



# Global Sales Analytics

Interactive Sales Insights Across Countries, Categories & Time



WELCOME, SAHEB RAFIQUE

Total Profit  
1.11M

Total Sales  
4.85M

Total Orders  
3.50K

Total Discount Given  
89.54K

Average Order Value  
1.39K

## Overview

## Customer Insights

## Product & Store Performance

## Time Intelligence & Trends



## SALES PERFORMANCE SUMMARY

### Business Highlights

- \$4.85M+ Total Sales** generated across all markets.
- Australia, US & China** lead in both **revenue and profitability**.
- Home & Kitchen** ranks as the **top-performing category** by sales volume.
- Balanced Payment Behavior:** Cash, Credit Card & Mobile Payment each contribute ~33%.
- Adults (25–40 yrs)** are the **strongest customer group**, generating the highest sales.
- Top Performing Stores: New York, Birmingham & Guangzhou** consistently outperform others.
- Monthly Sales Trend:** Strong upward momentum from **May → December**, peaking during holiday season.
- YoY Growth:** Positive and stable, signaling strong market expansion.
- Discount Efficiency:** Total discounts of **89.54K** are helping drive sales without significantly reducing profit.
- Top 10 Products** show strong and consistent demand, with repeat buying behavior.
- Rolling 12-Month Trend:** Smooth upward curve across both **sales & profitability**.

Note: Insights derived from sales transactions across 7 countries, 500+ stores, and multiple customer demographics.



# Overview

Country

All

Category

All

Payment\_Method

All

Month

All

Total Profit  
**1.11M**

Total Sales  
**4.85M**

Total Orders  
**3.50K**

Total Discount Given  
**89.54K**

Average Order Value  
**1.39K**



## Summary



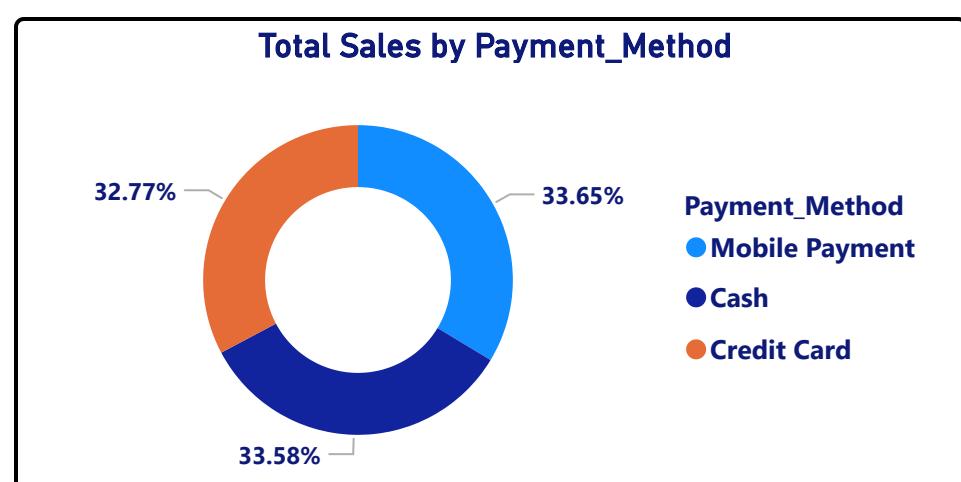
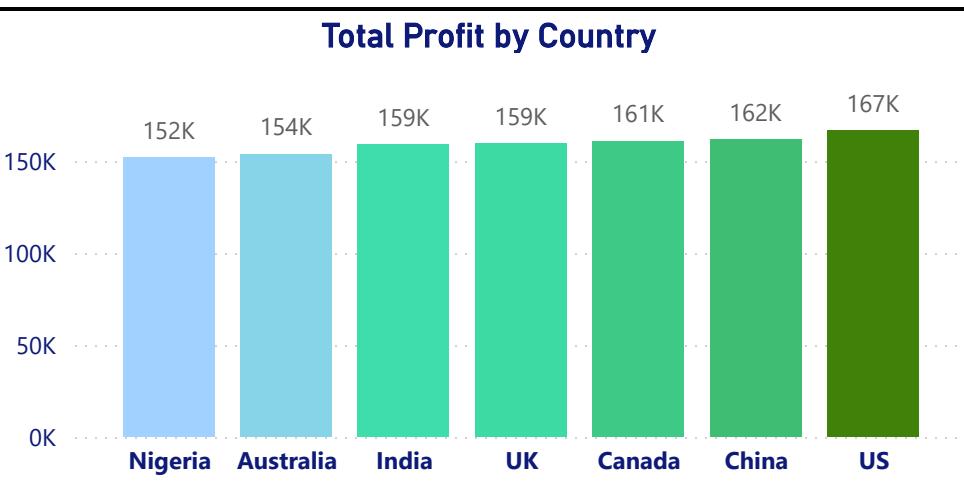
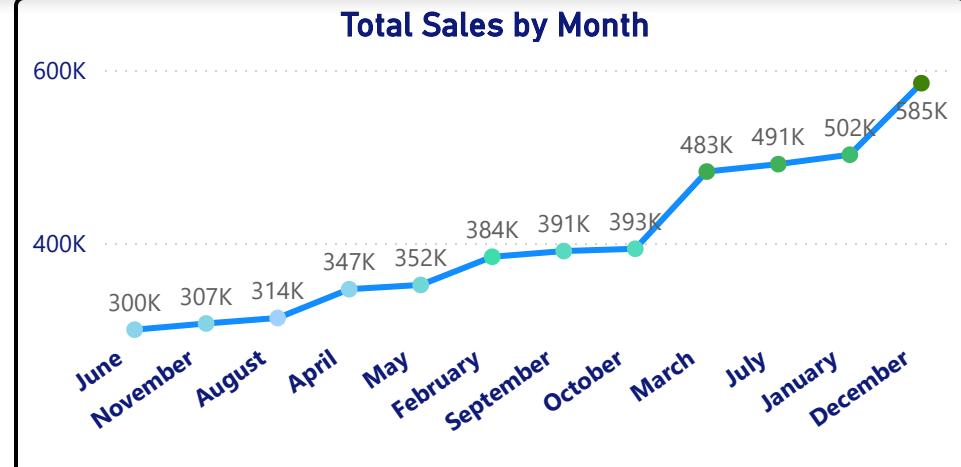
## Customer Insights



## Product & Store Performance



## Time Intelligence & Trends





# Customer Insights

Country

All

Customer\_Age\_Group

All

Customer\_Gender

All

Month

All

Total Discount Given  
**89.54K**

Average Quantity Purchased  
**5.63**

Avg Discount %  
**2%**

Avg Profit per Order  
**318.03**



**Summary**



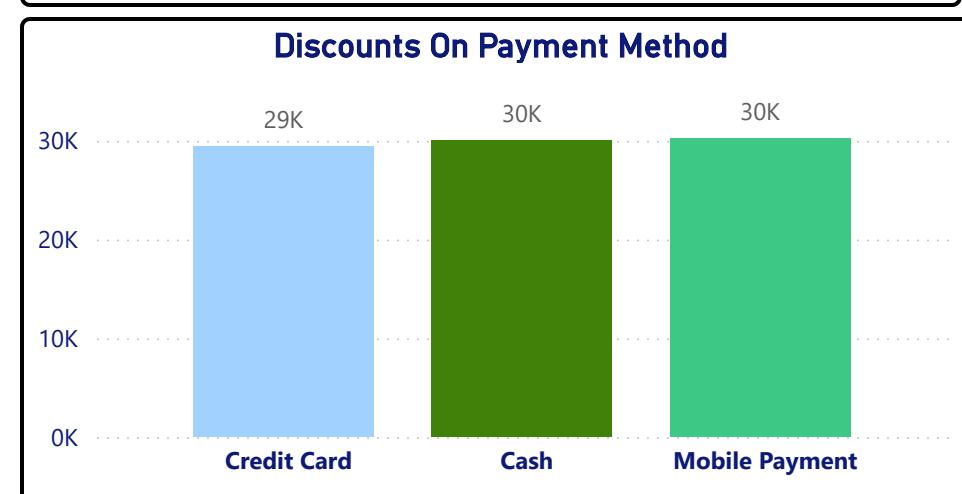
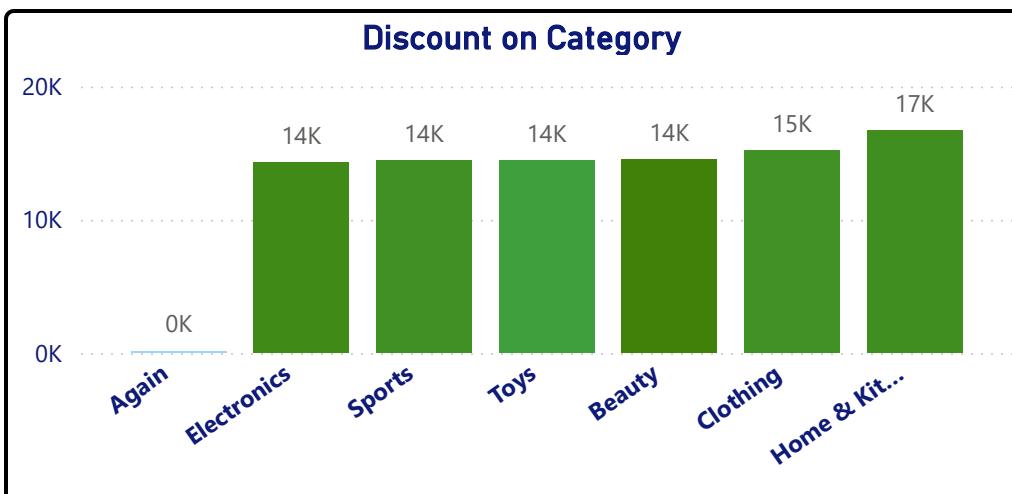
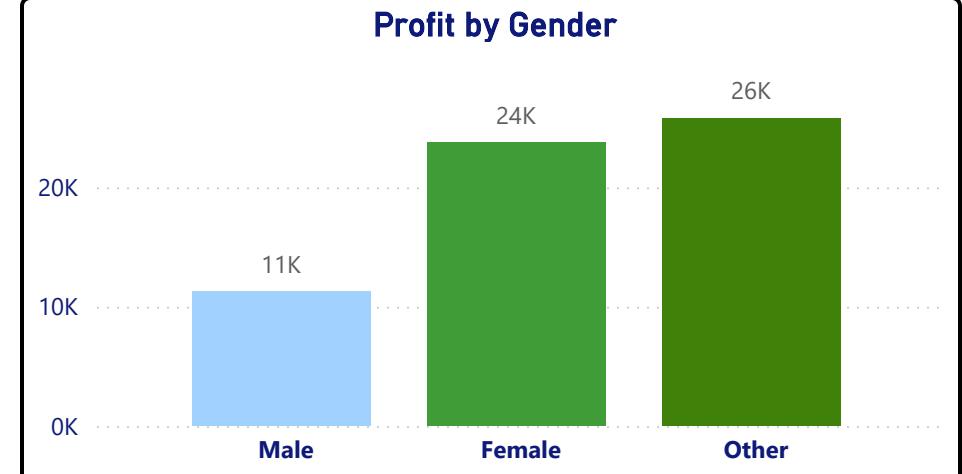
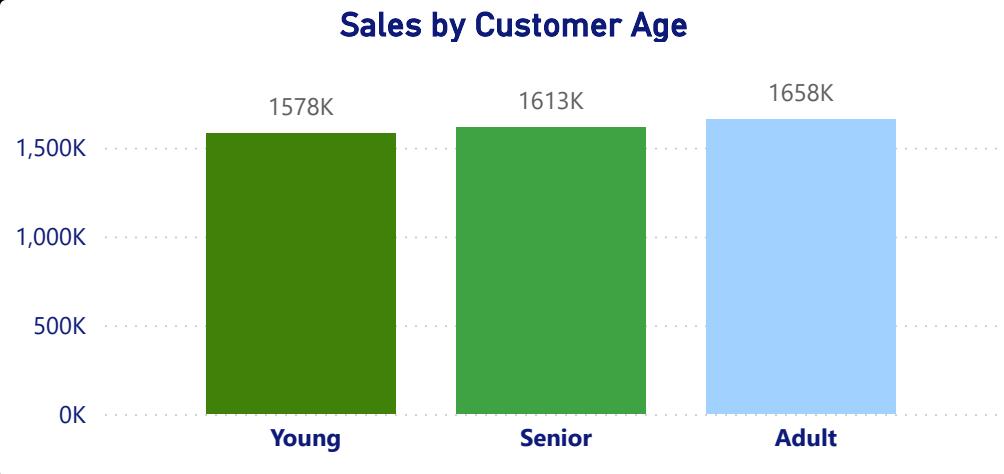
**Overview**



**Product & Store Performance**



**Time Intelligence & Trends**





# Product & Store Performance

Country

All

Category

All

Month

All

Top Store Location

New York

No of Stores

23

Top Product by Sales

Item

Top Category by Sales

Home & Kitchen

No Of Category

7



Summary



Overview



Customer Insights



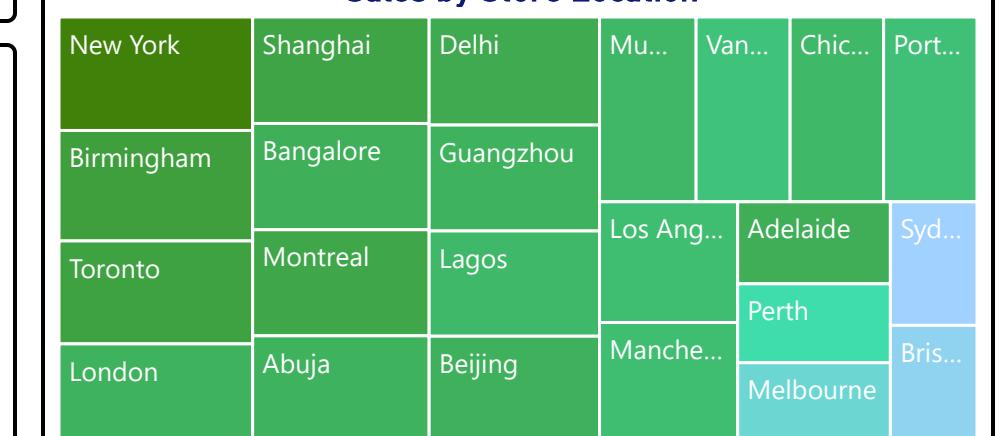
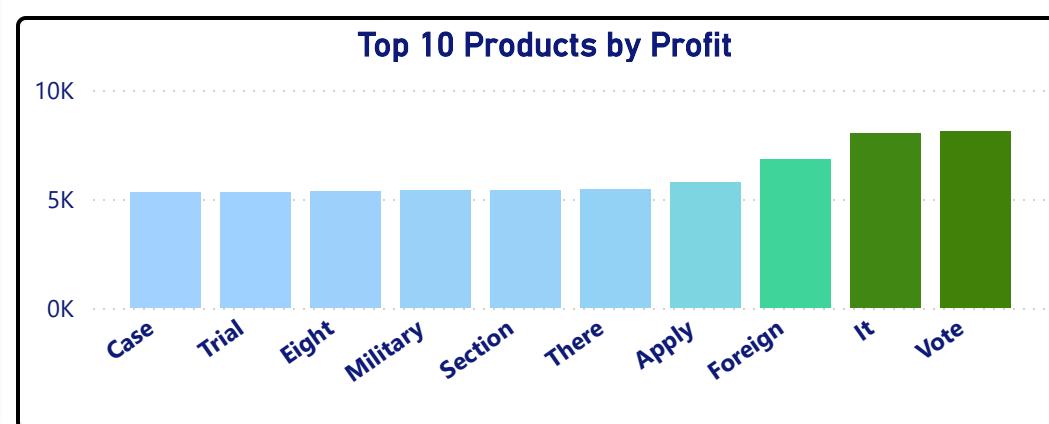
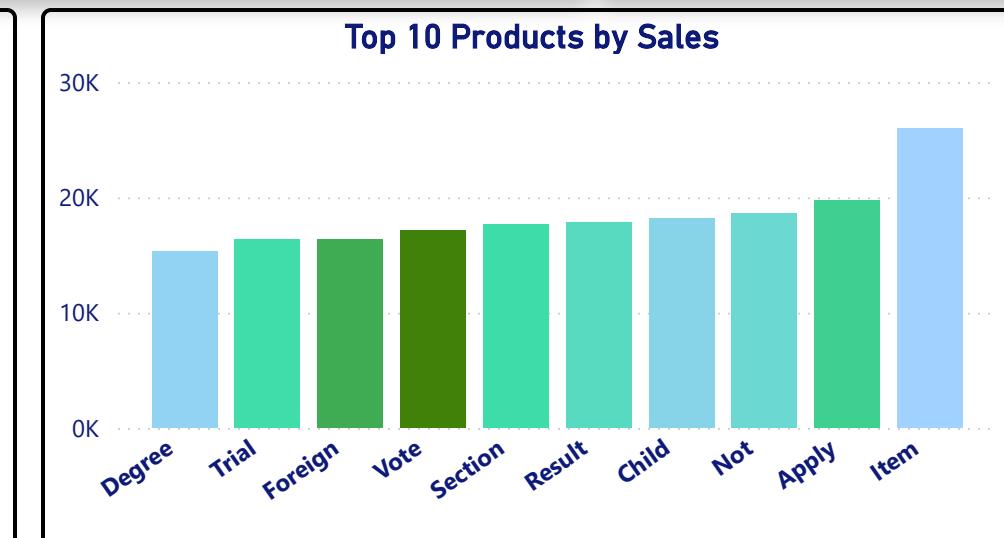
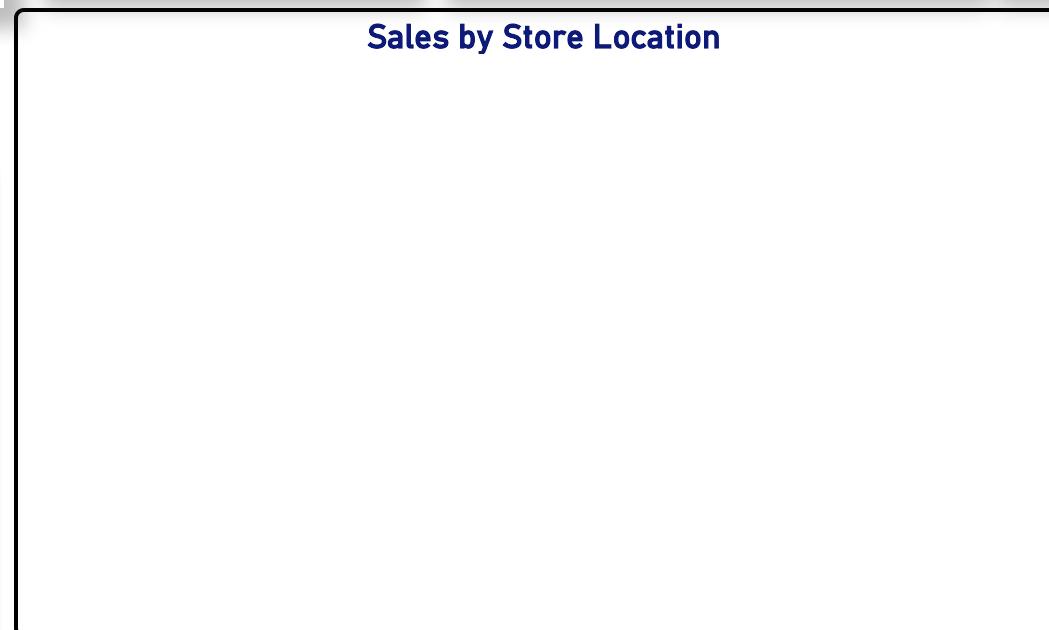
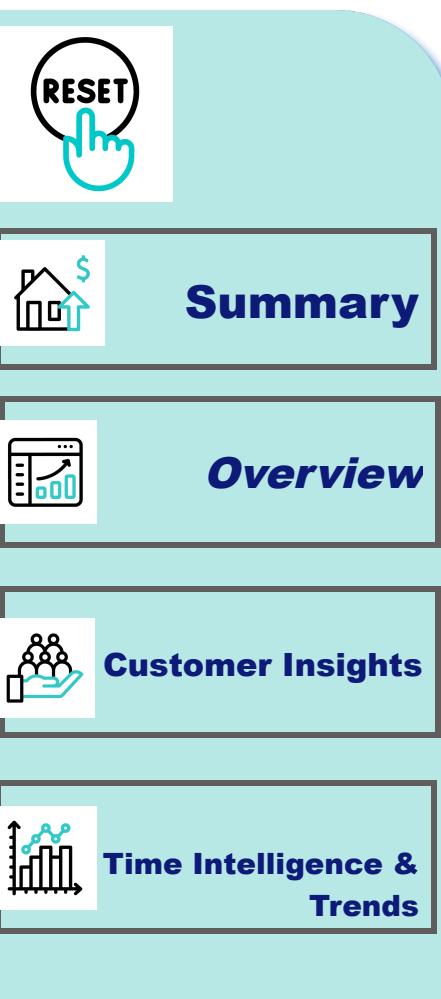
Time Intelligence & Trends

Sales by Store Location

Top 10 Products by Sales

Top 10 Products by Profit

Sales by Store Location





## Time Intelligence & Trends

Profit Margin %  
**22.96%**

YoY Growth %  
**78.51**

QoQ Growth %  
**33.79%**

Sales YTD  
**4.79M**

Profit YTD  
**1.10M**



**Summary**



**Overview**



**Customer Insights**



**Product & Store Performance**

