



Sales Dashboard



City

All



34.49M

Revenue

184.40

Average Price

34.29M

Total cost

Product

All



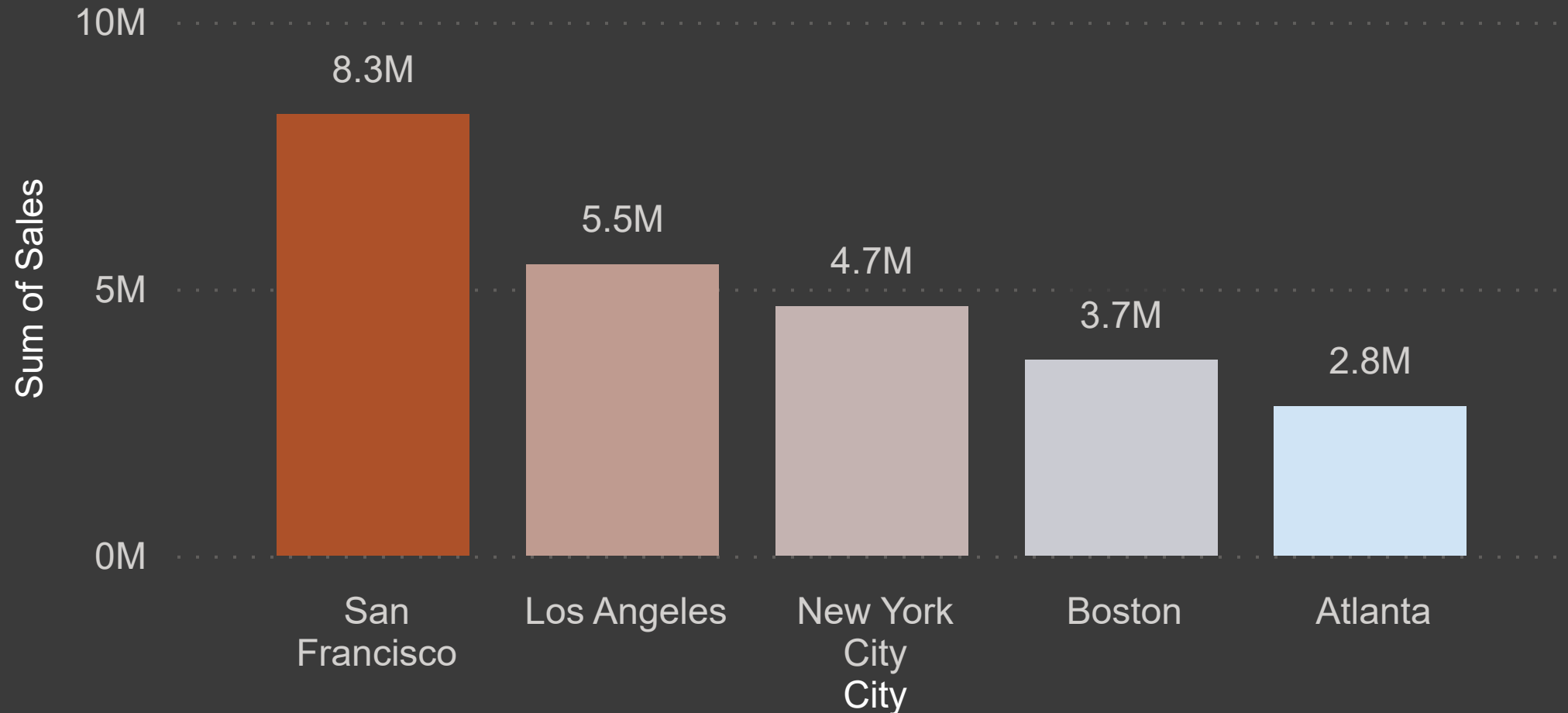
profit margin %

0.588%

209K

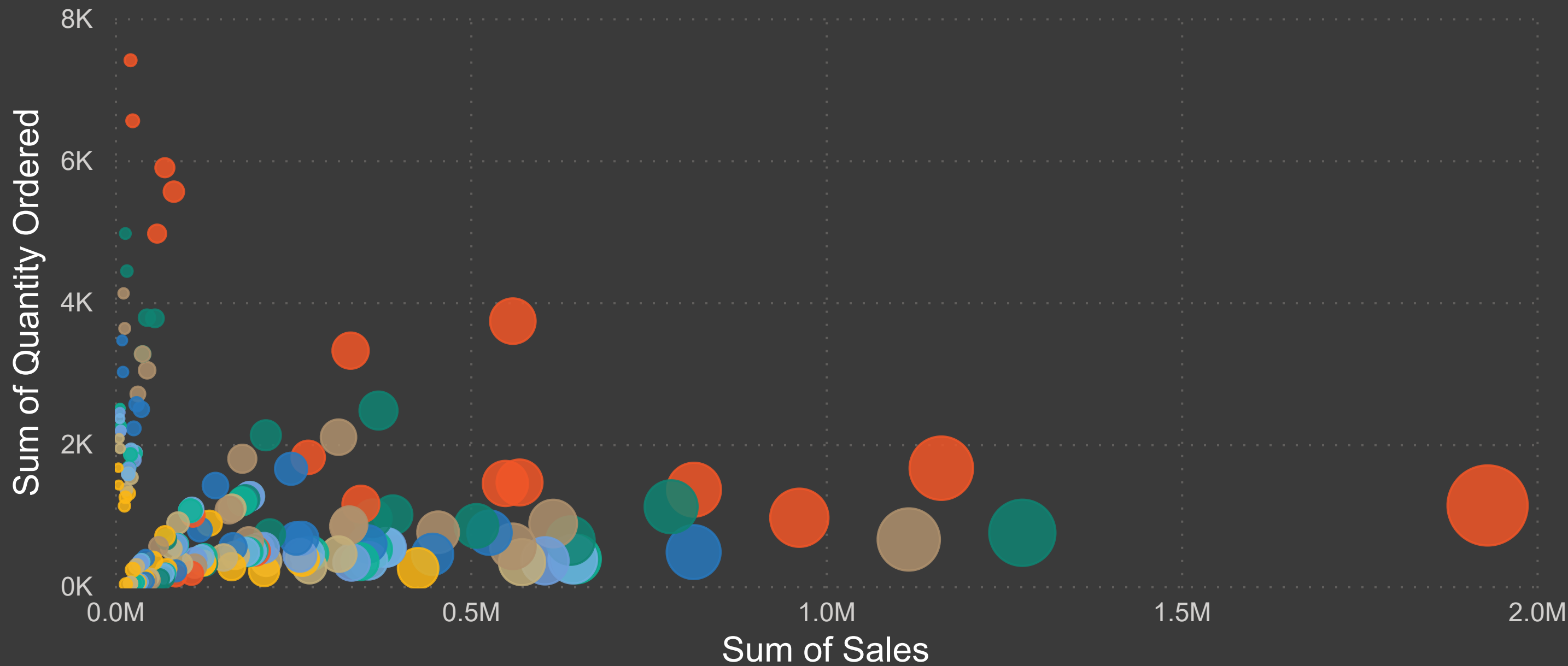
Sum of Quantity Ordered

Total Sales by City

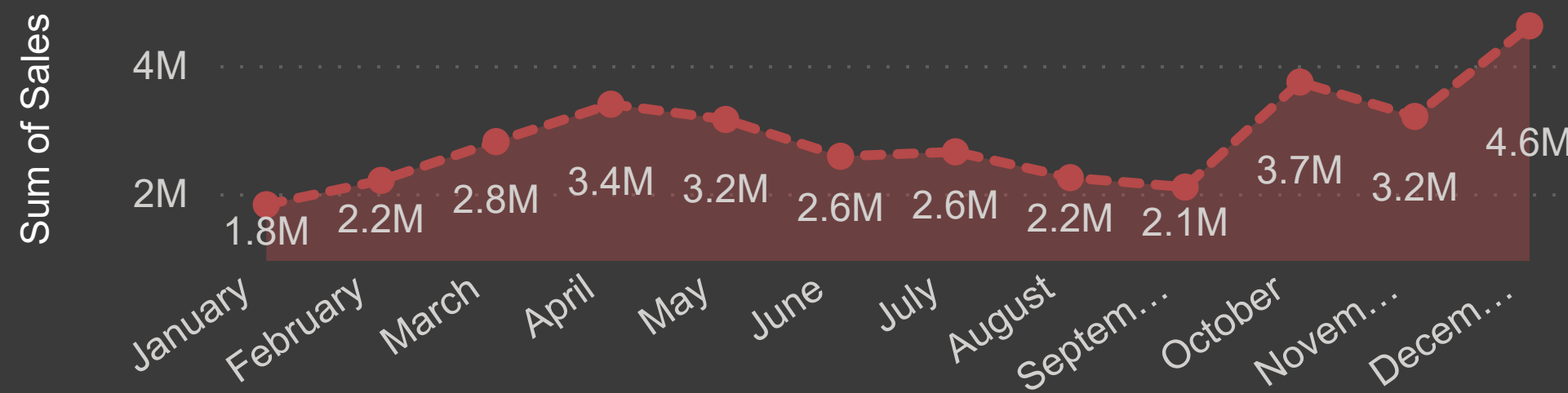


Total Sales, Total Quantity Ordered and Total cost by Product and City

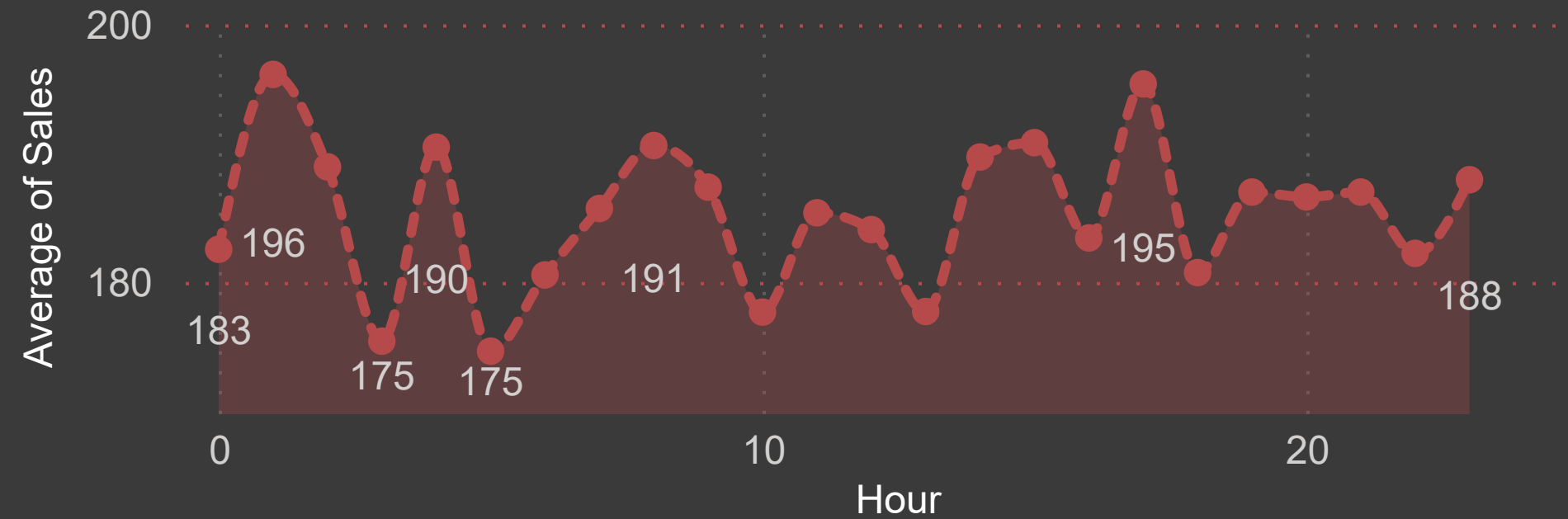
City ● Atlanta ● Austin ● Boston ● Dallas ● Los Angeles ● New York City ● Portland ● San Francisco ● Seattle



Total Sales by Month



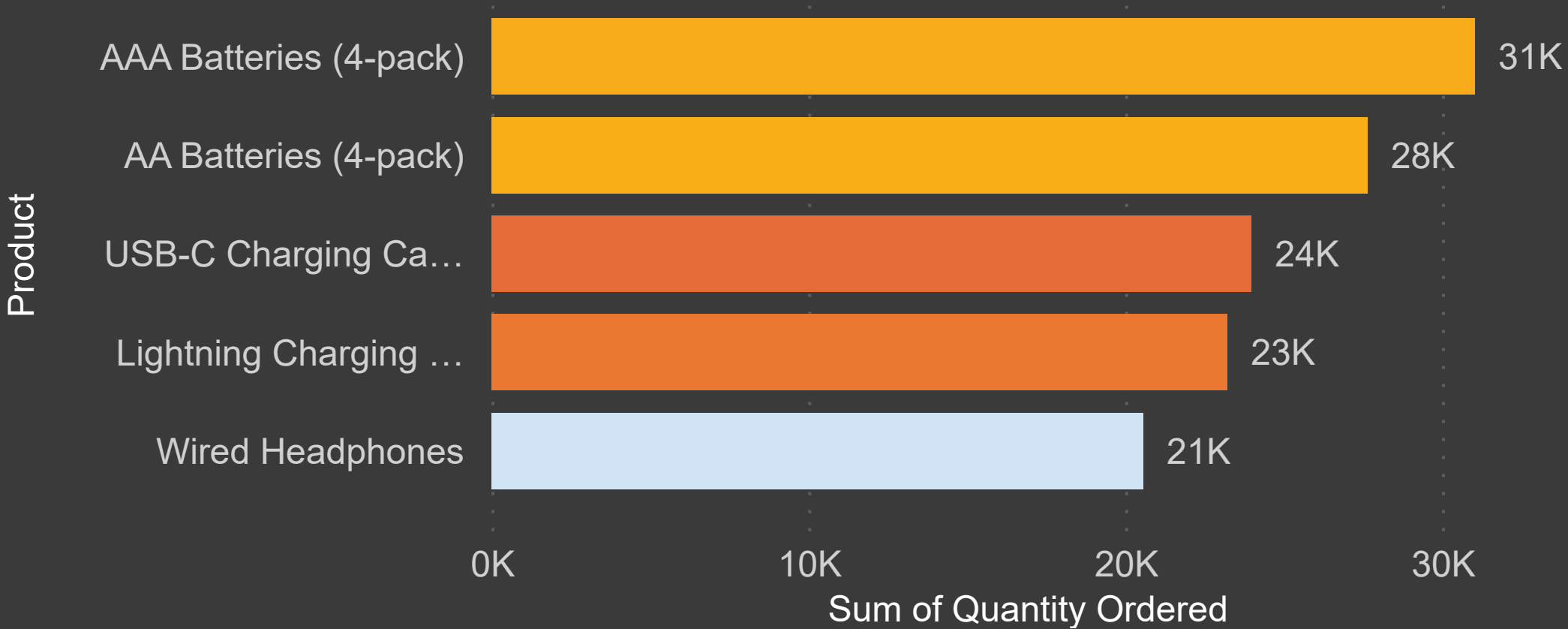
Average of Sales by Hour



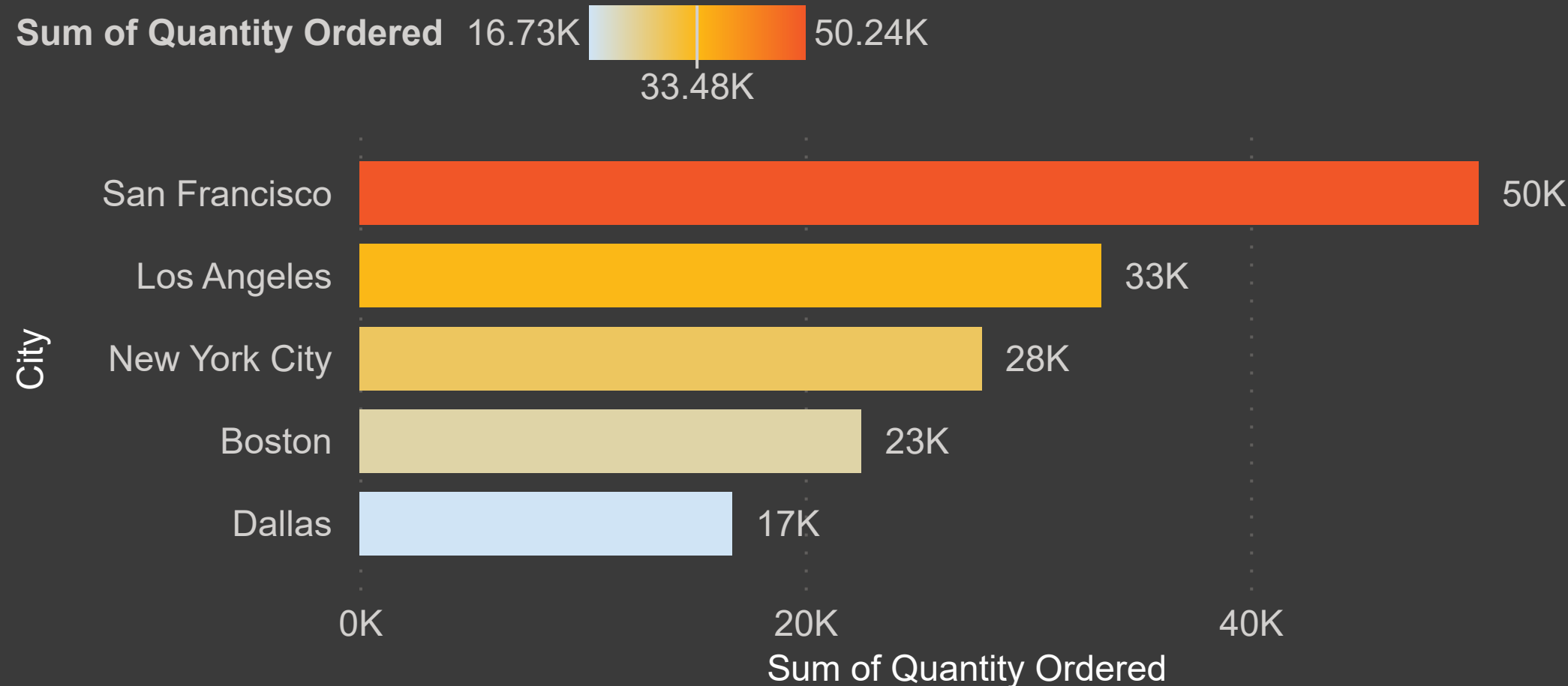
Sales Dashboard



Top 5 products by Quantity

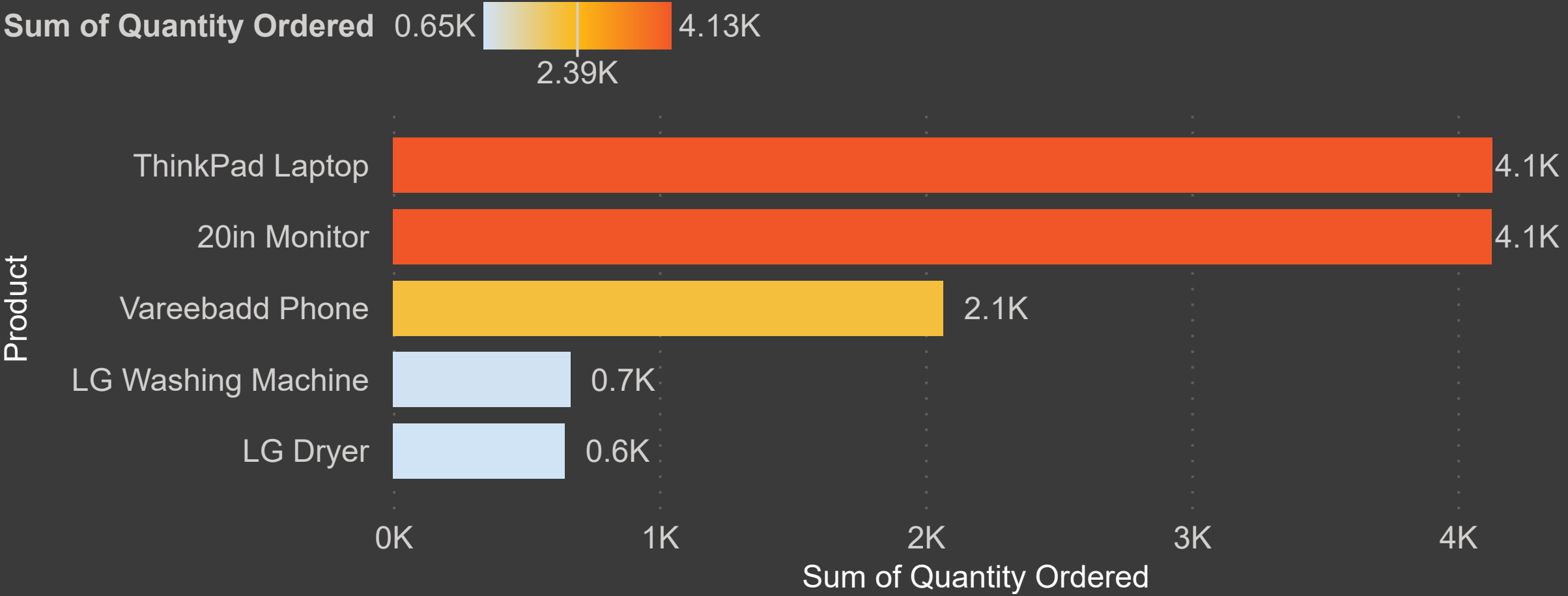


Top 5 Cities by Quantity Ordered



Product	profit margin %	Sum of Sales	Average of Price Each
AAA Batteries (4-pack)	33.5%	92,740.83	2.99
AA Batteries (4-pack)	25.5%	106,118.40	3.84
USB-C Charging Cable	8.6%	286,501.25	11.95
Wired Headphones	8.1%	246,478.43	11.99
Lightning Charging Cable	6.7%	347,094.15	14.95
Bose SoundSport Headphones	1.0%	1,345,565.43	99.99
Apple Airpods Headphones	0.7%	2,349,150.00	150.00
20in Monitor	0.7%	454,148.71	109.99
27in FHD Monitor	0.6%	1,132,424.50	149.99
Flatscreen TV	0.4%	1,445,700.00	300.00
34in Ultrawide Monitor	0.3%	2,355,558.01	379.99
27in 4K Gaming Monitor	0.2%	2,435,097.56	389.99
Vareebadd Phone	0.1%	827,200.00	400.00
Google Phone	0.1%	3,319,200.00	600.00
iPhone	0.1%	4,794,300.00	700.00
Macbook Pro Laptop	0.1%	8,037,600.00	1,700.00
ThinkPad Laptop	0.0%	4,129,958.70	999.99
Total	0.6%	34,492,035.97	184.40

Bottom 5 product by Quantity



My Recommendations and Key insights:

- 1.San Francisco stands out as a crucial revenue driver, contributing significantly with a total revenue of \$1.931 million.
- 2.December marks the zenith of sales performance, achieving an impressive total revenue of \$4.6 million.
3. Profit margin is only .58% which is quite low , company should focus on product LG dryer, LG washing machine which gives 0% profit.
- 3.During specific hours, particularly at 3 AM, 5 AM, 10 AM, and 1 PM, sales exhibit a noticeable dip, averaging around \$175-178 which is quiet normal.
- 4.AAA** batteries emerge as the highest-selling product, boasting the most substantial profit margin at an impressive 33.45%.
- 5.The Lighting Charging Cable, with a production cost of \$0.32 million, yields a noteworthy profit margin of 6.71%.
- 6.The MacBook Pro Laptop secures the highest revenue, generating \$0.08 million in profit. However, the profit margin is a concern, standing at a lower-than-ideal 0.58%. Notably, it remains a popular choice in the San Francisco market, garnering 1136 orders.