



# PRODUCT SALES DASHBOARD

Year

☐ Select all

☐ 2011

☐ 2012

☐ 2013

☐ 2014

Category

☐ Select all

☐ Furniture

☐ Office Supplies

☒ Technology

Country

Multiple selections

2014 total sales

**2M**

2014 sales growth

**-48.45%**

2014 total profit

**237.25K**

2014 profit growth

**-44.97%**

Dec 2014 profit

**180.91K**

Dec 2015 profit

**26.76K**

2014 total quantity

**23K**

2015 total quantity

**12K**

## Frequent top 5 customers

Customer ID	count 2015	2015 sales	2015 profit
BE-11335	48	18,155.02	5,282.80
SC-20380	45	12,989.30	1,335.58
PO-18850	42	10,720.43	1,244.23
AC-10615	41	9,017.55	786.90
FH-14365	39	9,514.93	1,092.36
Average	215	12,079.45	1,948.37

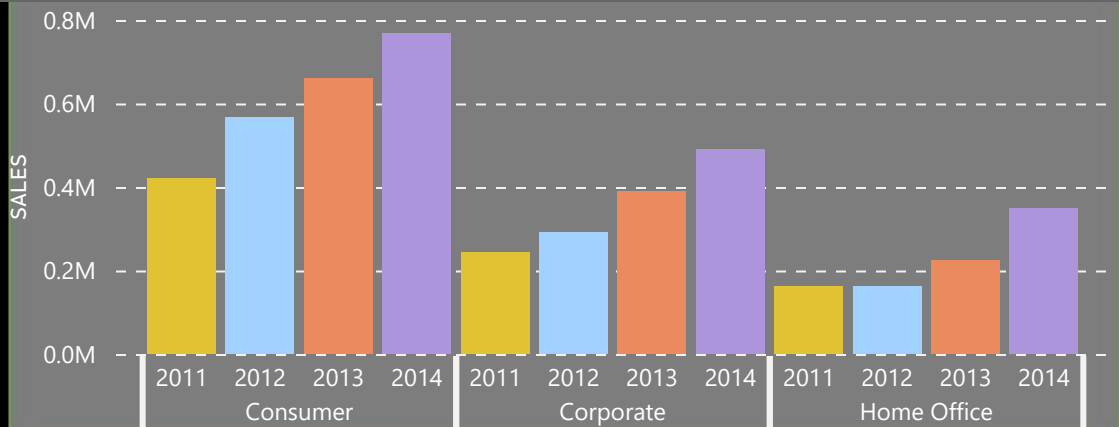
Average per  
client not top  
5

2015 sales and  
profit

**2,707.12**

**312.52**

## sales per segment



## customer distribution



## Key influencers

## Top segments

When is Sales more likely to be Low ?

We found 3 segments and ranked them by Average of Sales and pop...

137.4

271.6

386.2