

Customers analysis Dashboard



50
Customers



7.991
Transactions

YEAR

All



Customers Re-targeting

All customers unique transactions and last purchasing date & days

Customer Names	Transactions	Last Purchase date	DAYS SLP
Procter Corp	159	02-12-2020	28
Burt's Corp	151	09-12-2020	21
Sundial	163	16-12-2020	14
21st Ltd	158	17-12-2020	13
OUR Ltd	176	17-12-2020	13
E. Ltd	164	20-12-2020	10
AuroMedics Corp	152	21-12-2020	9
Mylan Corp	153	21-12-2020	9

Procter Corp

28

Burt's Corp

21

Sundial

14

21st Ltd

13

OUR Ltd

13

Products analysis

Dashboard

Sales Team



Year



Anthony Berry



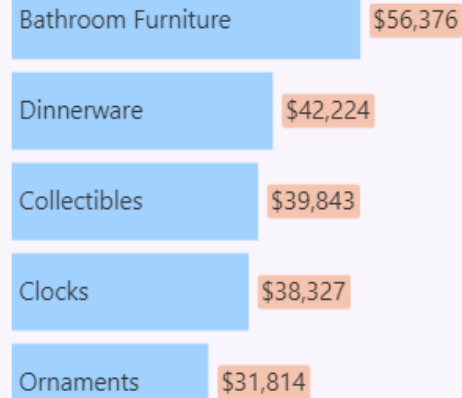
All



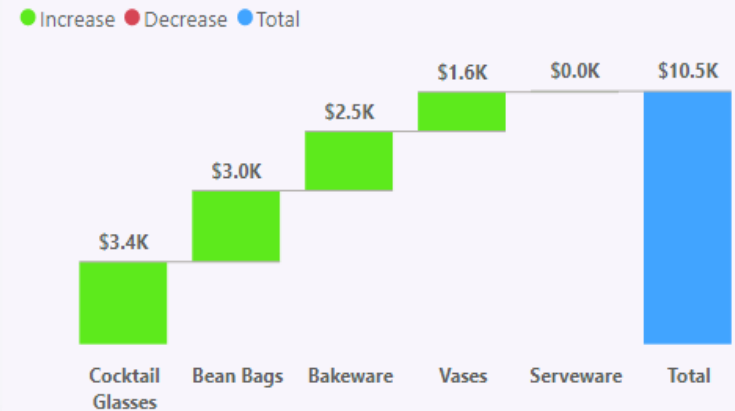
Top-5 Products by Sales



Top-5 Products by Profits



5-Least Performing Products



Product Name	Total Transactions	Total Ordered Qty	Total revenue	Total COGS	Total Profit Margin
Accessories	9	32	\$36,536	\$22,146	\$14,391
Audio	5	20	\$30,102	\$22,186	\$7,916
Bakeware	4	16	\$43,697	\$41,232	\$2,465
Bar Tools	9	46	\$83,926	\$77,386	\$6,539
Baseball	7	34	\$103,965	\$84,274	\$19,692

Locations Analysis Dashboard

SALES TEAM

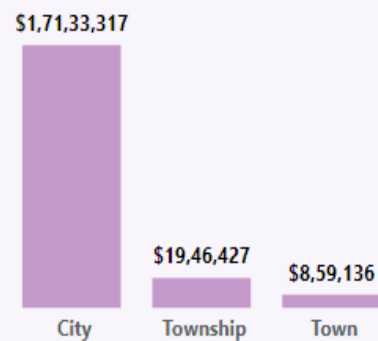
YEAR

All

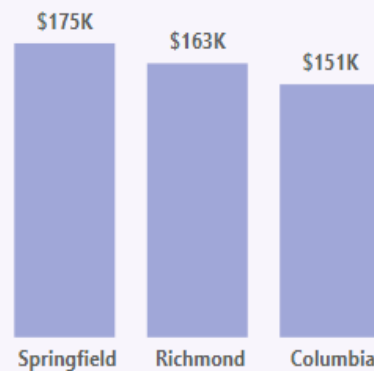
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Top-3 profitable location types



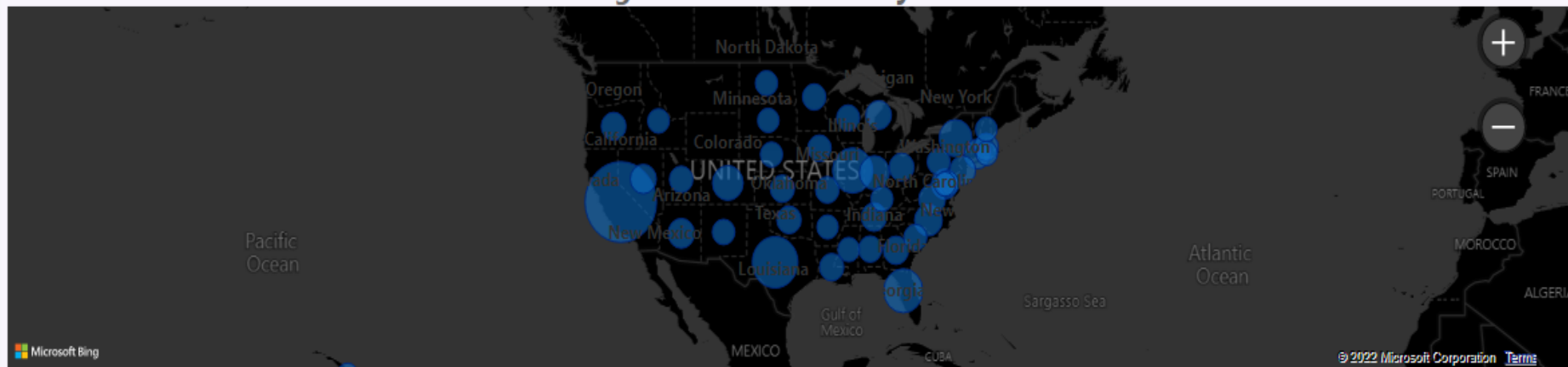
Top-3 profitable cities



45
No. of States

351
No. of Cities

Showing sales detail on every sales states



Sales Team Analysis Dashboard

YEAR ▼

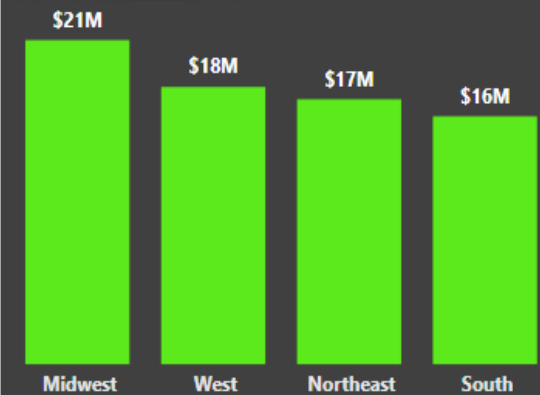
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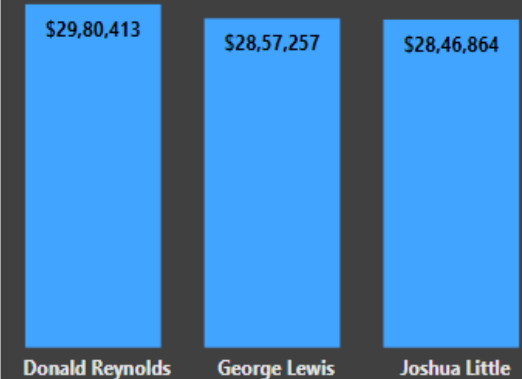
Full sales details by all sales teams

Sales Team	Total revenue	Total COGS	Profit Margin	Total transactions	Ordered Qty
Donald Reynolds	\$29,80,413	\$20,95,027	\$8,85,387	296	1391
George Lewis	\$28,57,257	\$20,18,106	\$8,39,151	315	1409
Joshua Little	\$28,46,864	\$20,06,543	\$8,40,321	289	1318
Adam Hernandez	\$28,25,689	\$20,46,594	\$7,79,095	302	1366
Todd Roberts	\$28,19,401	\$20,25,176	\$7,94,225	340	1474
Nicholas Cunningham	\$28,17,185	\$20,24,540	\$7,92,645	293	1294
Carl Nguyen	\$27,86,421	\$20,11,639	\$7,74,781	314	1393
Roy Rice	\$27,56,286	\$19,24,839	\$8,31,447	284	1244
Shawn Cook	\$27,21,307	\$18,66,429	\$8,54,878	303	1306
Samuel Fowler	\$27,08,175	\$19,14,920	\$7,93,255	296	1388
Shawn Wallace	\$26,85,572	\$19,58,834	\$7,26,738	316	1476
Roger Alexander	\$26,48,761	\$18,75,733	\$7,73,028	271	1228
Joshua Ryan	\$26,37,436	\$19,35,279	\$7,02,158	285	1292
Jerry Green	\$26,32,091	\$18,43,503	\$7,88,588	296	1371
Anthony Berry	\$26,31,796	\$18,63,852	\$7,67,944	298	1337
Joe Price	\$26,16,286	\$18,28,578	\$7,87,707	266	1231
Anthony Torres	\$25,91,361	\$18,47,459	\$7,43,901	288	1288
Donald Tucker	\$25,60,060	\$18,24,424	\$7,35,636	277	1242

Top Sales Regions



Top-3 Sales Teams



Transaction Analysis Dashboard

Products

Bathroom Furniture

YEAR

All



52% of customers purchases were **shipped late** while only **48%** were shipped to the **buyers earlier**, in the process we have **23% quick delivery** and **77%** of the products got delivered lately to the customers



Quantity Ordered

811



Gross Revenue

\$2M



Gross Profit

\$545K

Order Details

Shipping status



Very late shipping
211

Early shipping
386

Late shipping
214

Delivery status

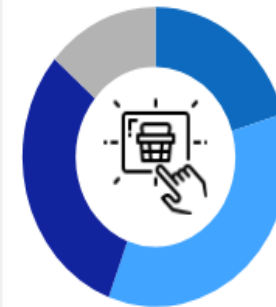


Quick delivery
188

Late delivery
303

Very late delivery
320

Sales channel



Online
248

Distributor
165

In-Store
287

Wholesales
111