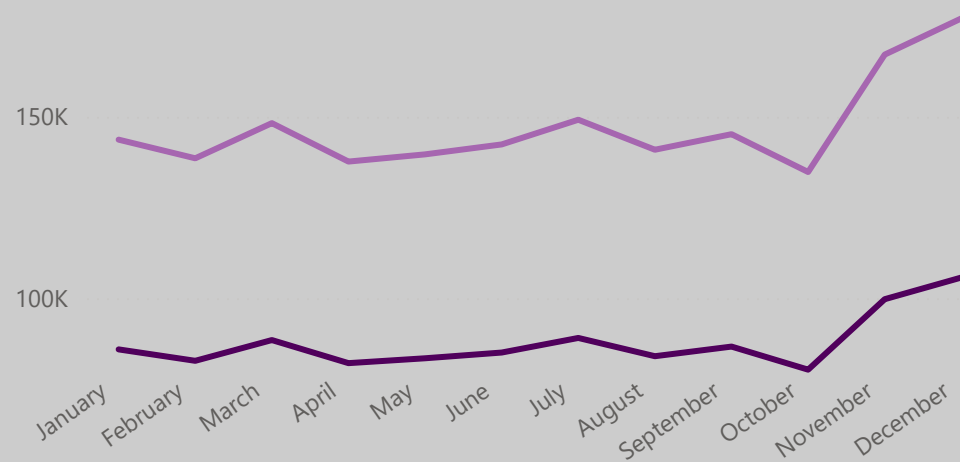




Retail Performance Dashboard

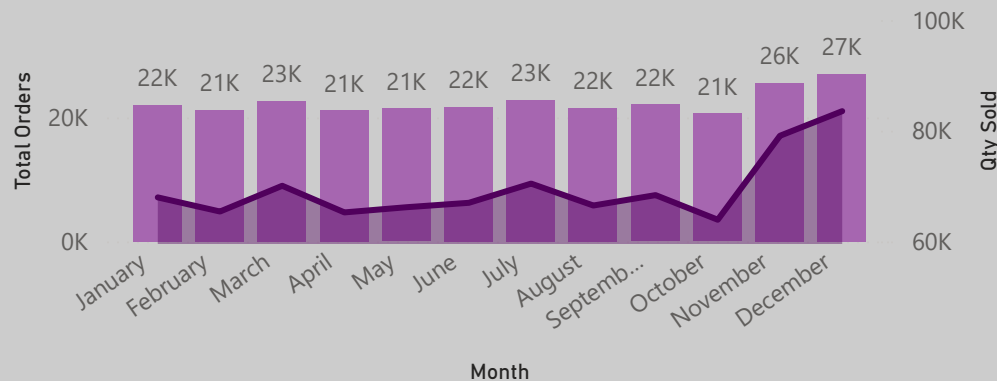
Sales Trend Analysis

● Total Revenue ● Total Profit



Total Orders and Qty Sold by Month

● Total Orders ● Qty Sold



Total Revenue

1.76M

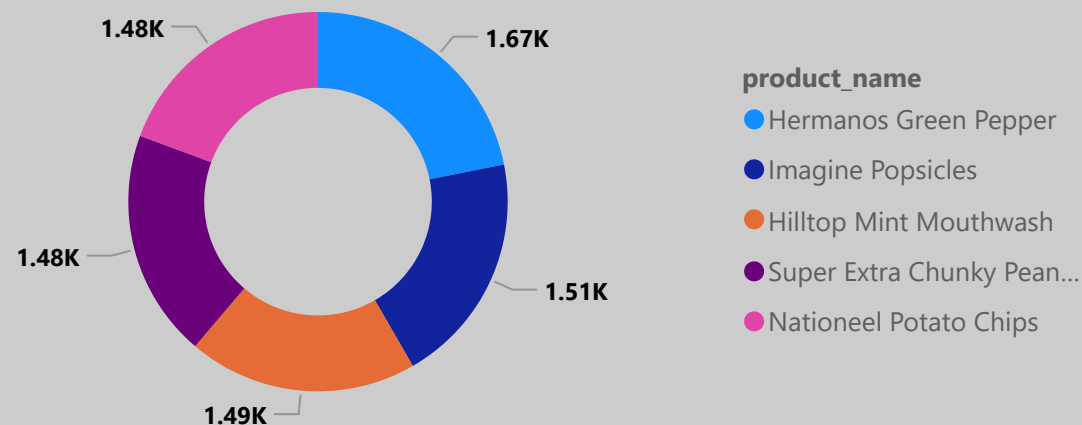
Total Profit

1.05M

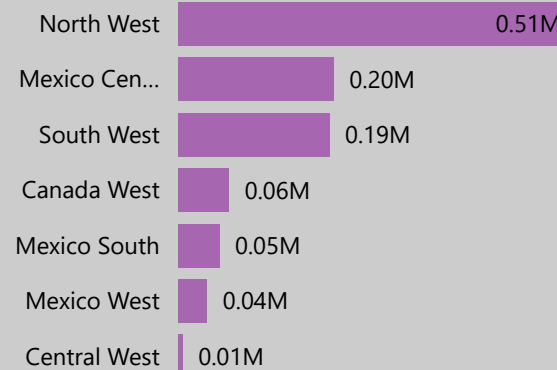
Return Rate

0.01

Top 5 Profitable Products



Profit by Region



Current Month Revenue

120.16K

Goal: 113.79K (+5.6%)

Current Month Profit

71.68K

Goal: 67.87K (+5.61%)



Avg Revenue Per Customer

171.63

Total Customers

10K

Bronze

Golden

Normal

Silver

F

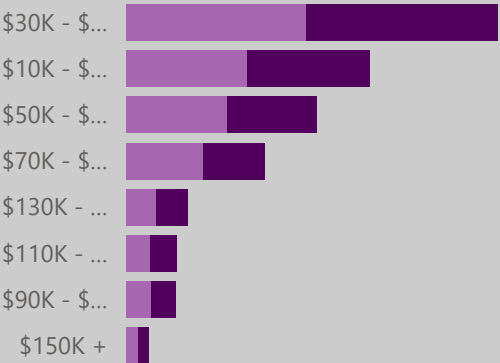
891.73K

M

872.82K

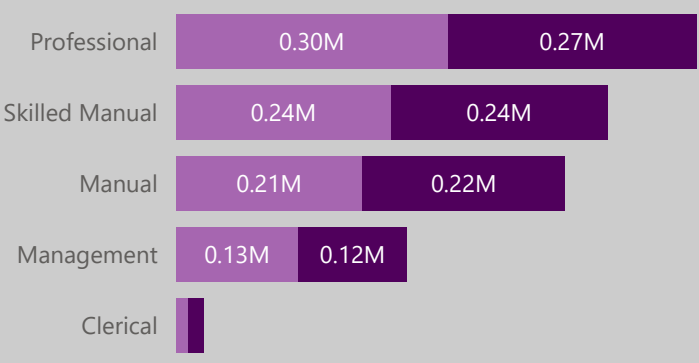
Revenue by Income Level

gender ● F ● M



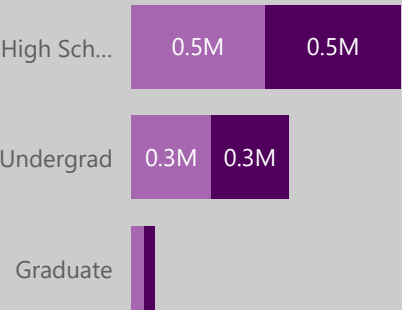
Revenue by Occupation

gender ● F ● M



Revenue by Education Category

gender ● F ● M



Top Customer

Ida Rodriguez

Total Orders

290

Total Revenue

2.24K

Top 50 Customers

customer_id	Full Name	Total Revenue	Total Orders
5295	Ida Rodriguez	2,235.43	290
4727	James Horvat	2,121.31	297
4676	Dawn Laner	1,995.21	301
4021	Mary Francis Benigar	1,973.79	275
8452	Wildon Cameron	1,955.25	233
1720	Aaron McDonnell	1,907.90	260
1297	Joann Mramor	1,826.31	251
4391	Eric Winters	1,776.27	257
1787	Merridee Archuleta	1,763.58	279
5174	Lucy Flowers	1,750.14	267
4094	Kristin Miller	1,738.93	239
5466	Scott Littleford	1,716.15	224
5542	Bernadette Marschang	1,713.75	265
4397	George Todero	1,664.45	262
7862	Emily Barela	1,630.12	205
4767	Frank Darrell	1,628.36	221
1770	Isaiah Heymsfield	1,598.53	197
5592	Patricia Towns	1,585.12	241
4386	Shirley Ortiz	1,583.94	226
7702	Matt Bellah	1,560.61	215
1850	Jack Zucconi	1,547.24	241
4026	Craig Blackwell	1,538.74	197
7633	Tyler Tejan	1,528.41	202
Total		79,314.60	11397



Unique Products

1560

Recyclable Products

873

Low Fat Products

552

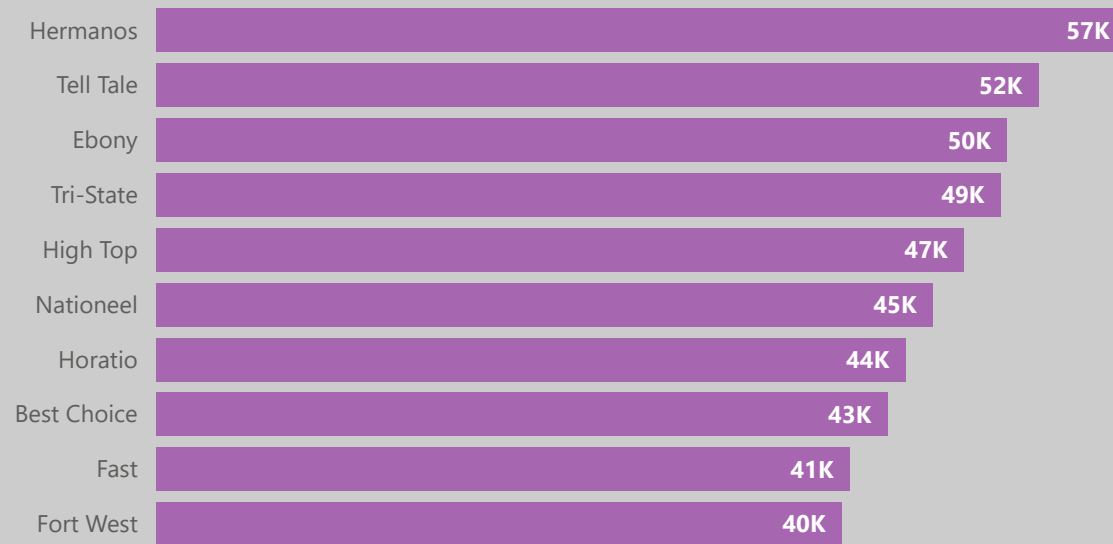
High

Low

Mid-Range



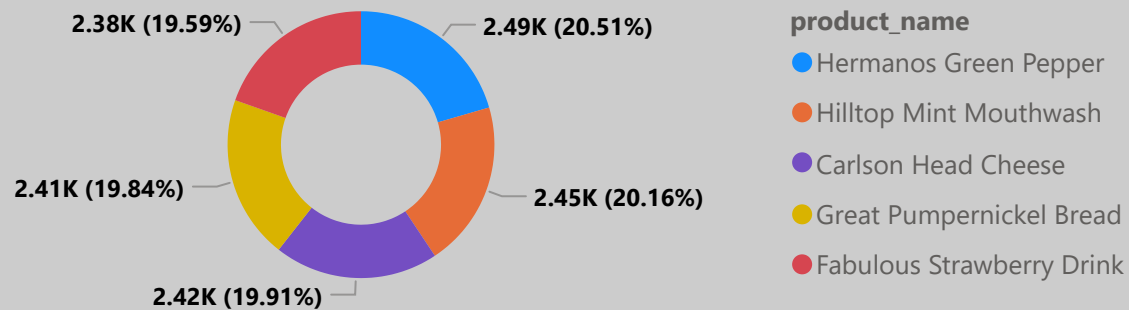
Total 10 Product Brand



Product Cost vs Retail Price



Top 5 Products



Most Ordered Product

Moms Roasted Chicken

Most Profitable Product

Hermanos Green Pepper



store_type

All

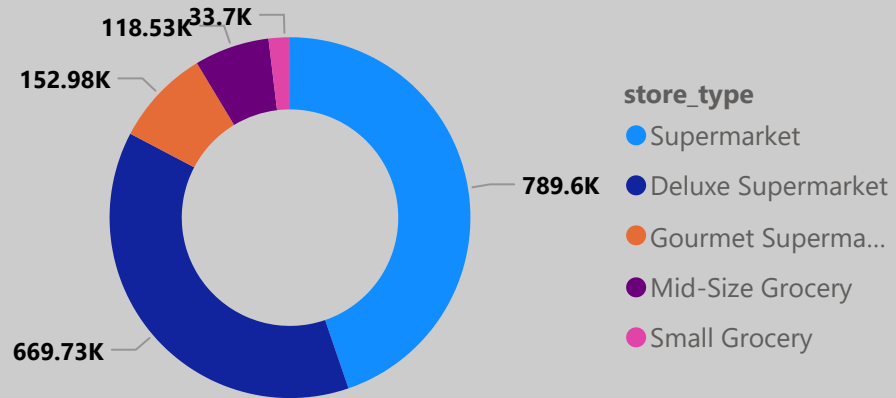
store_country

All

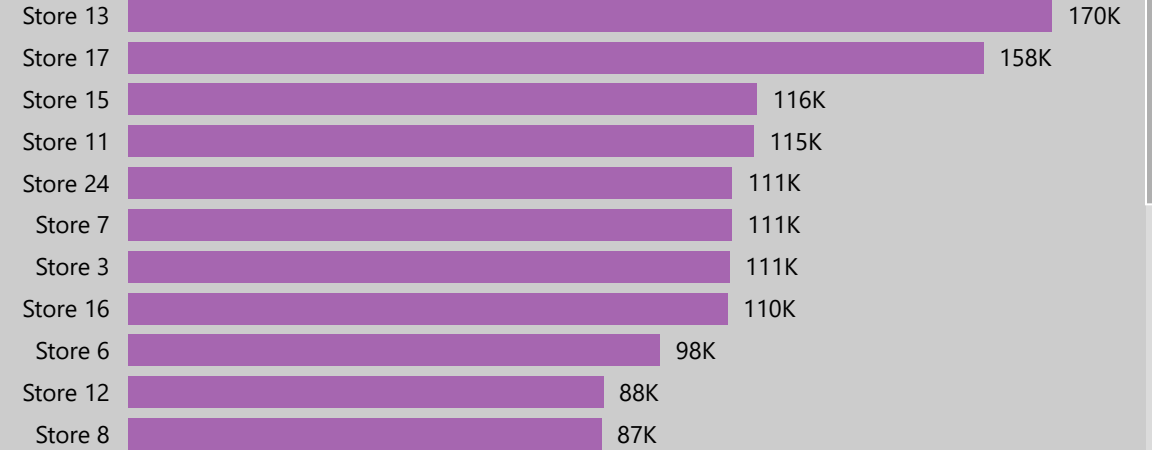
store_city

All

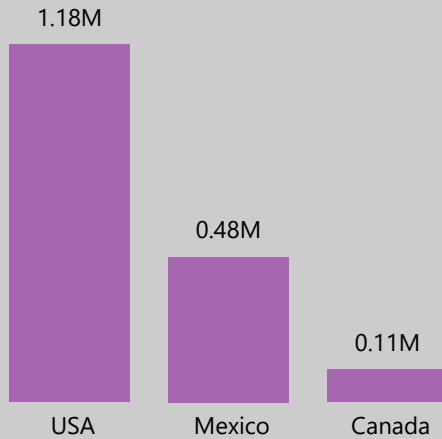
Revenue by Store Type



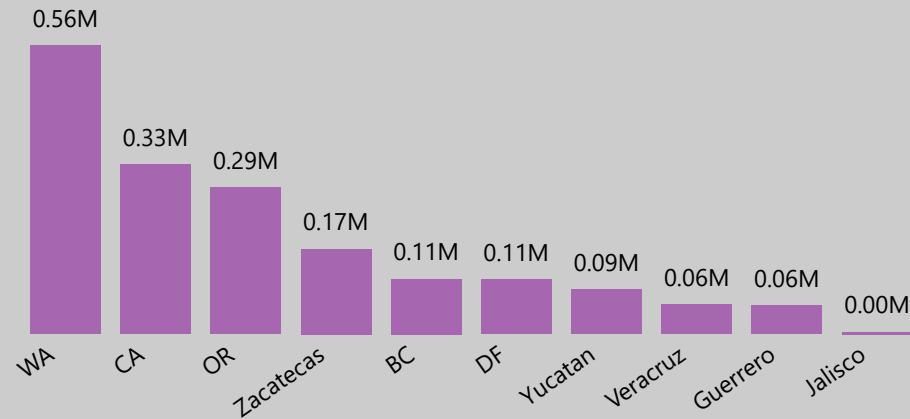
Revenue by Store Name



Revenue by Country



Revenue by State



Total Stores

24

Largest Store

Supermarket

Most Profitable Store

Deluxe Supermarket



Canada

Mexico

USA

