall revenue across
all time.

\$15.84M
Total Sales Revenue

Total Quantity Sold:
Items sold by
Walmart.

112.65K
Total Quantity Sold

Average Order Value (AOV): Average spend per order.

AOV = Total Revenue / Number of Orders

\$160.58
Average Order Value

Average Item Value per Order = Revenue / Number of Items Sold in that Order

order_id	Average Item Value Per Order
8272b63d03f5f79c56e9e4120aec44ef	\$9.34
f1d5c2e6867fa93ceee9ef9b34a53cbf	\$9.59
e8bbc1d69fee39eee4c72cb5c969e39d	\$10.07
37193e64eb9a46b7f3197762f242b20a	\$10.89
47d11383b93b217d96defbb2ef1a209b	\$11.56
38bcb524e1c38c2c1b60600a80fc8999	\$11.62
27eebc49f55d8e9b8192f11c2570d6f1	\$11.63
8bf12a5b441hd86a1edbccb6137c9b0b	\$11.63
Total	\$140.64

Sales by Product Category & Customer State: Understand which categories perform best across regions.

product_category	AC	AL	AM	AP	BA	CE	DF	ES	GO	MA	MG	MS	MT
Agro Industria E C...		\$1,518.55		\$657.61	\$2,494.48	\$624.19		\$487.17	\$2,492.80	\$614.63	\$12,661.48	\$594.17	\$636.45
Art			\$90.68	\$227.84	\$1,111.25		\$684.67	\$76.79	\$506.83		\$1,699.96	\$151.39	\$97.43
Arts And Crafts								\$151.70				\$627.35	
Audio		\$675.28	\$114.53		\$1,695.59	\$1,080.71	\$2,322.44	\$1,424.32	\$2,091.78	\$858.97	\$6,234.00	\$206.99	\$758.57
Automotive	\$661.91	\$5,367.78	\$876.93	\$1,406.68	\$34,247.82	\$14,463.38	\$20,045.38	\$14,100.13	\$13,558.86	\$7,017.71	\$84,249.35	\$7,957.14	\$12,284.43
Babies	\$871.97	\$1,071.93	\$796.97		\$18,353.65	\$5,684.66	\$10,210.60	\$9,904.85	\$11,283.64	\$6,378.48	\$56,562.08	\$5,304.67	\$7,918.54
Bags Accessories	\$466.41	\$1,219.88	\$561.41		\$4,525.17	\$4,421.63	\$3,402.86	\$3,171.44	\$2,087.34	\$1,776.62	\$27,154.74	\$1,608.86	\$1,346.85
Total	\$19,669.7	\$96,229.4	\$27,835.7	\$16,262.8	\$6,11,506.6	\$2,75,606.3	\$3,53,229.4	\$3,24,801.9	\$3,47,706.9	\$1,51,171.9	\$18,56,161.4	\$1,35,956.6	\$1,86,168.9
	0	0	3	0	7	0	4	1	3	9	9	7	6

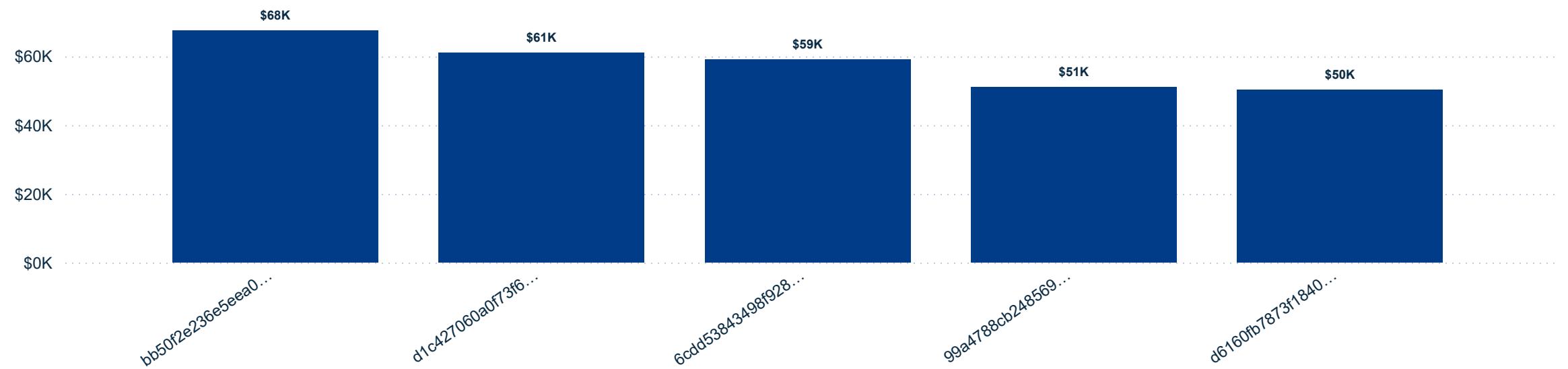
product_category	Ranking product category by total sales revenue	Total Sales Revenue
Health Beauty		1 \$14,41,248.07
Watches Present		2 \$13,05,541.61
Bed Table Bath		3 \$12,41,681.72
Sport Leisure		4 \$11,56,656.48
Computer Accesso...		5 \$10,59,272.40
Furniture Decoration		6 \$9,02,511.79
Housewares		7 \$7,78,397.77
Total		1 \$1,58,43,553.24

product_category	Total Quantity Sold	Ranking product category by total quantity sold
Bed Table Bath	11115.00	1
Health Beauty	9670.00	2
Sport Leisure	8641.00	3
Furniture Decoration	8334.00	4
Computer Accesso...	7827.00	5
Housewares	6964.00	6
Watches Present	5991.00	7
Total	112650.00	1

Top-Selling Products: Top 5 products by revenue.

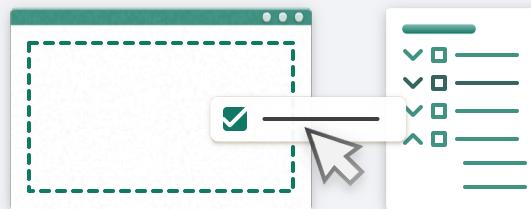
product_id	Total Sales Revenue	ranking products by selling revenue	Top 5 products by selling revenue
bb50f2e236e5eea0100680137654686c	\$67,606.10	1	67,606.10
d1c427060a0f73f6b889a5c7c61f2ac4	\$60,976.03	2	60,976.03
6cdd53843498f92890544667809f1595	\$59,093.99	3	59,093.99
99a4788cb24856965c36a24e339b6058	\$51,071.60	4	51,071.60
d6160fb7873f184099d9bc95e30376af	\$50,326.18	5	50,326.18
3dd2a17168ec895c781a9191c1e95ad7	\$48,212.22	6	
Total	\$1,58,43,553.24	1	1,58,43,553.24

Total Sales Revenue by product_id



Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.



Customer Lifetime Value (CLV): Total revenue by customer.

Revenue by customers

customer_id	Total Sales Revenue
a790343ca6f3fee08112d678b43aa7c5	\$9.59
184e8e8e48937145eb96c721ef1f0747	\$10.07
8e4bd65db637116b6b68109e4df21b84	\$10.89
046f890135acc703faff4c1fc0c2d73c	\$11.56
d2c63ad286e3ca9dd69218008d61ff81	\$11.62
55cd7bfe95dcfd698acf176278e14888e	\$11.63
c466c7e0ab222e3ef6c8046e96128a8d	\$11.63
fe4176df564772c058286208c0daa2a8	\$12.22
04ba9496f04b0eaa070def5b5ab662ac	\$12.28
35647e39316747b2bb470dc93ddb67aa	\$12.39
Total	\$1,58,43,553.24

Top 10 Loyal Customers: Highest purchase frequency and spend.

Top 10 Loyal Customers

customer_id	Total Sales Revenue	Number of orders
fc3d1daec319d62d49fb5e1f83123e9	\$196.17	21
bd5d39761aa56689a265d95d8d32b8be	\$2,262.80	20
be1b70680b9f9694d8c70f41fa3dc92b	\$2,202.40	20
10de381f8a8d23fff822753305f71cae	\$1,225.65	15
adb32467ecc74b53576d9d13a5a55891	\$783.00	15
a7693fba2ff9583c78751f2b66ecab9d	\$528.78	14
d5f2b3f597c7ccafbb5cac0bcc3d6024	\$1,014.02	14
Total	\$1,58,43,553.24	112650

Customer Segments: From clustering analysis (e.g. loyal high spenders, discount-driven, churn risks).

Table title

customer_id	CLV
a790343ca6f3fee08112d678b43aa7c5	\$9.59
184e8e8e48937145eb96c721ef1f0747	\$10.07
8e4bd65db637116b6b68109e4df21b84	\$10.89
Total	\$1,58,43,553.24

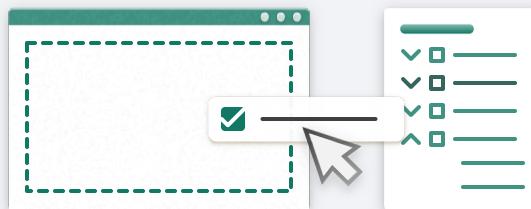
Customer State AOV: Comparison of average order value across different customer states.

Table title

customer_state	Average Order Value
AC	\$242.84
AL	\$234.13
AM	\$189.36
AP	\$239.16
BA	\$182.10
CE	\$207.69
DF	\$166.23
ES	\$160.40
GO	\$173.25
MA	\$204.29
MG	\$160.79
MS	\$191.76
MT	\$206.17
PA	\$224.38
PB	\$265.01
PE	\$195.53
PI	\$219.34
PR	\$160.25
RJ	\$166.88
Total	\$160.58

Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.



Revenue by Customer State: Identify top contributing states.

Average Delivery Time by Seller State: Understand regional operational efficiency.

Top Sellers by Revenue: Showcase sellers driving the most sales.

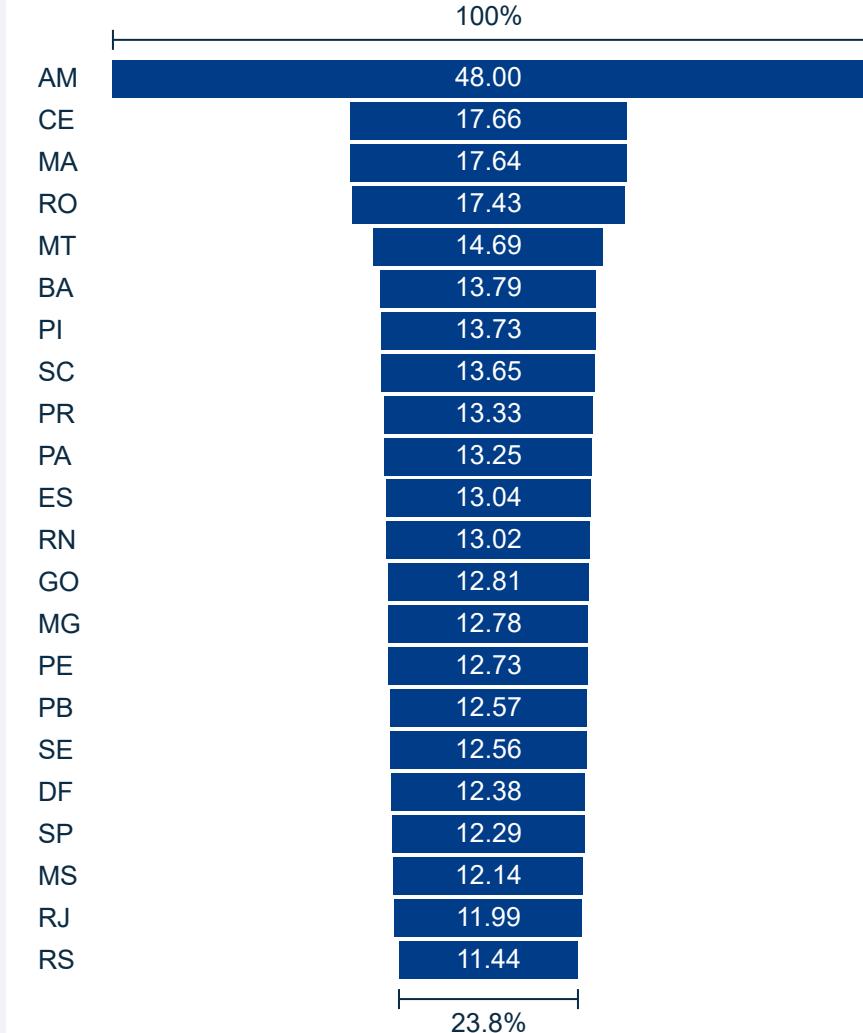
Revenue by Customer State

customer_state	Total Sales Revenue	ranking customers state by sales revenue	Top 5 customers state by sales revenue
SP	\$59,21,678.12	1	59,21,678.12
RJ	\$21,29,681.98	2	21,29,681.98
MG	\$18,56,161.49	3	18,56,161.49
RS	\$8,85,826.76	4	8,85,826.76
PR	\$8,00,935.44	5	8,00,935.44

Top Sellers by Revenue

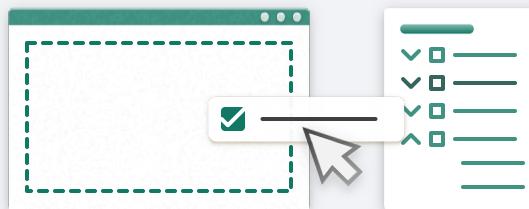
seller_id	Total Sales Revenue	ranking sellers by sales revenue	top 10 sellers with sales revenue
4869f7a5dfa277a7dca6462dcf3b52b2	\$2,49,640.70	1	\$2,49,640.6983544827
7c67e1448b00f6e969d365cea6b010ab	\$2,39,536.44	2	\$2,39,536.4419718795
53243585a1d6dc2643021fd1853d8905	\$2,35,856.68	3	\$2,35,856.6795511246
4a3ca9315b744ce9f8e9374361493884	\$2,35,539.96	4	\$2,35,539.9615104198
fa1c13f2614d7b5c4749cbc52fecda94	\$2,04,084.73	5	\$2,04,084.7294125557
da8622b14eb17ae2831f4ac5b9dab84a	\$1,85,192.32	6	
7e93a43ef30c4f03f38b393420bc753a	\$1,82,754.05	7	
Total	\$20,28,716.63	1	\$20,28,716.631197339

Average Delivery Time by seller_state



Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.



Average Delivery Time: Overall average, minimum, and maximum delivery times.

Delivery SLA Compliance: % of orders delivered within target period (for example, within 5 days).

Freight Cost Trends: Freight values relative to product price.

12.50

Average Delivery Time

0

Min Delivery time

210

Max Delivery time

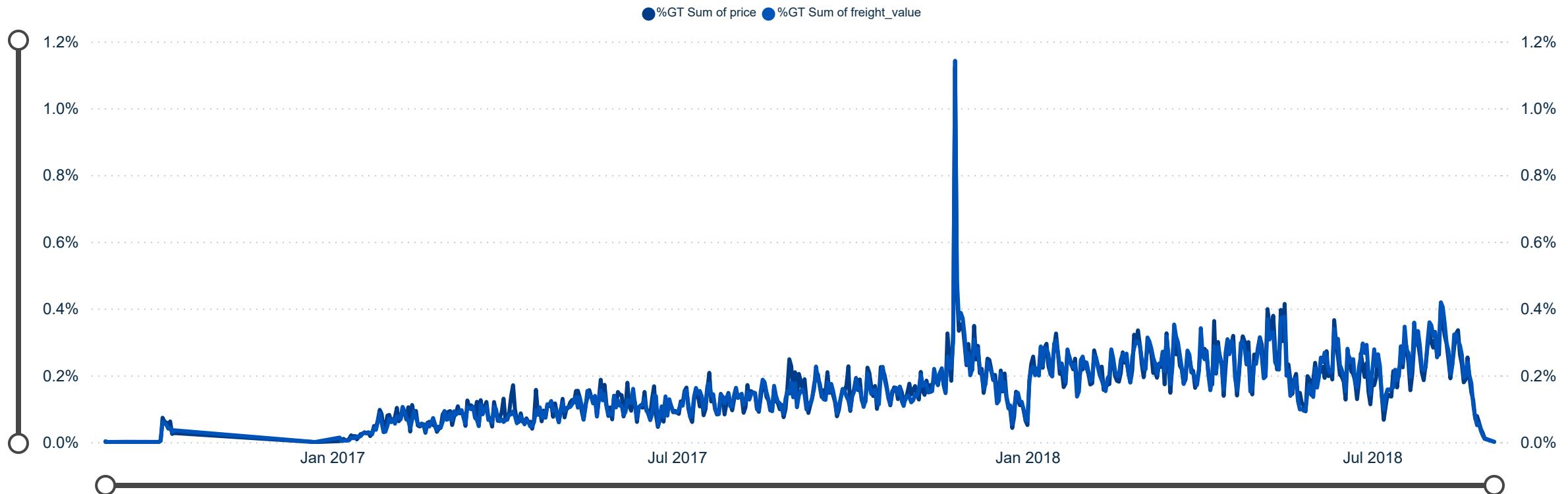
20.39%

% of orders delivered within ...

1656.83%

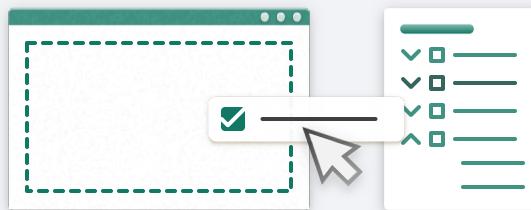
FreightToPricePercent

%GT Sum of price and %GT Sum of freight_value by order_purchase_timestamp



Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.



Monthly Revenue Trend: Observe growth over time.

Rolling 3-Month Average Sales: Highlight short-term shifts.

Monthly New Customer Acquisition: Unique new customers joining each month.

0.00%
MOM Growth

Year	MOM Growth
⊕ 2016	0.03%
⊕ 2017	13.75%
⊖ 2018	-9.08%
⊕ Qtr 1	9.86%
⊕ Qtr 2	-3.82%
Total	0.00%

Year	Total Sales Revenue	Moving average of 3 months
⊖ 2016	\$57,183.21	92
January		1
February		1
March		1
April		1
Total	\$1,58,43,553.24	78

Year	Total Sales Revenue	MOM Growth
⊖ 2016	\$57,183.21	0.03%
September	\$354.75	0.00%
October	\$56,808.84	15913.77%
November		-100.00%
December	\$19.62	0.00%
⊕ 2017	\$71,42,672.43	13.75%
January	\$1,37,188.49	699127.78%
February	\$2,86,280.62	108.68%
March	\$4,32,048.59	50.92%
Total	\$1,58,43,553.24	0.00%

Year	Month	Total Sales Revenue	Moving average of 3 months
2016	January		1
2016	February		1
2016	March		1
2016	April		1
2016	May		1
2016	June		1
2016	July		1
2016	August		1
2016	September	\$354.75	27
2016	October	\$56,808.84	58
	Total	\$1,58,43,553.24	78