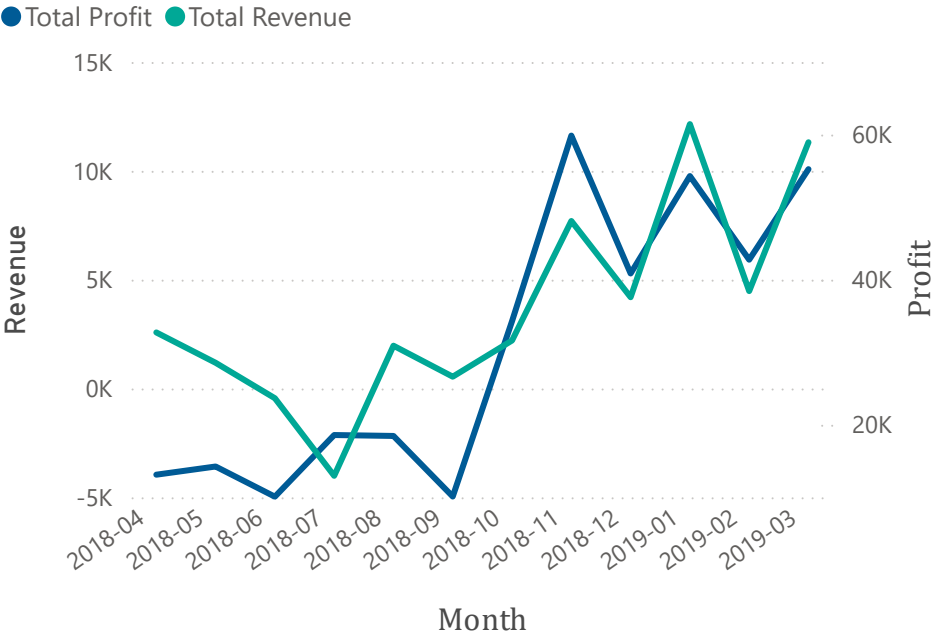


# Executive Sales & Performance Summary

Total Revenue	Total Profit	Profit Percentage %	Total Orders	Average Order Value
431.50K	23.96K	5.55	500	863.00

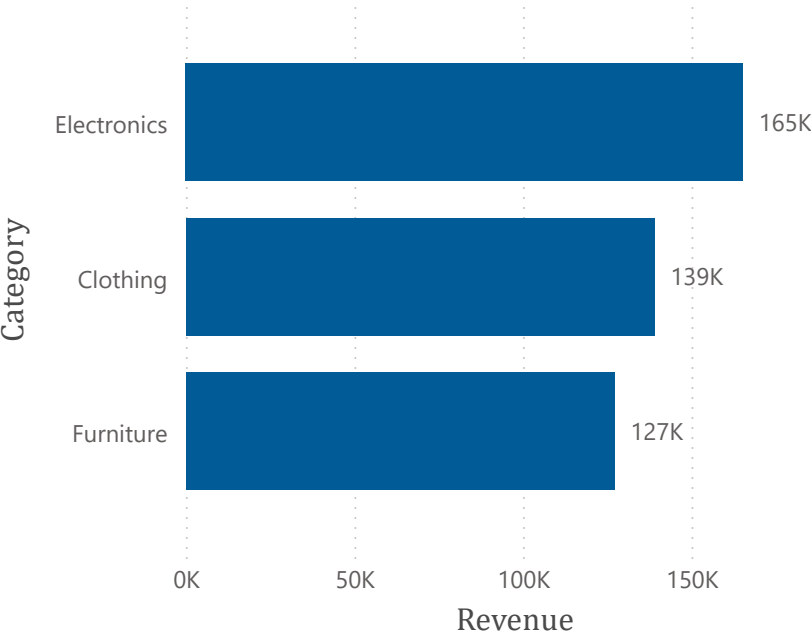
Monthly Performance Trend



Profit by State



Revenue by Category



# Customer & Regional Deep Dive

Total Customers`

332

Avg. Orders /  
Customer

1.51

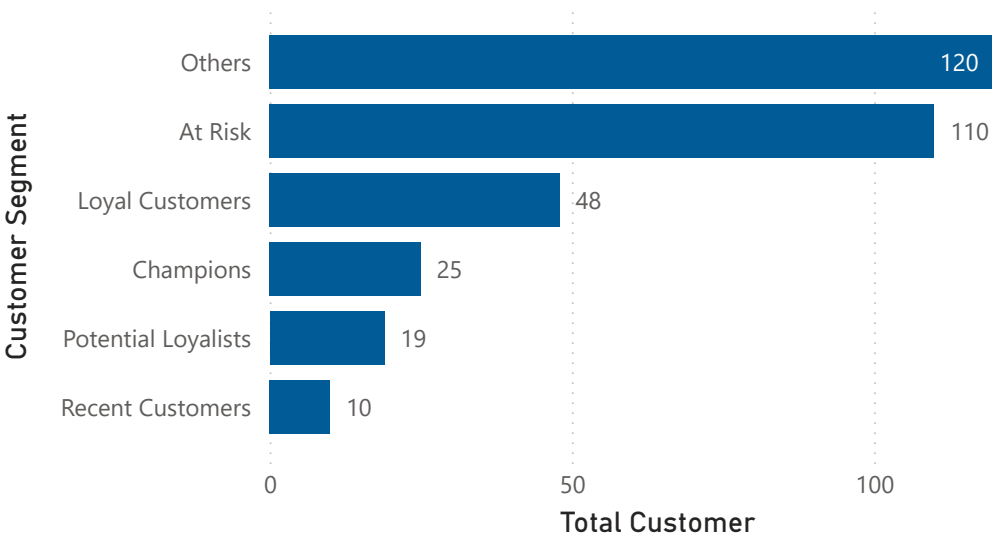
## Top-10 Customers

Customer Name	Total Spent	Profit	Total Orders	AOV
Abhijeet	5,691.00	1,562.00	2	2,845.50
Abhishek	8,135.00	1,314.00	5	1,627.00
Gaurav	3,349.00	1,011.00	2	1,674.50
Pearl	3,944.00	995.00	3	1,314.67
Pournamasi	2,286.00	1,027.00	2	1,143.00
Priyanka	5,762.00	1,340.00	4	1,440.50
Sarita	5,449.00	1,265.00	3	1,816.33
Seema	5,228.00	1,970.00	1	5,228.00
Swapnil	4,929.00	1,215.00	3	1,643.00
Vishakha	4,836.00	966.00	1	4,836.00
Total	49,609.00	12,665.00	26	23,568.50

## Filter By Customer Segment

Select all	Others
At Risk	Potential Loyalists
Champions	Recent Customers
Loyal Customers	

## Customer Segment Distribution



## Filter by State

All

## Regional Performance

State	Revenue	Profit	Profit Margin	AOV	Total Orders
Andhra Pradesh	13,256.00	-496.00	-3.74	883.73	15
Bihar	12,943.00	-321.00	-2.48	808.94	16
Delhi	22,531.00	2,987.00	13.26	1,024.14	22
Goa	6,705.00	370.00	5.52	478.93	14
Gujarat	21,058.00	465.00	2.21	779.93	27
Haryana	8,863.00	1,325.00	14.95	633.07	14
Himachal Pradesh	8,666.00	656.00	7.57	619.00	14
Jammu and Kashmir	10,829.00	8.00	0.07	773.50	14

# Product Performance Analysis

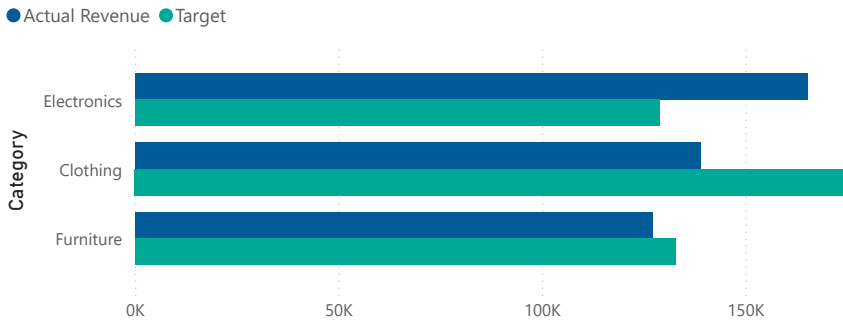
Unique Products

17

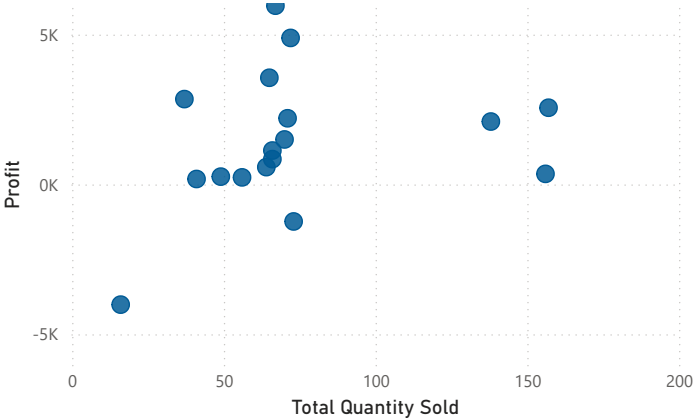
Total Quantity Sold

1264

Target vs. Actual Revenue



Quantity vs. Profit Analysis



Top 5 Profitable Sub-Categories

Product	Revenue	Profit	Profit Margin
Accessories	21,728.00	3,559.00	16.38
Bookcases	56,861.00	4,888.00	8.60
Printers	58,252.00	5,964.00	10.24
Stole	18,546.00	2,559.00	13.80
Total	1,85,426.00	19,817.00	58.50

Filter by Month

All

Top 5 Loss-Making Sub-Categories

Product	Revenue	Profit	Profit Margin
Electronic Games	39,168.00	-1,236.00	-3.16
Kurti	3,361.00	181.00	5.39
Leggings	2,106.00	260.00	12.35
Skirt	1,946.00	235.00	12.08
Total	69,195.00	-4,571.00	8.92

Filter by Category

Clothing

Furniture

Electronics

