

# Welcome To Evolvica

Home

Total sales

Due Amount

Insights



Region, Count...

All



Client Name

All



Product Name

All



Category

All



\$5.20M



Total sales

\$17.23K



AVERAGE EARNINGS

Avg sales

3.06



Avg rating

\$4.70M



Amount Receive

\$508.2K



AVERAGE EARNINGS

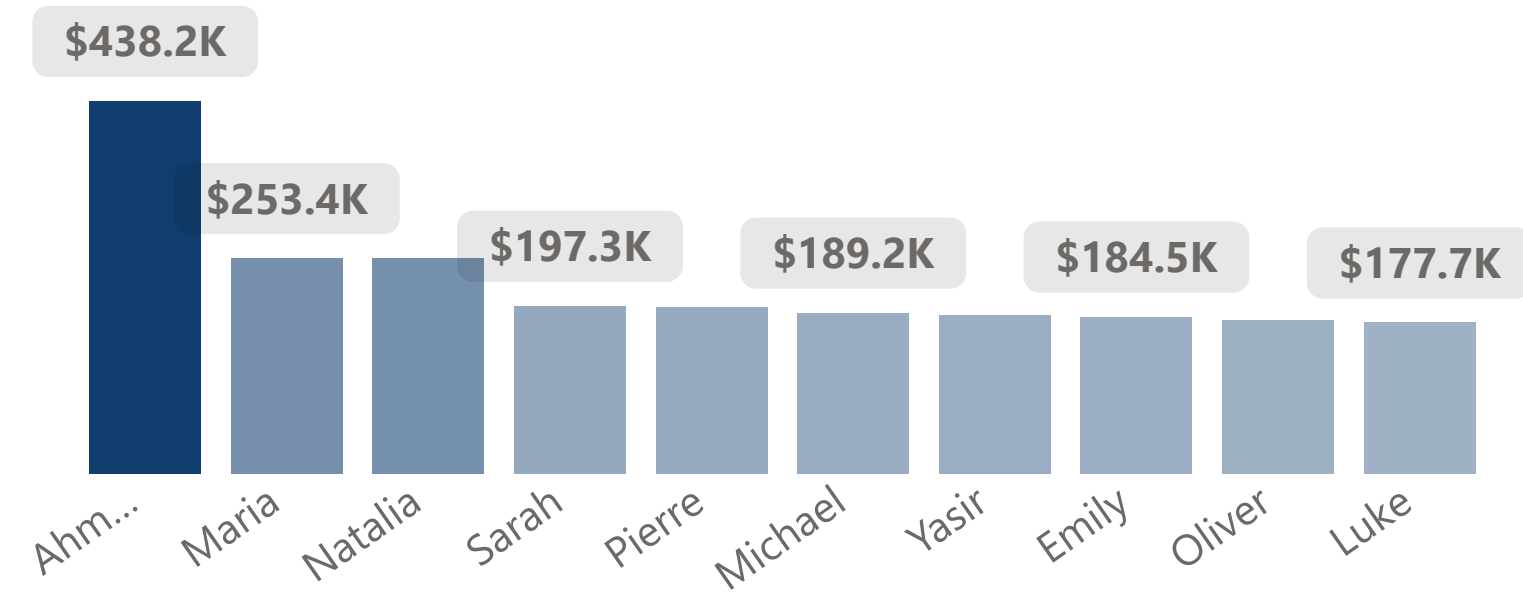
Due amount

302

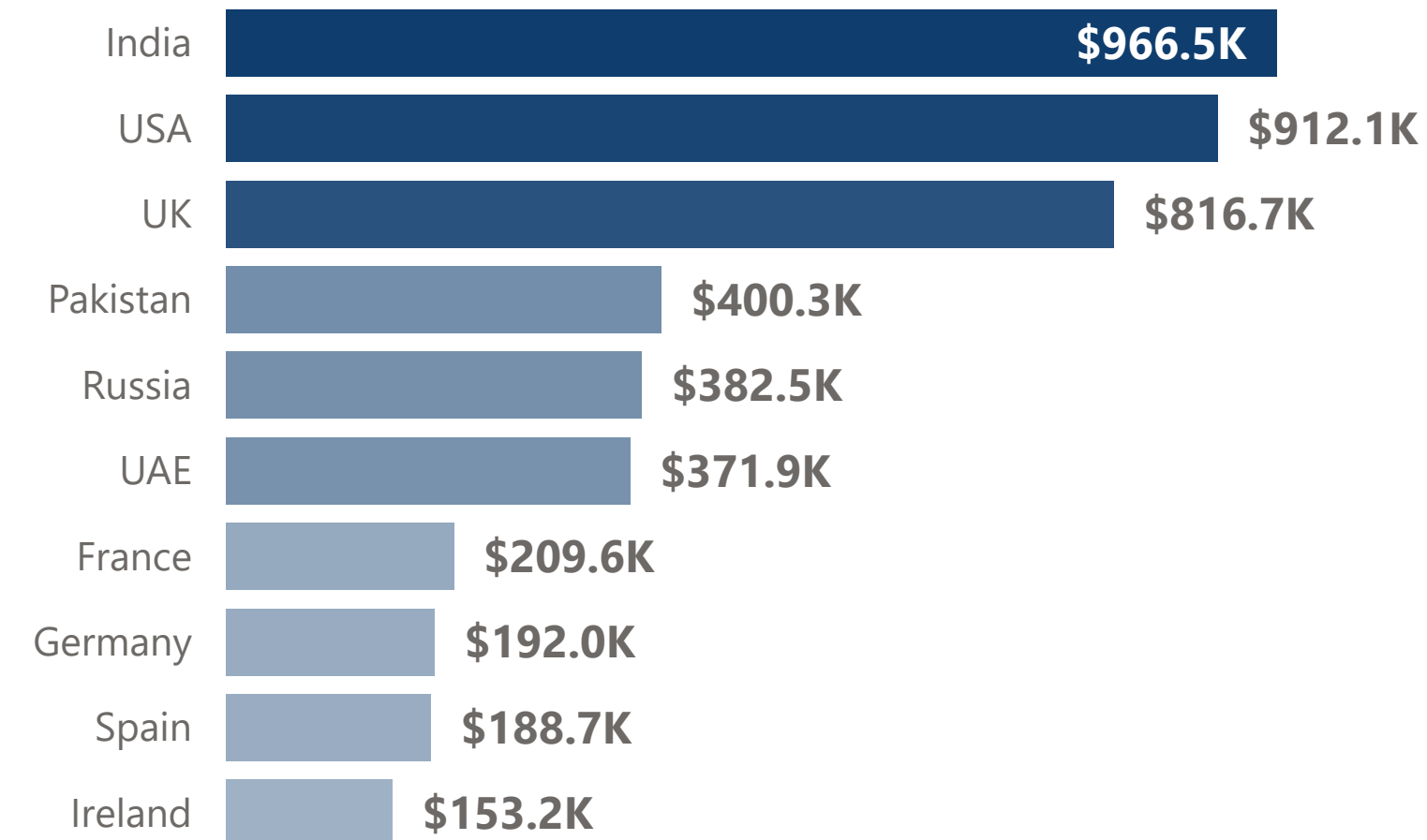


no of transitions

Top 10 Customers Sales



Top 10 country and locations sales



No of sales Per date

10

0

1995

2000

2005

2010

2015

2020

Category By Sales

\$1.15M

\$3.80M

Category

Software

Hardware

Hardwar...

Products Quantity

Routers

CRM Solutions

Ticket Soluti...

Email Solutio...

Omnichanne...

WhatsApp In...

Prison Call S...

IVR Solutions

Telecom Dev...

282

233

165

106

72

66

37

Product Name

Sale Cost

Amount Received

Due Amount

Avg rating

Avg sales

CRM Solutions

\$1,524,000.00

\$1,390,000.00

\$134,000

2.88

23091

Routers

\$1,040,000.00

\$936,500.00

\$103,500

3.09

15072

Ticket Solutions

\$789,600.00

\$720,500.00

\$69,100

3.51

16114

Omnichannel Solutions

\$577,500.00

\$522,000.00

\$55,500

3.07

21389

Email Solutions

\$512,600.00

\$456,000.00

\$56,600

2.98

12815

Prison Call Systems

\$252,000.00

\$223,000.00

\$29,000

2.69

19385

WhatsApp Integration

\$233,200.00

\$205,600.00

\$27,600

2.89

12274

IVR Solutions

\$165,000.00

\$147,000.00

\$18,900

3.08

13750

Total

\$5,204,900.00

\$4,697,600.00

\$508,200

3.06

17235



Region, Count...

All

Client Name

All

Product Name

All

Category

All



**\$5.20M**  
Total sales



**\$17.23K**  
Avg sales



**3.06**  
Avg rating



**\$4.70M**  
Amount Receive



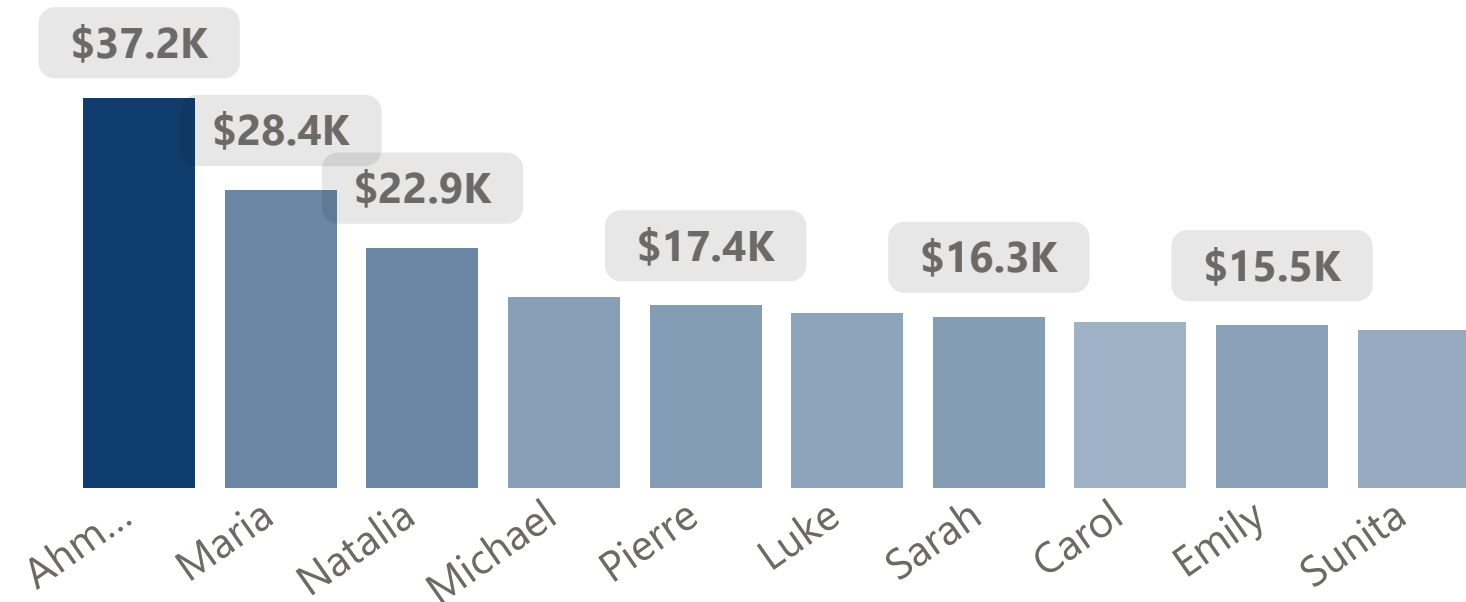
**\$508.2K**  
Due amount



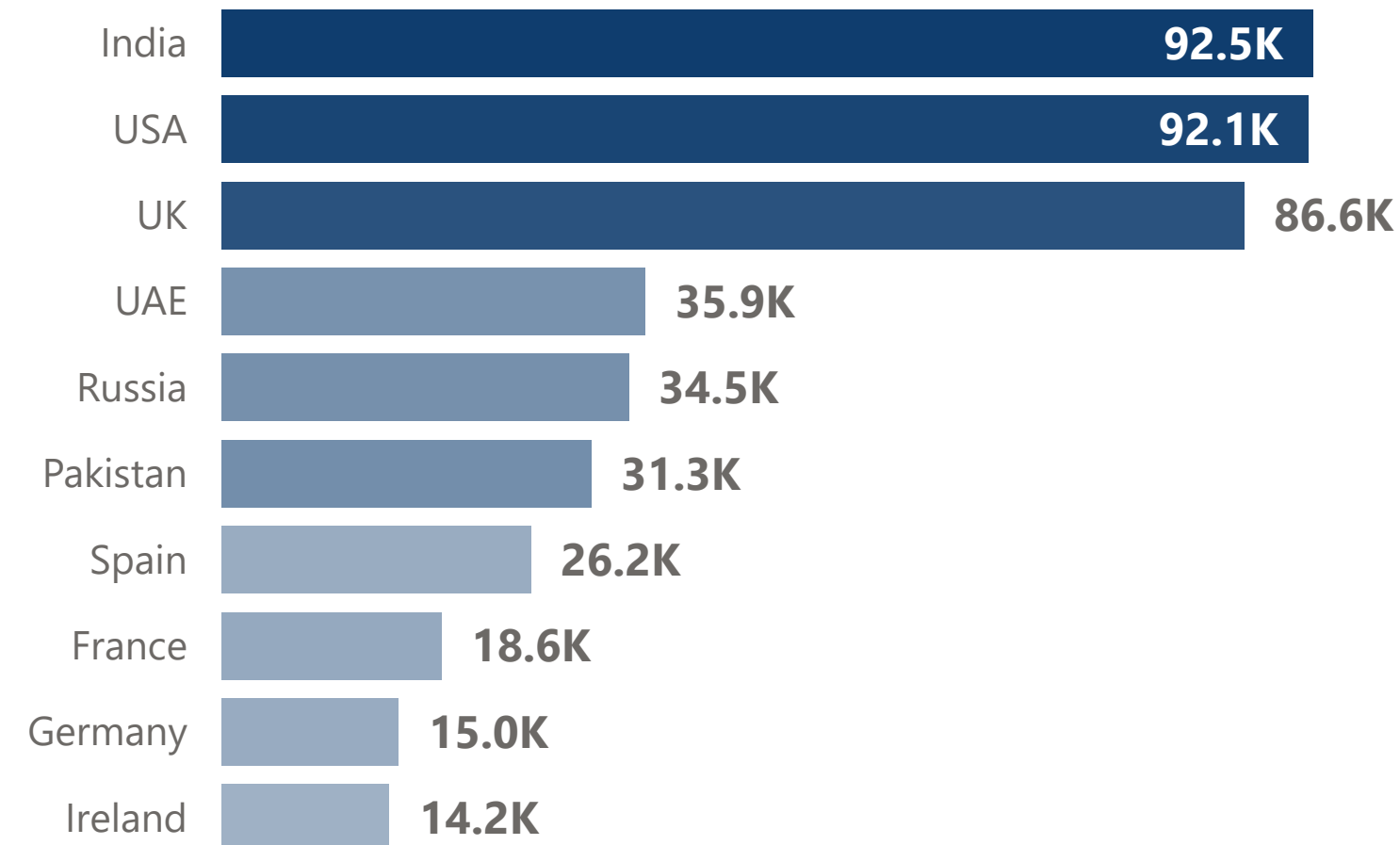
**302**  
no of transitions



Top 10 Customer Dues

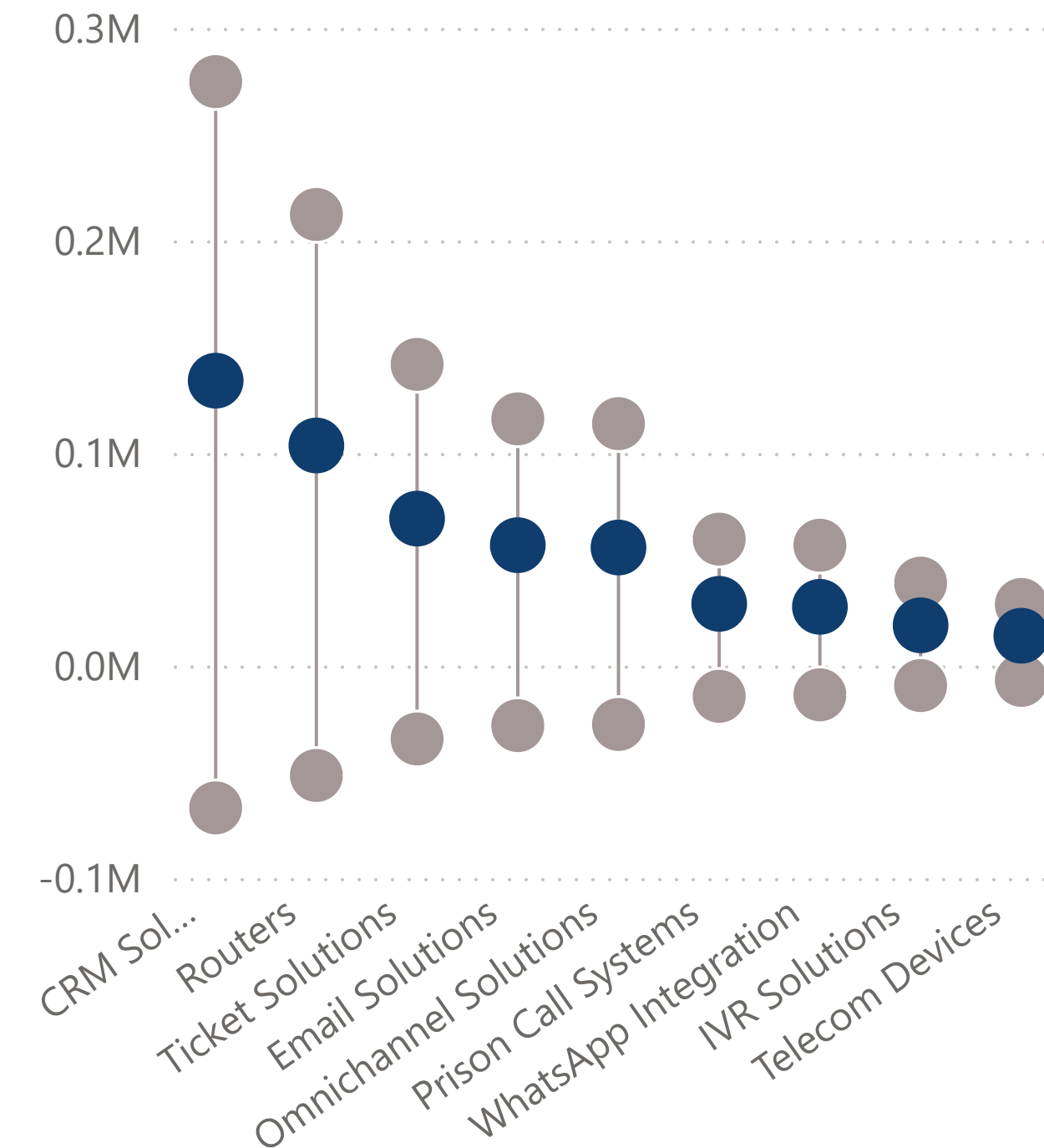


Top 10 country and locations dues

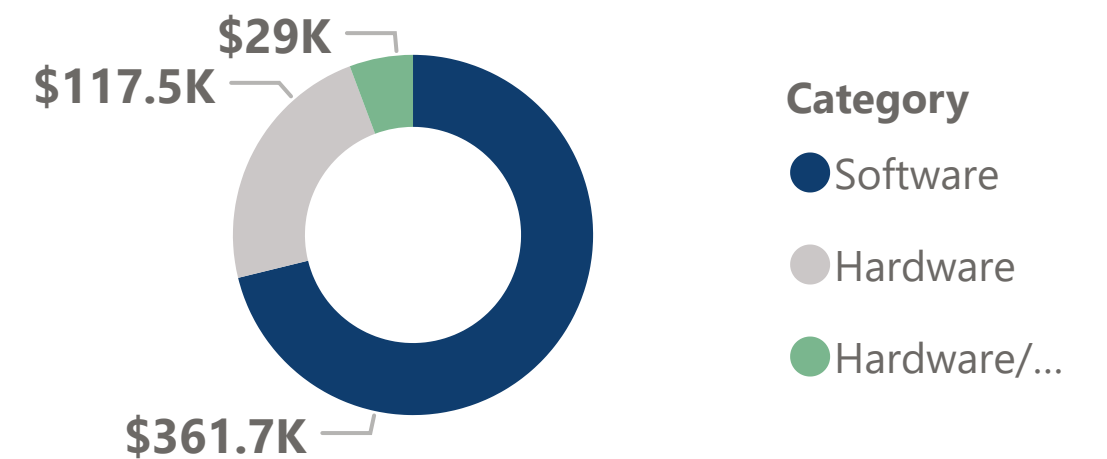


| Product Name          | Sale Cost      | Amount Received | Due Amount | Due Amount Rank |
|-----------------------|----------------|-----------------|------------|-----------------|
| CRM Solutions         | \$1,524,000.00 | \$1,390,000.00  | \$134,000  | 1               |
| Routers               | \$1,040,000.00 | \$936,500.00    | \$103,500  | 2               |
| Ticket Solutions      | \$789,600.00   | \$720,500.00    | \$69,100   | 3               |
| Email Solutions       | \$512,600.00   | \$456,000.00    | \$56,600   | 4               |
| Omnichannel Solutions | \$577,500.00   | \$522,000.00    | \$55,500   | 5               |
| Prison Call Systems   | \$252,000.00   | \$223,000.00    | \$29,000   | 6               |
| Total                 | \$5,204,900.00 | \$4,697,600.00  | \$508,200  | 1               |

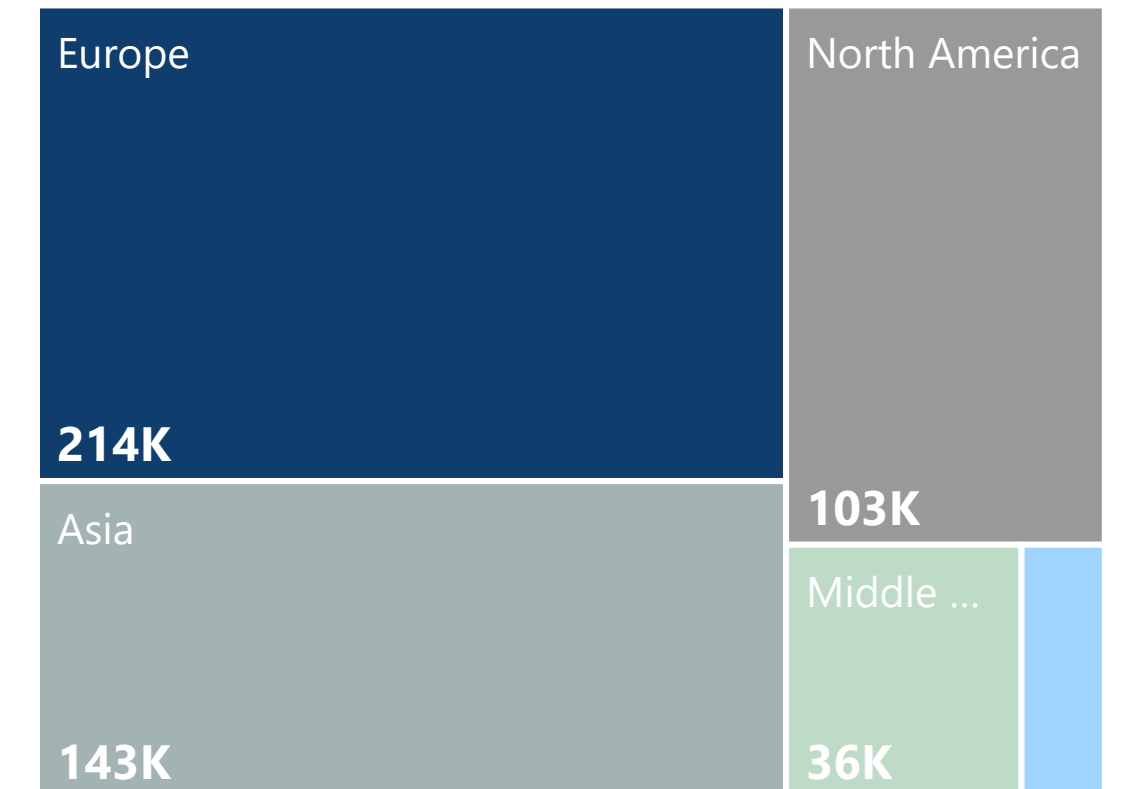
Total due by Product Name



Due by category



Total due by Region





Insights

## Descriptive Analysis

Jan-1995 - Jan 2025

This dataset covers a period from **January 10, 1995, to January 31, 2025** (30 years).

### Top Customers & Purchased Products:

The top customers and their highest purchased products reveal significant sales contributions. **Natalia Zaytseva** made the highest single-product purchase, spending **\$112,000** on **Ticket Solutions**. **Sunita Mehta** followed closely, purchasing **CRM Solutions** with a total invoice value of **\$100,880**. Similarly, **Ivan Petrov** also contributed significantly with a **\$96,000** purchase of **CRM Solutions**. **Ahmed Ali** focused on **Routers**, generating **\$95,000** in total sales. Additionally, **Pierre Dupont** purchased **CRM Solutions** for **\$92,000**, while **Ankit Kapoor** spent **\$88,520** on the same product. Other notable contributions include **Emily Taylor** with **\$84,000** for **CRM Solutions**, **Akash Verma** purchasing **Routers** for **\$76,200**, **Sarah Müller** with **\$76,080** for **CRM Solutions**, and **Yasir Khan** buying **Routers** for **\$70,000**.

### Top Customers with Outstanding Balances:

The customers with the highest outstanding balances reveal significant pending amounts. **Natalia Zaytseva** has the largest due amount of **\$11,000** for **Ticket Solutions**. **Ahmed Ali** follows with **\$9,000** in pending payments for **Routers**. Several customers, including **Sunita Mehta**, **Ivan Petrov**, **Juan Perez**, and **Kimi Sato**, each owe **\$8,000** for **CRM Solutions**. **Robert Johnson** has a balance of **\$6,800** for **Ticket Solutions**, while **Carol Johnson** owes **\$6,600** for **Email Solutions**. **Yasir Khan** has **\$6,000** due for **Routers**, and **Emily Taylor** also owes **\$6,000** for **CRM Solutions**.

### Most Popular Products by Customer Interest:

The most frequently purchased products indicate strong customer interest. **CRM Solutions** leads with **95 purchases**, followed by **Routers** with **85 purchases**. **Ticket Solutions** ranks third with **65 purchases**, while **Email Solutions** and **Omnichannel Solutions** follow with **55** and **31 purchases**, respectively.

### Country-Wise Sales & Payment Performance:

**India** is the top-performing country, generating **\$1,544,460** in total sales. It also has the highest amount paid (**\$1,383,500**) and a relatively low due balance of **\$92,500**, indicating strong payment compliance.

**Poland** has the lowest total sales (**\$35,280**) and one of the lowest amounts paid (**\$27,000**), with a due amount of **\$3,000**, suggesting weaker market engagement.

### Final Conclusion:

The business generated a total invoice value of **\$5.25 million**, with **\$4.02 million received** and **\$508,200 still due**. **India emerged as the strongest market**, contributing **\$1.54 million** in sales with a high payment completion rate, while **Poland had the lowest sales at \$35,280**, with a pending due of **\$3,000**. **CRM Solutions was the best-selling product, generating \$1.69 million in sales with 95 purchases**, followed by **Routers and Ticket Solutions**. **Natalia Zaytseva had the highest outstanding balance of \$11,000 for Ticket Solutions**, highlighting a need for improved payment follow-ups. **North America led in regional sales**, reinforcing the importance of focusing on high-performing markets while enhancing sales strategies in underperforming regions. To maximize revenue, the business should **strengthen collection processes, optimize product marketing, and expand in high-revenue regions while addressing weaker markets**.