

Retail Sales Dashboard | Sales trend

Sales trend

Customer Segmentation

Product Performance

Demand Forecasting

Total Revenue

\$406.25M



Total Unit Sold

2M

MoM Growth %

8.73%

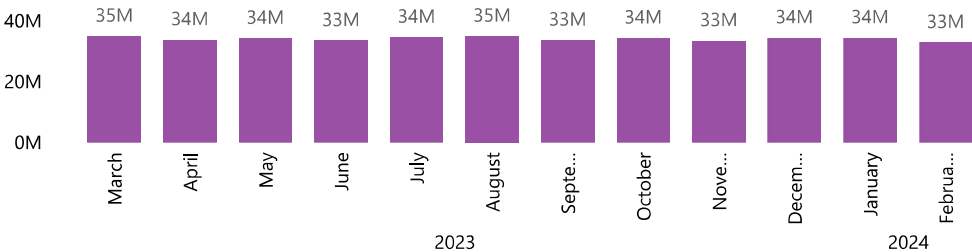


Total Transactions

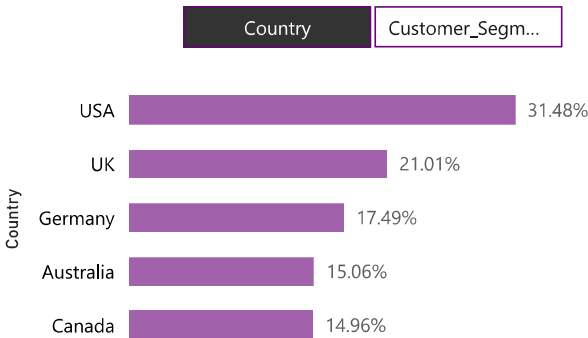
297K

Sales Trend

By month

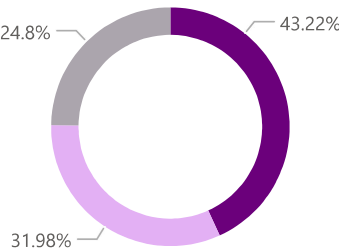


Sales by Country and customer Segment



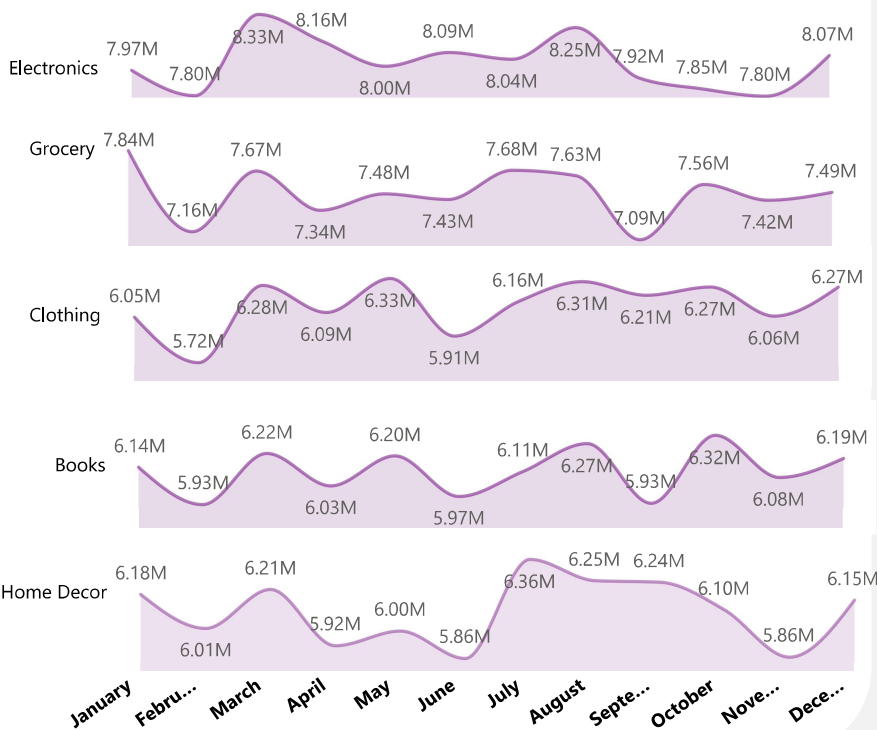
Sales by Income level

Income ● Medium ● Low ● High



Sales Trend

By Product Category



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Customer

James Smith

Segment

Best Customer

City

Adelaide

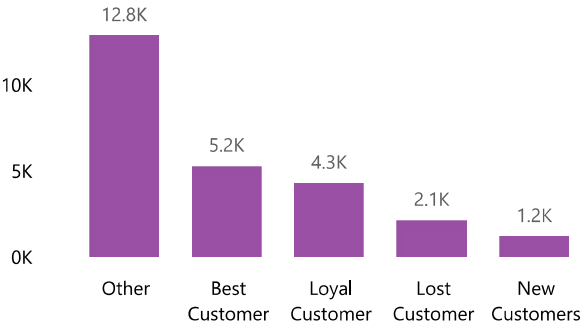
Gender

Female

Age group

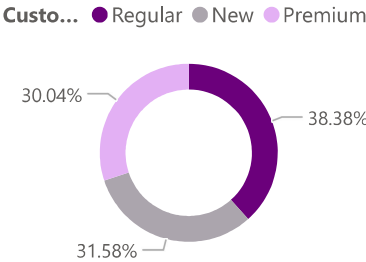
- 18-25
- 26-35
- 36-45
- 46-60
- 60+

Customer Trend  
By Segment

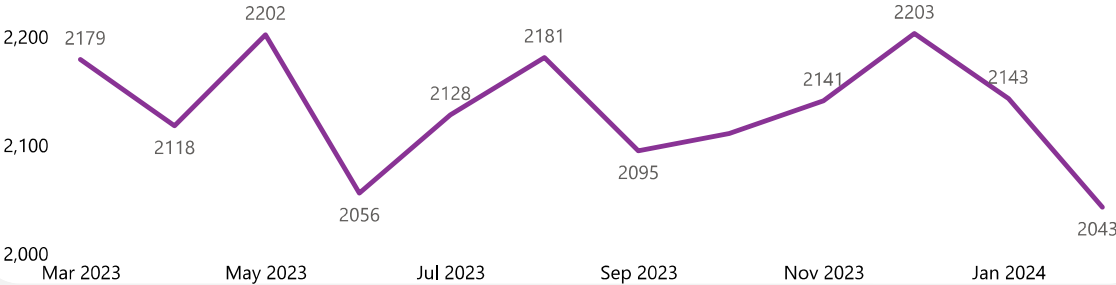


Customers Trend

by Customer Segment



Total Customers  
by Year and Month



Name	R_score	M_score	F_score	RFM_score	Segment
Zoe Smith	4	2	1	412	Other
Zoe Johnson	2	3	2	223	Other
Zoe Jacobson	3	2	3	332	Other
Zoe Gomez	2	4	4	244	Other
Zoe Curtis	3	2	1	312	Other
Zachary Young	1	3	1	113	Other
Zachary Wood	2	3	4	243	Other
Zachary Wood	3	2	2	322	Other
Zachary Wilson	3	1	1	311	Other
Zachary Williams	3	3	3	333	Loyal Customer
Zachary Williams	3	4	3	334	Loyal Customer
Zachary Williams	4	3	4	443	Best Customer
Zachary White	4	4	3	434	Best Customer
Zachary Wells	1	1	1	111	Lost Customer
Zachary Welch	4	4	3	434	Best Customer
Zachary Thomas	2	1	2	221	Other
Zachary Thomas	2	4	4	244	Other
Zachary Stewart	2	4	4	244	Other
Zachary Stewart	4	3	3	433	Best Customer

# Retail Sales Dashboard | Product Performance

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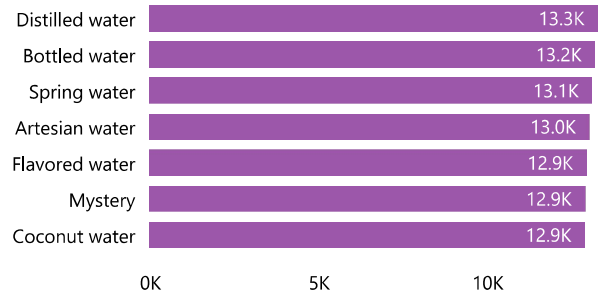
Average order value

1.37K

MoM Growth %

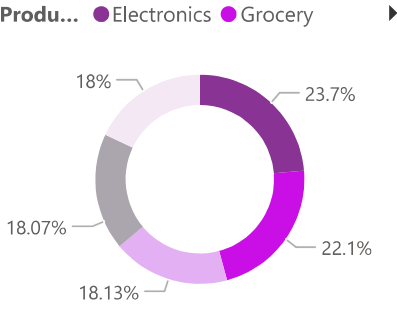
8.73%

## Top 10 Products by Unit Sold

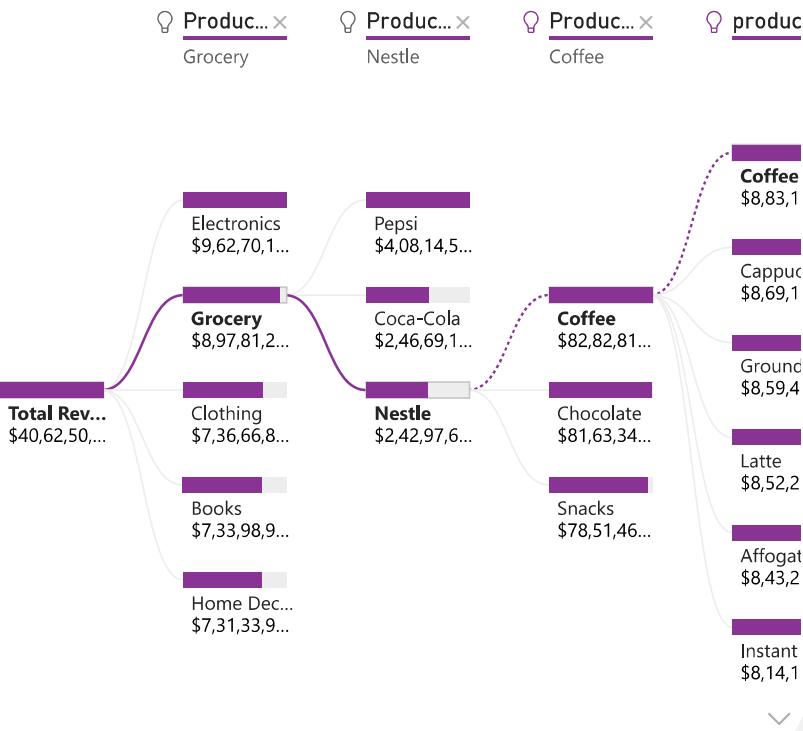


## Product Category

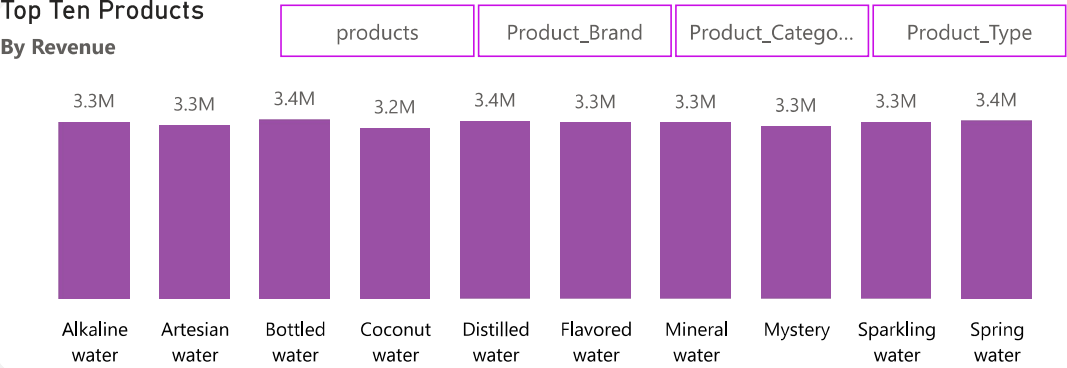
by Revenue



## Product Decomposition



## Top Ten Products By Revenue



# Retail Sales Dashboard | Demand Forecasting

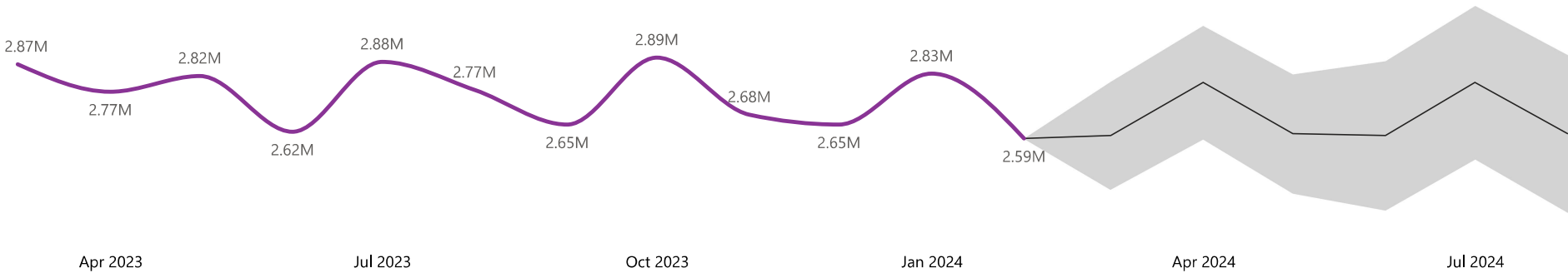
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## Sales Forecasting



**\*Historical Sales Trends :**Over the past year, sales have followed a cyclical pattern, with peaks around **April ,July ,and October**. The highest recorded sales were **2.89M**, while the lowest were **2.59M**, indicating seasonal variations.

**\*Forecasted Sales:** Future projections suggest a steady growth trend with fluctuations. By **mid-2024**, expected sales range between **2.65M and 2.95M**with a confidence interval indicating potential variability.

## Insights and Recommendations:

Demand is expected to increase around **April 2024**-stock up on high demand products.

Monitor potential **sales dips** in early 2024 and adjust marketing strategies accordingly.

Consider inventory optimization techniques to avoid overstocking or shortages.