

## Executive KPIs

Total Sales	Sales% YOY	Active Customers	Avg Order Value	Total Quantity
2526688.97	73.60%	854	1263.344485	10154

## Sales Performance

MONTH	Sales mtd	Sales YTD	Furniture	Total Sales
January	125260.53	125260.53	Furniture	679596.36
February	100897.32	226157.85	Apparel	566269.12
March	97568.51	323726.36	Beauty	520234.93
April	107708.77	431435.13	Toys	456535.67
May	90232.44	521667.57	Electronics	304052.89
June	114548.64	636216.21	Grand Total	2526688.97
July	111580.50	747796.71		
August	103985.92	851782.63		
September	121240.86	973023.49		
October	86773.44	1059796.93		
November	11462.32	1071259.25		
December		1071259.25		
Grand Total		1071259.25		

BOTTOM 10 PRODUCTS	Total Sales
Sports Jersey	892.75
Smart Speaker	2798.88
Dining Chair	3700.8
Toner	3922.38
Ethnic Dress	3960.99
Highlighter	3991.6
Foundation	4076.25
Smartphone	4492.25
Toy Kitchen Set	5270.09
Micellar Water	5309.44
Grand Total	38415.43

TOP 10 PRODUCTS	Total Sales
Bar Stool	77335.38
Chinos Pants	65233.84
Action Figure	60735.84
Office Chair	59718.33
Dressing Table	56721.42
Power Bank	52956.2
Eyeshadow Palette	52578.44
Remote Control Car	52446.24
Mascara	51325.78
Study Table	50789.02
Grand Total	579840.49

## Customer Analytics

REGION	Total Sales
Central	502944.6
East	516417.24
North	508006.75
South	490593.46
West	508726.92

REGION	Total Quantity
Central	2055
East	2107
North	2016
South	1938
West	2038

Grand Total	2526688.97
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Grand Total	10154
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Age group	Total Sales
18 to 29	626701.41
30 to 49	919412.84
50 to 69	980574.72
Grand Total	2526688.97

Age group	Total Quantity
18 to 29	2547
30 to 49	3708
50 to 69	3899
Grand Total	10154

Gender	Total Sales
Female	1305039.19
Male	1221649.78
Grand Total	2526688.97

Gender	Total Quantity
Female	5301
Male	4853
Grand Total	10154

Total Sales	Age Group			
Month	18 to 29	30 to 49	50 to 69	Grand Total
January	60393.94	65200.5	101324.62	226919.06
February	43375.15	73121.78	74995.12	191492.05
March	59431.37	60040.01	92232.88	211704.26
April	64964.47	81276.36	84513.85	230754.68
May	39701.31	71860.8	67232.43	178794.54
June	42236.86	84397.98	80496.97	207131.81
July	61044.78	87856.35	79435.29	228336.42
August	36677.43	88829.77	91524.39	217031.59
September	59608.38	82520.81	86329.58	228458.77
October	51115.2	67315.21	76450.67	194881.08
November	50342.24	85139.83	65401.82	200883.89
December	57810.28	71853.44	80637.1	210300.82
Grand Total	626701.41	919412.84	980574.72	2526688.97

Operational Insights

Product	Total Quantity	Total Sales
Bar Stool	199	77335.38
Cotton T-Shirt	186	18473.52
Tank Top	149	37252.98
Dressing Table	147	56721.42
Bean Bag	147	20946.03
Study Table	146	50789.02
Dining Chair	144	3700.8
Recliner Chair	138	8371.08
Denim Jeans	138	13593
Sectional Sofa	134	10886.16
Grand Total	1528	298069.39

Product	Order Count	Suppliers	Total Sales
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2020		Allen-Hendricks	60735.84
Qtr1	79	Brock, Garcia and Hernandez	65233.84
Qtr2	100	Chan-Acevedo	56721.42
Qtr3	91	Foster-Olson	52446.24
Qtr4	100	Gibbs and Sons	51325.78
2021		Hall Inc	50789.02
Qtr1	90	Hernandez-Clark	59718.33
Qtr2	113	Landry Inc	52956.2
Qtr3	68	Melton, Rodriguez and Wallace	77335.38
Qtr4	120	Nguyen Inc	52578.44
2022		Grand Total	579840.49
Qtr1	88		
Qtr2	110		
Qtr3	115		
Qtr4	114		
2023			
Qtr1	114		
Qtr2	100		
Qtr3	100		
Qtr4	127		
2024			
Qtr1	116		
Qtr2	123		
Qtr3	93		
Qtr4	39		
Grand Total	2000		