Sales Revenue Analysis

File created on: 2022-05-04 7:11:41 PM

Revenue per state

Total

$0.3M $15.5M

$3.8M
$3.3M
$2.4M
$5.4M
$2.8M
$2.5M
$1.7M
$2.0M
$4.1M
$1.3M
$1.0M
$5.2M
$11.4M
$6.3M
$1.9M
$2.8M
$10.2M
$1.4M
$2.0M
$9.1M
$8.1M
$5.1M
$3.8M
$7.0M
$1.3M
$3.3M
$8.0M
$8.2M
$13.9M
$4.2M
$4.5M
$6.4M
$3.1M
$2.2M
$3.7M
$2.3M
$6.5M
$3.8M
$5.2M
$15.5M
$3.7M
$8.5M

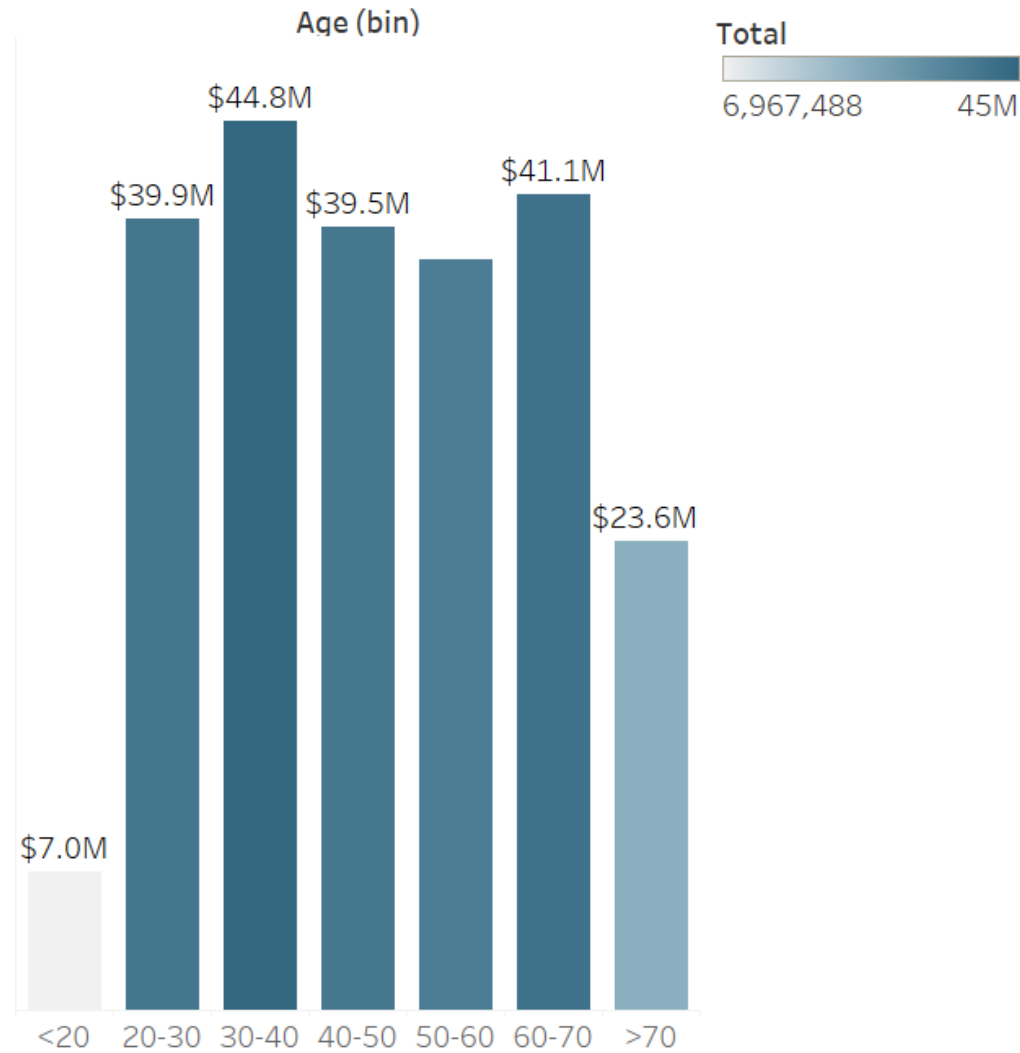© 2022 Mapbox © OpenStreetMap
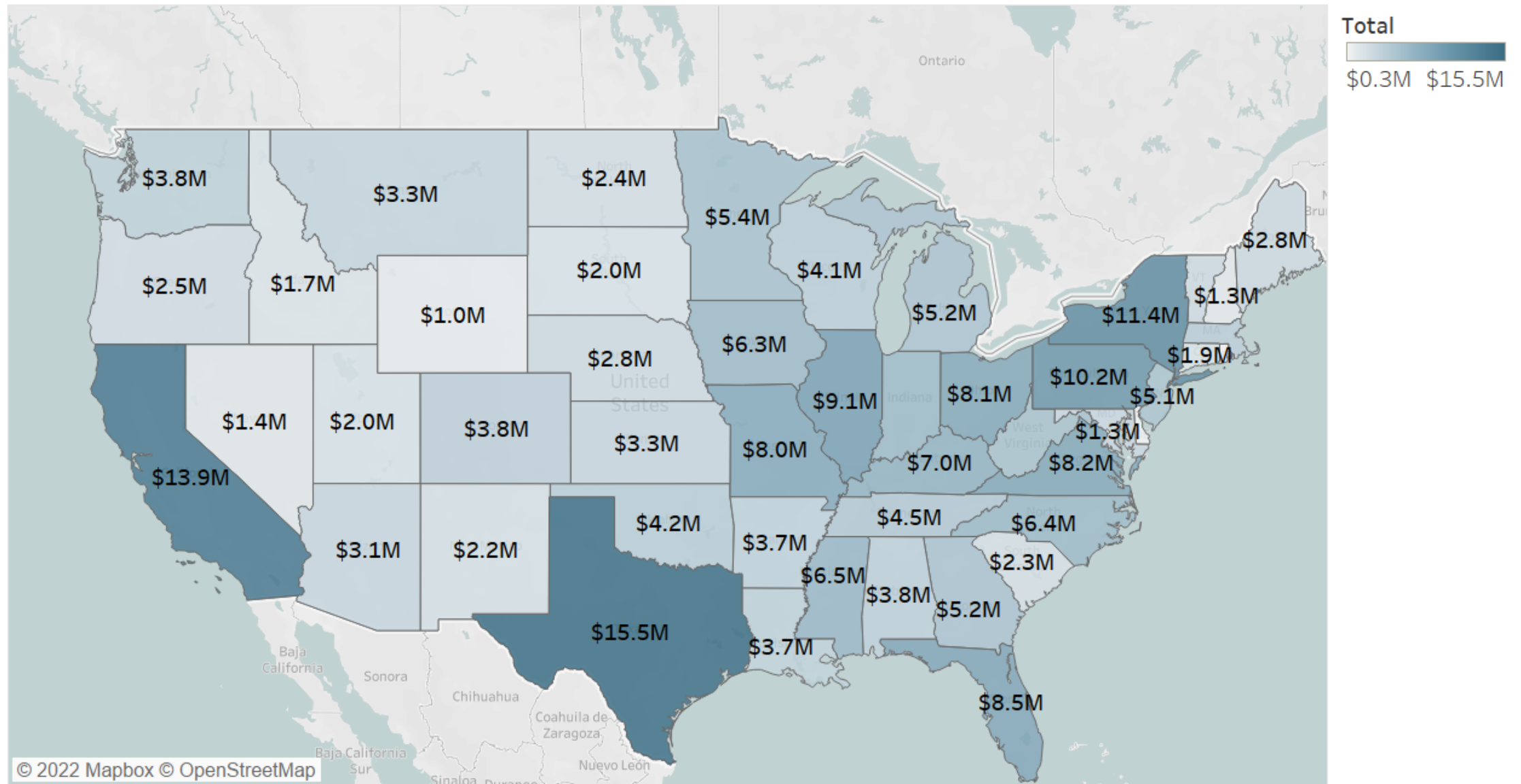
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total. The marks are labeled by sum of Total. Details are shown for State. The data is filtered on Category, Action (Category), Action (Region) and Action (Age (bin)). The Category filter keeps 15 of 15 members. The Action (Category) filter keeps 15 members. The Action (Region) filter keeps 4 members. The Action (Age (bin)) filter keeps 7 members.

Revenue per month
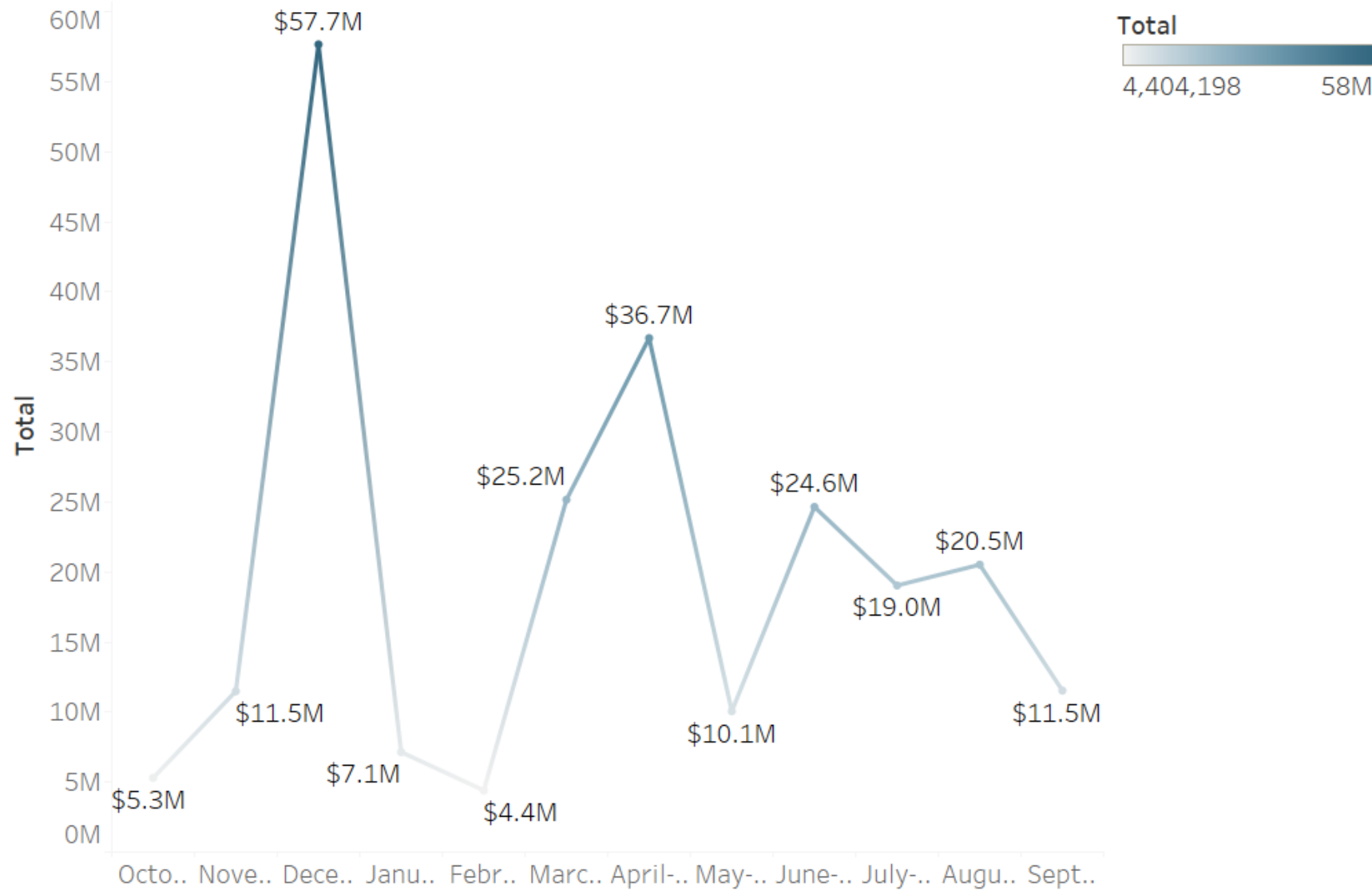
The trend of sum of Total for Month Month. Color shows sum of Total. The marks are labeled by sum of Total. The data is filtered on Category, Action (Category), Action (State), Action (Region) and Action (Age (bin)). The Category filter keeps 15 of 15 members. The Action (Category) filter keeps 15 members. The Action (State) filter keeps 51 members. The Action (Region) filter keeps 4 members. The Action (Age (bin)) filter keeps 7 members.

Age-Wise Revenue

Age (bin)

Total

6,967,488   45M

$44.8M

$39.9M $39.5M $41.1M

$23.6M

$7.0M

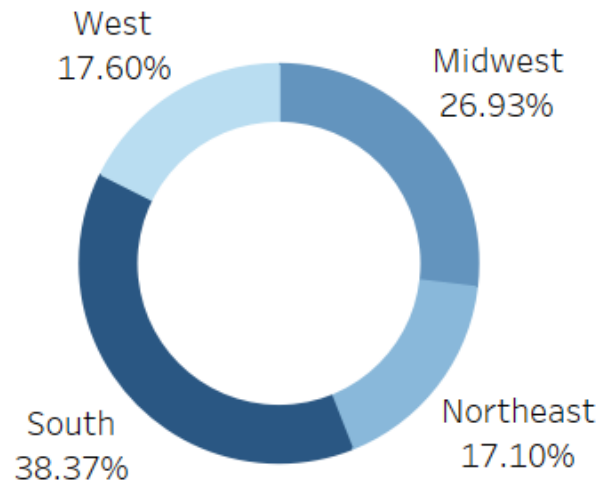| <20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 | >70 |

Sum of Total for each Age (bin). Color shows sum of Total. The marks are labeled by sum of Total. The data is filtered on Category, Action (State) and Action (Region). The Category filter keeps 15 of 15 members. The Action (State) filter keeps 51 members. The Action (Region) filter keeps 4 members.

Quantity vs Discount
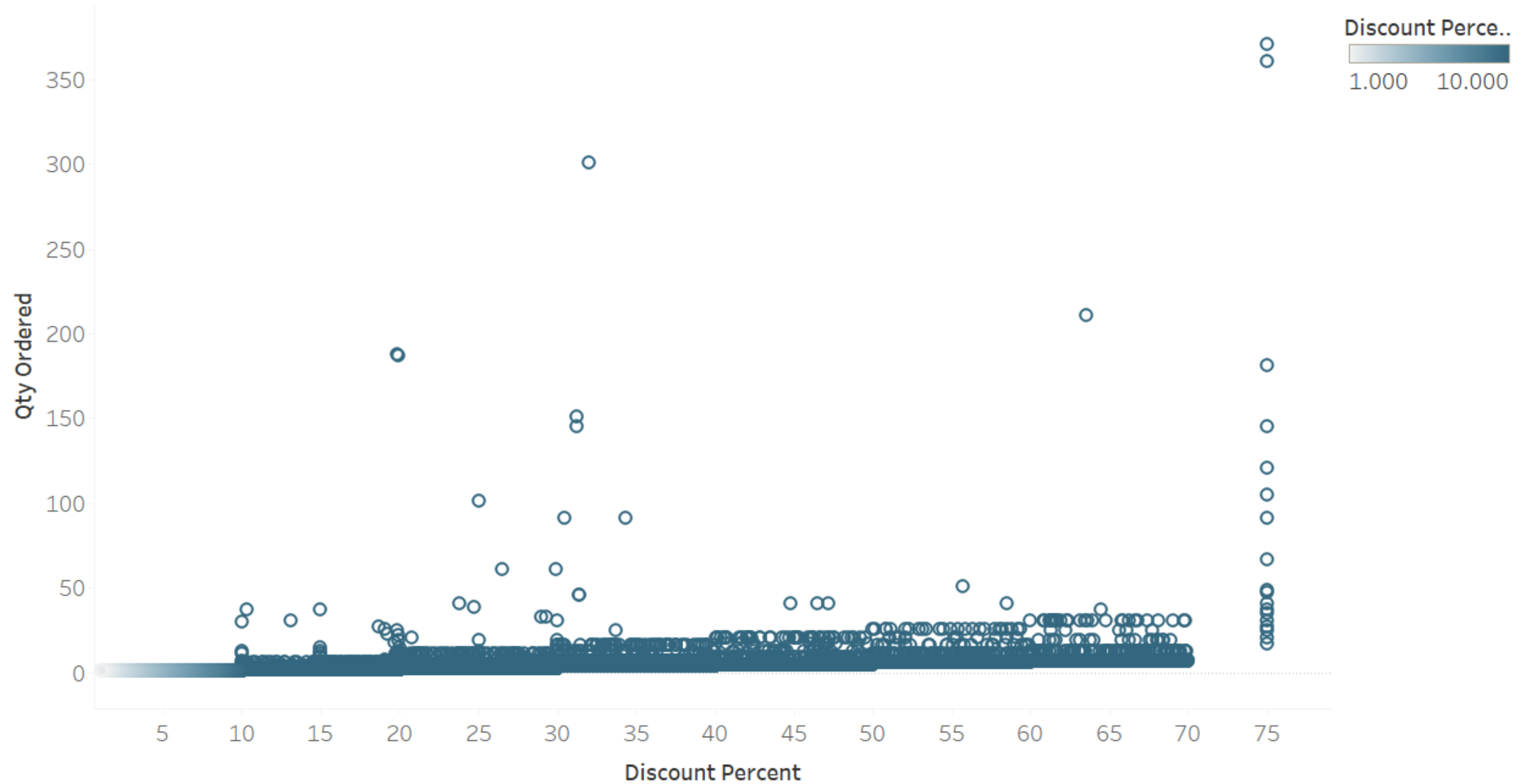
Discount Percent vs. Qty Ordered. Color shows details about Discount Percent. The data is filtered on Category, Action (Category), Action (State), Action (Region) and Action (Age (bin)). The Category filter keeps 15 of 15 members. The Action (Category) filter keeps 15 members. The Action (State) filter keeps 51 members. The Action (Region) filter keeps 4 members. The Action (Age (bin)) filter keeps 7 members. The view is filtered on Discount Percent, which includes values greater than or equal to 1.00.

Region wise Revenue(%)

West
17.60%

Midwest
26.93%

South
38.37%

Northeast
17.10%

Sum of Zero axis and sum of Zero axis. For pane Sum of Zero axis: Color shows details about Region. Size shows sum of Total. The marks are labeled by Region and % of Total Total. The data is filtered on Category, Action (Category), Action (State) and Action (Age (bin)). The Category filter keeps 15 of 15 members. The Action (Category) filter keeps 15 members. The Action (State) filter keeps 51 members. The Action (Age (bin)) filter keeps 7 members.

Revenue per Category

Female revenue	Category	Male Revenue
$66.3M	Mobiles & Tablets	$63.8M
$15.0M	Appliances	$15.0M
$13.4M	Entertainment	$13.7M
$7.4M	Others	$8.2M
$4.3M	Computing	$5.1M
$3.1M	Women's Fashion	$3.5M
$2.3M	Men's Fashion	$2.5M
$1.4M	Superstore	$1.5M
$1.3M	Beauty & Grooming	$1.4M
$1.0M	Home & Living	$0.8M
$0.4M	Kids & Baby	$0.4M
$0.4M	Health & Sports	$0.6M
$0.3M	Soghaat	$0.3M
$0.1M	School & Education	$0.1M
$0.0M	Books	$0.0M

Female revenue axis: 80M 60M 40M 20M 0M

Male Revenue axis: 0M 20M 40M 60M 80M 100M

Male Revenue legend: 19,382 to 64M

Female revenue legend: 13,035 to 66M

Sum of Female revenue, sum of Zero axis and sum of Male Revenue for each Category. For pane Sum of Female revenue: Color shows sum of Female revenue. The marks are labeled by sum of Female revenue. For pane Sum of Male Revenue: Color shows sum of Male Revenue. The marks are labeled by sum of Male Revenue. The data is filtered on Action (State), Action (Region) and Action (Age (bin)). The Action (State) filter keeps 51 members. The Action (Region) filter keeps 4 members. The Action (Age (bin)) filter keeps 7 members. The view is filtered on Category, which keeps 15 of 15 members.
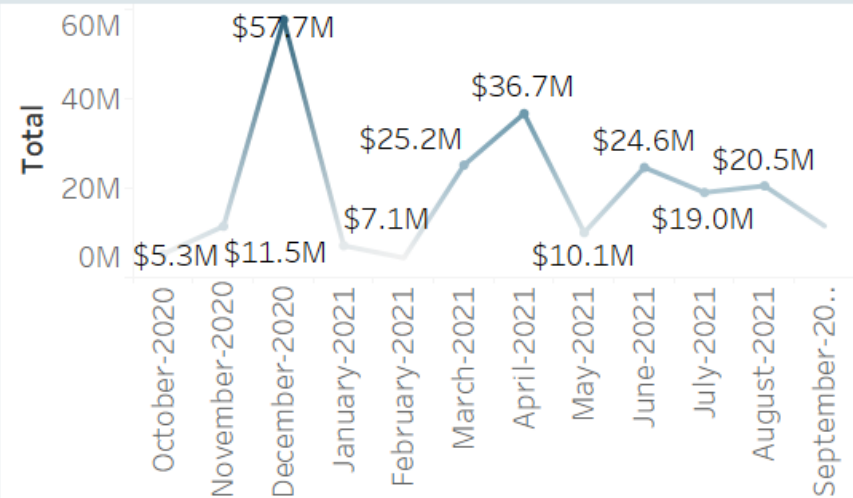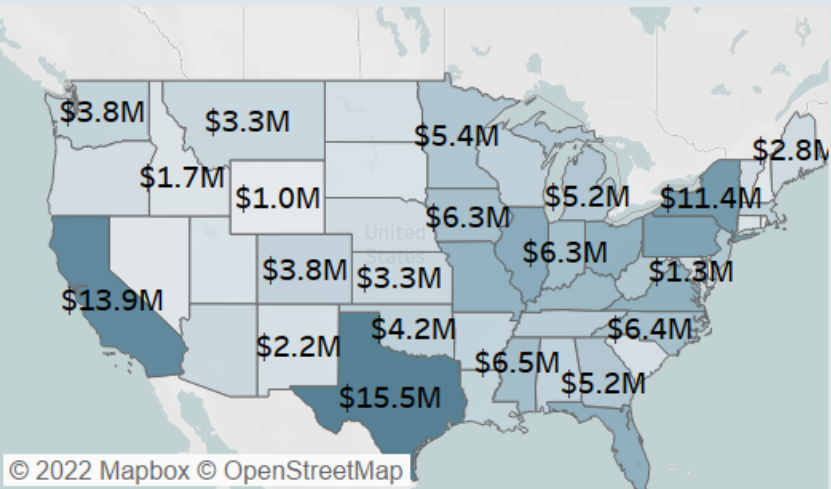
Sales Analysis

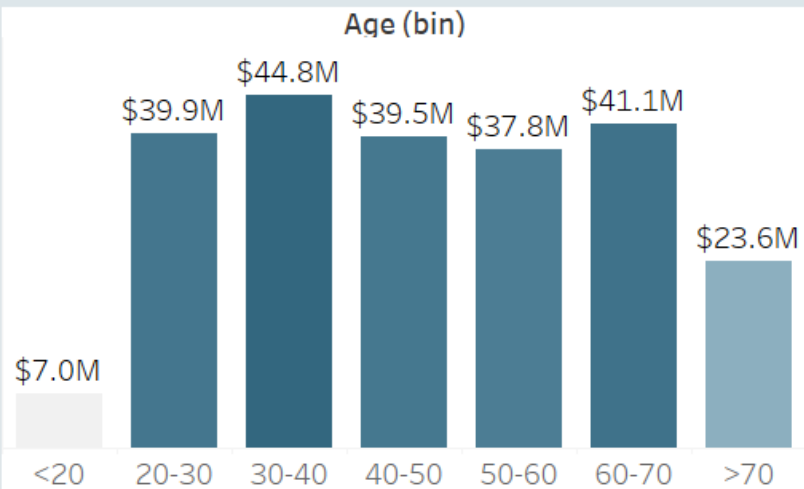Category
All

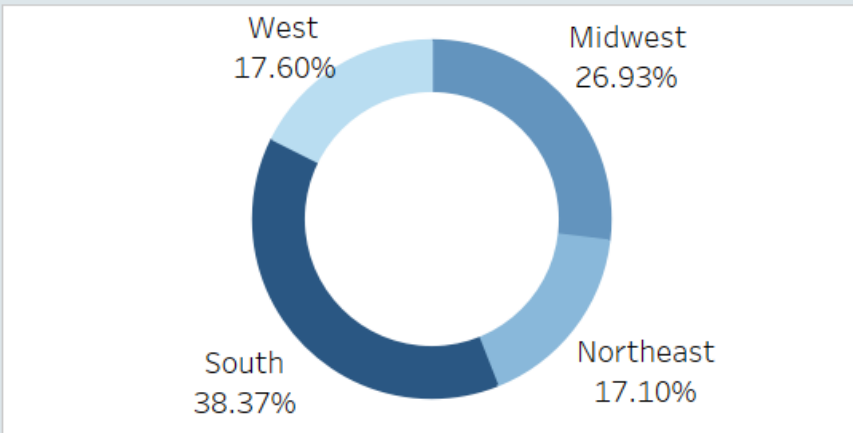Total revenue
$233.650M

Revenue per month

Total

- 60M
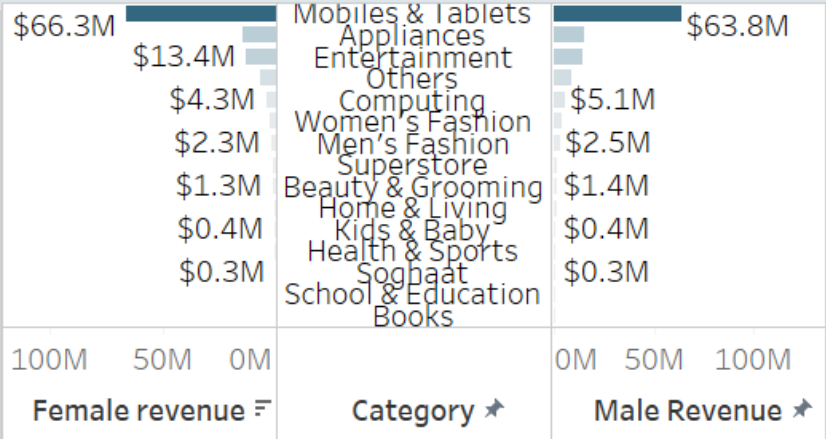- 40M
- 20M
- 0M

$57.7M
$36.7M
$25.2M
$24.6M
$20.5M
$19.0M
$7.1M
$10.1M
$5.3M $11.5M

October-2020, November-2020, December-2020, January-2021, February-2021, March-2021, April-2021, May-2021, June-2021, July-2021, August-2021, September-20...

Revenue per state

$3.8M $3.3M $5.4M $2.8M
$1.7M $1.0M $6.3M $5.2M $11.4M
$13.9M $3.8M $3.3M $6.3M $1.3M
$2.2M $4.2M $6.4M
$15.5M $6.5M $5.2M

United States

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Age-Wise Revenue

Age (bin)

$39.9M $44.8M $39.5M $37.8M $41.1M $23.6M
$7.0M

<20 20-30 30-40 40-50 50-60 60-70 >70

Region wise Revenue(%)

West
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38.37%

Northeast
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Revenue per Category

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$13.4M   Appliances
              Entertainment
$4.3M   Others $5.1M
              Computing
$2.3M   Women's Fashion $2.5M
              Men's Fashion
$1.3M   Superstore $1.4M
              Beauty & Grooming
$0.4M   Home & Living $0.4M
              Kids & Baby
$0.3M   Health & Sports $0.3M
              Soghaat
              School & Education
              Books

100M 50M 0M   0M 50M 100M

Female revenue   Category   Male Revenue

Quantity vs Discount

Qty Ordered

- 300
- 200
- 100
- 0

10 20 30 40 50 60 70

Discount Percent