



# Sales Performance Dashboard: Revenue






Total Revenue

€ 23.54M




Profit

€ 7.68M




Profit Margin

33%



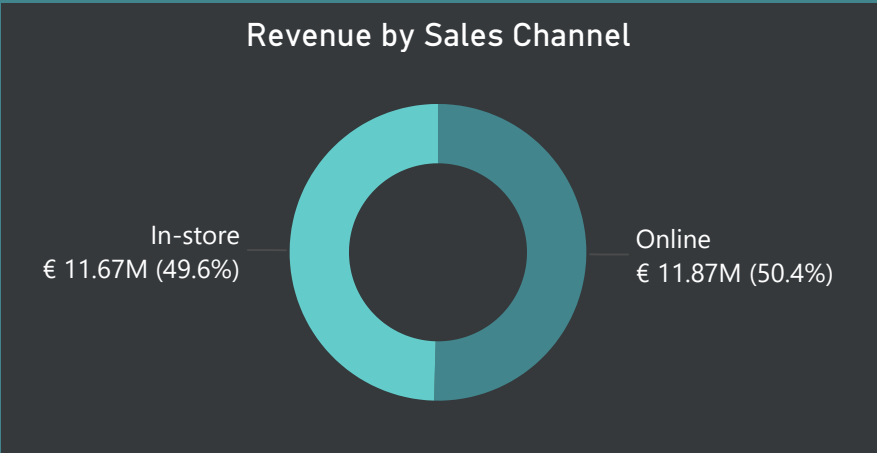
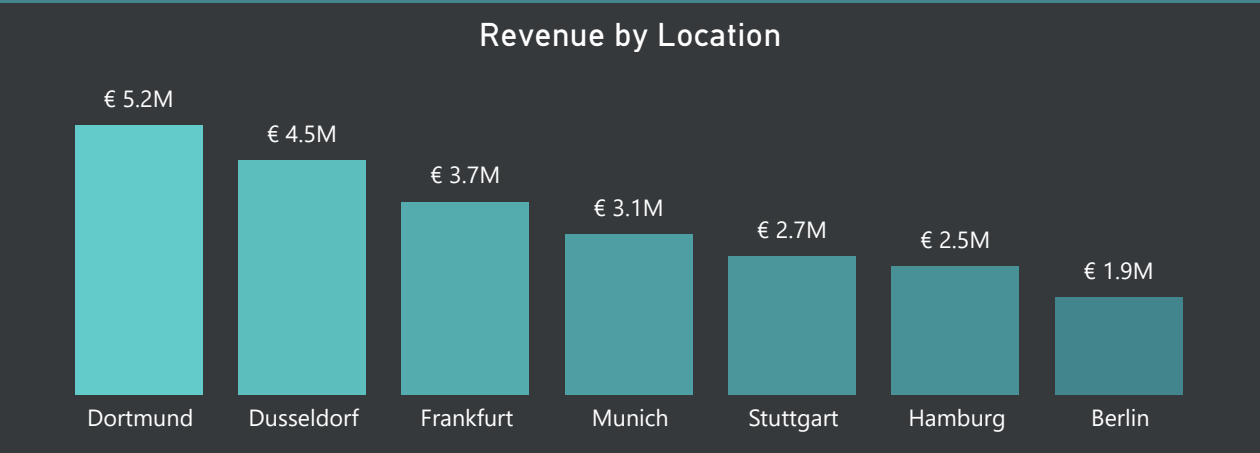
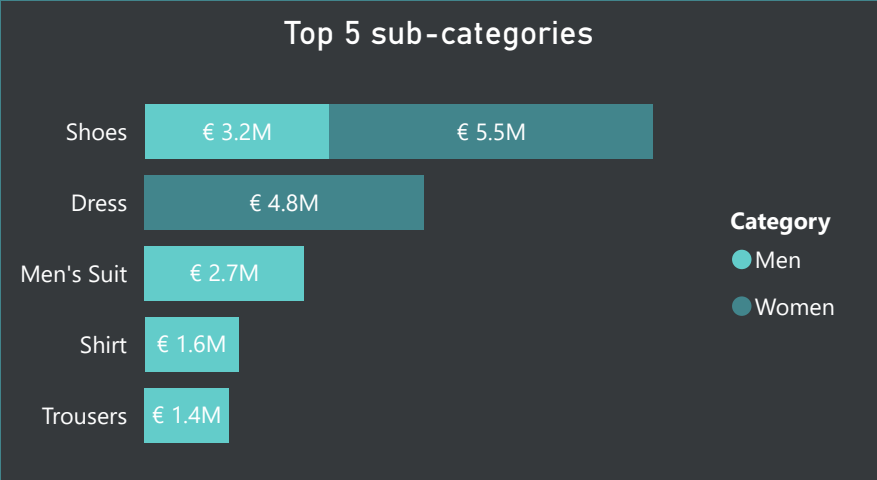
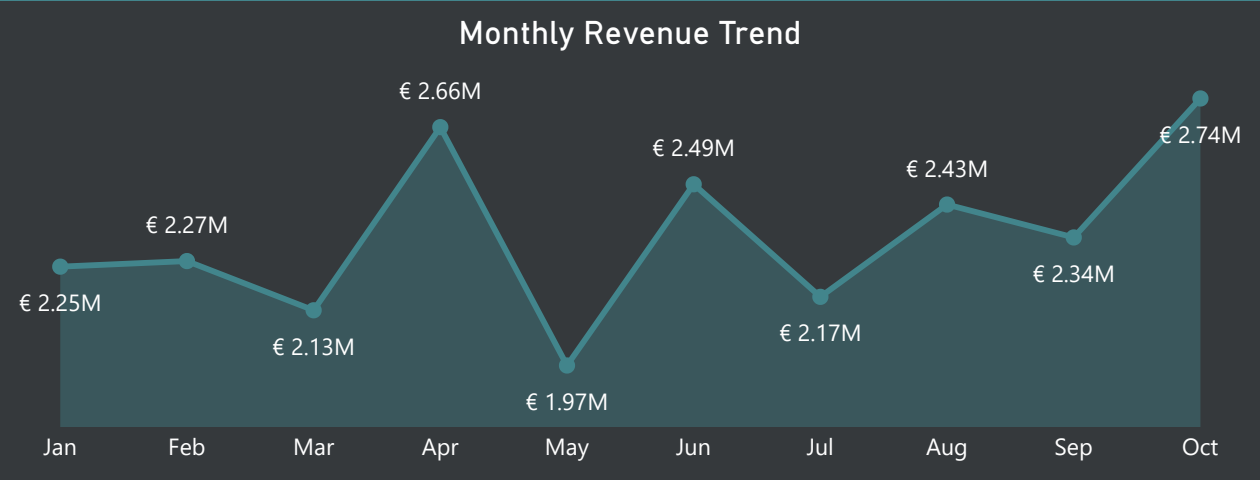
Total Orders

55.85K



Avg. Order Value

€ 421



# Monthly Profit Analysis

Feb



Harley Analytics



Total Revenue

€ 2.27M

Previous Month: € 2.3M ▲ .7%



Profit

€ 743.94K

Previous Month: € 737.1K ▲ .9%



Quantity Sold

26.22K

Previous Month: 26.1K ▲ .4%

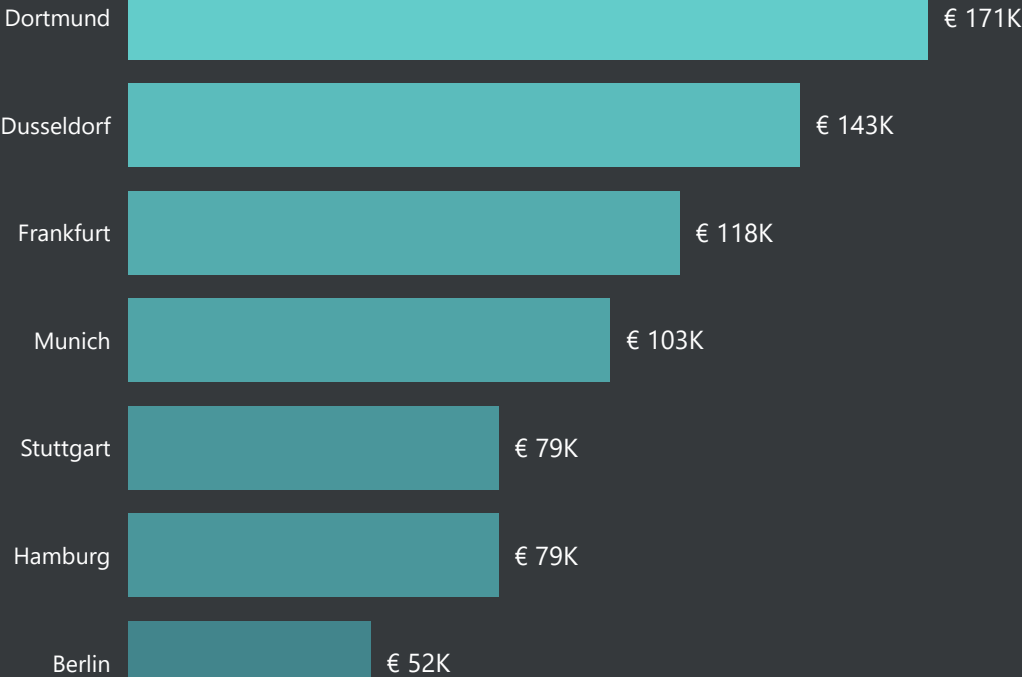


Total Orders

5.26K

Previous Month: 5.3K ▼ -.9%

## Profit by Location



## Top 5 sub-categories



## Profit by Sales Channel

In-store € 369.96K (49.7%) Online € 373.98K (50.3%)



# Location Analysis

Berlin



Total Revenue

€ 1.87M



Profit

€ 609.39K



Total Orders

4.48K



Quantity Sold

22.01K

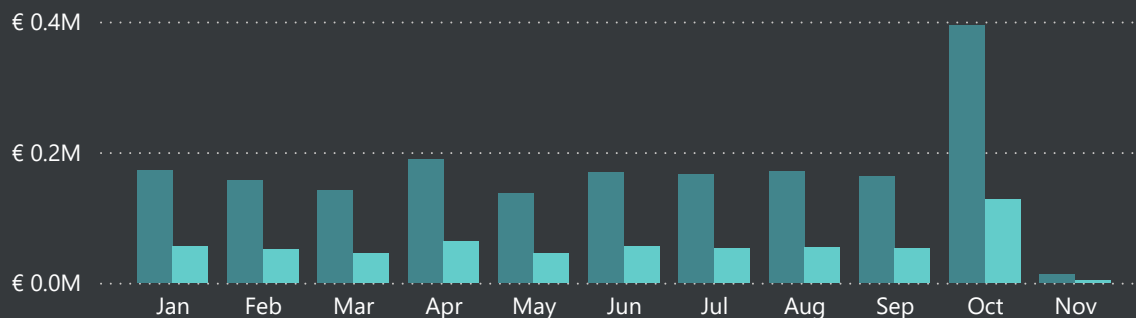


Total Customers

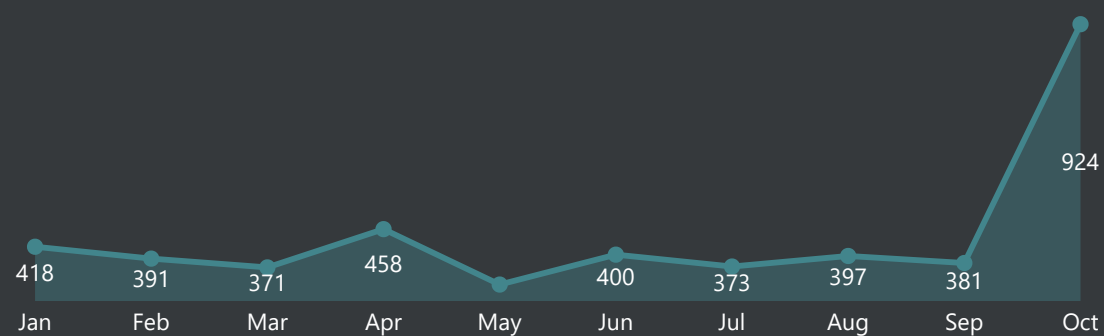
1.59K

## Revenue and Profit by Month

● Total Revenue ● Profit



## Total Orders



## Top 10 Sales Personnel

