

BUSINESS PERFORMANCE & CUSTOMER INSIGHTS DASHBOARD

Sales & Profitability Overview - Jan to Jun 2024

355.80M

Total Revenue

161.04M

Total Profit

13K

Total Orders

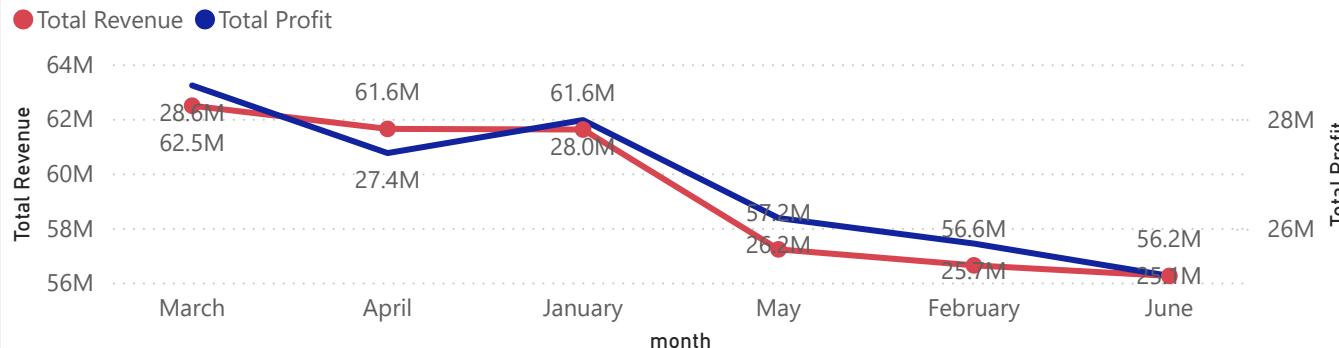
28.46K

Avg Order Value

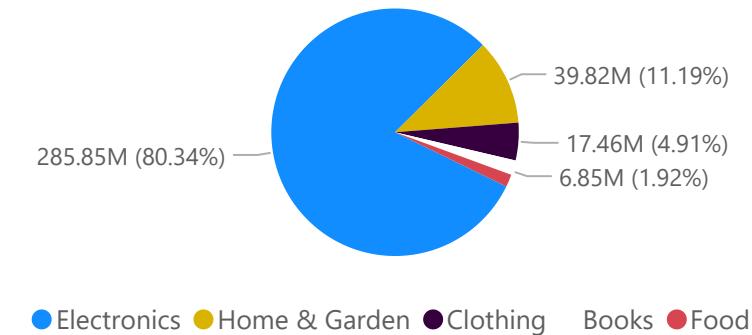
44.84

Avg Profit Margin %

Monthly Revenue & Profit Trend



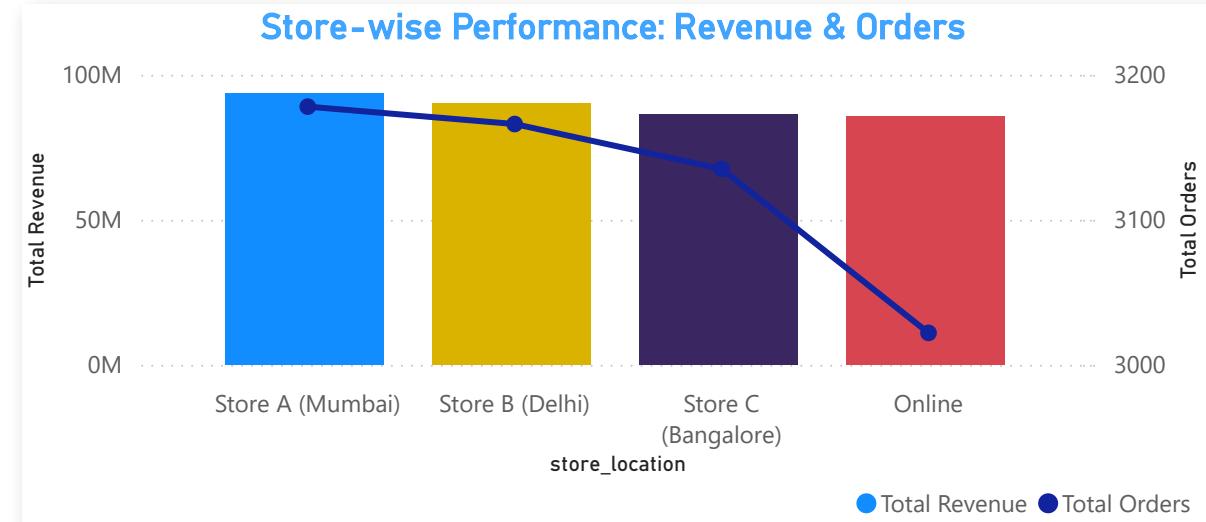
Revenue Distribution by Category



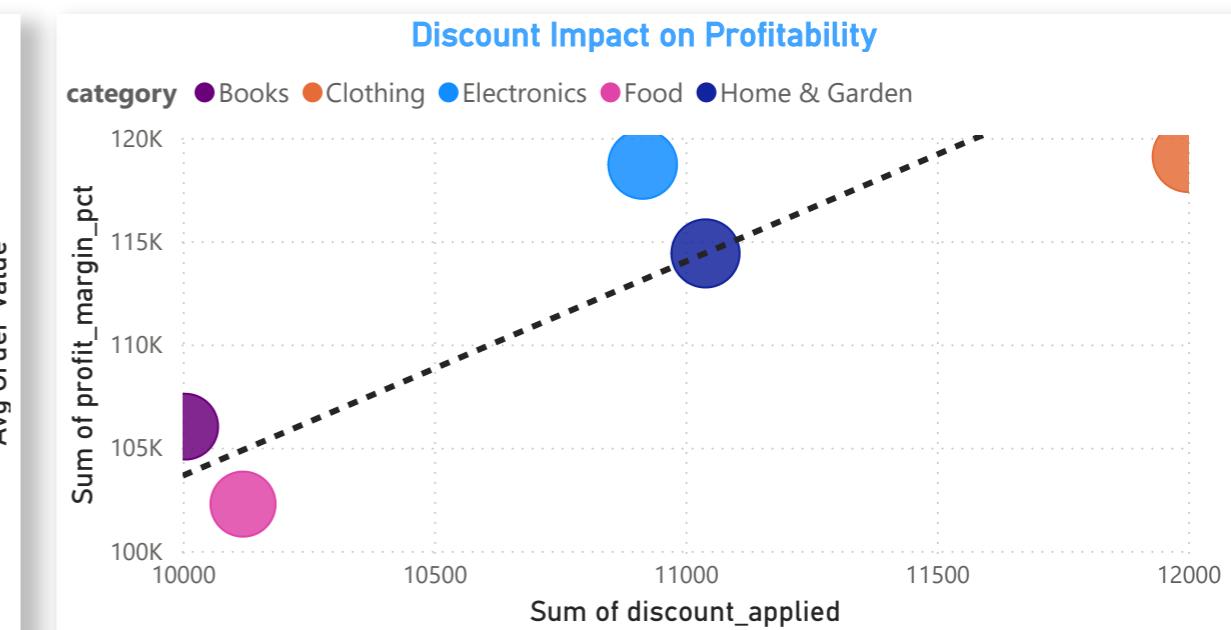
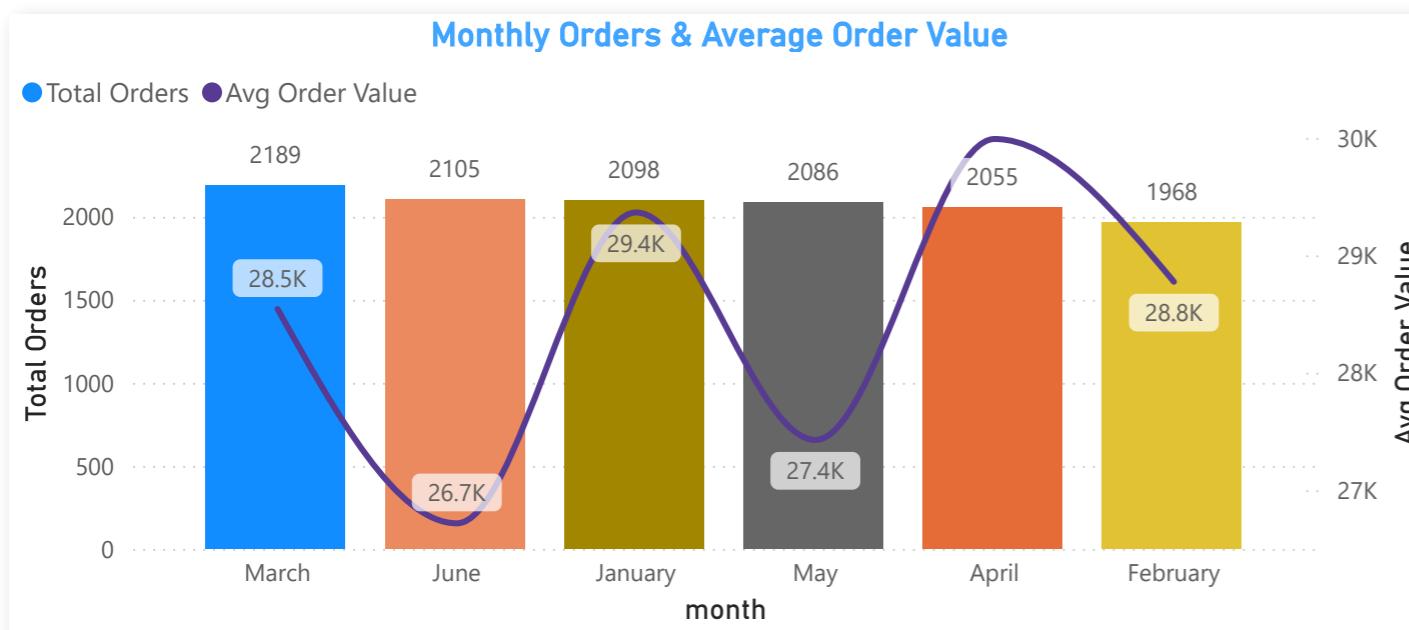
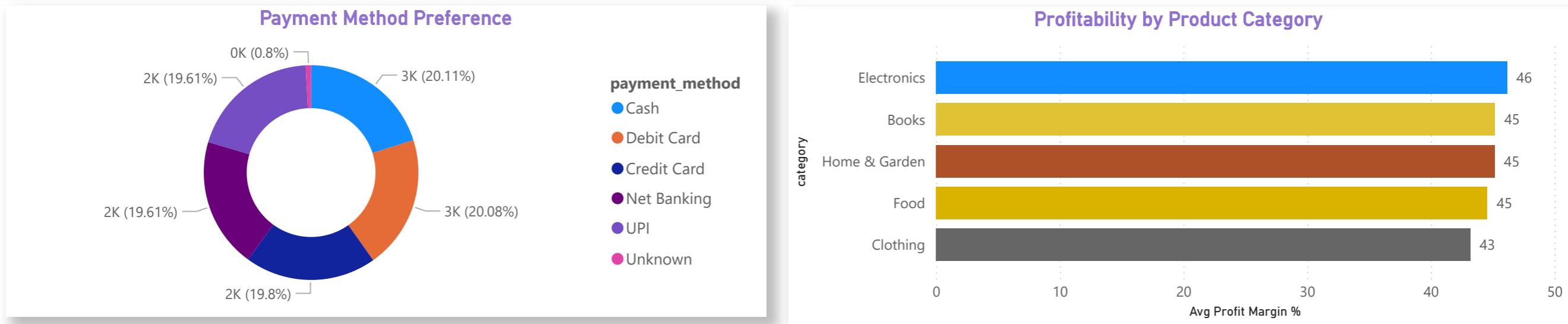
Top 5 Cities by Revenue



Store-wise Performance: Revenue & Orders



SALES PERFORMANCE DEEP DIVE



CUSTOMER INSIGHTS & SEGMENTATION

2191

Total Customers

366

VIP Customers

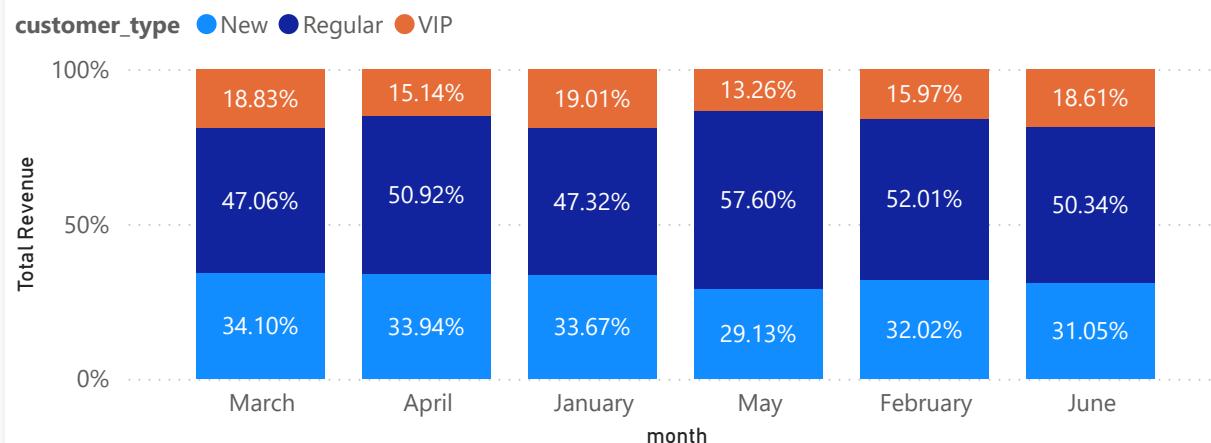
1134

Regular Customers

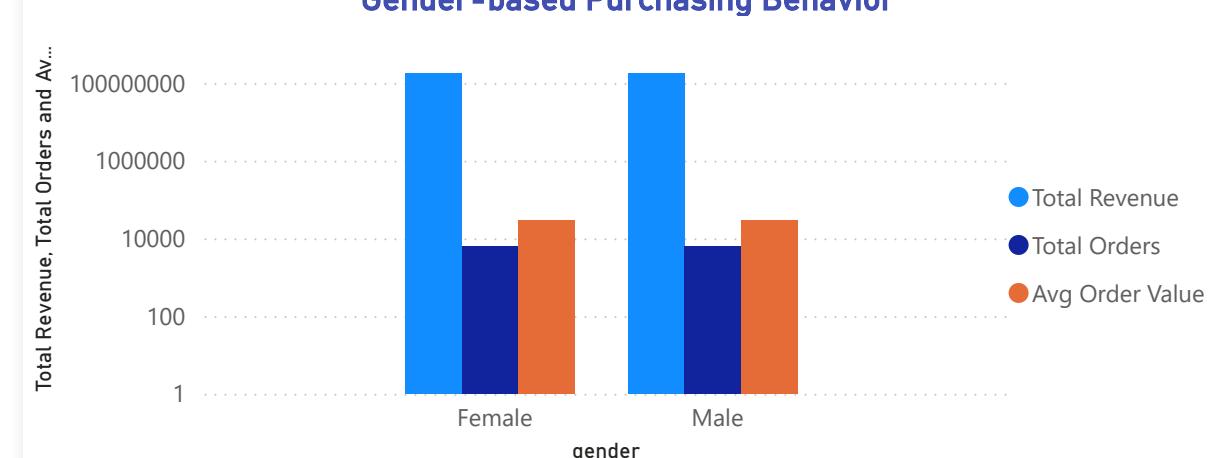
739

New Customers

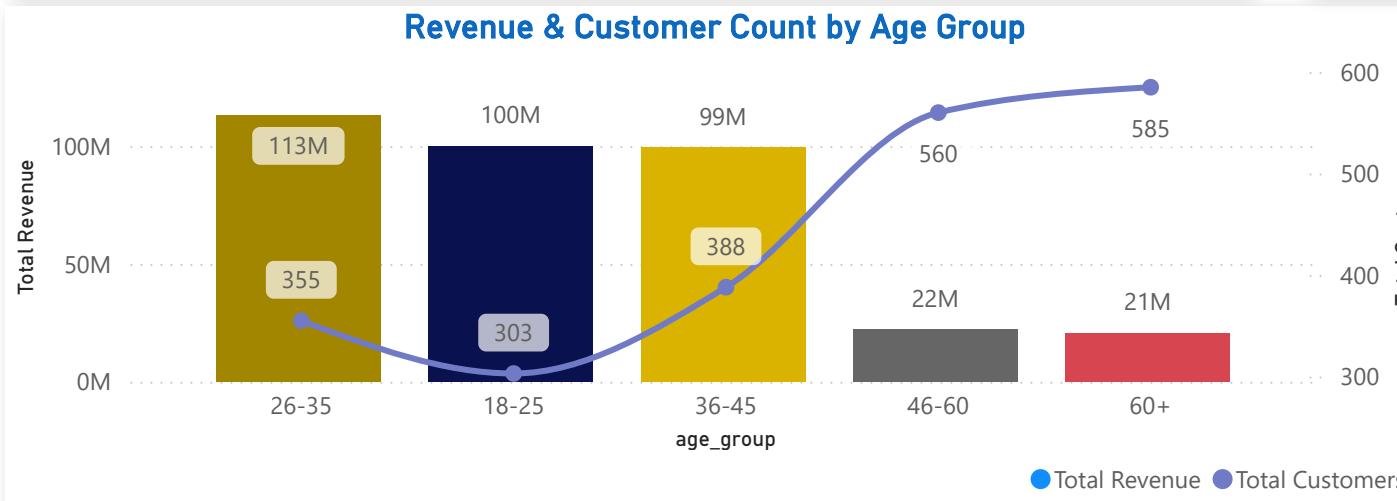
Revenue Mix by Customer Segment



Gender-based Purchasing Behavior

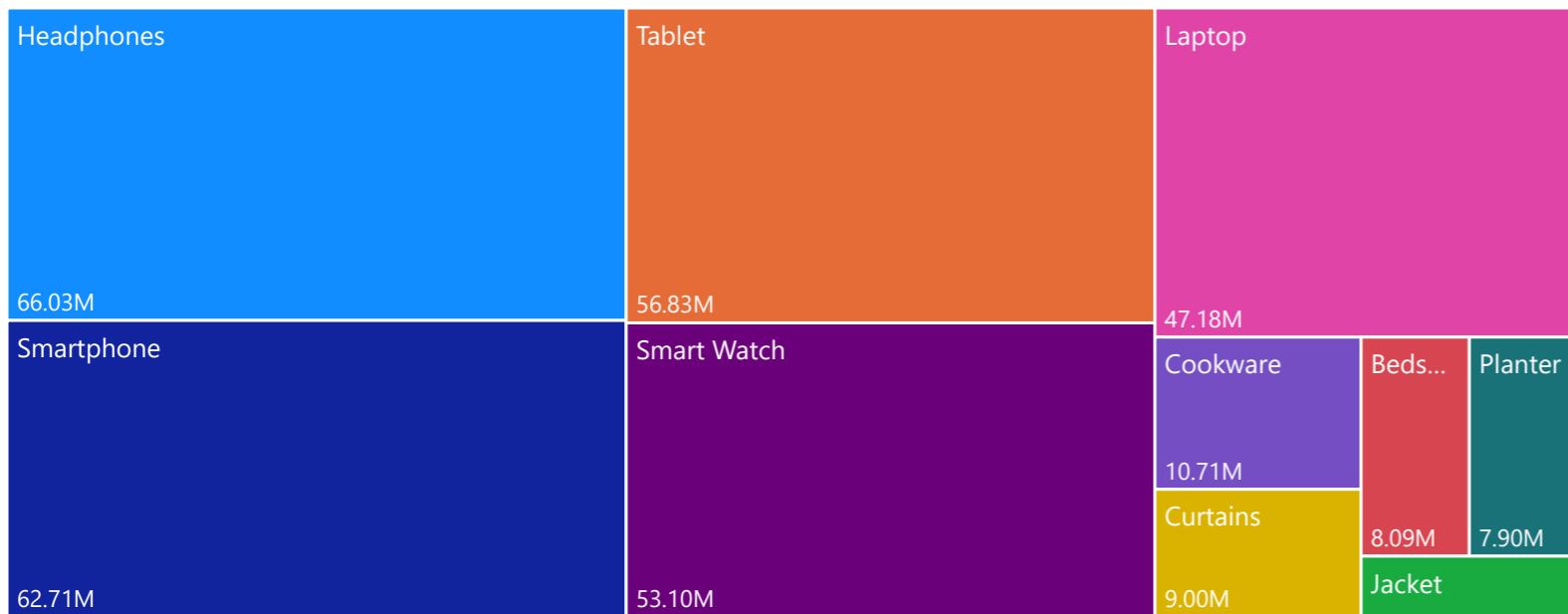


Revenue & Customer Count by Age Group

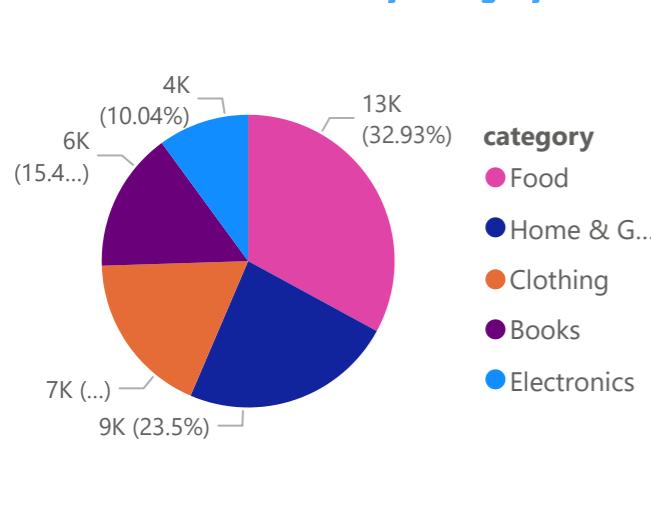


PRODUCT PERFORMANCE & CATEGORY ANALYSIS

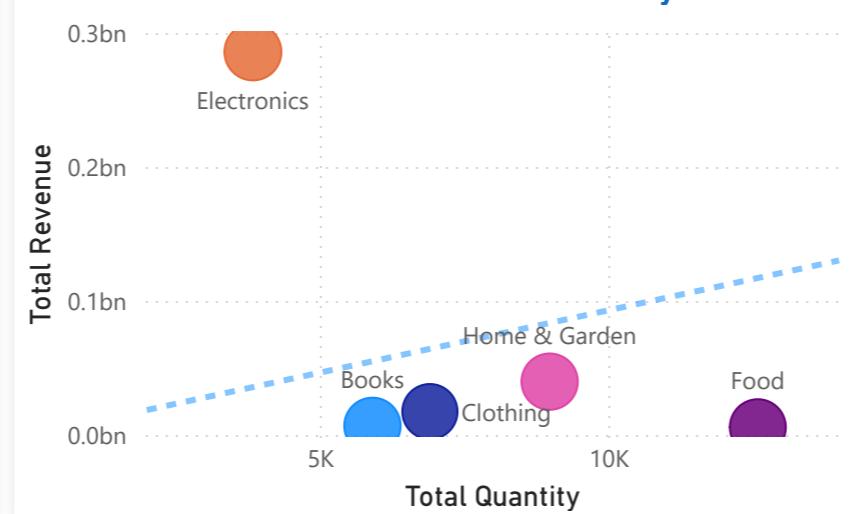
Revenue Distribution by Sub-Category



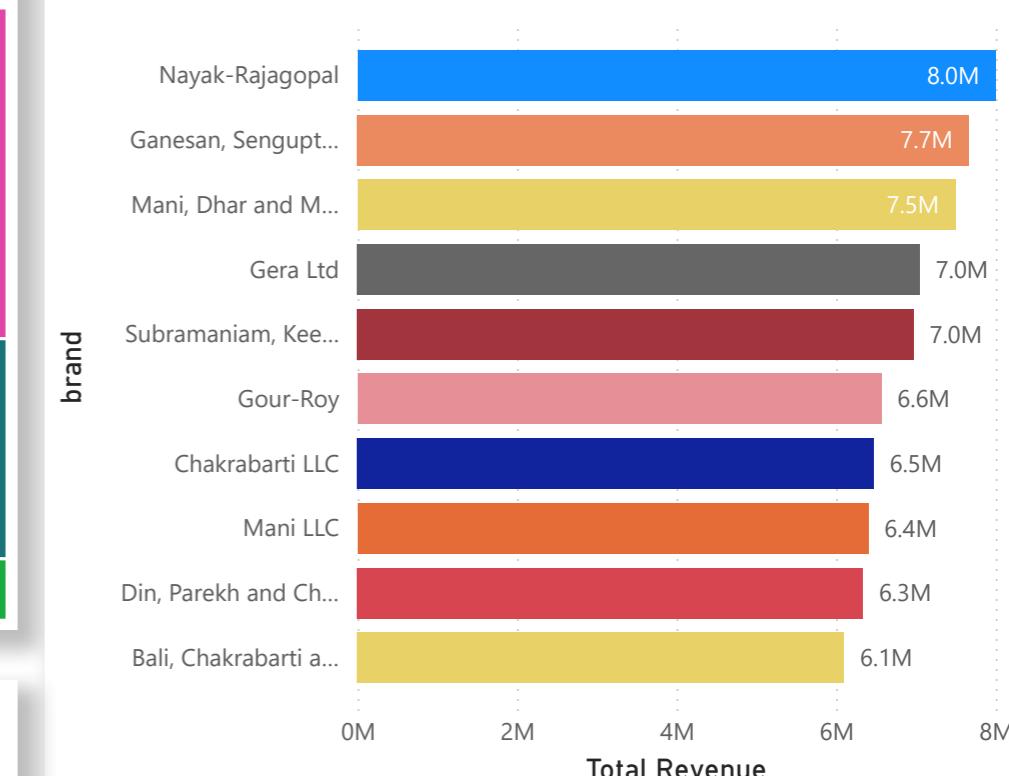
Volume Share by Category



Product Revenue vs Volume Analysis



Top 10 Performing Brands



Category-wise Performance Scorecard

category	Total Revenue	Total Profit	Total Quantity	Total Orders	Avg.
Books	6.85M	2.94M	5912	2346	
Clothing	17.46M	7.23M	6908	2757	
Electronics	285.85M	131.25M	3840	2571	
Food	5.82M	2.59M	12593	2294	
Home & Garden	39.82M	17.03M	8984	2533	