



Retail Analytics Dashboard

Executive Summary



\$4.88M

Total Net Revenue



10K

Total Orders



7.19%

Avg Discount %



3.11

Avg Satisfaction

Demographics & Segmentation

Sales Trends & Forecast

Product & Category Analysis

Customer Satisfaction

12-Month Net Revenue Trend (Jul 2024 – Jun 2025)



12-Month Order Volume Trend (Jul 2024 – Jun 2025)

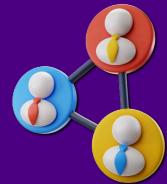


Insights:

- Total Revenue:** \$4.88 M over the past 12 months ($\approx \$407$ K/mo), with peaks in Oct '24 & May '25 and troughs in Jan '25 & Jul '25.
- Order Volume:** 10 K orders total (≈ 833 /mo), highest in Apr '25 (903) and lowest in Jul '25 (353).
- Promotions & Satisfaction:** Avg. discount at 7.19% paired with a 3.11/5 satisfaction score—indicates an opportunity to optimize discount levels and improve customer experience.



Customer Demographics & Segmentation



Age, Gender, Tier & City Breakdowns

Customer_Tier

Bronze

Gold

Platinum

Silver

Age Group

18-25

26-35

36-50

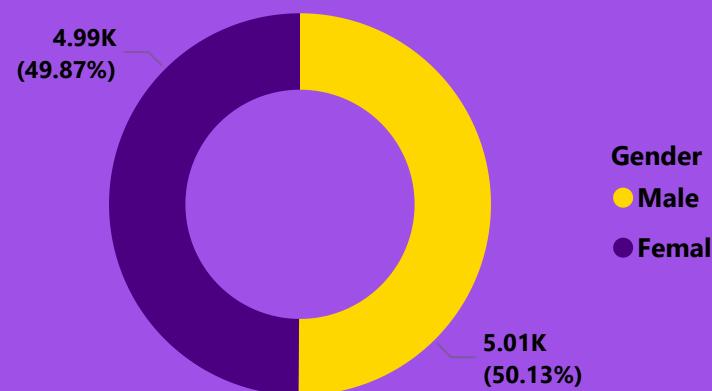
51+

Gender

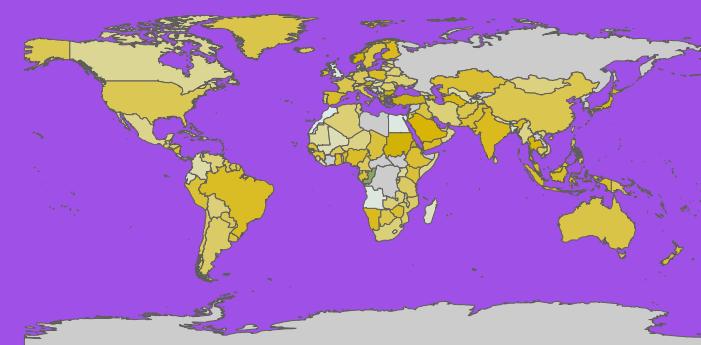
Female

Male

Gender Distribution



Geo-Segmentation: Revenue by Country



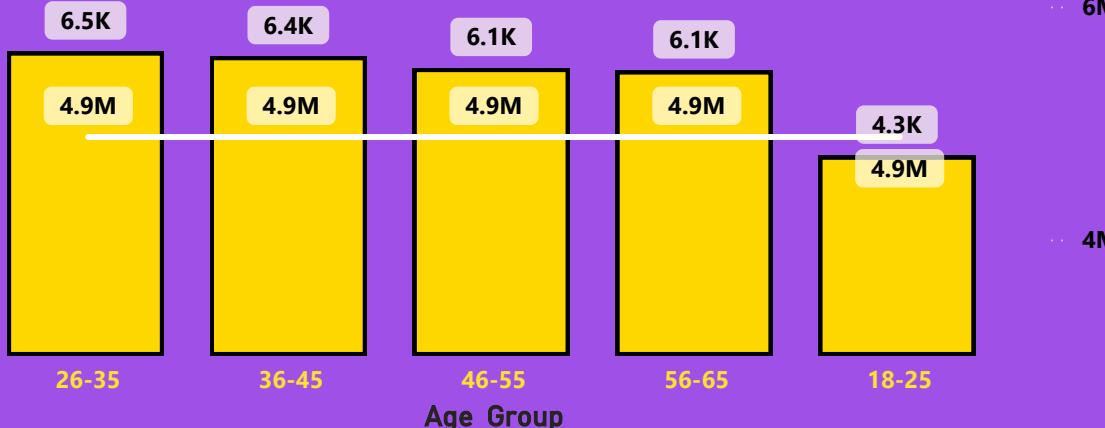
Value Segment Penetration



Sales Trends & Forecast

Age Group Breakdown

● Sum of Customer_Satisfaction ● Revenue by Age



City-Tier Revenue Heatmap

| City | Bronze | Gold | Platinum | Silver | Total |
|----------------|--------------------|---------------------|---------------------|---------------------|---------------------|
| Aaronburgh | | 514.63 | 820.97 | | 1,335.60 |
| Aaronchester | 64.14 | | | | 64.14 |
| Aaronfort | 11.68 | | | 197.23 | 208.91 |
| Aaronhaven | | | | 196.80 | 196.80 |
| Aaronland | | 1,560.96 | | | 1,560.96 |
| Aaronport | | 873.83 | | | 873.83 |
| Aaronshire | | 446.75 | | | 446.75 |
| Aaronside | | 534.24 | | | 534.24 |
| Abbottton | | | | 326.34 | 326.34 |
| Abigailborough | | | | 221.58 | 221.58 |
| Abigailfort | | | 736.52 | | 736.52 |
| Total | 1,37,569.19 | 21,96,058.55 | 12,43,028.44 | 10,26,198.79 | 46,02,854.97 |



Sales Trends & Forecast Analysis

Time-series revenue/orders, trendlines and built-in forecast



Product_Category



Payment_Mode

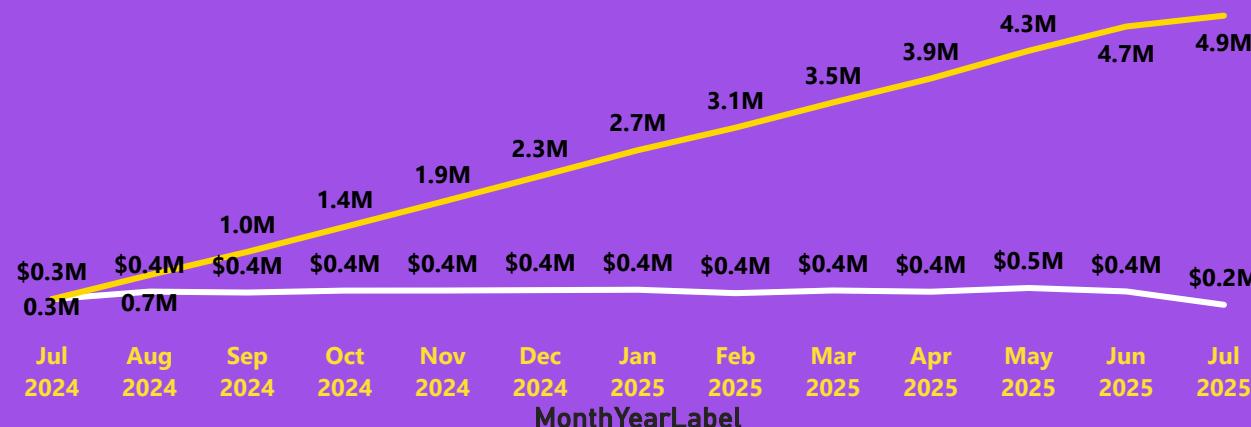


Market_Type



Monthly vs. Cumulative Revenue Trend

● Total Net Revenue ● Cumulative Revenue



Monthly Growth Waterfall

● Increase ● Decrease ● Total



Revenue & Order Volume Over Time

● Total Orders ● Total Net Revenue



Seasonality Heatmap

| Month_Name | 2024 | 2025 | Total |
|------------|----------------|----------------|----------------|
| April | | \$3,73,097.06 | \$3,73,097.06 |
| August | \$3,74,598.73 | | \$3,74,598.73 |
| December | \$3,96,236.90 | | \$3,96,236.90 |
| February | | \$3,39,874.77 | \$3,39,874.77 |
| July | \$2,55,679.97 | \$1,67,219.74 | \$4,22,899.71 |
| June | | \$3,71,847.51 | \$3,71,847.51 |
| March | | \$3,85,566.36 | \$3,85,566.36 |
| May | | \$4,21,327.67 | \$4,21,327.67 |
| November | \$3,87,821.10 | | \$3,87,821.10 |
| October | \$3,77,945.63 | | \$3,77,945.63 |
| September | \$3,56,152.77 | | \$3,56,152.77 |
| Total | \$21,48,435.10 | \$24,54,419.87 | \$46,02,854.97 |

14.92%

YoY Revenue Growth %

Payment_Type



Product & Category Analysis



Product & Category Analysis

Top-N products, category stacks, basket-size scatter



Product_Category



Discount_Tier



Market_Type



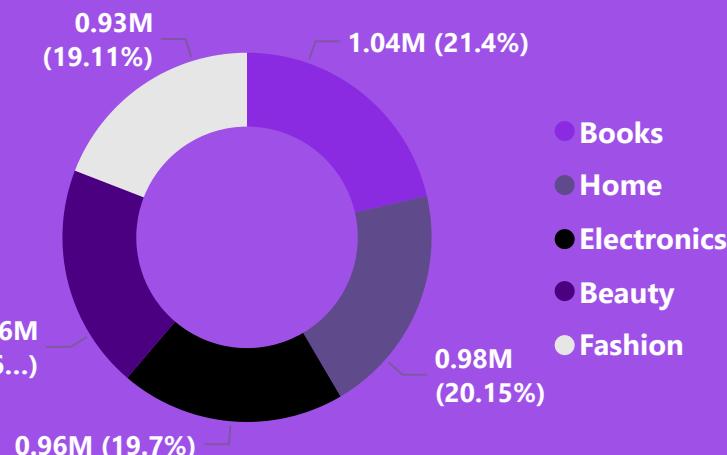
Category Sales Contribution

● Beauty ● Books ● Electronics ● Fashion ● Home

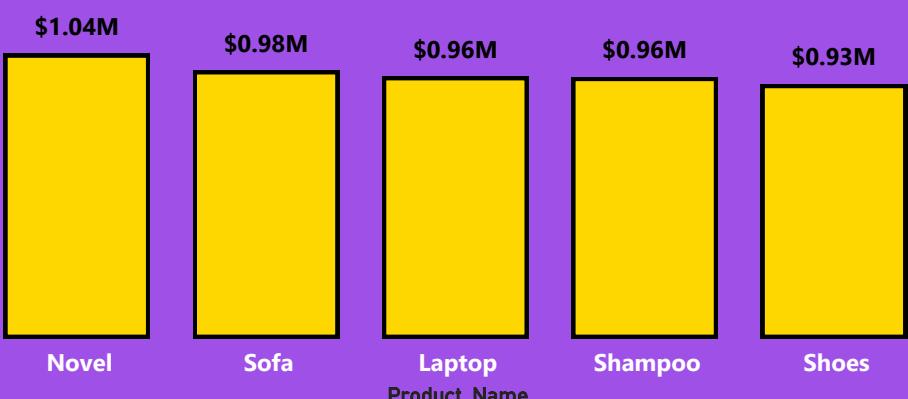


Customer Satisfaction

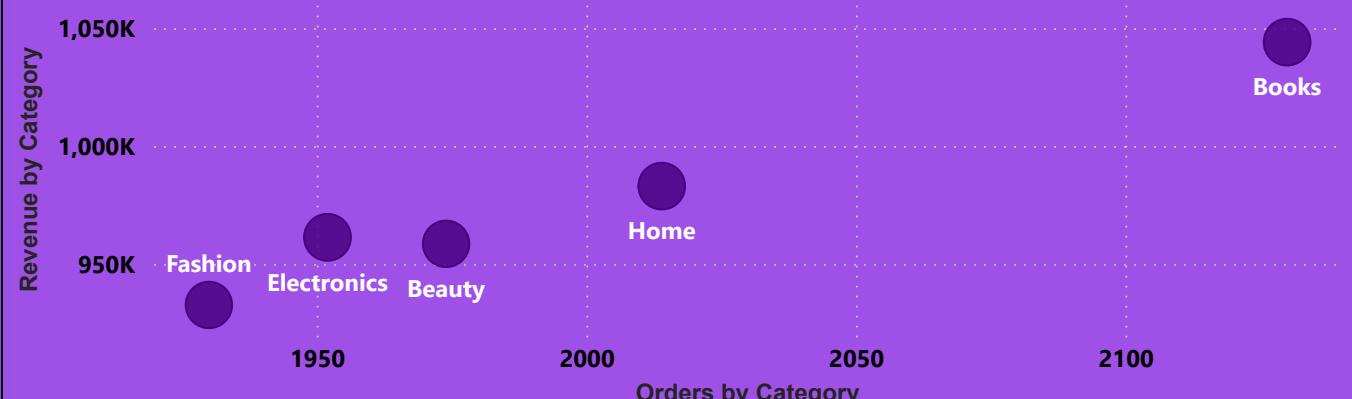
Category Revenue Share



Top 5 Products by Net Revenue



Basket Size Scatter





Customer Satisfaction

Satisfaction scores, complaint drivers, NPS-style gauge



Value Segment

Elite Value High Value Low Value Mid Value

Customer_Tier

Bronze Gold Platinum Silver

NPS_Category

Detractor Passive Promoter

Promoters / Passives / Detractors

● Promoters % ● Detractors % ● Passives %



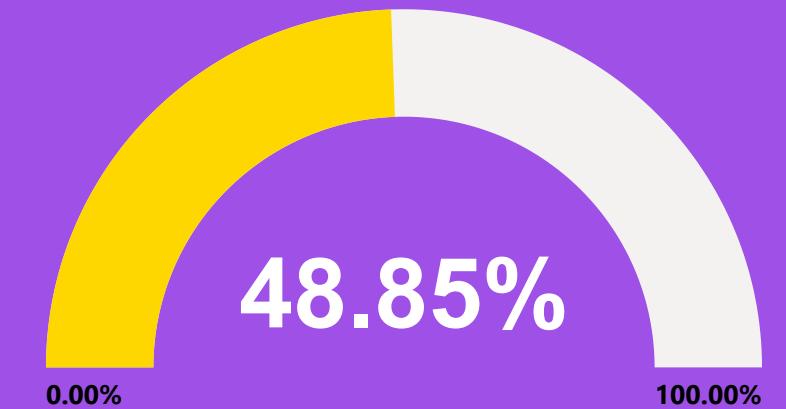
Satisfaction by Category

Product_Category Sat by Category

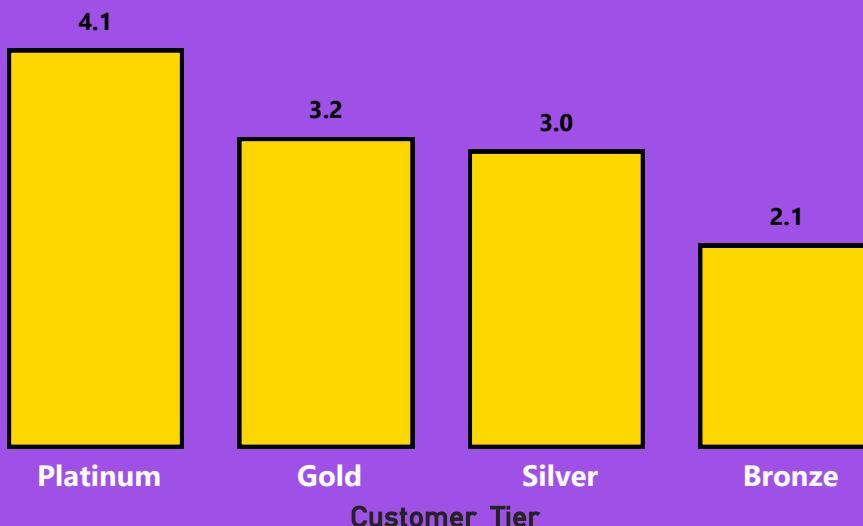
| | |
|-------------|------|
| Beauty | 3.12 |
| Books | 3.07 |
| Electronics | 3.15 |
| Fashion | 3.12 |
| Home | 3.07 |
| Total | 3.11 |

Overview

Overall NPS Gauge



Average Satisfaction by Tier



Avg Satisfaction Trend

