

Overall



Sales Performance Dashboard:

This dashboard is aimed at helping business analysts and decision-makers assess sales performance across various dimensions such as products, categories, and regions. It provides insights into sales trends, profitability, and customer behavior over time, enabling data-driven strategies for business growth.

Product

Sale

Customers



2020	2021	2022	2023	2024
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1.69K
Units Sold



31.19M
Total Sales
▼ -6.16%



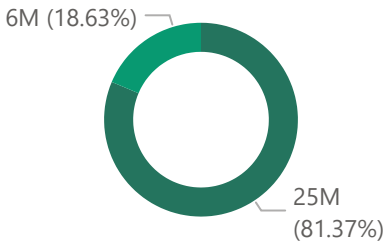
29.95M
Net Sales
▼ -4.51%



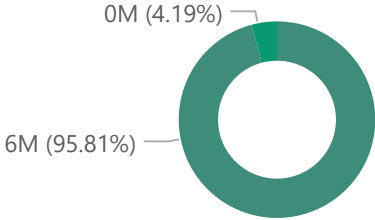
3.00M
Profit

Overall

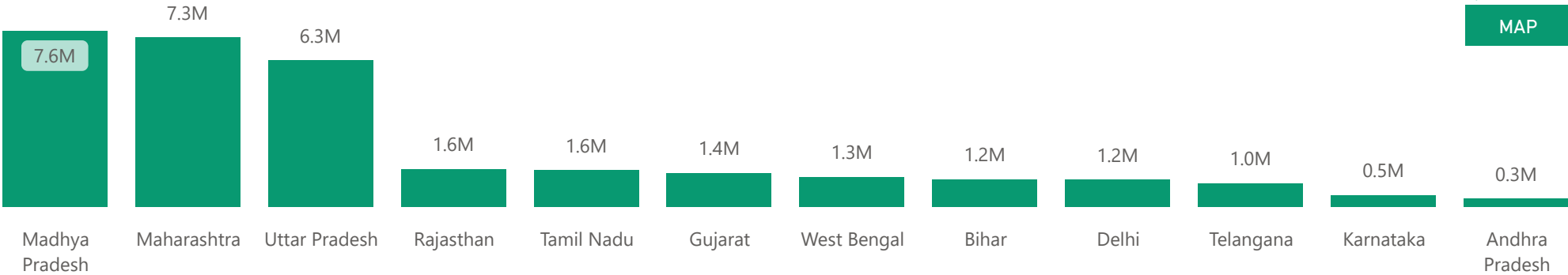
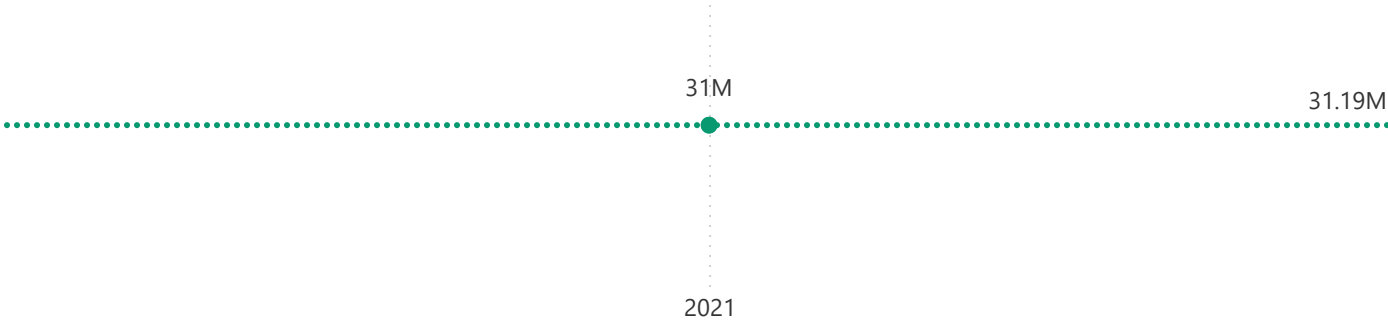
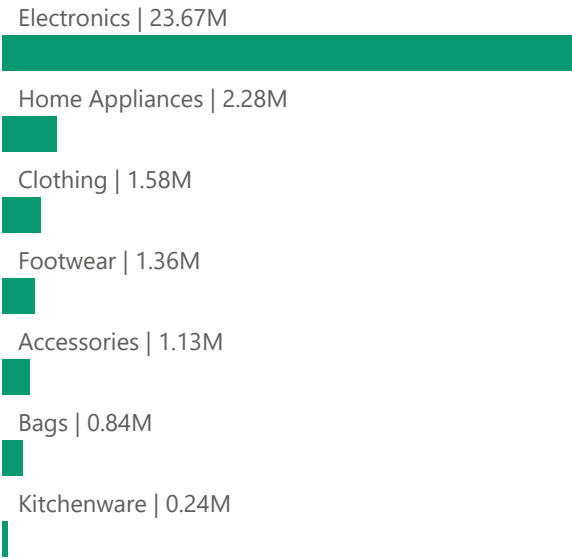
● Revenue Without Sale ● Revenue With Sale



● Email ● Mobile Push



Sales by Category



MAP

Overall

Product

Sale

Customers

Product Name ▼

All ▼

202020212022

2023

JanuaryFebruaryMarchAprilMayJune

JulyAugustSeptemberOctoberNovemberDecember



571.00

Units Sold



10.98M

Net Sales

▲ 0.51%



10.98M

Total Sales

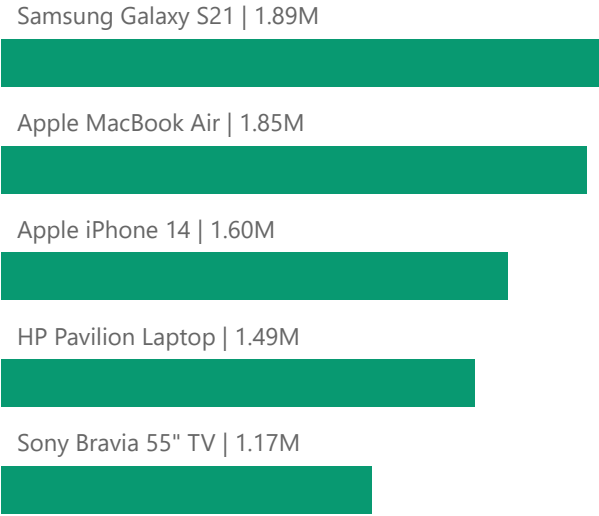
▲ 0.45%



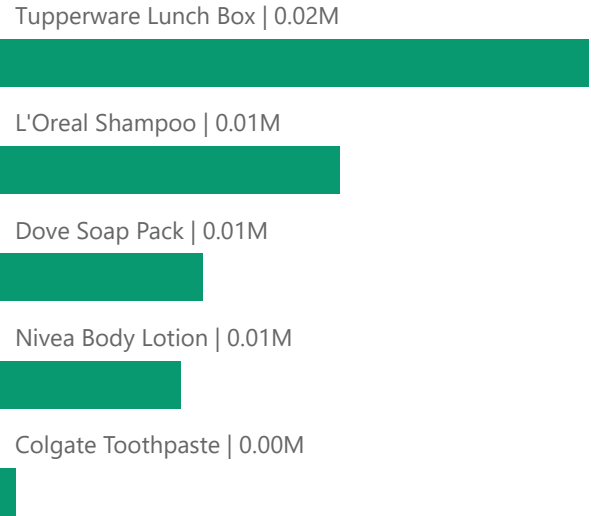
1.10M

Profit

Top 5 Product



Bottom 5 Product



● Revenue Without Sale ● Revenue With Sale



Sales Over Year





1.46K

Units Sold



19.37M

Net Sales



26.56M

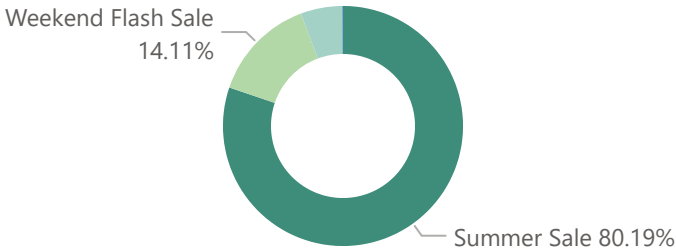
Total Sales



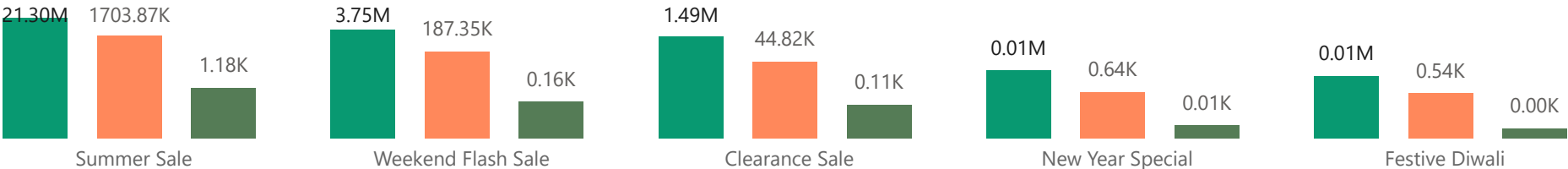
1.94M

Profit

Sales Over Time

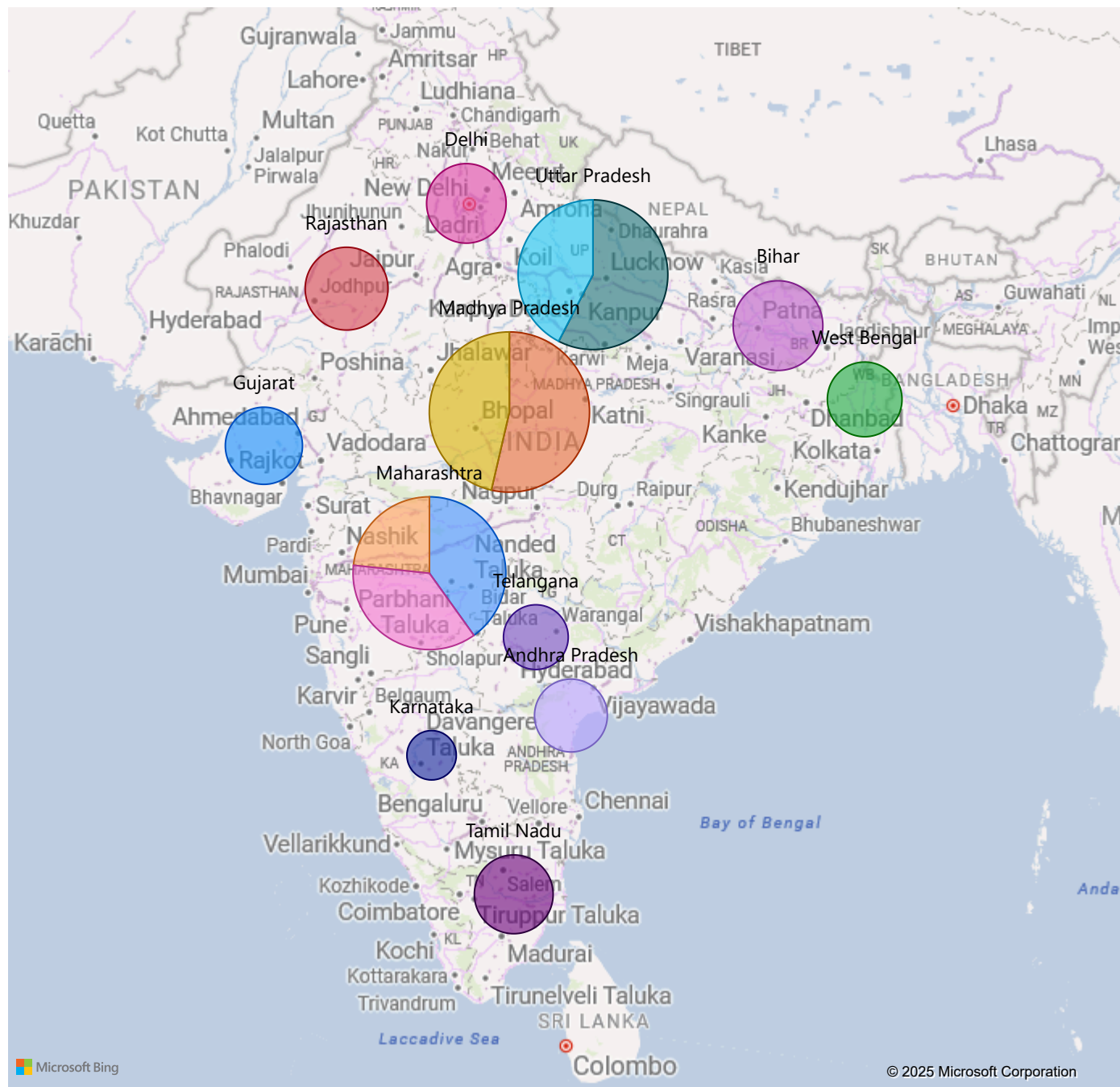


● Total Sales ● Profit ● Units Sold



Year	Month	Promotion Name	Off %	Units Sold	Avg. Discount	Net Sales	Total Sales	Profit
2020	April	Summer Sale	20% off	152	10.69K	3.25M	4.06M	325.08K
2020	May	Summer Sale	20% off	138	8.10K	2.04M	2.55M	204.13K
2020	July	Weekend Flash Sale	50% off	52	20.94K	0.54M	1.09M	54.43K
2021	April	Summer Sale	20% off	128	8.63K	2.21M	2.76M	220.90K
2021	May	Summer Sale	20% off	157	7.38K	2.24M	2.81M	224.47K
2021	July	Weekend Flash Sale	50% off	25	9.37K	0.12M	0.24M	12.18K
2022	January	New Year Special	Buy 1 Get 1 Free	6	3.22K	0.01M	0.01M	0.64K
2022	April	Summer Sale	20% off	141	5.06K	1.40M	1.75M	139.66K
2022	May	Summer Sale	20% off	172	6.60K	2.11M	2.64M	211.20K

Total Sales by State and City



Total Sales

