

sales trends& revenue...

customer segmentation insights

product performance metrics

Demand Forecasting

# Sales Trends & Revenue Breakdown

Product\_Category

All

Total Sales  
412M

Total Customers  
87K

Avg Order Value  
1.37K

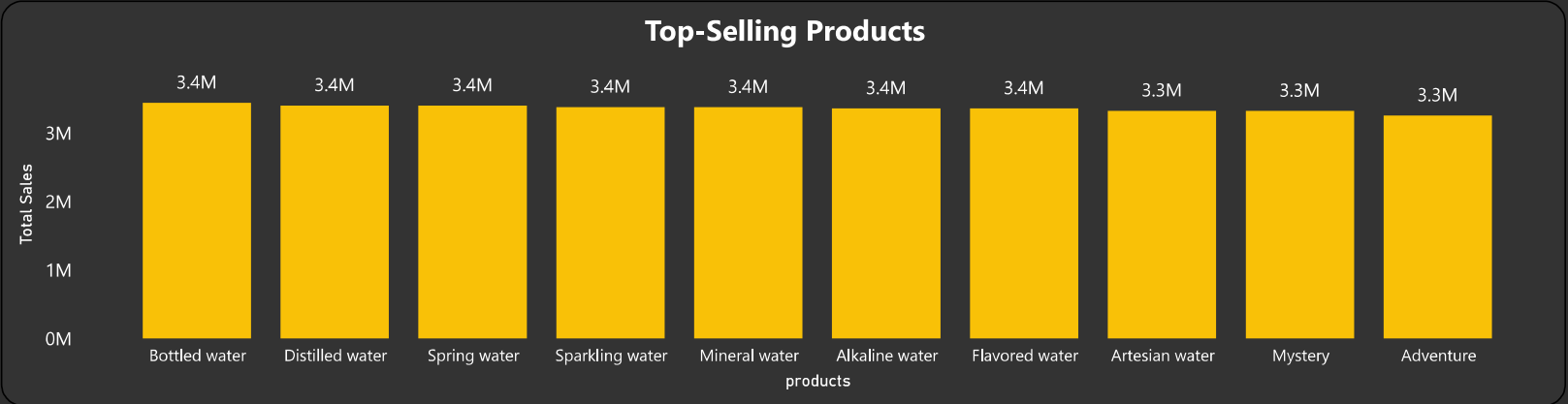
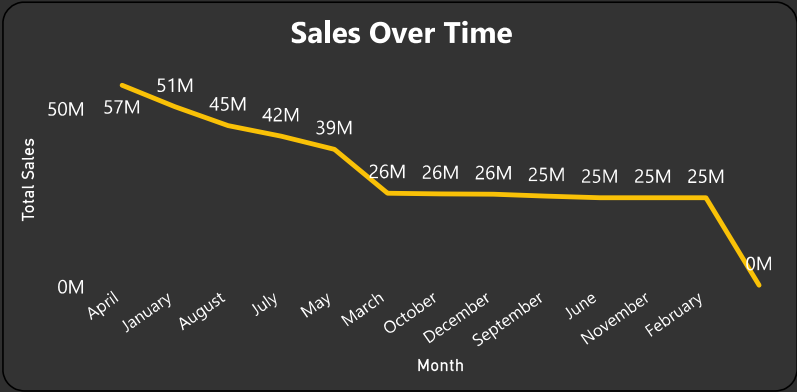
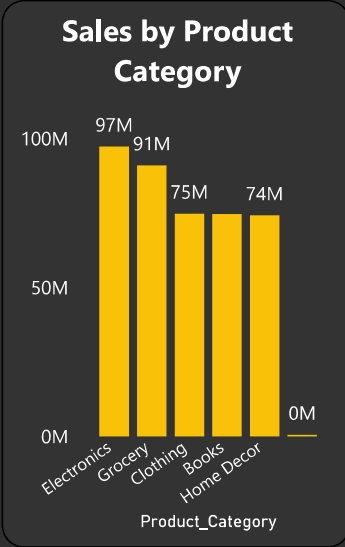
Total Transactions  
302K

Date

All

State

All



## Customers Segmentation Insights



Customer\_Segment

All

Total Customers

87K

Repeat Customers

85K

High-Value Customers

26bn

Gender

All

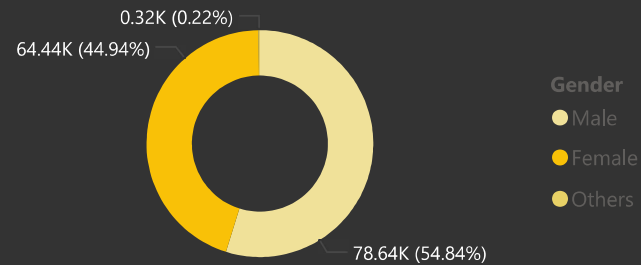
Churn

All

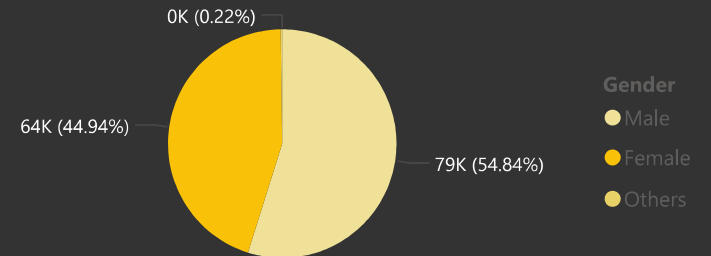
Age

All

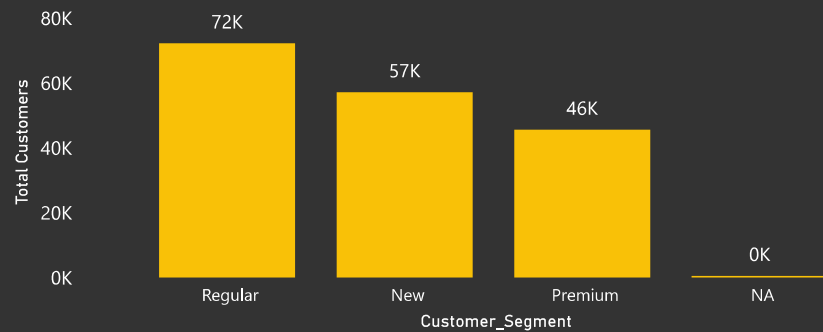
Distribution of Customers by Gender



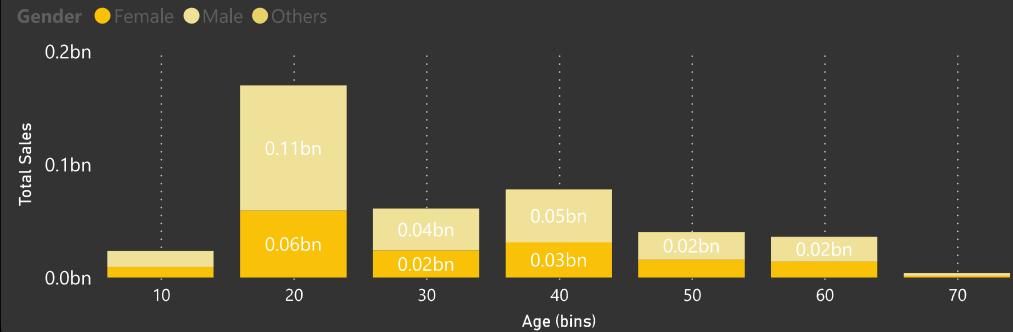
Total Customers by Gender



Total Customers by Customer\_Segment



Sales by Age and Gender



Product Performance Metrics



Product\_Brand  
All

Product\_Catego...  
All

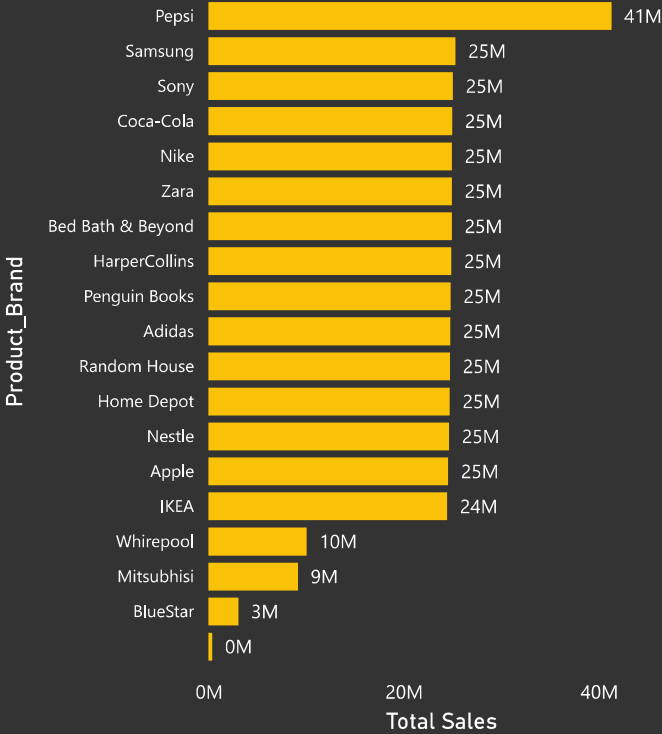
Ratings  
All

Product Rating Avg  
3.16

Total Sales Quantity  
1.62M

Top-Seling Product  
Electronics

Product Performance

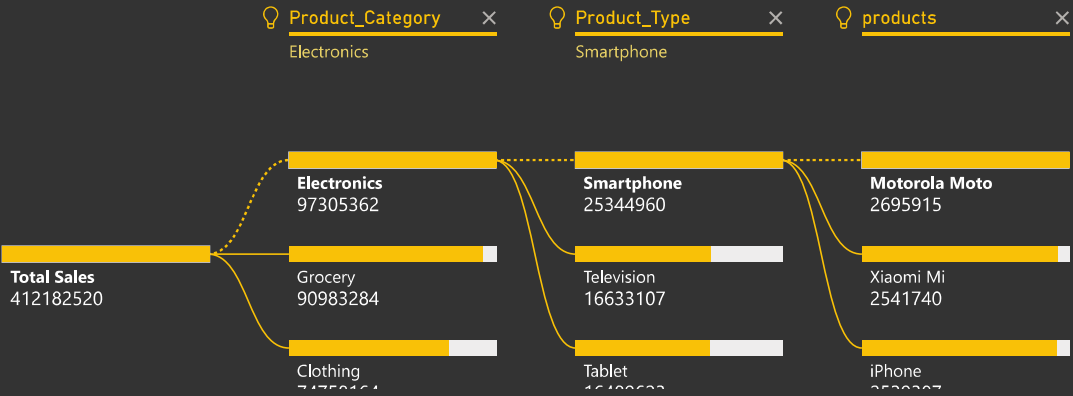


Top Products by Sales Quantity



Product_Type	Product_Category	Total Sales
Water		13K
Water	Grocery	13K
T-shirt		13K
T-shirt	Clothing	13K
Tools		13K
Tools	Home Decor	13K
Total		1.62M

Sales Breakdown by Product Category & Type



# Demand Forecasting & Inventory Optimization



Total Sales  
412M

Tota Orders  
302K

Avg Order Value  
1.37K

Date

- ☐ 01 March 2023
- ☐ 02 March 2023
- ☐ 03 March 2023
- ☐ 04 March 2023
- ☐ 05 March 2023

Feedback

- ☐ Average
- ☐ Bad
- ☐ Excellent
- ☐ Good

## Insights

- The line chart represents the Total Amount(Sales) over time(Month/Year).
  - The solid line shows actual sales data, while the shaded region represents forecasted sales.
  - sales fluctuate over time, with peaks around Jan 2023 (35M) and Jan 2024 (34.5M).
  - There is a noticeable drop in sales in early 2024 (32.8M) before stabilizing.
1. The forecasted values (shaded region) suggest moderate fluctuations in future sales.
2. ...

## Sum of Total\_Amount by Year and Month

