

Key Performance Indicators

Total Transactions

1000

Total Quantity Sold

5510

Total Revenue

\$307.59K

Profit

\$15.38K

Average Items per Transaction

5.51

Average Transaction Value

\$307.59

Average Unit Price

\$55.67

Gross Margin

5.0%

1/1/2019



3/30/2019

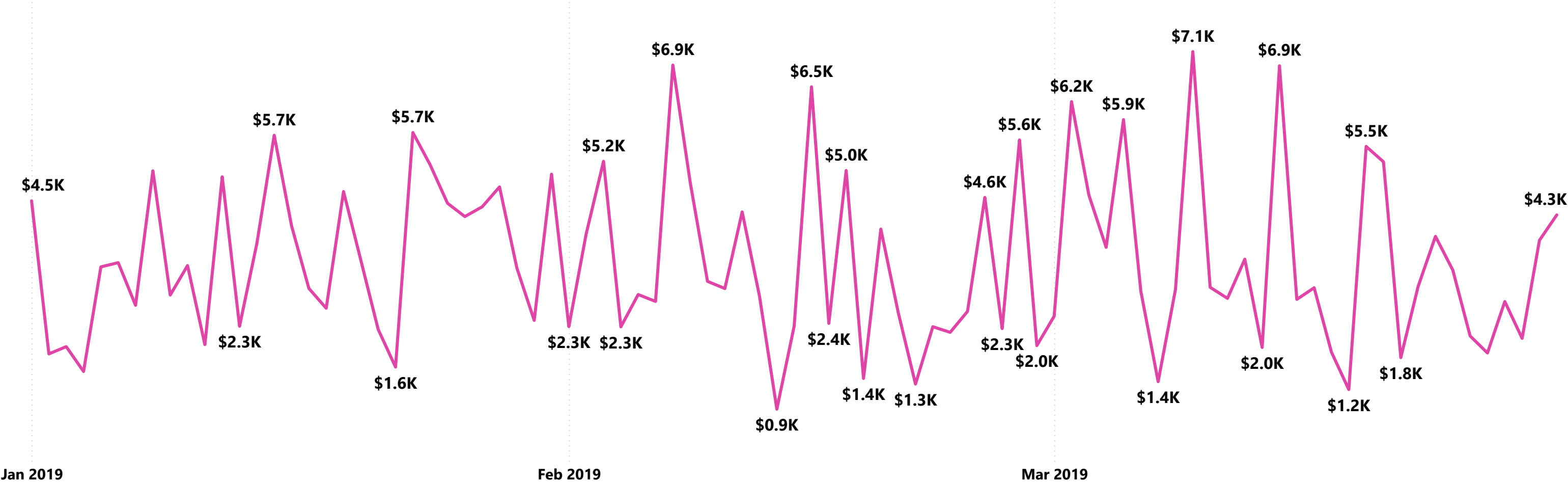


Month Over Month Revenue

104.24K✓

Goal: 92.59K (+12.59%)

Total Revenue over Time



Branch Performance

- ☐ Select all
- ▼ ☐ Member
- ▼ ☐ Normal

- ☐ Select all
- ☐ Cash
- ☐ Credit card
- ☐ Ewallet

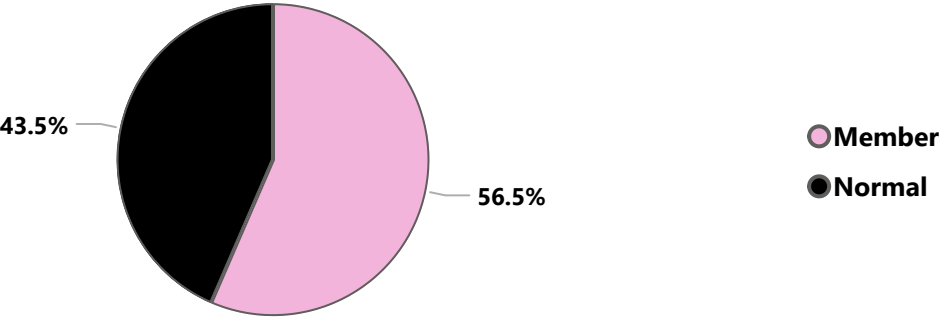
Total Sales by City



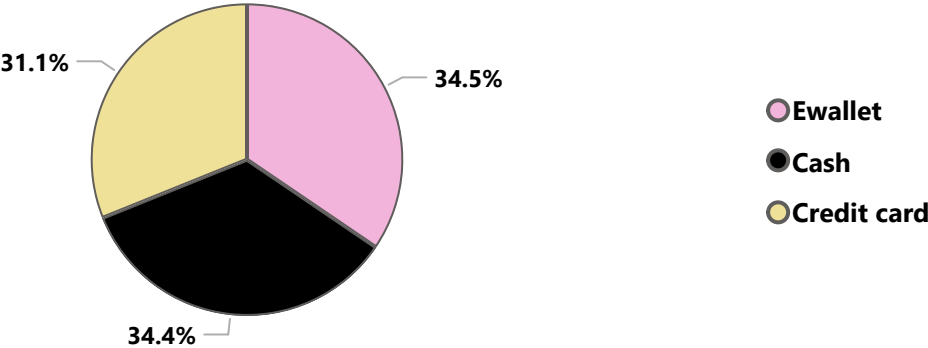
Profit by City



Total Transactions by Customer type



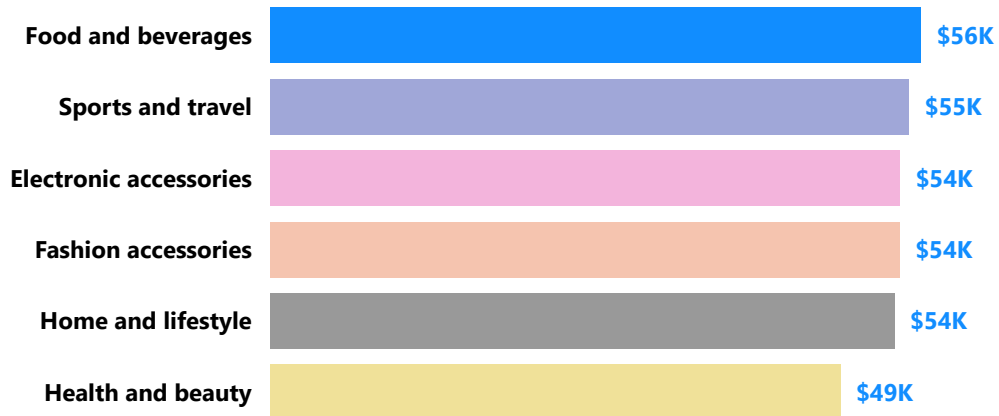
Payment Method



## Product Performance

- ☐ Select all
- ☐ Electronic accessories
- ☐ Fashion accessories
- ☐ Food and beverages
- ☐ Health and beauty
- ☐ Home and lifestyle
- ☐ Sports and travel

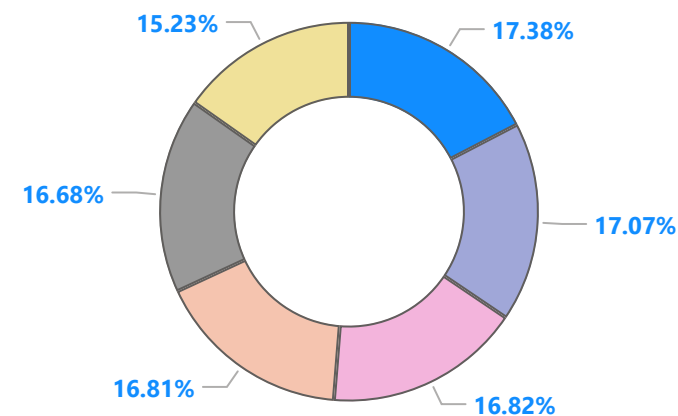
### Total Sales by Product line



### Total Quantity Sold by Product line



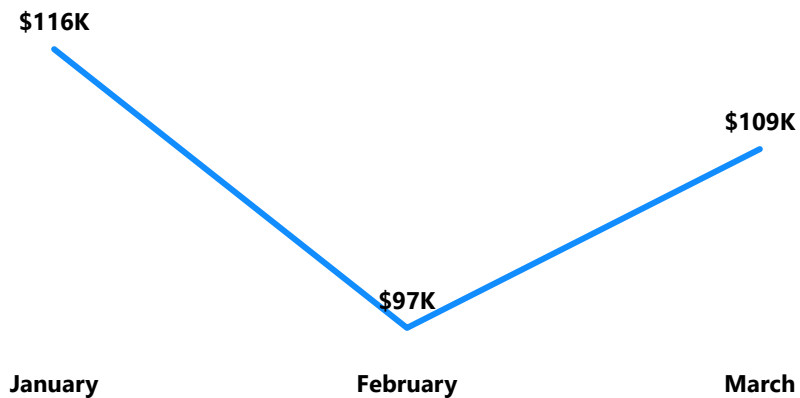
### Revenue Share by Product line



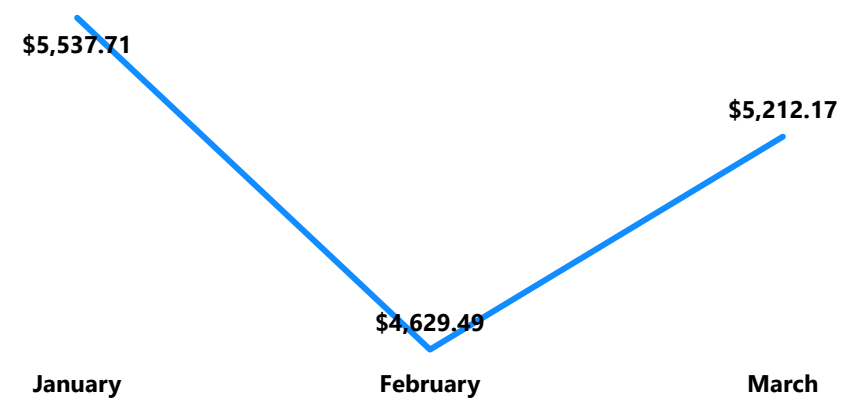
- Food and beverages
- Sports and travel
- Electronic accessories
- Fashion accessories
- Home and lifestyle
- Health and beauty

## Time Trends

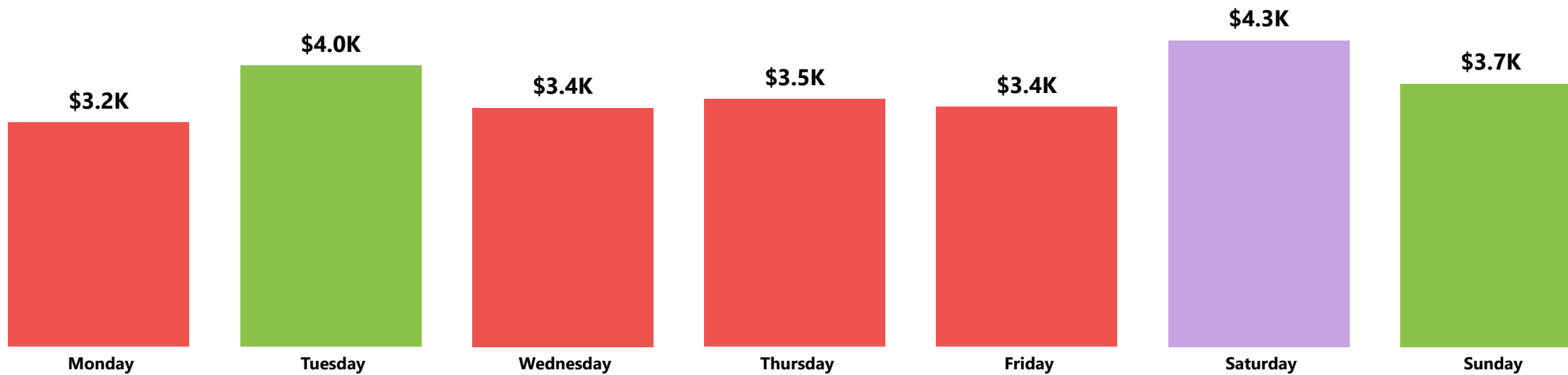
### Total Sales by Month



### Total Profit by Month



### Average Daily Sales



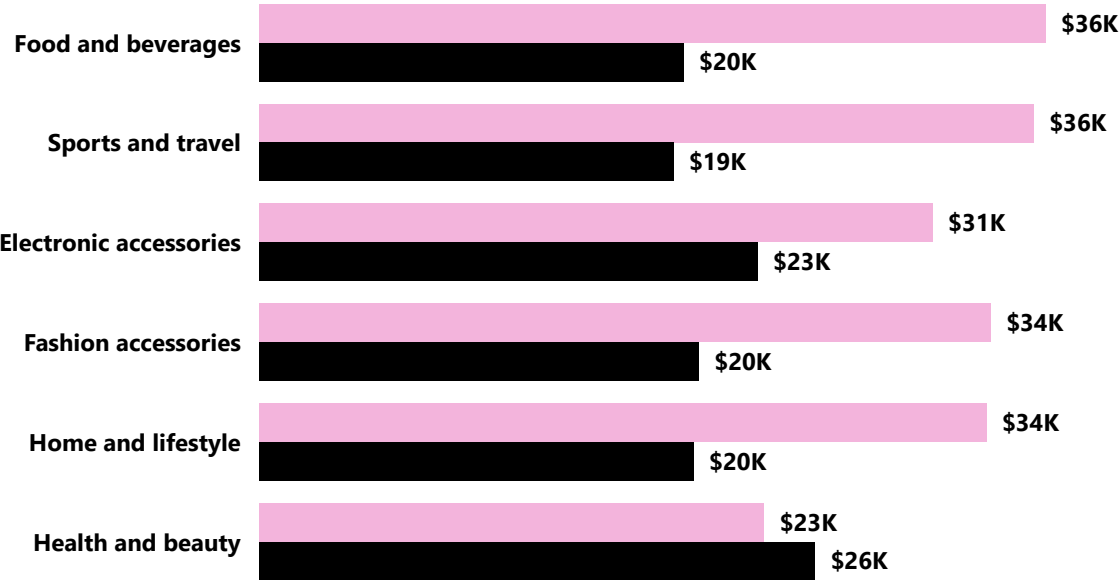
# Customer Insights

Average Transaction Value by Gender



Product Segregation by Gender

● Female ● Male



Total Sales by Month Name and Gender

● Female ● Male

