

Date

1/9/2019



12/31/2019



Product Categories

- ☐ Baked Goods & Mixes
- ☐ Beverages
- ☐ Candy
- ☐ Canned Meat
- ☐ Condiments
- ☐ Dairy Products
- ☐ Dried Fruit & Nuts

Product Names

- ☐ Almonds
- ☐ Beer
- ☐ Boysenberry Spread
- ☐ Cajun Seasoning
- ☐ Chai
- ☐ Chocolate
- ☐ Chocolate Biscuits Mix
- ☐ Clam Chowder
- ☐ Coffee
- ☐ Crab Meat
- ☐ Curry Sauce
- ☐ Dried Apples
- ☐ Dried Pears
- ☐ Dried Plums
- ☐ Fruit Cocktail
- ☐ Gnocchi
- ☐ Green Tea
- ☐ Long Grain Rice
- ☐ Marmalade
- ☐ Mozzarella
- ☐ Olive Oil
- ☐ Ravioli
- ☐ Scones
- ☐ Syrup

# AMDOR SALES ANALYTIC

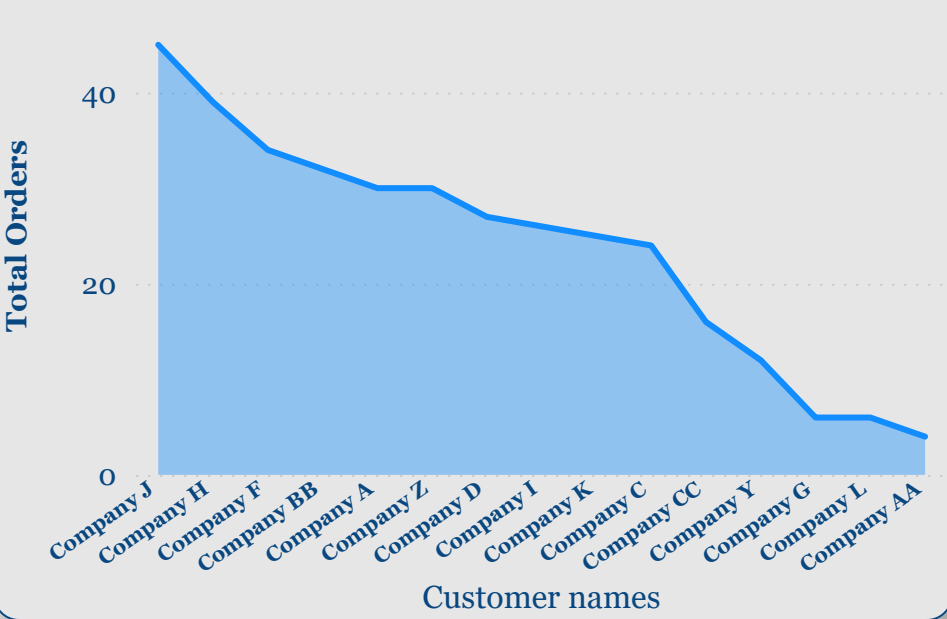
356  
Total Orders

626K  
Total Quantity

\$236.72K  
Total Price

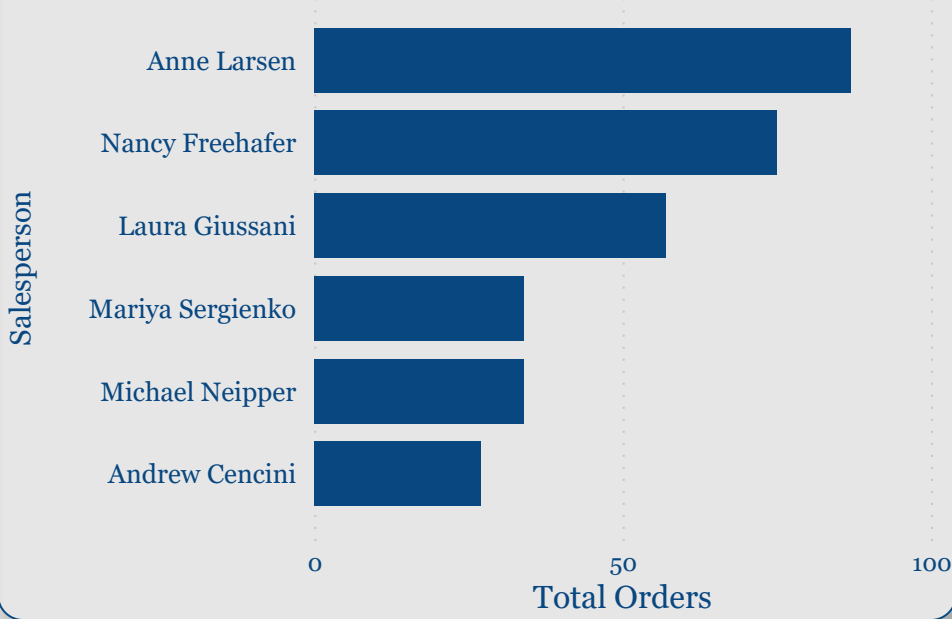
\$12.94M  
Total Revenue

Total Orders by Customer Name



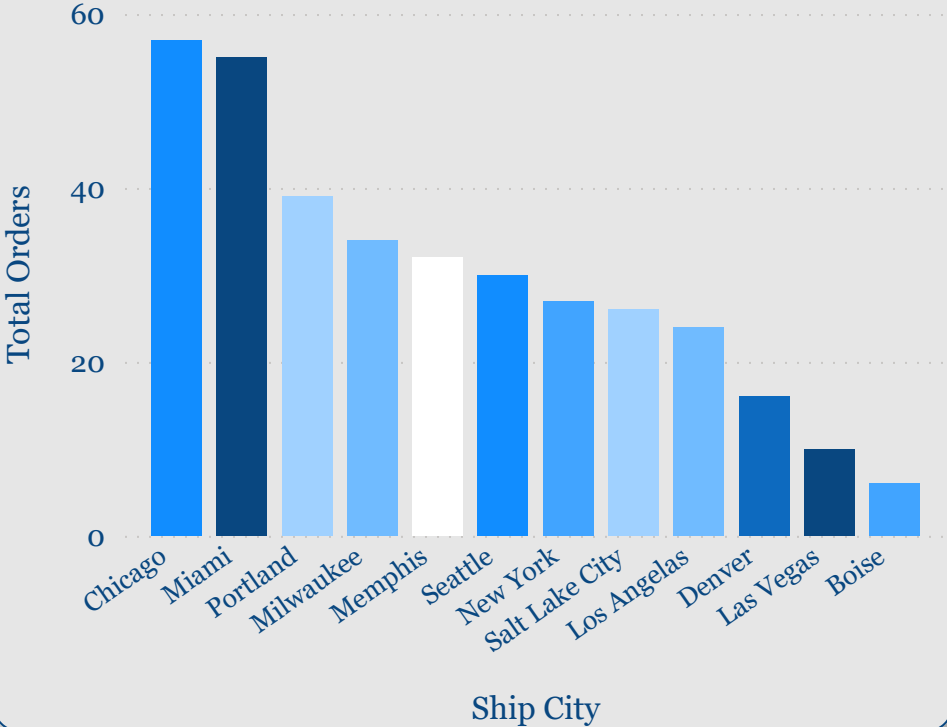
- The most popular product categories are Beverages and Dried fruit & Nuts, which account for over 50% of total sales.
- Company J, H, & F are the top 3 customers with high orders. Company G, L, & AA make up the smallest order percentage.
- The top-selling products are Coffee and Green Tea. The lowest-selling product is the Fruit cocktail

Total Orders by Top 6 Salespersons

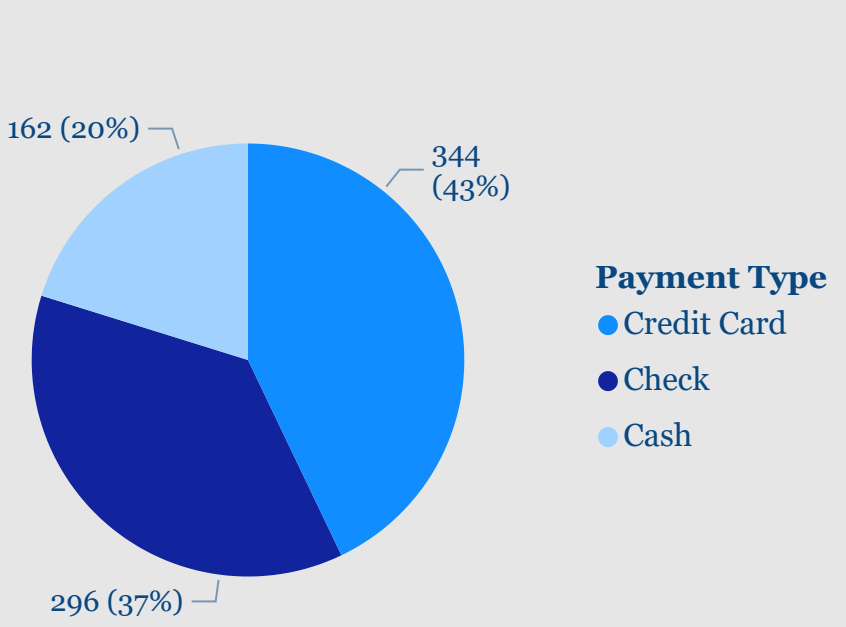


- The salesperson with the highest sales performance is Anne Larson, followed by Nancy Freehafer and Laura Giussani.
- The salespersons with the lowest performance are Andrew Cencini and Michael Neipper
- The majority of customers choose to pay with credit cards, followed by Checks and Cash.
- There are a high number of orders being shipped to Chicago, followed by Miami and Portland.

Total Orders by Ship City



Total Orders by Payment Type



## Recommendations:

Based on the insights gained from the sales dashboard, I recommend the following actions to the company:

- Focus on the popular product categories by creating more marketing campaigns and promotions to increase sales in these areas.
- Increase marketing efforts on the low-selling products to increase awareness and potentially boost sales.
- Provide training to salespeople who are not performing well to improve their sales performance.
- Explore different payment options to attract customers who prefer other payment methods.
- Offer incentives for customers who pick up their products from the store to save on shipping costs

## Conclusion:

In conclusion, the sales dashboard provides valuable insights into the company's sales data, allowing them to make data-driven decisions to improve their business performance.

By focusing on the recommendations provided, the company can potentially increase sales, improve customer satisfaction, and increase their market share.