



GLOBALMART SALES REPORT

Executive Summary

How are we performing so far?

£6.46M

Total Revenue

£2.99M

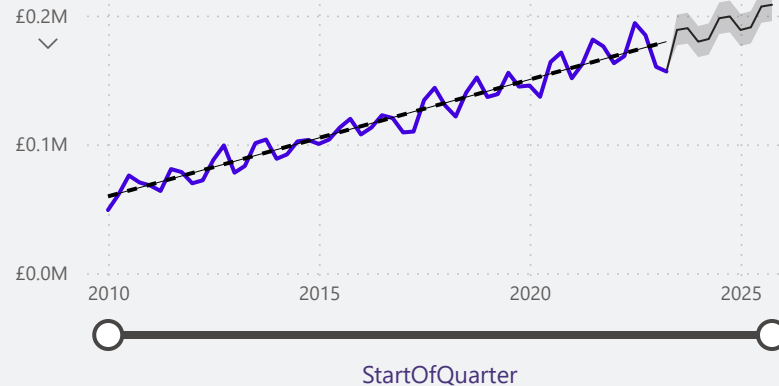
Total Profit

120.0K

Total Orders

Select a Metric

- ☒ Revenue
☐ Profit
☐ Orders



Are the main KPIs increasing or decreasing this quarter?

Quarterly Revenue

£156.45K!

Previous Quarter: 168.07K
(-6.91%)

Quarterly Profit

£72.23K!

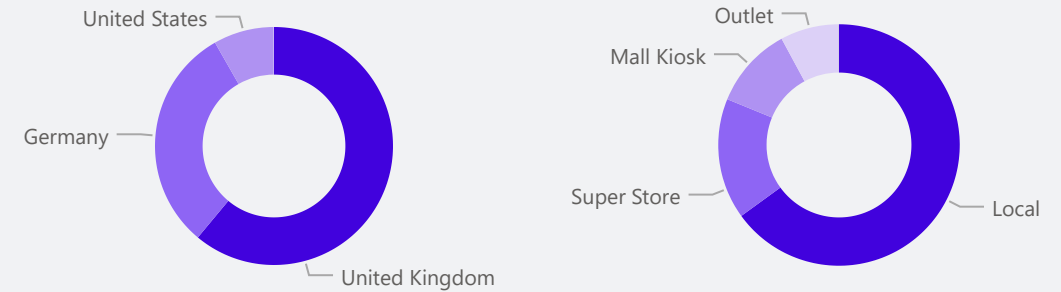
Previous Quarter: 78.29K
(-7.74%)

Quarterly Orders

2936!

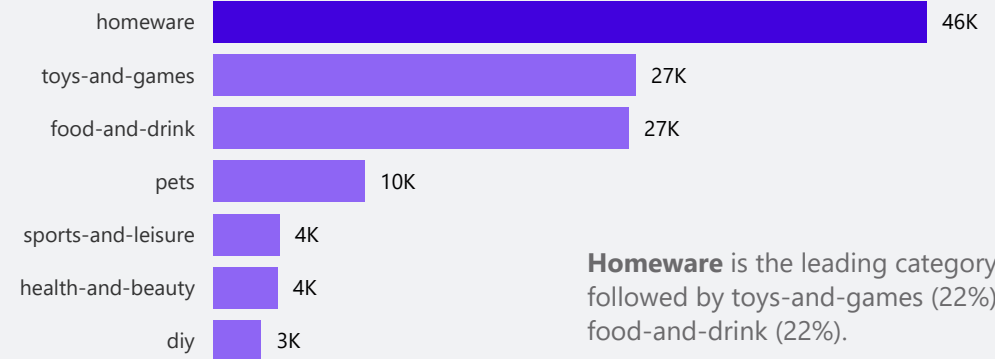
Previous Quarter: 3.27K
(-10.26%)

How much revenue comes from each country and store type?



- **United Kingdom** brings the most revenue (61%) followed by **Germany**.
- **Local** stores bring 65% of revenue.

Which product categories were ordered the most?



Homeware is the leading category (39%), followed by toys-and-games (22%) and food-and-drink (22%).



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Customer Detail

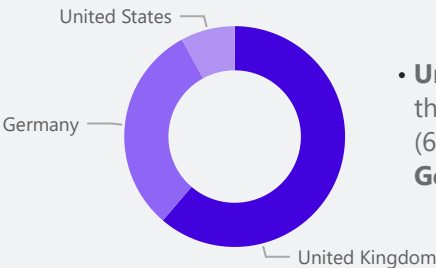
£422.42

Revenue Per Customer

15.28K

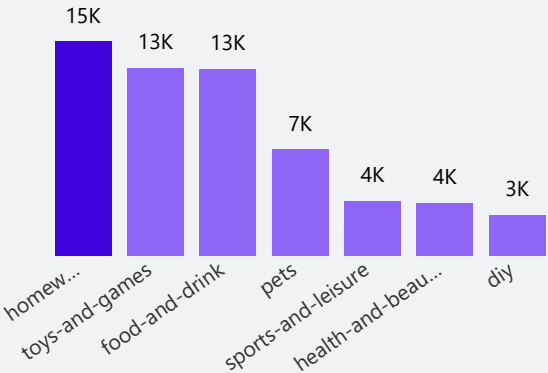
Unique Customers

How many customers are there per country?



• **United Kingdom** brings the most customers (61%) followed by **Germany**.

Which are the product categories with most customers?

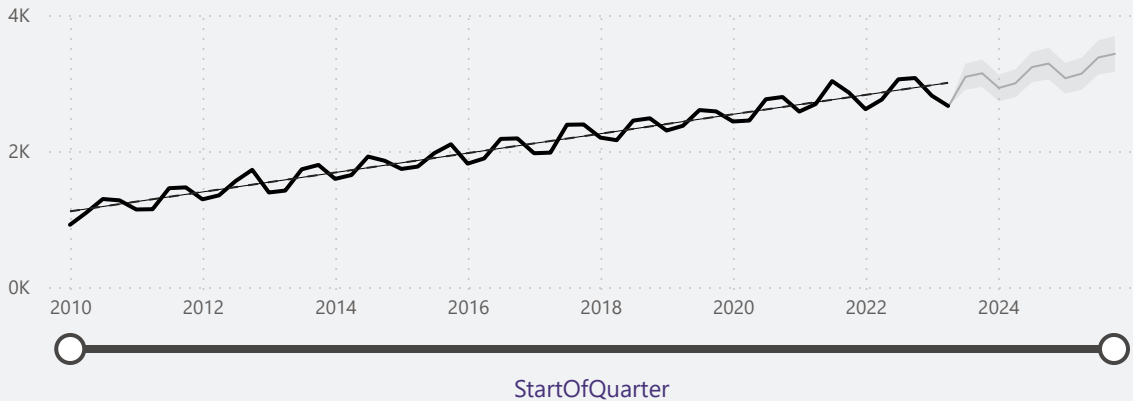


2010

2023

Filter here

Customers Trending and Forecast



Top 20 Customers

Full Name	Total Revenue	Total Orders
Conor Williams	£4,494.09	13
Lothar Reinhardt	£3,761.03	9
Jade Harris	£3,512.85	8
Thomas Smith	£3,383.35	7
Charlie Ford	£3,379.15	6
Emilie Lange	£3,165.18	8
Bayram Fritsch	£2,894.76	10
Owen Bell	£2,726.96	12
Diane Marsh	£2,599.95	10
Elenore Hendriks	£2,578.92	8
Stephen Hudson	£2,442.34	5
Total	£55,067.54	188

Who is the Top Customer?

Conor Williams

£4.49K

Revenue by top customer

13

Orders by top customer



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Product Detail

Showing results for:

homeware

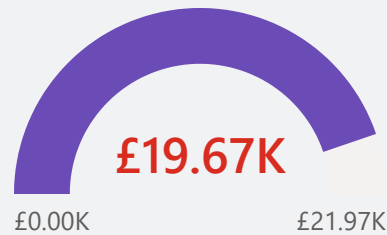
United States

Are we **meeting** or **missing** the quarterly targets?

Quarterly Profit vs. Target



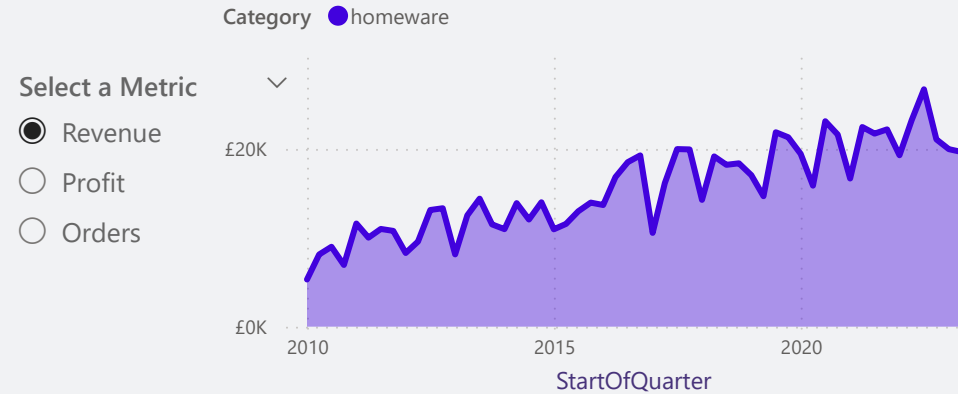
Quarterly Revenue vs. Target



Quarterly Orders vs. Target



How have KPIs changed over **time** for each product **category**?

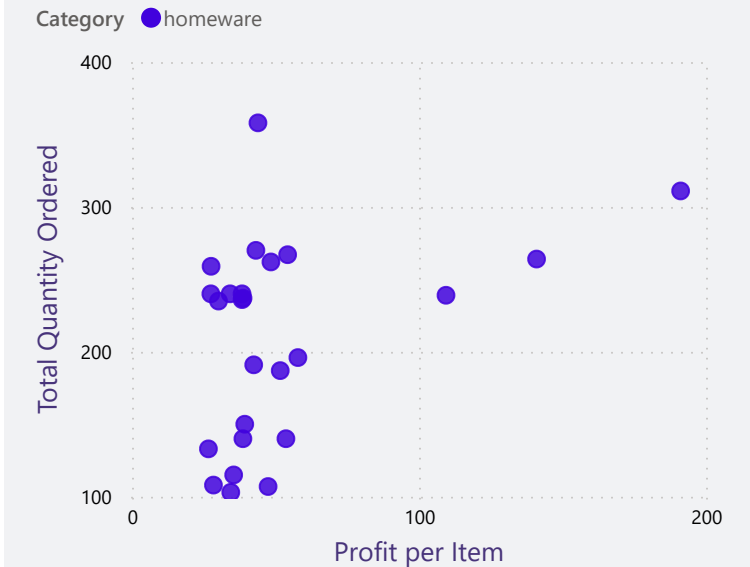


Top 10 Products

Products	Category	Total Revenue	Profit Per Order	Total Customers	Total Orders
Tower Vortx Dual Basket Air Fryer 7.6L	homeware	£30,789.00	172.12	87	87
Coberg Bench Dining Set 3pc	homeware	£15,400.00	227.54	33	33
Blaupunkt Rapid Air Fryer 4.5L	homeware	£12,838.00	111.35	57	57
Tower Compact Oven 15L	homeware	£12,150.00	90.91	64	64
Avesta Executive Office Chair	homeware	£12,000.00	173.32	34	34
Spaceways 5 Piece Dining	homeware	£11,200.00	200.37	27	27
Total		£135,662.00	131.99	479	487

Which are the **top performing** products?

Let's look at **order numbers** vs. **profit** per item



Top Product by Revenue

Coberg Bench Dining Set 3pc

Most Ordered Product

Woven Cushion - Chestnut

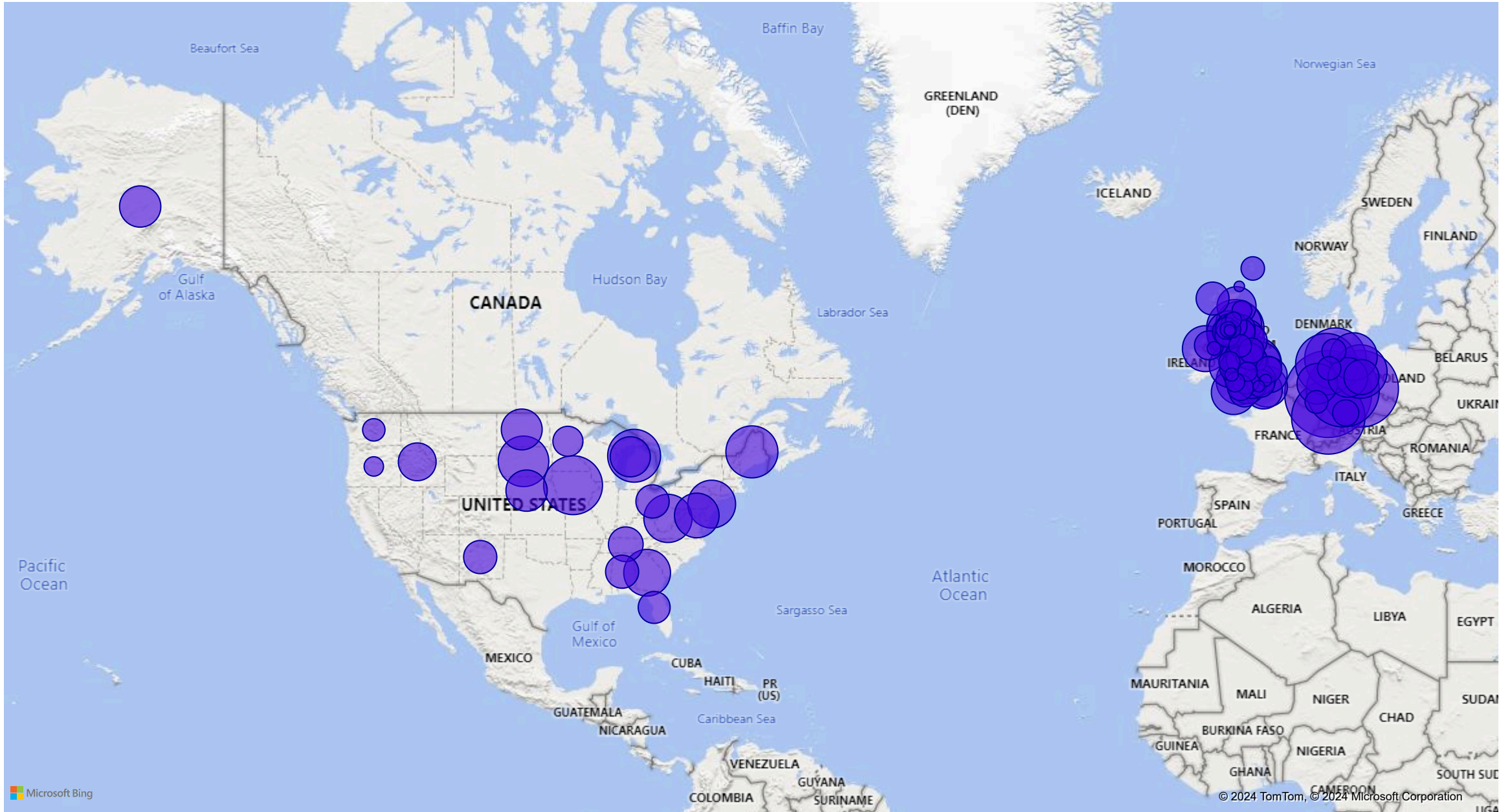


Select all

Germany

United Kingdom

United States





Selected regional stores in

Maine, United States

Are we **meeting** or **missing** our targets?

Profit YTD vs. Target

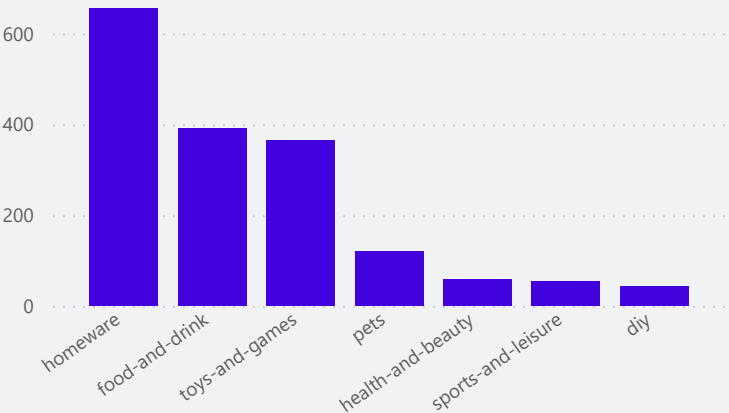


Revenue YTD vs. Target



Which are the most popular products and product categories?

Orders by Product Category



Top 5 Products

Description	Profit YTD	Total Orders	Total Revenue
Avesta Executive Office Chair	£275.01	3	£1,360.00
Tower Compact Oven 15L	£177.59	2	£540.00
Goodmans Grey Geo Kettle	£165.72	3	£450.00
Tower 3-in-1 Deep Fill Snack Maker - Silver	£187.50	1	£350.00
Eden Double Duvet Set - Green	£181.42	3	£306.00
Total	£987.23	12	£3,006.00

Aberdeenshire, United Kingdom

Selected Regional Stores

Profit YTD vs. Target

