

Insights

Overview

Sales Analysis

Customer Insights

Product Performance

Order and Delivery

Discount and Profitability

OVERVIEW

Region

All

Date (Year)

All

68.81M

Net Sales

10.05M

Total Profit

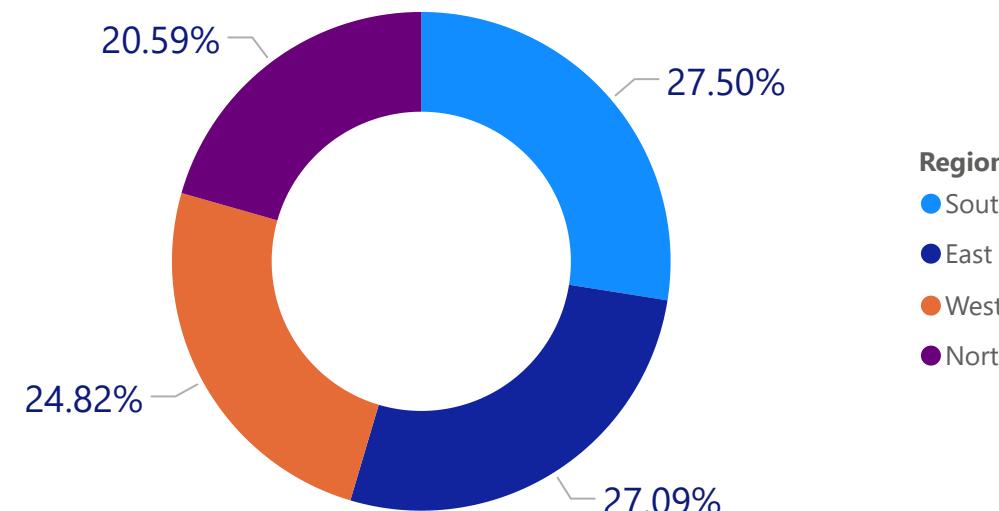
20.26M

Sales LastYear

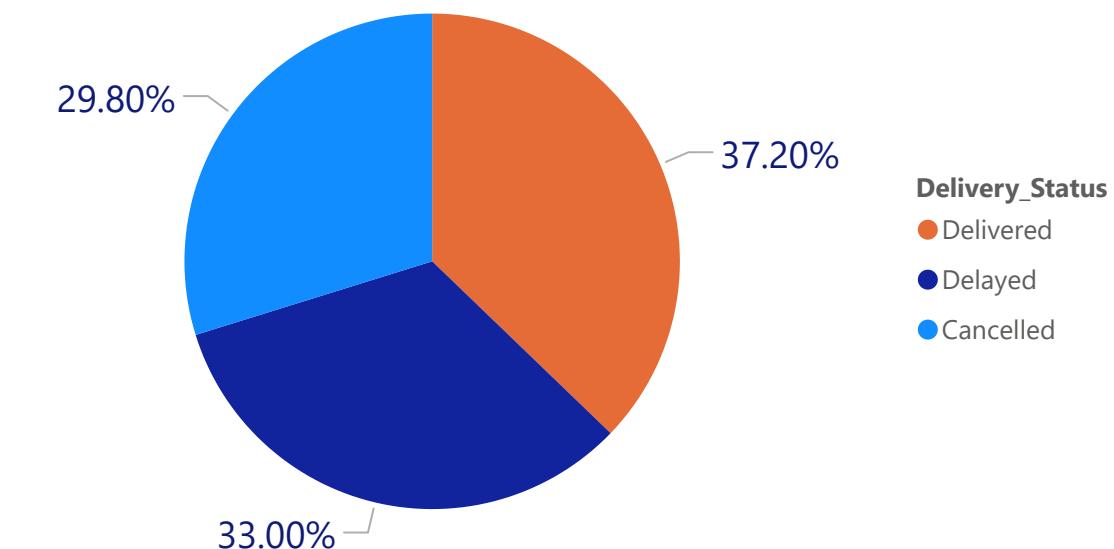
2.43M

Sales MTD

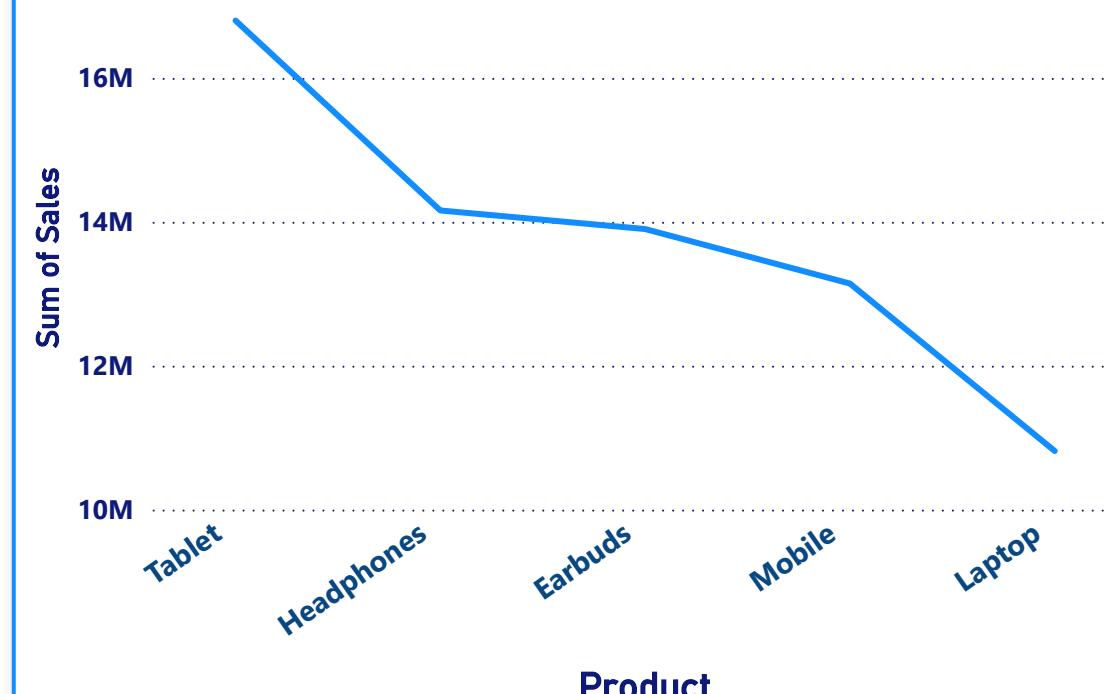
Region by Net Sales



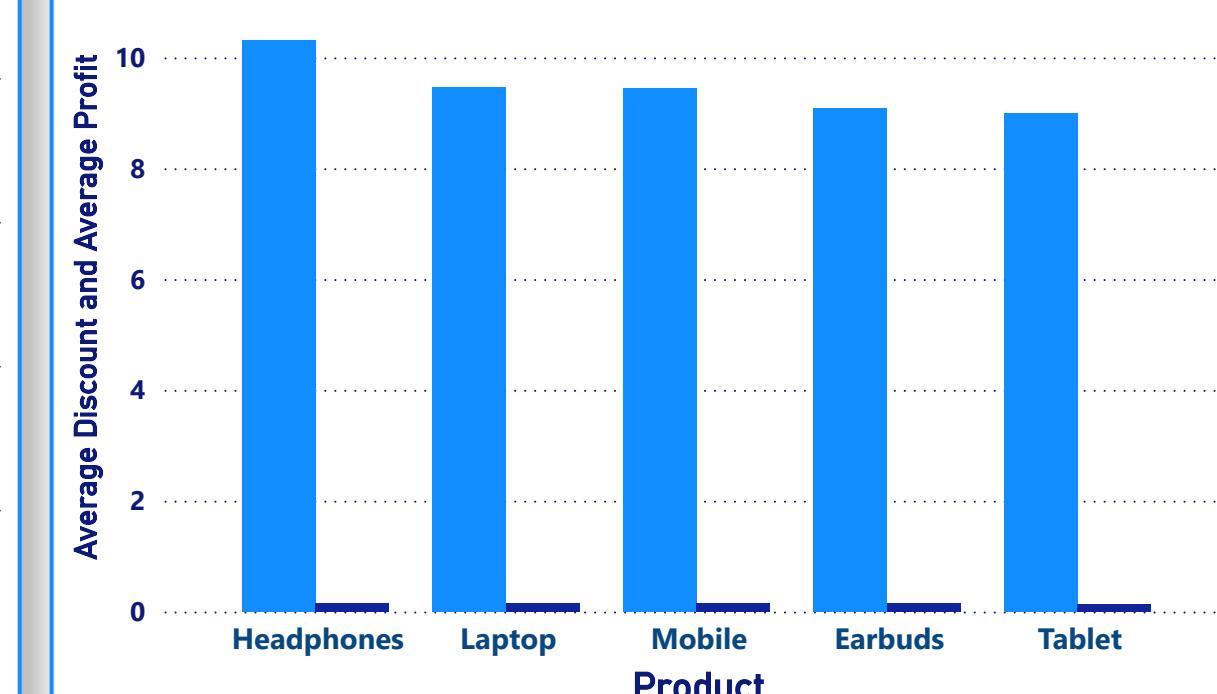
Order Status



Total Sales by Product Category



Average Discount and Profit by Product Sub-Category



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Sales Analysis

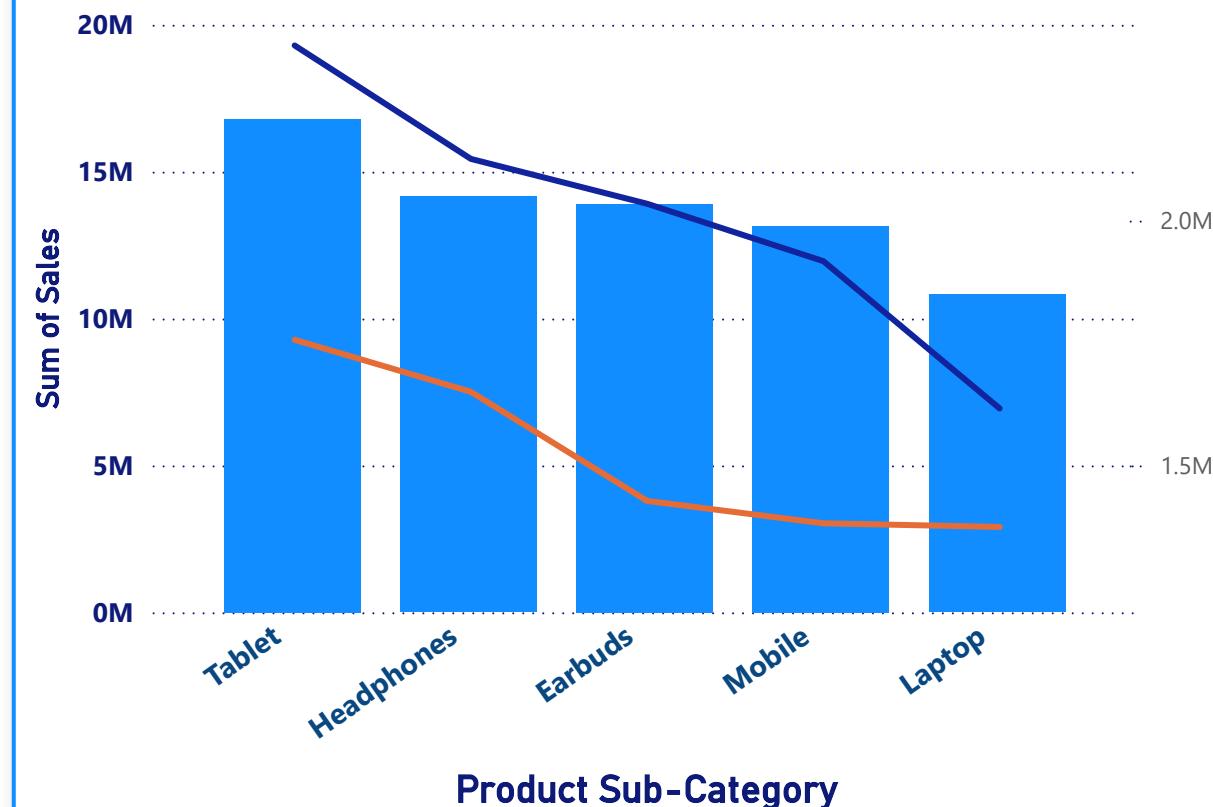
Region

All

Date (Year)

All

Average Discount and Profit by Product Sub-Category



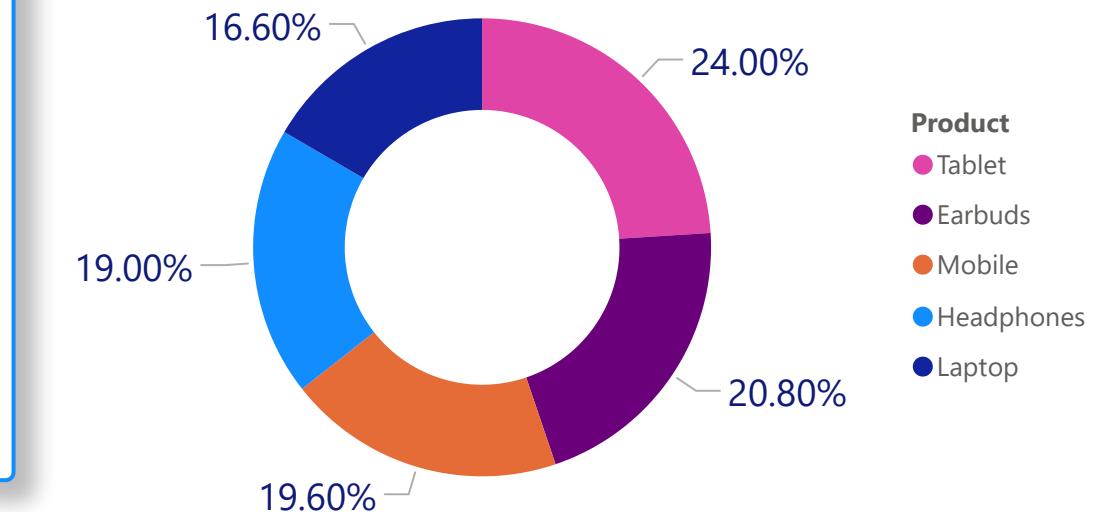
61.22M

Net Revenue

14.61%

Profit Margin

Sum of Net Sale by Sub-Category

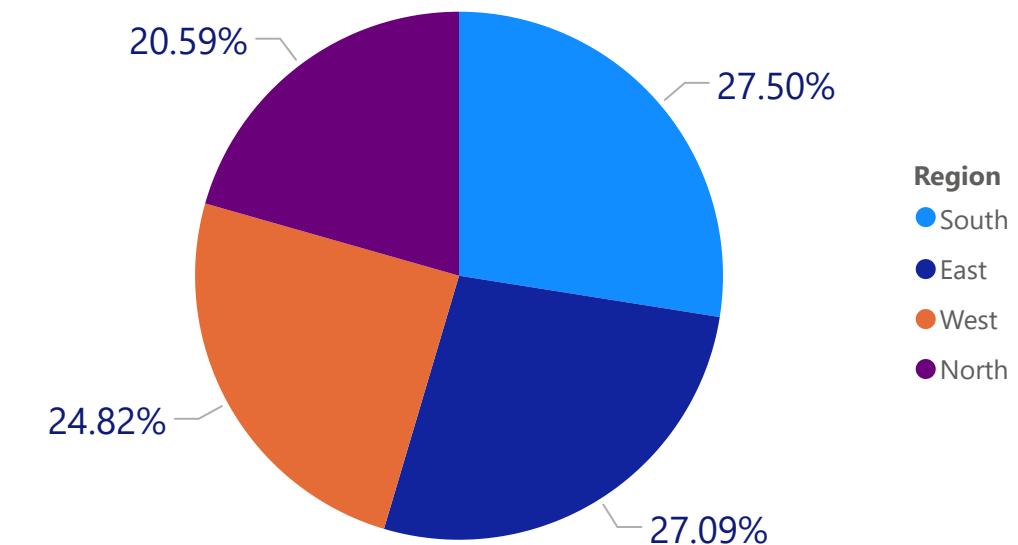


Sum of Profit by Month

● Increase ● Decrease ● Total



Sum of Net Sale by Region



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Total Sales by Product Category				
Region	Category	Total Customers	Total Profit	
East	Accessories	58	13,08,282.59	
East	Electronics	52	14,20,559.06	
North	Accessories	41	10,46,025.29	
North	Electronics	50	11,53,064.85	
South	Accessories	50	11,99,853.17	
South	Electronics	59	16,74,374.96	
West	Accessories	55	11,72,539.92	
West	Electronics	51	10,77,044.83	
Total		146	1,00,51,744.68	

10.05M

Total Profit

500

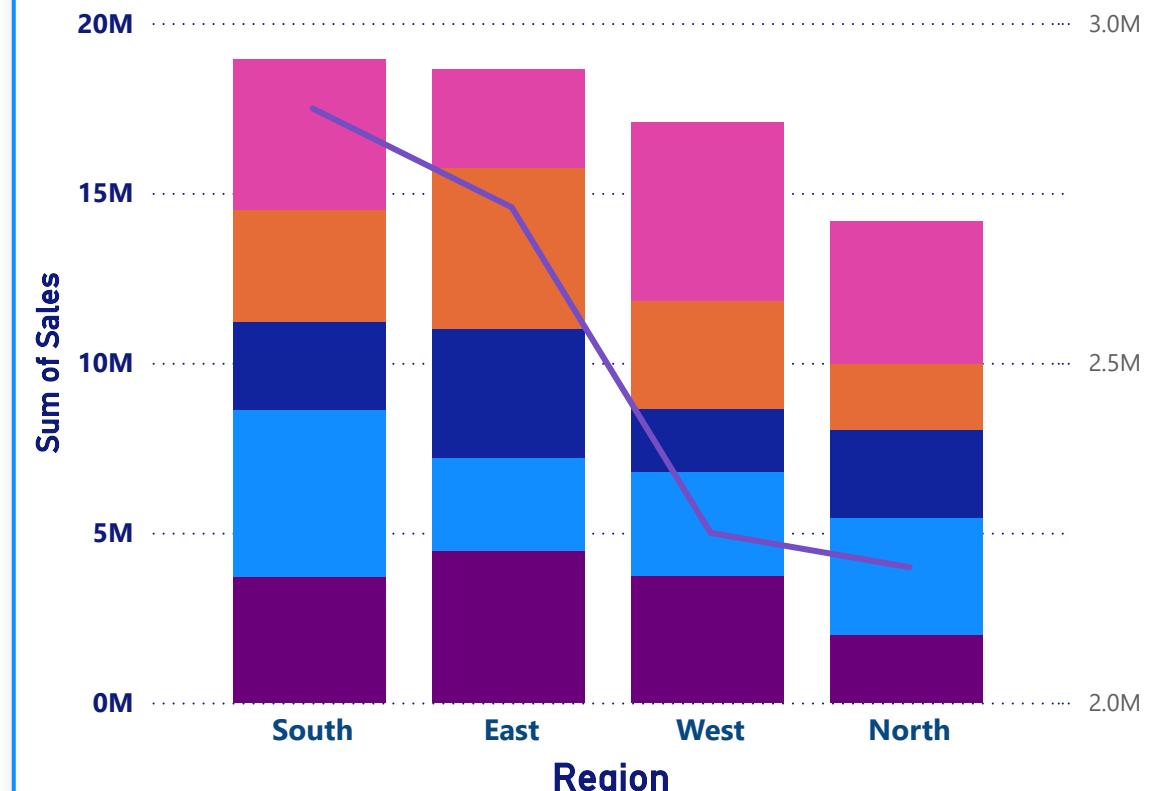
Total Customer

Total Sales by Product Category

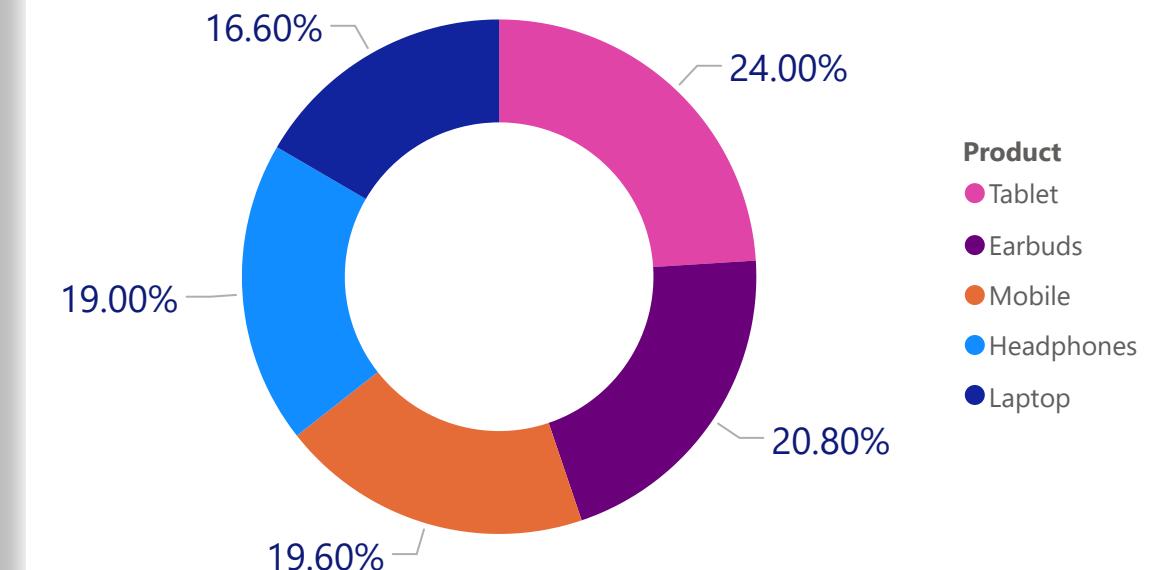
Product • Earbuds (Blue) • Headphones (Orange) • Laptop (Green) • Mobile (Red) • Tablet (Purple)



Average Discount and Profit by Product Sub-Category



Order Status



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Product Performance

Region

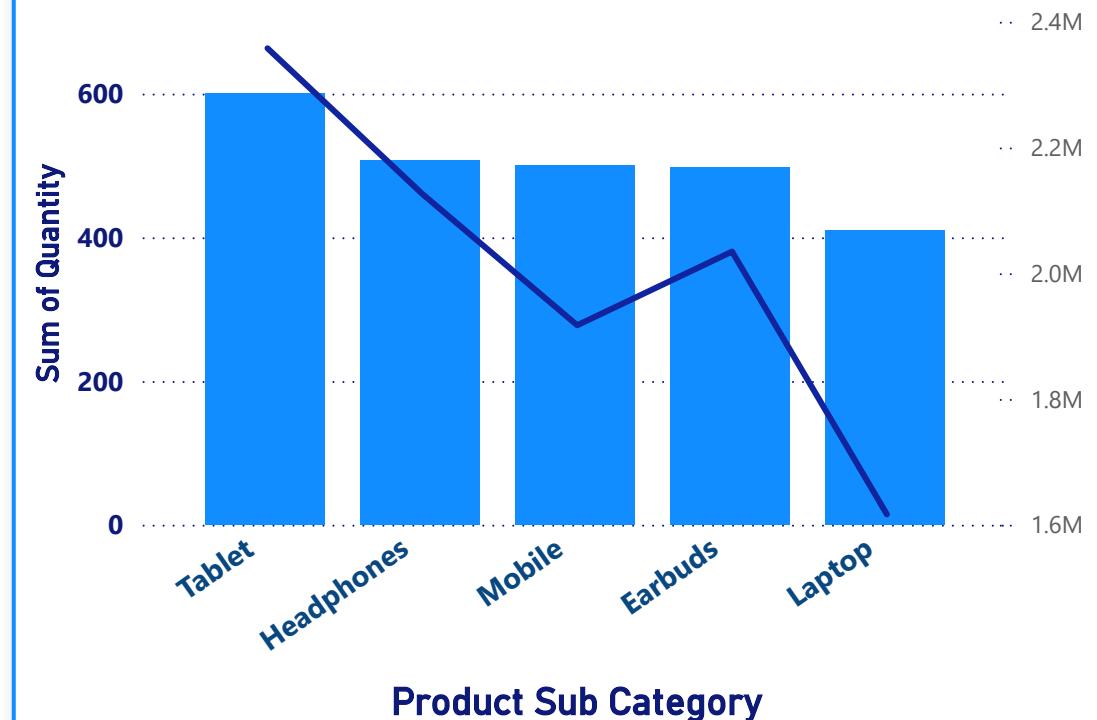
All

Date (Year)

All

Sum of Quantity and Net Profit by Product Sub Category

● Sum of Quantity ● Total Profit



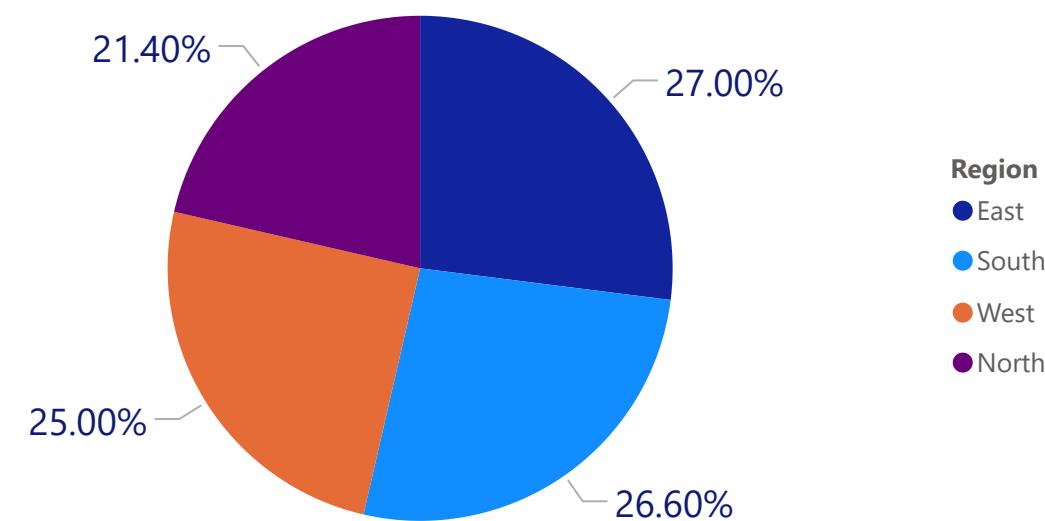
68.81M

Top 5 Product Sales

2.40

YoY Growth %

Count of Sub Category by Region



Sum of Profit by Product Sub Category and Product Category

Category ● Accessories ● Electronics

1.4M

1.2M

1.0M

0.8M

0.6M

0.4M

0.2M

0.0M

Tablet

Headphones

Earbuds

Mobile

Laptop

Product Sub Category

Sum of Discount by Product Category

2.0M

1.5M

1.0M

0.5M

0.0M

Tablet

Headphones

Earbuds

Mobile

Laptop

Product

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Total Sales by Product Category

● Sum of Profit and ● Sales

30M

25M

20M

15M

10M

5M

0M

Delayed

Delivered

Cancelled

Sum of Profit and Sales

Delivery_Status

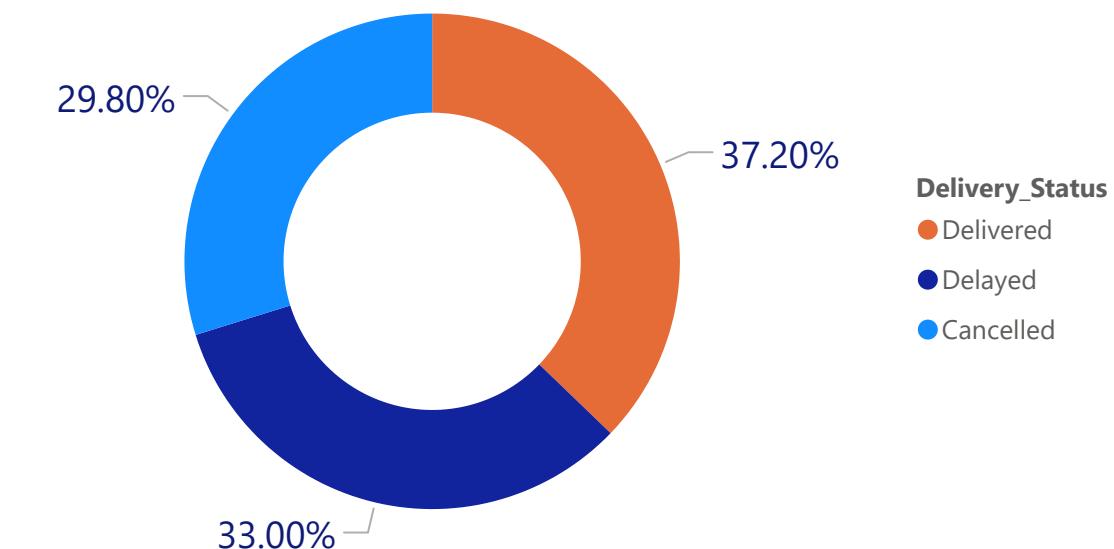
20.26M

Sales LastYear

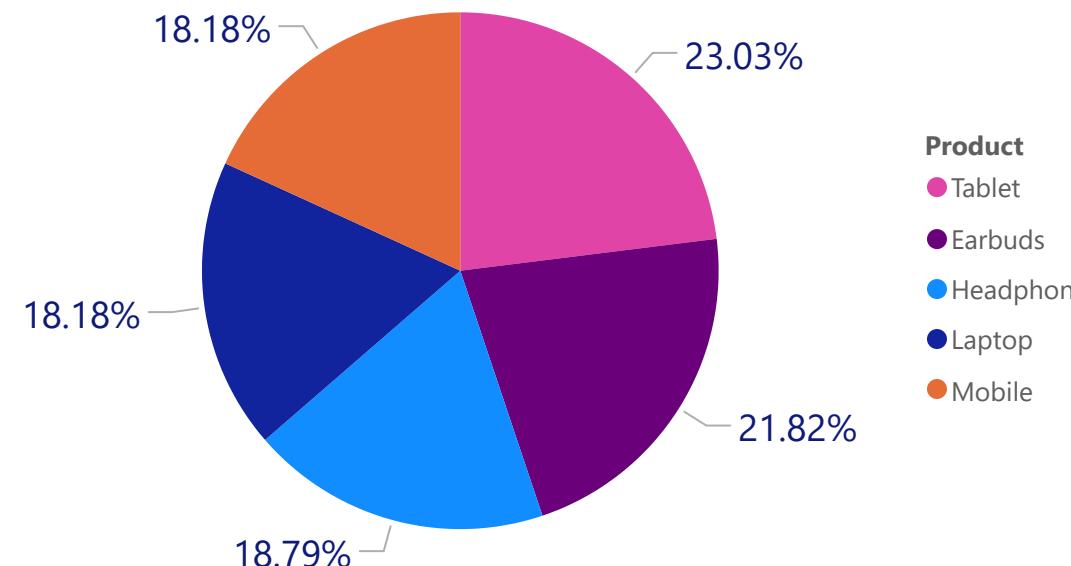
61.22M

Net Revenue

Count of Order by Delivery Status



Count of Delay Order by Sub Category



Count of Order by Month

Count of Order

60
50
40
30
20
10
0

January February March April May June July August September October November December

Month

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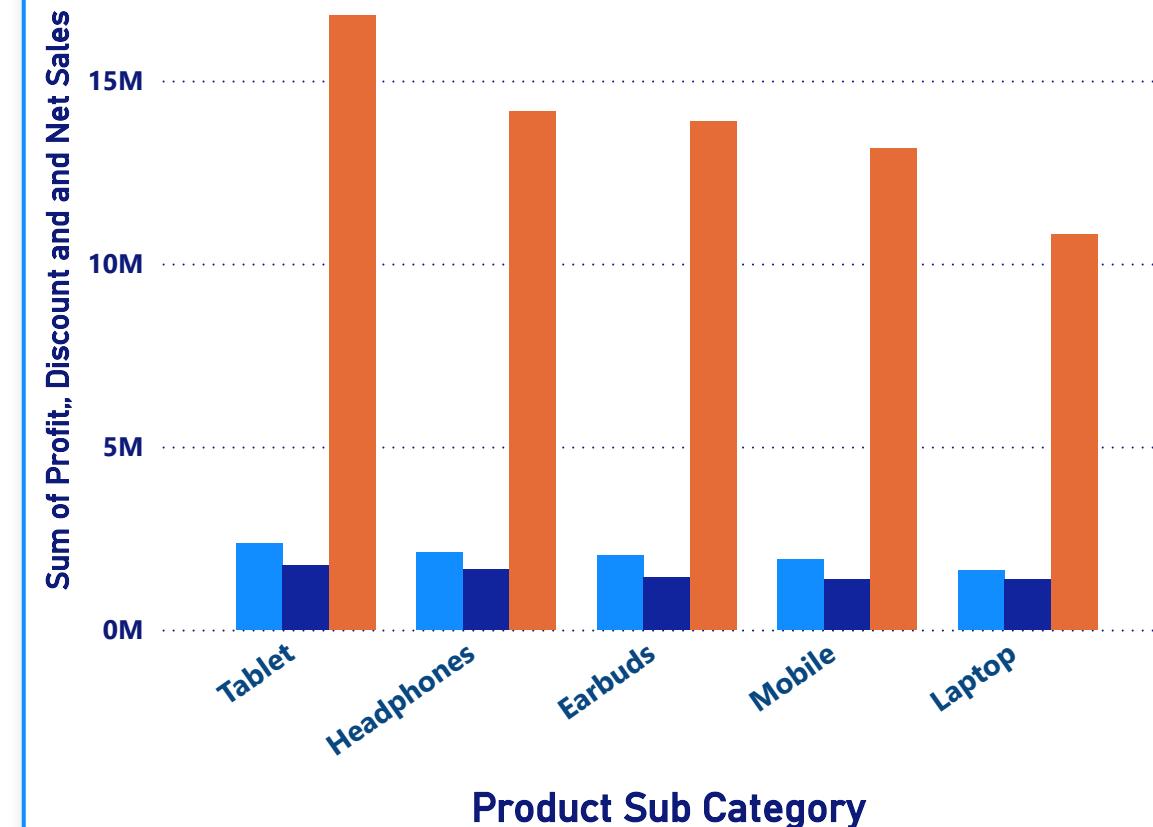
Discount and Profitability

Region
All

Date (Year)
All

Sum of Discount, Profit and Net Sale by Sub Category

● Sum of Profit, ● Discount and ● Net Sales



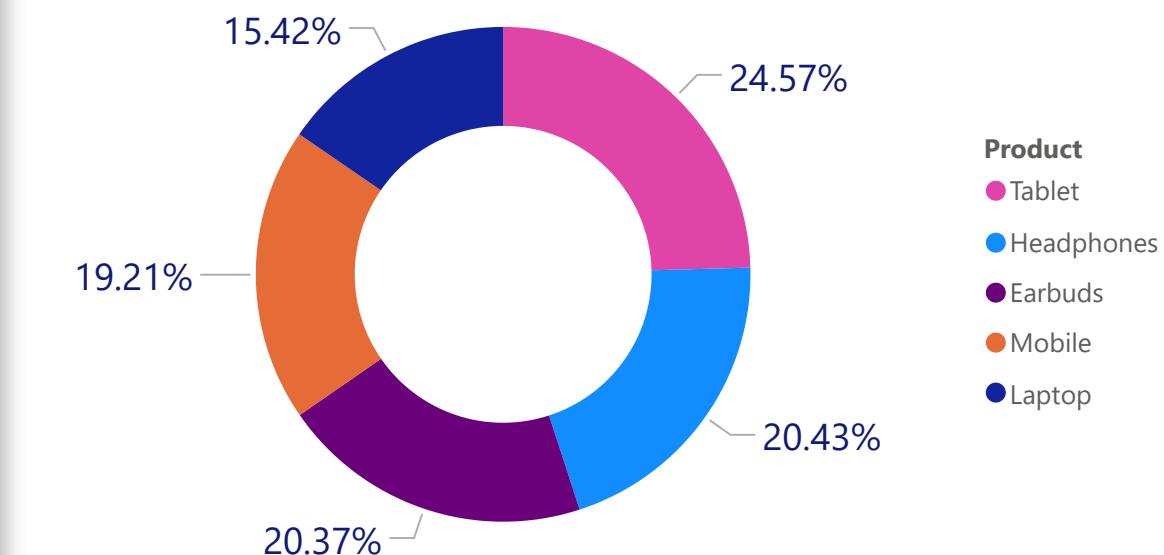
7.59M

Total Discount

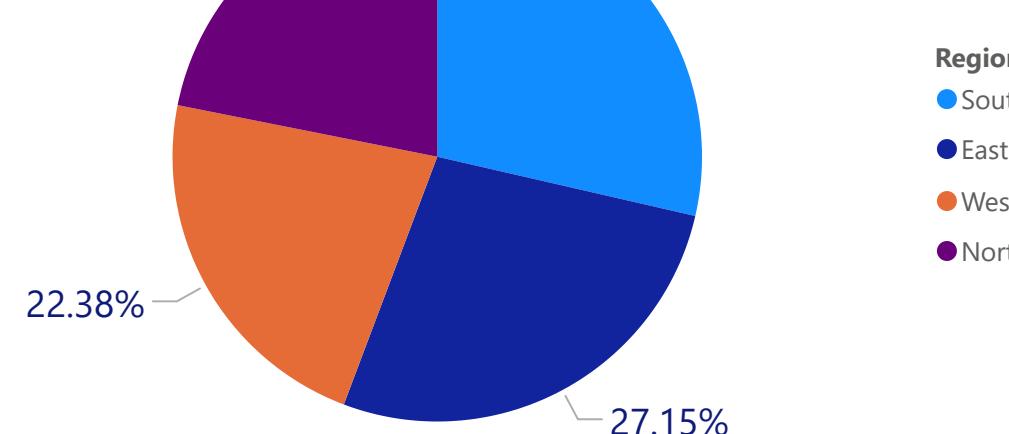
10.05M

Total Profit

Total Sales After Discount



Sum of Profit by Region



Sum of Total Amount and Discount by Quarter

