



\$1.8M

REVENUE

\$1.1M

PROFIT

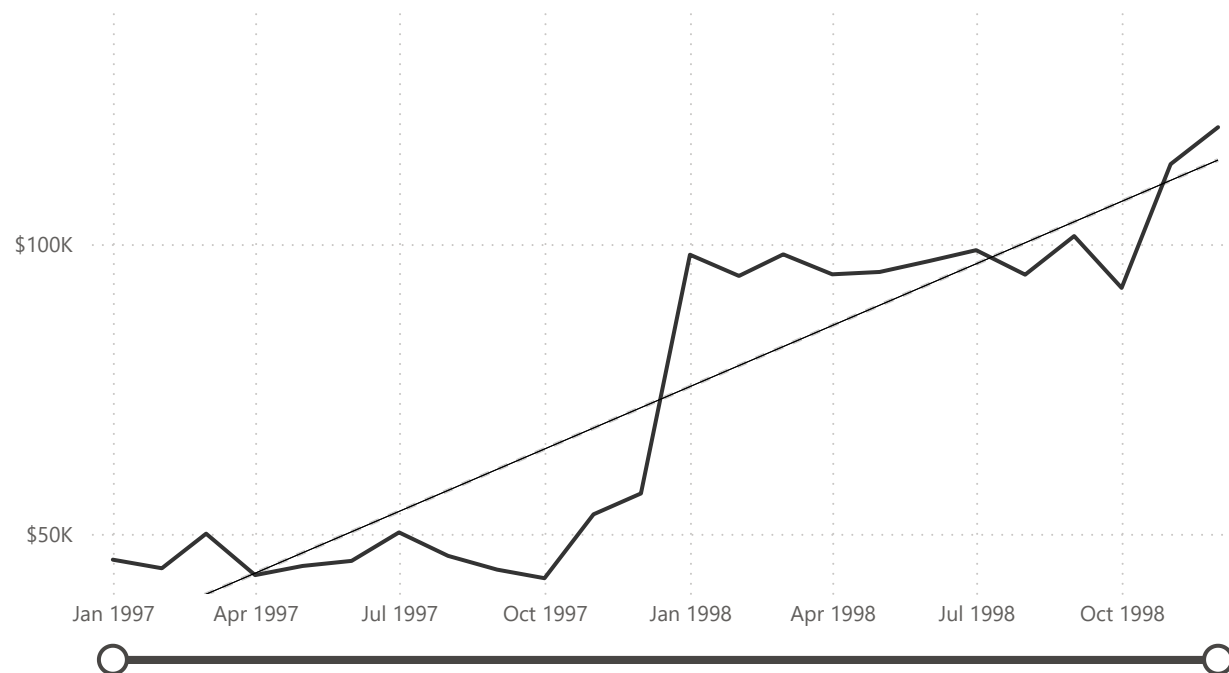
269.7K

TRANSACTIONS

1.0%

RETURN RATE

Revenue Trending



Current Month Profit

\$71,682 ✓

Previous Month: 67.9K (+5.61%)

Current Month Transactions

18,325 ✓

Previous Month: 17,339 (+5.69%)

Current Month Returns

496 !

Previous Month: 482 (-2.9%)

Transactions by Brand



Top 30 Products

	Transactions	Profit	Profit Margin	Return %
Red Wing 25 Watt Lightbulb	204	\$1,182	70.04%	1.27%
Sunset Economy Toilet Brush	213	\$241	69.81%	1.23%
Hilltop Silky Smooth Hair Conditioner	216	\$685	69.13%	1.80%
Better Chicken Noodle Soup	207	\$496	68.70%	1.27%
BBB Best French Roast Coffee	208	\$1,254	67.94%	0.93%
Hermanos Green Pepper	207	\$1,671	67.10%	1.24%
Ebony Fresh Lima Beans	211	\$622	66.21%	0.77%
Special Wheat Puffs	212	\$1,238	65.98%	1.55%
BBB Best Apple Butter	207	\$687	64.85%	1.40%
Carlson Blueberry Yogurt	204	\$1,103	64.13%	1.12%
Red Wing 60 Watt Lightbulb	204	\$526	63.91%	0.97%
Big Time Orange Popsicles	207	\$1,226	63.90%	0.33%
Ebony Mixed Nuts	213	\$392	63.16%	0.31%

Most Ordered Product name:

Moms Roasted Chicken

Most Returned Product name:

Dollar Monthly Sports Magazine



Select all

Canada

Mexico

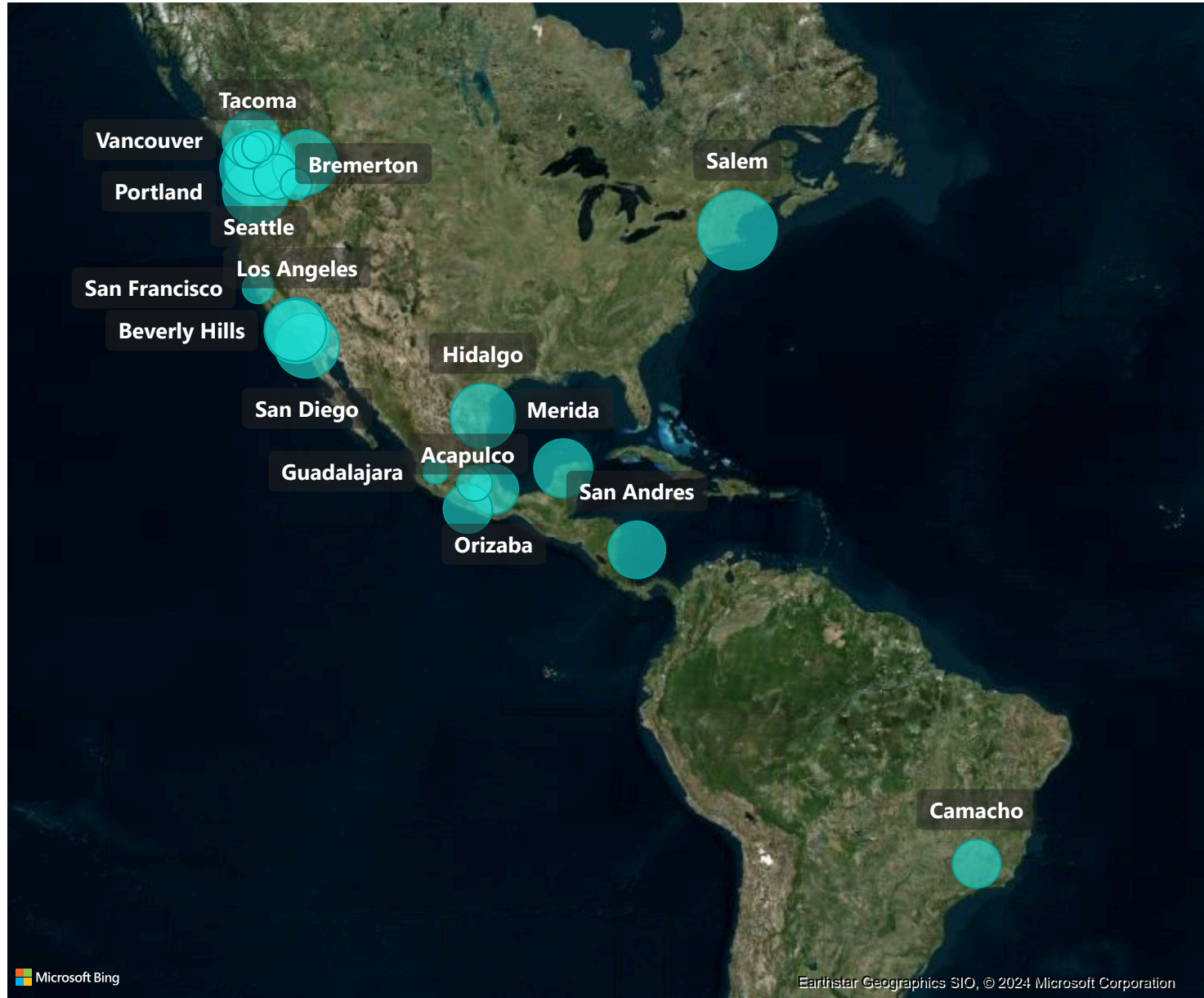
USA

269.7K

Transactions

7,087

Total Returns



USA

Mexico

Canada





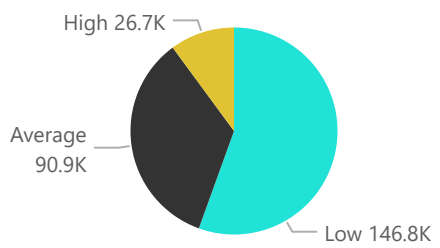
8,842

Unique Customers

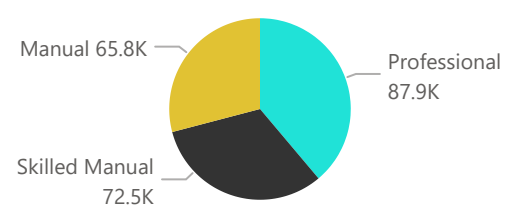
\$199.6

REVENUE PER CUSTOMER

Transactions by Income Level



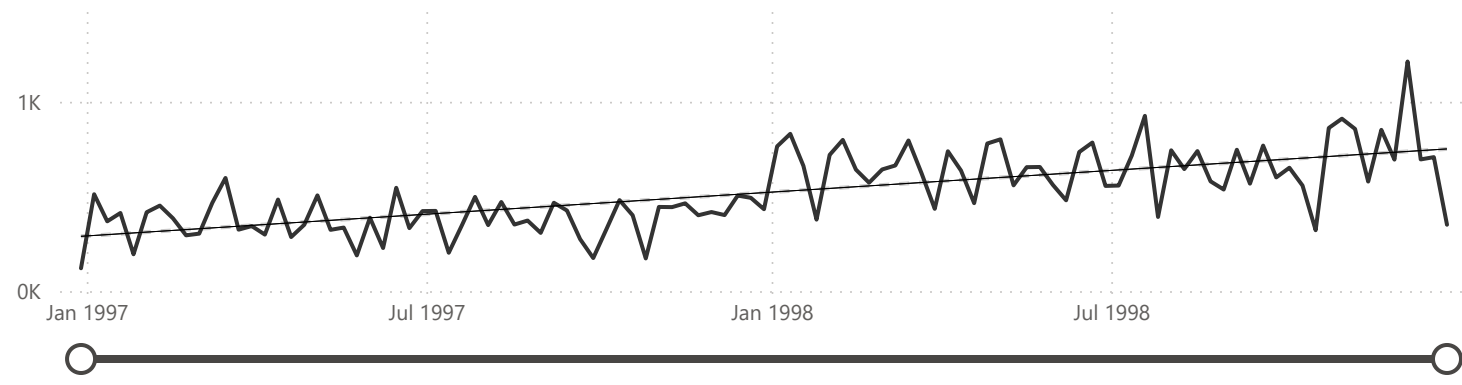
Transactions by Occupation



Total Customers

Revenue per Customer

Total Customers



Year

1997

1998

Top 100 customers

Customer ID	Full Name	Transactions	Revenue
5295	Ida Rodriguez	290	\$2,235
4727	James Horvat	297	\$2,121
4676	Dawn Laner	301	\$1,995
4021	Mary Francis Benigar	275	\$1,973
8452	Wildon Cameron	233	\$1,955
1720	Aaron McDonnell	260	\$1,907
1297	Joann Mramor	251	\$1,826
4391	Eric Winters	257	\$1,776
1787	Merridee Archuleta	279	\$1,763
5174	Lucy Flowers	267	\$1,750
4094	Kristin Miller	239	\$1,738
5466	Scott Littleford	224	\$1,716
Total		21,480	\$144,047.

Top Customer by Revenue:

Ida Rodriguez

Transactions:

290

Revenue

\$2.2K



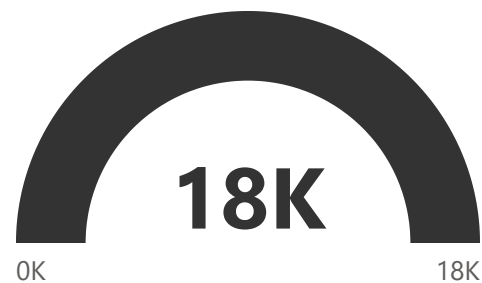
Among customers from all income levels in 1998, Merridee Archuleta, classified in the Low Income level, drove the highest revenue at \$1,764.



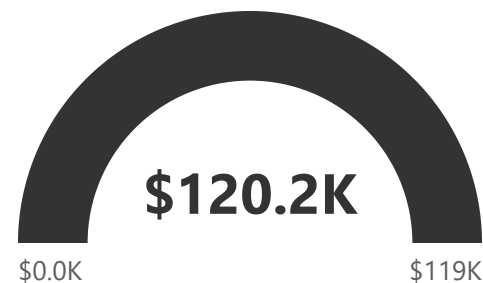
Selected Product:

**ADJ Rosy
Sunglasses**

Monthly Transactions vs Target



Monthly Revenue vs Target



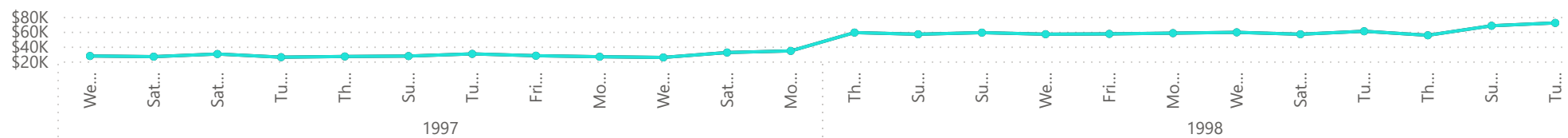
Monthly Profit vs Target



Price Adjustment (%)



● Total (Gross) Profit ● Adjusted Profit

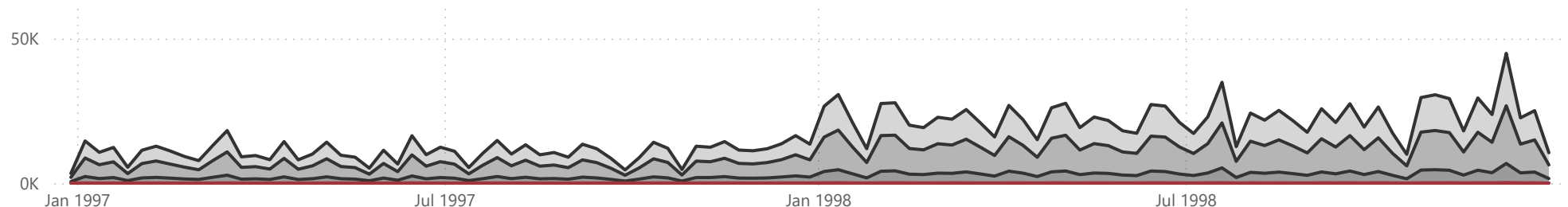


Product Metric S...



- ☐ Total Transactions
- ☐ Total Revenue
- ☐ Total Profit
- ☐ Total Returns
- ☐ Return Rate

● Total Transactions ● Total Revenue ● Total Profit ● Total Returns ● Return Rate



Performance Insights:



Red Wing Lightbulb: Notable increase in revenue marked with significant fluctuations in 1998.
Gross Profit Margin at 70,04% indicates a robust financial performance & effective cost management.
Return rate even though the highest among all products yet very low reflecting market acceptance.



Canada: Vancouver recorded 12,770 transactions in 1998, surpassing the transaction count in Victoria.



USA: Salem leads in transaction count (12,518), followed closely by Tacoma (12,416).



Mexico: Zacatecas ranks first among all stores (24,951), and is holding the highest transaction count among all 3 countries.



Customer Metrics: In 1998, both the **number of customers** and **revenue per customer** surpassed the figures from 1997, aligning with the general trend that associates more customers with higher revenue.
However, there are instances that deviate from this pattern.
12.06.1998: The highest number of customers across both years, yet the revenue generated falls short of expectations. Maybe customers purchase lower price products.
10.04.1998: Stands out for having the highest revenue per customer at \$40.4, despite the relatively lower number of customers.