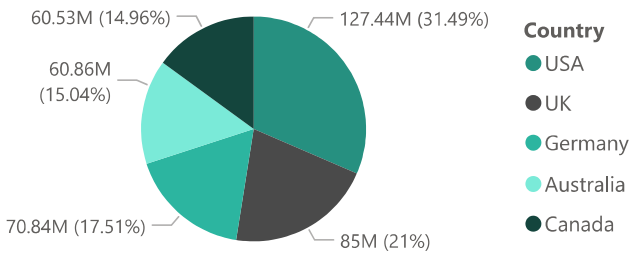
Sales Trends and Revenue Breakdown

Total Revenue	Total Transactions	Total Customers	Avg Order Value
404.66M	289K	87K	1.40K

- Sales trends & Revenue Breakdown
- Customer Segment
- Product performance
- Demand Forecasting

Revenue by Product_Category

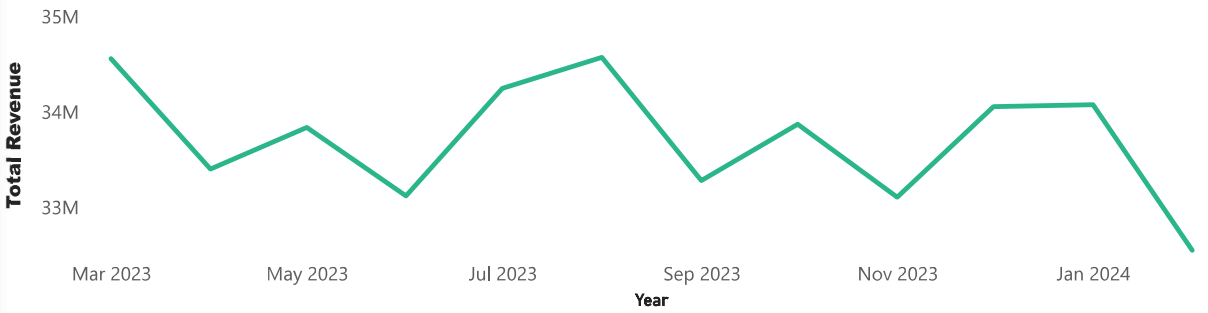
Revenue by Country



Revenue Breakdown by Product Category & Brand

Product_Category	January	February
Books	61,20,129.44	59,08,315.79
Clothing	60,48,574.87	57,11,781.75
Electronics	79,25,542.21	77,86,692.08
Grocery	78,25,907.94	71,40,865.45
Home Decor	61,54,321.64	60,00,965.16
Total	**3,40,74,476.10**	**3,25,48,620.23**

Sales Trend Over Time



Customer Segmentation Insight

Customer_Segment
All

Churn
All

Age
All

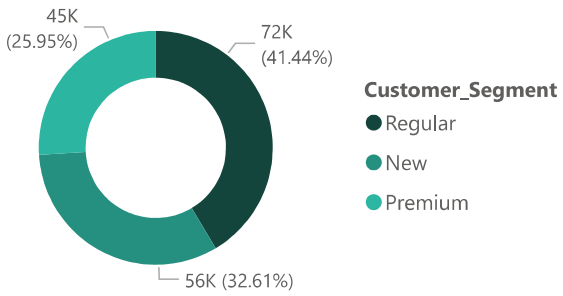
Gender
All

Repeat Customers
85K

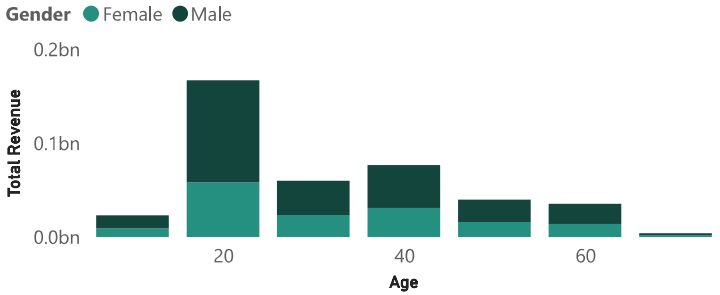
Total Customers
87K

High Value Customers
87K

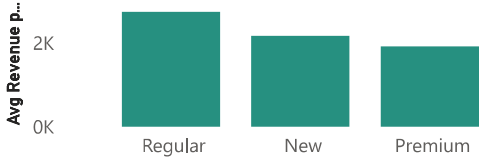
Customer Segment by Total Revenue



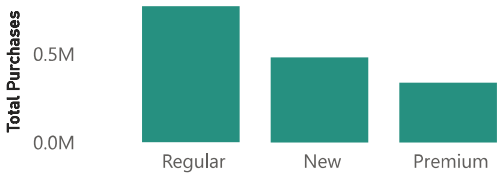
Total Revenue by Age Group &Gender



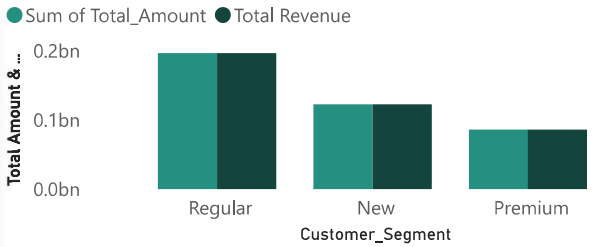
Top Spending Customer Segment



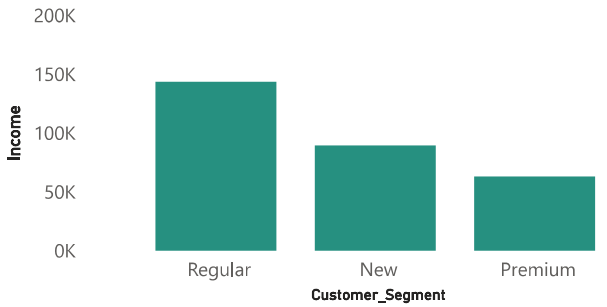
Customer Segment by Total Purchases



Total Amount and Total Revenue by Customer Segment



Income vs Customer Segment



Product Performance Metrics

Product_Category
All

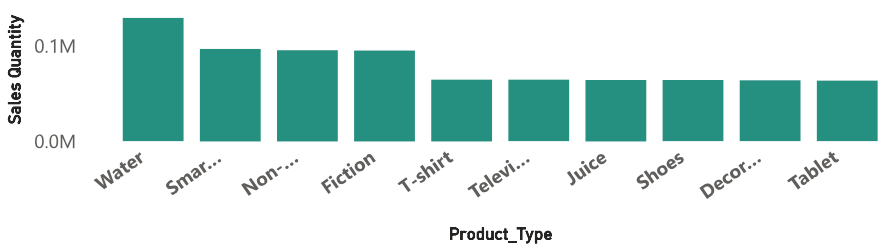
Product_Brand
All

Total Sales Quantity
2M

Total Revenue
404.66M

Top Selling Product
Electronics

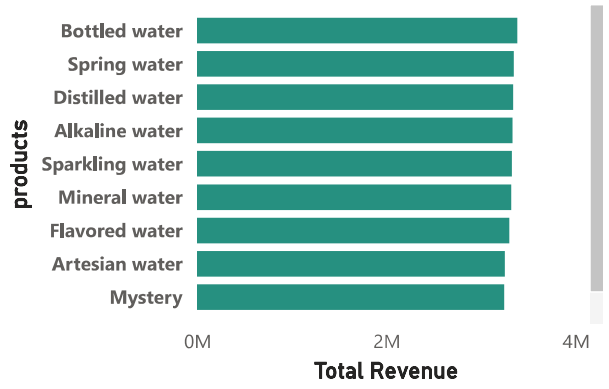
Top Products by Sales Quantity



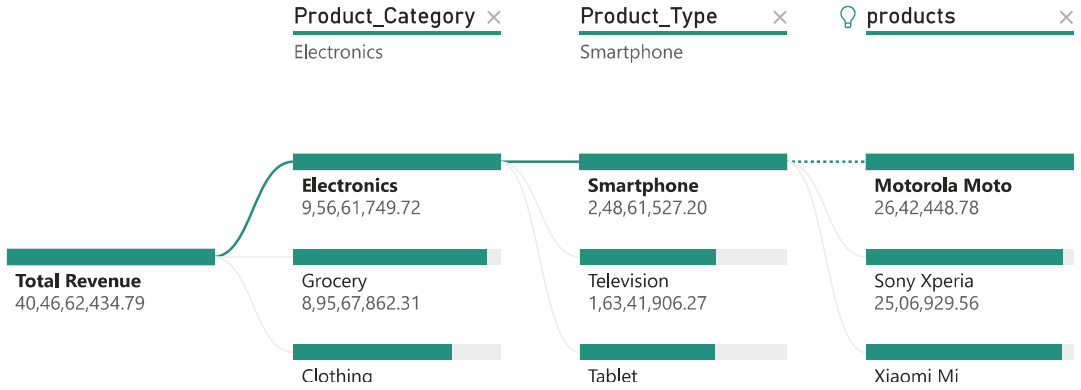
Product Hierarchy(Category,Brand,Product)

Month	January		February		March	
Product_Category	Total Revenue	Sales Quantity	Total Revenue	Sales Quantity	Total Revenue	
Books	61,20,129.44	23987	59,08,315.79	23386	62,02,388.28	
Clothing	60,48,574.87	23992	57,11,781.75	22941	62,54,064.55	
Electronics	79,25,542.21	31152	77,86,692.08	29932	82,67,468.85	
Grocery	78,25,907.94	30582	71,40,865.45	28046	76,58,097.59	
Home Decor	61,54,321.64	24016	60,00,965.16	23333	61,75,761.99	
Total	**3,40,74,476.10**	**133729**	**3,25,48,620.23**	**127638**	**3,45,57,781.26**	

Top Product by Revenue



Revenue Breakdown by Product Category &Type



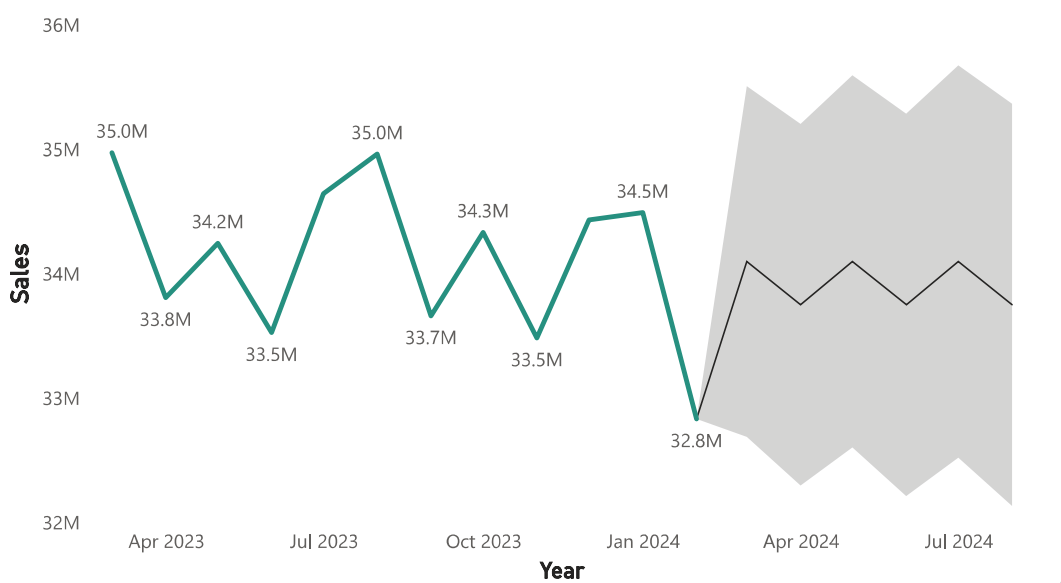
Demand Forecasting & Inventory Optimization

Date
- [ ] 01 March 2023
- [ ] 02 March 2023
- [ ] 03 March 2023

Total Sales
404.66M

Total Orders
296K

Average Order Value
1.40K



Insights

- The solid line shows actual sales data, while the shaded region represents forecasted sales.
- Sales fluctuates over time, with peaks around Jan 2023(35M) and Jan 2024(34.8M) before stabilizing.
- The forecasted values(shaded region)suggest moderate fluctuation in future sales.