

BUSINESS INTELLIGENCE & DECISION SUPPORT SYSTEM

# SALES DEPARTMENT

Sale overview

Product Detail

Customer Analysis

Return Rate

# SALES DASHBOARD

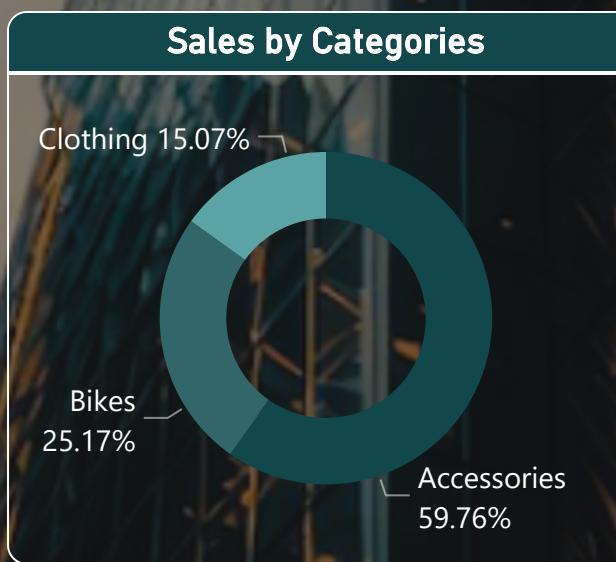
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REVENUE  
**\$31.71M**

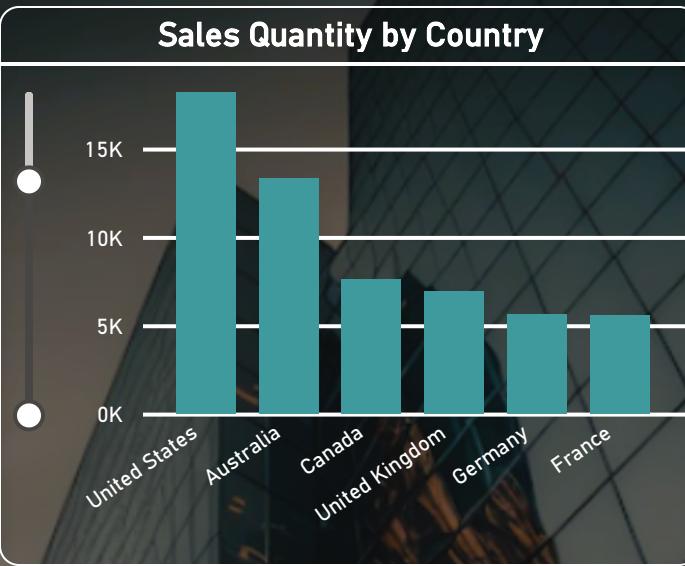
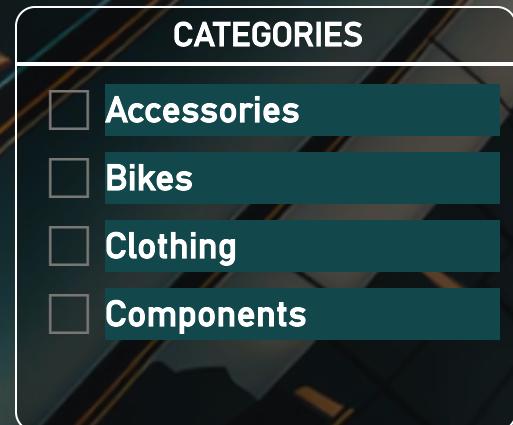
TOTAL COST  
**\$17.28M**

GROSS PROFIT  
**\$12.08M**

TOTAL ORDERS  
**60.40K**



# PRODUCT DETAIL

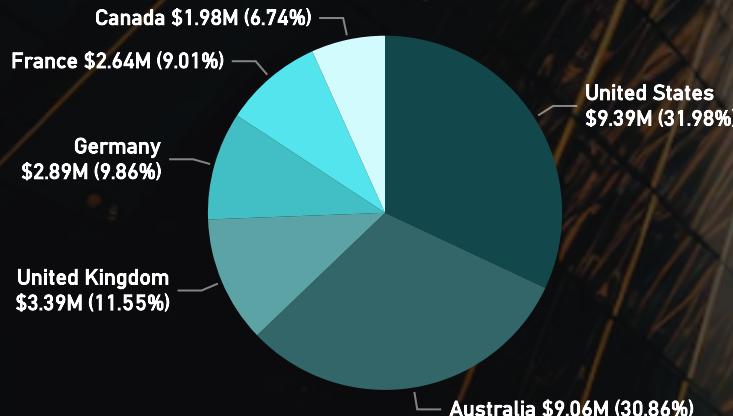
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EnglishProductName	EnglishProductCategoryName	SalesTerritoryCountry	Revenue	GrossProfit
All-Purpose Bike Stand	Accessories	Australia	\$11,161.8	\$6,469.71
All-Purpose Bike Stand	Accessories	Canada	\$5,495.04	\$3,185.088
All-Purpose Bike Stand	Accessories	France	\$3,262.68	\$1,891.146
All-Purpose Bike Stand	Accessories	Germany	\$3,434.4	\$1,990.68
All-Purpose Bike Stand	Accessories	United Kingdom	\$4,808.16	\$2,786.952
All-Purpose Bike Stand	Accessories	United States	\$14,596.2	\$8,460.39
AWC Logo Cap	Clothing	Australia	\$4,116.7008	\$876.7048
AWC Logo Cap	Clothing	Canada	\$2,349.6264	\$500.3834
AWC Logo Cap	Clothing	France	\$2,301.0804	\$490.0449
AWC Logo Cap	Clothing	Germany	\$2,689.4484	\$572.7529
AWC Logo Cap	Clothing	United Kingdom	\$3,204.036	\$682.341
<b>Total</b>			<b>\$31,707,371.4508</b>	<b>\$12,080,883.645</b>

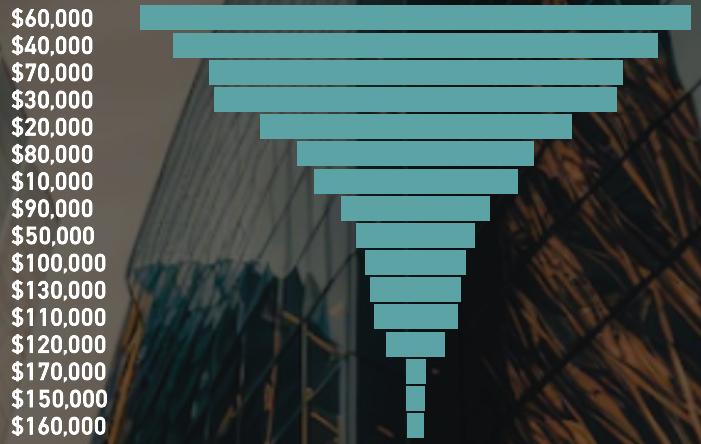
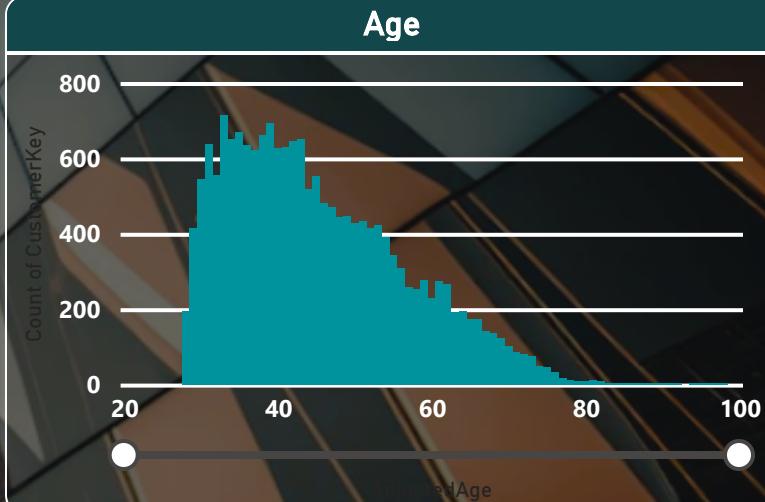
# CUSTOMER ANALYSIS

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**TOTAL SPENT**
**\$29.36M**
**UNIQUE CUSTOMERS**
**18K**
**Top 10 Customer With Highest Spent**

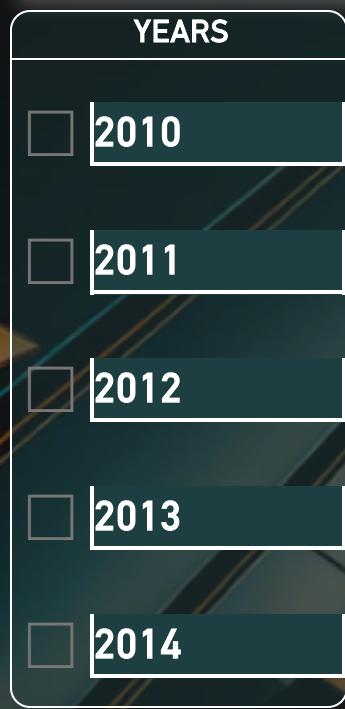
FullName	Sum of SalesAmount	Sum of Order
Nichole Nara	\$13,295.38	
Kaitlyn J Henderson	\$13,294.27	
Margaret He	\$13,269.27	
Randall M Dominguez	\$13,265.99	
Adriana L Gonzalez	\$13,242.7	
<b>Total</b>	<b>\$132,026.3982</b>	

**Average Spent**

**Marital Status**

**Gender**

**Yearly Income**

**Age**

**Occupation**


# RETURN RATE ANALYSIS

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**UNIQUE CUSTOMERS**

**18K**

**RETURN CUSTOMERS**

**16K**

**CHURN RATE**

**13.48%**

**REVENUE**

**\$31.71M**

