

Murtaza Ecommerce Sales Dashboard

Qtr 1

Qtr 2

Qtr 3

Qtr 4

All

438K

Sum of Amount

5615

Sum of Quantity

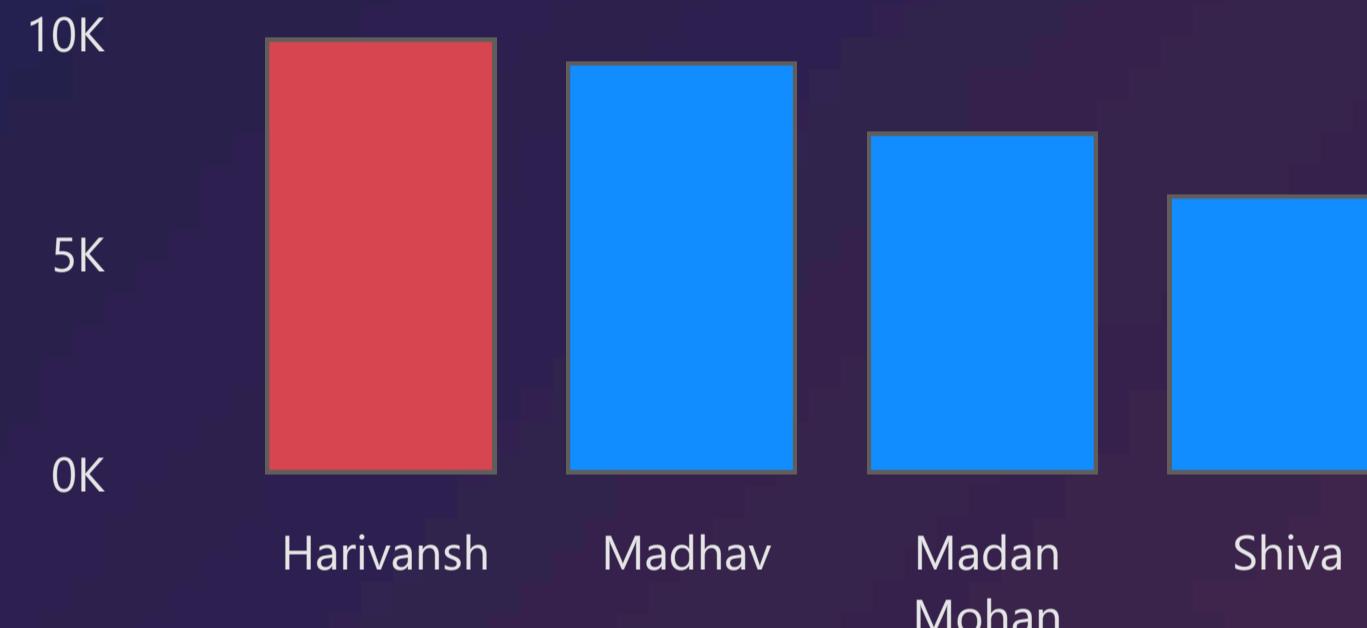
37K

Sum of Profit

121K

Sum of AOV

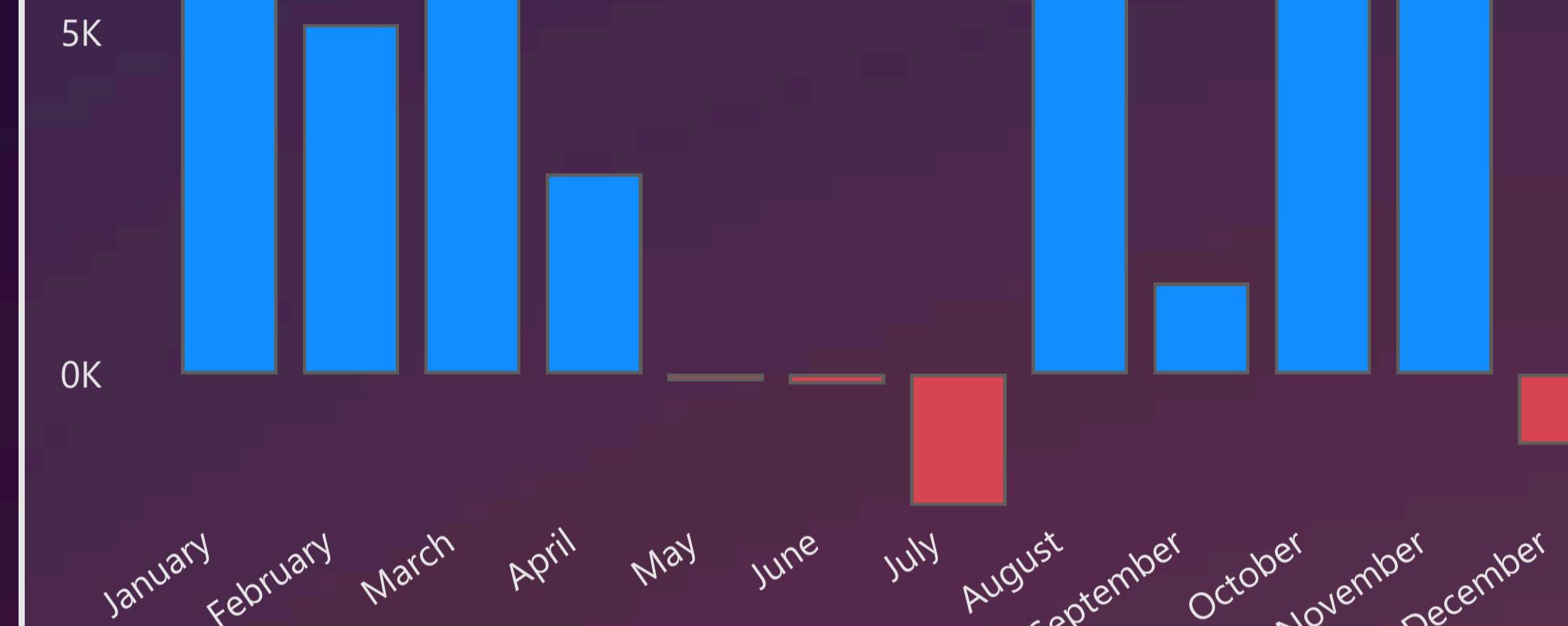
Sum of Amount by CustomerName



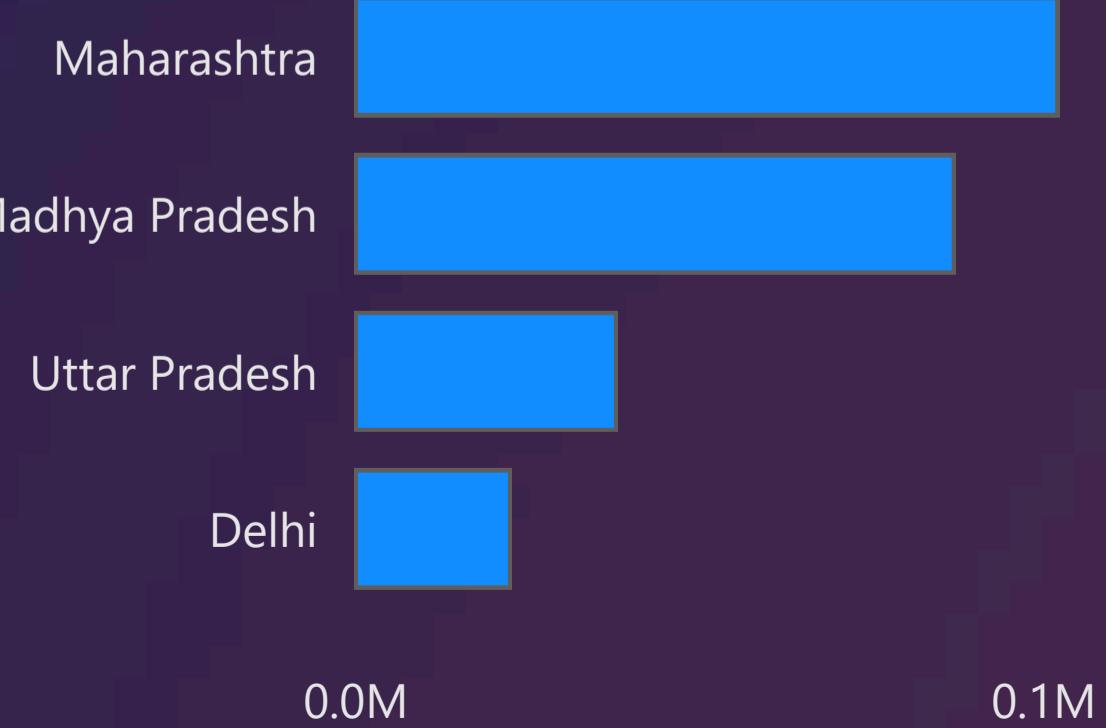
Sum of Quantity by Category



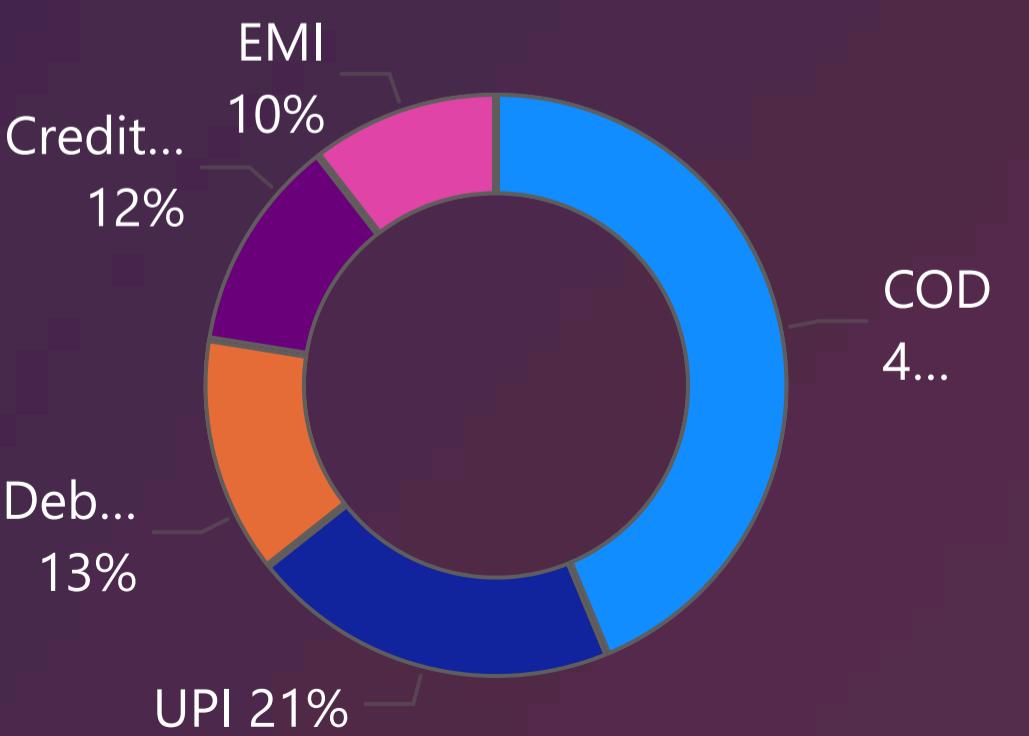
Profit by Month



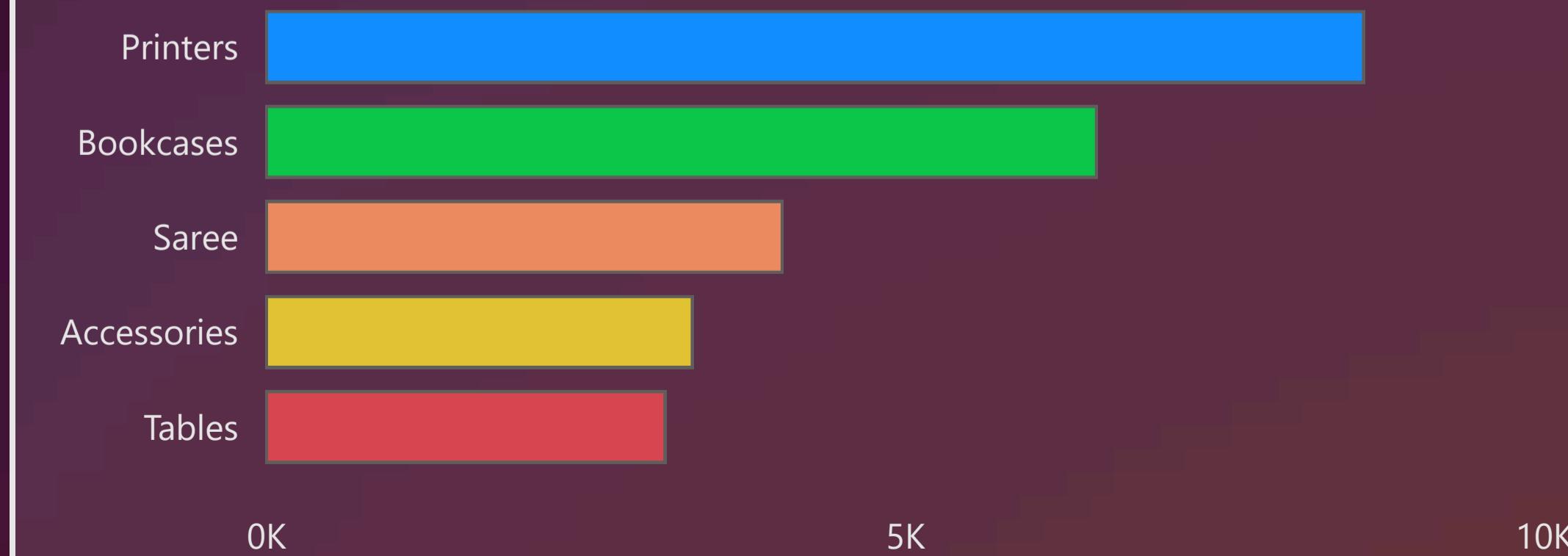
Sum of Amount by State



Sum of Quantity by PaymentMode



Sum of Profit by Sub-Category



HR ANALYTICS DASHBOARD

Human Resources

Research & Develop...

Sales

Count of Employee

1470

Attrition

237

Attrition Rate

16.1%

Avg Age

37

Average Salary

6.5K

Avg Years

7.0

Attrition by Gender

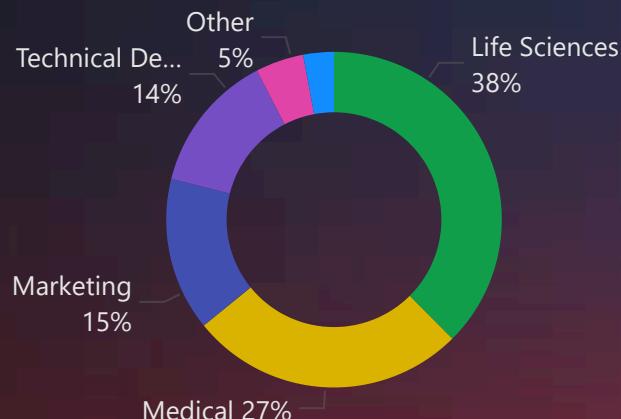
Male

Female

140

79

Attrition by Education



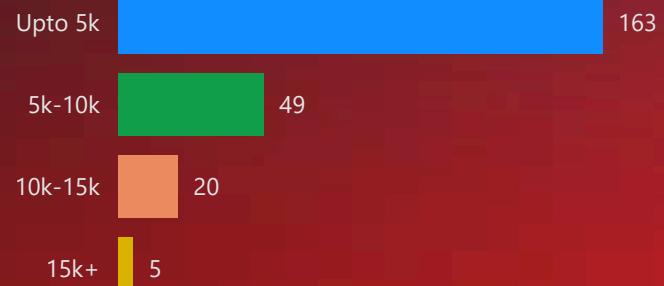
Attrition by Age



JobRole

JobRole	1	2	3	4	Total
Healthcare Representative	2	2	1	4	9
Human Resources	5	2	3	2	12
Laboratory Technician	20	8	21	13	62
Manager	1	2	1	1	5
Manufacturing Director	2	2	4	2	10
Research Director	0	1	1	0	2
Research Scientist	13	10	15	9	47
Sales Executive	16	9	18	14	57
Sales Representative	7	10	9	7	33
Total	66	46	73	52	237

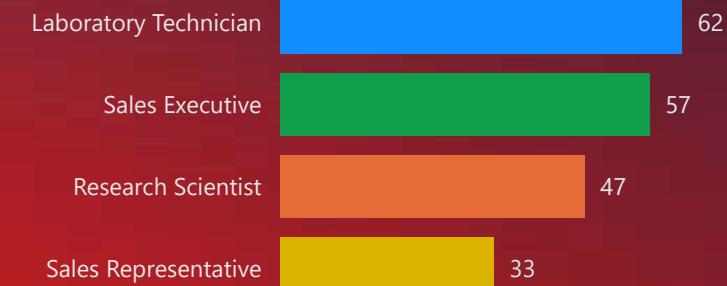
Attrition by Salary Slab



Attrition by Years at Company



Attrition by Job Role



Super Store Sales Dashboard

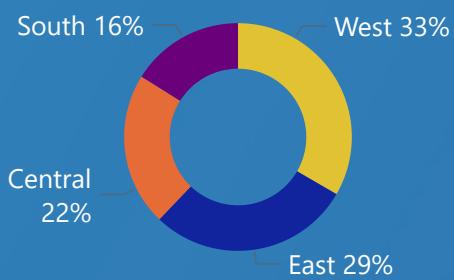
Central

East

South

West

Sum of Sales by Region



Sales

1.6M

Orders

22K

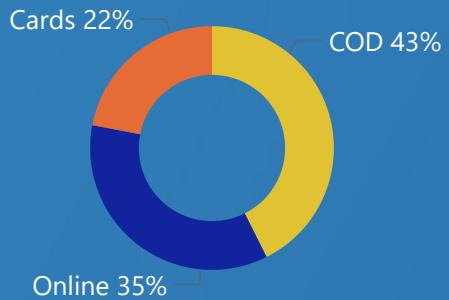
Ship Days

10

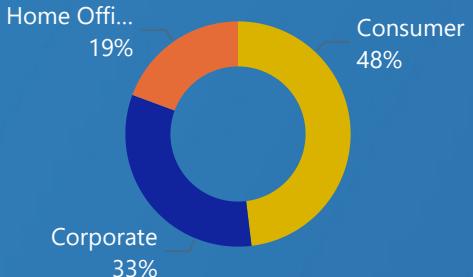
Profit

175K

Sum of Sales by Payment Mode



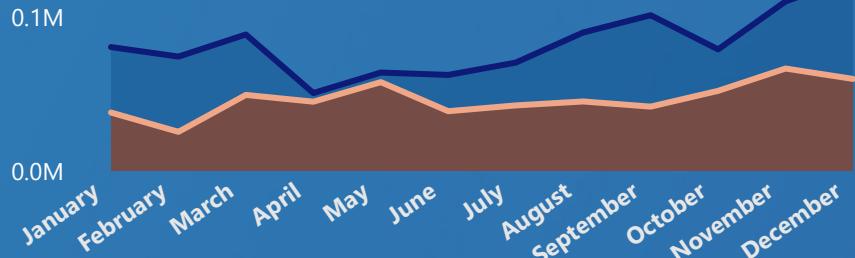
Sum of Sales by Segment



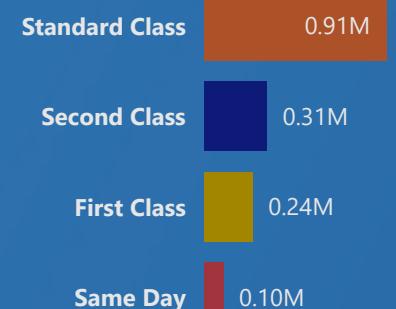
Sum of Sales by Month and Year

Year

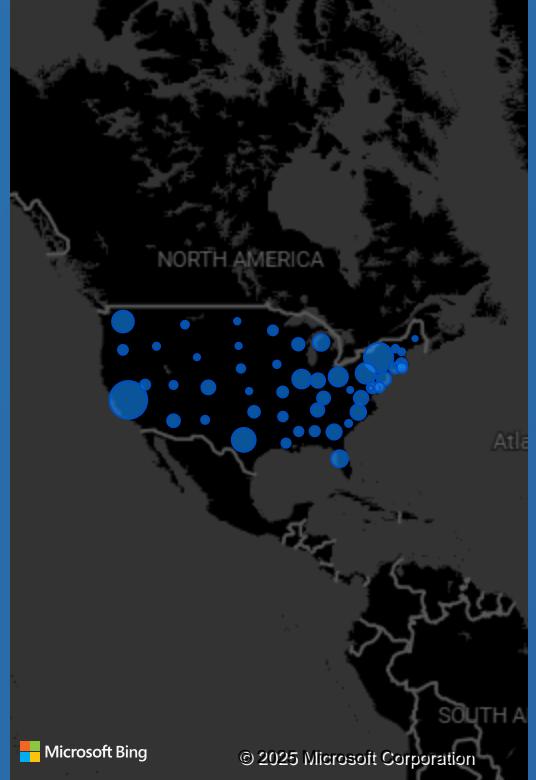
2019 2020



Sales by Ship Mode



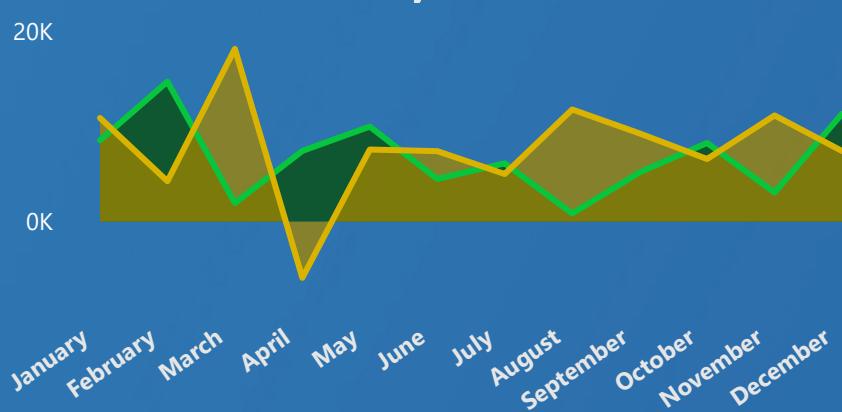
Profit and sales by state



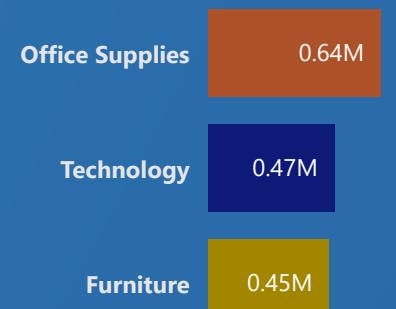
Sum of Profit by Month and Year

20K

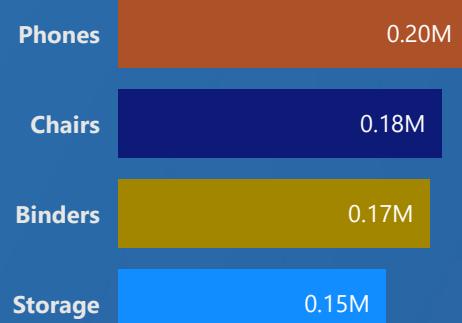
0K



Sales by Category

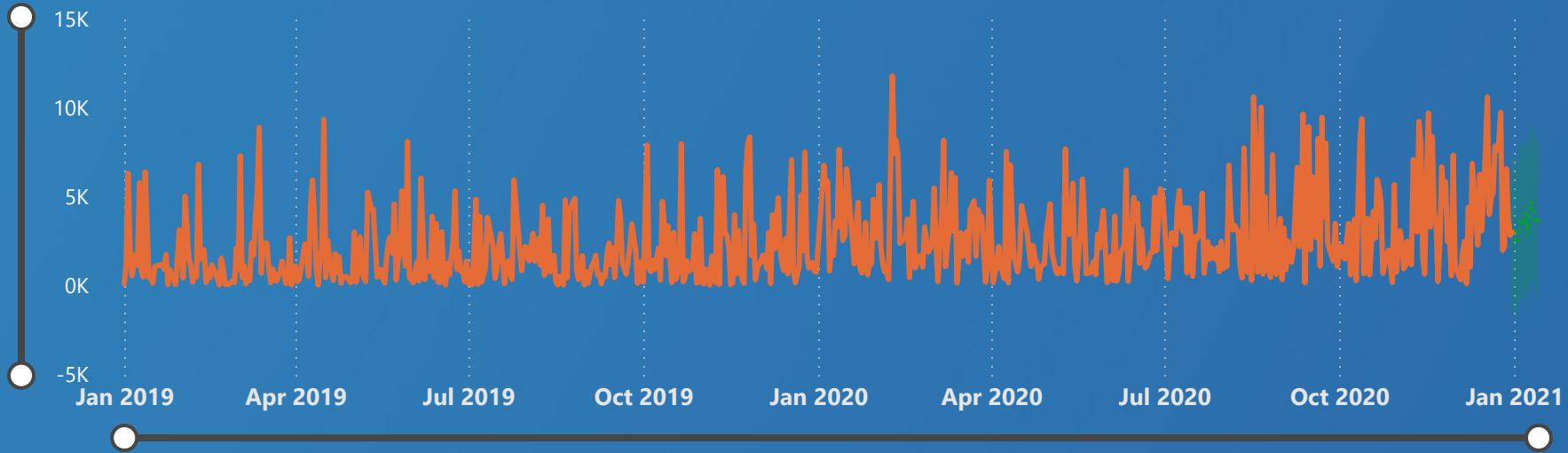


Sales by Sub-Category

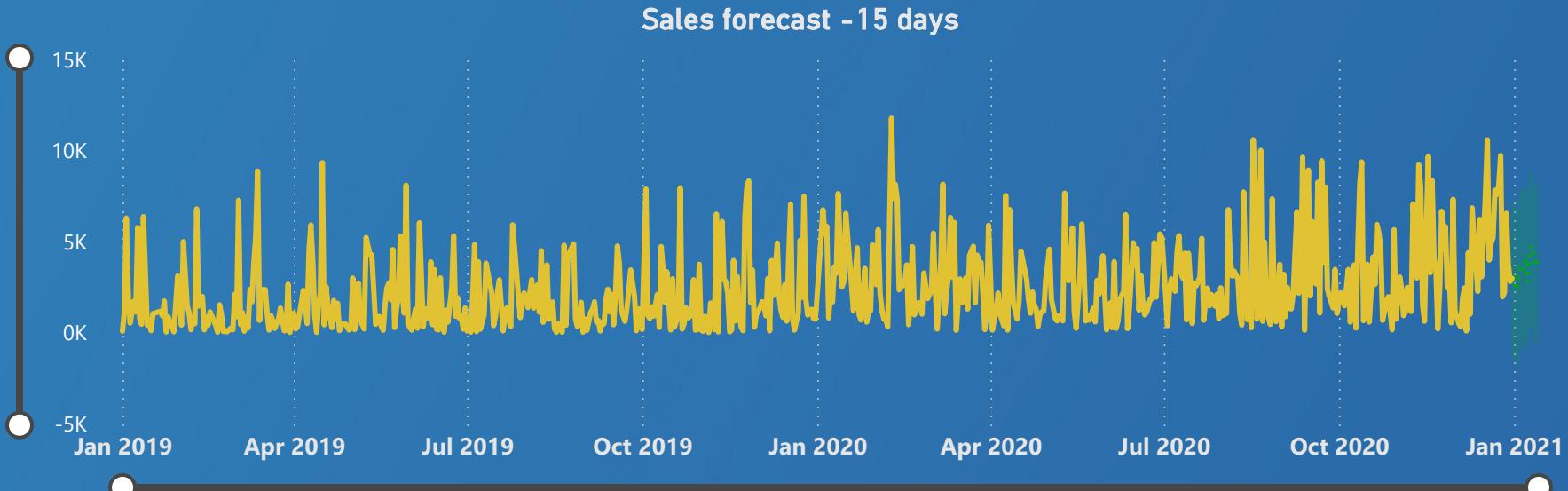


Super Store Sales Forecast-15 Days Forecast

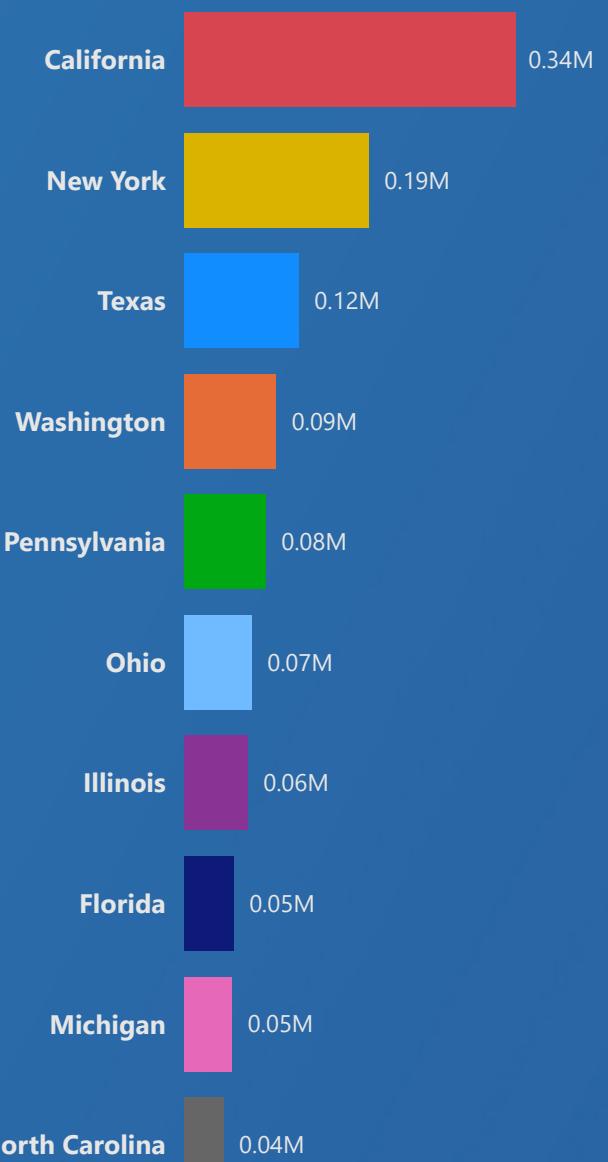
Sales forecast -15 days



Sales forecast - 15 days



Sales by State



Credit Card Transaction Report

4 3 2 1

Week_Start_Date

All

Revenue

57M

Total Interest

8M

Amount

46M

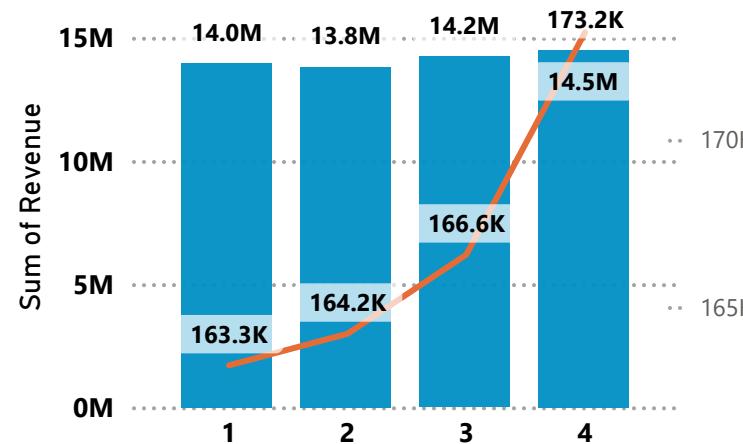
Count

667K

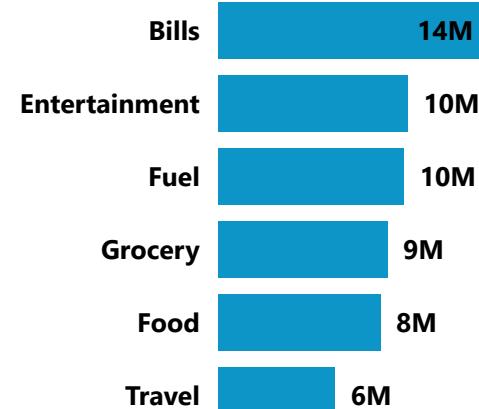
Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Total_Trans_Amt
Blue	47188612	6614173	37840749
Gold	2533682	384755	2091362
Platinum	1135608	161629	953314
Silver	5659109	821923	4647596
Total	56517011	7982480	45533021

QTR Revenue and Trans Count

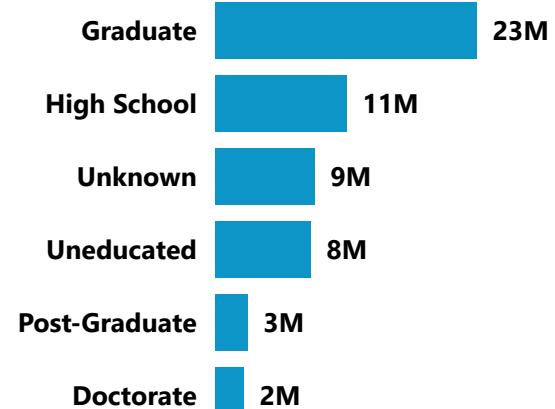
● Sum of Revenue ● Sum of Total_Trans_ct



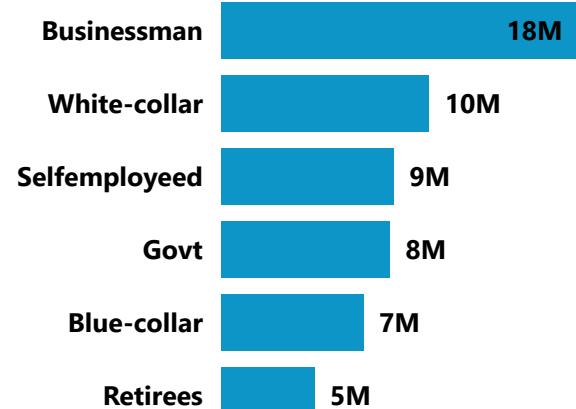
Revenue by Expenditure type



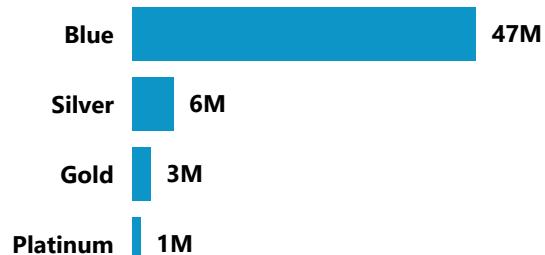
Revenue by Education



Revenue by Customer Job



Revenue by Acq Cost

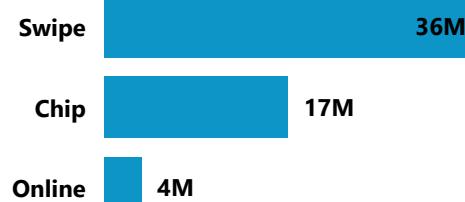


F M

Gold Silver Blue Platinum

Low Med High

Revenue by Use chip



Credit Card Customer Report

4

3

2

1

Week_Start_Date

All

Revenue

57M

Total Interest

8M

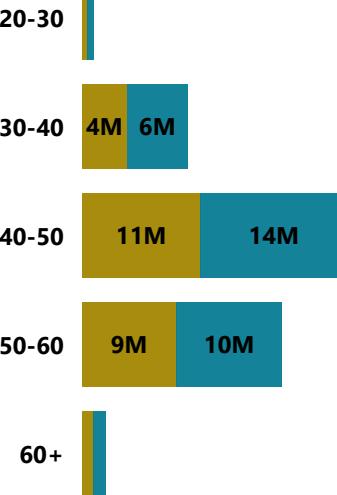
Income

588M

CSS

3.19

Revenue by Age Group



M

31M

F

26M

Swipe

Online

Chip

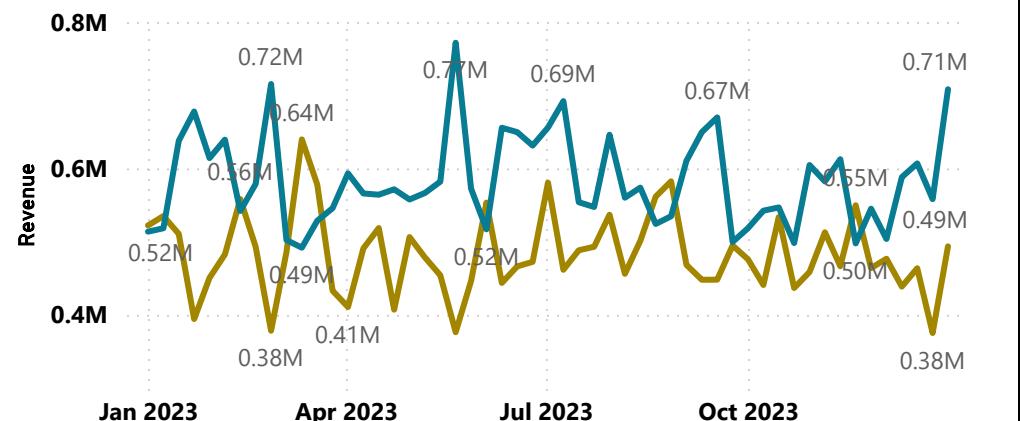
Gold

Silver

Blue

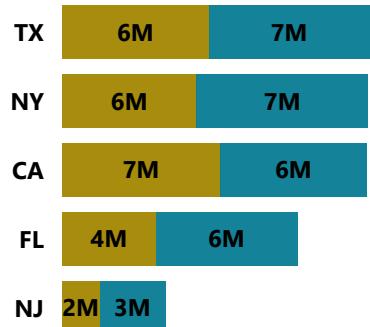
Platinum

Revenue vs Gender

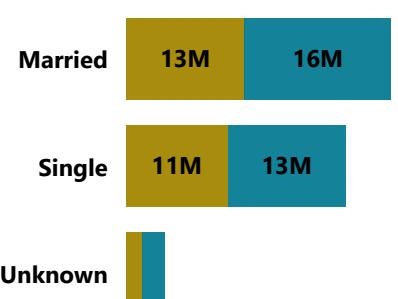


Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	7040606	967751	73516911
Businessman	17697472	2584604	190350431
Govt	8335534	1182231	90834727
Retirees	4617448	641692	49619308
Selfemployed	8542826	1141510	77659931
Total	56517011	7982480	587599783

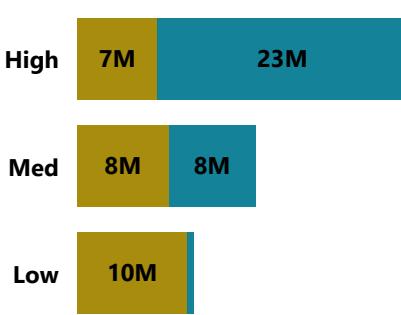
Top 5 States



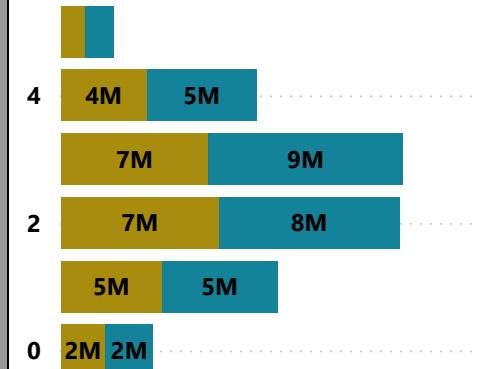
Revenue by Martial status



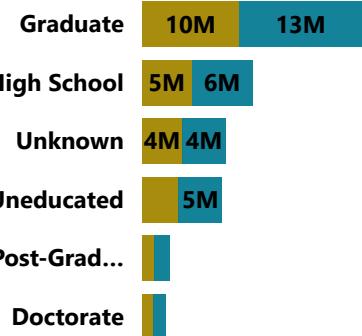
Revenue by Income Group



Revenue by Dependent



Revenue by Education



Performance Insights

4

3

2

1

Gold

Silver

Blue

Platinum

Revenue

57M

Activation rate

57.5%

Delinquent rate

6.1%

M

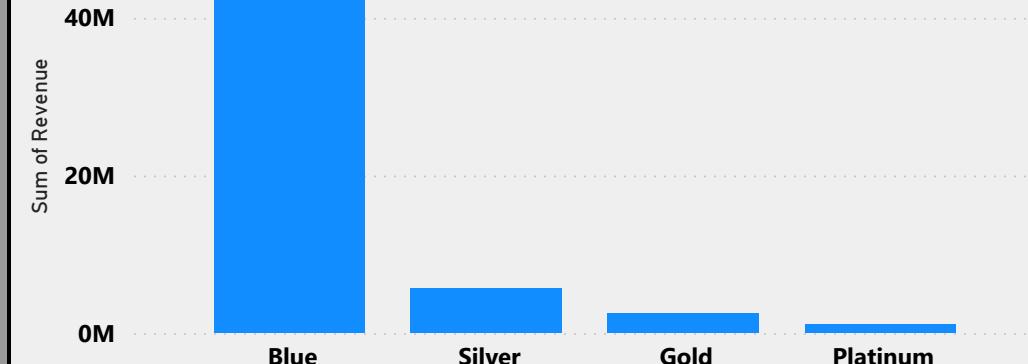
31M

F

26M

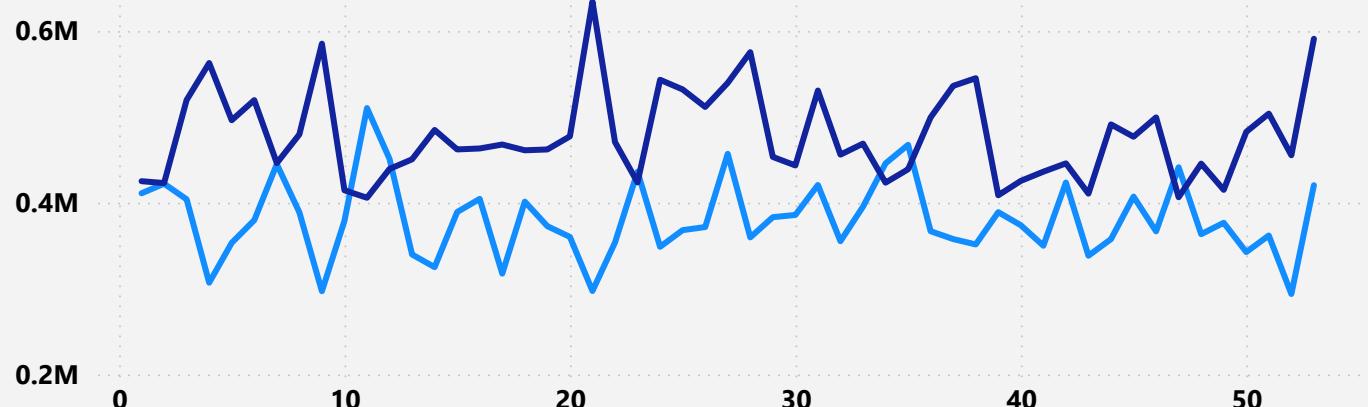
Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0.0%	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
100.0%	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Sum of Revenue by Card_Category



Transaction Amount by Week

Gender • F • M



Week_num2	Previous_Week_Revenue	Current_Week_Revenue	Wow_revenue
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53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
48	1047120	1008777	-3.7%
47	1078915	1047120	-2.9%
46	1094927	1078915	-1.5%
45	1063063	1094927	3.0%
44	934631	1063063	13.7%

Customer Behavior Dashboard

Subscription Status

No

Yes

Gender

Female

Male

Category

Accessories

Clothing

Footwear

Outerwear

Shipping Type

2-Day Shipping

Express

Free Shipping

Next Day Air

Standard

Store Pickup

3.9K

Number of Customers

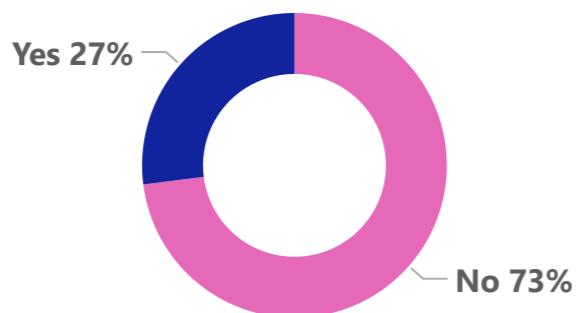
\$59.76

Average Purchase Amount

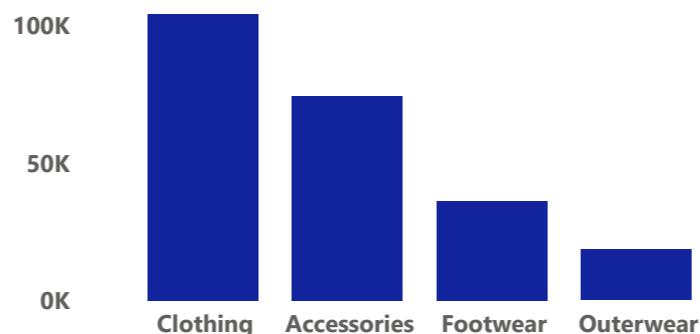
3.75

Average Review Rating

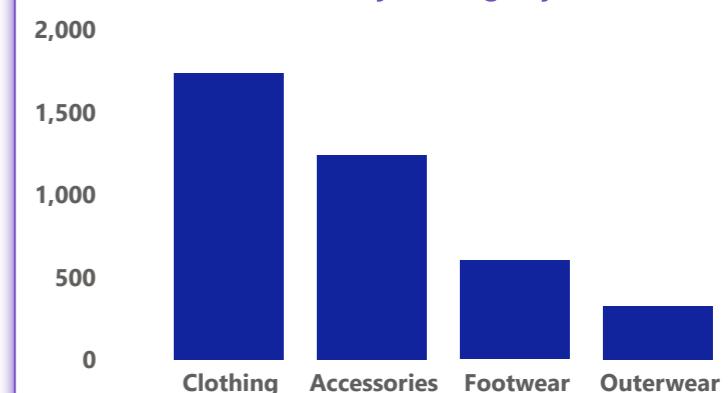
% of Customers by Subscription Status



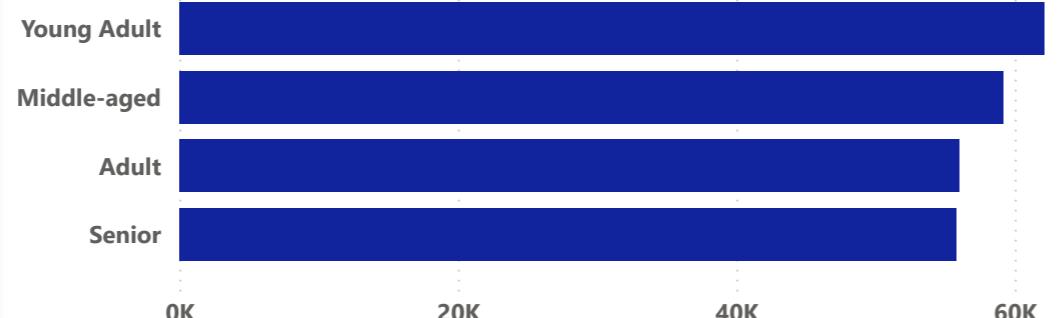
Revenue by Category



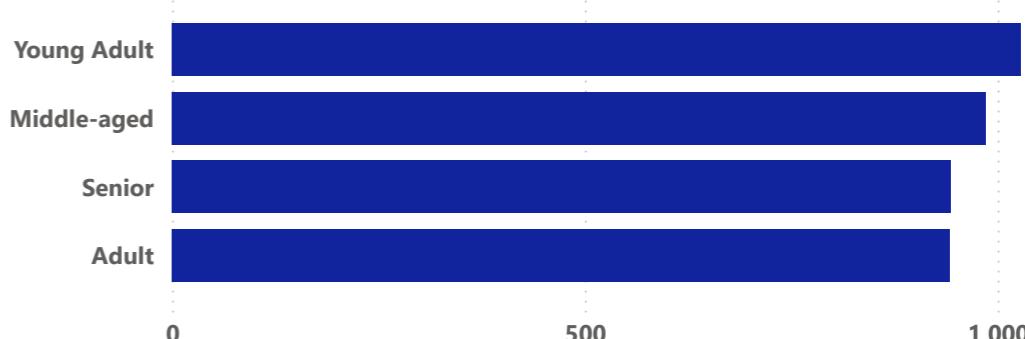
Sales by Category



Revenue by Age Group



Sales by Age Group



Karachi

Last Updated, 03 Dec



26.3 °C

Mist

Islamabad
18.4 °C

Karachi
26.3 °C

Lahore
18.3 °C



Humidity

12 %

Wind Speed

22.7 KPH

Visibility

5 KM

Pressure

1019 mm

UV Index

4.00

Precipitation

0 mm

22.8 °C
Wednesday

22.9 °C
Thursday

23.6 °C
Friday

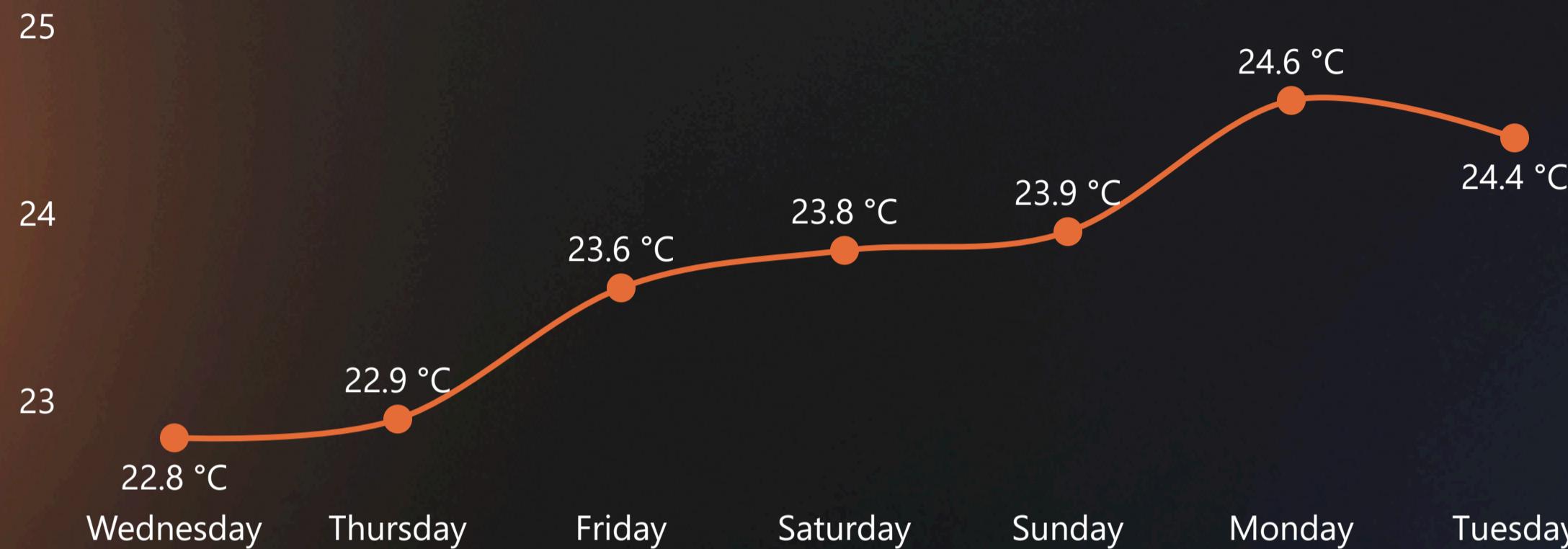
23.8 °C
Saturday

23.9 °C
Sunday

24.6 °C
Monday

24.4 °C
Tuesday

Forecast Weather



Sunrise and Sunset

Sunrise
07:01 AM

Sunset
05:42 PM

Air Quality Index



Air is clean and healthy

34	PM 10	73
14	SO2	32
805	CO	17
17	NO2	

Chance of Rain

Wednesday

Thursday

Friday

Saturday

Sunday

Monday

Tuesday

0% 50% 100%

Varinda Store Report 2022

