

Rossmann Store Sales Performance Dashboard

Sales Overview Page

Total Sales

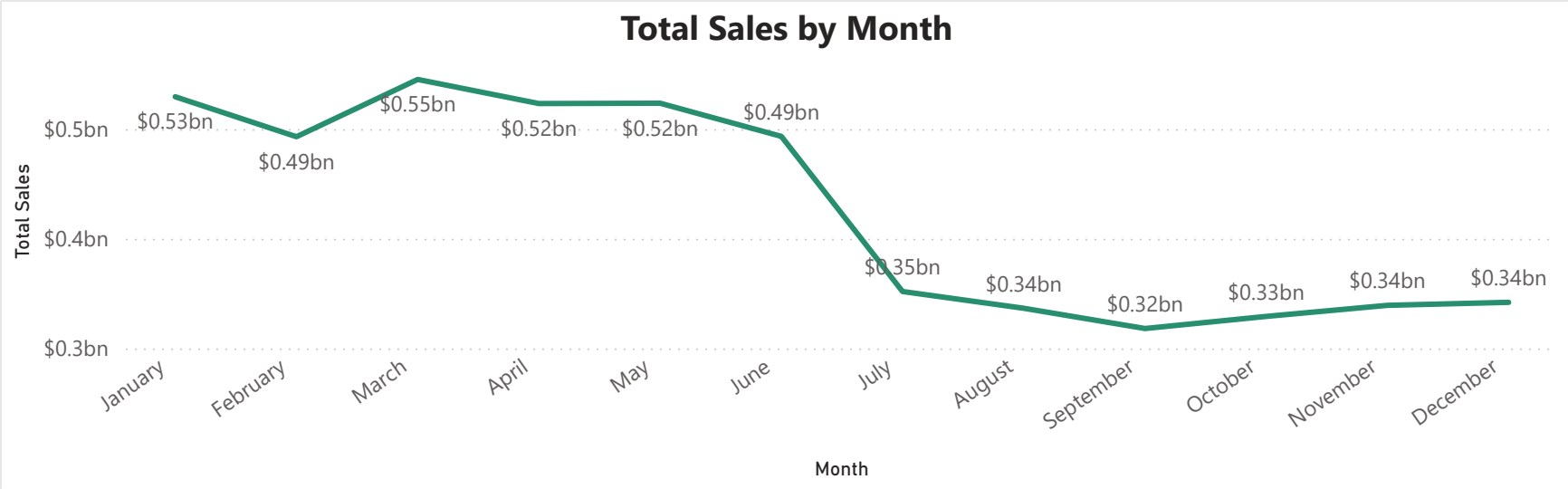
\$5.1bn

Total Customers


561M

Number Of Store


1110

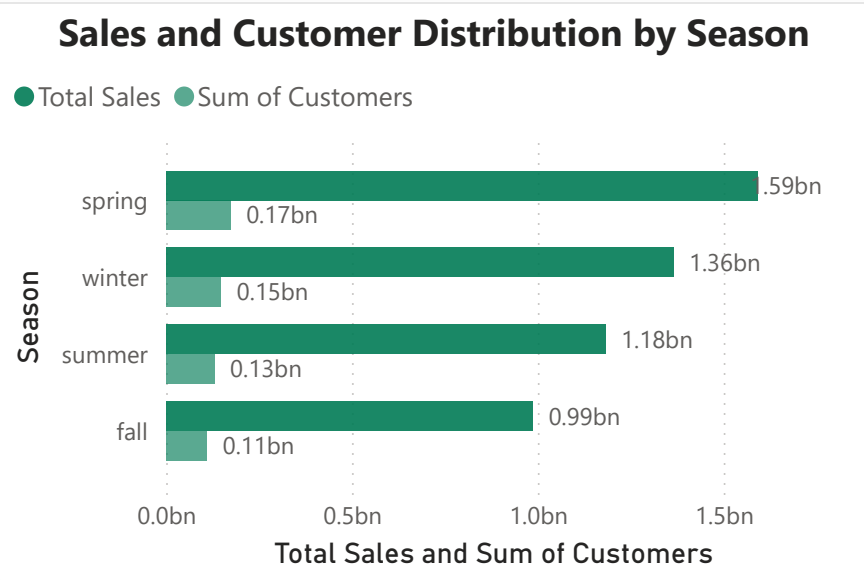
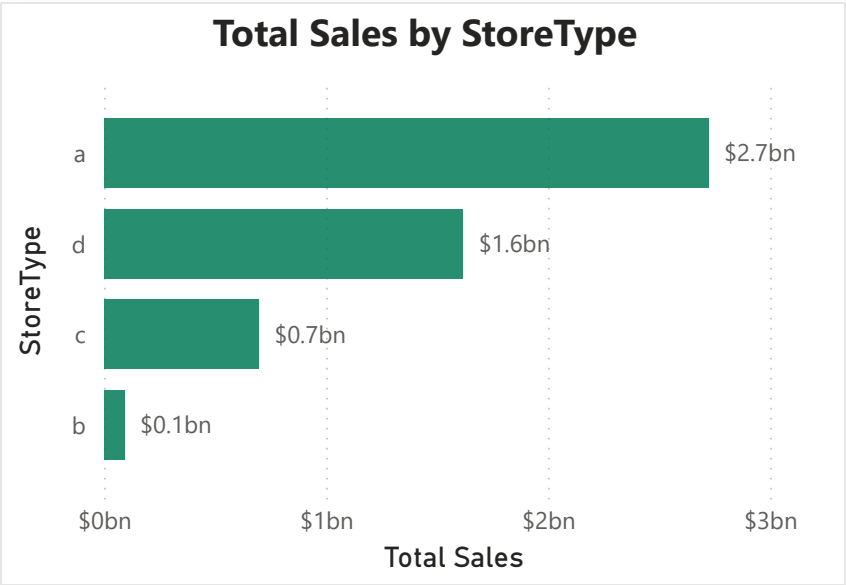


Avg Daily Sales

\$5.62M


Avg Sales Per Customers

\$9.14



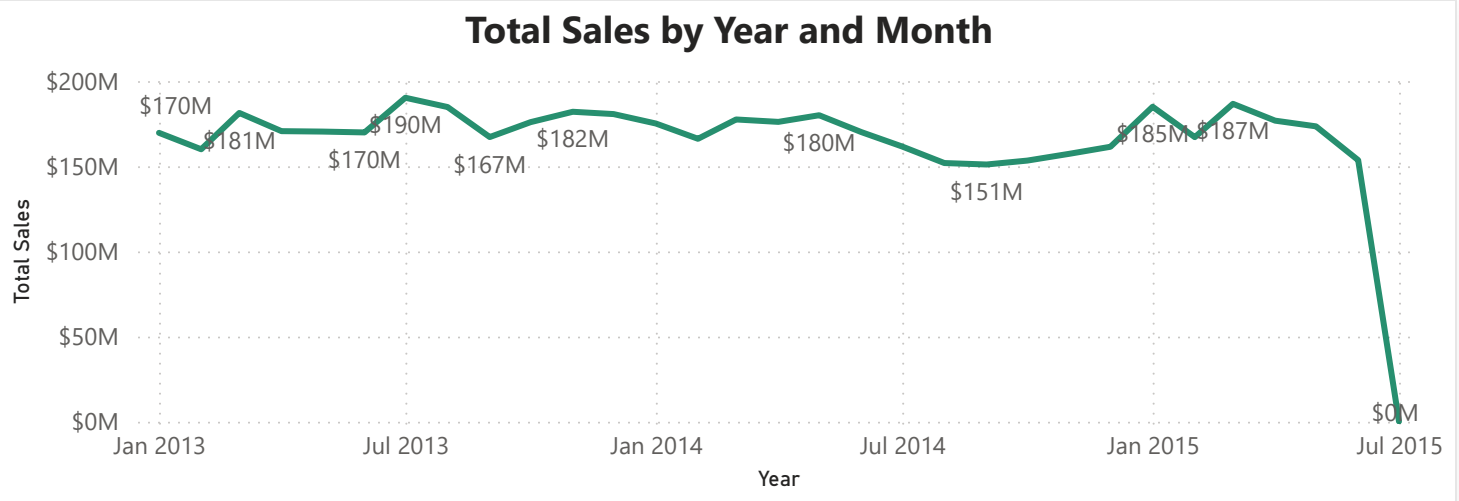
Rossmann Store Sales Performance Dashboard

Sales Analysis

Total Sales
 **\$5.1bn**

Total Customers
 **561M**

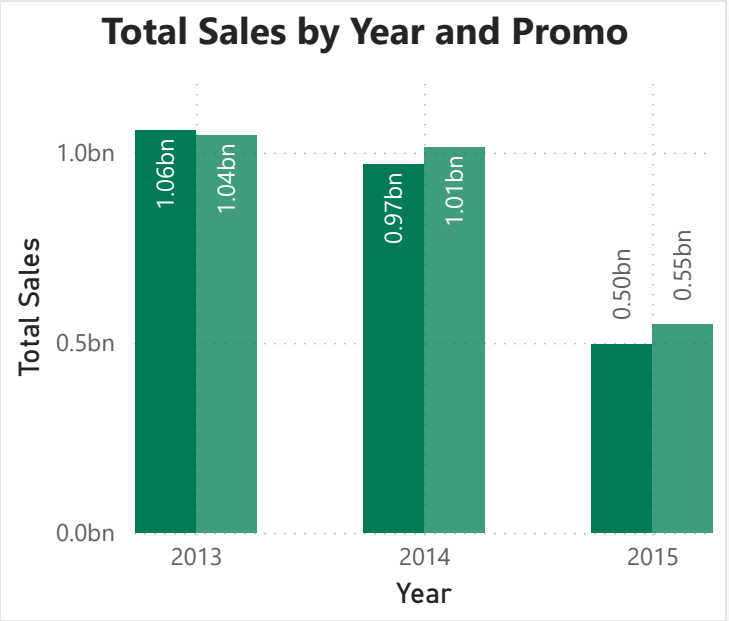
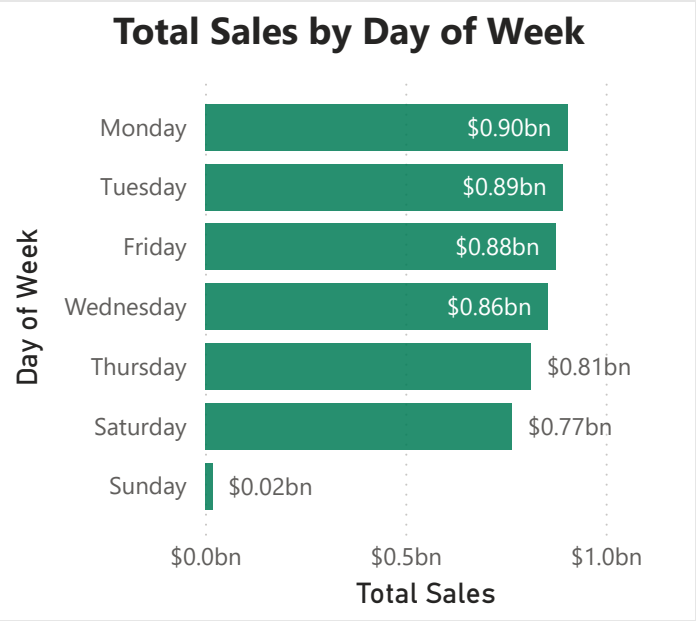
Avg Daily Sales
 **\$5.62M**



Avg Sales Per Customers

 **\$9.14**

Date
1/1/2013 7/31/2015



Rossmann Store Sales Performance Dashboard

Customer Behavior Analysis

Total Sales

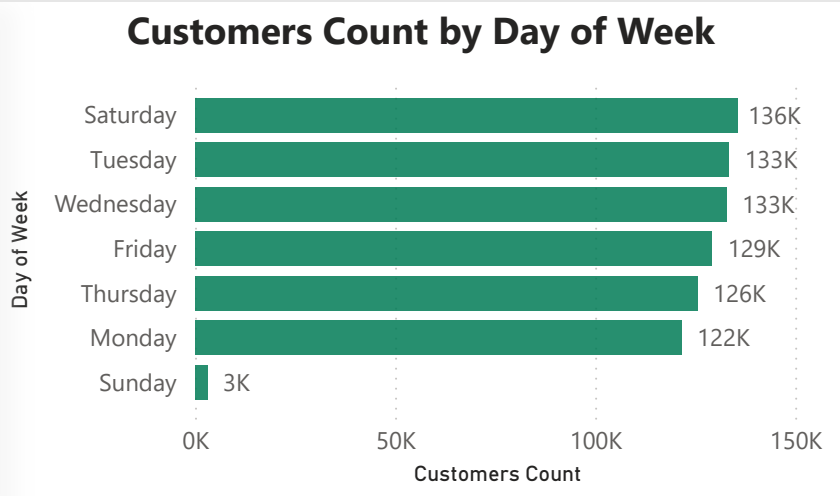
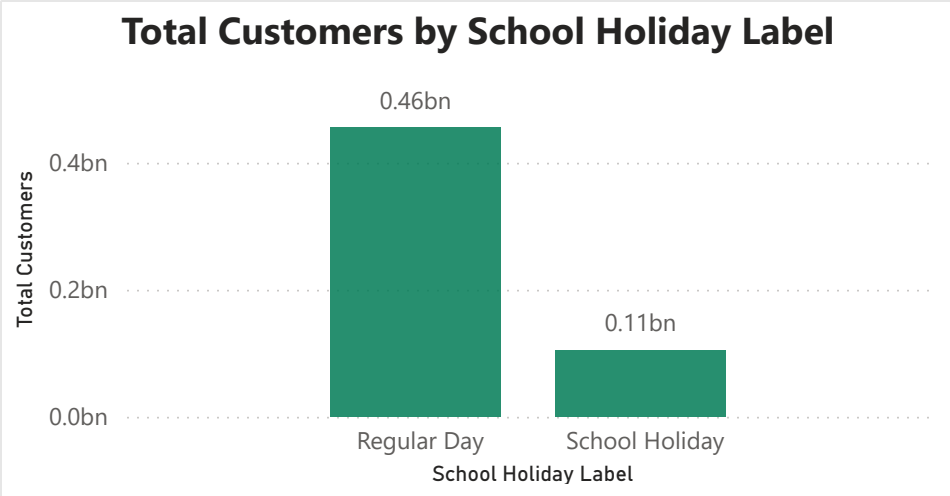
\$5.1bn

Total Customers

561M

Number Of Store


1110

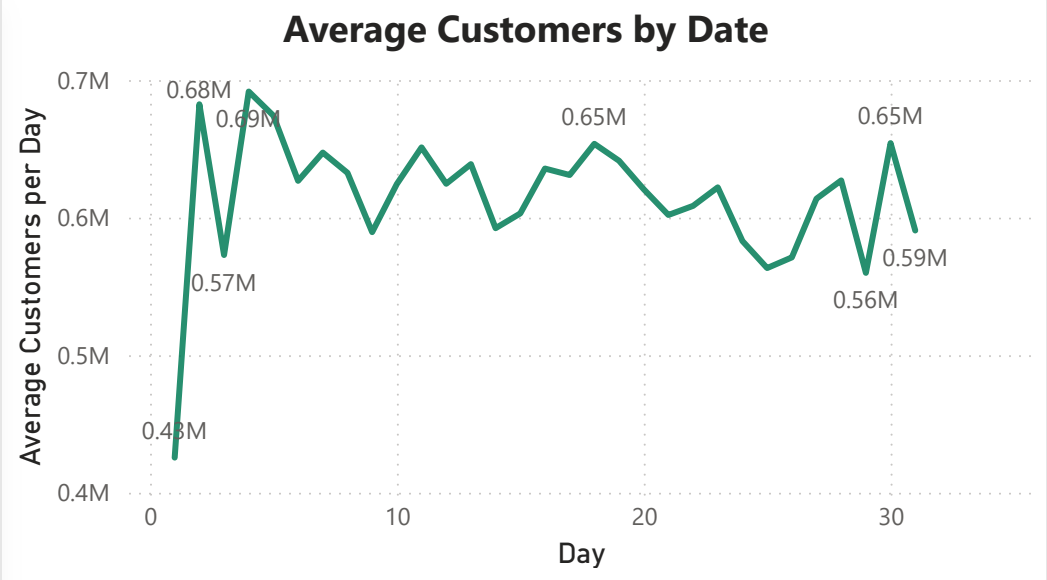
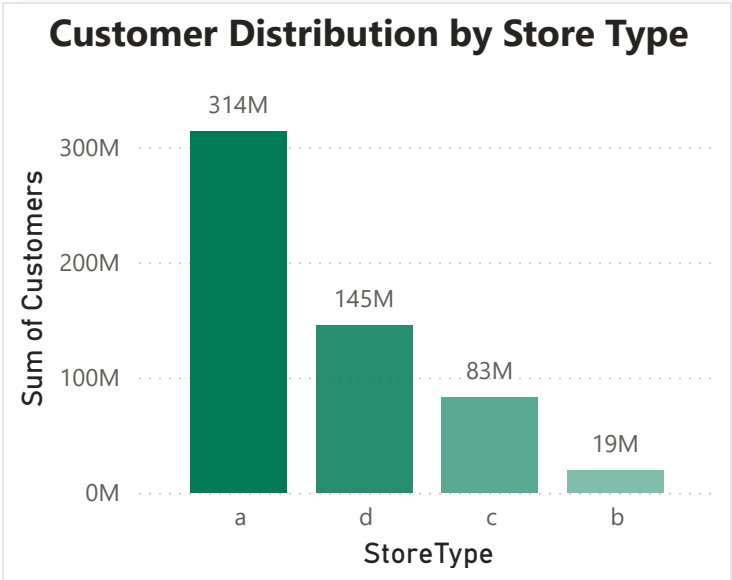


Avg Daily Sales

\$5.62M

Avg Sales Per Customers

\$9.14



Rossmann Store Sales Performance Dashboard

Store Performance Analysis


Total Sales

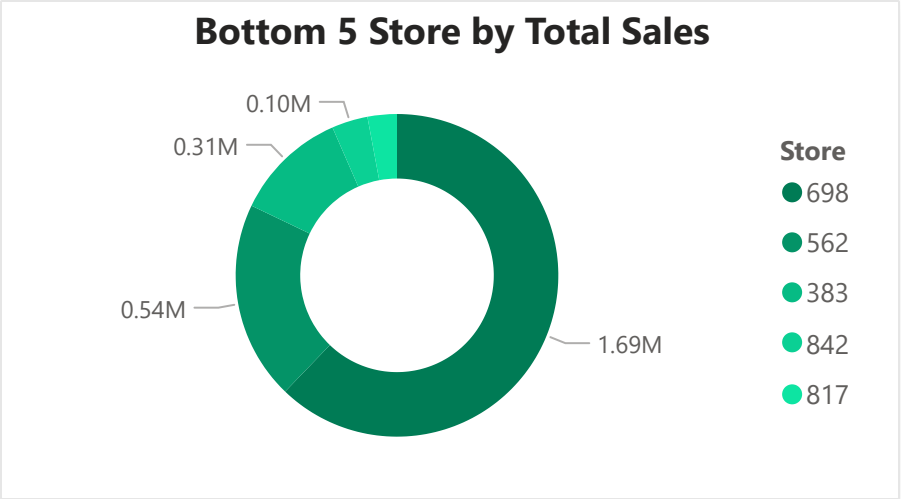
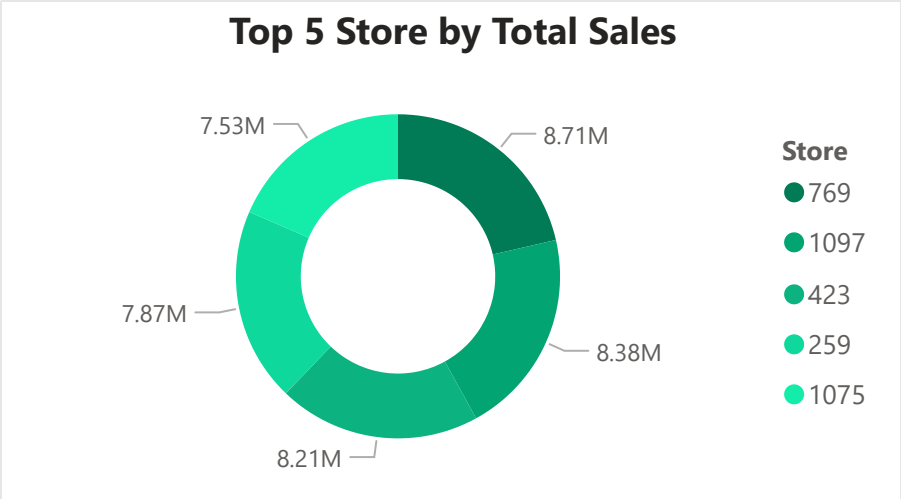
\$5.1bn

Avg Sales Per Store

4.62M

Number Of Store

1110



Best Store Sales

\$14K

Top Store Name


769

Sales Performance by Store and Season				
Store	fall	spring	summer	winter
1	\$703,251	\$1,065,669	\$816,510	\$1,015,381
2	\$750,953	\$1,101,416	\$868,303	\$1,009,193
3	\$1,015,371	\$1,544,806	\$1,215,840	\$1,360,697
4	\$1,391,756	\$1,976,161	\$1,634,503	\$1,768,824
5	\$700,946	\$1,013,732	\$836,927	\$950,889
6	\$864,436	\$1,226,695	\$975,985	\$1,092,505
7	\$1,277,632	\$1,843,279	\$1,498,105	\$1,520,782
8	\$843,242	\$1,251,894	\$938,739	\$1,110,080
9	\$975,286	\$1,464,336	\$1,134,860	\$1,312,031
10	\$844,130	\$1,248,301	\$986,668	\$1,107,208
Total	\$986,412,345	\$1,592,117,610	\$1,181,724,980	\$1,364,456,285

Rossmann Store Sales Performance Dashboard

Forecasting Analysis

Total Sales

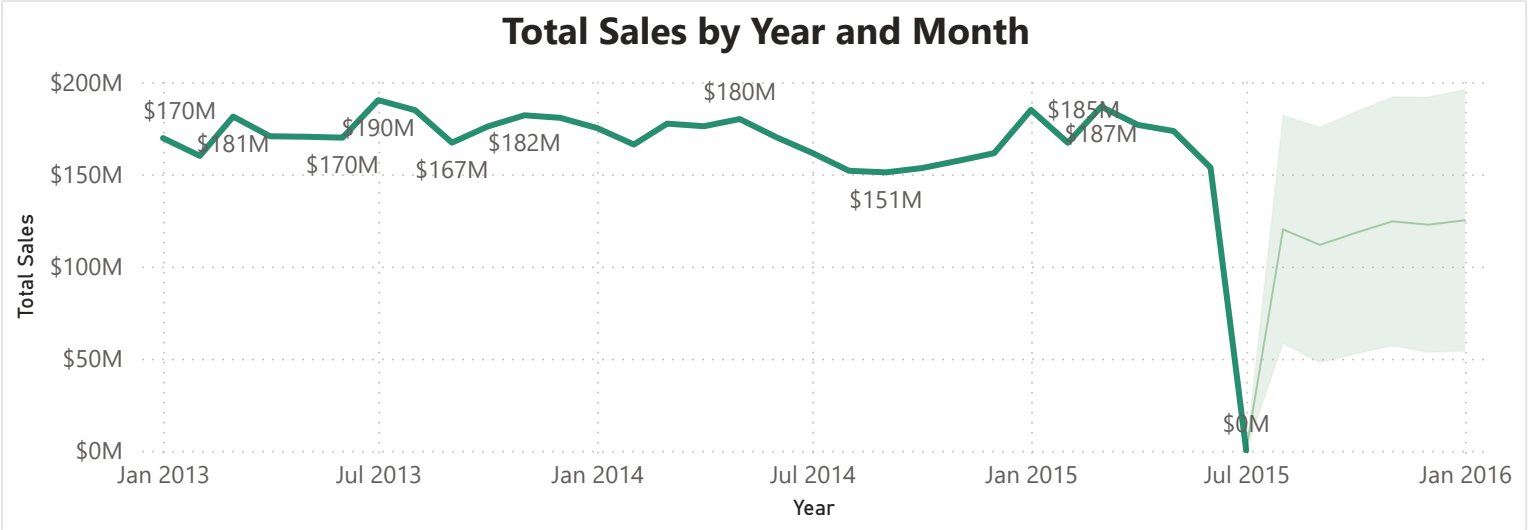
\$5.1bn

Total Customers


561M

Avg Daily Sales

\$5.62M



Avg Sales Per Customers

\$9.14

Date

1/1/2013

7/1/2015

Sales Performance Over Time			
Date	Total Sales	Average Sales	Average Sales per Customer
Tuesday, January 01, 2013	\$79,968	4,704.00	\$4.81
Wednesday, January 02, 2013	\$6,580,983	6,037.60	\$8.38
Thursday, January 03, 2013	\$6,142,793	5,594.53	\$8.37
Friday, January 04, 2013	\$6,421,753	5,859.26	\$8.52
Saturday, January 05, 2013	\$5,669,837	5,192.16	\$8.71
Sunday, January 06, 2013	\$104,986	5,249.30	\$5.16
Monday, January 07, 2013	\$8,564,054	8,801.70	\$10.24
Tuesday, January 08, 2013	\$7,974,974	7,523.56	\$9.78
Wednesday, January 09, 2013	\$7,328,954	6,773.52	\$9.54
Thursday, January 10, 2013	\$7,350,554	6,787.22	\$9.25
Friday, January 11, 2013	\$7,611,926	7,035.05	\$9.22
Total	\$5,124,711,220	6,562.34	\$9.14