



Sales Dashboard

2016

2017

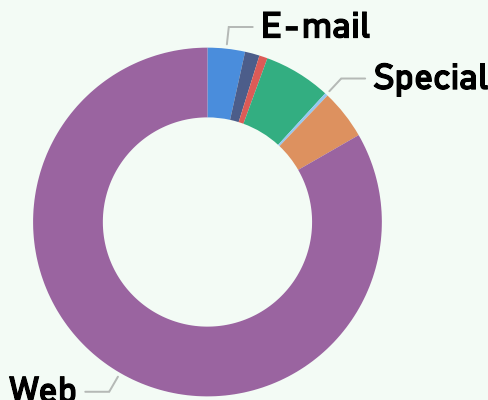
2018

2019

450.97M
Total Profit

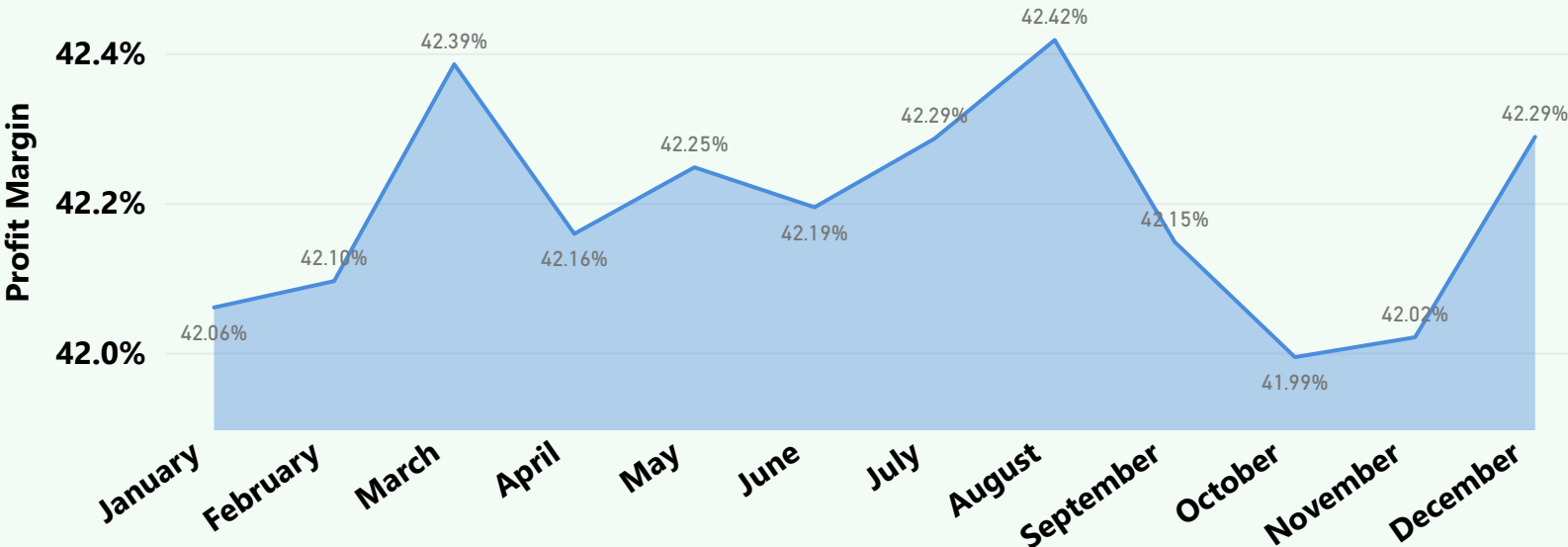


Total Revenue by Order method type



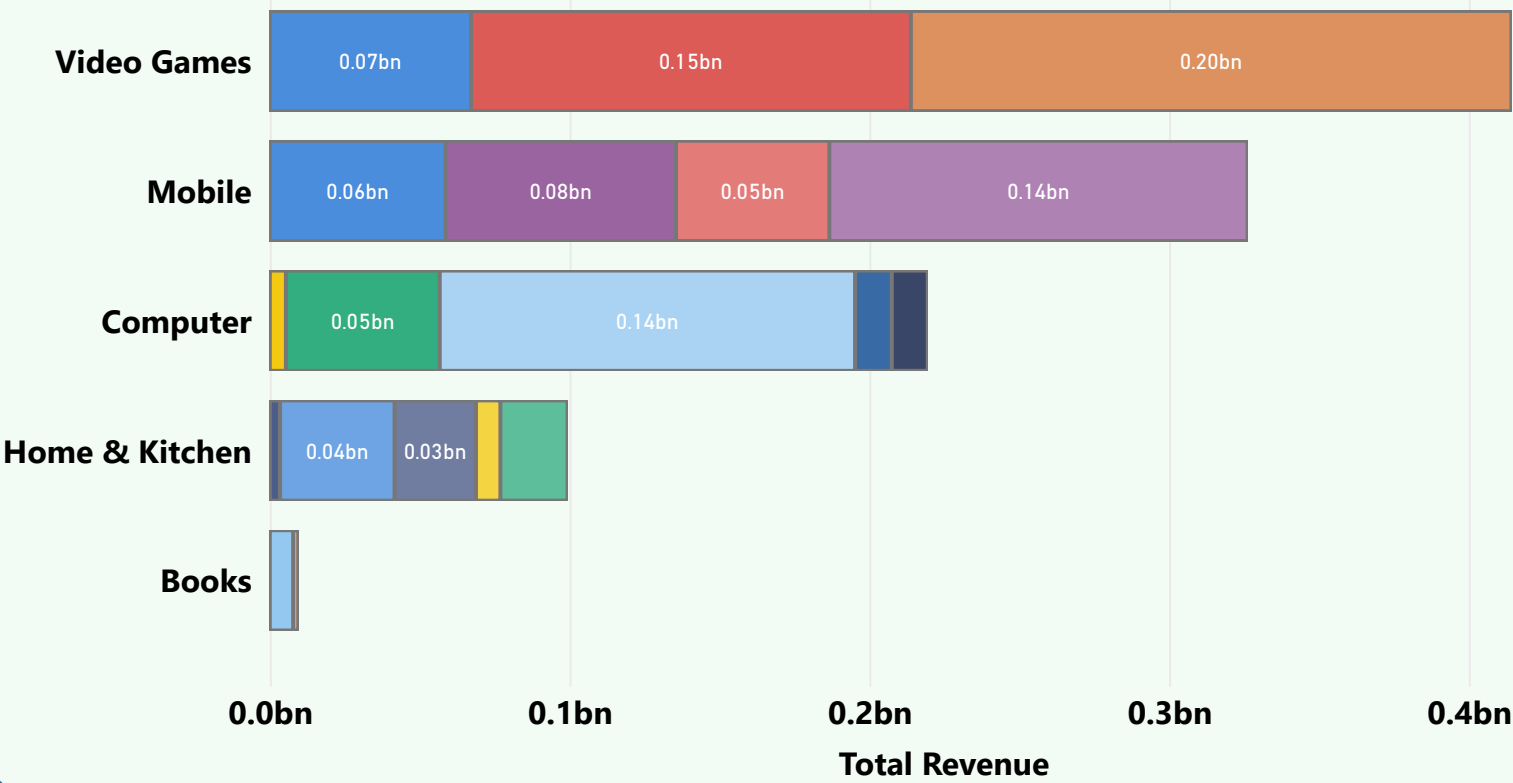
1.07bn 73K 42.20% 14.69K
Total Revenue Total Orders Profit Margin Average Order ...

Profit Margin by Month

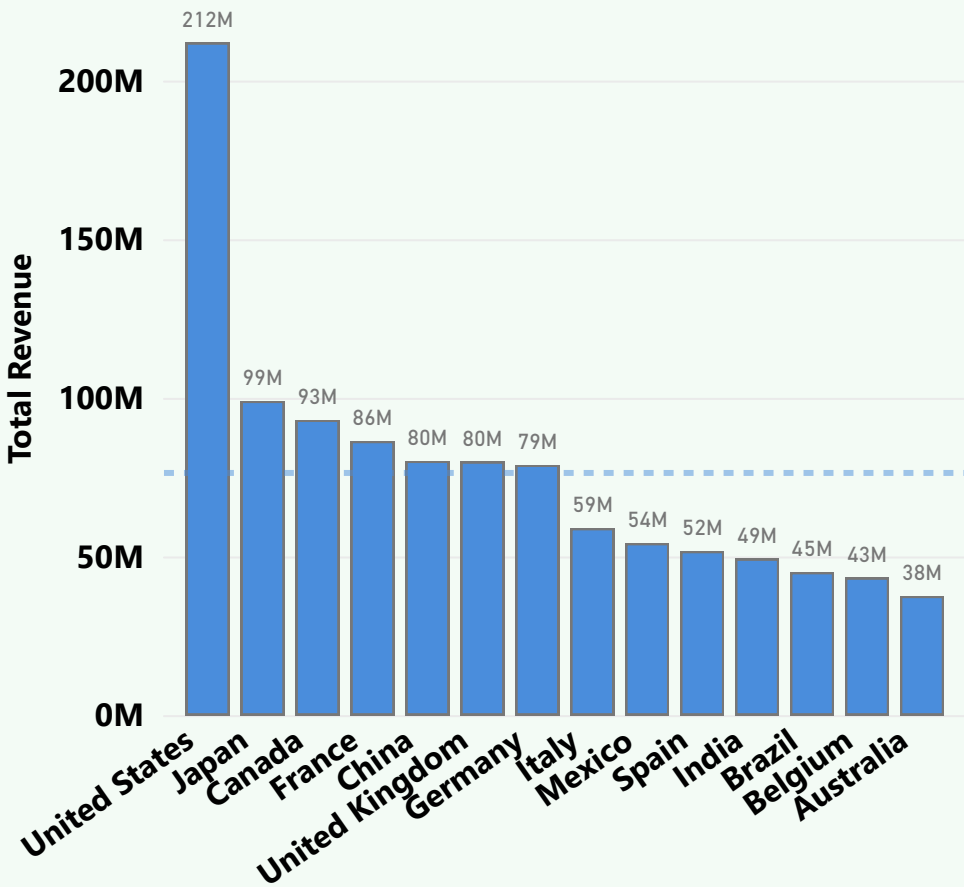


Total Revenue by Product line and Product type

Product type Access... Beddi... Comp... Consoles Desktop ebooks Games Headp... Heatin...



Total Revenue and Total Orders by Retailer country



Sales Manager	Total Revenue
Antonio González	54,138,859.63
Camila Dubois	86,335,110.82
Carlos Silva	45,002,831.15
Emma Smith	211,930,231.91
George Jones	79,860,812.36
Hugo García	51,641,606.86
Jonas Müller	78,842,459.03
Lucas Maes	43,282,243.39
Maria Romano	58,865,551.97
Mia Jones	37,505,254.01
Navin Singh	49,257,109.66
Pablo Ramirez	98,992,312.38
Total	1,068,771,566.63

Sales Analysis

Product Analysis

Channel Analysis

Customer Analysis

Sales Manager



Product Dashboard

2016

2017

2018

2019

1.07bn

Total Revenue

450.97M

Total Profit

617.80M

Total Cost

13M

Total Sold

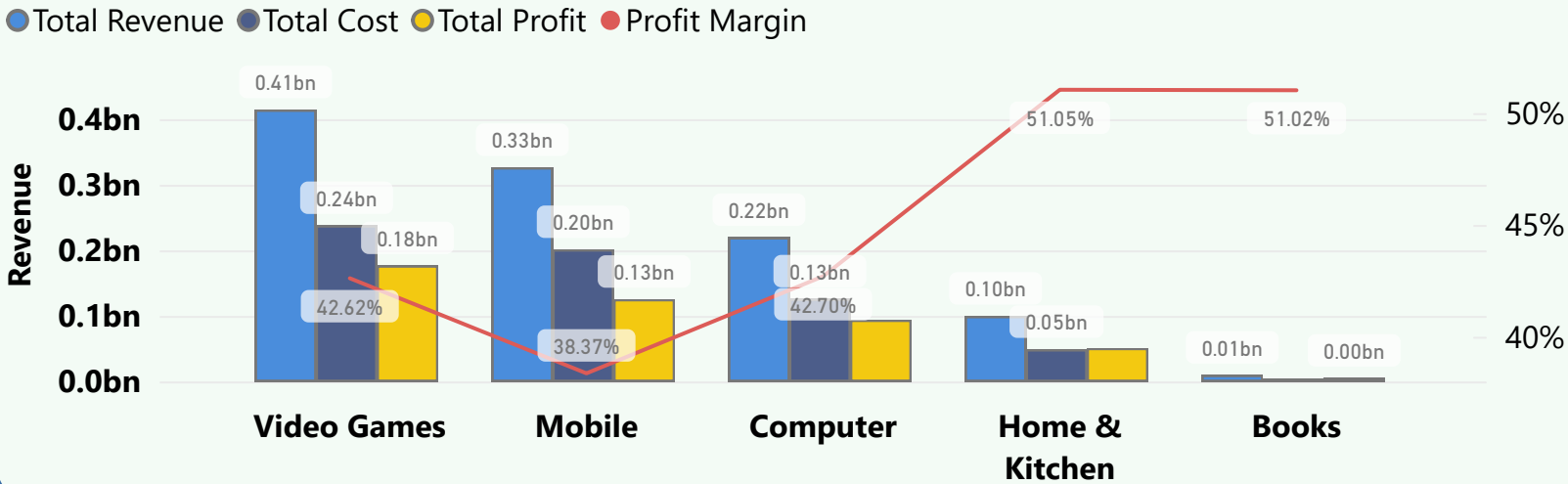
34.36

Average Profit per Product

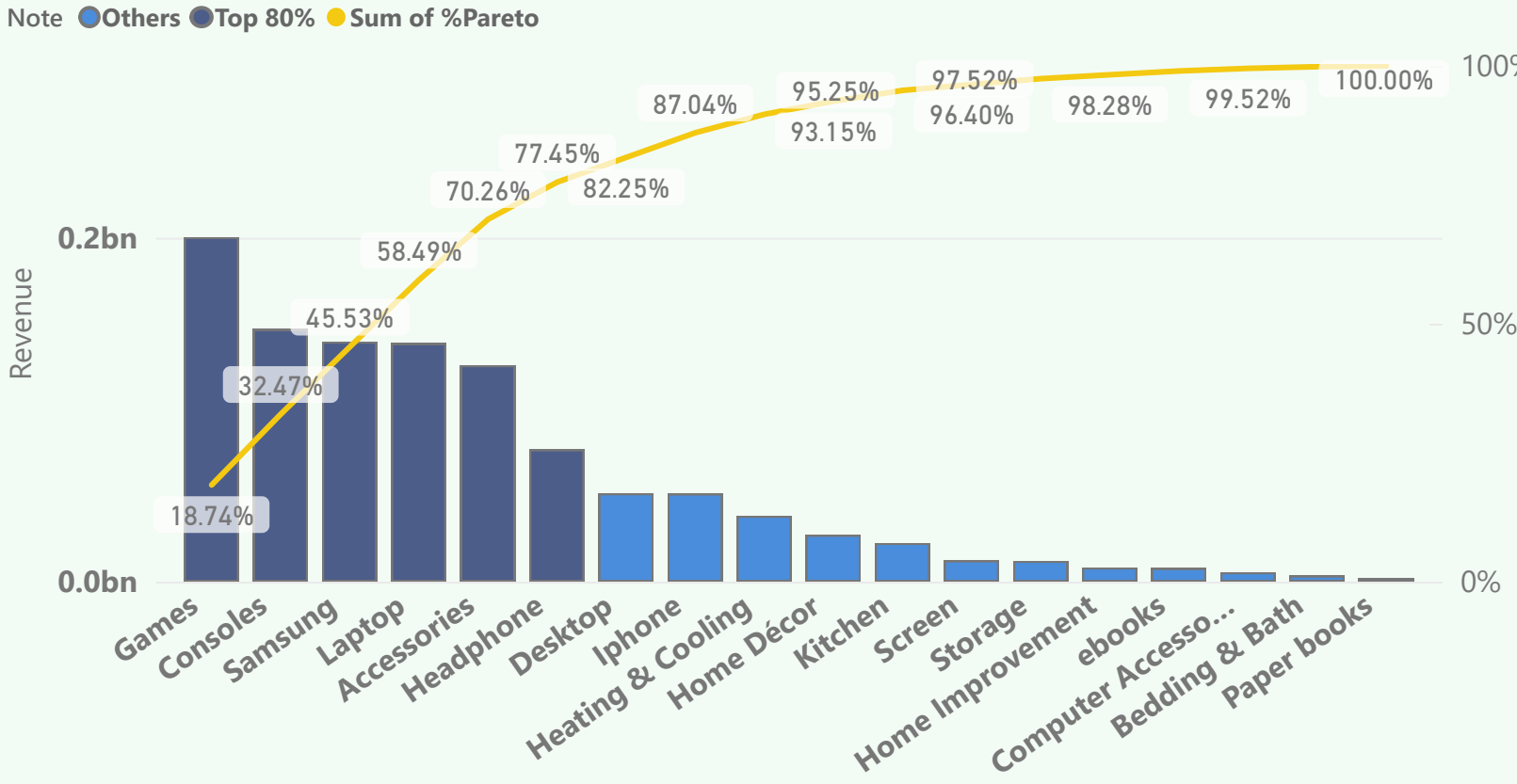
Total Sold by Month



Total Revenue, Total Cost, Total Profit and Profit Margin by Product line



Pareto of Product Type



Product type	Total Sold	Total Revenue	Total Profit	% Revenue Per Product Type	Average Profit per Product
Games	2,508,143	200,333,865.25	85,388,639.22	18.74%	34.04
Consoles	560,044	146,735,420.27	62,512,757.28	13.73%	111.62
Samsung	274,919	139,532,167.66	53,382,921.66	13.06%	194.18
Laptop	126,935	138,557,751.64	59,150,620.64	12.96%	465.99
Accessories	5,292,717	125,794,537.03	51,157,443.72	11.77%	9.67
Headphone	645,155	76,853,037.56	29,526,721.81	7.19%	45.77
Desktop	58,548	51,308,398.64	21,960,660.59	4.80%	375.09
Iphone	76,018	51,146,962.56	19,695,993.59	4.79%	259.10
Heating & Cooling	398,441	38,185,443.06	19,379,176.47	3.57%	48.64
Home Décor	1,280,435	27,153,181.56	13,935,365.49	2.54%	10.88
Kitchen	42,917	22,414,543.90	11,448,422.36	2.10%	266.76
Screen	52,046	12,244,796.73	5,260,562.41	1.15%	101.08
Storage	140,968	12,012,416.64	5,066,032.14	1.12%	35.94
Home Improvement	46,532	8,154,528.42	4,171,443.67	0.76%	89.65
ebooks	1,113,947	7,801,320.69	3,984,198.45	0.73%	3.58
Computer	420,025	5,282,007.57	2,200,028.50	0.50%	5.22

Sales Analysis

Product Analysis

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Customer Analysis

Sales Manager



Channel Dashboard

2016

2017

2018

2019

1.07bn

Total Revenue

450.97M

Total Profit

617.80M

Total Cost

73K

Total Orders

14.69K

Average Order Value

Order method ty... x
Retailer country x
Product type x

Web

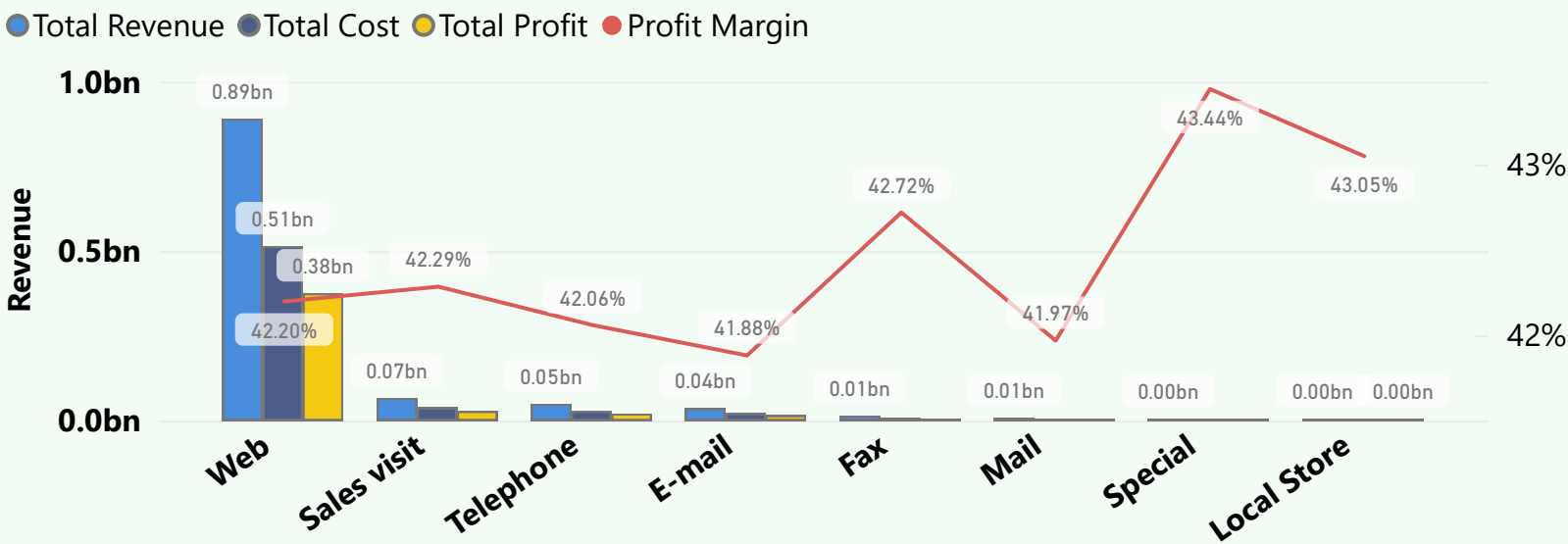
United States

Order

Revenue



Total Revenue, Total Cost, Total Profit and Profit Margin by Order method type



Order method type Total Orders Total Revenue Total Profit

Order method type	Total Orders	Total Revenue	Total Profit
Web	55,832	890,270,801.63	375,682,236.57
Sales visit	6,219	66,381,502.85	28,069,541.95
Telephone	4,854	49,307,870.73	20,738,908.61
E-mail	3,185	37,032,825.32	15,510,181.36
Fax	1,476	14,435,205.21	6,166,714.64
Mail	839	8,174,057.01	3,430,591.44
Special	337	3,134,375.87	1,361,684.50
Local Store	1	34,928.00	15,036.50

Sales Analysis

Product Analysis

Channel Analysis

Customer Analysis

Sales Manager



Customer Dashboard

2016

2017

2018

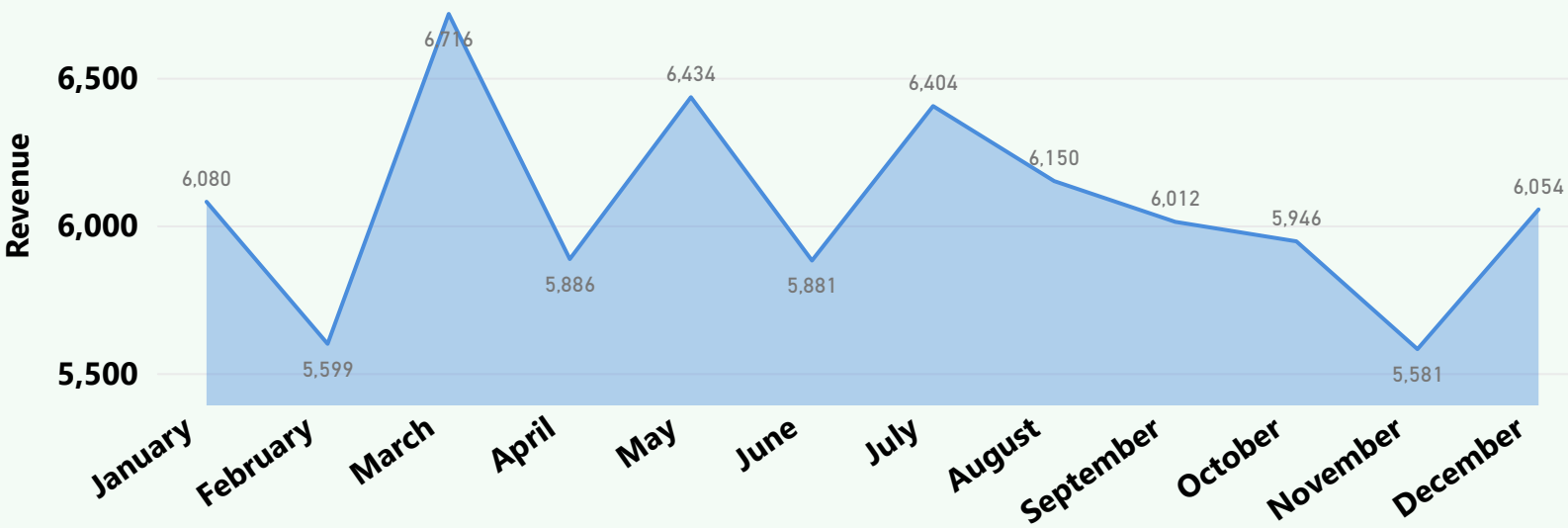
2019

1.07bn
Total Revenue

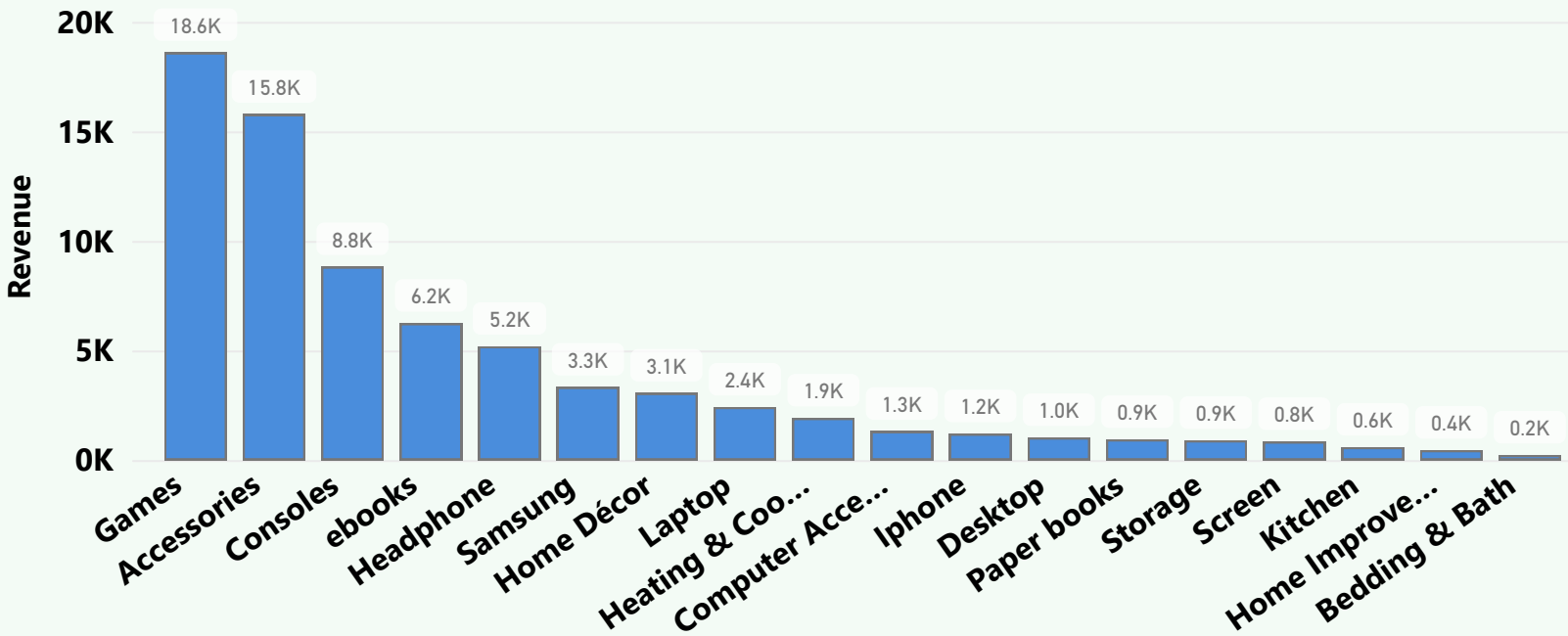
73K
Total Orders

14.69K
Average Order Value

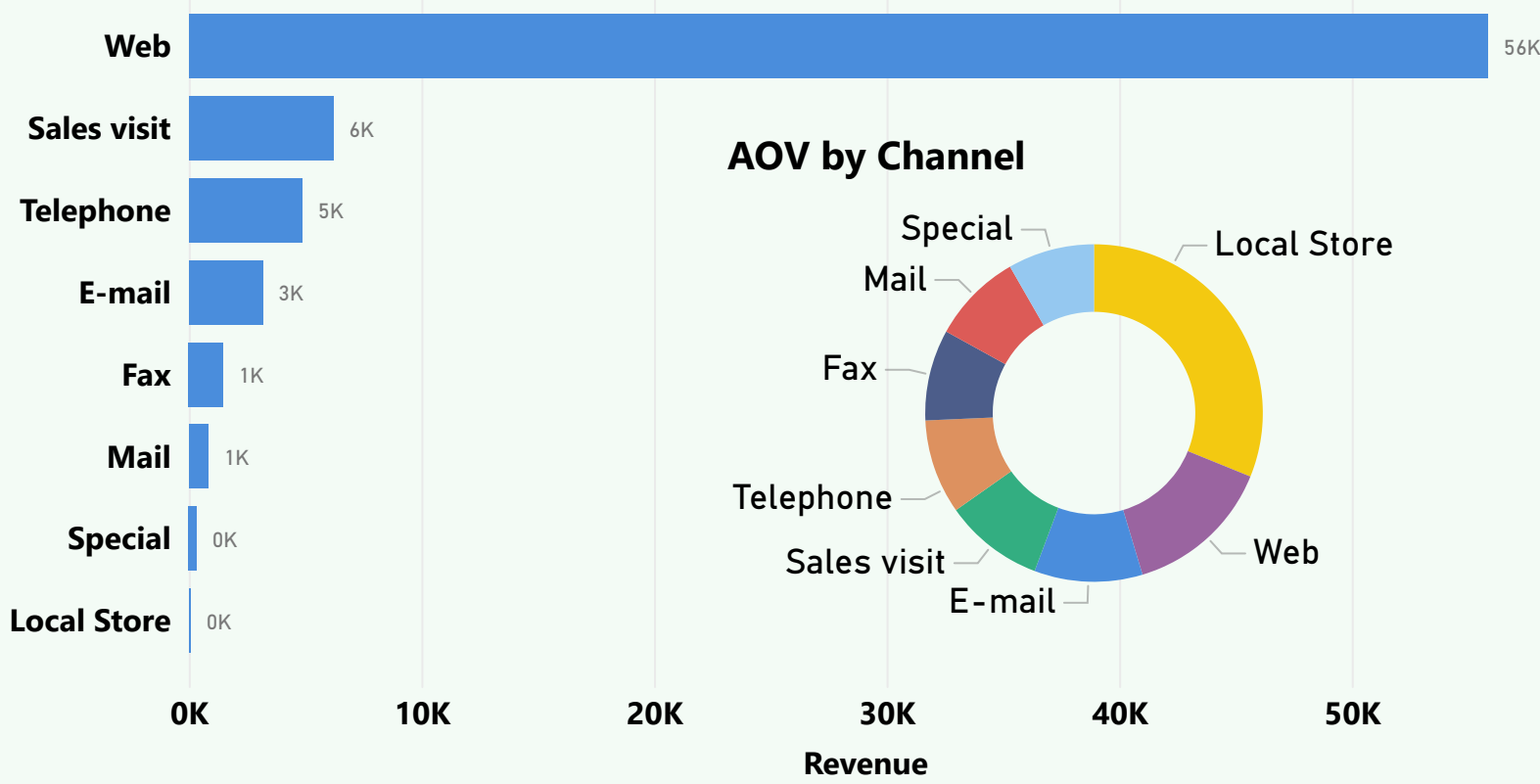
Total Orders by Month



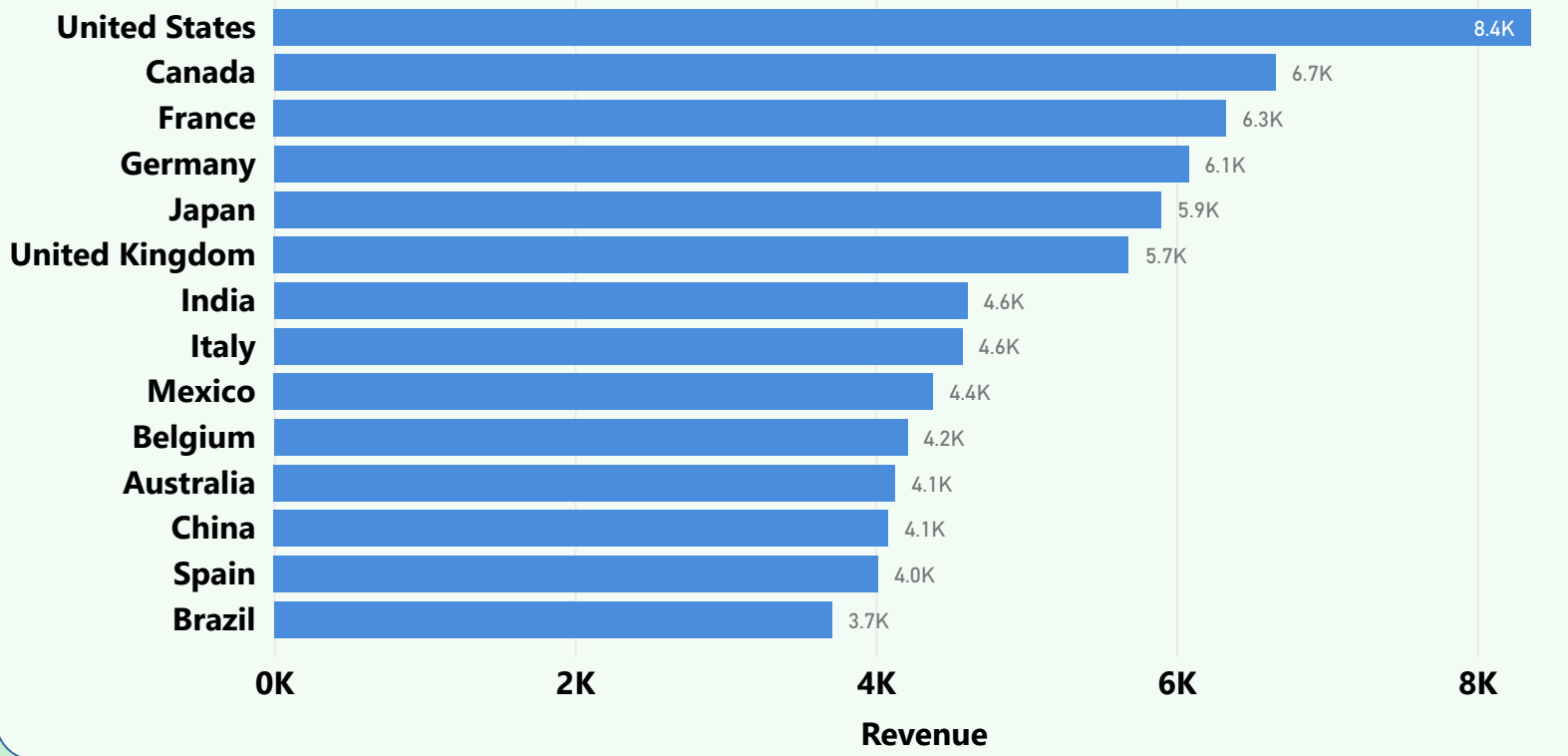
Total Orders by Product type



Total Orders by Order method type



Total Orders by Retailer country



Sales Analysis

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Sales Manager



Manager Dashboard

- 2016
- 2017
- 2018
- 2019

1.07bn

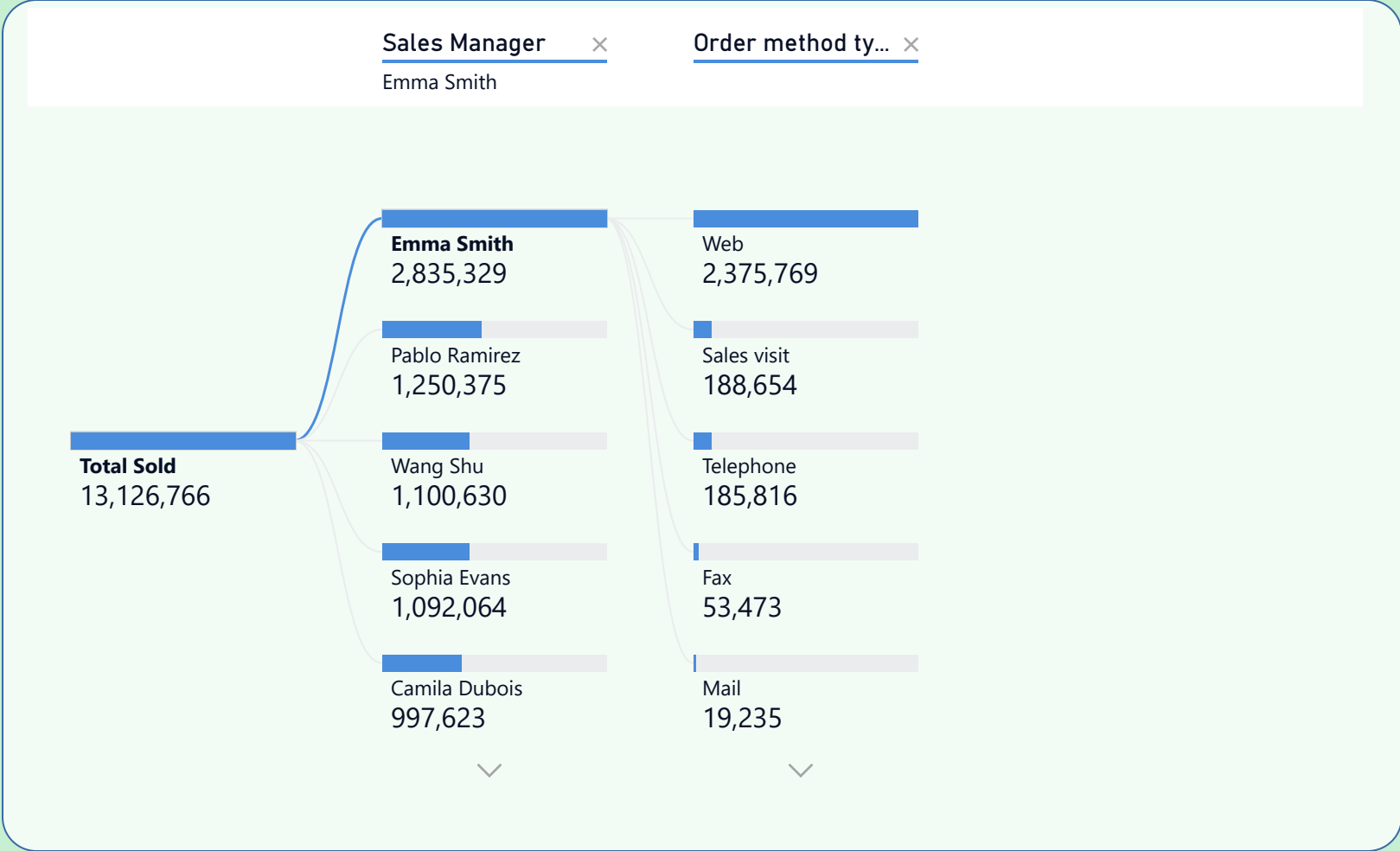
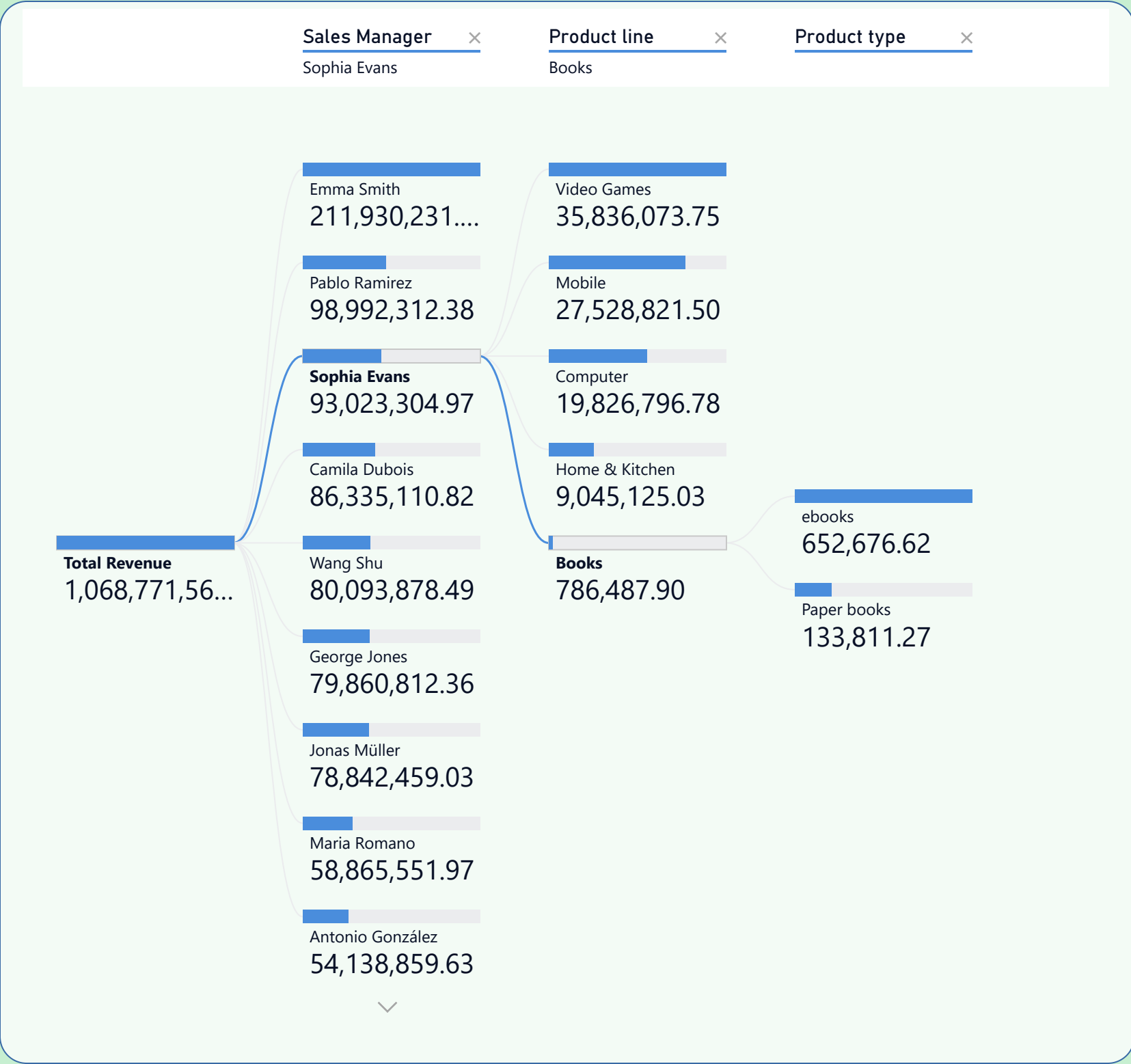
Total Revenue

13M

Total Sold

450.97M

Total Profit



Sales Manager	Total Sold	Total Revenue	Total Profit
Emma Smith	2,835,329	211,930,231.91	89,311,800.12
Pablo Ramirez	1,250,375	98,992,312.38	41,553,275.12
Wang Shu	1,100,630	80,093,878.49	33,833,081.12
Sophia Evans	1,092,064	93,023,304.97	39,421,249.90
Camila Dubois	997,623	86,335,110.82	36,490,092.03
George Jones	992,665	79,860,812.36	33,683,892.96
Jonas Müller	923,335	78,842,459.03	33,397,851.92
Maria Romano	705,907	58,865,551.97	24,877,290.56
Antonio González	639,420	54,138,859.63	22,835,057.97
Hugo García	627,502	51,641,606.86	21,605,710.00