

AMAZON



COMPREHENSIVE SALES ANALYSIS DASHBOARD



Home

Overview

Products

Regions

Created By:
Hussain Mulla





OVERVIEW



Home



Overview



Products



Regions

Order Date

Order Date

07-01-2011



31-12-2014



Category

Category

All



Clear all slicers

Total Sales

725.46K

Total Profit

108.42K

Total Orders

3.20K

Avg Profit Margin

33.85

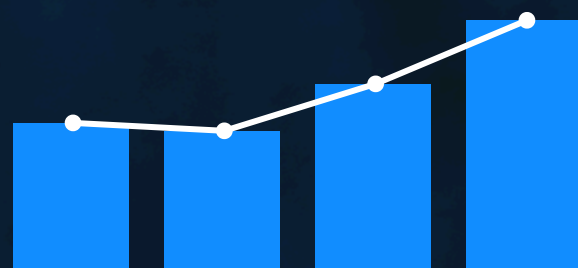
Total Sales by Year

0.3M

0.2M

0.1M

0.0M



2011

2012

2013

2014

Sales Trend by Month

0.1M

0.0M

January February March April May June July August September October November December



Average Order Size by Time

1,000.0

500.0

0.0



2011

2012

2013

2014

Average Order Value (AOV) Over Time

472.47

2011

414.10

2012

446.24

2013

463.28

2014



PRODUCT PERFORMANCE



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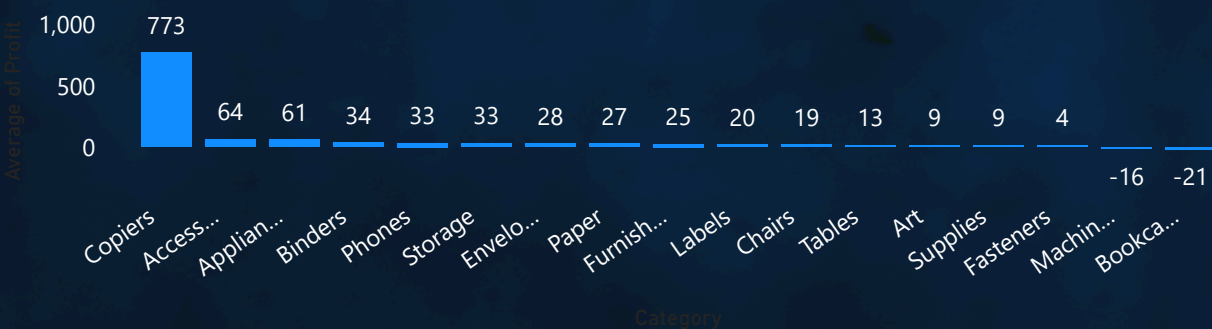
Avg Profit Margin

33.85

Count of Product Name by Category



Average of Profit by Category



Detailed Product Profitability Report

Category	Sum of Sales	Sum of Profit	Count of Order ID	Sum of Quantity
Accessories	61,114.12	16,484.60	236	1032
Appliances	30,236.34	8,261.27	134	492
Art	9,212.07	2,374.10	227	926
Binders	55,961.11	16,096.80	403	1868
Bookcases	36,004.12	-1,646.51	79	306
Chairs	1,01,781.33	4,027.58	191	734
Copiers	49,749.24	19,327.24	25	88
Envelopes	4,118.10	1,908.76	66	227
Fasteners	923.22	275.19	72	263
Total	7,25,457.82	1,08,418.45	1611	12264



REGIONAL PERFORMANCE



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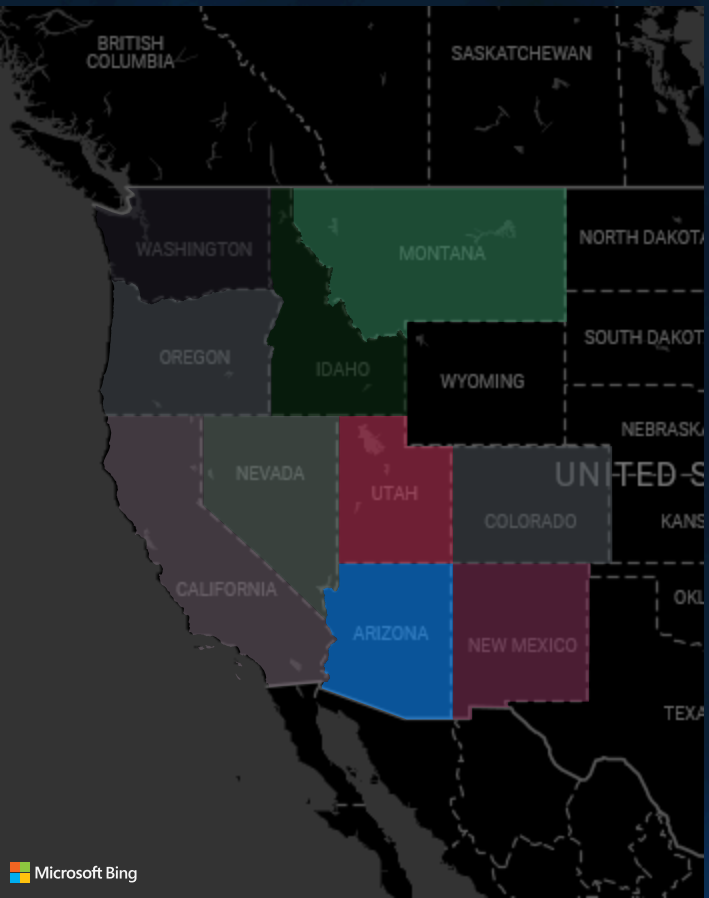
Total Orders

3203

Avg Profit Margin

33.85

Total Sales by State



Total Sales by City



Total Profit by State

