

Online Retail Dashboard

\$9.83M

Total Revenue

3.93M

Total Profit

0.49M

Count of InvoiceNo

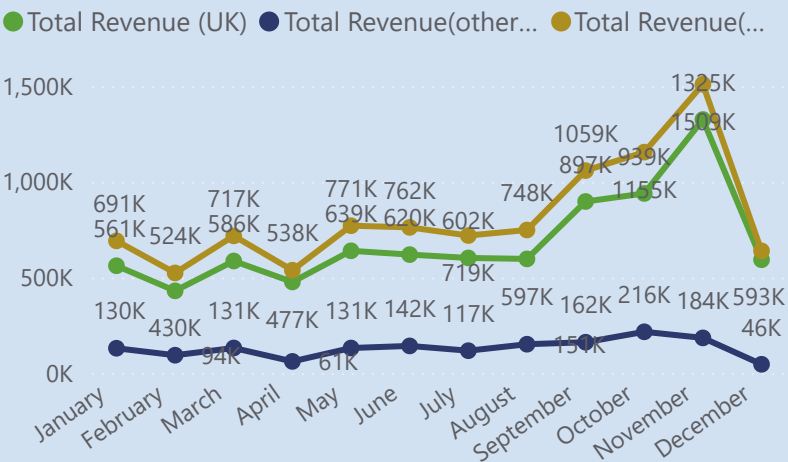
40%

Profit Margin

5M

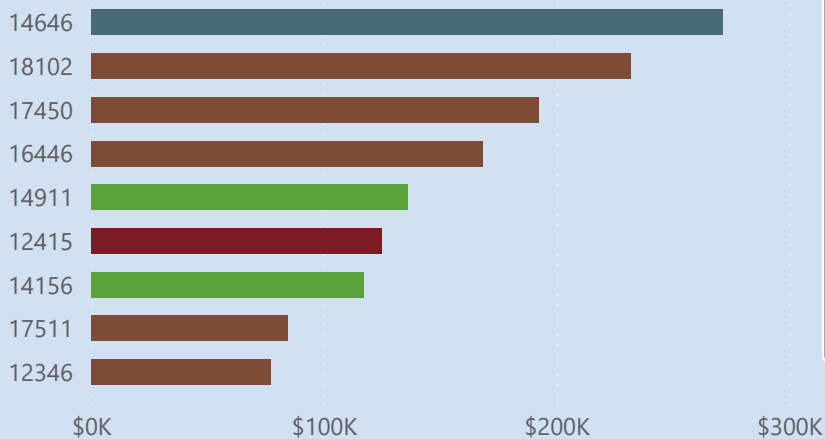
Quantity Sold

Monthly Revenue Trend

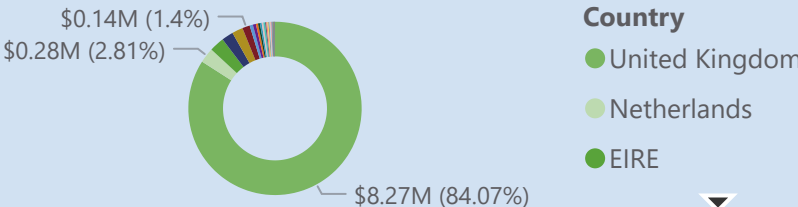


Top 10 Customers generating the Highest Revenue

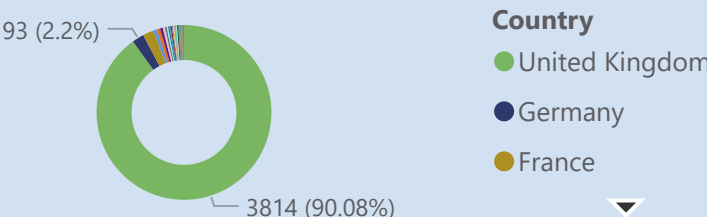
Country ● Australia ● EIRE ● Netherlands ● United Kingdom



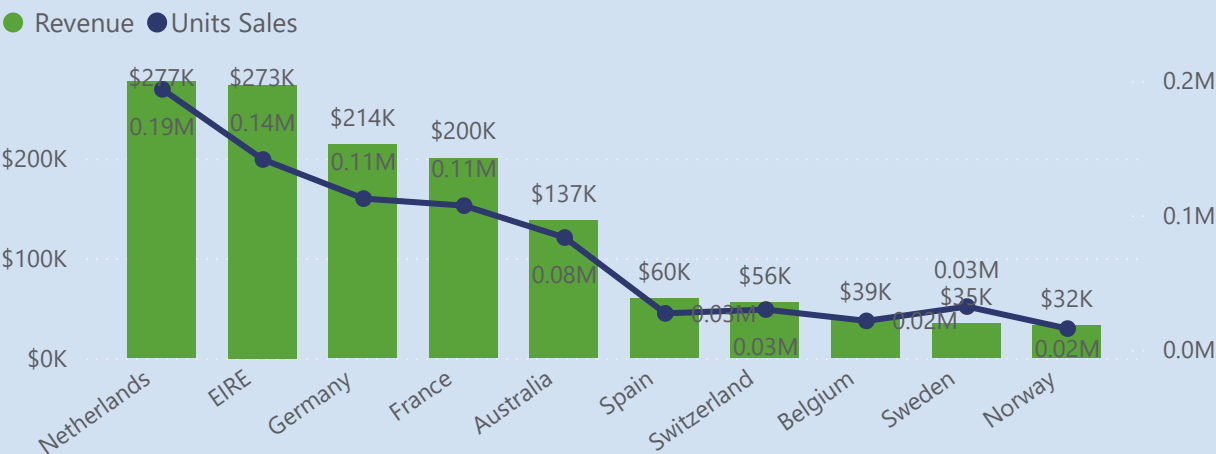
Revenue by Country



Customer Count by Country



Top 10 Countries with Highest Revenue (not Including UK)



Overall Performance

Customer Performance

Sales Performance

Regional Demand

Online Retail Dashboard

9.83M

Total Revenue

3.93M

Total Profit

0.49M

Count of InvoiceNo

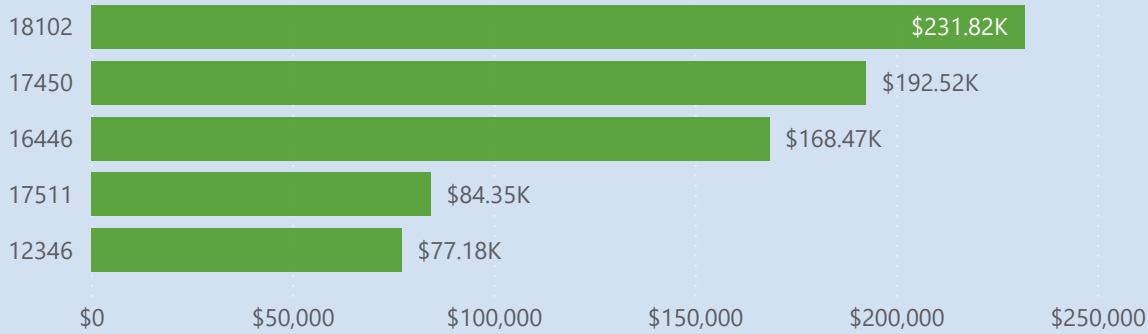
40%

Profit Margin

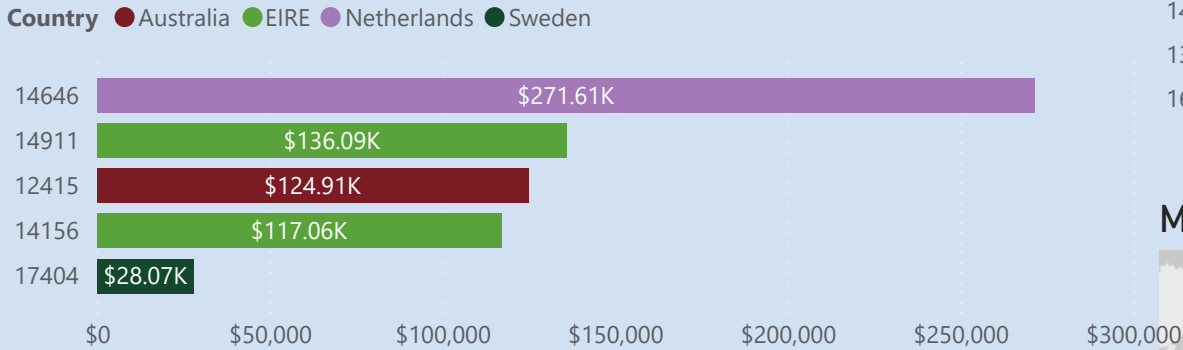
5M

Quantity Sold

Top 5 Customers from UK and ...



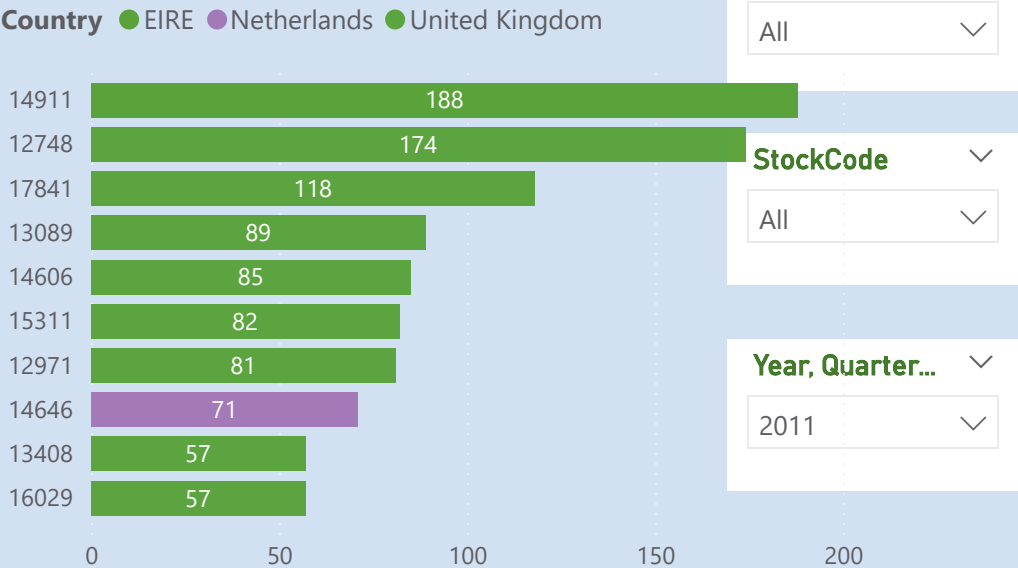
Top 5 Customers from other Countries....



...Purchased most these Products.

Description	Total Quantity	Revenue	Profit	no. of Purchase
DOTCOM POSTAGE	652	\$181,577.58	72,631.03	652
PAPER CRAFT , LITTLE BIRDIE	80995	\$168,469.60	67,387.84	1
REGENCY CAKESTAND 3 TIER	11786	\$146,614.78	58,645.91	1816
PARTY BUNTING	10050	\$100,000.00	33,310.64	10050
Total	5229135	\$9,831,656.16	3,932,662.64	18400

Top 10 Loyal Customers who purchased several times.



Most Customers are from UK...



Overall Performance

Customer Performance

Sales Performance

Regional Demand

Online Retail Dashboard

9.83M

Total Revenue

3.93M

Total Profit

0.49M

Count of InvoiceNo

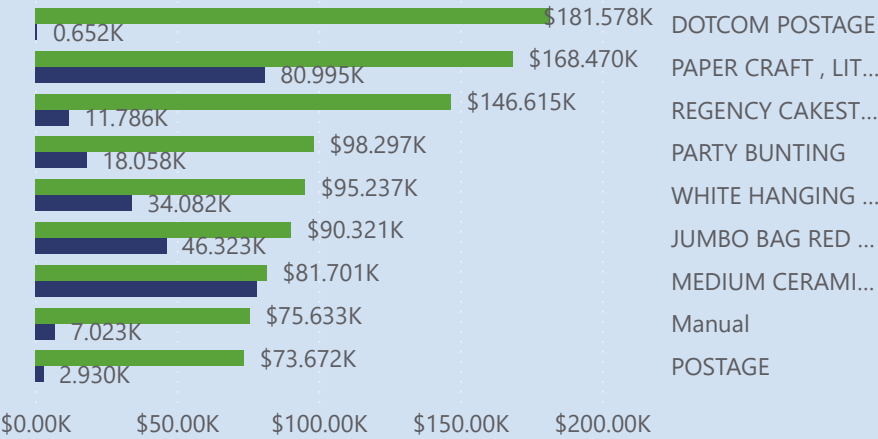
40%

Profit Margin

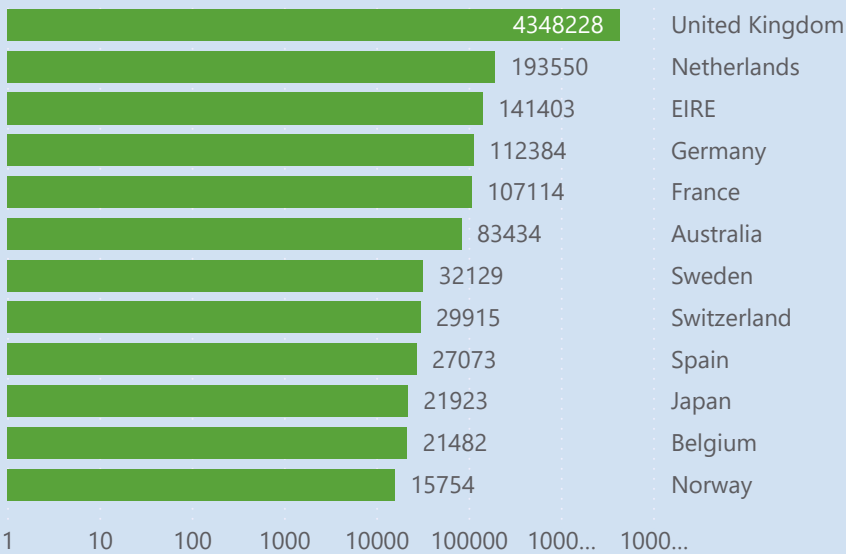
5.23M

Quantity Sold

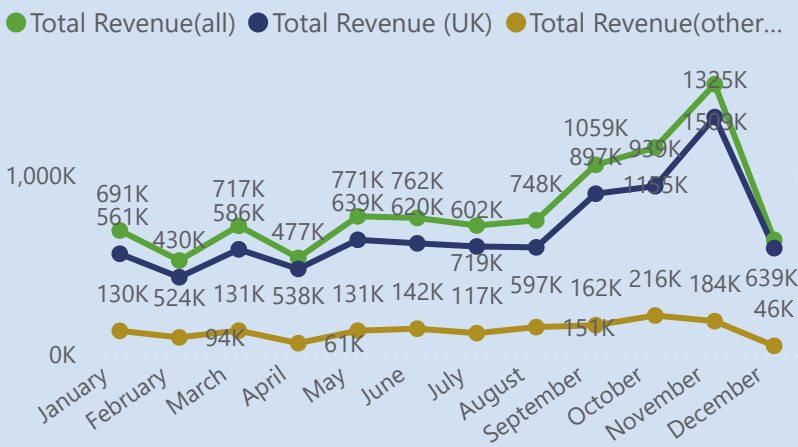
These Products received highest revenue...



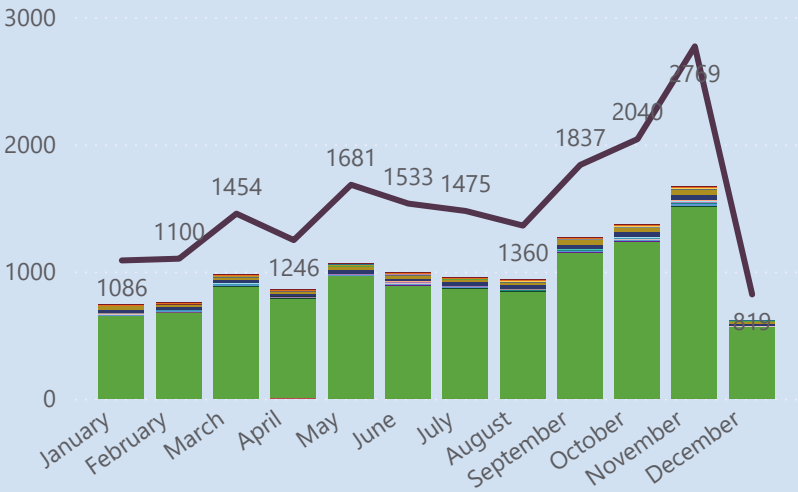
...with Quantity Sold in each Country.



There was a peak of Revenue in November



Caused by increase of Customers as well as No. of Purchases



Country

All

StockCode

All

Year, Quart...

2011

Online Retail Dashboard

10.64M

Total Revenue

656.58K

Total Profit

0.04M

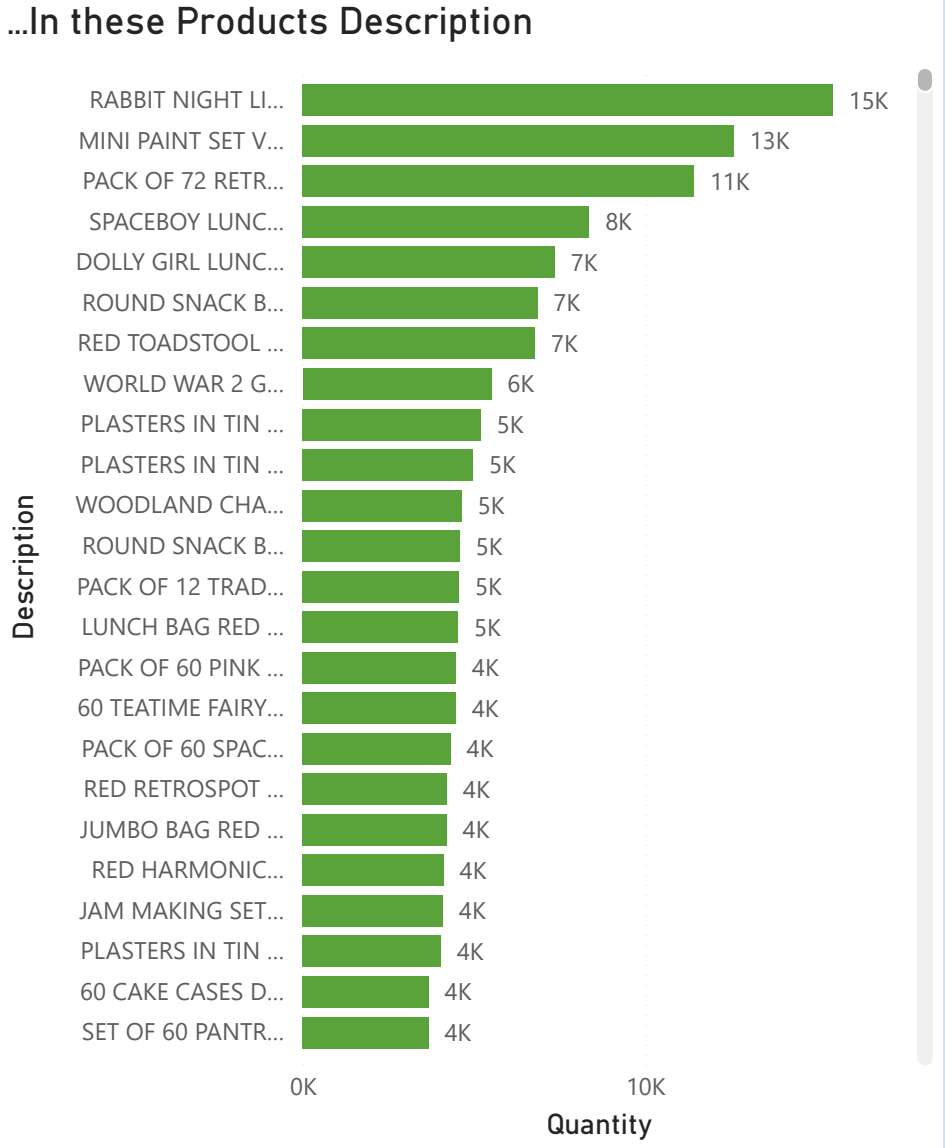
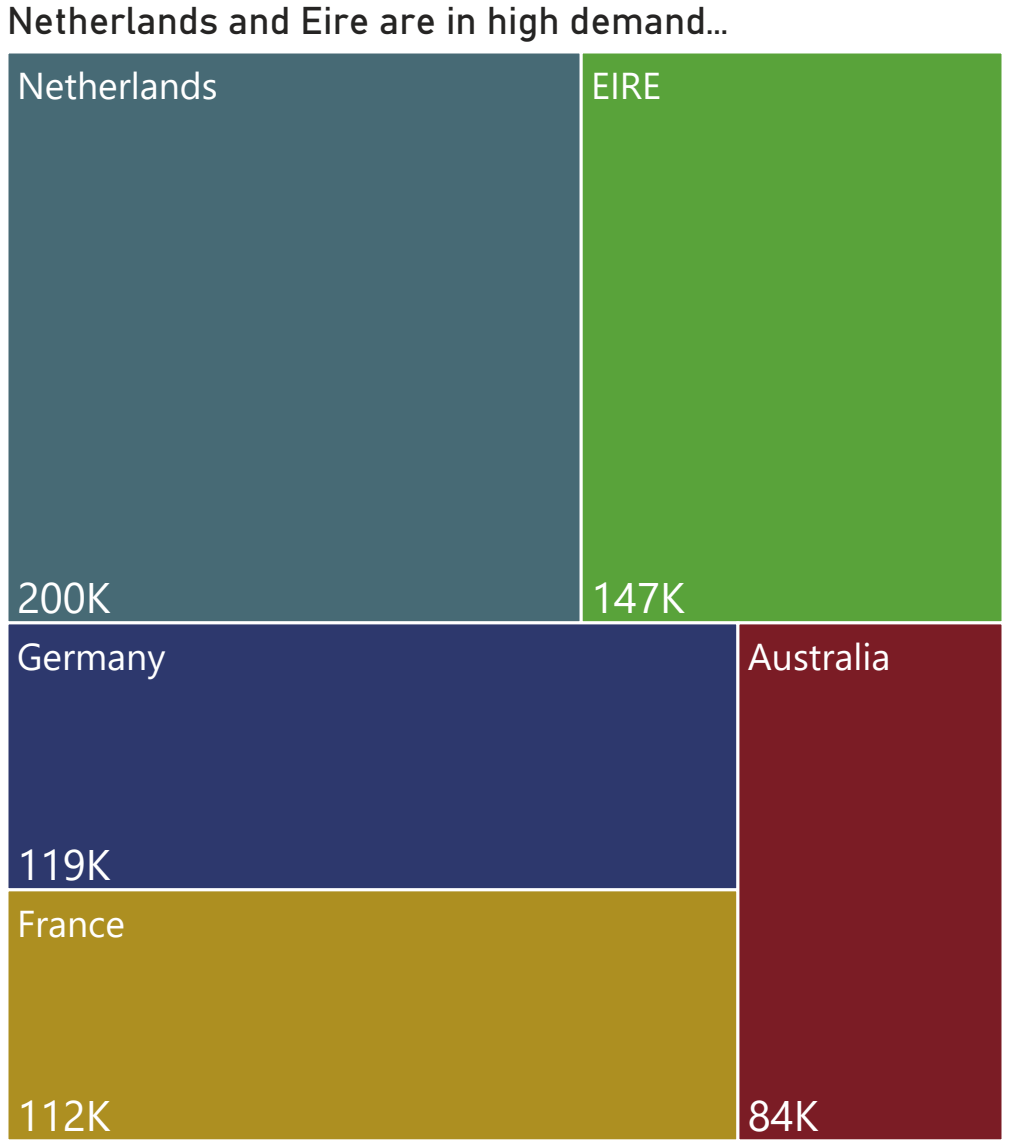
Count of InvoiceNo

40%

Profit Margin

0.93M

Quantity Sold



Overall Performance

Customer Performance

Sales Performance

Regional Demand