

Comprehensive Sales Dashboard

Product Category

Sports

Region

All

Sales Rep

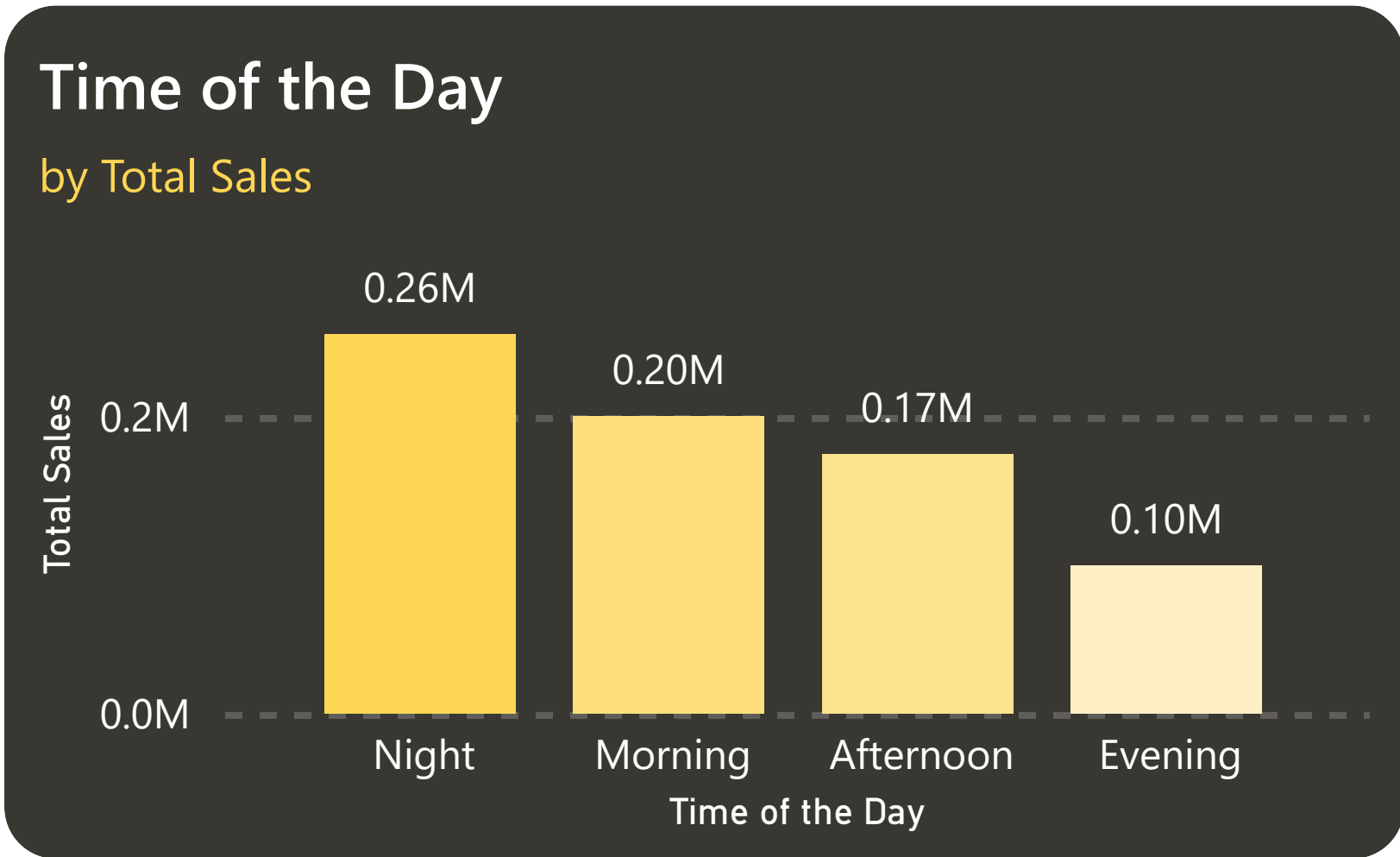
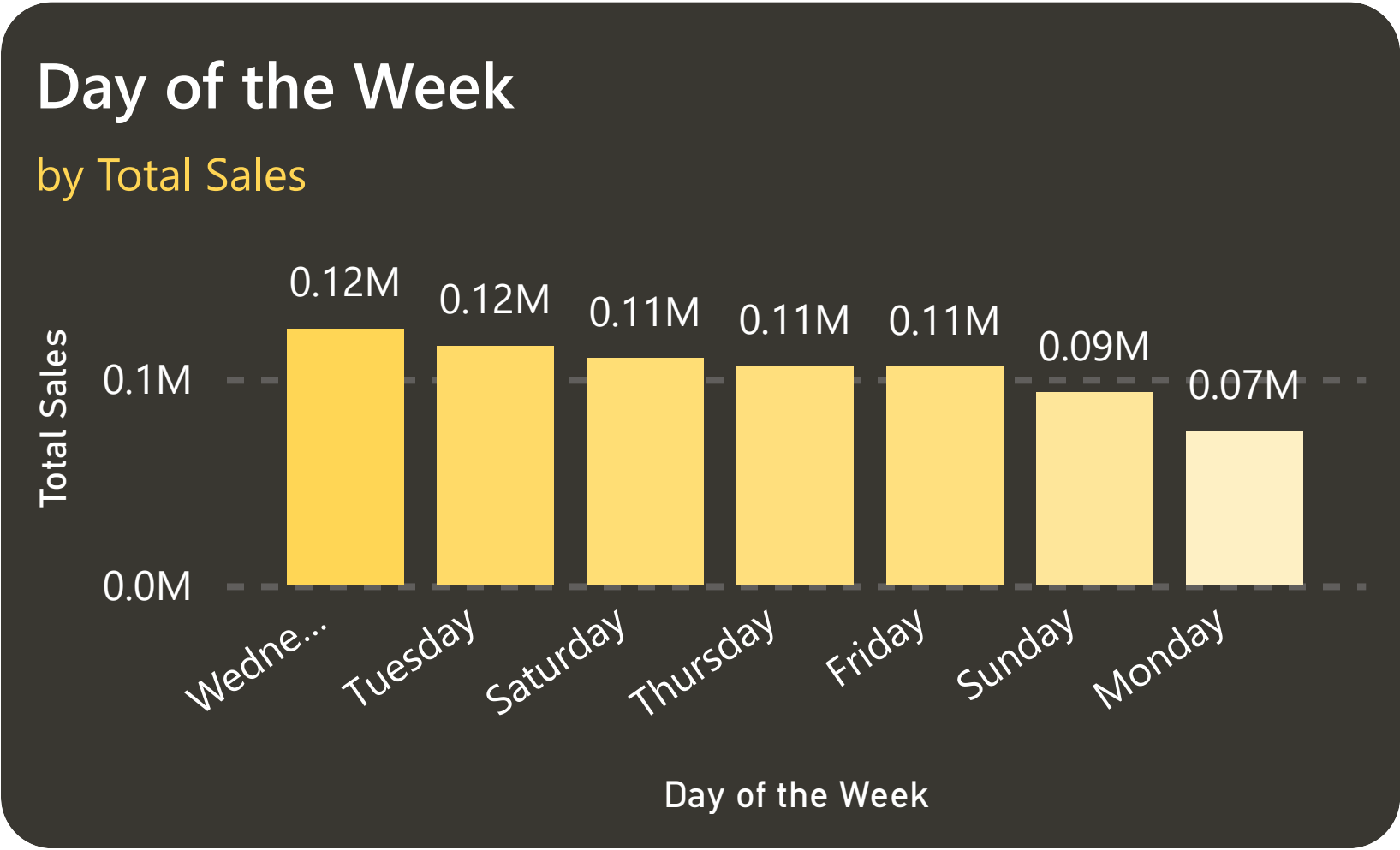
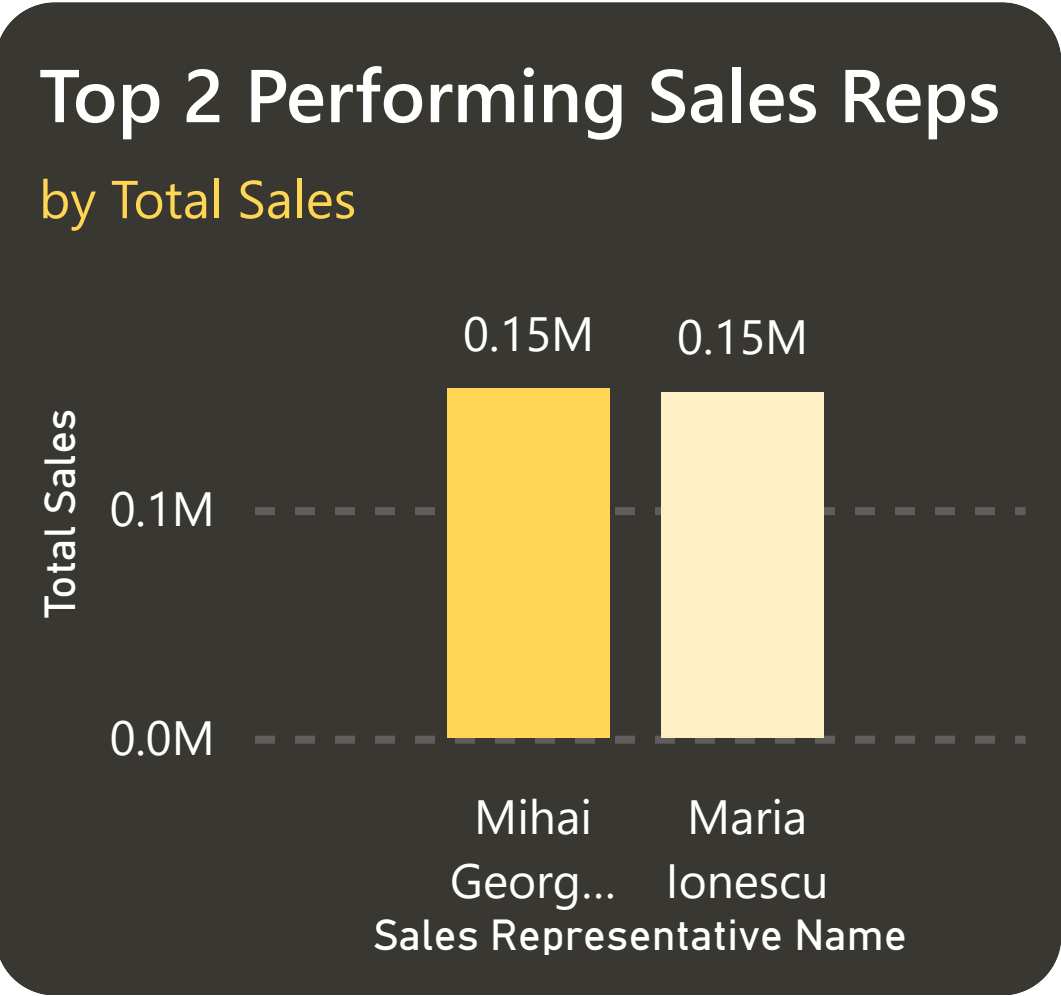
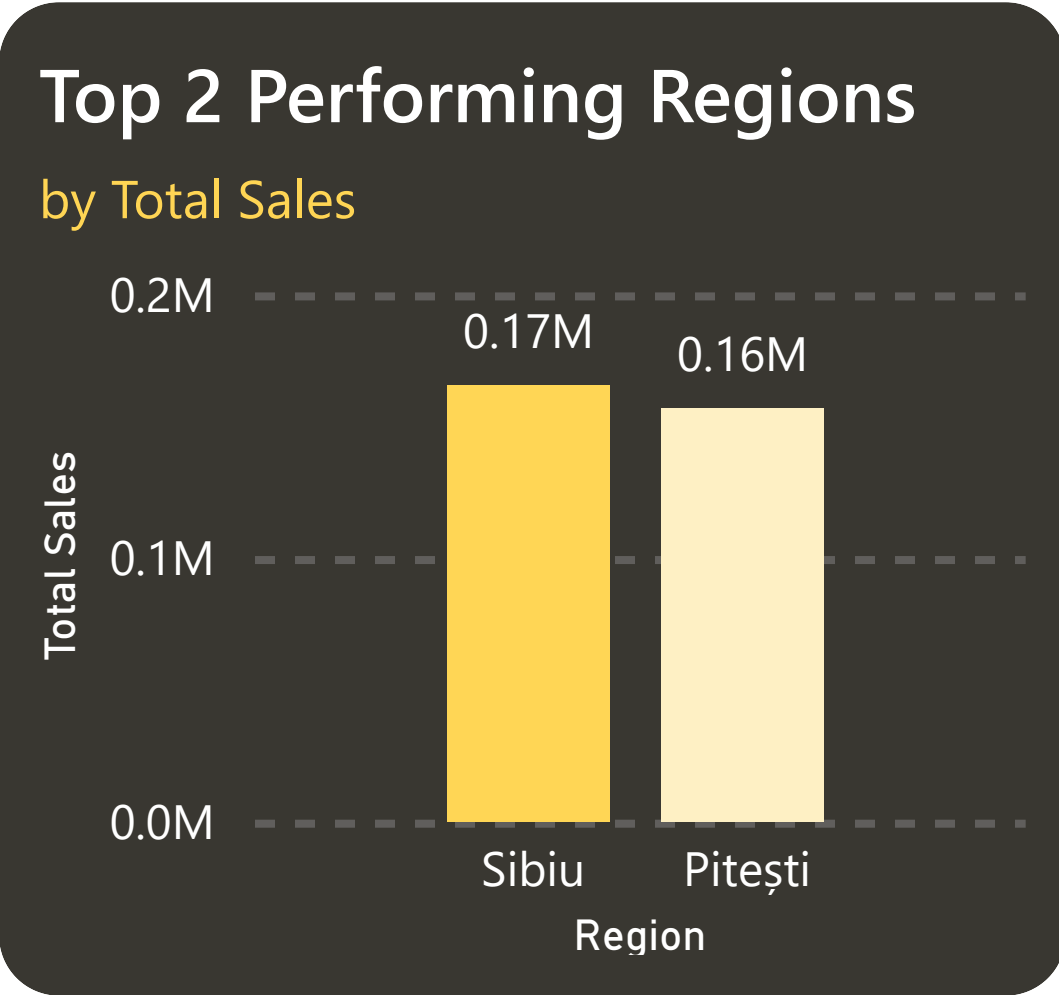
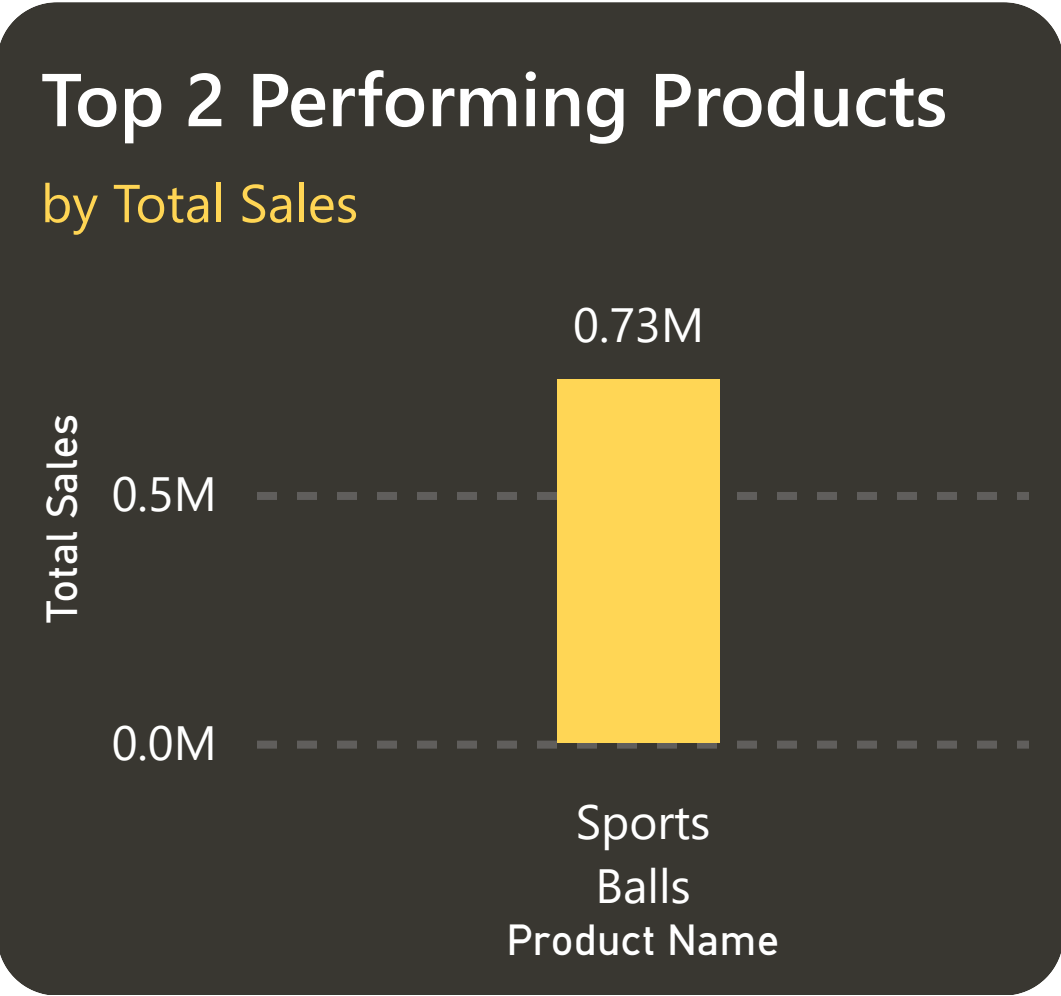
All

Date (Year/Month)

All

Time of Day

All



KPI Summary

Total Sales

730.2...

2203

Total Quantity

Total Profit

158.0...

331.48

Average Order Size

Sales Growth



[See details](#)

0.19

Return Rate

Overview

Visualization & Ranking

Trends & Analysis

Comprehensive Sales Dashboard

Product Category

All

Region

All

Sales Rep

All

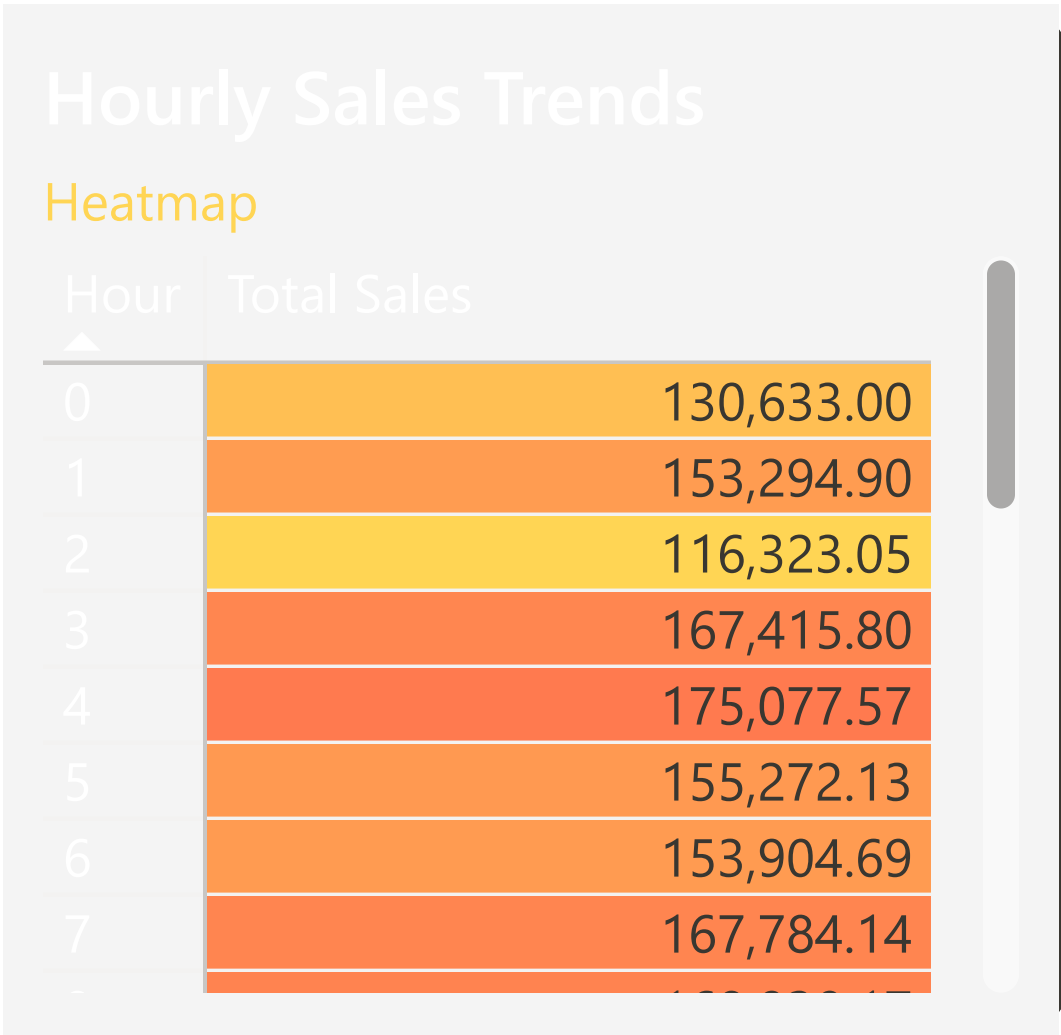
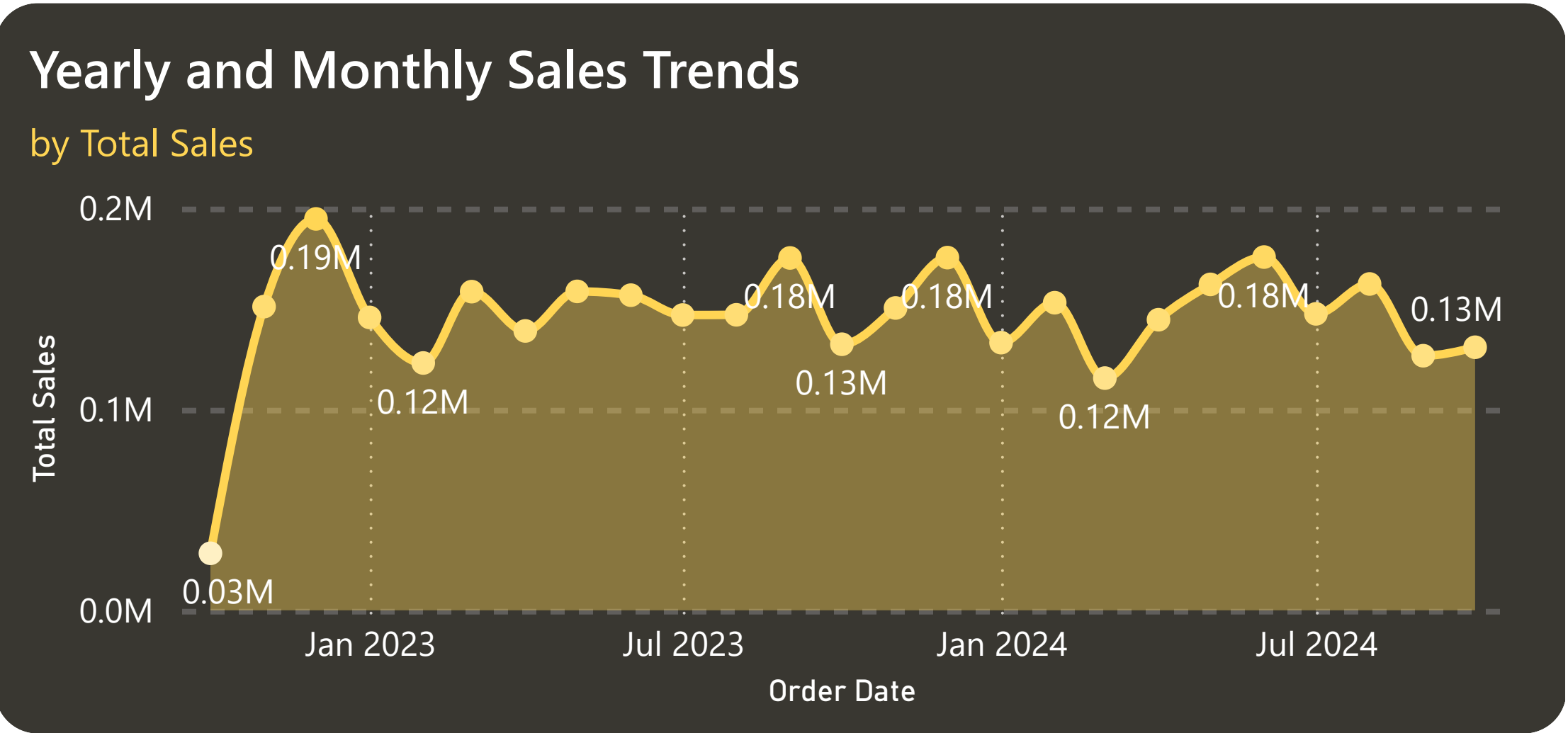
Date (Year/Month)

All

Time of Day

All

Sales_Rep_ID	Hire_Date	Sales_Rep_Name	Rep_Total_Sales	Rep_Quantity_Sold	Total_Sales_Rank	Quantity_Sold_1
301	Monday, May 30, 2022	Andrei Popescu	680,163.41	2068	5	
302	Tuesday, March 21, 2023	Maria Ionescu	706,885.64	2182	3	
303	Monday, August 22, 2022	Ioana Petrescu	808,682.68	2332	1	
304	Sunday, January 08, 2023	Mihai Georgescu	742,306.72	2180	2	
305	Sunday, November 19, 2023	Alexandra Dumitrescu	694,345.39	2060	4	



KPI Summary

Total Sales

3.63M

11K

Total Quantity

Total Profit

771.91K

335.65

Average Order Size

Sales Growth

3.73 Month ov...
96

0.19

Return Rate

Overview

Visualization & Ranking

Trends & Analysis

Product Category

All

Region

All

Sales Rep

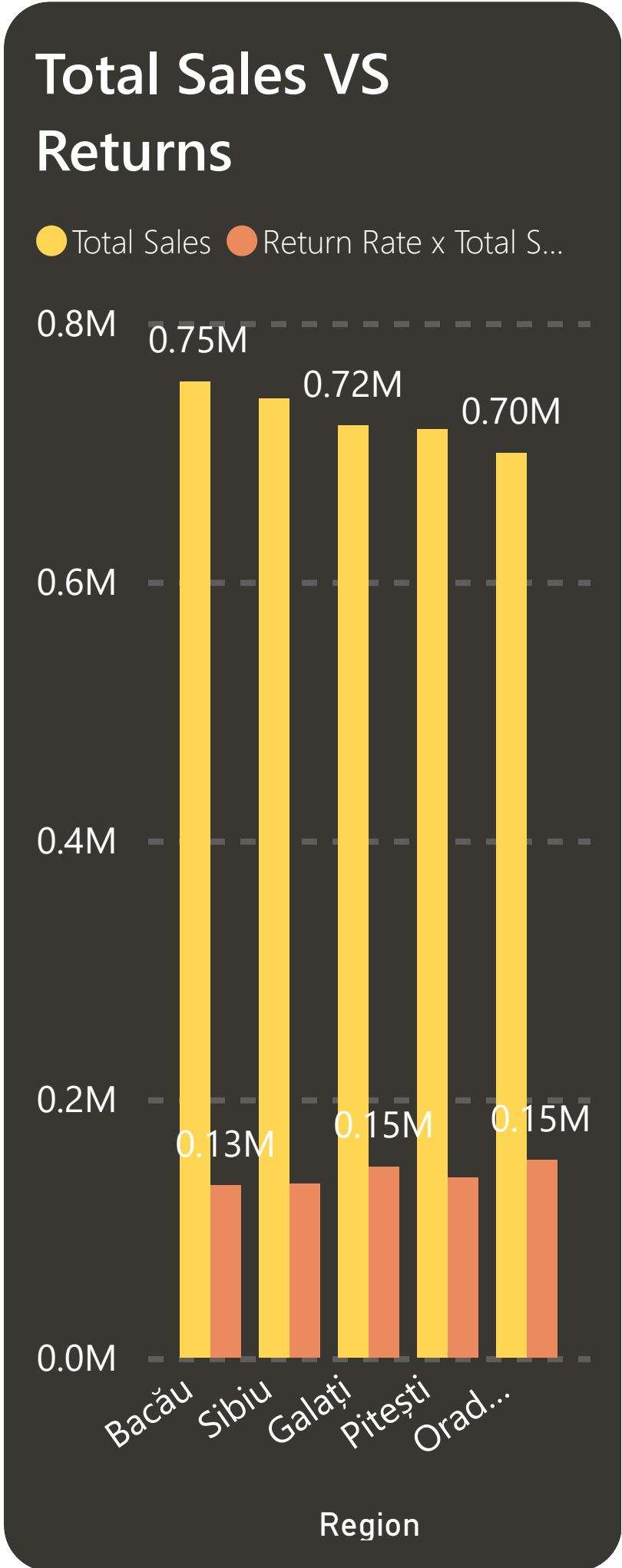
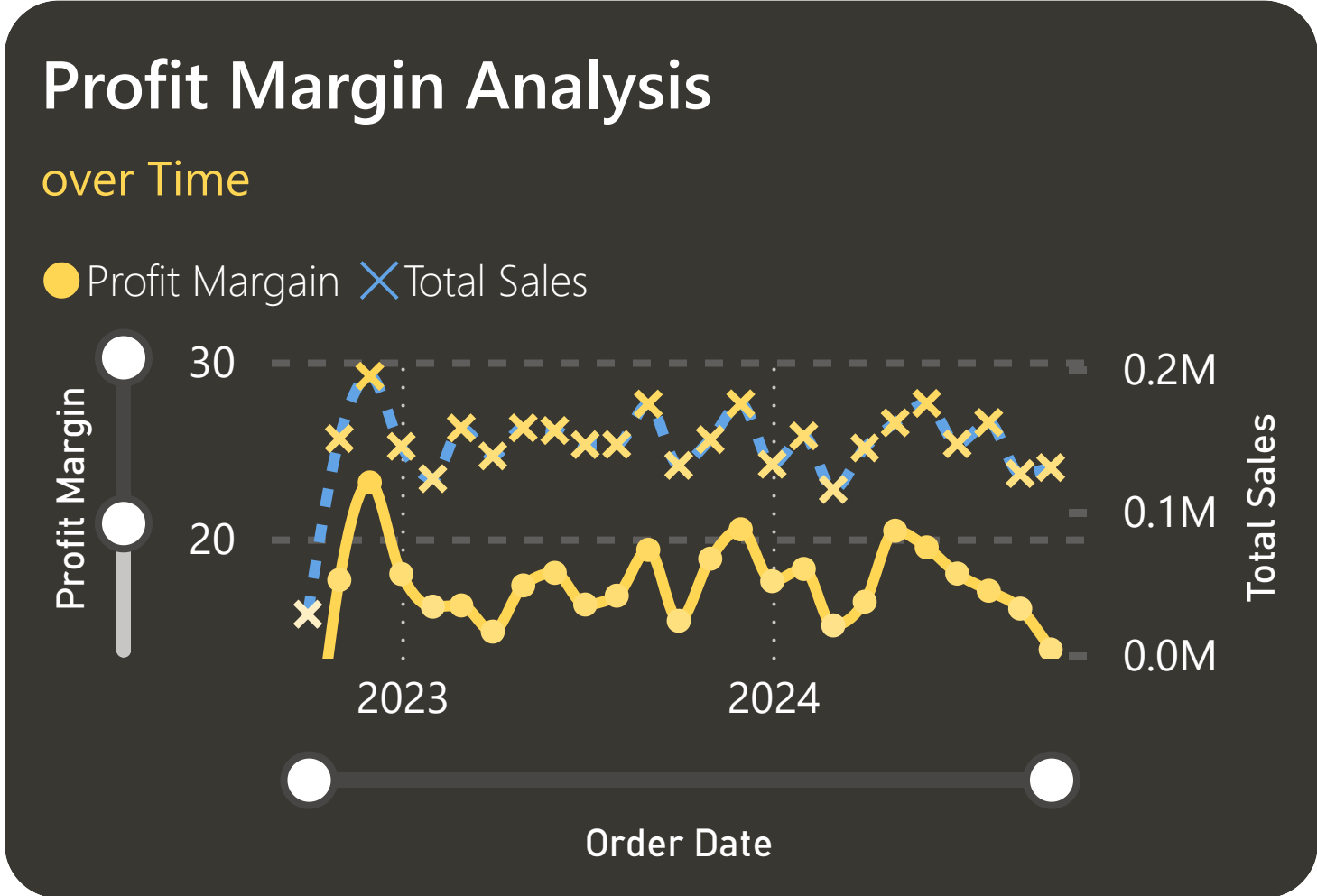
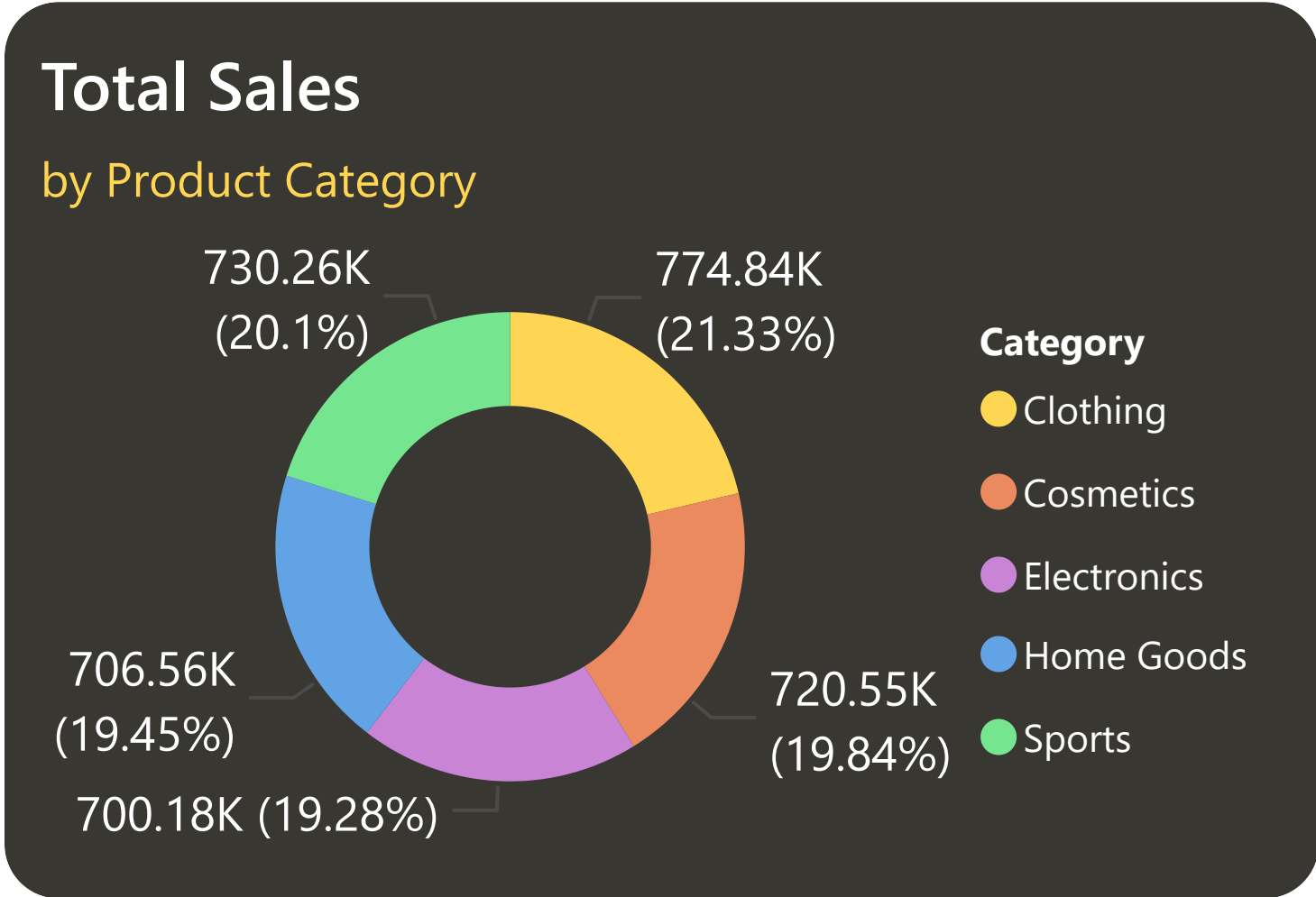
All

Date (Year/Month)

All

Time of Day

All



Insights

Remarkable Insights:

- Peak Sale Hours: 4 AM, 4 PM, and 10 PM.
- Top Performing Products: T-shirts and Sports Balls.
- Top Performing Regions: Bacău and Sibiu.
- Weekly Sales Patterns: Wednesday, Tuesday, and Saturday.

Recommendations

Recommendations for Sales Improvement:

- Increase Marketing in Peak Hours: Utilize peak hours to optimize marketing campaigns and promotions.
- Focus on Profitable Products and Customer Segments: Target high-profit products and customer segments for special discounts or loyalty programs.

KPI Summary

Total Sales

3.63M

11K

Total Quantity

Total Profit

771.91K

335.65

Average Order Size

Sales Growth

3.73 Month over Month

0.19

Return Rate

Overview

Visualization & Ranking

Trends & Analysis