

Total Sales	Total Profit	Profit Margin %	Avg Sales Per...
24.93M	7.61M	30.51	133.49

Last Month Sales
Last Month Sales
24.93M
Previous Month Sales -- Target Monthly Sales Gap 2.33M

Total Customers Status as of 08/07/25		
Churned	Current	Lapsed
76.95%	3.85%	19.20%

Currently having trouble getting data from 2025 for some reason. Also having trouble getting Previous Months data in the Reference Labels field

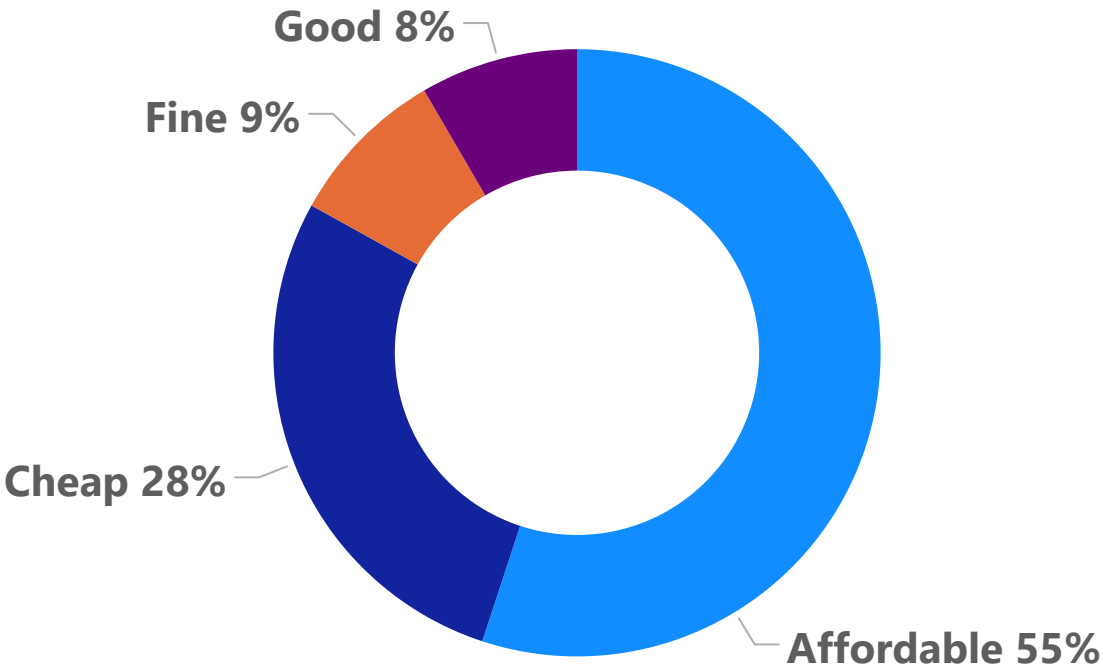
Total Sales	Total Profit	Profit Margin %	Avg Sales Per...
24.93M	7.61M	30.51	\$133.49

By Budget Type

By Kind Of Business

Refresh Data


Unique Products by Resellers Budget Type




Experiment: Customer Spending between Dec 2020 (Control) and Jan 2021 (Variant) because of New Resellers Availability

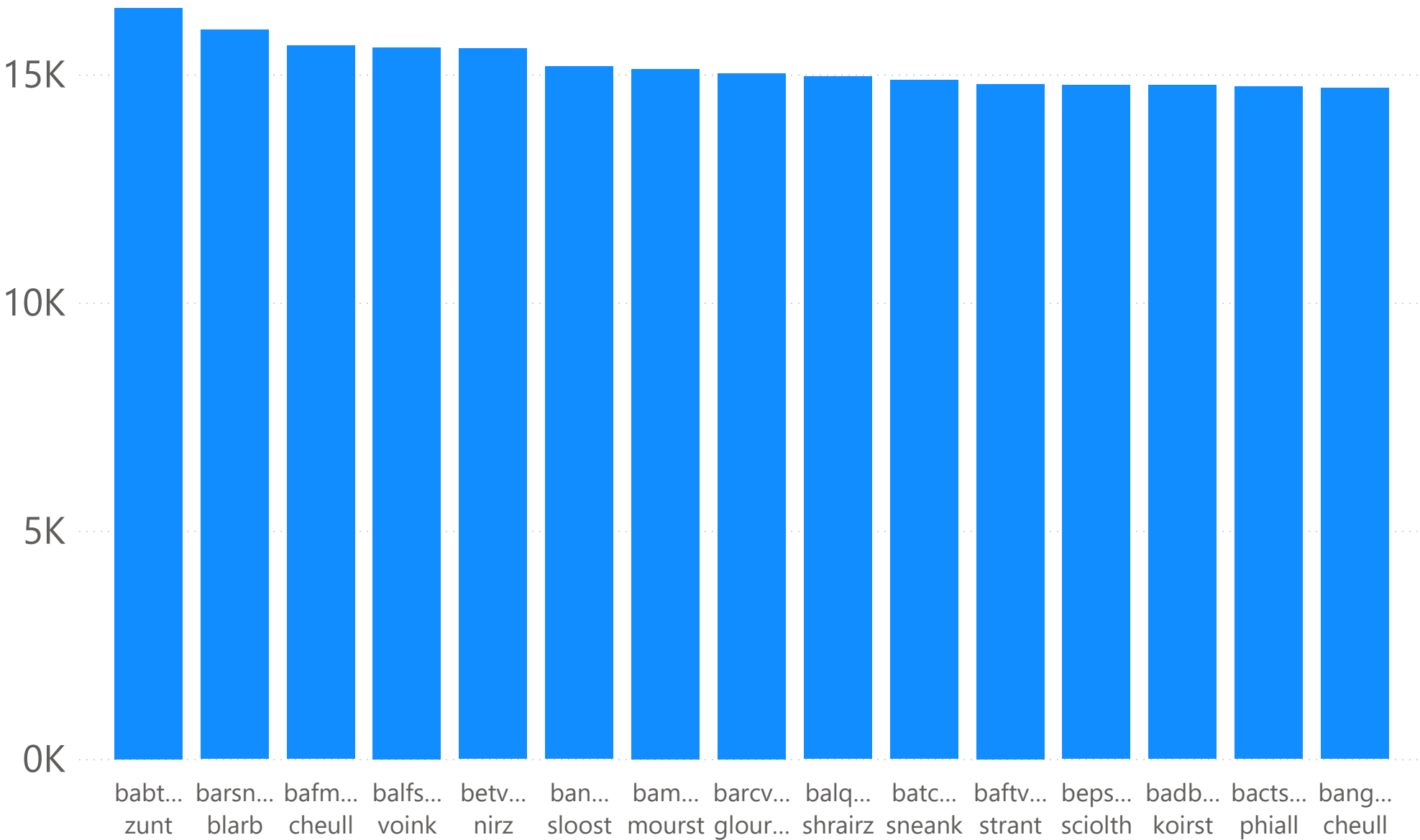
Control	Total Cohorted 3K	Avg Order Total \$187.03	Stddev Order Total \$127.9
Variant 1	Total Cohorted 11K	Avg Order Total \$56.76	Stddev Order Total \$46.7

Total Sales By Top N Resellers City

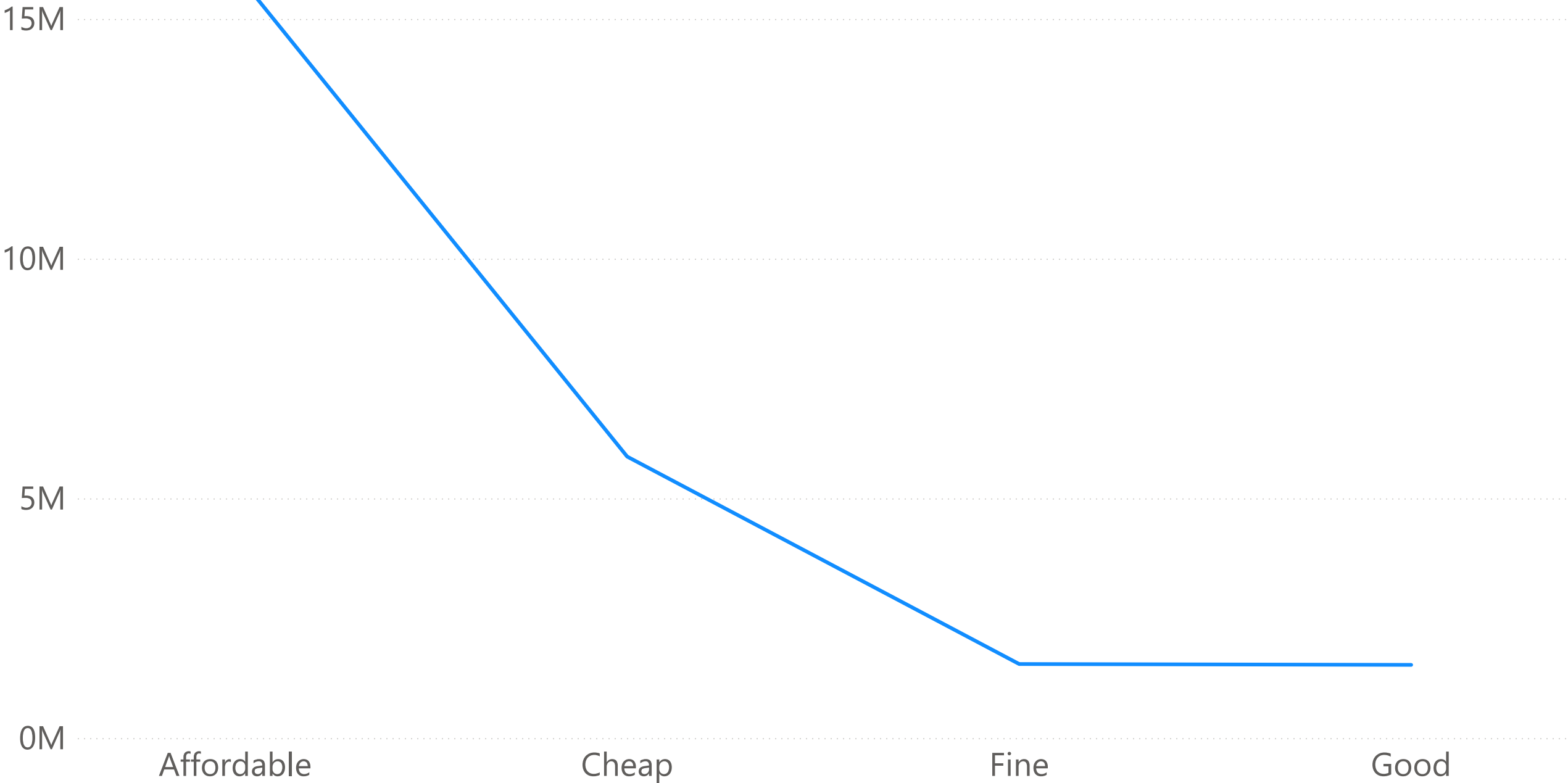
Top N Resellers... 

15

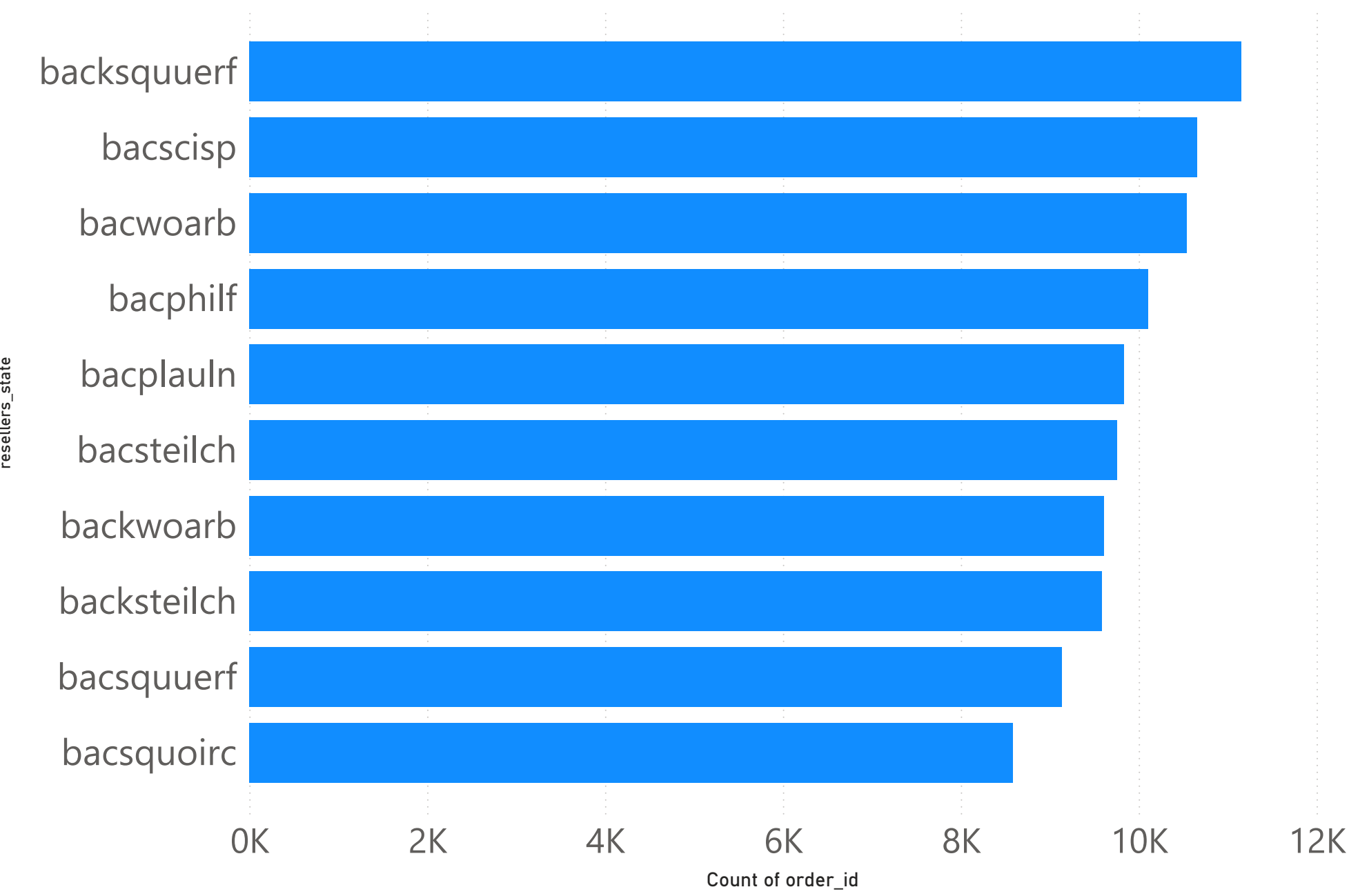




Total Revenue By Resellers Budget Category



10 States with Most Number of Orders



Total Sales by Kind of Business

resellers_kind_of_business	Sum of order_sold_amt
Consumer Electronics	45,922.46
Earths organics goods	20,529.42
Total	66,451.87

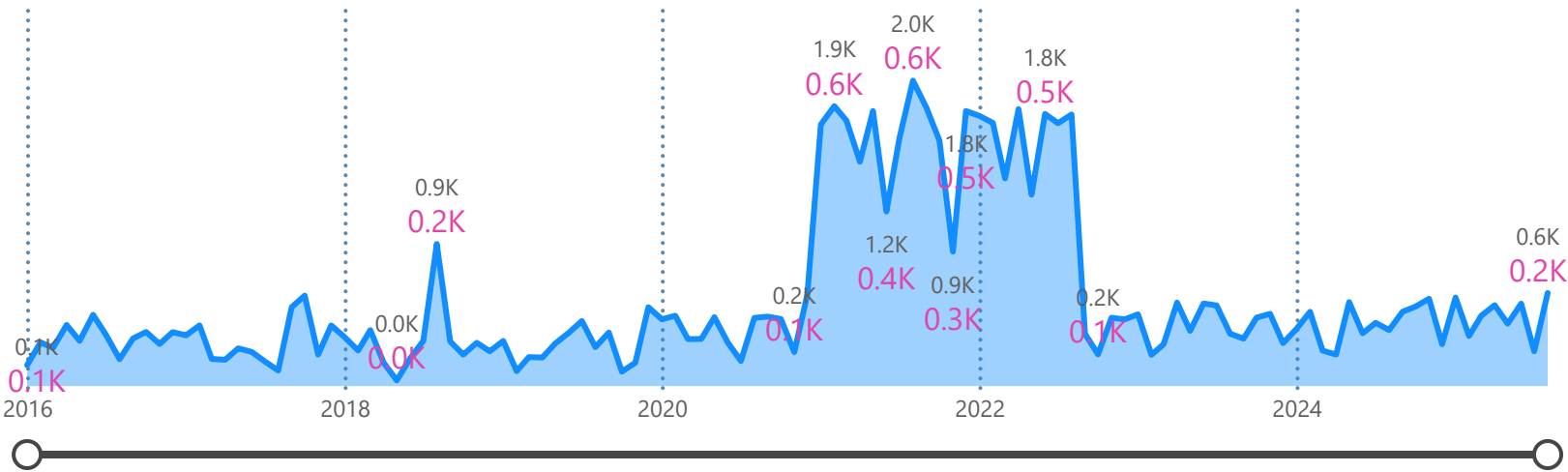
resellers_state

babbroelk	babplauln
babdreirv	babscisp
babjaelth	babsquoirc
babphilf	babsteilch

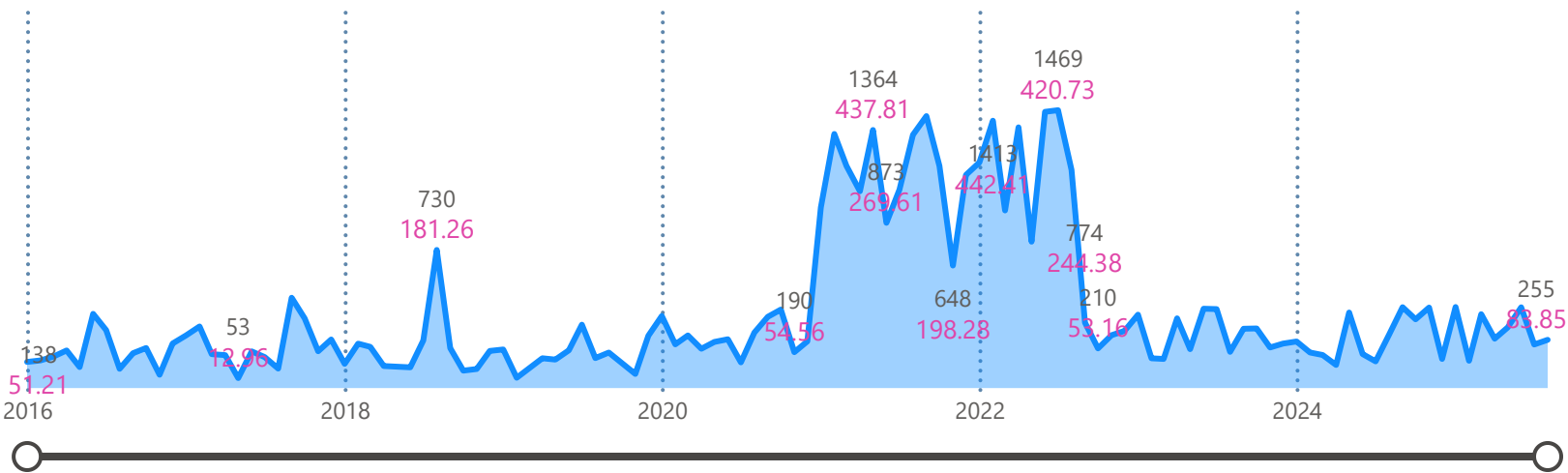
resellers_budget

Affordable	Fine
Cheap	Good

Total Comic books Sales and Profit by Month (All Years)



Total Consumer Electronics Sales and Profit by Month (All Years)



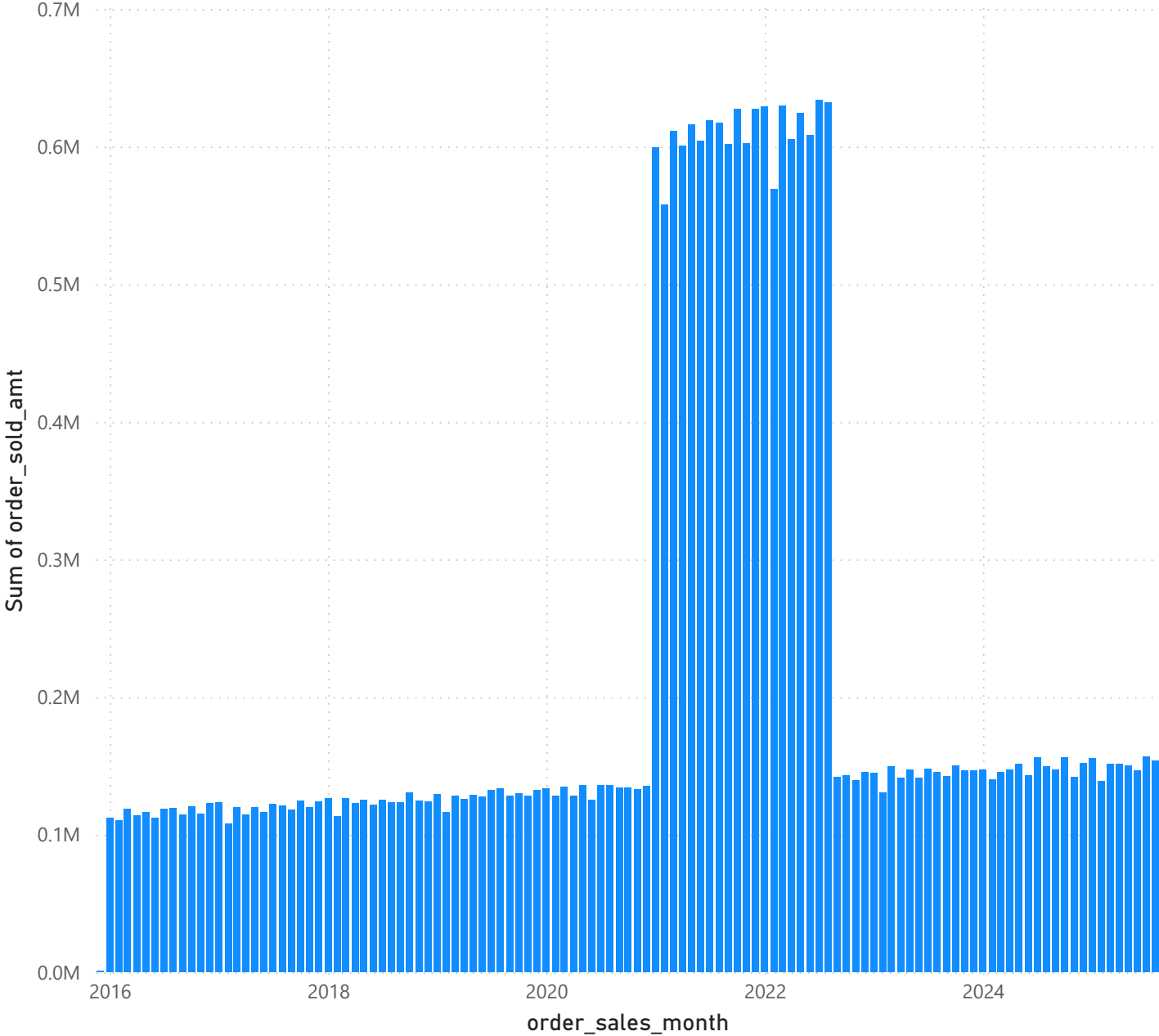
Sales Month	Monthly Sales	Avg Sales Per Customer
Tuesday, April 01, 2025	151,084.93	44.38
Thursday, May 01, 2025	150,254.86	43.09
Sunday, June 01, 2025	146,538.07	43.47
Tuesday, July 01, 2025	156,797.04	45.15
Friday, August 01, 2025	153,444.09	44.06
Total	758,118.99	45.45

Date▲	Quarter	Sum of order_cost_amt	Sum of order_sold_amt	Running Total Sales	Sum of Profit Amt
1/1/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/2/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/3/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/4/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/5/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/6/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/7/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/8/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/9/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/10/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/11/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/12/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/13/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/14/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/15/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/16/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/17/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/18/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/19/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/20/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/21/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/22/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/23/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/24/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/25/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/26/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/27/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/28/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/29/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/30/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
1/31/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
2/1/2015 12:00:00 AM	Q1	17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91
Total		17,326,802.18	24,932,511.09	24,932,511.09	7,605,708.91

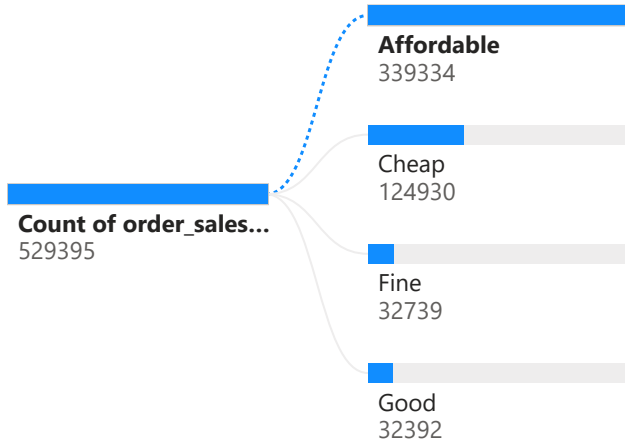
order_id	Year	Year Quarter	Total Sales
10	2015	2015/Q1	25.77
10	2015	2015/Q2	25.77
10	2015	2015/Q3	25.77
10	2015	2015/Q4	25.77
10	2016	2016/Q1	25.77
10	2016	2016/Q2	25.77
10	2016	2016/Q3	25.77
10	2016	2016/Q4	25.77
10	2017	2017/Q1	25.77
10	2017	2017/Q2	25.77
10	2017	2017/Q3	25.77
10	2017	2017/Q4	25.77
10	2018	2018/Q1	25.77
10	2018	2018/Q2	25.77
10	2018	2018/Q3	25.77
10	2018	2018/Q4	25.77
10	2019	2019/Q1	25.77
10	2019	2019/Q2	25.77
10	2019	2019/Q3	25.77
10	2019	2019/Q4	25.77
10	2020	2020/Q1	25.77
10	2020	2020/Q2	25.77
10	2020	2020/Q3	25.77
10	2020	2020/Q4	25.77
10	2021	2021/Q1	25.77
10	2021	2021/Q2	25.77
10	2021	2021/Q3	25.77
10	2021	2021/Q4	25.77
10	2022	2022/Q1	25.77
10	2022	2022/Q2	25.77
10	2022	2022/Q3	25.77
10	2022	2022/Q4	25.77
Total			24,932,511.09

order_sales_month Sum of order_sold_amt Year

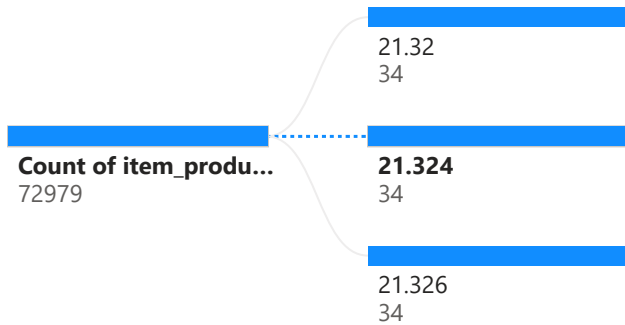
Sum of order_sold_amt by order_sales_month



💡 resellers_budget x



💡 order_sold_amt x



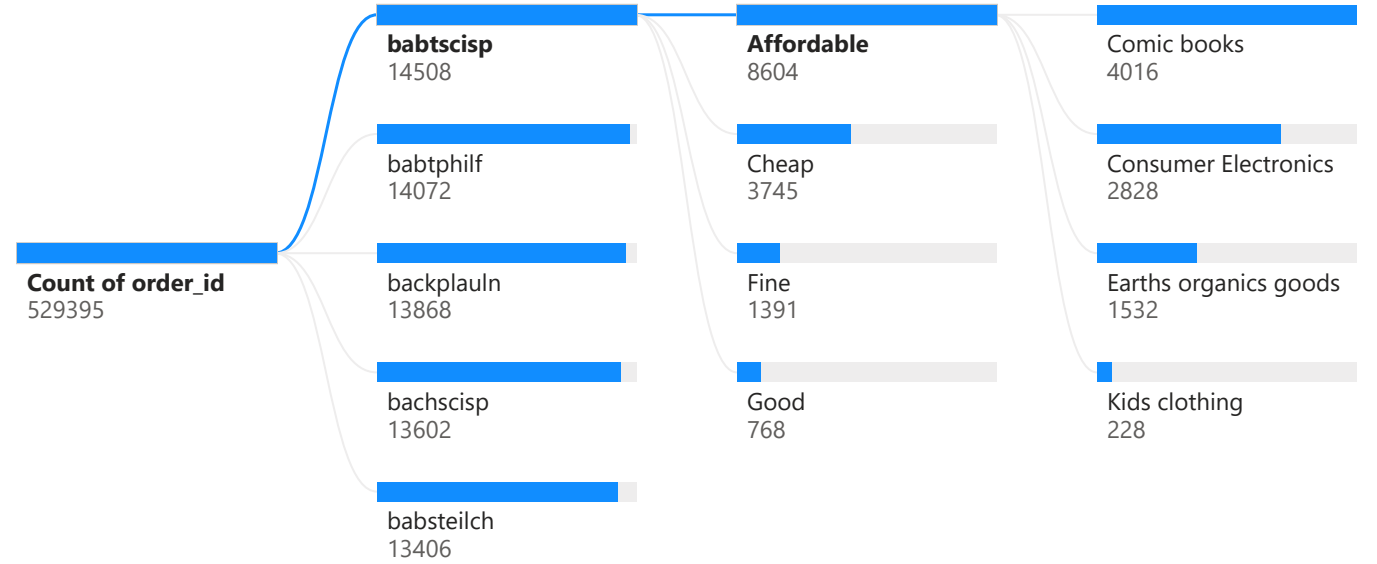
resellers_state x

babtscisp

resellers_budget x

Affordable

resellers_kind_o... x





Start of Month	Count of order_id	Monthly Sales	Current Month Sales	Previous Month Sales	Target Monthly Sales	Target Monthly Sales Gap	Previous Month Sales	Target
Friday, July 01, 2022	12449	633,515.55		607,922.09	150000	-607,922.09	607,922.09	
Monday, August 01, 2022	12455	631,757.59	631,757.59	633,515.55	150000	-1,757.97	633,515.55	
Tuesday, March 01, 2022	12353	629,428.31		568,894.42	150000	-568,894.42	568,894.42	
Saturday, January 01, 2022	12301	628,793.44		626,953.23	150000	-626,953.23	626,953.23	
Wednesday, December 01, 2021	12294	626,953.23		602,289.08	150000	-602,289.08	602,289.08	
Friday, October 01, 2021	12247	626,949.26		601,616.90	150000	-601,616.90	601,616.90	
Sunday, May 01, 2022	12316	624,501.85		605,126.07	150000	-605,126.07	605,126.07	
Thursday, July 01, 2021	12182	619,040.29		603,897.97	150000	-603,897.97	603,897.97	
Sunday, August 01, 2021	12195	616,898.50	616,898.50	619,040.30	150000	-2,141.80	619,040.30	
Saturday, May 01, 2021	12127	615,824.51		600,176.67	150000	-600,176.67	600,176.67	
Monday, March 01, 2021	12112	611,180.46		557,978.11	150000	-557,978.11	557,978.11	
Wednesday, June 01, 2022	11970	607,922.09		624,501.85	150000	-624,501.85	624,501.85	
Friday, April 01, 2022	11939	605,126.07		629,428.31	150000	-629,428.31	629,428.31	
Tuesday, June 01, 2021	11765	603,897.97		615,824.51	150000	-615,824.51	615,824.51	
Total	529395	24,932,511.09	2,330,103.42		150000	2,330,103.42		

item_product_name	Count of item_product_name	Rank Product Name By Sales2	Sum of order_sold_amt
baenk	17	731	812.95
baink	20	316	953.48
bank	20	68	1,179.33
baonk	25	193	1,031.75
baunk	21	149	1,070.11
beank	21	314	954.09
beenk	23	185	1,039.27
beink	20	1052	769.40
benk	20	398	906.66
beunk	23	207	1,022.14
Total	12330	1	583,239.29

order_sales_month	Total Sales	Total Cost	Total Profit	Profit Margin %	Same Sales Month Last Year	Customer Rank
Tuesday, December 01, 2015	366.39	251.97	114.42	31.23		
Friday, January 01, 2016	112,001.12	77,875.89	34,125.23	30.47		
Monday, February 01, 2016	110,081.22	76,466.41	33,614.81	30.54		
Tuesday, March 01, 2016	118,274.80	82,143.94	36,130.86	30.55		
Friday, April 01, 2016	113,696.47	79,103.52	34,592.95	30.43		
Sunday, May 01, 2016	116,014.44	80,653.07	35,361.37	30.48		
Wednesday, June 01, 2016	112,048.58	77,942.63	34,105.96	30.44		
Friday, July 01, 2016	118,674.35	82,313.74	36,360.61	30.64		
Monday, August 01, 2016	119,355.25	83,158.64	36,196.61	30.33		
Thursday, September 01, 2016	114,665.69	79,639.44	35,026.25	30.55		
Total	24,932,511.09	17,326,802.18	7,605,708.91	30.51	23,132,439.21	