

Online Retail Dashboard

\$9.83M

Total Revenue

3.93M

Total Profit

0.49M

Count of InvoiceNo

40%

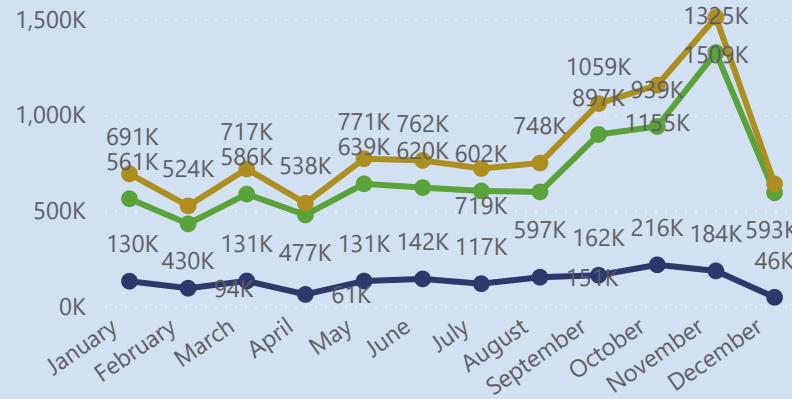
Profit Margin

5M

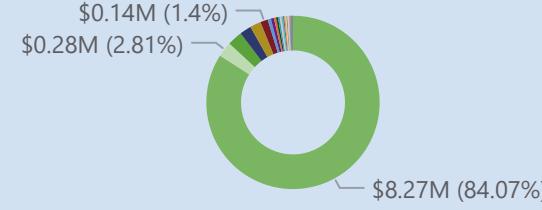
Quantity Sold

Monthly Revenue Trend

Total Revenue (UK) ● Total Revenue(other...) ● Total Revenue(Other)



Revenue by Country



Country
United Kingdom
Netherlands
EIRE

Country

All

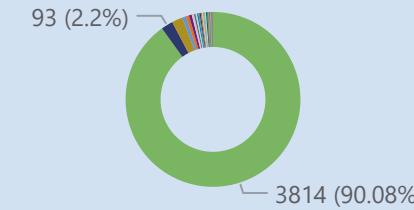
StockCode

All

Year, Quart...

2011

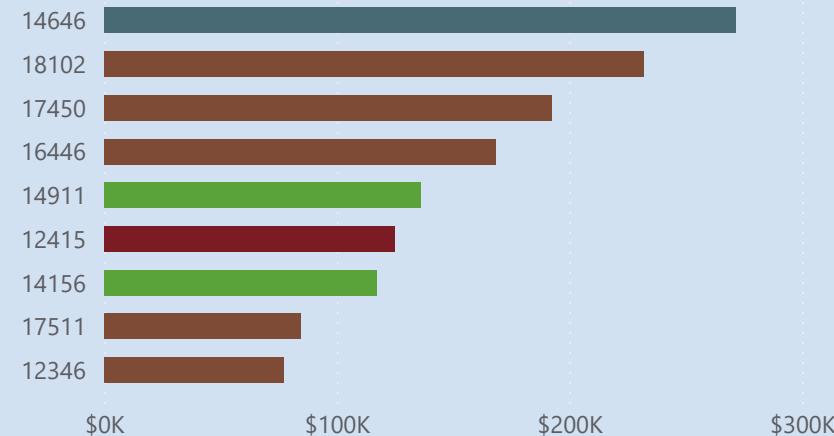
Customer Count by Country



Country
United Kingdom
Germany
France

Top 10 Customers generating the Highest Revenue

Country ● Australia ● EIRE ● Netherlands ● United Kingdom



Top 10 Countries with Highest Revenue (not Including UK)

Revenue ● Units Sales



Overall Performance

Customer Performance

Sales Performance

Regional Demand

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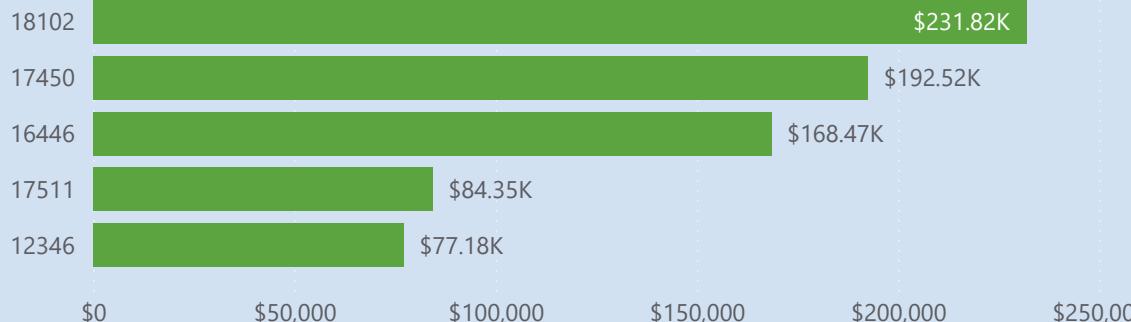
40%

Profit Margin

5M

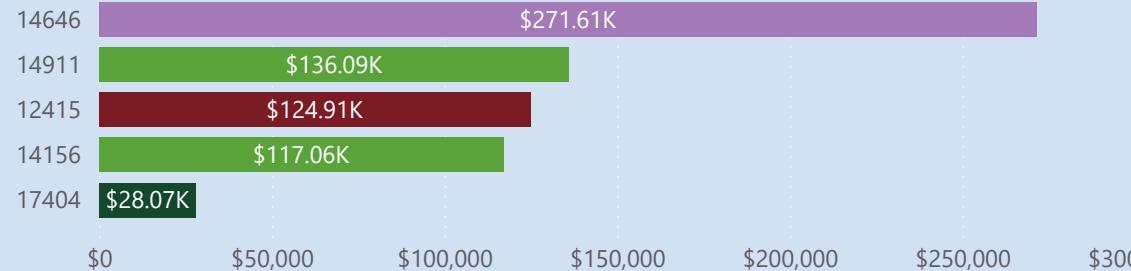
Quantity Sold

Top 5 Customers from UK and ...



Top 5 Customers from other Countries....

Country ● Australia ● EIRE ● Netherlands ● Sweden

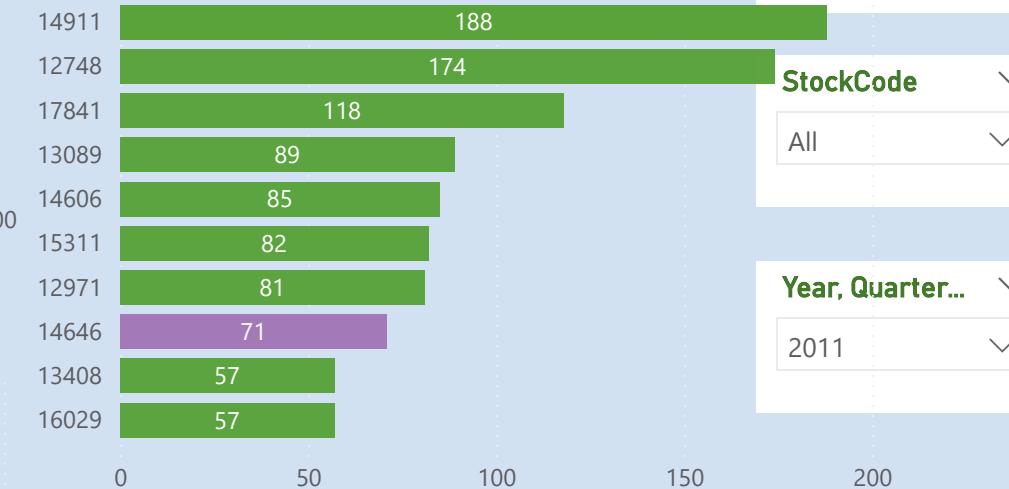


...Purchased most these Products.

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
TOTAL	5229135	\$9,831,656.	3,932,662.6	18400
	58	3		

Top 10 Loyal Customers who purchased several times.

Country ● EIRE ● Netherlands ● United Kingdom



Country

All

StockCode

All

Year, Quarter...

2011

Most Customers are from UK...



Overall Performance

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Profit Margin

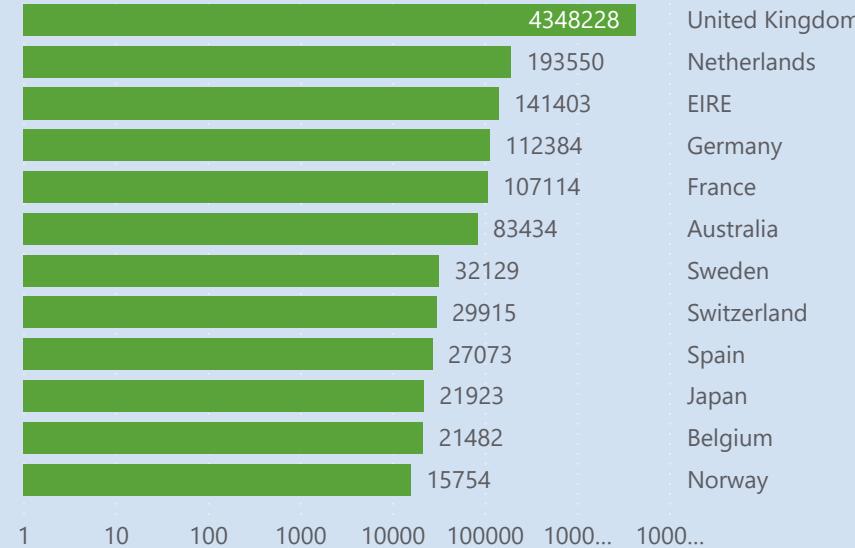
5.23M

Quantity Sold

These Products received highest revenue...



...with Quantity Sold in each Country.



Overall Performance

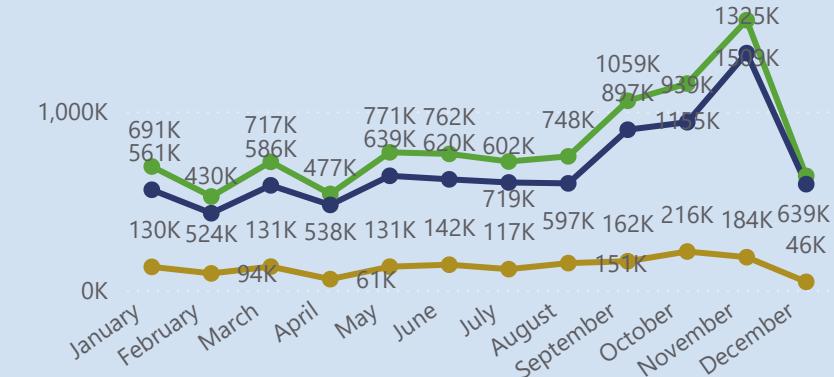
Customer Performance

Sales Performance

Regional Demand

There was a peak of Revenue in November

Total Revenue(all) Total Revenue (UK) Total Revenue(other...)



Country

All

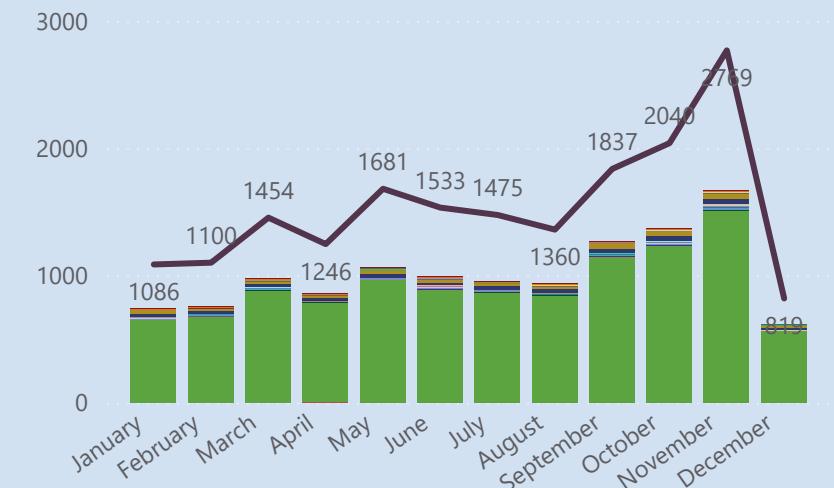
StockCode

All

Year, Quart...

2011

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



Online Retail Dashboard

10.64M

Total Revenue

656.58K

Total Profit

0.04M

Count of InvoiceNo

40%

Profit Margin

0.93M

Quantity Sold

Netherlands and Eire are in high demand...

Netherlands

EIRE

200K

Germany

147K

Australia

119K

France

84K

Overall Performance

Customer Performance

Sales Performance

Regional Demand

...In these Products Description

