Executive Summary Dashboard

Total Revenue
1,775.95M

Average Order Value
177.60K
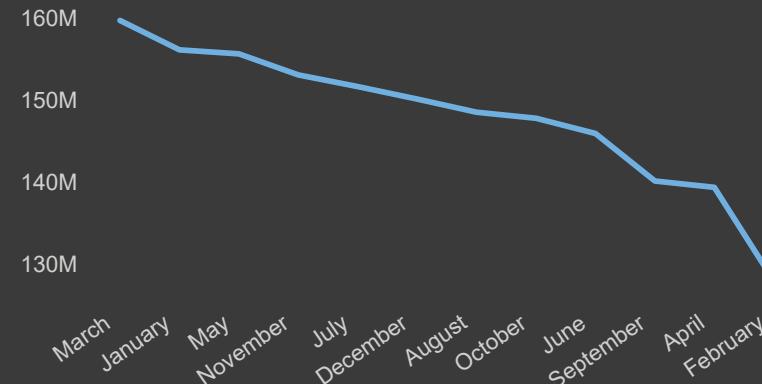
Total Transactions
10K

Profit Margin %
19.62

Date Range
- ◯ January
- ◯ February

Category
- ◯ Beauty
- ◯ Books

State
- ◯ Alabama
- ◯ Alaska

Payment Method
- ◯ Cash on Delivery
- ◯ Credit Card
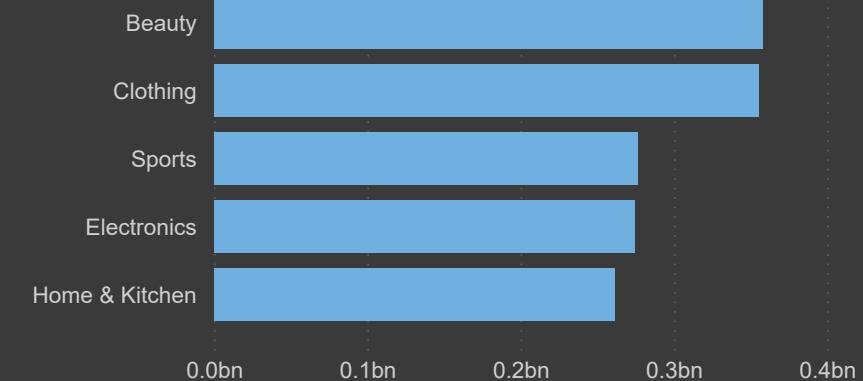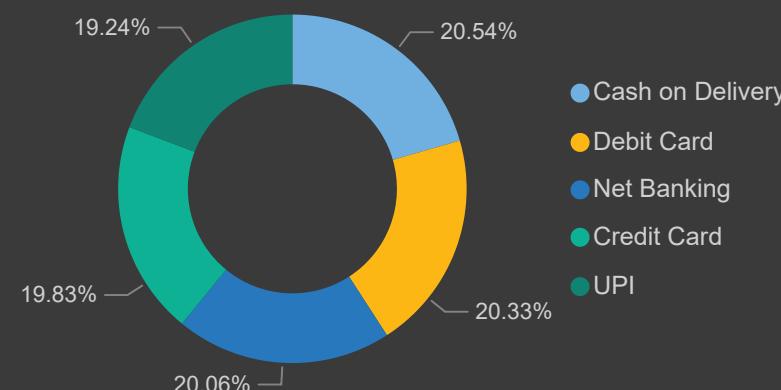
Monthly Revenue Trend (2024)

X-axis: March, January, May, November, July, December, August, October, June, September, April, February
Y-axis: 130M, 140M, 150M, 160M

Top 5 Categories by Revenue

- Beauty
- Clothing
- Sports
- Electronics
- Home & Kitchen

X-axis: 0.0bn, 0.1bn, 0.2bn, 0.3bn, 0.4bn

Payment Method Distribution

- 20.54% Cash on Delivery
- 20.33% Debit Card
- 20.06% Net Banking
- 19.83% Credit Card
- 19.24% UPI

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Sales by State/Region

● Alabama ● Alaska ● Arizona ● Arkansas ● California ● Colorado ▷

NORTH AMERICA   EUROPE   ASIA

Atlantic Ocean

AFRICA

Microsoft Bing   © 2025 TomTom, © 2025 Microsoft Corporation, © OpenStreetMap

SOUTH AMERICA

Product Analysis Dashboard
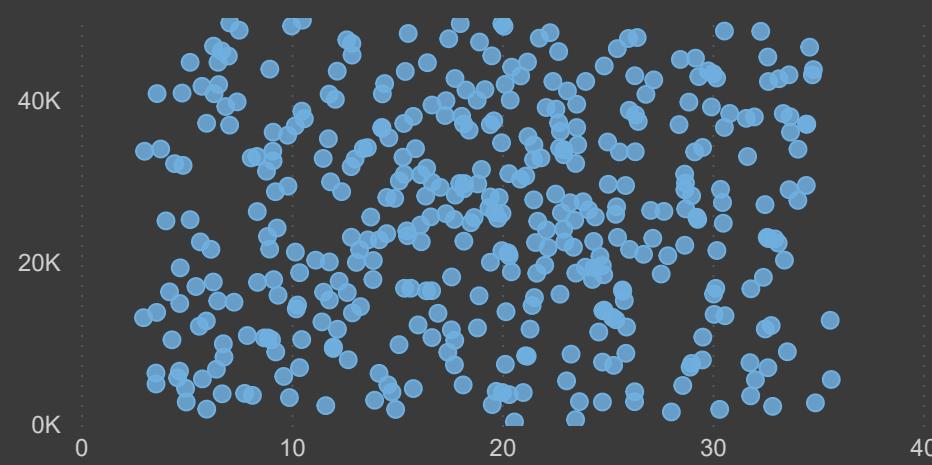
Top 10 Products by Revenue

Product	
Allow	
Trouble	
Side	
Collection	
Without	
Operation	
Reveal	
Take	
Between	
Democratic	

Axis: 0M, 5M, 10M, 15M, 20M

Product Categories and Sub-categories by Sales

Beauty — fire
Sports — unit
Home & Kitchen
Clothing
Electronics
Books

Price vs Profit Margin


Y-axis: 0K, 20K, 40K
X-axis: 0, 10, 20, 30, 40
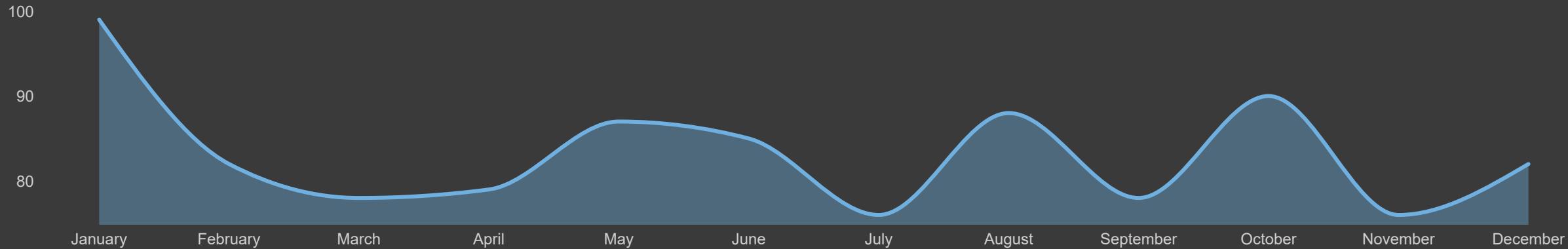
Product Performance Metrics (Quantity Sold, Revenue, Profit)
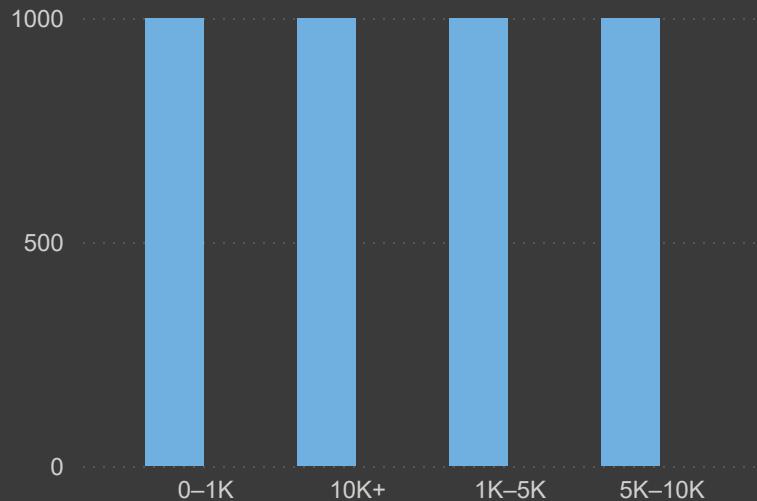
| product_name	Total Revenue	Total Profit	Profit Margin %	Sum of quantity
Month	37,568.66	7,736.68	20.59	158
Toward	61,089.85	14,354.81	23.50	121
Message	2,81,751.67	16,830.99	5.97	164
Develop	4,07,341.00	20,367.84	5.00	161
Impact	6,65,799.18	23,744.98	3.57	145
Writer	5,86,715.72	29,161.72	4.97	145
Home	9,05,580.16	32,256.67	3.56	157
Black	7,36,828.72	33,822.46	4.59	141
Risk	5,10,205.42	34,215.01	6.71	147
Morning	2,95,726.83	34,394.61	11.63	141
Page	2,31,958.25	34,674.14	14.95	137
Sit	5,53,814.97	43,050.01	7.77	157
Claim	9,32,217.88	43,635.00	4.68	152

Customer Insights Dashboard

Customer Acquisition Trend
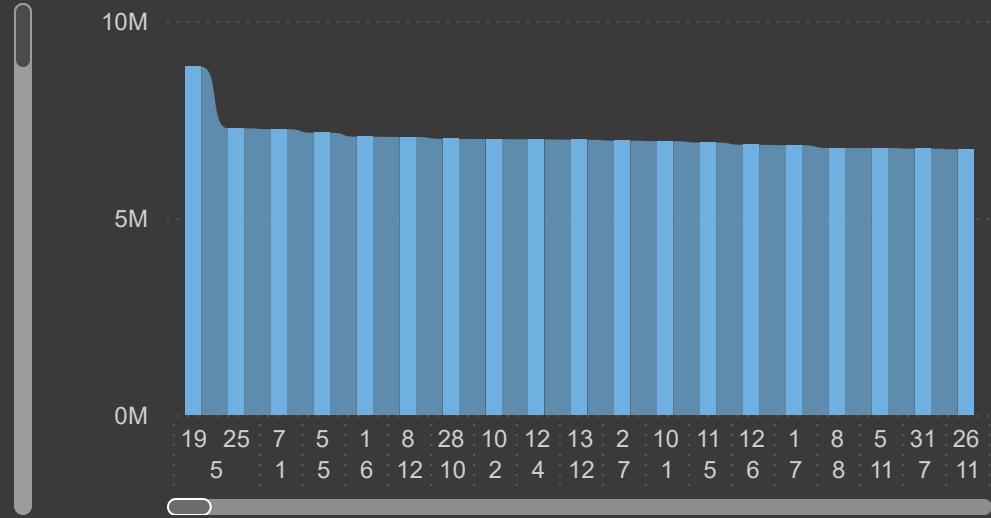
Customer Segmentation (by total spending)

Top 10 Customers by Lifetime Value

| customer_id	Total Revenue	Total Transactions
CUST0692	1,98,209.20	2
CUST0269	2,14,666.10	2
CUST0355	2,35,452.71	3
CUST0792	3,76,210.73	7
CUST0393	3,79,575.84	6
CUST0543	3,86,273.60	2
CUST0421	3,89,246.61	6
CUST0223	4,17,521.63	4
CUST0177	4,22,428.42	4
CUST0522	4,31,008.37	4
CUST0415	4,51,585.75	5
CUST0968	4,52,012.93	4
CUST0871	4,54,841.06	3

Customer Activity by Day/Month
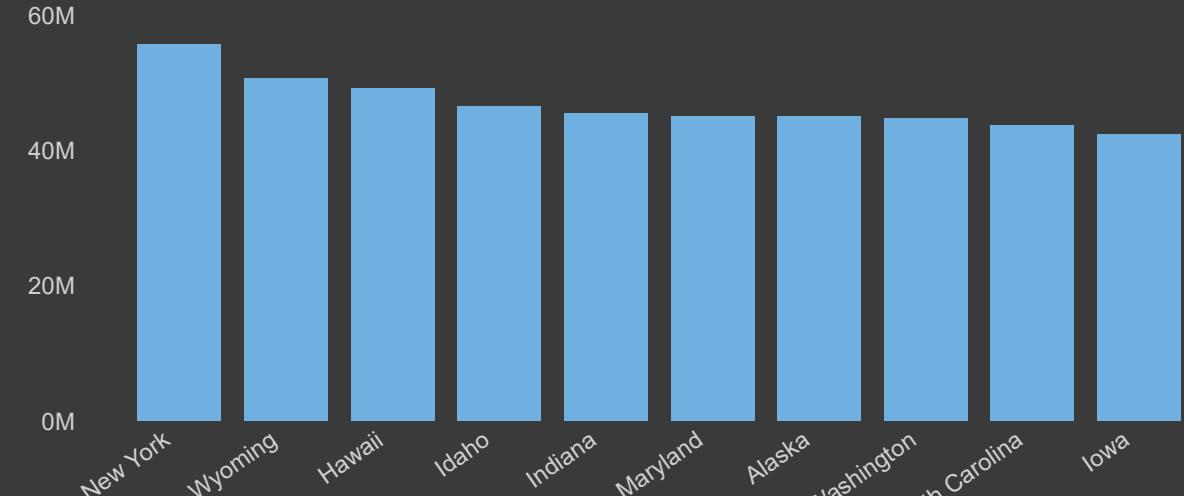
Geographic & Trend Analysis
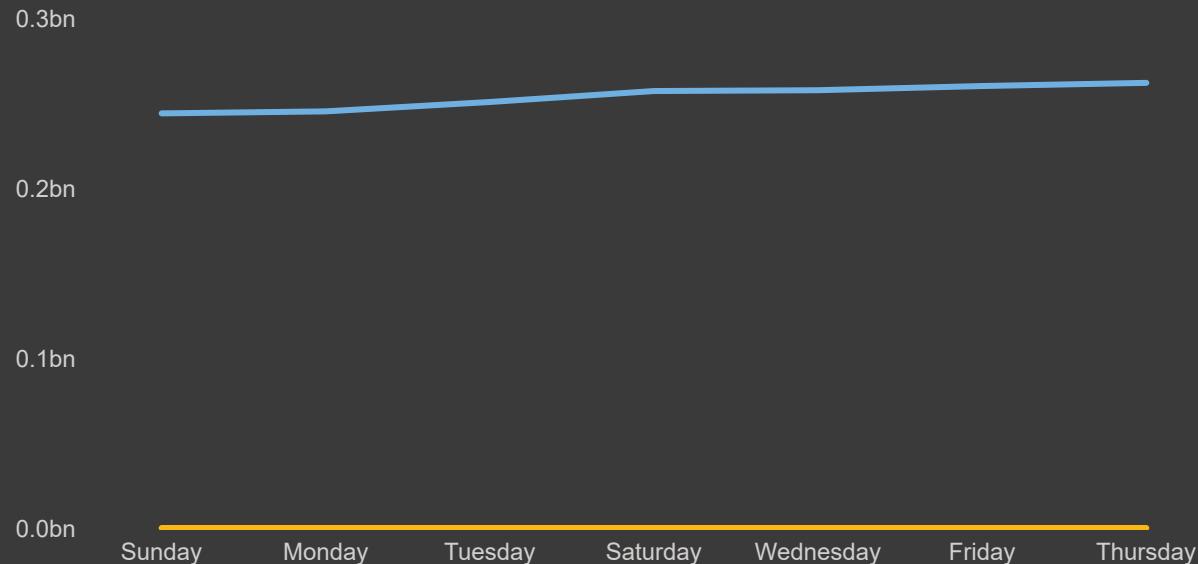
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Sales by City/State

state ● Alabama ● Alaska ● Arizona ● Arkansas ● California ● Colorado ● Connecticut ▷

Top 10 States by Revenue

State	Revenue
New York	~57M
Wyoming	~50M
Hawaii	~49M
Idaho	~46M
Indiana	~45M
Maryland	~45M
Alaska	~45M
Washington	~45M
North Carolina	~44M
Iowa	~43M

Daily Sales Pattern (Day of Week)

Sunday, Monday, Tuesday, Saturday, Wednesday, Friday, Thursday

Category-wise Revenue Trend

Beauty, Clothing, Sports, Electronics, Home & Kitchen, Books