

# Business Performance Overview

A comprehensive analysis of sales performance, customer engagement, and product distribution across key markets and channels.

total\_Price, Count  
ID and Sum of Q

5.11K

Goal: (Blank), 1

total\_Price

# Regional Market Performance

## Channel Islands

Strategic market presence with established customer base and consistent performance metrics.

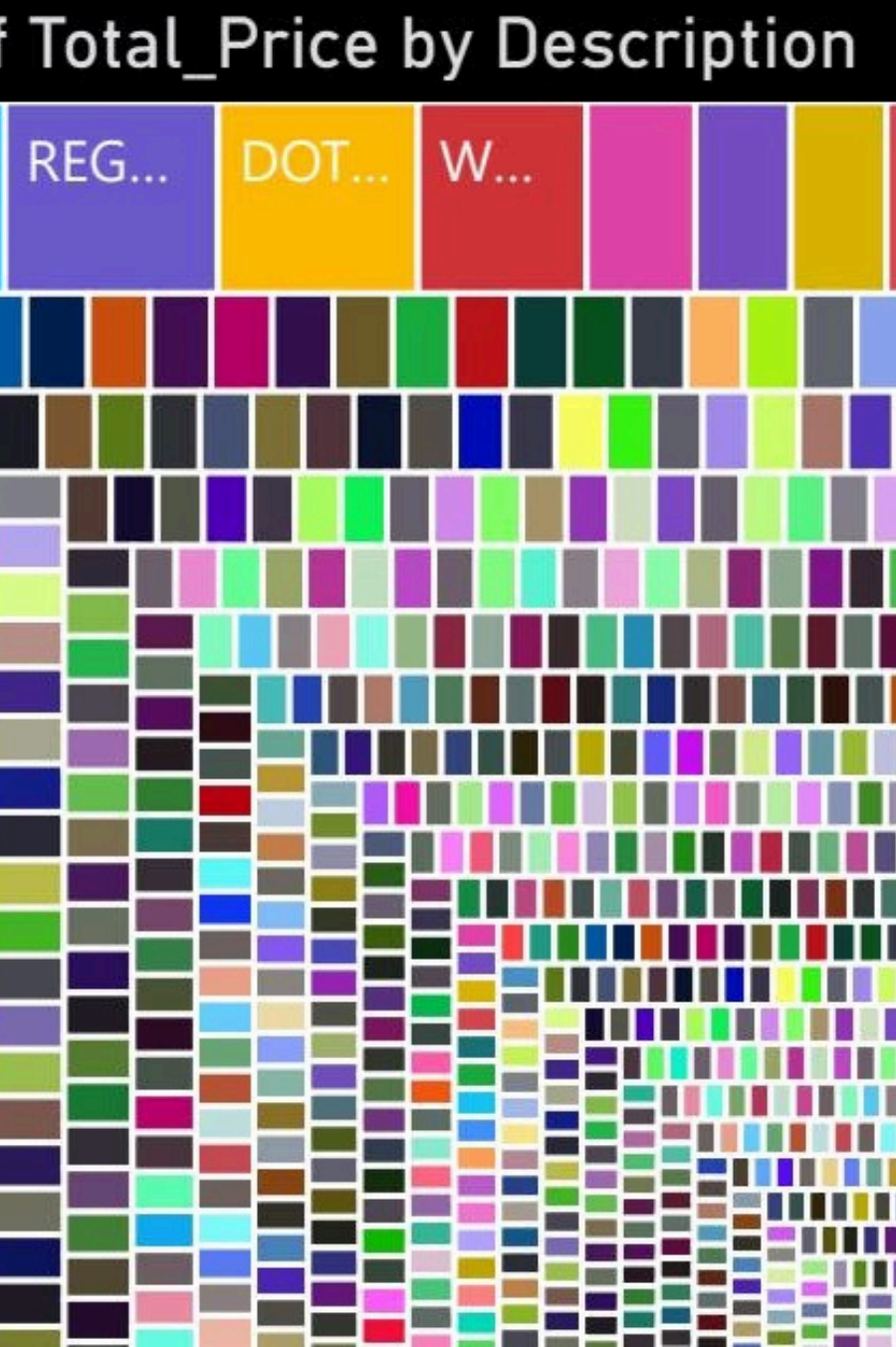
## Czech Republic

Growing market opportunity with expanding distribution and increasing customer engagement.

## Denmark

Active market with strong operational presence and verified performance indicators.





## Sales Performance Metrics

Key performance indicators demonstrate strong invoice generation and customer acquisition across all tracked channels and product categories.

y, Year, Month, Customer

Australia

Austria

Bahrain

Belgium

Bermuda

Brazil

Canada

# Customer Engagement Analysis

Customer ID counts reveal significant market penetration with diverse customer segments actively purchasing across multiple product lines.

# Top Performing Products

**1,915**

**50's Christmas  
Gift Bag**

Highest quantity sold  
with strong revenue  
generation

**691**

**3 Stripey Mice  
Feltcraft**

Second leading  
product by volume

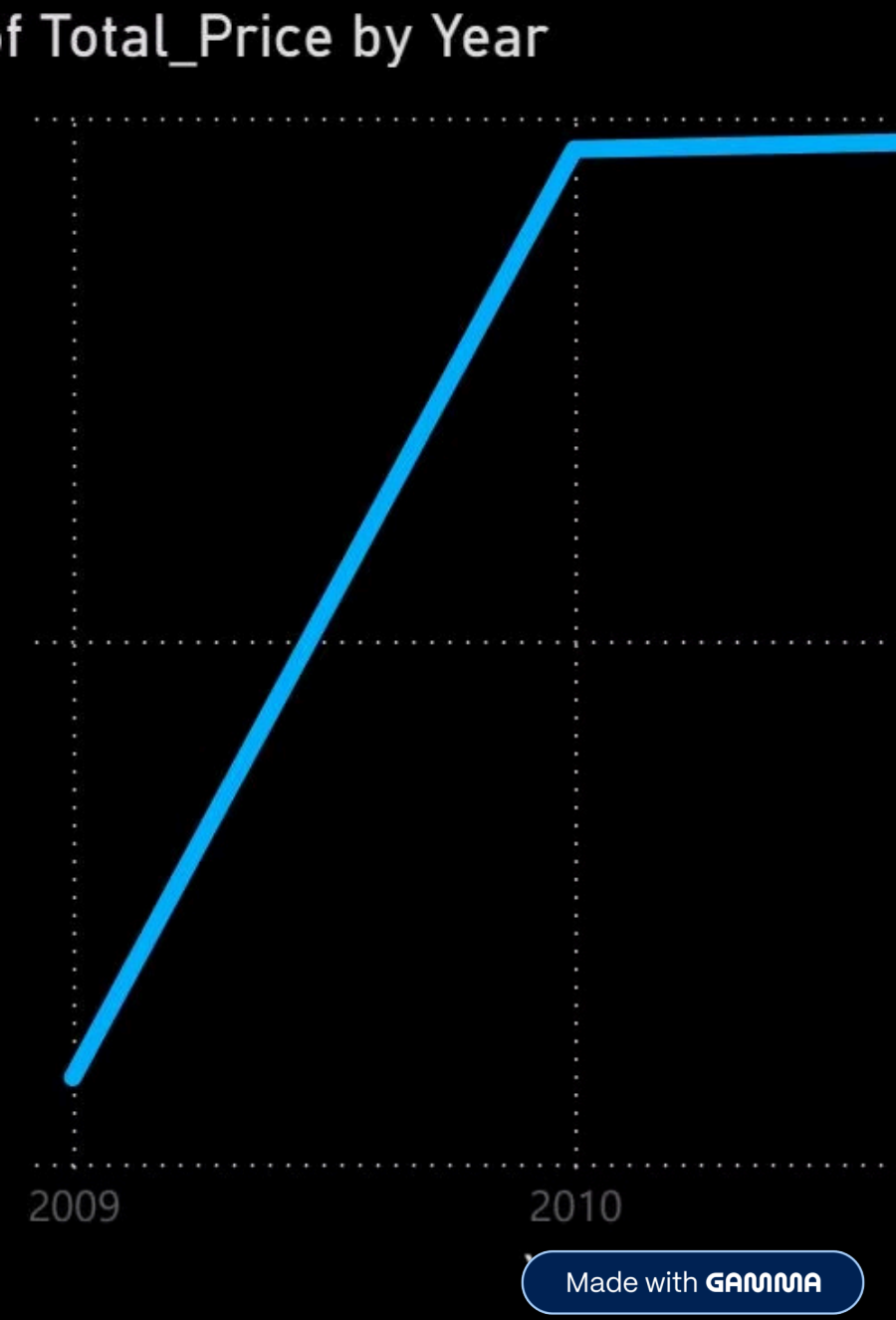
**385**

**Animal Stickers**  
Consistent performer  
in accessories  
category



# Revenue Distribution

Total invoice value of 224.15M demonstrates substantial business volume with concentrated revenue streams from key product categories.







# Product Portfolio Diversity

## Seasonal Items

Christmas gift bags and holiday-themed products drive significant seasonal revenue.

## Collectibles

Pirate treasure chests and specialty items appeal to niche customer segments.

## Everyday Products

Candles, stickers, and home décor items provide consistent baseline sales.

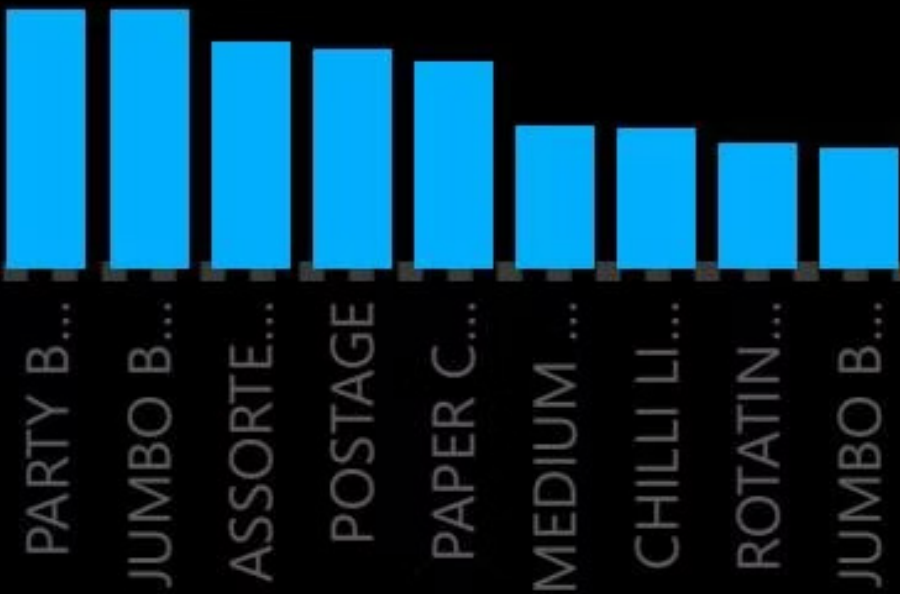


# Quantity vs. Revenue Analysis

Total quantity sold reaches 779,495 units generating 203.17M in revenue, indicating strong market demand and effective pricing strategy.



Description



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## Operational Insights

### → Market Penetration

Established presence across multiple European regions with growing customer base.

### → Product Mix Optimization

Balanced portfolio spanning seasonal, collectible, and everyday product categories.

### → Revenue Efficiency

Strong conversion of volume to revenue demonstrates effective sales execution.



# Key Takeaways

## Strong Performance

224M+ invoices with 779K+ units sold across diverse product categories.

## Regional Expansion

Successful market presence in Channel Islands, Czech Republic, and Denmark.

## Growth Opportunity

Seasonal products and collectibles show highest revenue potential for future scaling.