



Legends

- Current Year
- Previous Year

Dashboard

Product Analysis

Customer Analysis

Store Analysis

Filter

Year

- 20162017
- 20182019
- 20202021

Continent

- Australia
- Europe
- North America

Gender

Female

Male

Store Type

- In-Store
- Online

# Performance Dashboard Overview



Sales



Profit

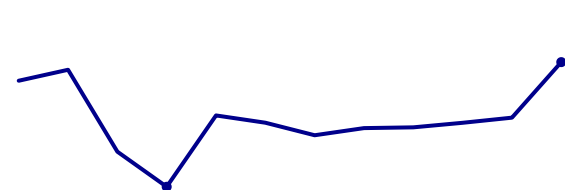


Quantity

## Sales

\$27.95M

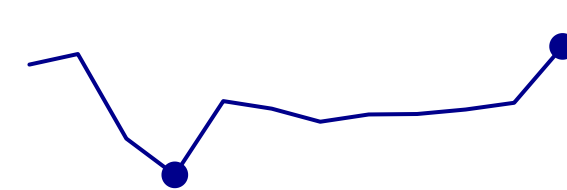
+\$3.04M (12.22% ↑) vs. Prev. Year



## Profit

\$16.38M

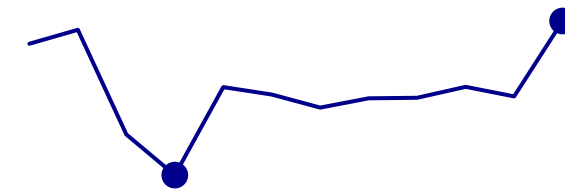
+\$1.79M (12.26% ↑) vs. Prev. Year



## # Unit Sold

100K

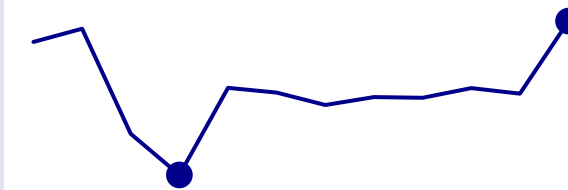
+11.1K (12.48% ↑) vs. Prev. Year



## # Orders

13.36K

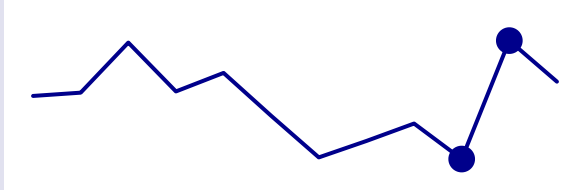
+1.51K (12.78% ↑) vs. Prev. Year



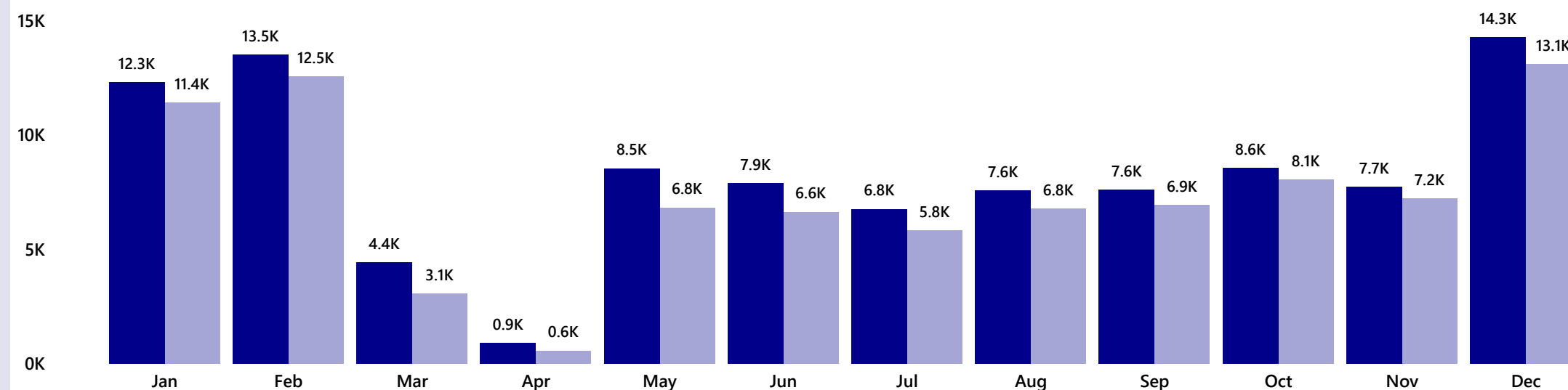
## AOV

\$2.09K

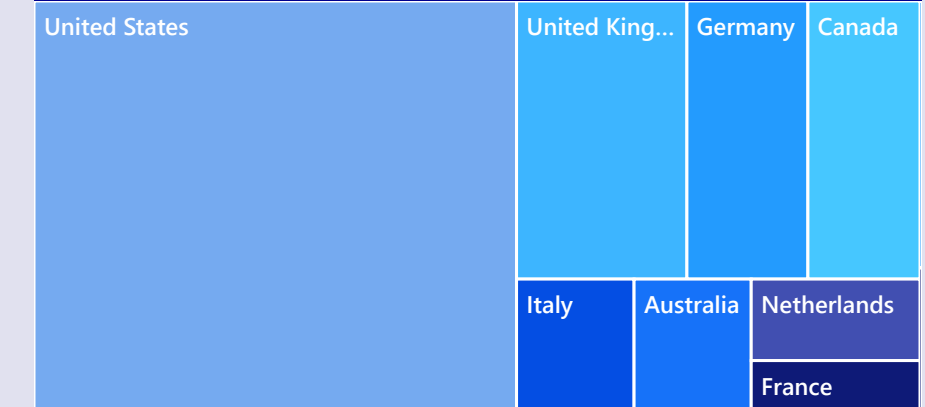
-10.30 (-0.49% ↓) vs. Prev. Year



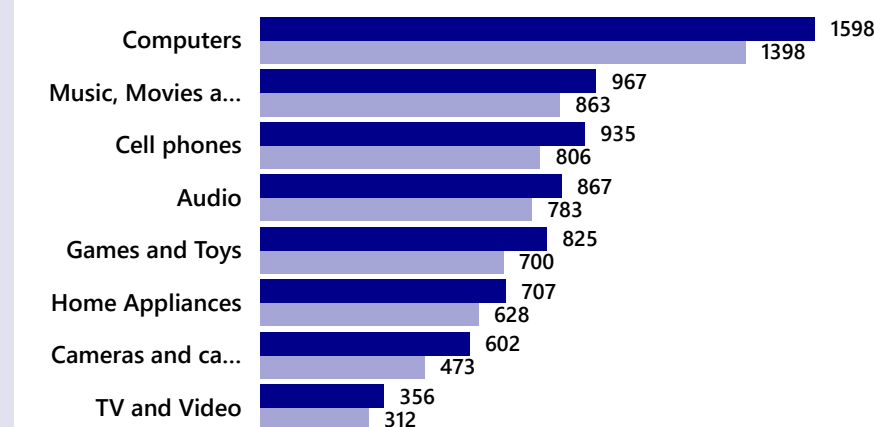
## Quantity Sold Trend | By Months



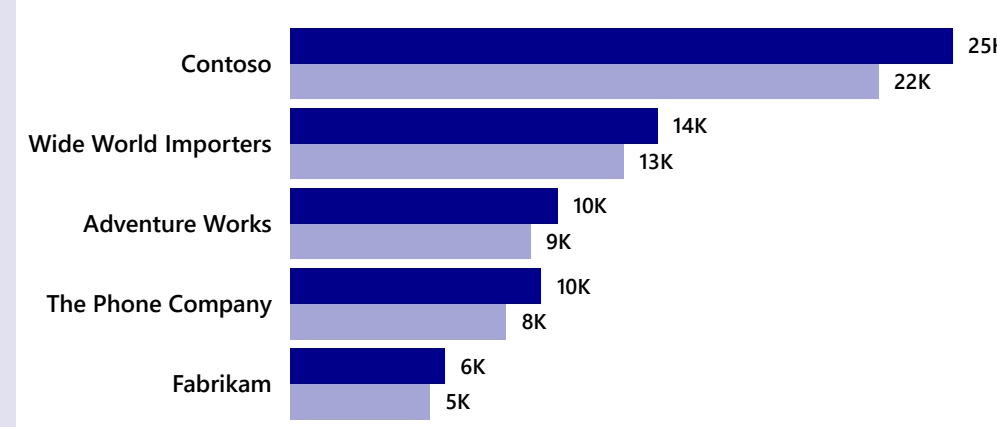
## Quantity Sold | By Country



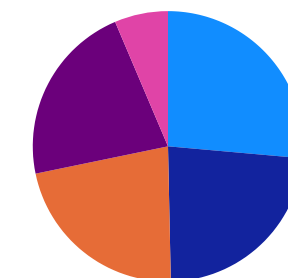
## Quantity Sold | By Category



## Quantity Sold | By Brand [Top 5]

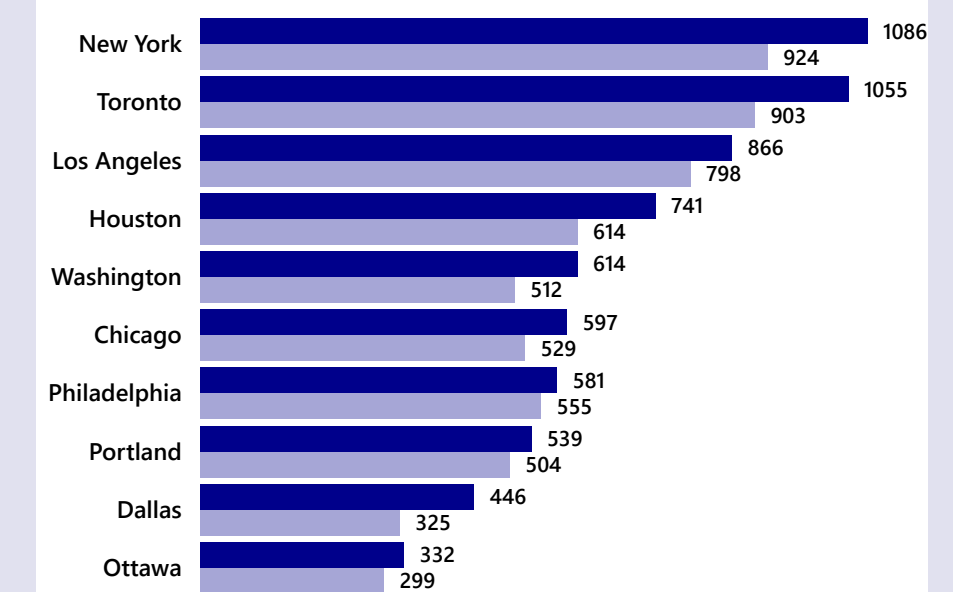


## Top 5 Product



Hover To View Details

## Quantity Sold | By City [Top 10]





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# Performance Dashboard

## Product



Sales



Profit

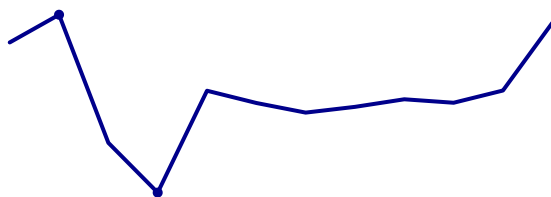


Quantity

### Sales

\$54.99M

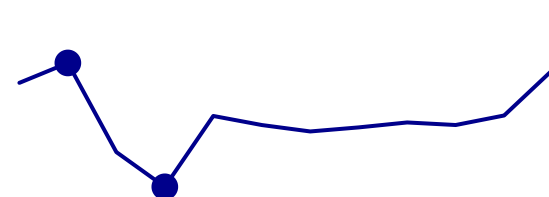
+\$6.03M (12.31% ↑) vs. Prev. Year



### Profit

\$32.22M

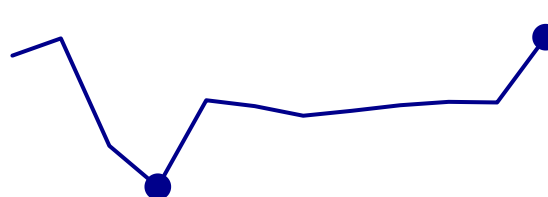
+\$3.53M (12.29% ↑) vs. Prev. Year



### # Unit Sold

198K

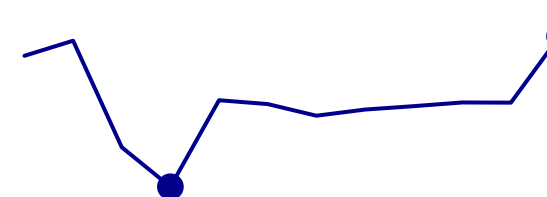
+22.17K (12.63% ↑) vs. Prev. Year



### # Orders

26.33K

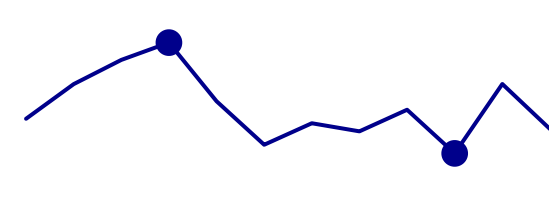
+2.98K (12.77% ↑) vs. Prev. Year



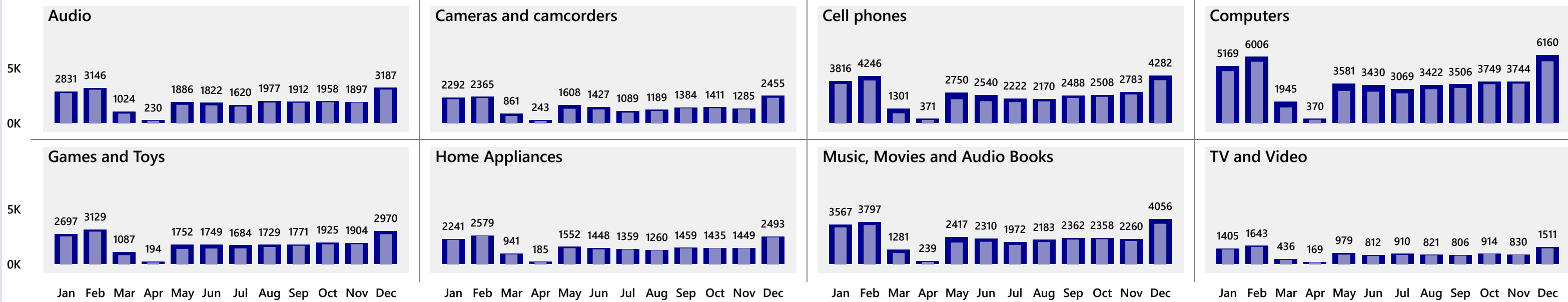
### AOV

\$2.09K

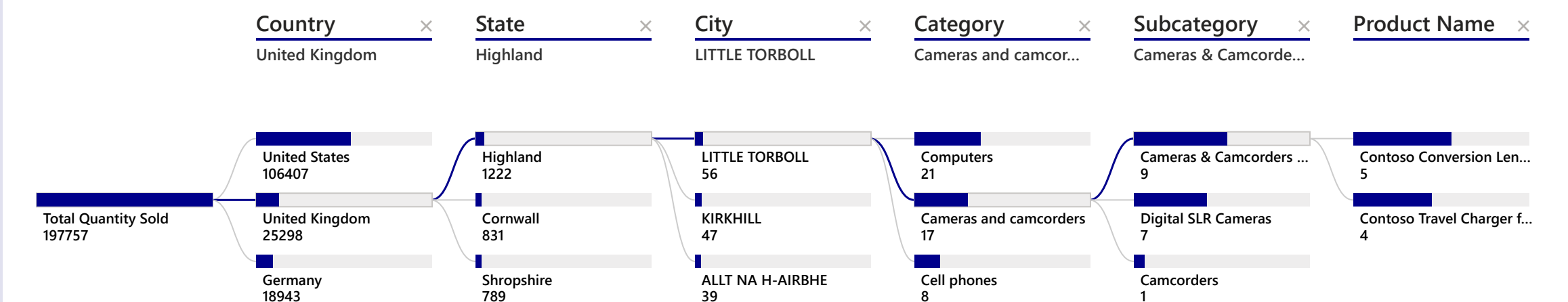
-8.71 (-0.42% ↓) vs. Prev. Year



### Quantity Sold Trend | By Category



### Quantity Sold Summary



Product	# Quantity Sold	YOY%	%Total
Water Heaters	4563	6.9%	4.46%
Washers & Dryers	1180	5.8%	1.15%
Touch Screen Phones	10630	17.1%	10.39%
Televisions	5625	11.3%	5.50%
Smart phones & PDAs	10077	15.6%	9.85%
Refrigerators	2324	7.5%	2.27%
Projectors & Screens	4757	13.3%	4.65%
Movie DVD	20626	13.2%	28.15%
Laptops	4947	14.6%	4.83%
Digital SLR Cameras	4308	15.0%	4.21%
Desktops	20626	13.4%	20.16%
Camcorders	4482	13.7%	4.38%





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#### Continent

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#### Gender

- Female
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#### Store Type

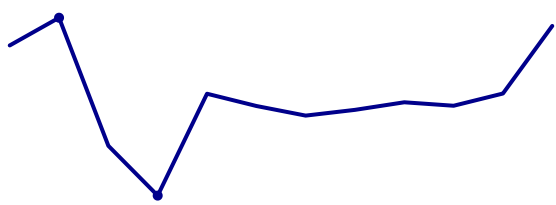
- In-Store
- Online

# Performance Dashboard Store

## Sales

\$54.99M

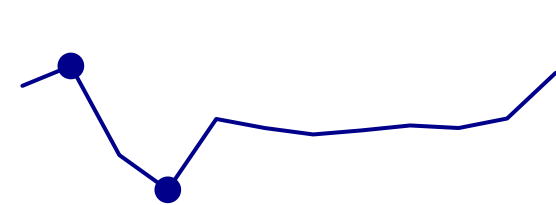
+\$6.03M (12.31% ↑) vs. Prev. Year



## Profit

\$32.22M

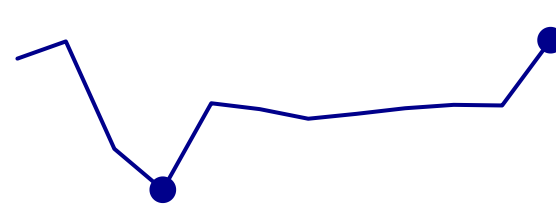
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## # Unit Sold

198K

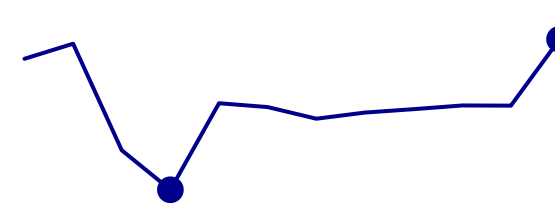
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## # Orders

26.33K

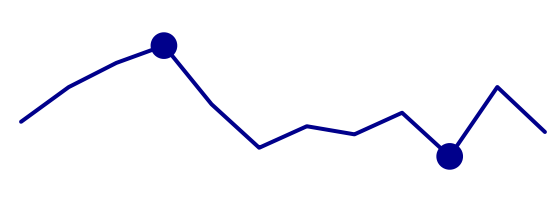
+2.98K (12.77% ↑) vs. Prev. Year



## AOV

\$2.09K

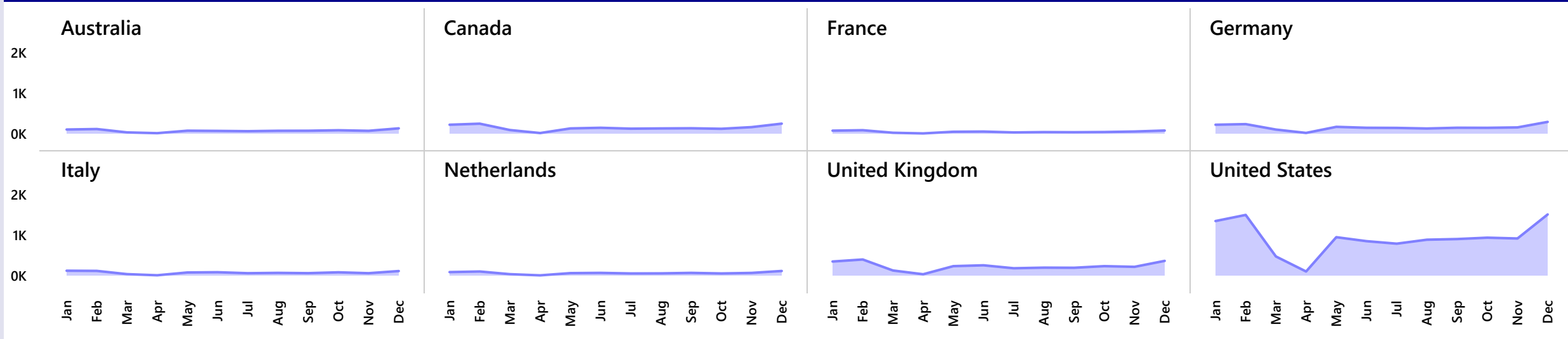
-8.71 (-0.42% ↓) vs. Prev. Year



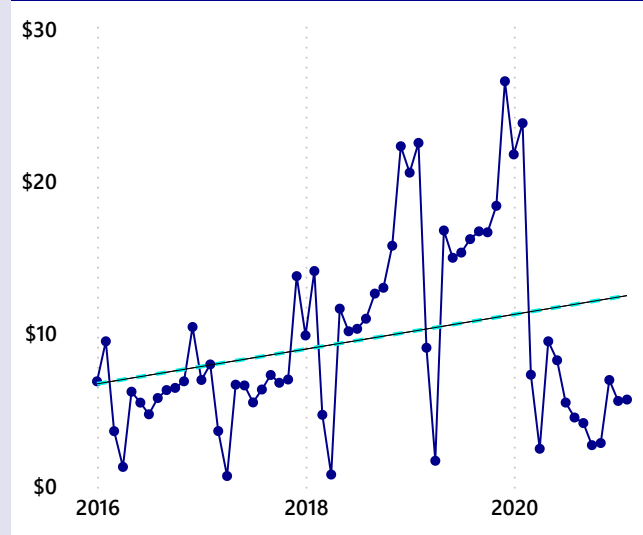
Show By:

Sales Profit # Quantity Sold # Order

## Store Trend | By Month



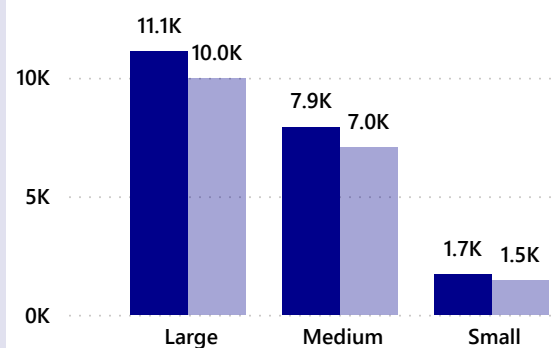
## Sales Per M² Trend | By Month



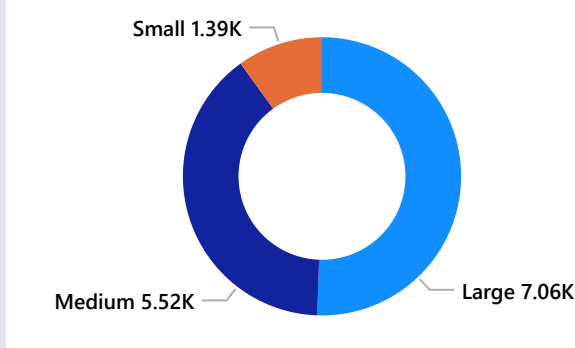
Show By :

- Sales
- Profit
- # Quantity
- # Order

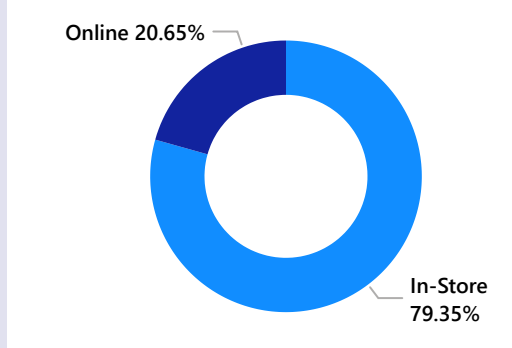
## # Order | By Store Size



## # Customer Visit | By Store Size



## Sales | Online vs. In-Store



## Top 10 Store | By Sales

ID	Name	Sales	Sales vs. PY	Profit	# Order	# Unit Sold
61	South Carolina	\$1,305,684.43	12.40% ↑	\$764,997.20	624.00	4771
59	Oregon	\$1,302,272.44	9.76% ↑	\$754,702.32	619.00	4674
10	Nunavut	\$1,366,573.40	13.12% ↑	\$794,251.95	528.00	3909
9	Northwest Territories	\$1,750,356.58	10.60% ↑	\$1,014,932.39	658.00	4894
8	Newfoundland and Labrador	\$1,614,215.97	13.33% ↑	\$947,236.39	583.00	4188
57	New Mexico	\$1,325,611.89	8.53% ↑	\$784,095.76	605.00	4407
55	Nevada	\$1,417,885.41	14.27% ↑	\$830,551.75	622.00	4826
54	Nebraska	\$1,384,396.24	14.86% ↑	\$810,300.06	629.00	4686
50	Kansas	\$1,394,738.06	16.75% ↑	\$819,659.12	605.00	4773
45	Connecticut	\$1,318,787.92	16.47% ↑	\$761,271.82	617.00	4672