Customer Purchase Analysis Dashboard

An Excel dashboard analyzing customer demographics, sales performance, and discount impact.

Created By: Tanishque Gupta

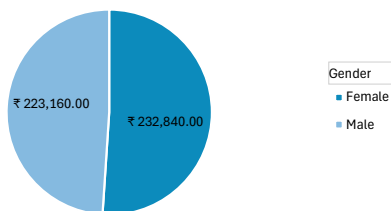| TOTAL SALES	TOTAL QUANTITY SOLD	TOTAL CUSTOMER	AVG. TRANSACTION VALUE	TOTAL PROFIT
₹ 456,000.00	2514	1000	456	₹ 136,800.00

Total Sales

SALES BY GENDER

₹ 223,160.00 — ₹ 232,840.00

Gender
- Female
- Male

Total Sales

SALES BY PRODUCT CATEGORY

Product Category

- Electronics, ₹ 156,905.00
- Clothing, ₹ 155,580.00
- Beauty, ₹ 143,515.00

Category axis: Electronics, Clothing, Beauty
Sales axis: ₹ 135,000.00 – ₹ 160,000.00
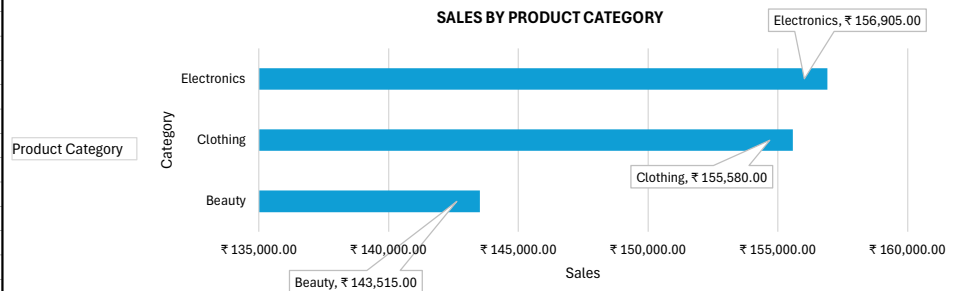
Total Sales

MONTHLY SALES

Sales (₹ 0.00 – ₹ 60,000.00)
Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
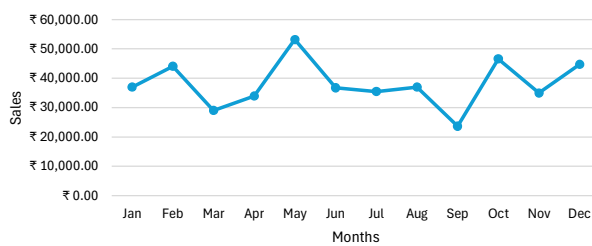
Months (Date) Years (Date) Quarters (Date) Date

Total Sales

SALES BY AGE GROUP

Sales (₹ 0.00 – ₹ 250,000.00)

- <25, ₹ 74,650.00
- >60, ₹ 33,225.00
- 25-40, ₹ 154,245.00
- 41-60, ₹ 193,880.00

Age group: <25, >60, 25-40, 41-60
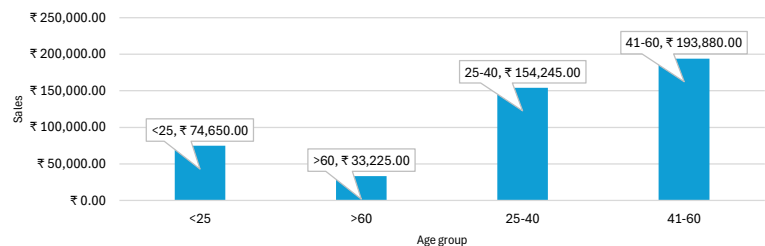
Age Group

Total Profit

PROFIT BY PRODUCT CATEGORY

Sales (₹ 41,000.00 – ₹ 48,000.00)

- Beauty, ₹ 43,054.50
- Clothing, ₹ 46,674.00
- Electronics, ₹ 47,071.50

Category: Beauty, Clothing, Electronics

Product Category