

Select measure

Transaction

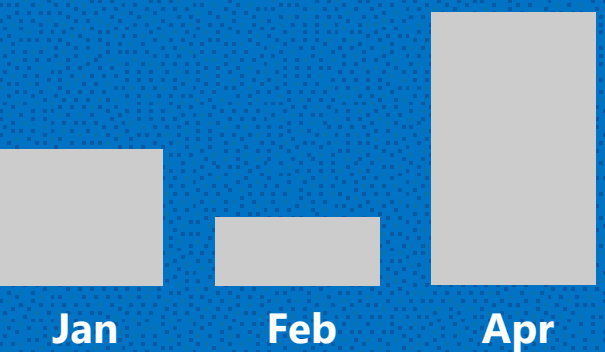
Select location

Chris Armstrong

Select state

California

Transaction is currently selected



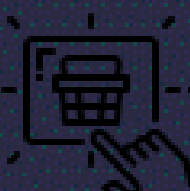
Months

Total COGS



\$267K

Gross Revenue



\$371K

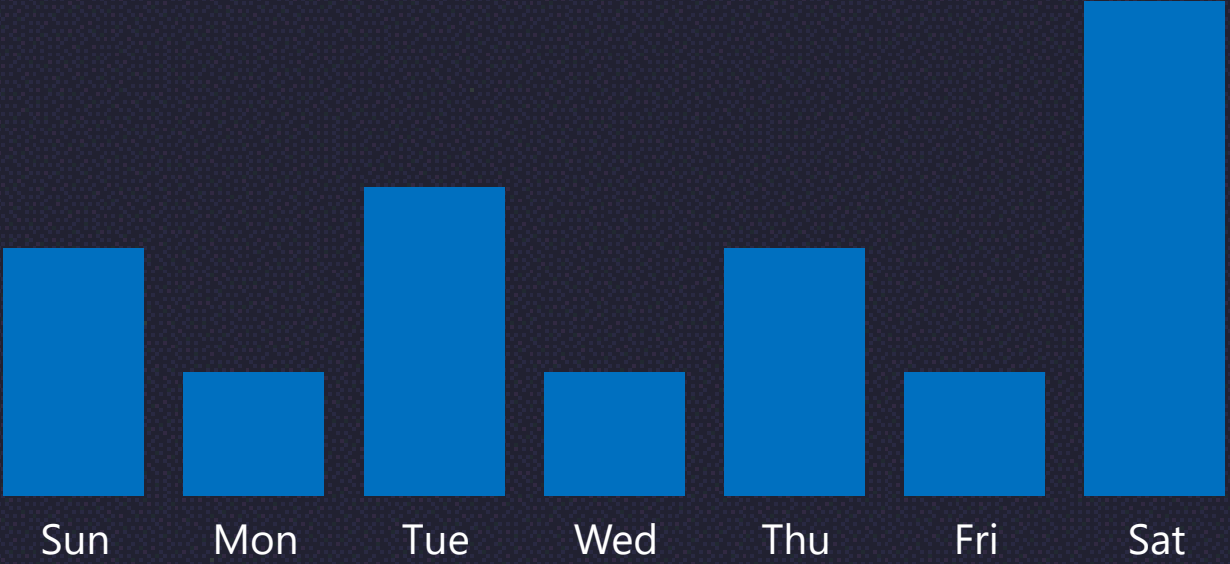
Gross Profit



\$103K

Weekly Trend

Transaction



Monthly Trend

Transaction



Quarterly Trend

Transaction

Quarter



Q4



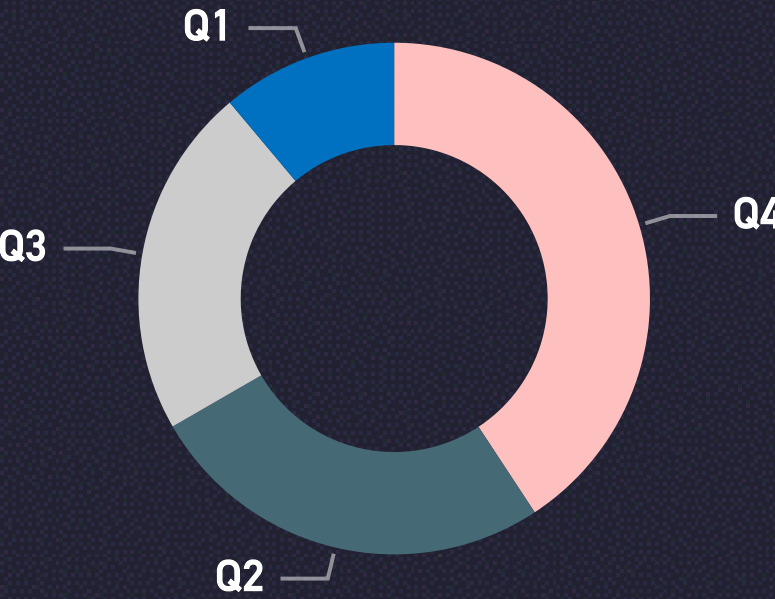
Q2



Q3



Q1



Total average daily sales per day

\$13K

Product best selling days by avg. revenue

Product Name	Avg. sale per day	Best selling days
Wreaths		Wed
Wine Storage	\$4,879	Fri
Wardrobes	\$18,535	Wed
Wall Frames		Wed
Wall Coverings		Wed
Vases	\$11,421	Fri
Vanities	\$6,014	Mon
TV and video		Wed
Table Lamps		Wed

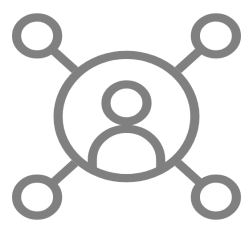


Close



Customers analysis

Dashboard



50

Customers



7991

Transactions



Customers Re-targeting

All customers unique transactions and last purchasing date

Customer Names	Total Transactions	Last Purchase date	Days SLP
Procter Corp	159	12/02/20	28
Burt's Corp	151	12/09/20	21
Sundial	163	12/16/20	14
21st Ltd	158	12/17/20	13
OUR Ltd	176	12/17/20	13
E. Ltd	164	12/20/20	10
AuroMedics Corp	152	12/21/20	9
Mylan Corp	153	12/21/20	9
Amylin Group	145	12/22/20	8
Elorac, Corp	181	12/22/20	8
Fenwal, Corp	172	12/22/20	8
Avon Corp	152	12/23/20	7

Procter Corp

28

Burt's Corp

21

Sundial

14

21st Ltd

13

OUR Ltd

13

E. Ltd

10

Transaction Analysis Dashboard

Products

Bakeware

Year

2019

75% of customers purchases were shipped late while only 25% were shipped to the buyers earlier, in the process we have 22% quick delivery and 78% of the products got delivered lately to the customers.



Quantity Order

272



Gross Revenue

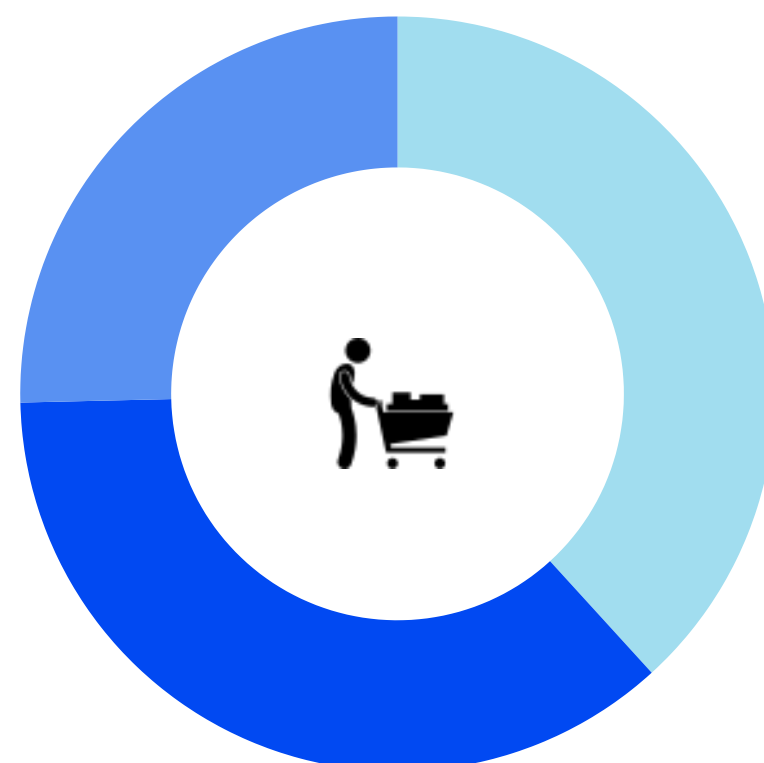
512K



Gross Profit

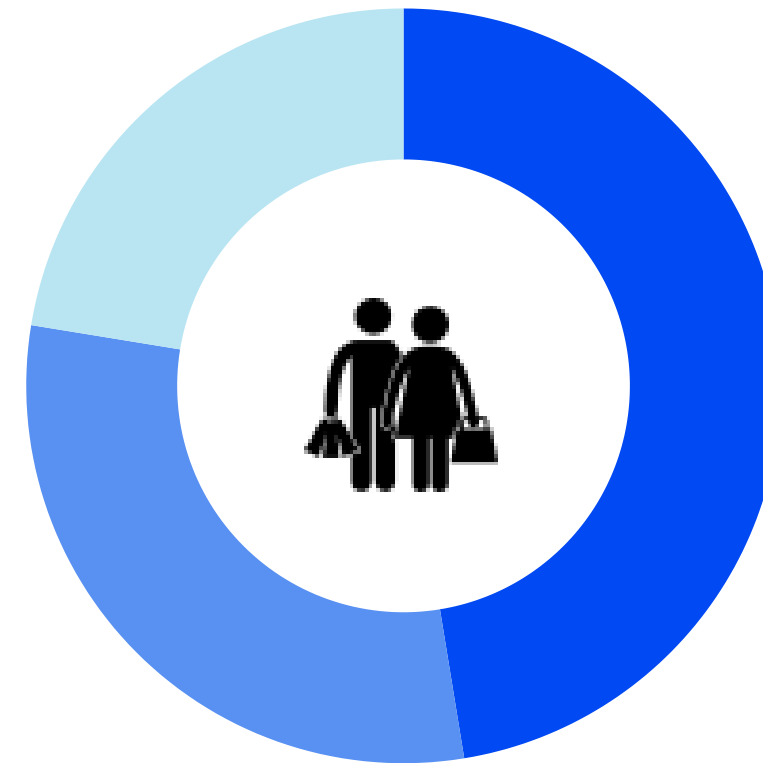
126K

Shipping Status



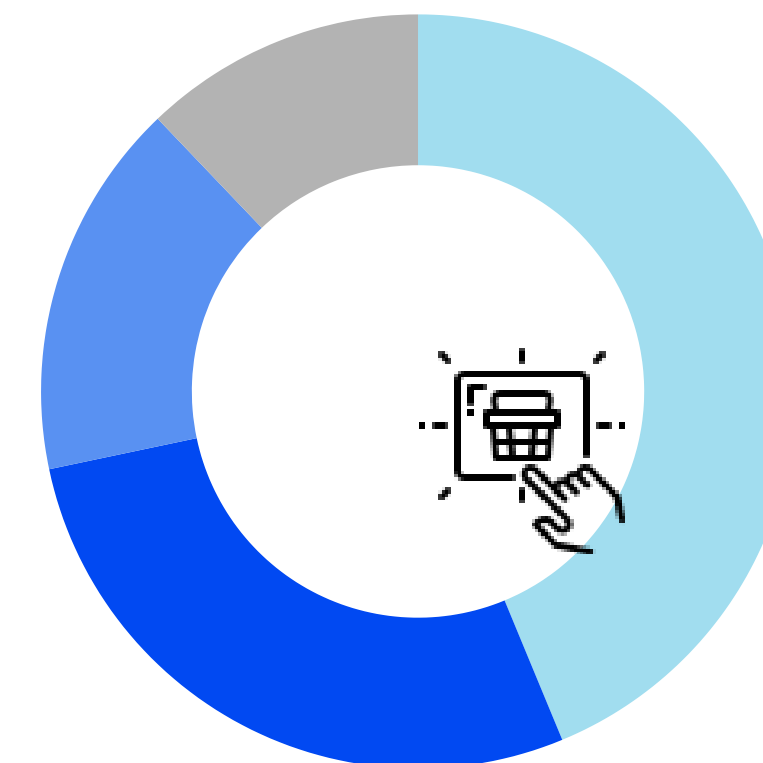
- Late Shipping
104
- Early Shipping
69
- Very Late Shipping
99

Delivery Status



- Quick Delivery
61
- Late Delivery
82
- Very Late Delivery
129

Sales Channel



- Online
119
- Distributor
44
- In-Store
76
- Wholesale
33



Products analysis

Dashboard

Sales Team

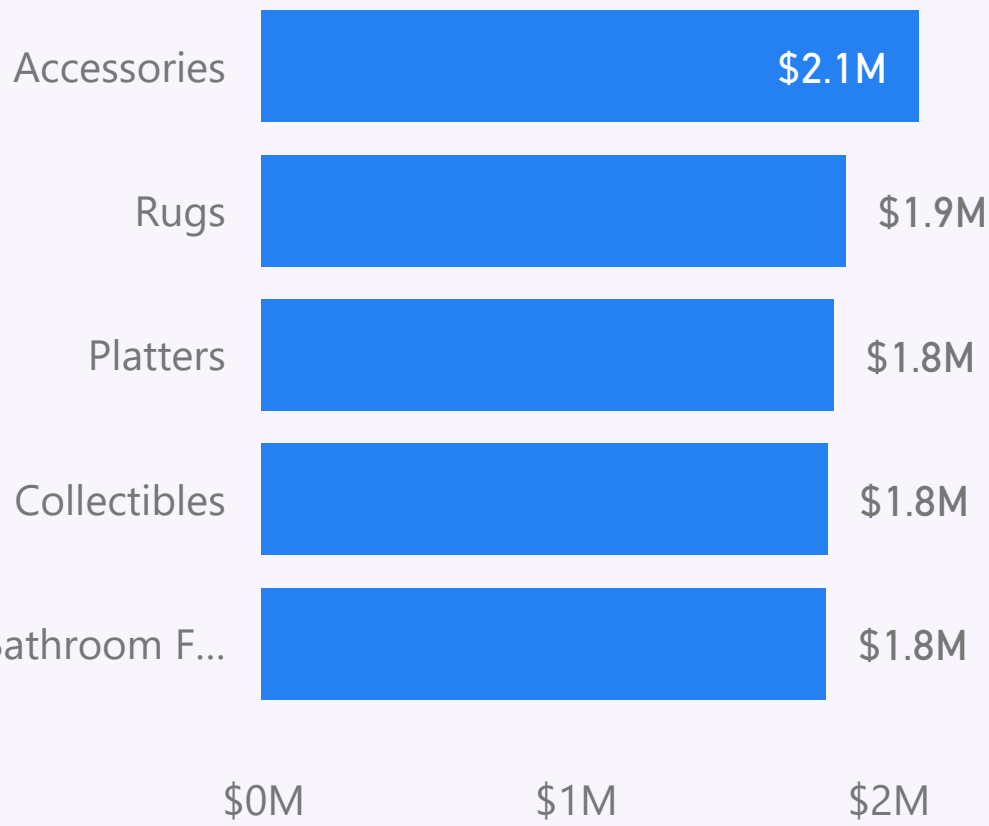
All

Year

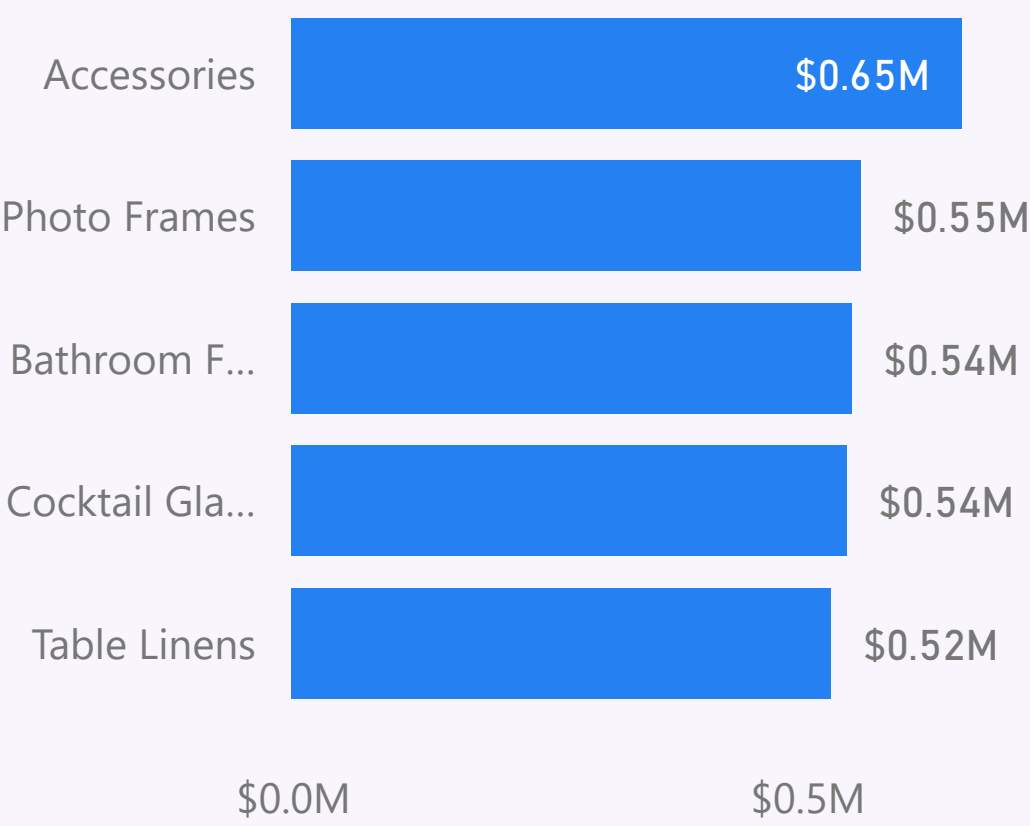
All

Top-5 Products by Sales

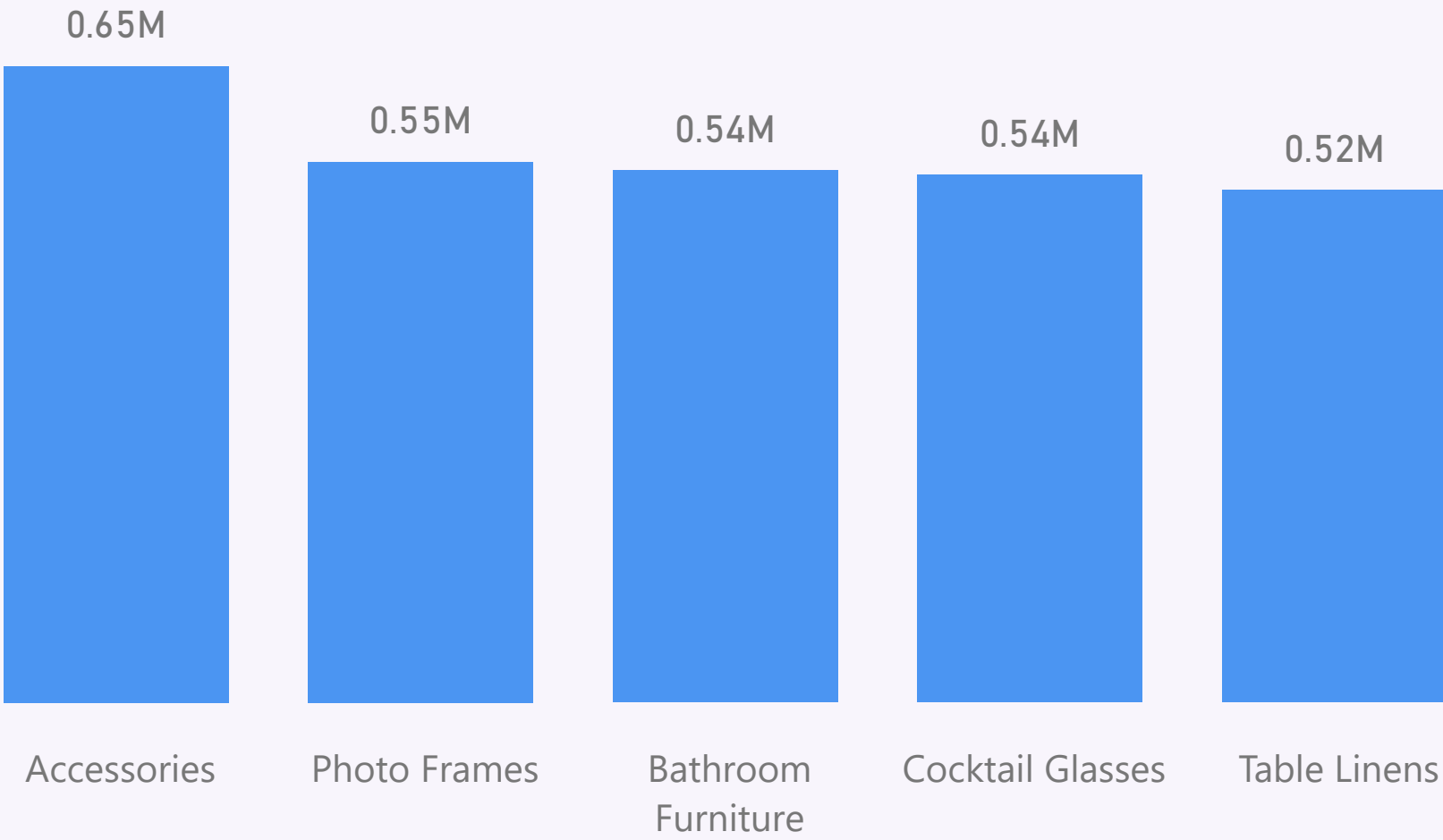
Total Revenue by Product Name



Top-5 Products by Profits



5-Least Performing Products



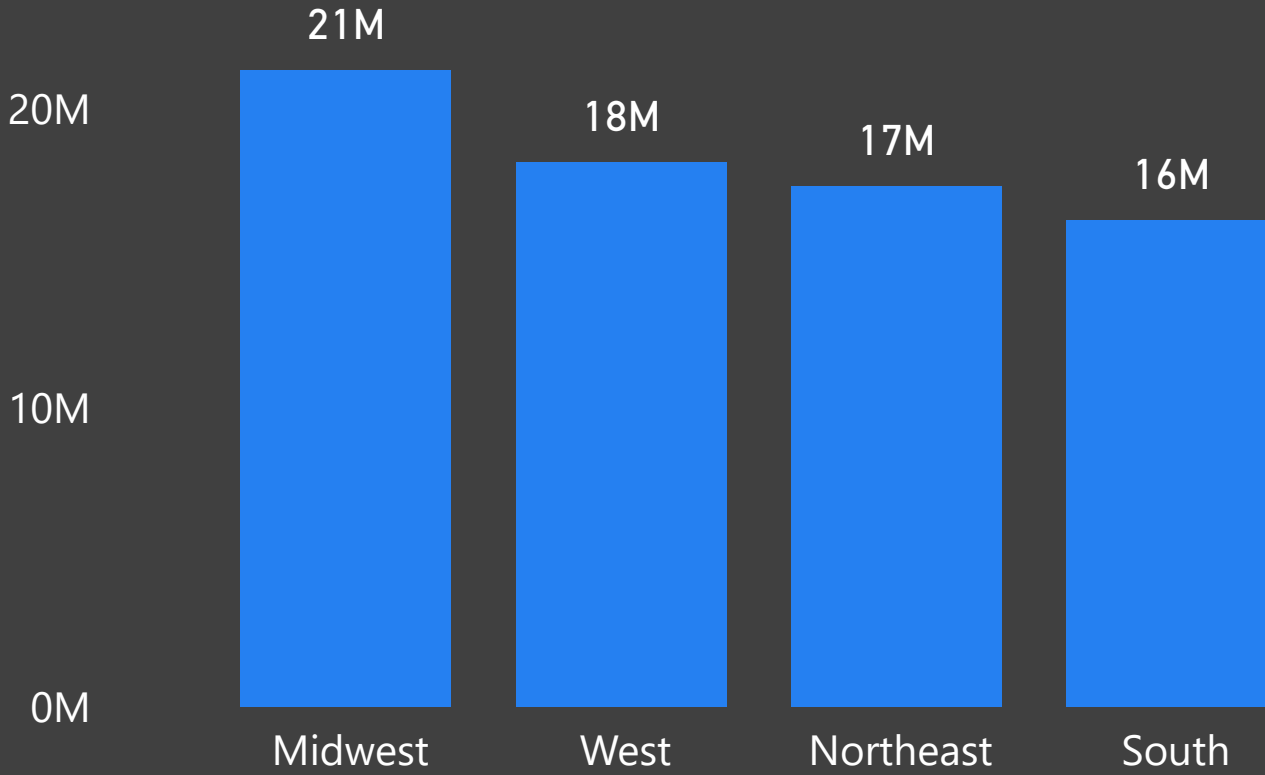
Product Name	transaction	Quantity ordered	Total Revenue	COGS	Gross Profit
Accessories	194	956	\$2,101,202	\$1,449,969	\$651,232
Audio	152	680	\$1,368,399	\$986,707	\$381,693
Bakeware	175	777	\$1,458,503	\$1,074,851	\$383,651
Bar Tools	170	798	\$1,594,396	\$1,138,904	\$455,493
Baseball	170	772	\$1,447,155	\$1,028,895	\$418,260

Sales Team Analysis Dashboard

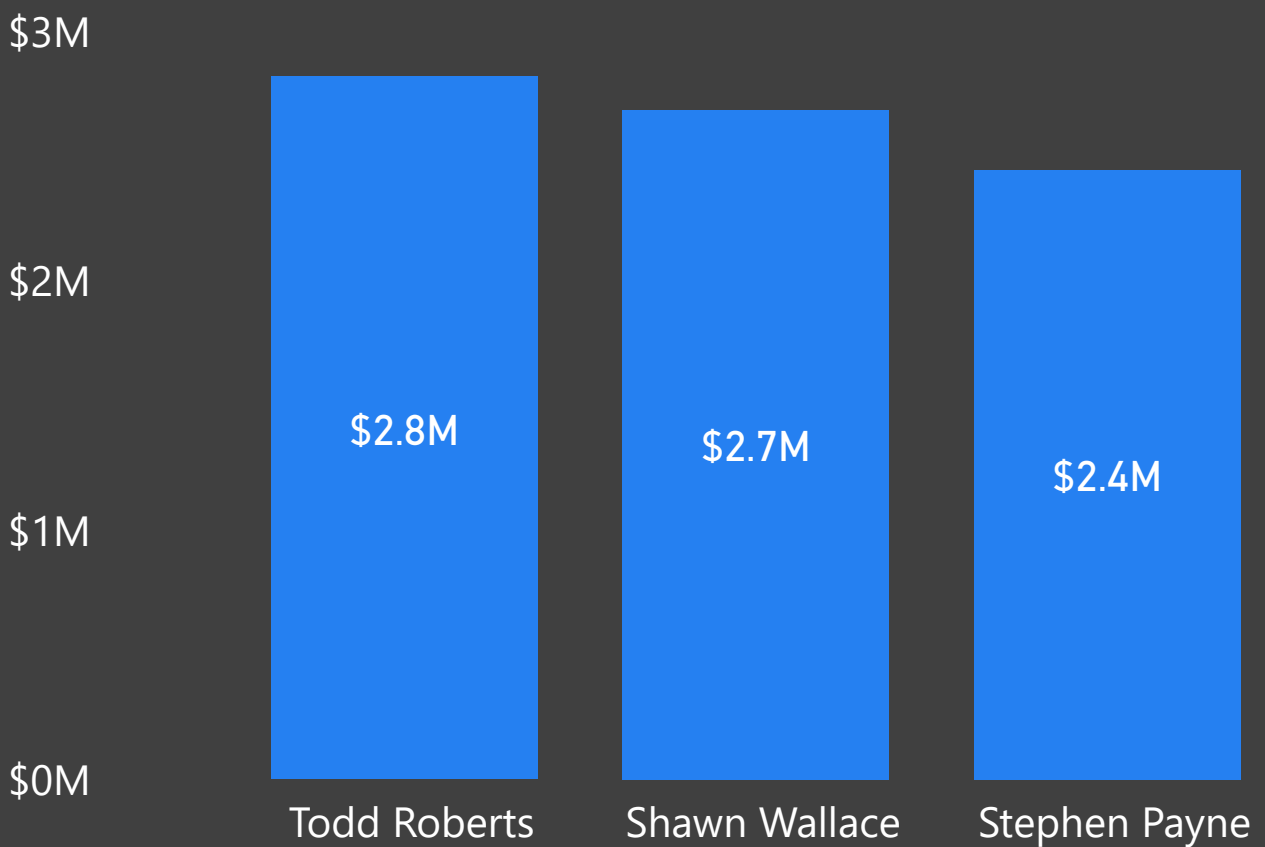
All

Sales Team	Total Revenue	Quantity ordered	COGS	Gross Profit	transaction
Adam Hernandez	\$2,825,689	1,366	\$2,046,594	\$779,095	302
Anthony Berry	\$2,631,796	1,337	\$1,863,852	\$767,944	298
Anthony Torres	\$2,591,361	1,288	\$1,847,459	\$743,901	288
Carl Nguyen	\$2,786,421	1,393	\$2,011,639	\$774,781	314
Carlos Miller	\$2,196,609	1,188	\$1,527,856	\$668,753	247
Chris Armstrong	\$2,535,738	1,283	\$1,754,129	\$781,609	292
Donald Reynolds	\$2,980,413	1,391	\$2,095,027	\$885,387	296
Douglas Tucker	\$2,569,960	1,243	\$1,824,431	\$745,529	277
Frank Brown	\$2,408,141	1,244	\$1,737,260	\$670,881	275
George Lewis	\$2,857,257	1,409	\$2,018,106	\$839,151	315
Jerry Green	\$2,632,091	1,371	\$1,843,503	\$788,588	296
Joe Price	\$2,616,286	1,231	\$1,828,578	\$787,707	266
Jonathan Hawkins	\$2,469,933	1,219	\$1,688,541	\$781,392	260
Joshua Bennett	\$2.288.999	1.163	\$1.627.272	\$661.727	265

Sales Region by Revenue

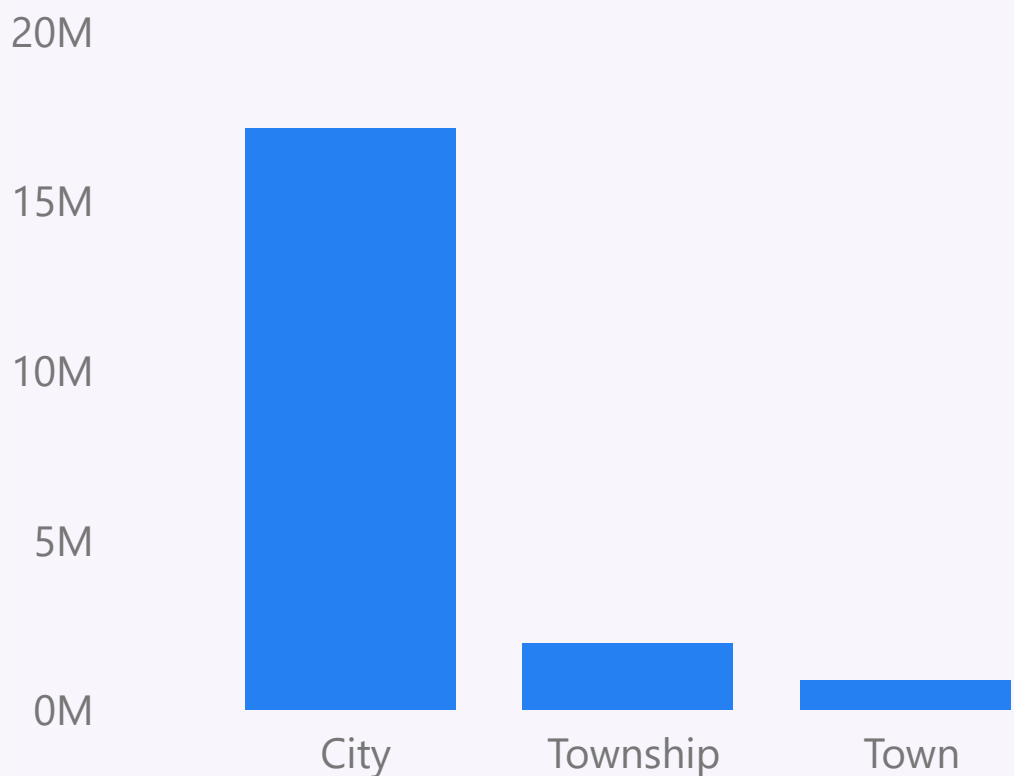


Top-3 Sales Teams

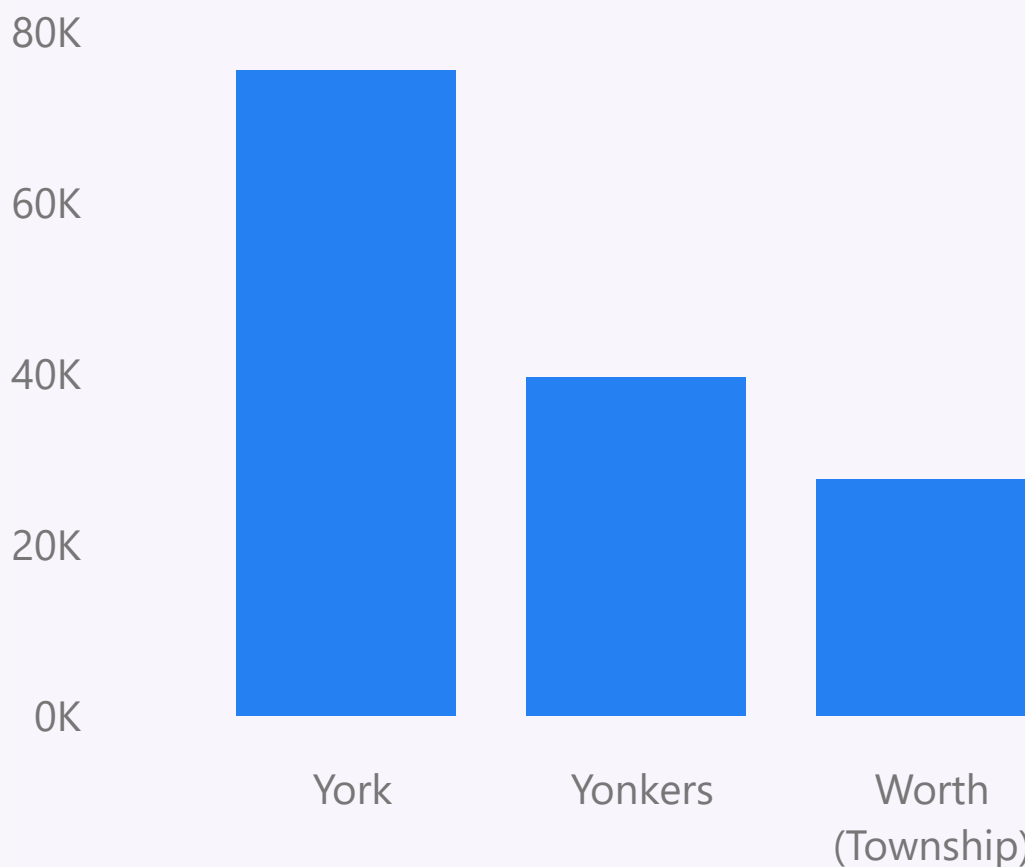


Locations Analysis Dashboard

Top-3 Profitable location types



Top-3 Profitable cities



45

No. States

351

No. Cities

Showing sales detail on every sales states

