

# Rossmann Store Sales Performance Dashboard

## Sales Overview Page


Total Sales

\$5.1bn


Total Customers

561M


Number Of Store

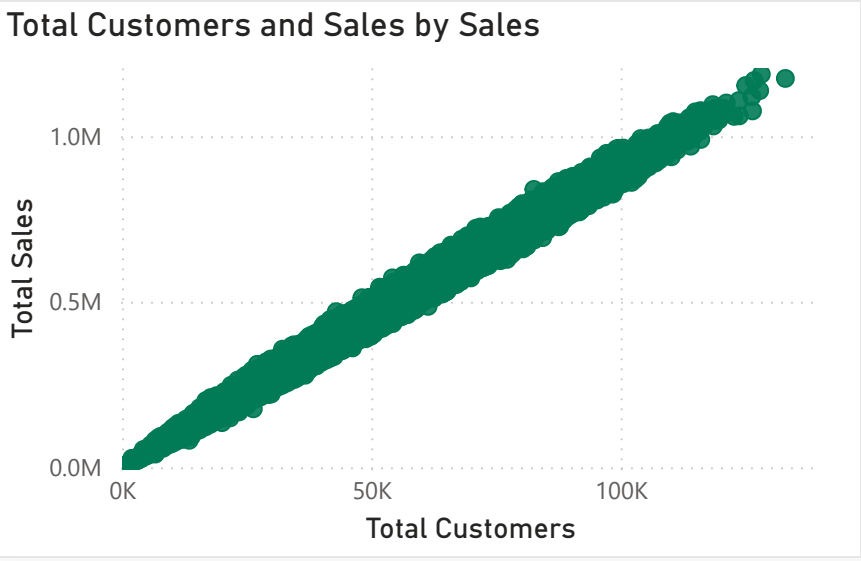
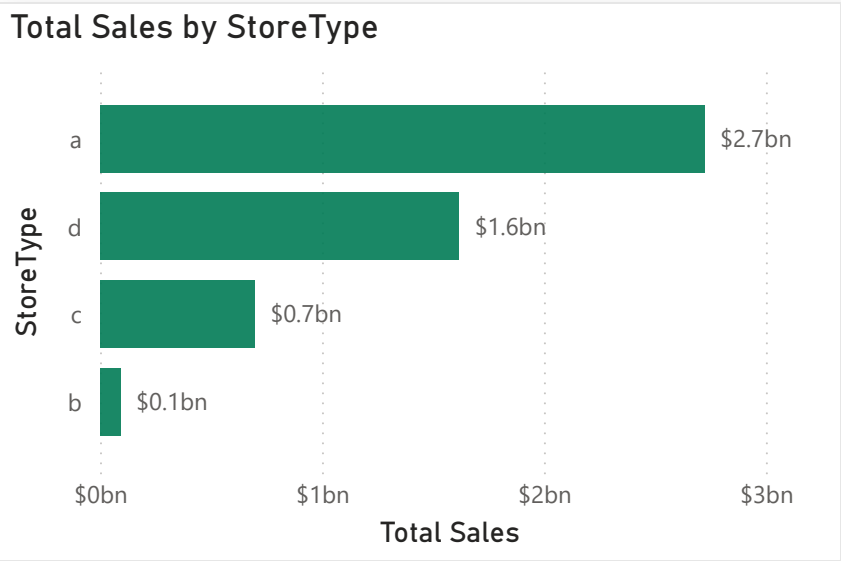
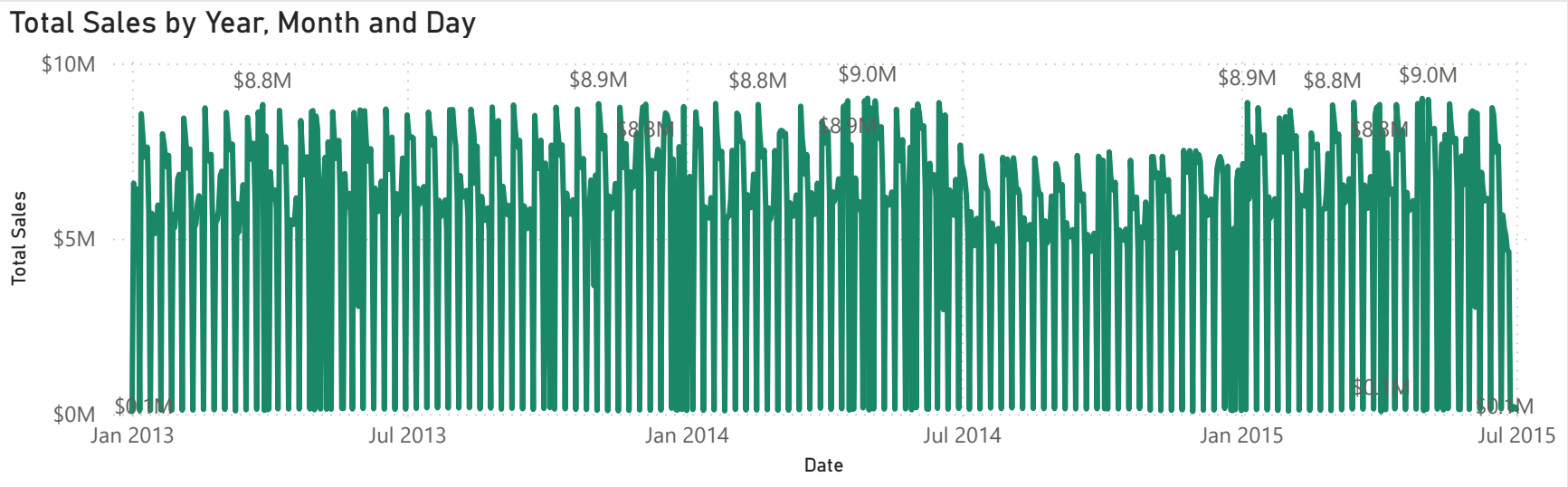
1110

Avg Daily Sales

\$5.62M

Avg Sales Per Customers


\$9.14




# Rossmann Store Sales Performance Dashboard

## Sales Analysis

Total Sales


\$5.1bn

Total Customers


561M

Date

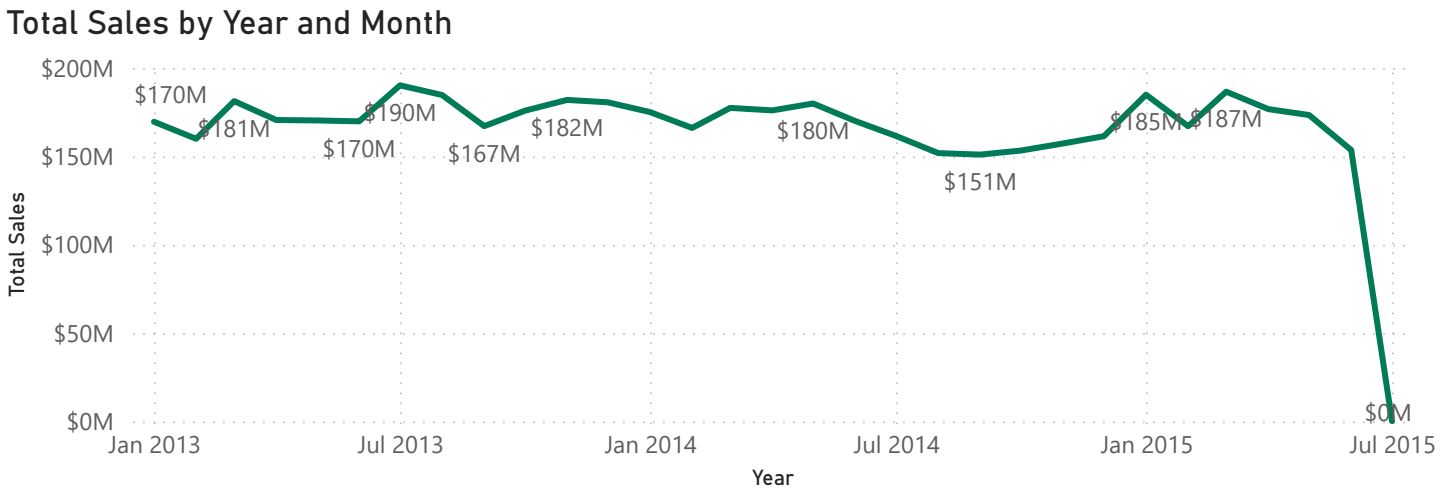
1/1/2013




7/31/2015




▼

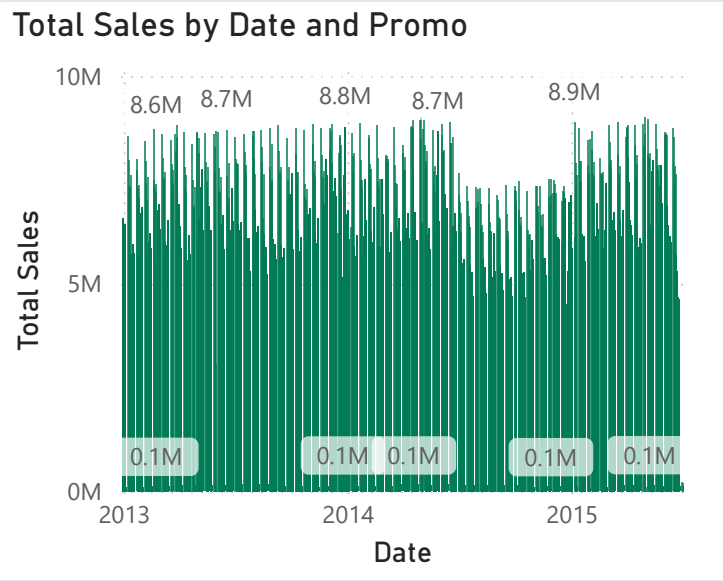
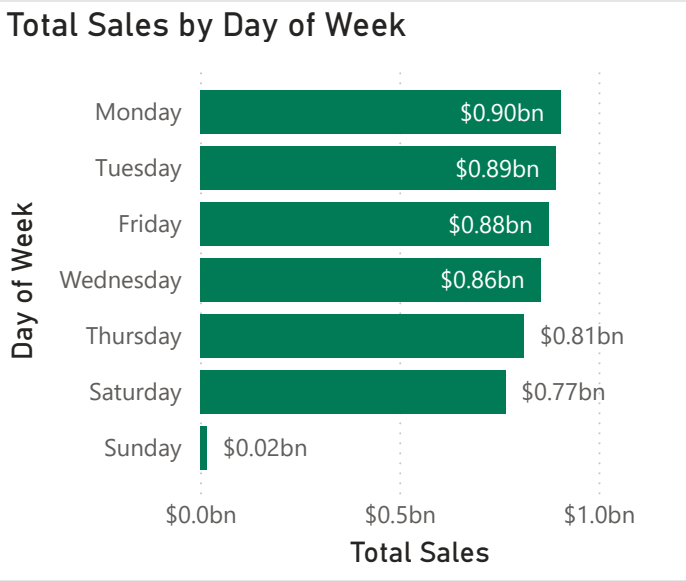


Avg Daily Sales

\$5.62M

Avg Sales Per Customers

\$9.14



# Rossmann Store Sales Performance Dashboard

## Store Performance Analysis


Total Sales

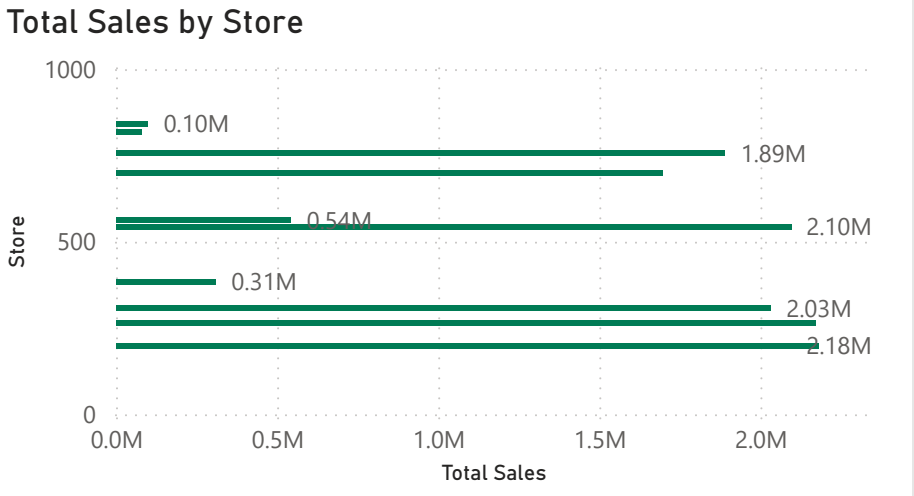
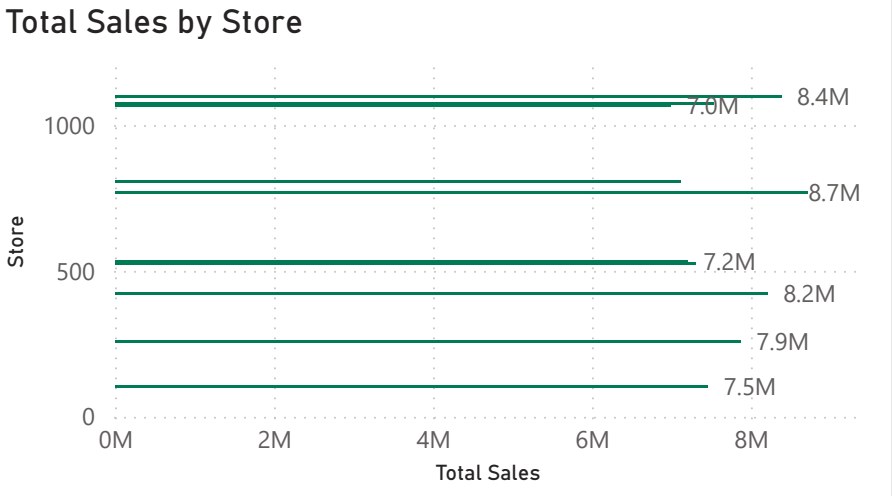
\$5.1bn

Total Customers

561M

Number Of Store

1110



Store	fall	spring	summer	winter	Total
1	703251	1065669	816510	1015381	3600811
2	750953	1101416	868303	1009193	3729865
3	1015371	1544806	1215840	1360697	5136714
4	1391756	1976161	1634503	1768824	6771244
5	700946	1013732	836927	950889	3502494
6	864436	1226695	975985	1092505	4159621
7	1277632	1843279	1498105	1520782	6139798
8	843242	1251894	938739	1110080	4143955
9	975286	1464336	1134860	1312031	4886513
10	844130	1248301	986668	1107208	4186307
11	1190895	1738491	1374450	1400971	5704807
12	1111573	1681700	1287366	1406877	5613614
Total	986412345	1592117610	1181724980	1364456285	5124711220

# Rossmann Store Sales Performance Dashboard

## Customer Behavior Analysis


Total Sales

\$5.1bn


Total Customers

561M


Number Of Store

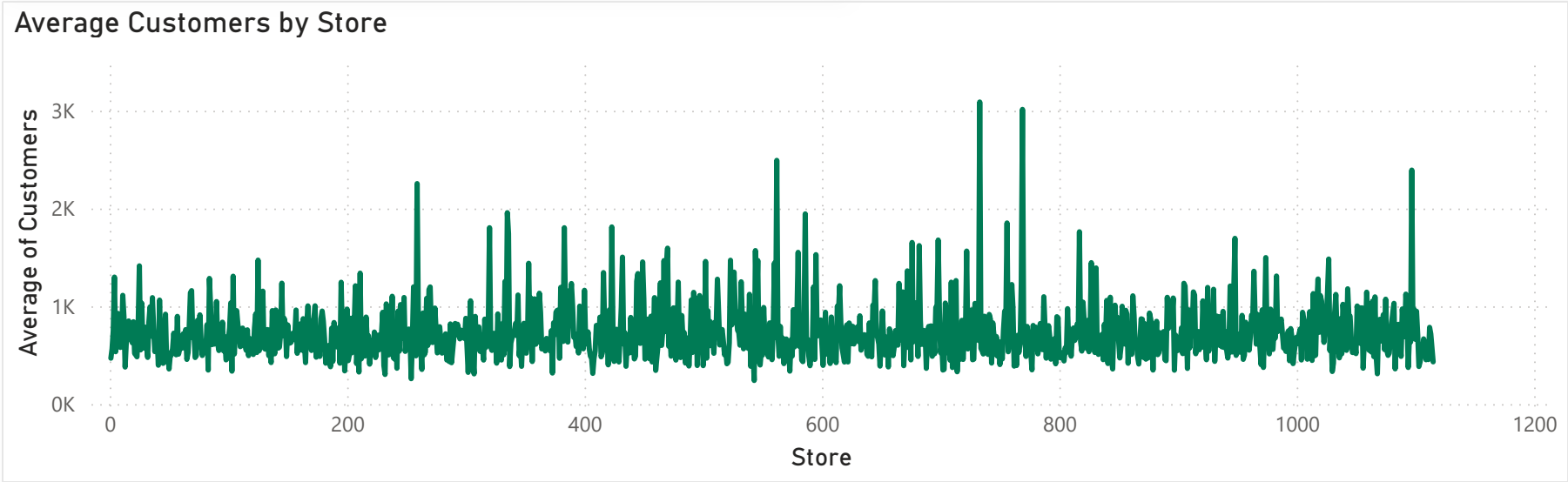
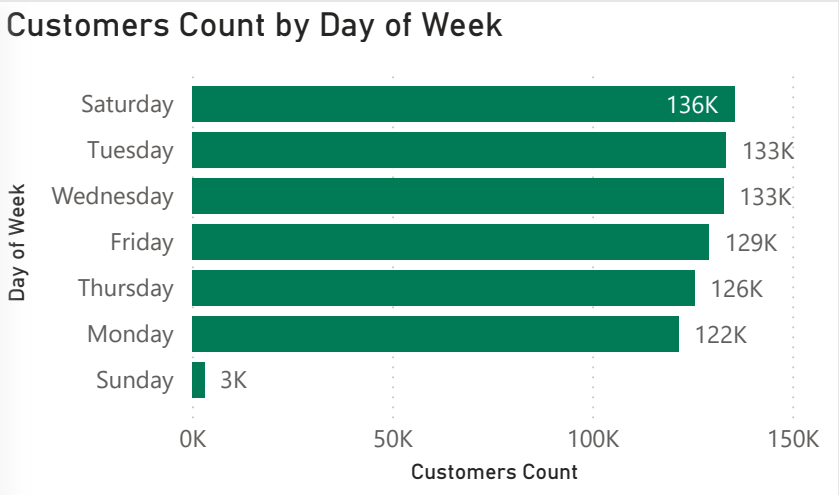
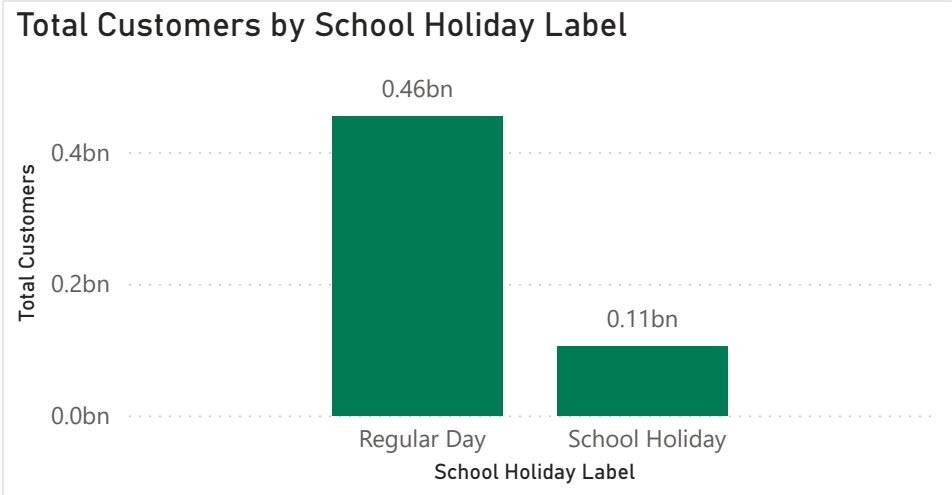
1110

Avg Daily Sales

\$5.62M


Avg Sales Per Customers

\$9.14




# Rossmann Store Sales Performance Dashboard

## Forecasting Analysis

Total Sales

\$5.1bn

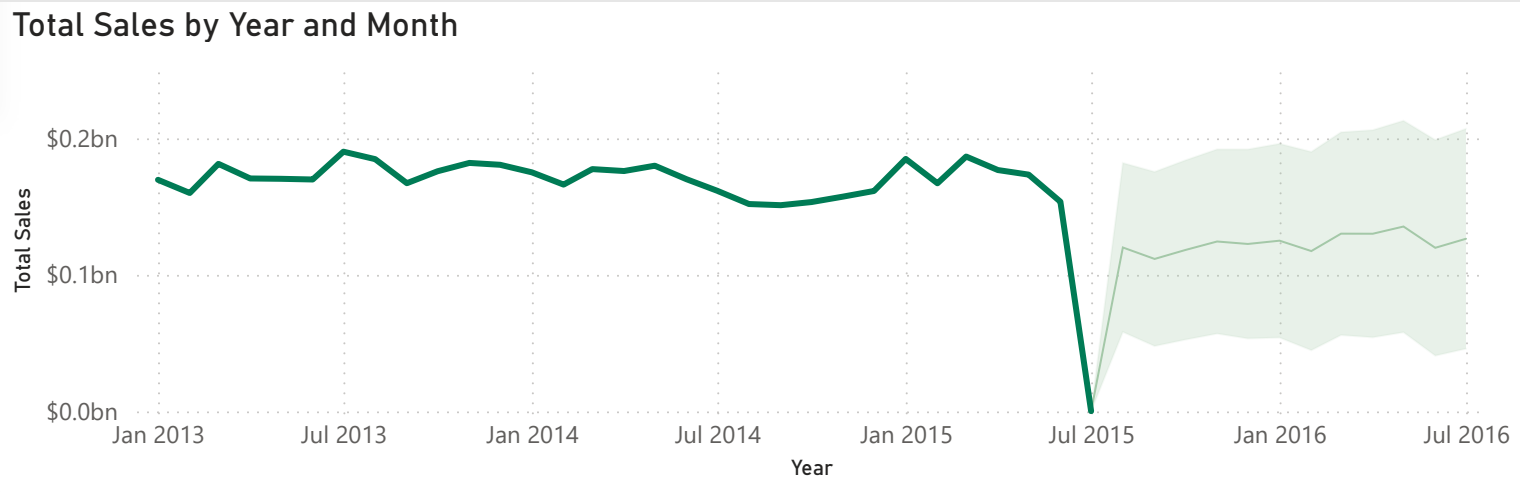
Total Customers

561M


Date

1/1/2013


7/1/2015



Avg Daily Sales

\$5.62M

Avg Sales Per Customers

\$9.14

Date	Total Sales	Average Sales	Average Sale
Tuesday, January 01, 2013	\$79,968	4,704.00	
Wednesday, January 02, 2013	\$6,580,983	6,037.60	
Thursday, January 03, 2013	\$6,142,793	5,594.53	
Friday, January 04, 2013	\$6,421,753	5,859.26	
Saturday, January 05, 2013	\$5,669,837	5,192.16	
Sunday, January 06, 2013	\$104,986	5,249.30	
Monday, January 07, 2013	\$8,564,054	8,801.70	
Tuesday, January 08, 2013	\$7,974,974	7,523.56	
Wednesday, January 09, 2013	\$7,328,954	6,773.52	
Thursday, January 10, 2013	\$7,350,554	6,787.22	
Friday, January 11, 2013	\$7,611,926	7,035.05	
Saturday, January 12, 2013	\$5,734,886	5,265.30	
Total	\$5,124,711,220	6,562.34	