



## Executive Overview

Region

All

Year, Month

All

2023

2024

2025

£2.74M

Total Sale

15K

Transactions

410

Total Customers

83K

Units Sold

### Top 5 Stores by Total Sale

Total Sales 0.15M 0.16M

Milton Key...

0.16M



## Executive Sales Overview

Region



All



Year, Month



All



2023

2024

2025

£2.74M

Total Sale

£104K

Sales This Month

151%

Sales Growth %

£41K

Sales Last Month

## Sales Seasonality Heatmap

Month

Monday

Tuesday

Wednesday

January

39,375.06

38,761.17

42,073.06



## Store Performance

StoreName



All



Year, Month



All



Online

Physical

£2.74M

Total Sale

15K

Total Transactions

£203

Average Basket Size

Top Store By Sale



MetroMart Milton k



## Store Performance Overview

Store Name

Region



## Product Analysis

Category



All



MonthYear



All



2023

2024

2025

£2.74M

Total Sale

83K

Units Sold

£34.48

Avg Price

Top Product

DailyLoaf Bakery  
Item 4

### Sales Trend by Category

Category ● Bakery ● Beverages ● Dairy ● Frozen



## Customer Analysis

Region

All

LoyaltyTier

All

Year, Month

All

Channel

All

410

Total Customers

389

Active Customers

97.6%

Repeat Purchase Rate

10

New Customers

### Top 10 Customers by Sale

Cust Name	Region	LoyaltyTier	Tot
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