



Executive Summary

Retail Overview | 2022-2025

FILTER BY

YEAR

2022

2025

MONTH

☐ January

☐ February

☐ March

CATEGORY

☐ Beverages

☐ Butchers

☐ Computers and electric ...

LOCATION

☐ Select all

☐ In-store

☐ Online

Clear Filters



TOTAL SALES
\$1,47M



AVERAGE ORDER VALUE
\$129,64



DISCOUNTED ORDERS
33 %

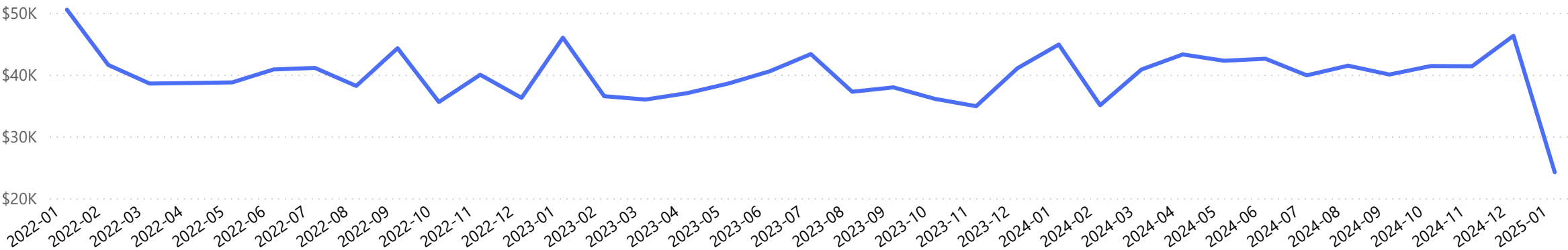


TOTAL TRANSACTIONS
11K

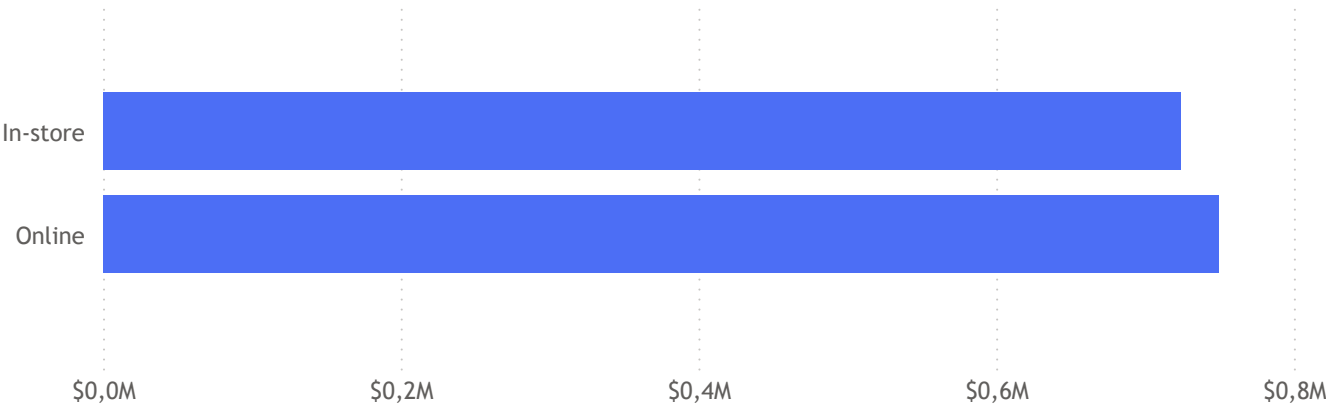
The business generated **\$1.47M** in total sales from **11K+** transactions, averaging **\$129** per order. Notably, **33% of orders were discounted**, indicating a strong reliance on promotional pricing to drive volume.

ARE MONTHLY SALES GROWING OVER TIME?

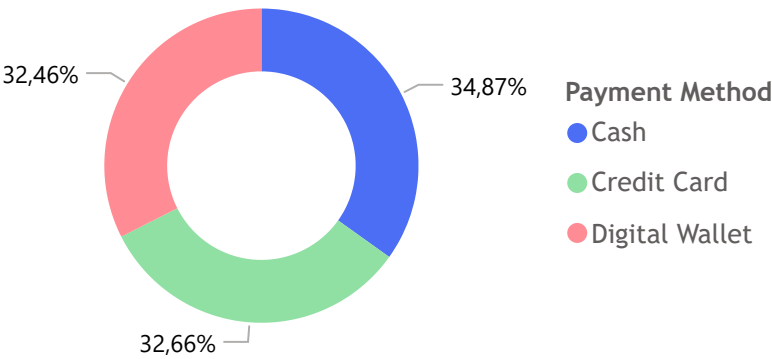
SALES BY YEAR-MONTH



SALES BY LOCATION



SALES BY PAYMENT METHOD



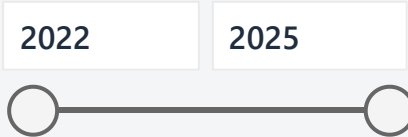


Product Sales Performance

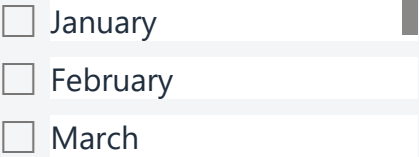
Retail Overview | 2022-2025

FILTER BY

YEAR



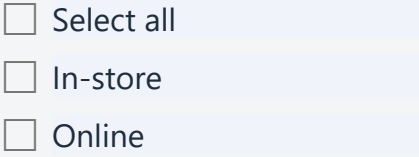
MONTH



CATEGORY



LOCATION



Clear Filters



TOP SELLING CATEGORY

Butchers



UNITS SOLD

63K



TOTAL SALES

\$1,47M



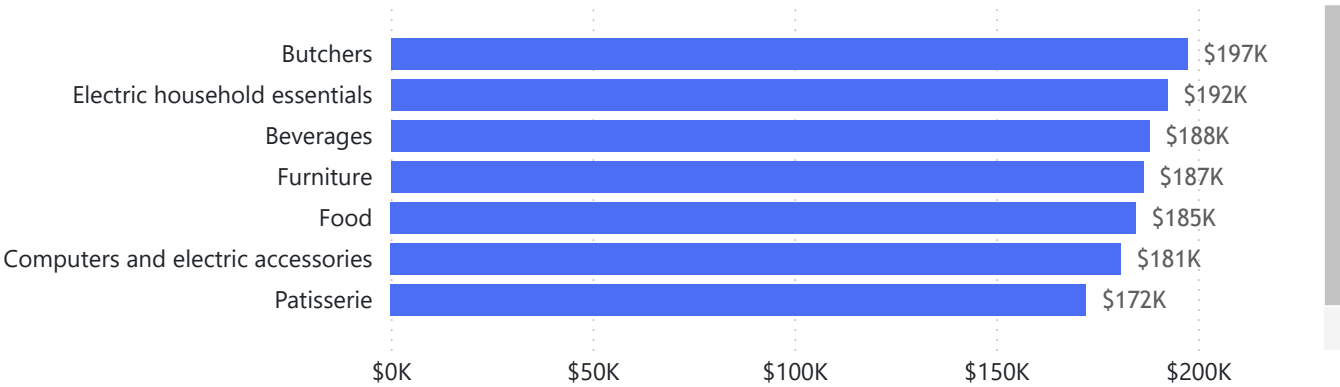
TOP SELLING ITEM

Item 25 FUR

Butchers consistently lead in sales and units sold — suggesting core demand. High sales concentration in a few items (Item_25_FUR, Item_25_BUT) could indicate over-reliance on limited SKUs.

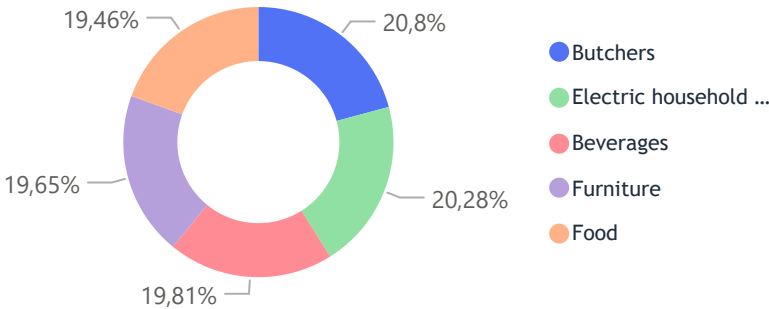
SALES VOLUME

SALES BY CATEGORY



SALES DISTRIBUTION BY CATEGORY

TOP 5 CATEGORIES



DO DISCOUNTS ACTUALLY DRIVE MORE SALES?

Discount Applied False True



AVG. REVENUE - DISCOUNTED VS. FULL PRICE

Discount Applied False True

