

# Merchandise Sales Dashboard

Orders

Quantity

Revenue

Revenue

856.46K

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Total Orders

7.39K

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Total Quantity Sold

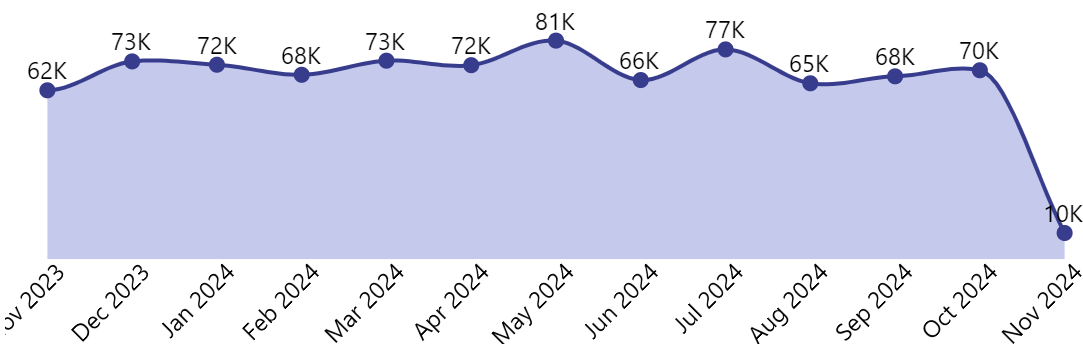
12.33K

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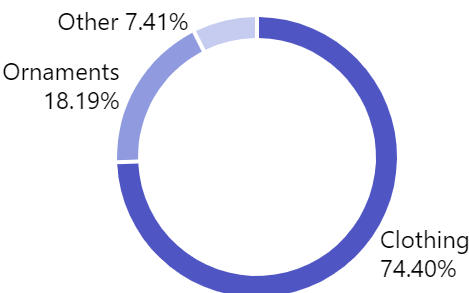
Average Revenue per unit

69.80

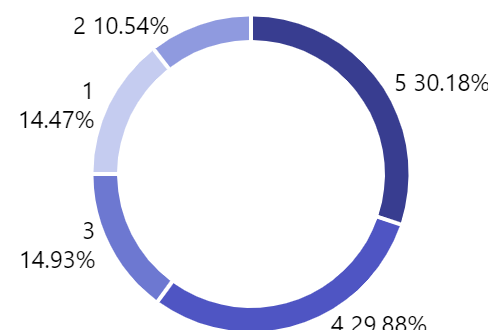
## Revenue Trend



## Product Category Contribution in Revenue



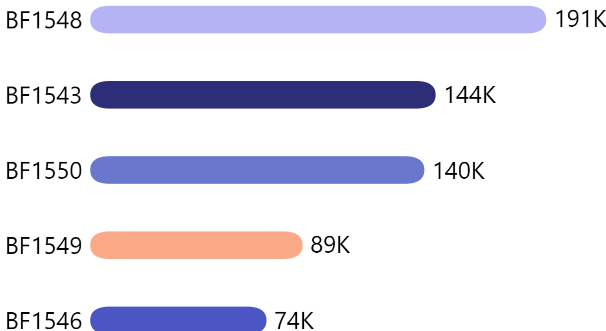
## Revenue by Rating



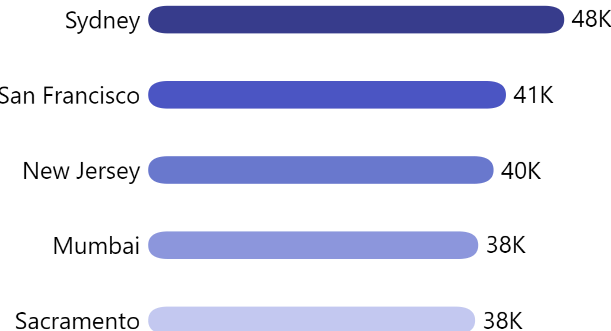
## Top 5 Orders by Revenue



## Top 5 Products by Revenue



## Top 5 Locations by Revenue



# Merchandise Sales Dashboard

Orders

Quantity

Revenue

Revenue

71.64K

Total Orders

620

Total Quantity Sold

1.01K

Average rating

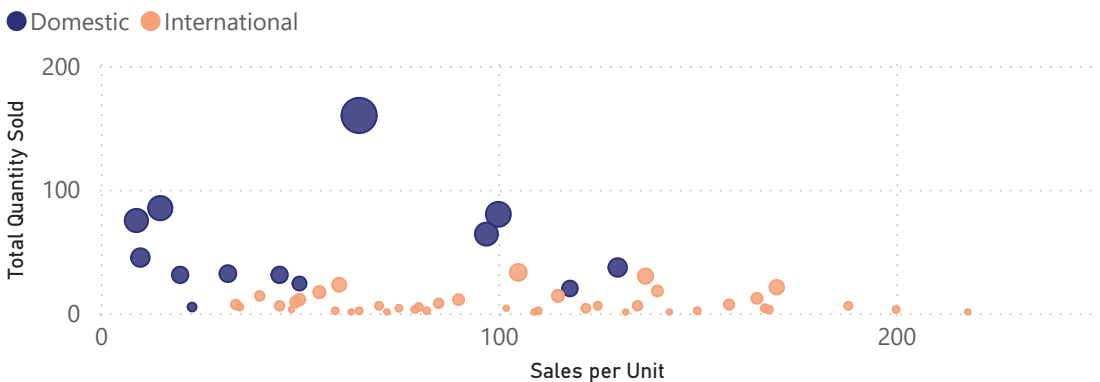
3.42



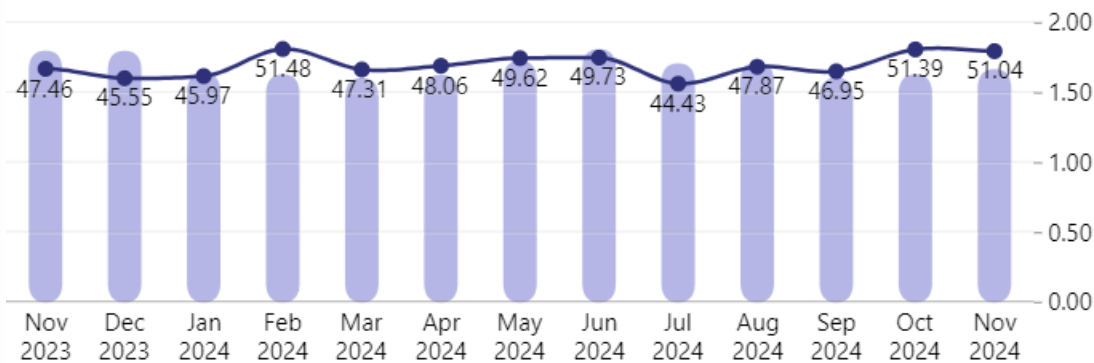
Avg Shipping charges for Int. Orders

48.06

Effect of Price per unit on Quantity Sold & Orders for 2024- Apr



Avg Shipping charges and Avg Qty per order for Int. Orders



Effect of Shipping Charge on Sales for 2024- Apr

| Shipping Charges | Orders | Quantity Sold | Revenue | Average rating | Avg Qty per order |
|------------------|--------|---------------|---------|----------------|-------------------|
| 0                | 424    | 689           | 38.53K  | 3.39           | 1.63              |
| 25               | 36     | 65            | 4.30K   | 3.56           | 1.81              |
| 40               | 96     | 159           | 16.30K  | 3.58           | 1.66              |
| 50               | 17     | 19            | 1.86K   | 3.06           | 1.12              |
| 70               | 29     | 50            | 6.70K   | 3.03           | 1.72              |
| 100              | 18     | 26            | 3.95K   | 3.89           | 1.44              |

Location wise Sales Performance for 2024- Apr

| Location  | Shipping Category | Average Sales price per unit | Revenue | Quantity Sold | Orders | Average rating |
|-----------|-------------------|------------------------------|---------|---------------|--------|----------------|
| Portland  | Domestic          | 60.05                        | 4.39K   | 67            | 40     | 3.50           |
| Cleveland | Domestic          | 61.51                        | 4.34K   | 70            | 43     | 3.77           |
| New Delhi | International     | 147.86                       | 3.96K   | 27            | 14     | 3.21           |
| Sydney    | International     | 149.67                       | 3.95K   | 26            | 18     | 3.89           |
| Liverpool | International     | 99.57                        | 3.38K   | 35            | 23     | 3.83           |