



# 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

RESET



Summary



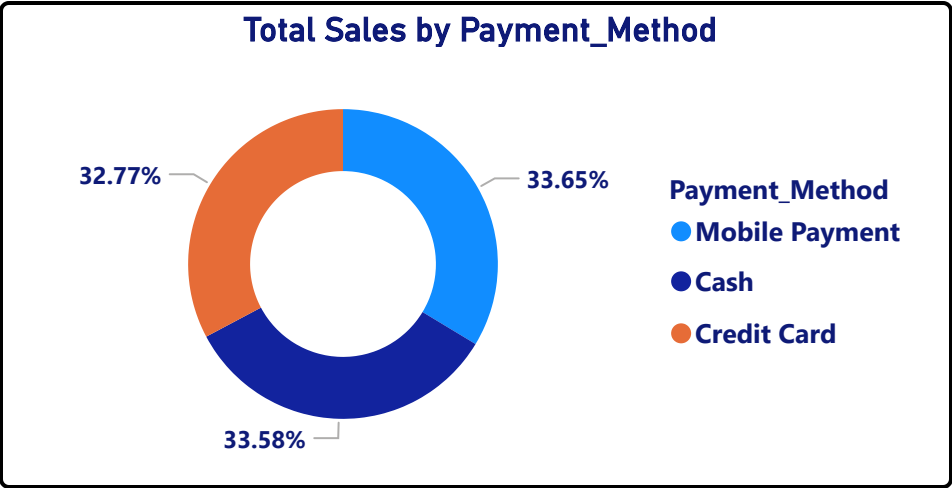
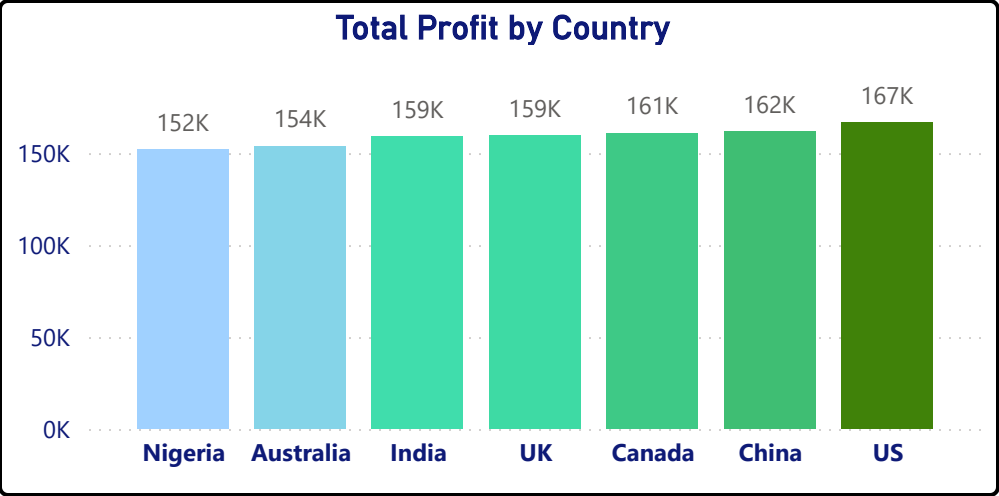
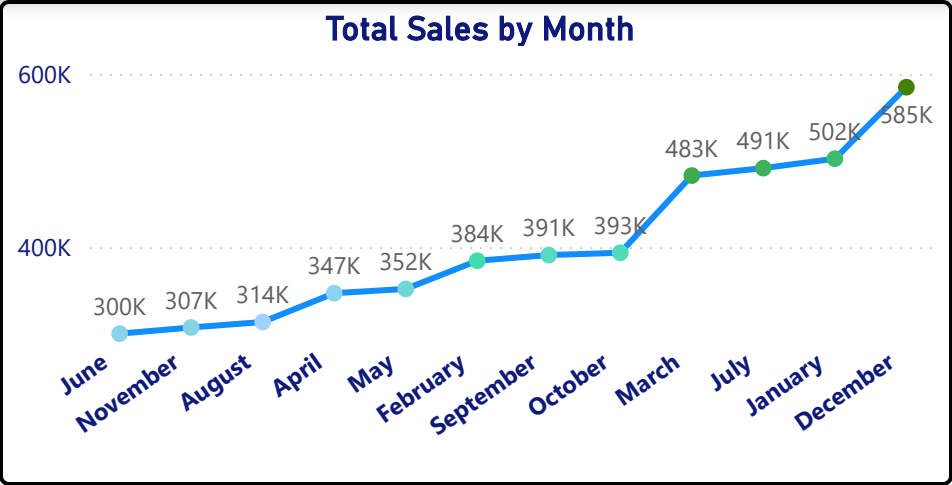
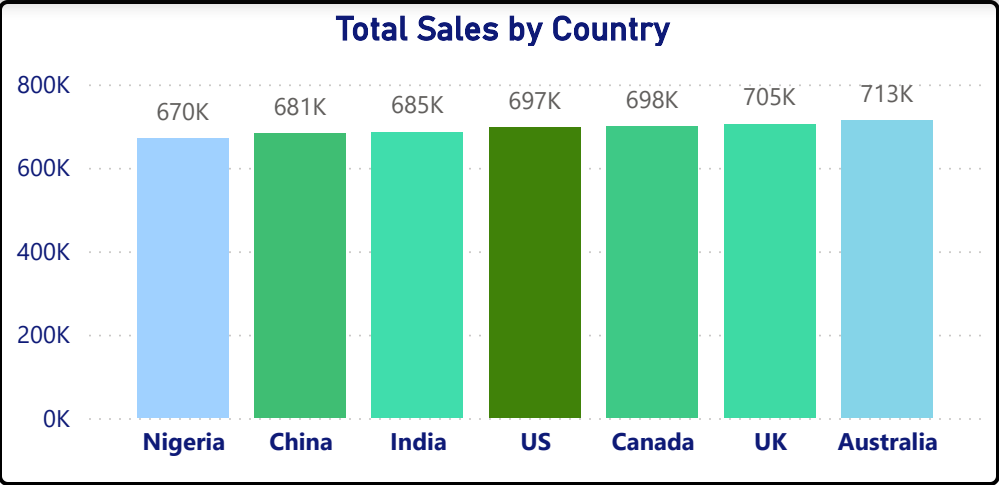
Customer Insights

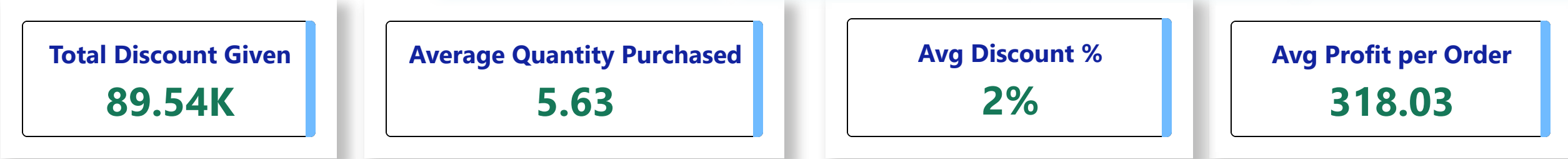


Product & Store Performance



Time Intelligence & Trends









Summary



Overview



Product & Store Performance



Time Intelligence & Trends

### Sales by Customer Age



Customer Age	Sales
Young	1578K
Senior	1613K
Adult	1658K

### Profit by Gender



Gender	Profit
Male	11K
Female	24K
Other	26K

### Discount on Category



Category	Discount
Again	0K
Electronics	14K
Sports	14K
Toys	14K
Beauty	14K
Clothing	15K
Home & Kit...	17K

### Discounts On Payment Method



Payment Method	Discount
Credit Card	29K
Cash	30K
Mobile Payment	30K



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



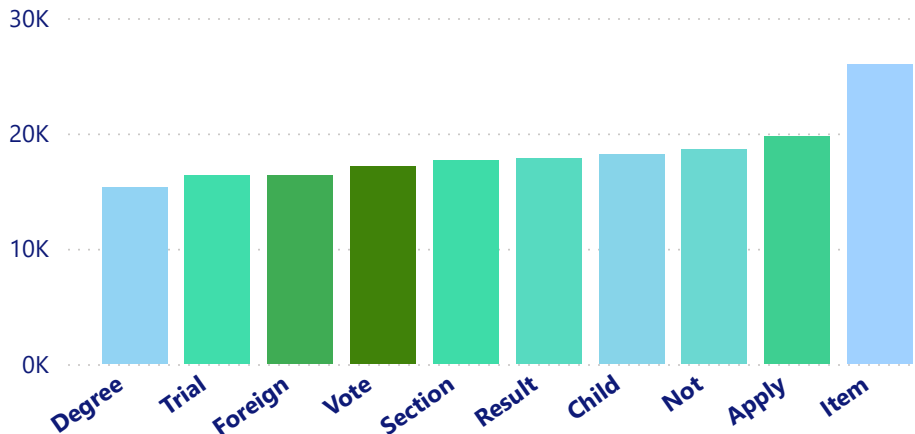
Customer Insights



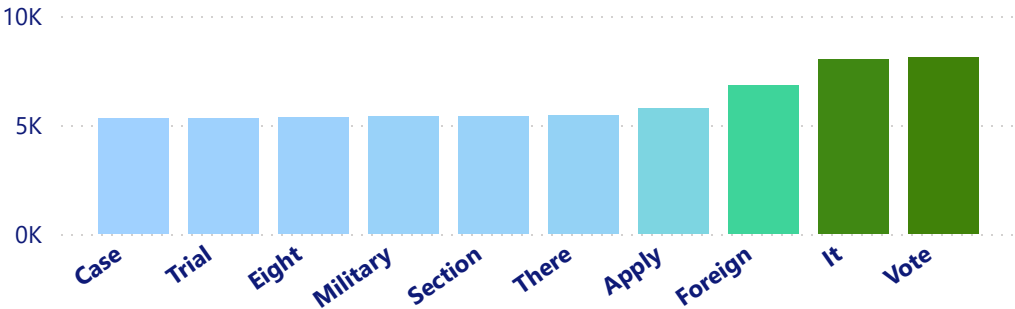
Time Intelligence & Trends

Sales by Store Location

Top 10 Products by Sales



Top 10 Products by Profit



Sales by Store Location

New York	Shanghai	Delhi	Mu...	Van...	Chic...	Port...
Birmingham	Bangalore	Guangzhou	Los Ang...	Adelaide	Syd...	
Toronto	Montreal	Lagos		Perth	Bris...	
London	Abuja	Beijing	Manche...	Melbourne		



# Time Intelligence & Trends

Country

All

Category

All

Month

All

Profit Margin %

22.96%

YoY Growth %

78.51

QoQ Growth %

33.79%

Sales YTD

4.79M

Profit YTD

1.10M



Summary



Overview

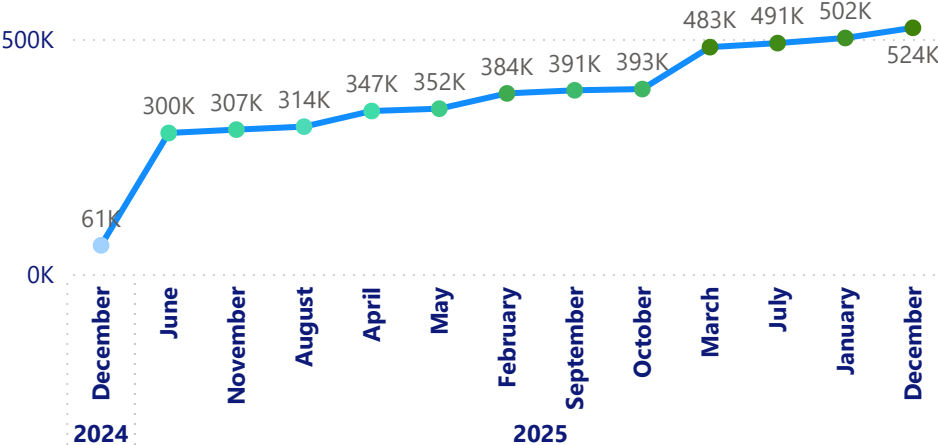


Customer Insights

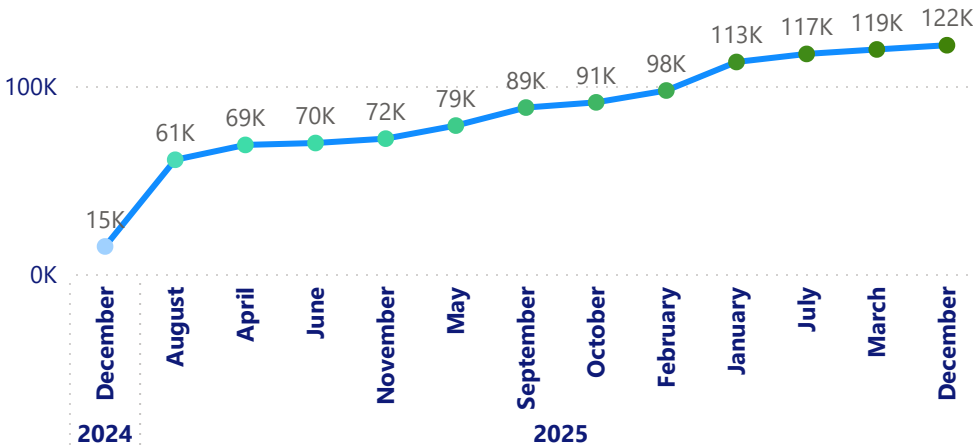


Product & Store Performance

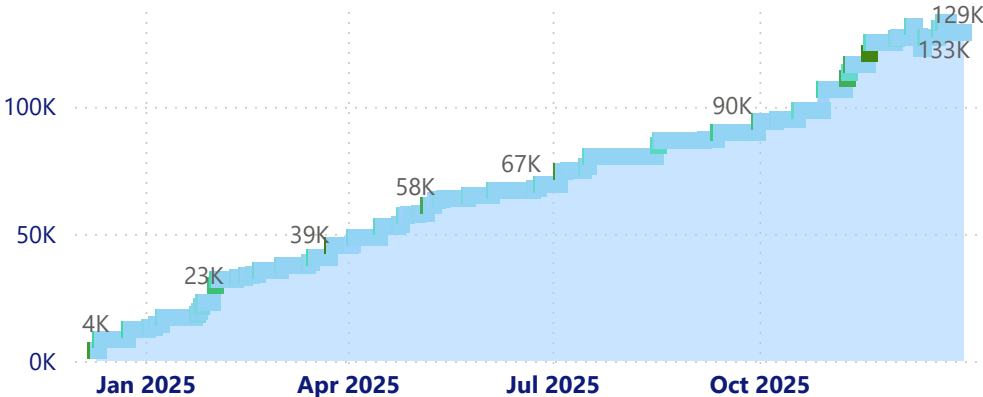
Monthly Revenue Trend



Monthly Profit Trend



Rolling 12-Month Trend



Quarterly Comparison

