

# Sales Performance Analysis

YOY Growth

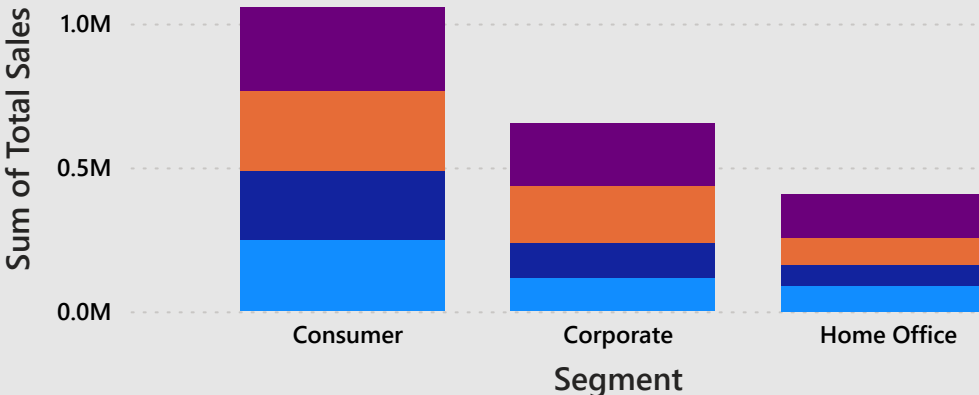
45.08

Average of Margin Percentage

12.031

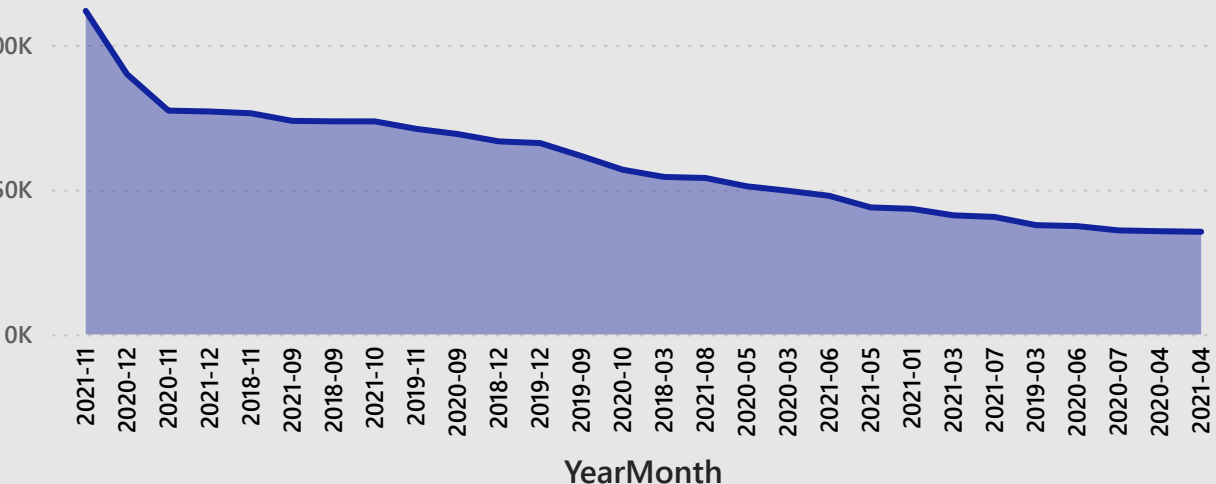
Total Sales by Segment and Year

Year ● 2018 ● 2019 ● 2020 ● 2021



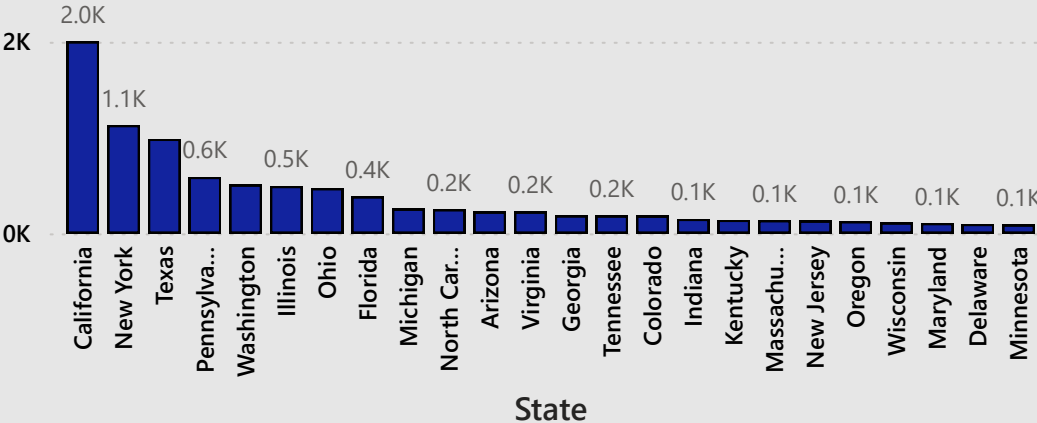
Total Sales by YearMonth

Sum of Total Sales



Region by State

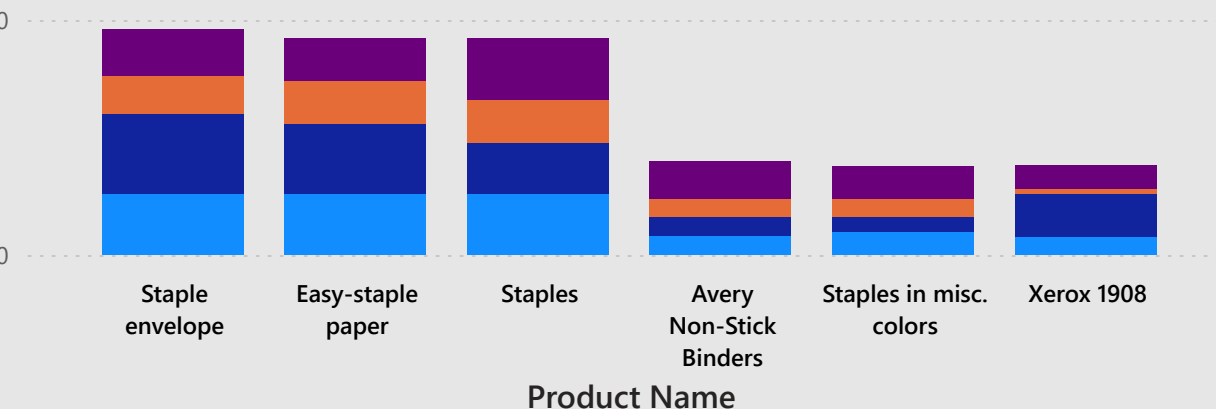
Count of Region



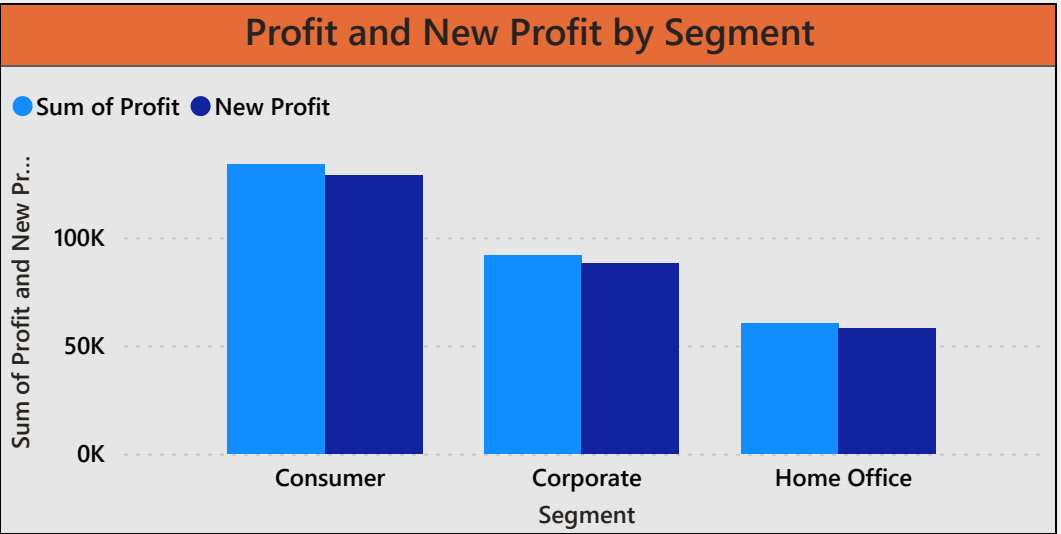
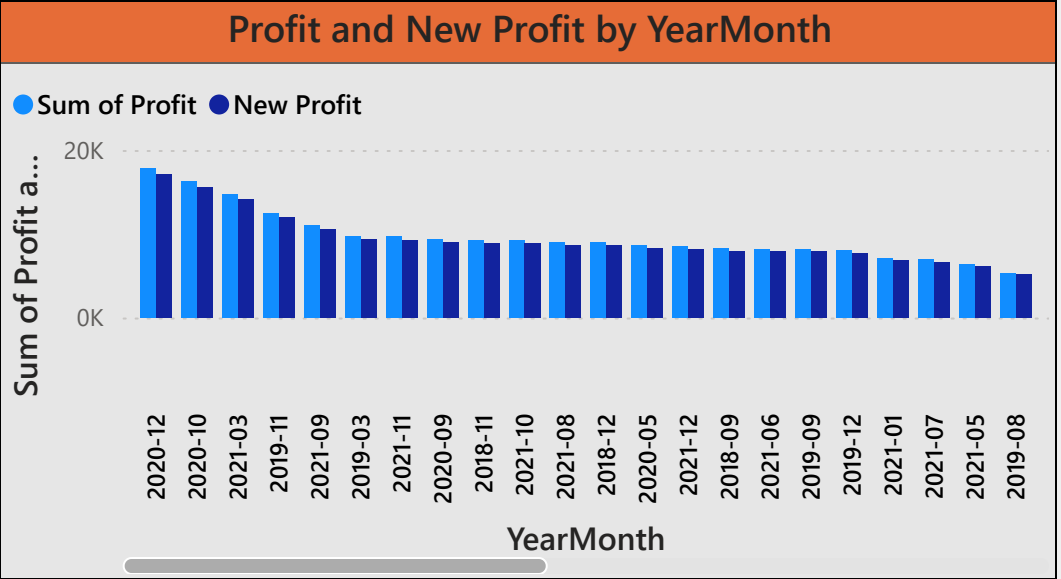
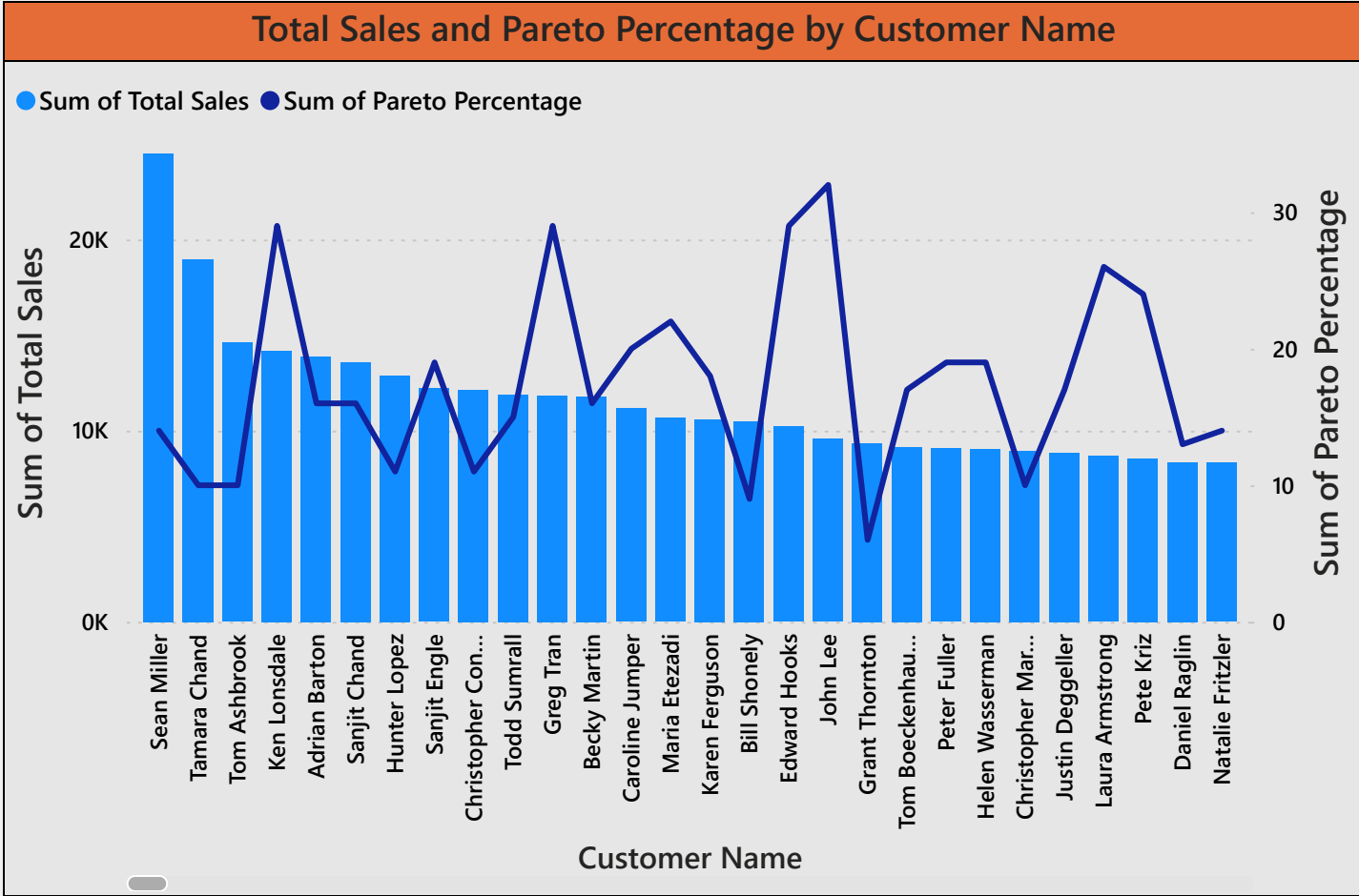
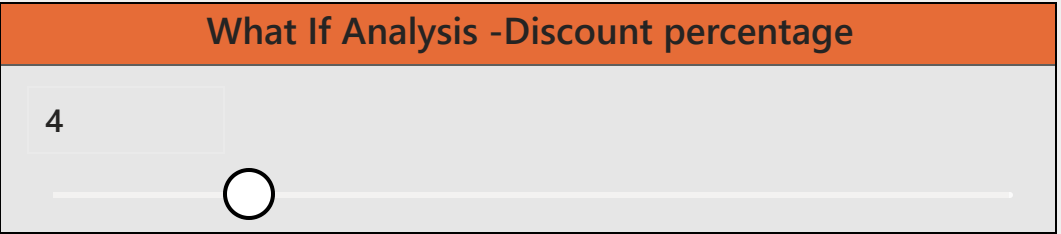
Returned by Product Name and Region

Region ● Central ● East ● South ● West

Count of Returned

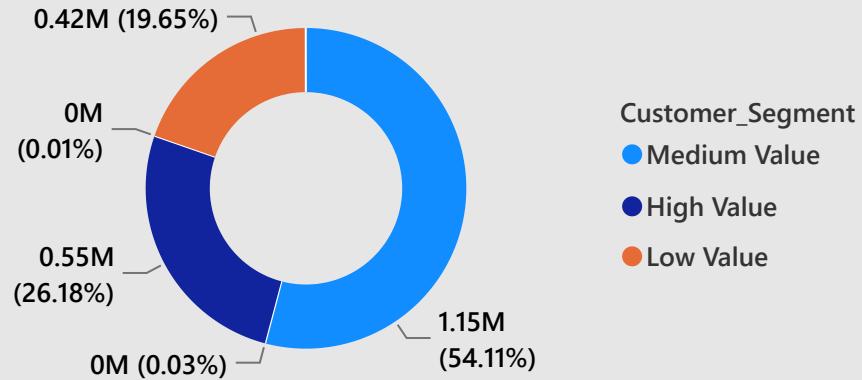


Target Achieved/Not Achieved					
Year	2018		2019		2020
Region	Sum of Total Sales	First Target Achieved	Sum of Total Sales	First Target Achieved	Sum of Total Sales
Central	99,591.24	Not Achieved	98,529.18	Not Achieved	145,228.21
East	118,298.30	Not Achieved	145,228.21	Not Achieved	170,915.69
South	100,915.69	Not Achieved	68,255.33	Not Achieved	8,295.24
West	136,222.72	Not Achieved	118,858.89	Not Achieved	16,442.23
Arizona	8,295.24	Not Achieved	6,642.23	Not Achieved	1,000.00
Total	455,027.95	Not Achieved	430,871.62	Not Achieved	57,000.00

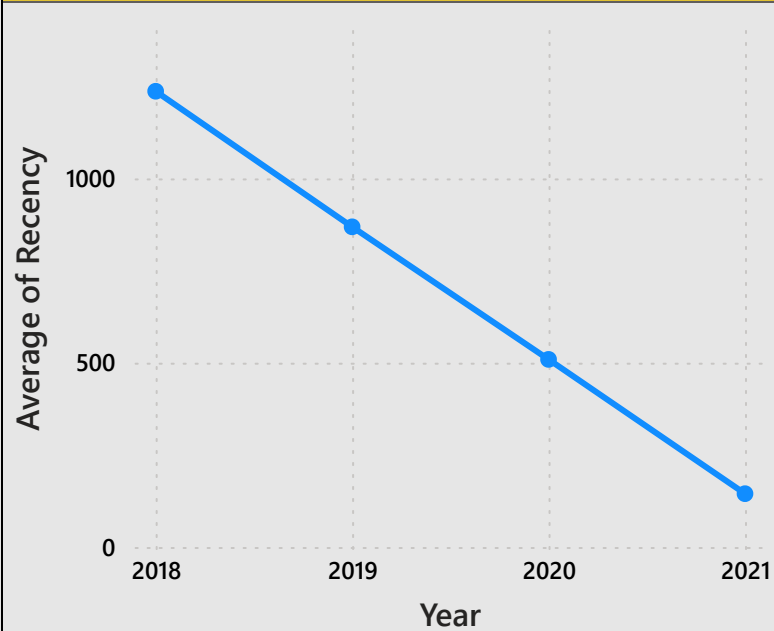


# Customer Segmentation Analysis

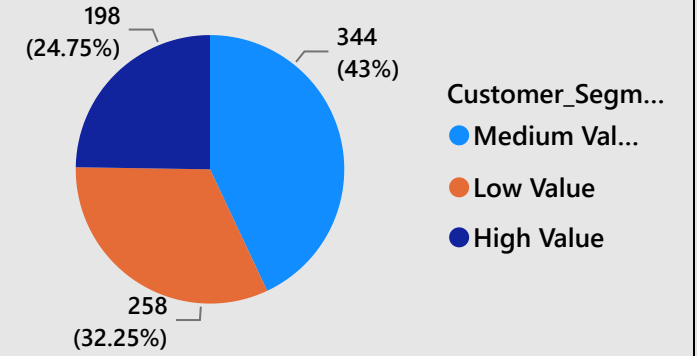
## Total Sales by Customer\_Segment



## Average of Recency by Year



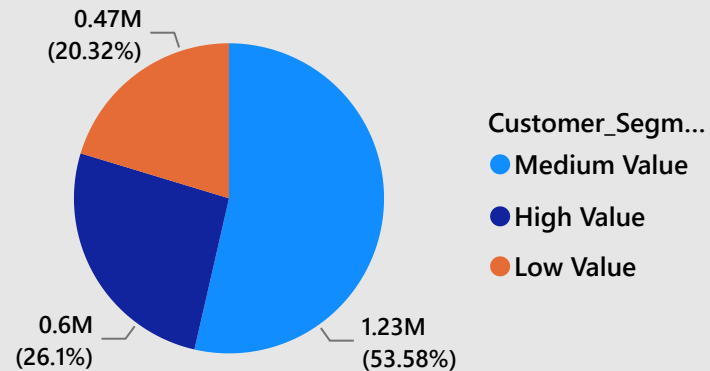
## Returned by Customer\_Segment



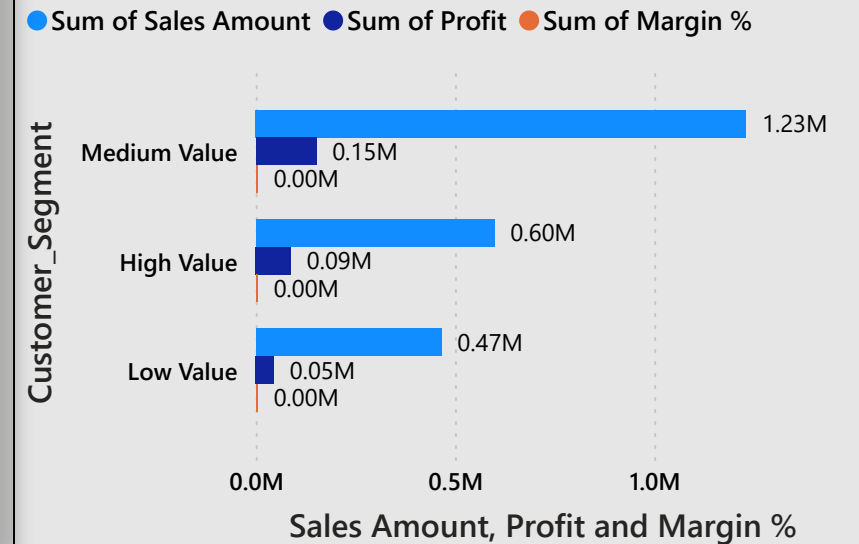
## Profit by Customer\_Segment



## Sales Amount by Customer\_Segment



## Sales Amount, Profit and Margin % by Customer\_Segment



# New Customer Analysis

New Customer Count ID

11

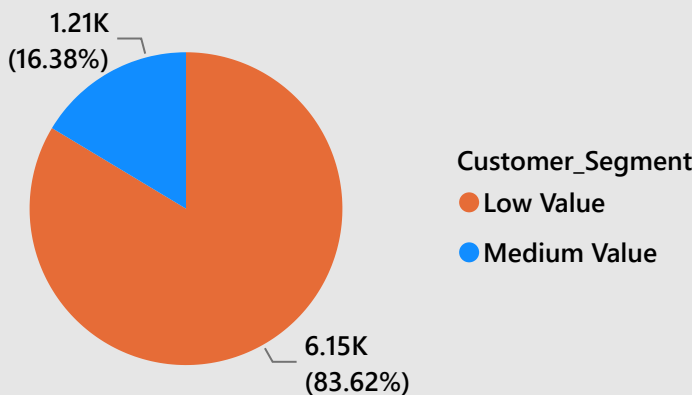
Total Sales

7.36K

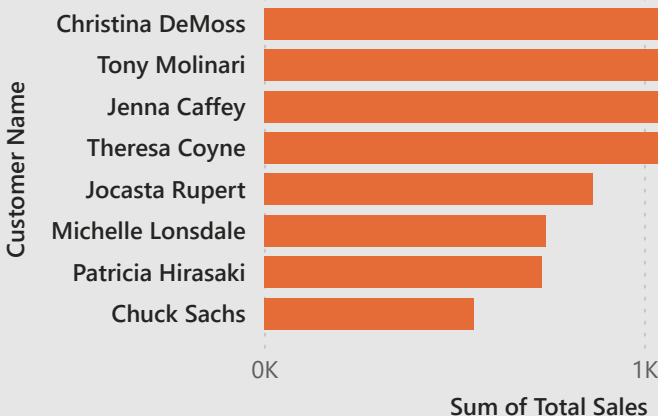
Quantity

148

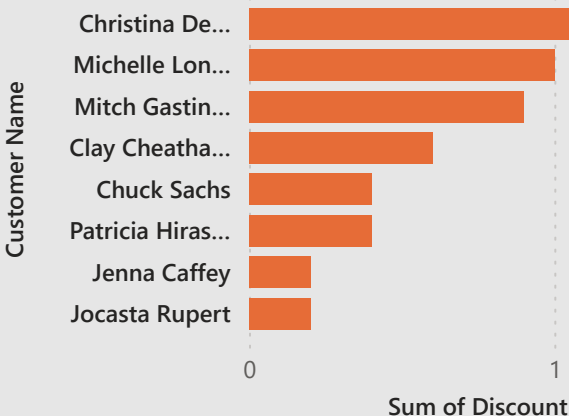
Total Sales by Customer\_Segment



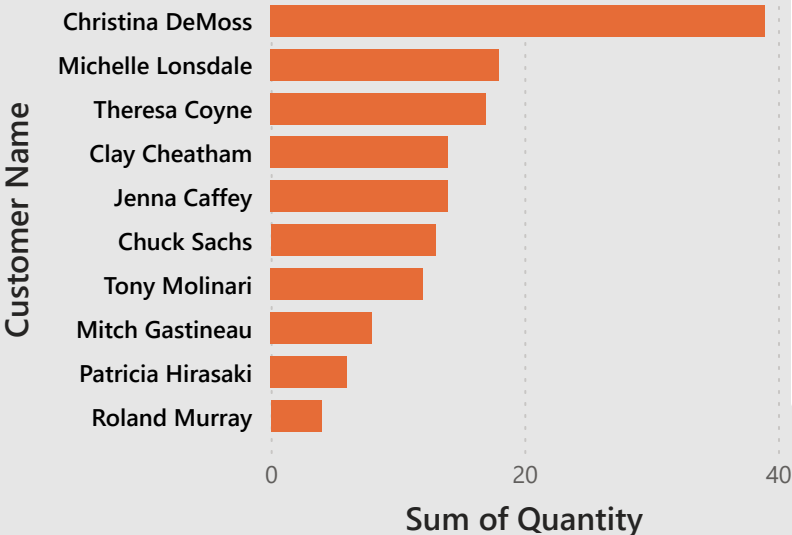
Total Sales by Customer Name



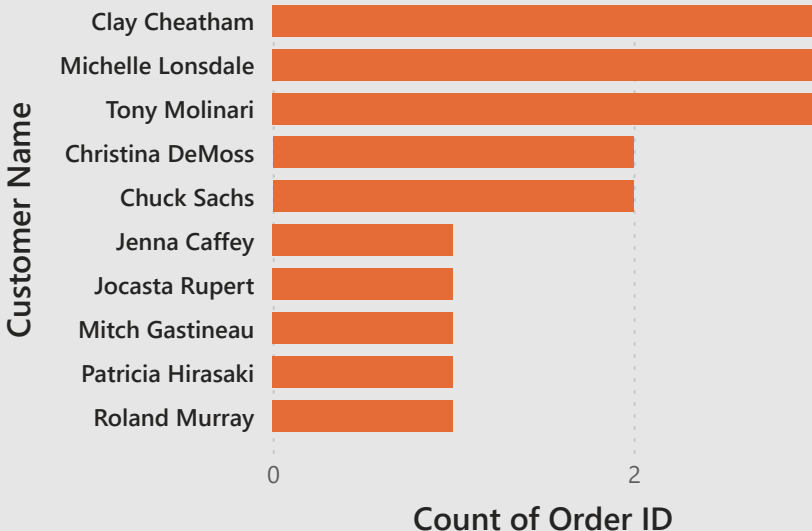
Discount by Customer Name



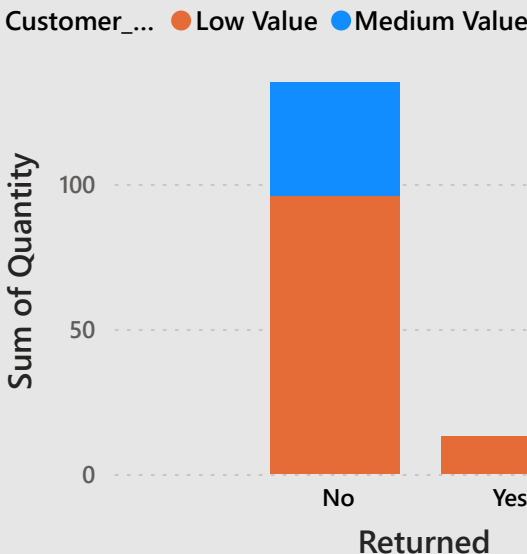
Quantity by Customer Name

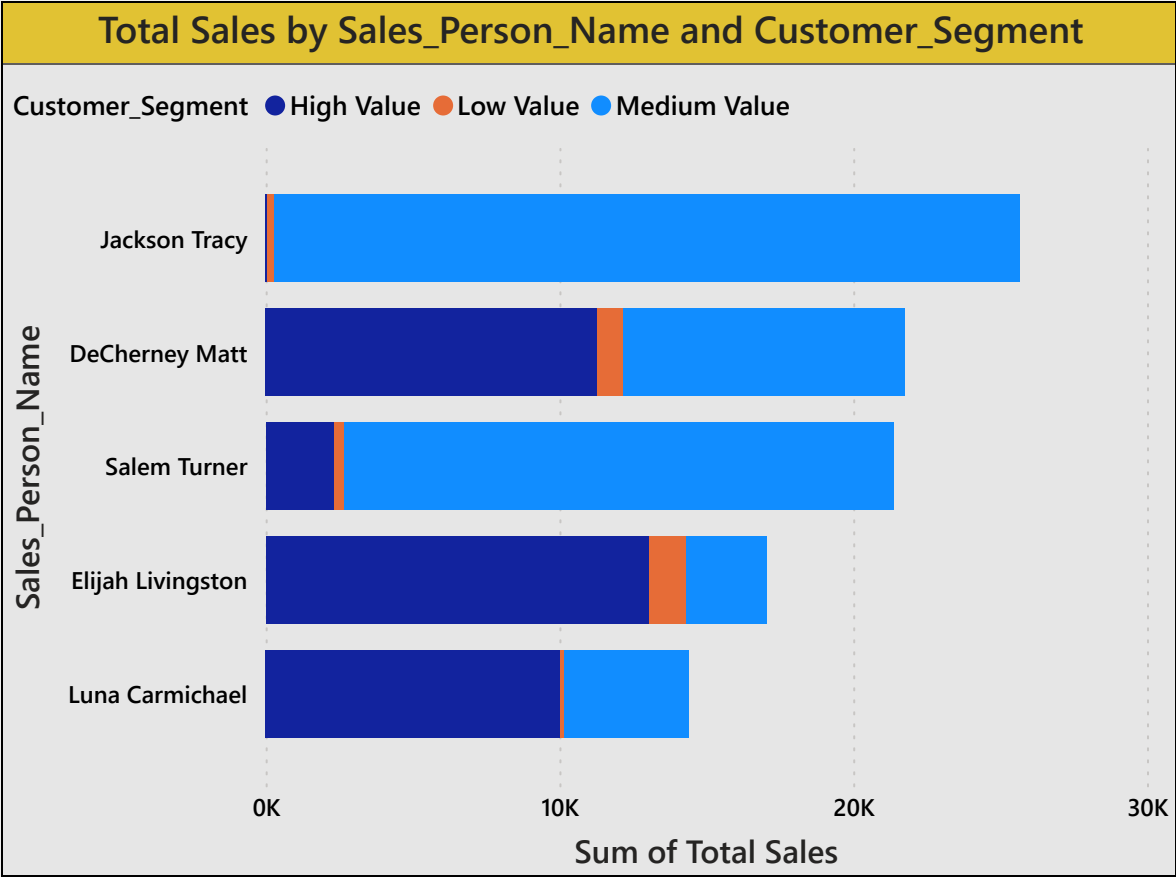


Order ID by Customer Name



Quantity by Returned and Customer\_Segment





Top 5 Sales Total

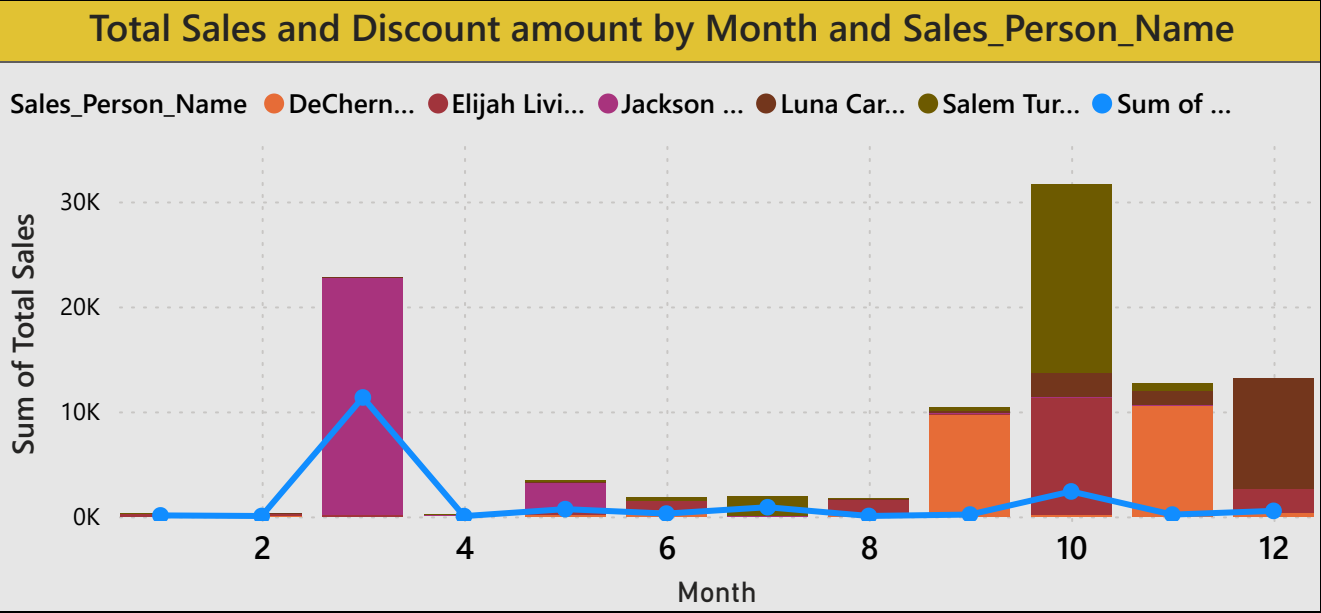
2.12M

Average Discount

15.62%

Unique Segment Covered

3



Customer Segment								
Customer_Segment	High Value		Low Value		Medium Value		Total	
Sales_Person_Name	Sum of Total Sales	Sum of discount amount	Sum of Total Sales	Sum of discount amount	Sum of Total Sales	Sum of discount amount	Sum of Total Sales	Sum of discount amount
DeCherney Matt	11,303.59	394.38	856.45	164.33	9,593.00	12.62	21,753.04	571.33
Elijah Livingston	13,065.02	2,318.38	1,267.13	137.29	2,736.00	89.47	17,068.15	2,545.14
Jackson Tracy	77.93	8.00	205.58	66.95	25,370.98	11,847.59	25,654.50	11,922.54
Luna Carmichael	10,018.51	10.13	160.56	204.18	4,227.45	209.26	14,406.52	423.57
Salem Turner	2,340.06	762.75	343.20	136.86	18,694.35	261.37	21,377.61	1,160.98
Total	36,805.12	3,493.65	2,832.93	709.60	60,621.77	12,420.30	100,259.81	16,623.56