

OVERVIEW

Sales Report Analysis

Number of orders

9356

Total Revenue

£1,483,823

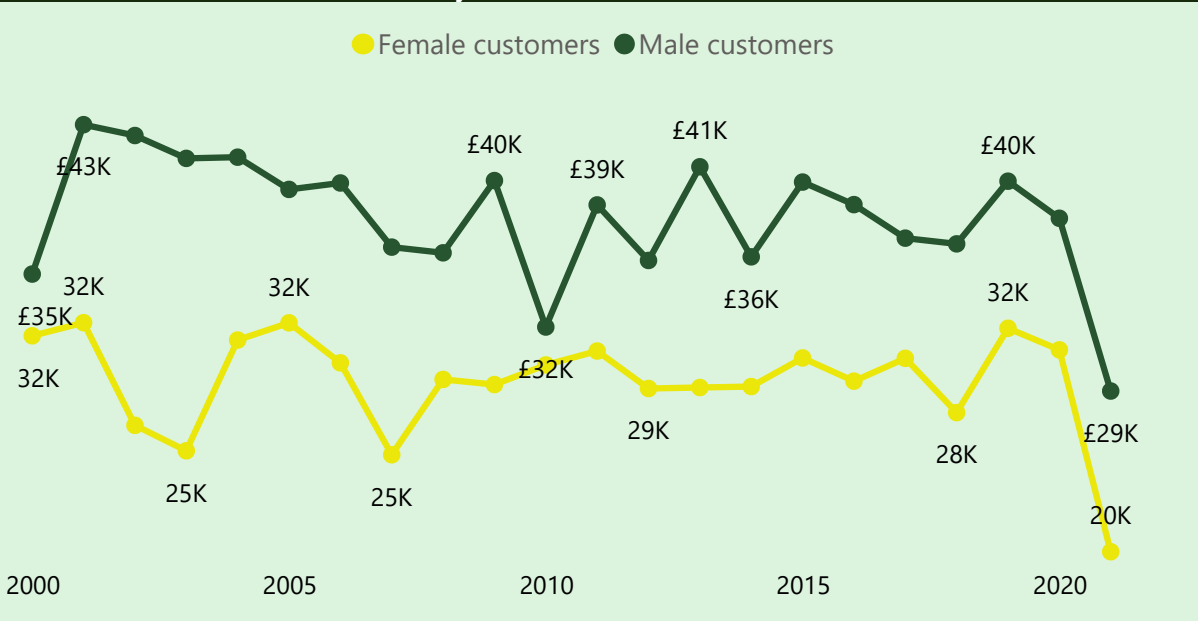
Total Cost

£296,765

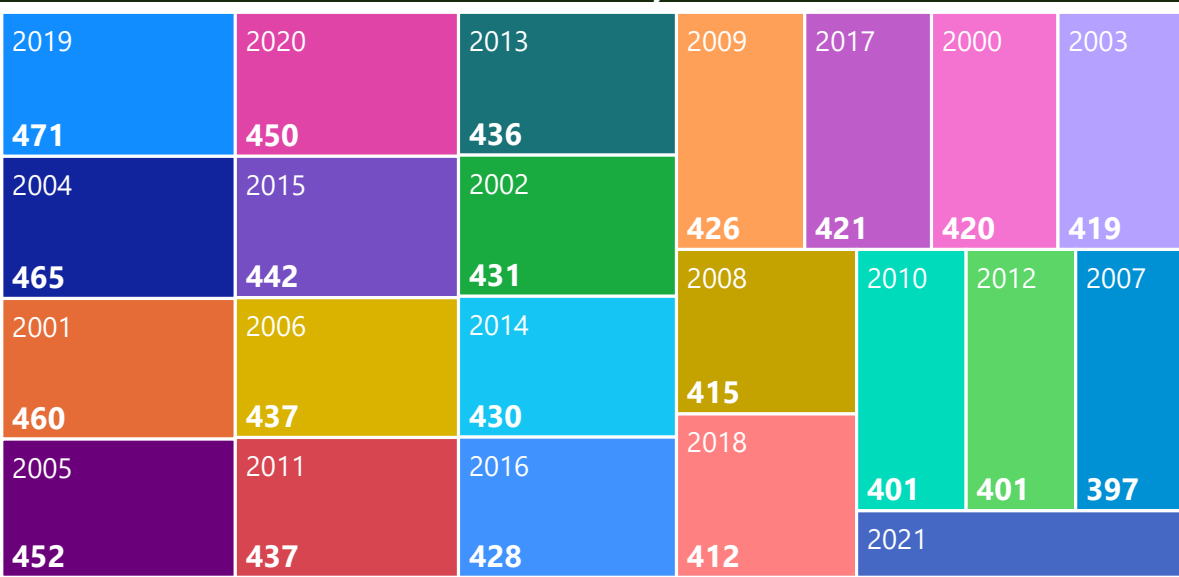
Total Profit

£1,187,058

Sales By Gender from 2000-2021



Order count by Year



Total Revenue by Region

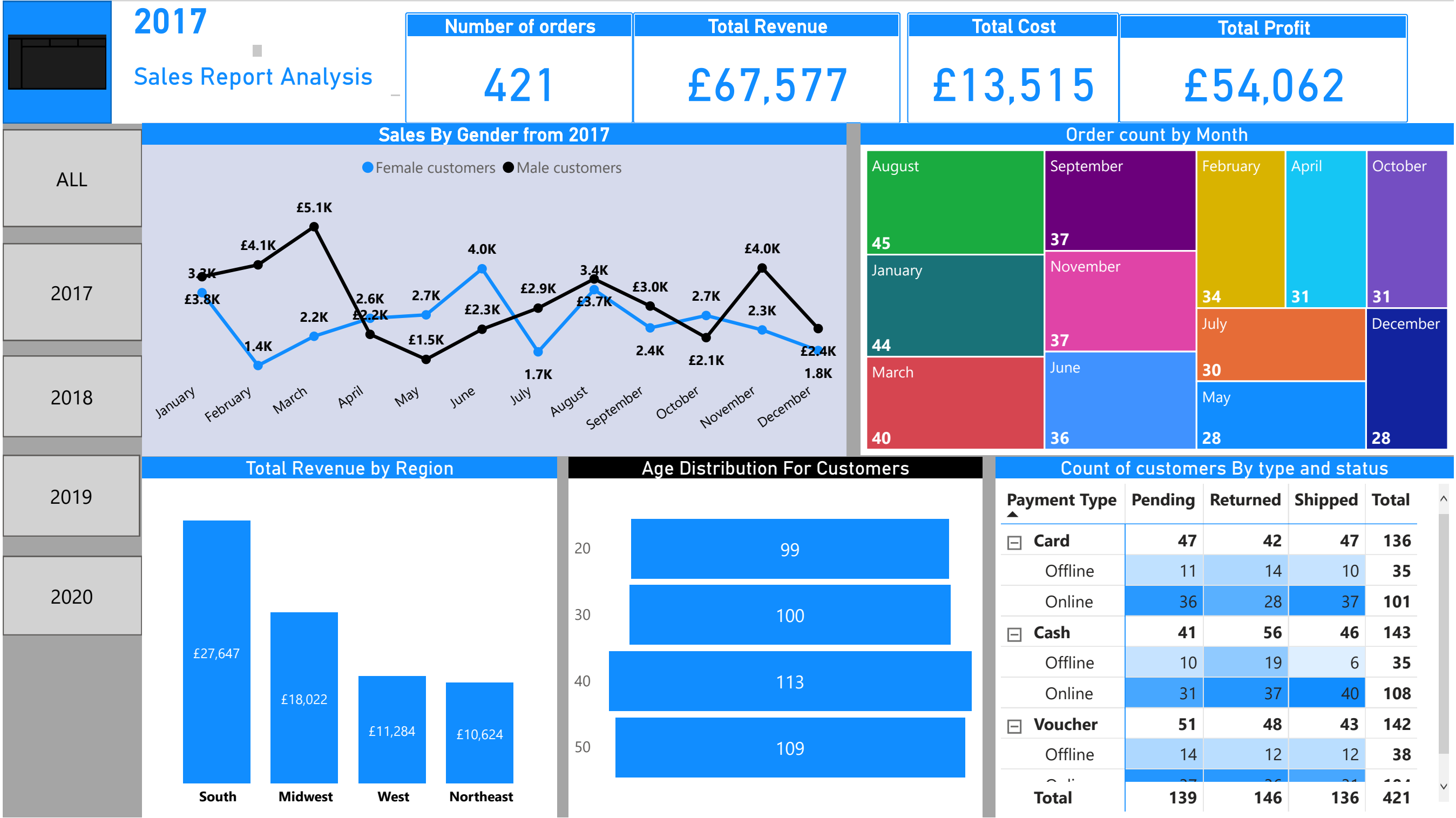


Age Distribution For Customers



Count of customers By type and status

Payment Type	Pending	Returned	Shipped	Total
Offline	241	259	255	755
Online	774	783	799	2356
Cash	1053	1064	1024	3141
Offline	262	264	253	779
Online	791	800	771	2362
Voucher	1099	1016	989	3104
Offline	253	237	240	730
Online	846	779	749	2374
Total	3167	3122	3067	9356



412

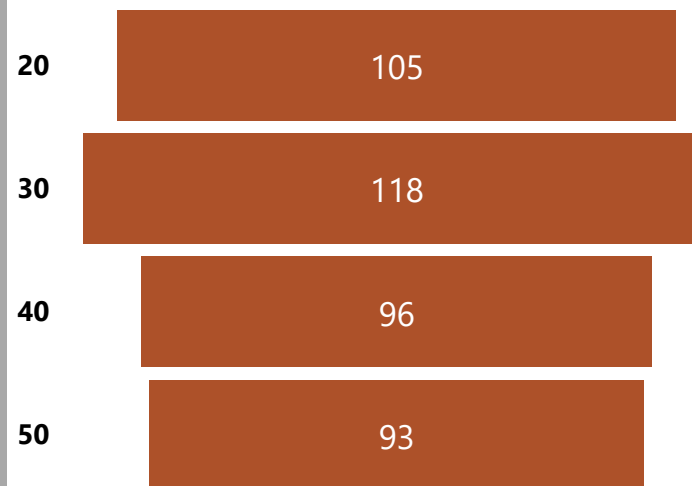
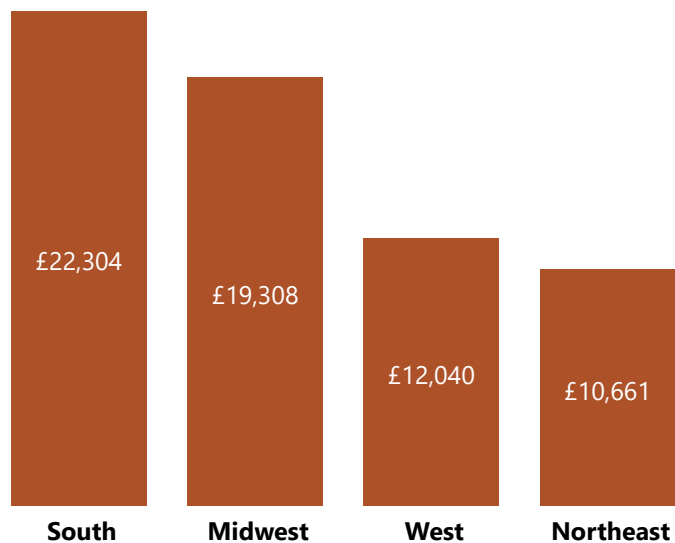
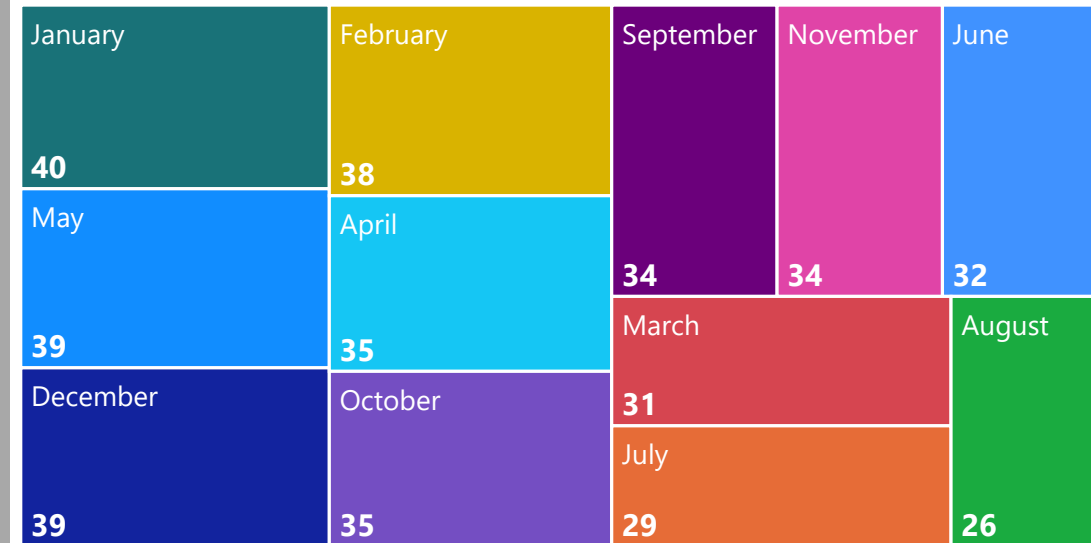
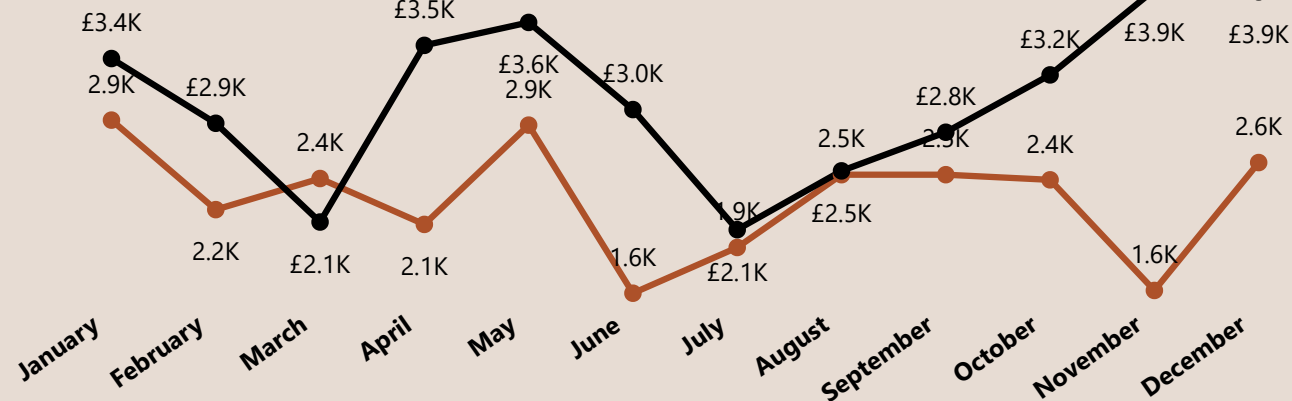
£64,313

£12,863

£51,450

2020

● Female customers ● Male customers



Payment Type	Pending	Returned	Shipped	Total
Card	44	50	38	132
Offline	11	7	12	30
Online	33	43	26	102
Cash	42	39	56	137
Offline	11	14	12	37
Online	31	25	44	100
Voucher	60	43	40	143
Offline	16	15	10	41
Online	44	28	30	102
Total	146	132	134	412

2019

Sales Analysis Report

Number of orders

471

Total Revenue

£72,310

Total Cost

£14,462

Total Profit

£57,848

ALL

2017

2018

2019

2020

Sales By Gender from 2019

● Female customers ● Male customers

Month	Female customers	Male customers
January	£3.2K	3.6K
February	2.6K	£2.6K
March	2.6K	£3.4K
April	£3.3K	2.8K
May	2.2K	£4.8K
June	3.0K	£3.6K
July	£3.1K	2.8K
August	2.1K	£3.6K
September	2.2K	2.2K
October	2.8K	£3.7K
November	£3.5K	3.0K
December	2.4K	£3.6K

Order count by Month

Month	Count
January	40
February	30
March	46
April	41
May	46
June	40
July	41
August	37
September	29
October	36
November	44
December	41

Total Revenue by Region

Region	Total Revenue
South	£27,567
Midwest	£20,402
West	£12,584
Northeast	£11,757

Age Distribution For Customers

Age Group	Count
20	110
30	119
40	126
50	116

Count of customers By type and status

Payment Type	Pending	Returned	Shipped	Total
Card	43	54	70	167
Offline	8	14	16	38
Online	35	40	54	129
Cash	49	53	51	153
Offline	6	8	12	26
Online	43	45	39	127
Voucher	42	61	48	151
Offline	11	10	15	36
Total	134	168	169	471

2020

Sales Analysis Report

Number of orders

450

Total Revenue

£69,121

Total Cost

£13,824

Total Profit

£55,297

ALL

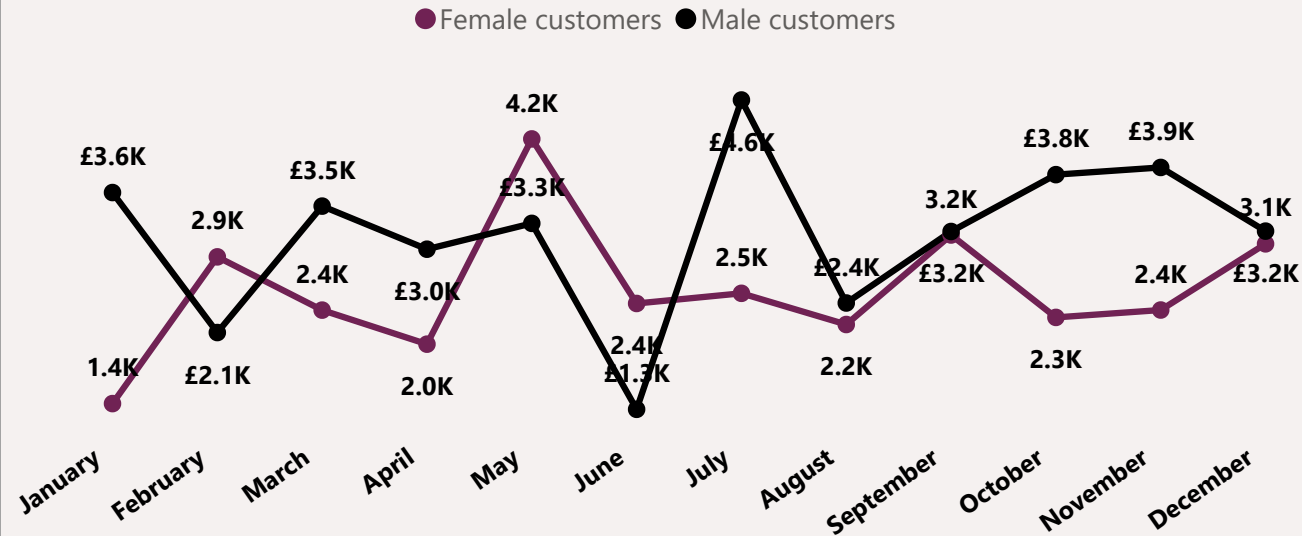
2017

2018

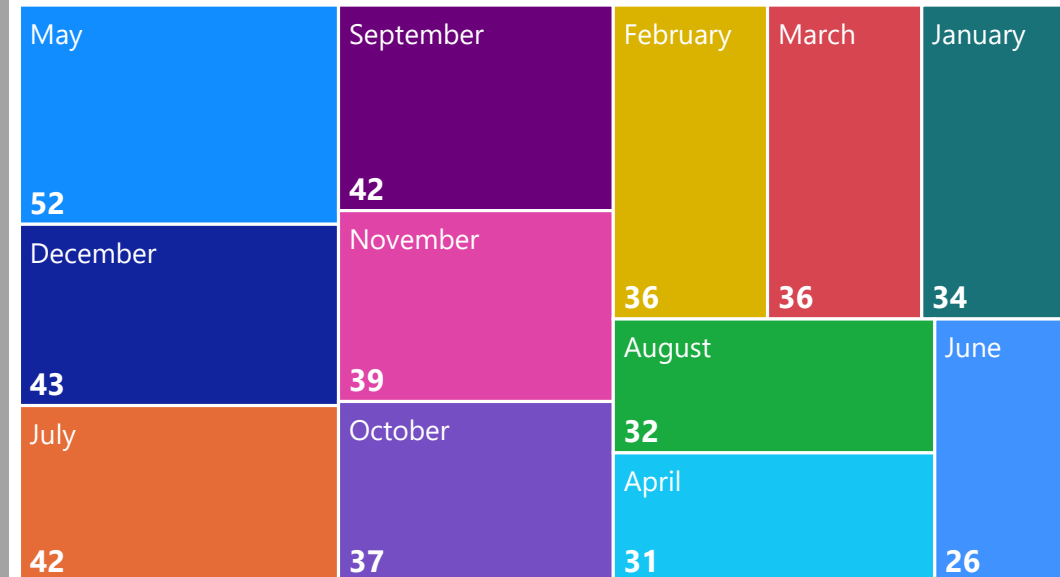
2019

2020

Sales By Gender from 2020



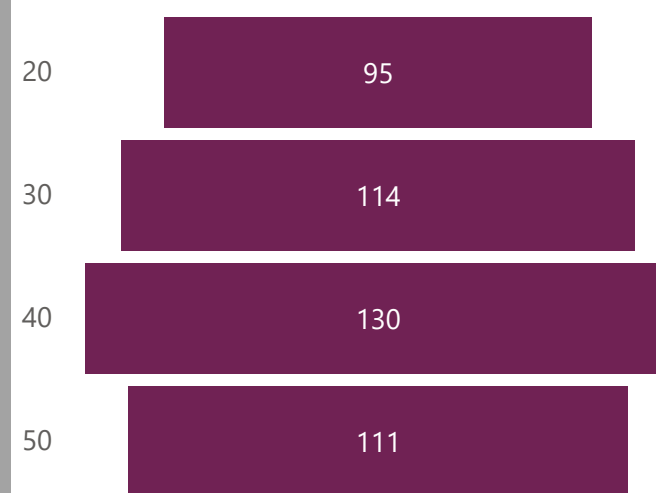
Order count by Month



Total Revenue by Region



Age Distribution For Customers



Count of customers By type and status

Payment Type	Pending	Returned	Shipped	Total
<input checked="" type="checkbox"/> Card	59	56	52	167
Offline	20	16	15	51
Online	39	40	37	116
<input checked="" type="checkbox"/> Cash	41	43	56	140
Offline	10	8	11	29
Online	31	35	45	111
<input checked="" type="checkbox"/> Voucher	50	46	47	143
Offline	12	12	12	36
Online	38	34	35	107
Total	150	145	155	450