

GlobalMart's Business Performance

Business Snapshot



Total Countries

206



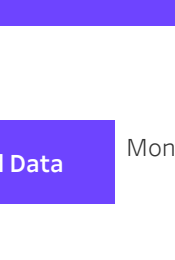
Total Cities

96



Total Employees

23



Total Categories

27



Total Products

452



Unique Customers

98,759

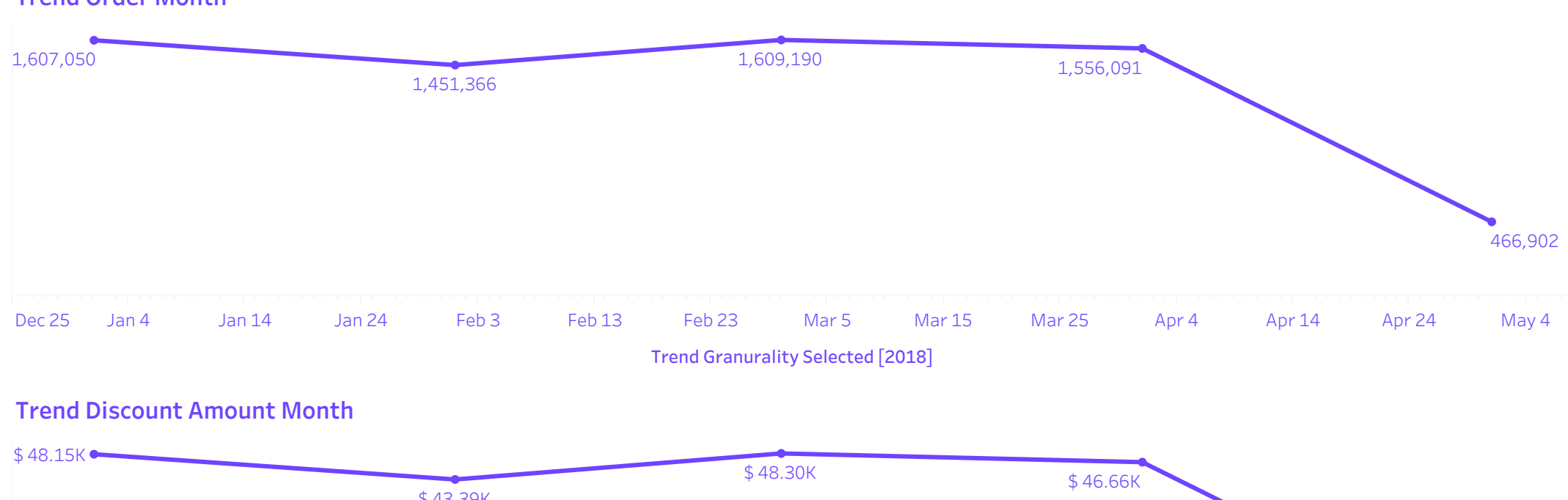
Business Overview

Progress Run Day Of The Year



Trend Data Month

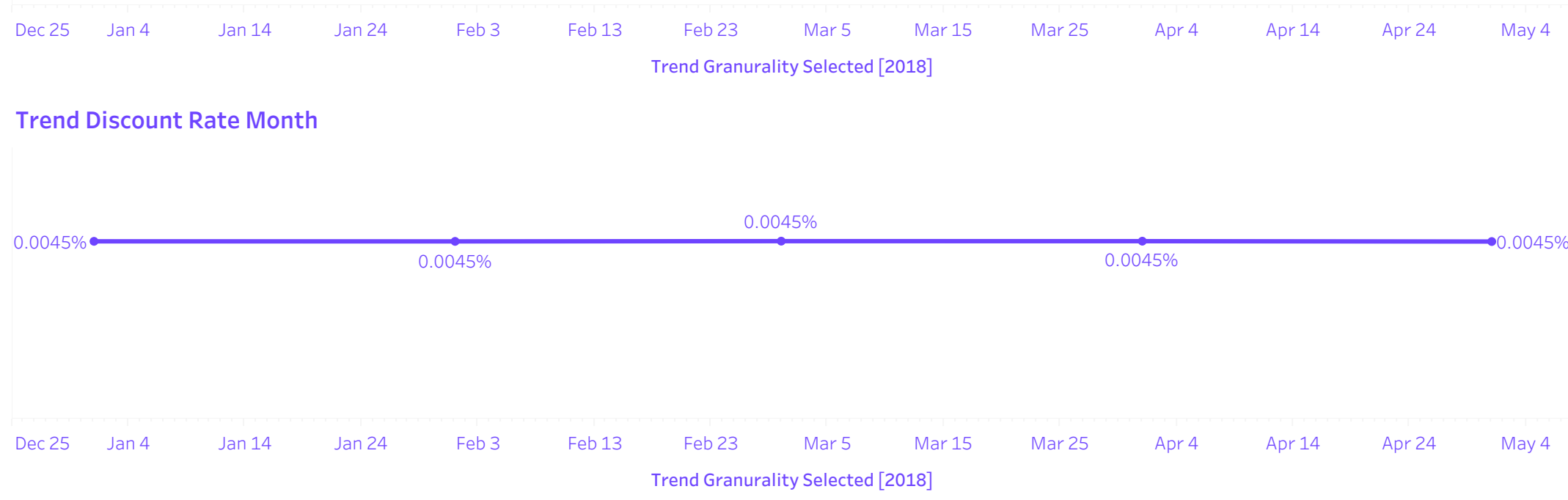
Trend Revenue Month



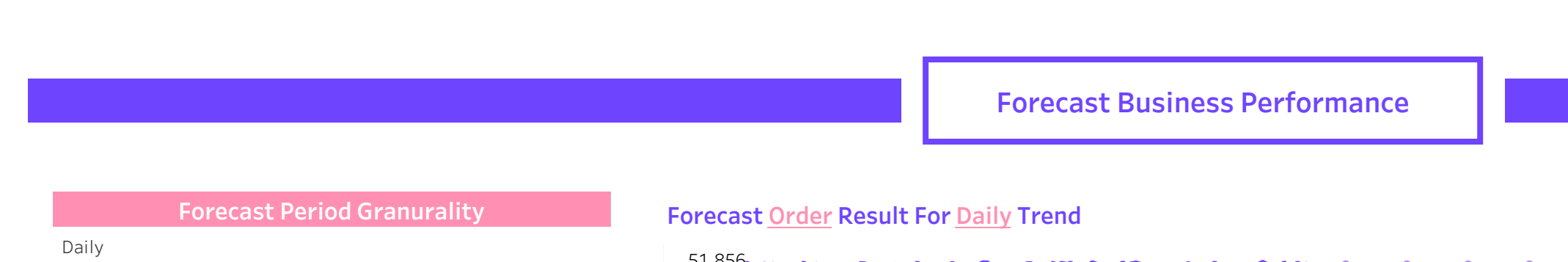
Trend Order Month



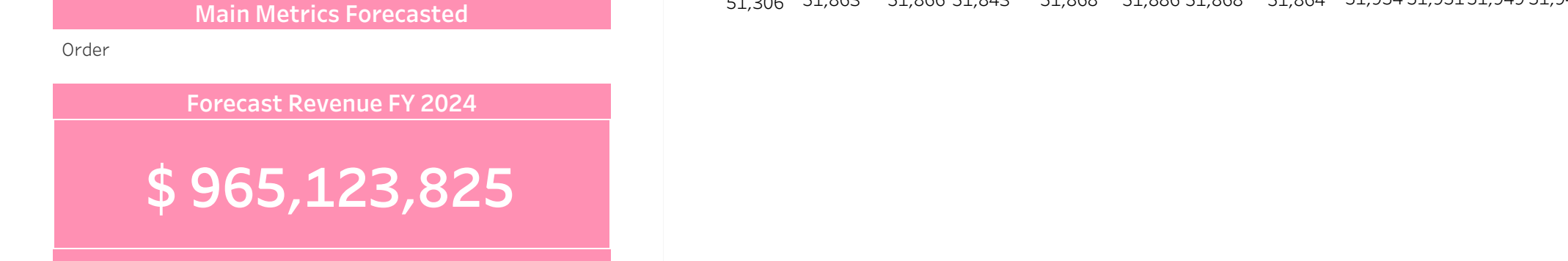
Trend Discount Amount Month



Trend Basket Size Month



Trend Discount Rate Month



Running Total Revenue YTD

\$ 4,421.51M

Running Total Order YTD

6.69M

Discount Burn Amount YTD

\$ 200.48K

Discount Burn Rate YTD

0.0045%

Basket Size Amount (Avg)

\$ 50.83

Basket Size Amount (Median)

\$ 52.64

Unique Customer Latest Week

86,641

Latest Week New User

Latest Week Existing User

Latest Week Reactivated User

0

85,811

2,176

Forecast Business Performance

Forecast Period Granularity

Daily

Main Metrics Forecasted

Order

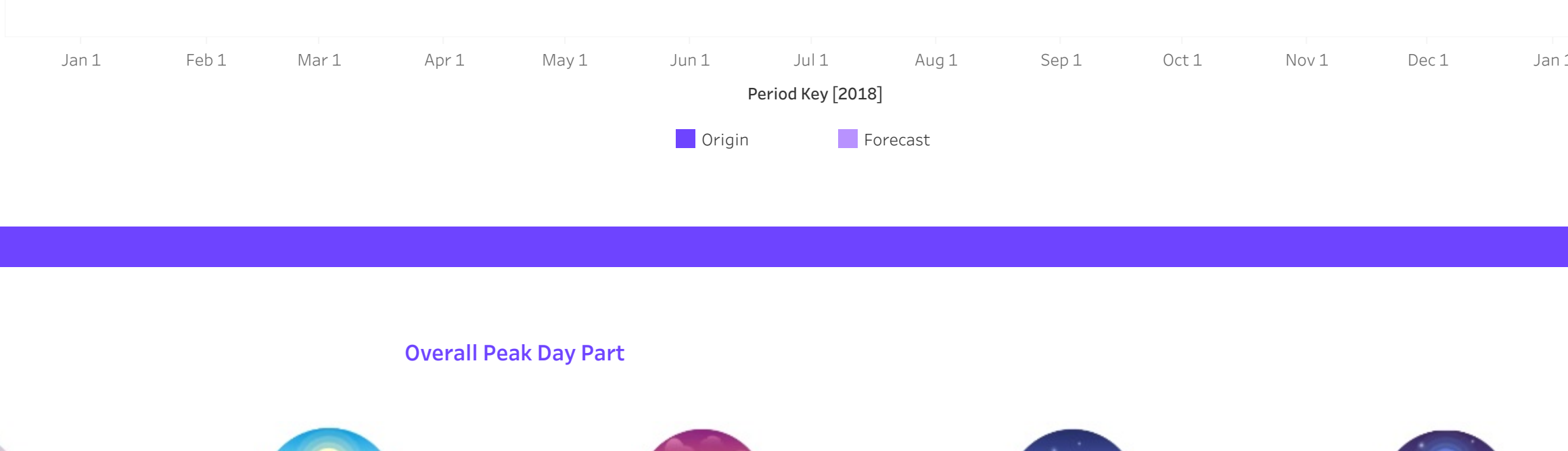
Forecast Revenue FY 2024

\$ 965,123,825

Forecast Order FY

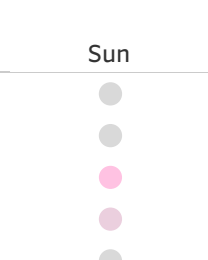
18,928,060

Forecast Order Result For Daily Trend



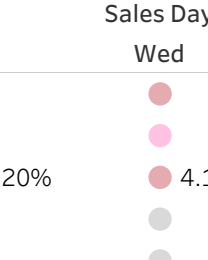
Customer Profile

Overall Peak Day Part



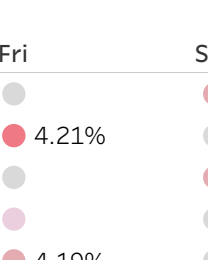
Dawn

8.34%



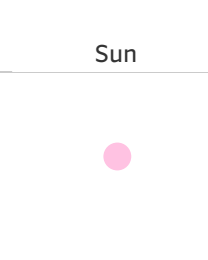
Morning

16.68%



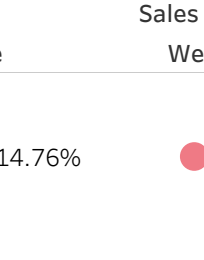
Afternoon

12.48%



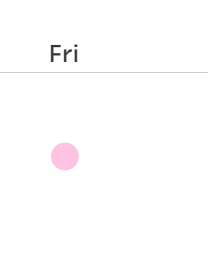
Dusk

16.68%



Evening

12.52%



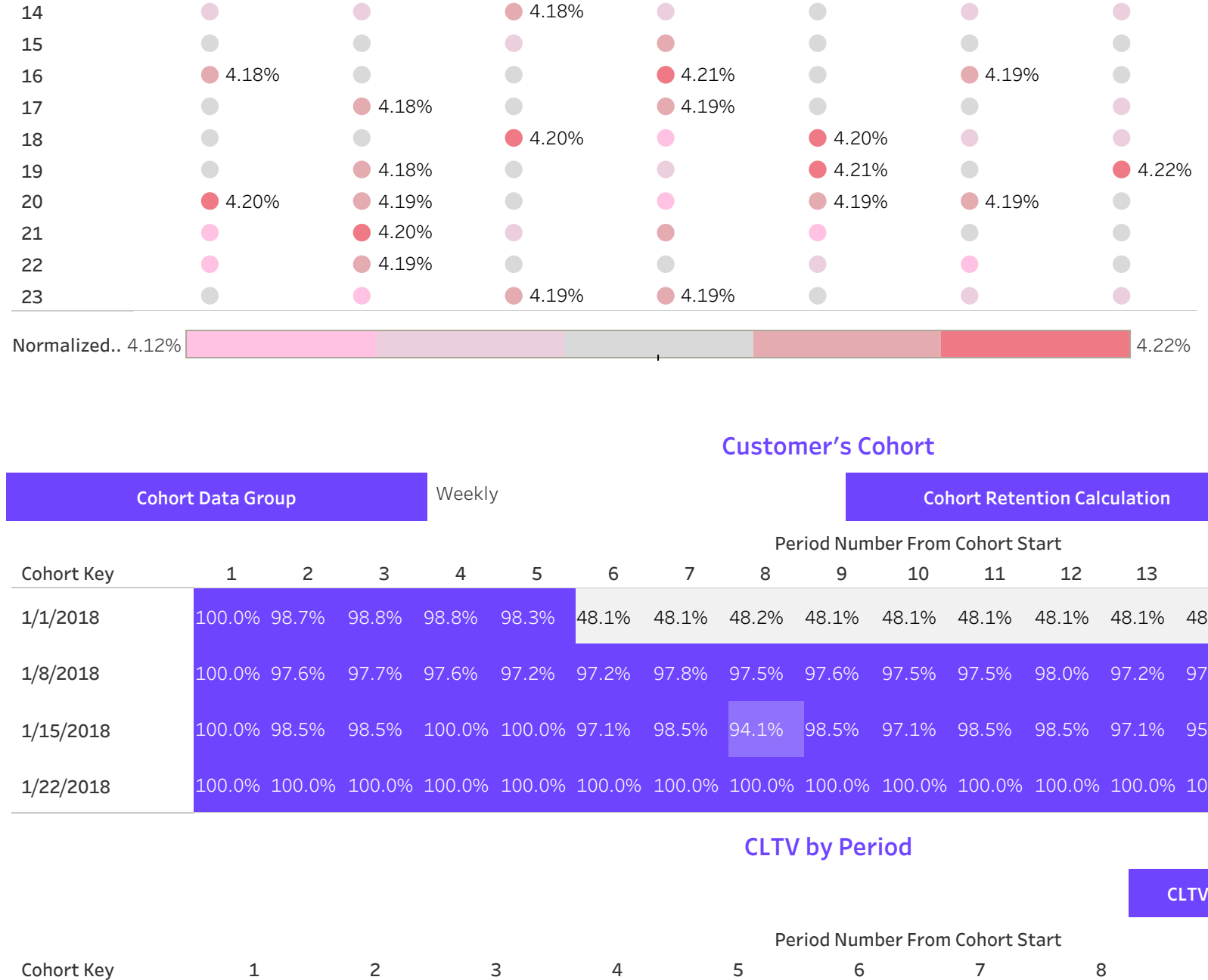
Night

33.31%

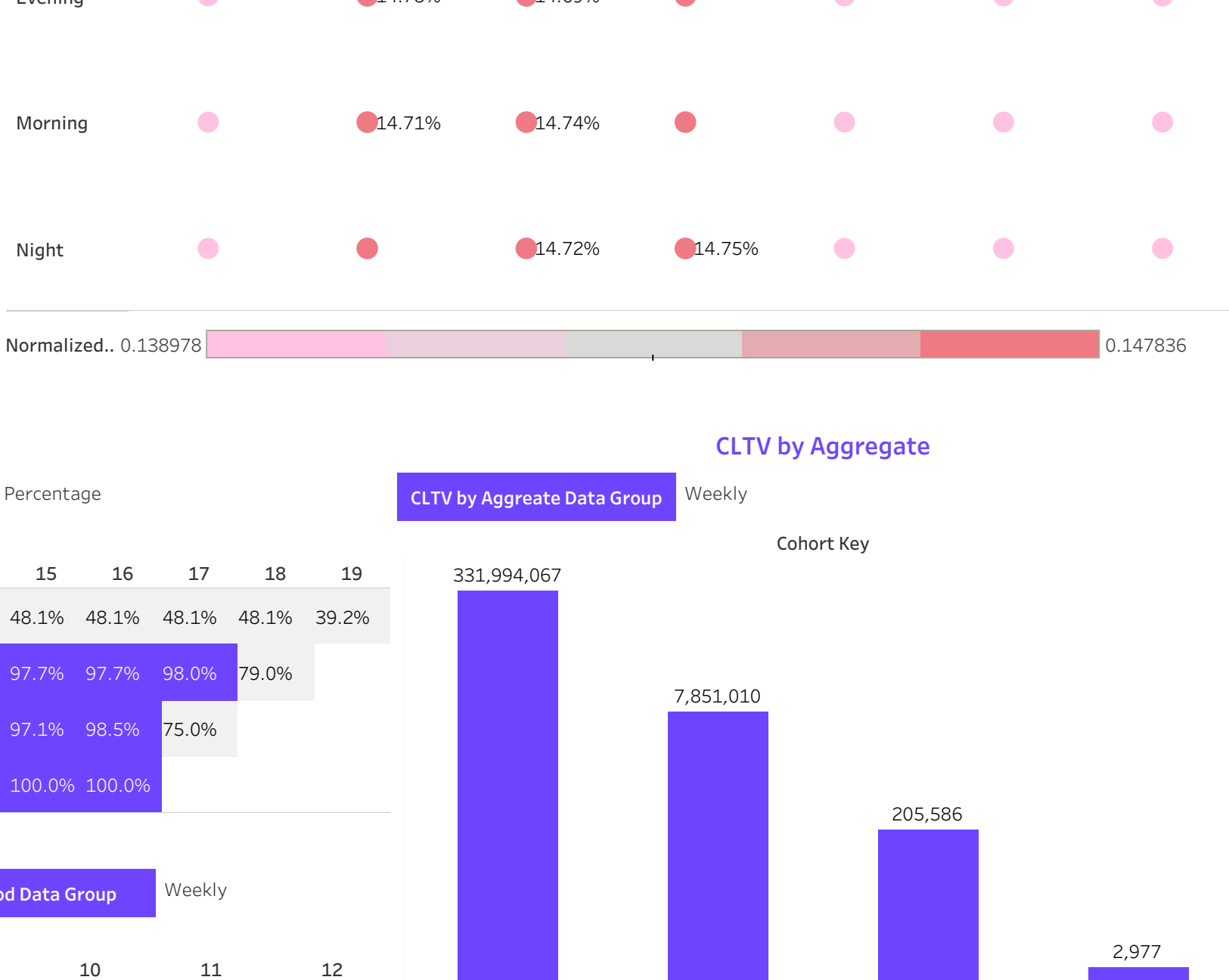
Heatmap Metrics

Order

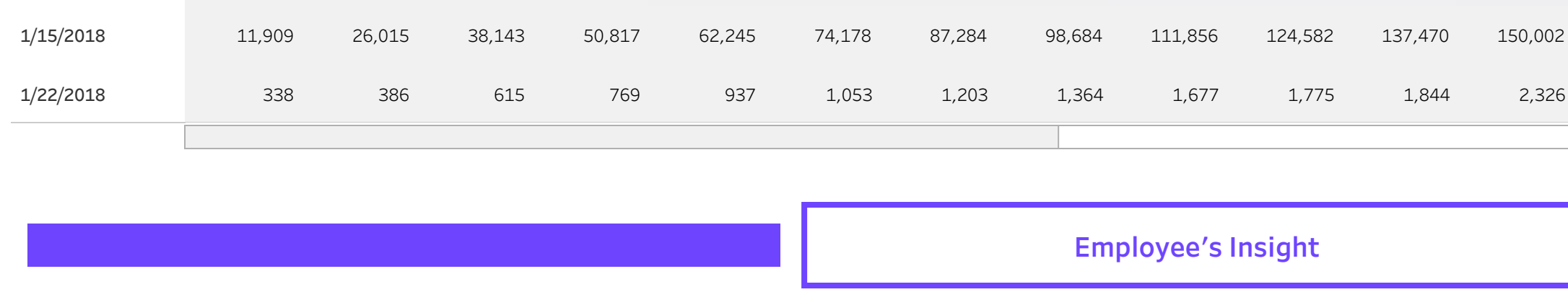
Peak Heatmap Detail



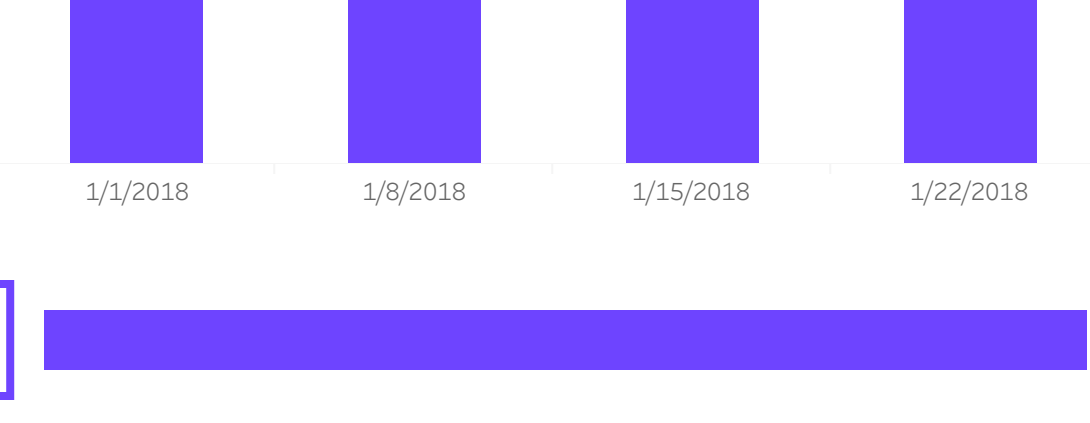
Peak Heatmap



Customer's Cohort



CLTV by Aggregate



Employee's Insight

Employee's Age

Avg. employee_age

50

Employee's Gender Ratio

Median employee_age

54

65.22%

34.78%

M

F

Employee's Tenure

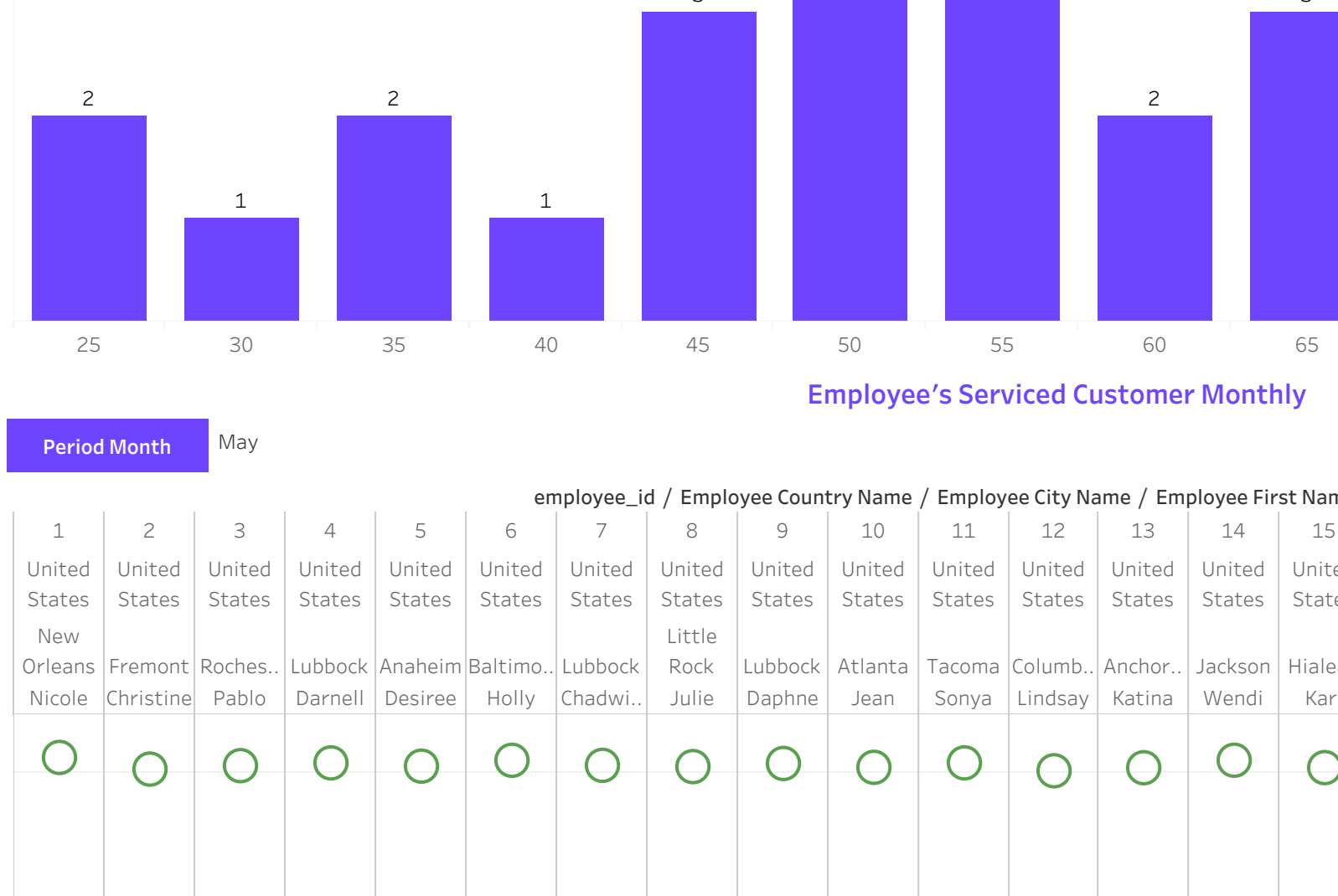
Avg. employee_tenure

4.87

Median employee_tenure

5.00

Employee's Age Distribution



Employee's Tenure Distribution



Employee's Serviced Customer Monthly



Employee's Serviced Customer Detail

employee_id	Employee First Name	Avg Employee Servicing
1	Nicole	58,096
2	Christine	58,144
3	Pablo	58,068
4	Darnell	58,363
5	Desiree	58,146
6	Holly	58,212
7	Chadwick	58,207
8	Julie	58,309
9	Daphne	58,251
10	Jean	58,209
11	Sonya	58,246
12	Lindsay	58,050
13	Katrina	58,127
14	Wendi	58,187
15	Kari	58,214
16	Chadwick	58,139
17	Seth	57,898
18	Warren	58,325
19	Bernard	58,375
20	Shelby	58,134
21	Devon	58,405
22	Tonia	58,052
23	Janet	58,171

Product Insight

Product's Price

Avg. price

50.8

Median price

52.5

Product's Class

33.85%

34.51%

31.64%

Low

Medium

High

Product's Resistant Ratio

87.39%

10.84%

Weak

Medium

Strong

Product's Allergic Ratio

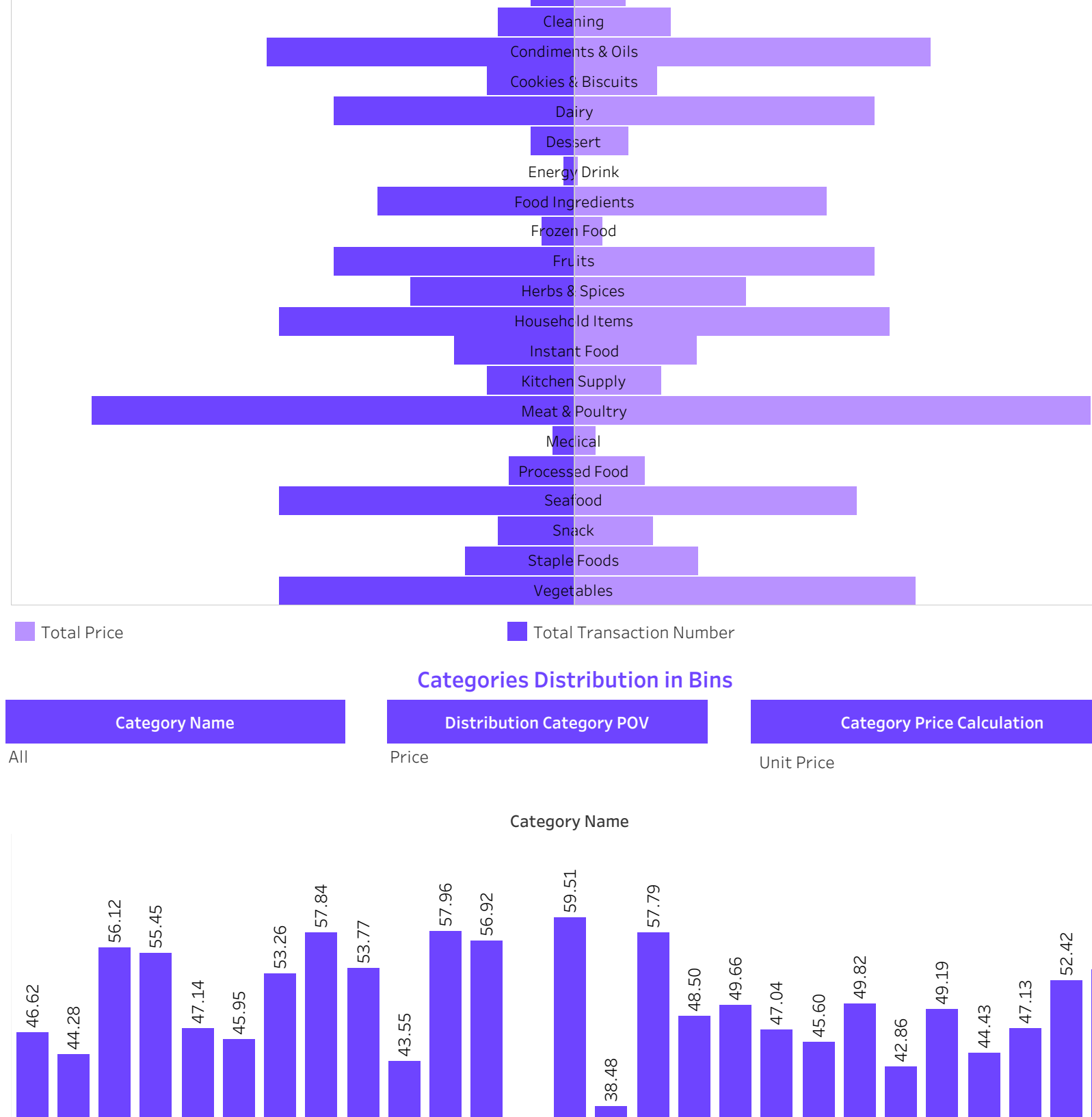
87.61%

12.39%

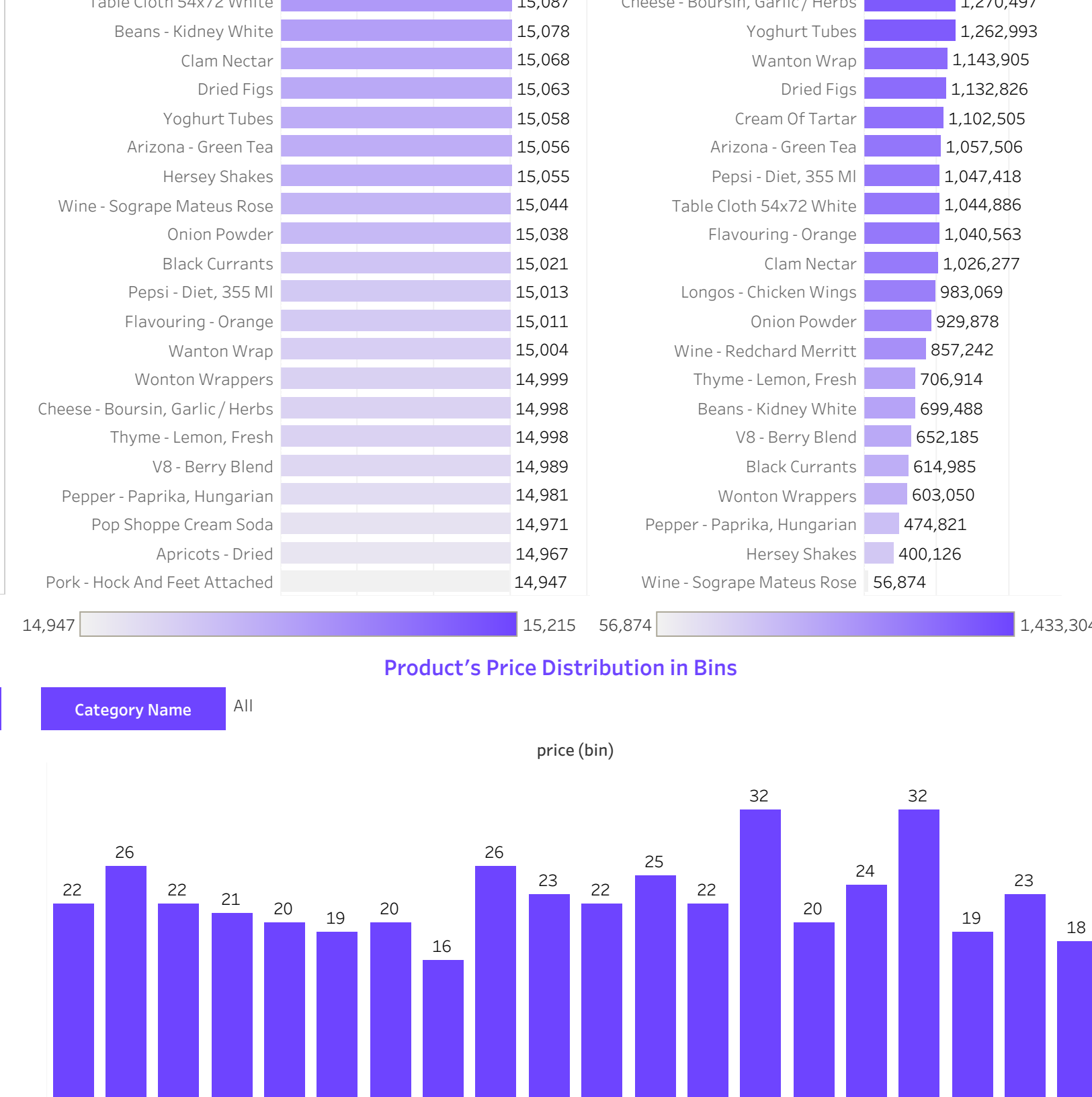
Non Allergic Product

Allergic Product

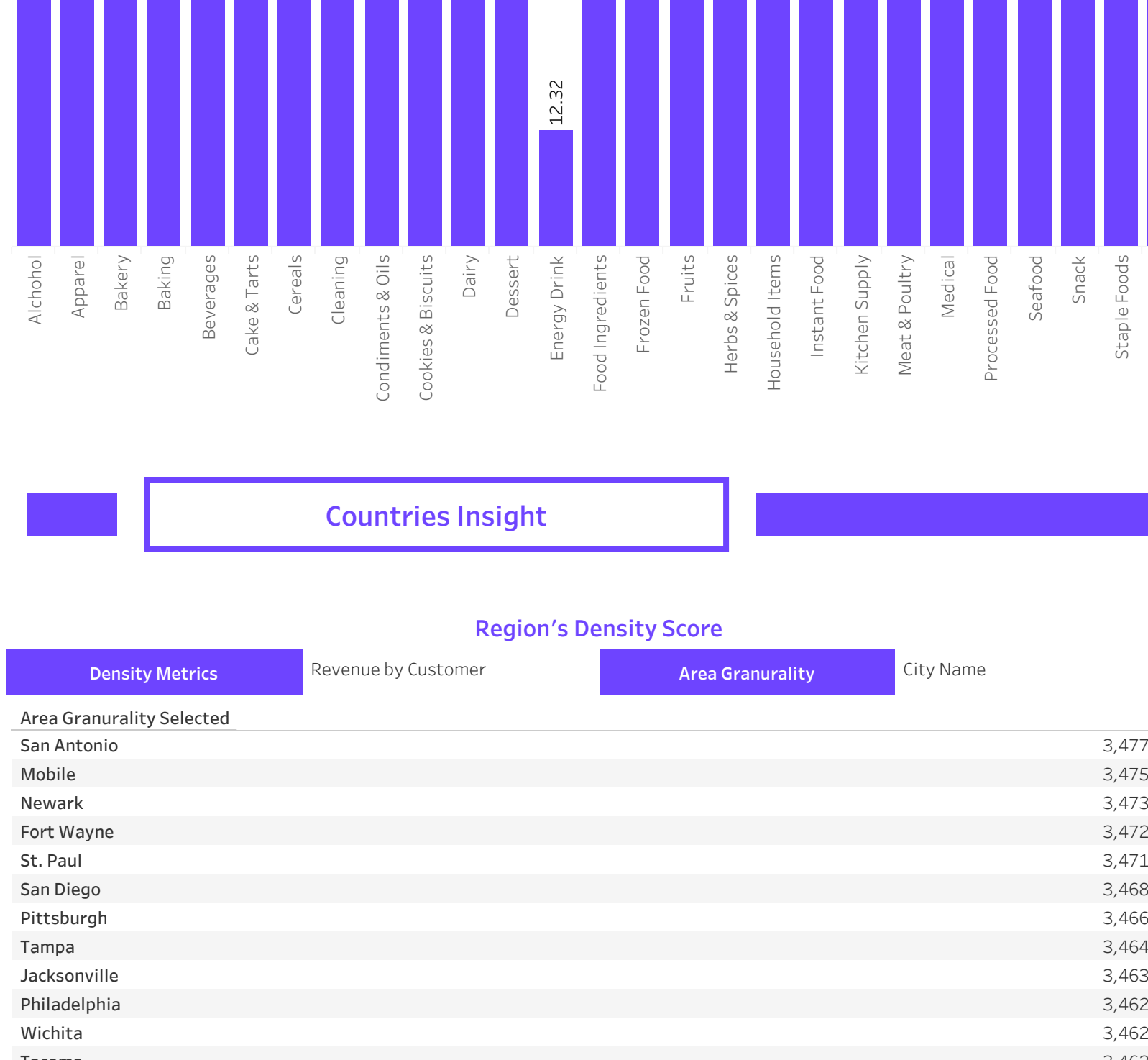
Overall Top Category's Sold & Revenue



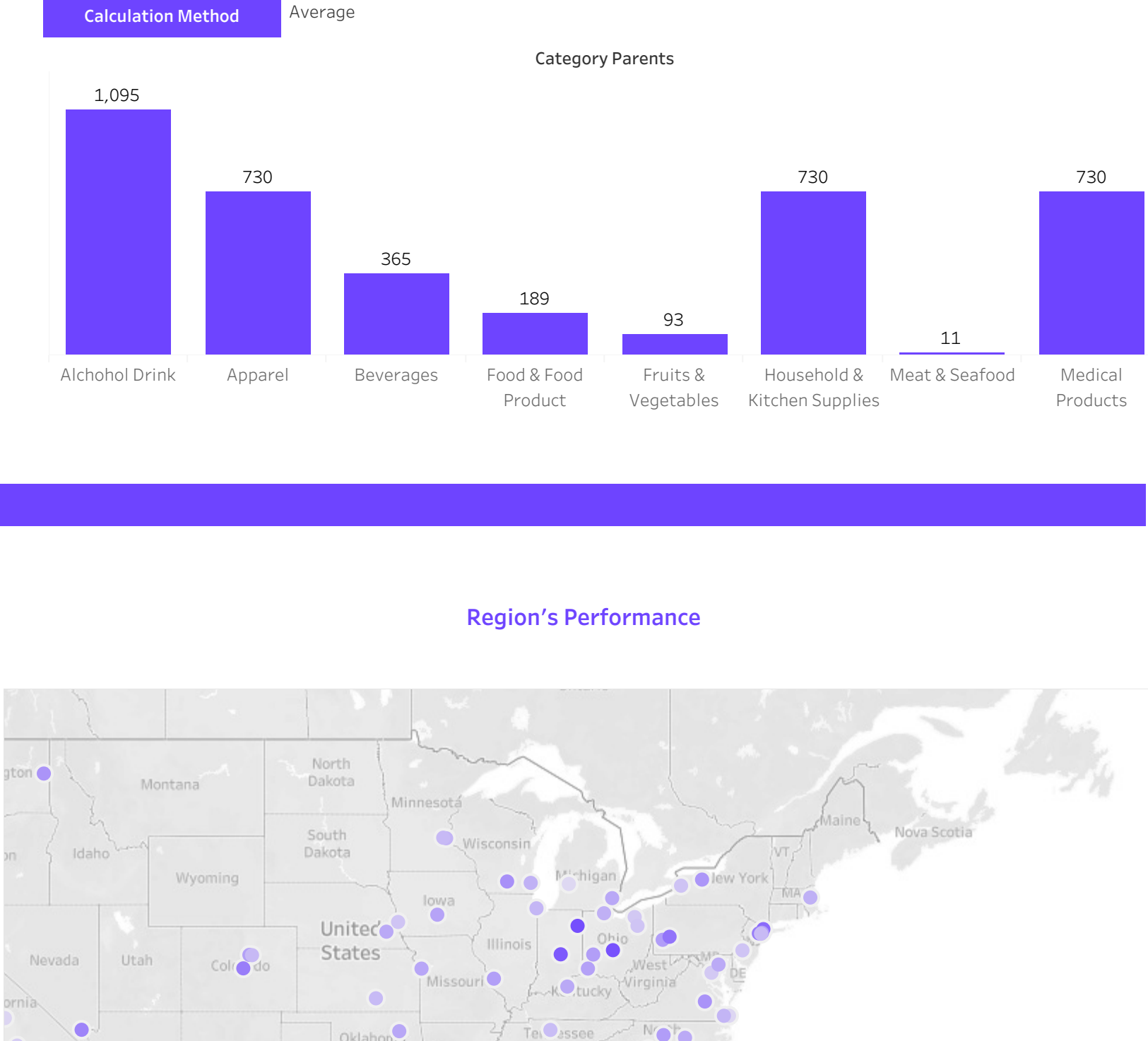
Top Product's Sold



Categories Distribution in Bins



Product's Price Distribution in Bins



Region's Density Score

Density Metrics	Revenue by Customer	Area Granularity	City Name
Area Granularity Selected			
San Antonio	3,477		
Newark	3,473		
Fort Wayne	3,472		
St. Paul	3,471		
San Diego	3,468		
Pittsburgh	3,466		
Tampa	3,464		
Jacksonville	3,462		
Philadelphia	3,462		
Wichita	3,462		
Tacoma	3,461		
Lubbock	3,461		
Mesa	3,461		
Spokane	3,458		
Glendale	3,458		
St. Louis	3,457		
Baltimore	3,457		
Albuquerque	3,455		
Colorado	3,455		

Region's Performance

