

# Jewelry Sales Intelligence Dashboard

Trend, Performance & Customer Insights (2018–2021)



**206M**

Total Revenue

**32K**

Total Orders

**6.49K**

Avg Order Value

**Jewelrybrooch**

Top Product Name

Year

- 2018
- 2019
- 2020
- 2021

CustomerSegment

- High Value Customer
- Low Value Customer
- Medium Value Customer

**Product Insights**

**Customer Insights**

**Time Insights**

# PRODUCT PERFORMANCE & INSIGHTS

Analyzing Price ,Demand ,Revenue Patterns Across Metals & Price Bands

- \$ Price Band
- Budget
- Mid Range
- Premium

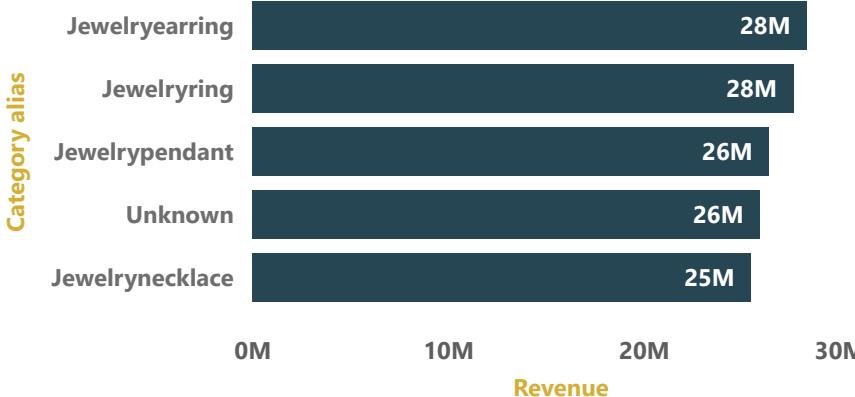
Overview

Customer Insights

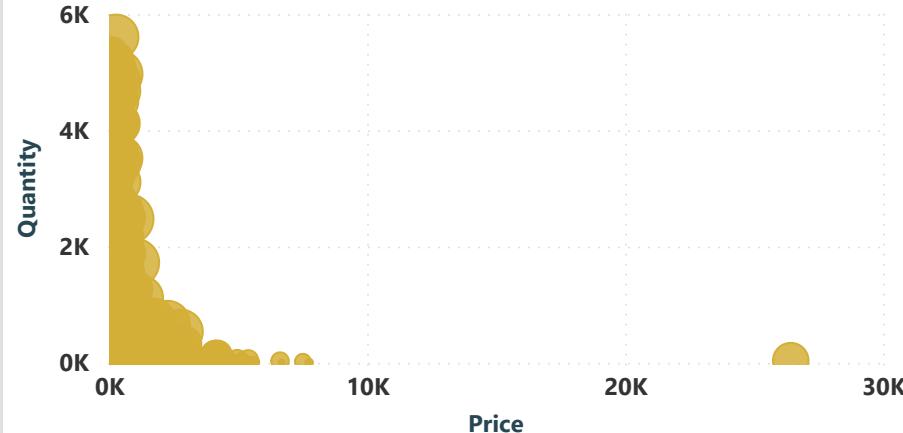
Time Insights

Clear Slicers

## Top Categories by Revenue



## Price vs Quantity



Total Units Sold

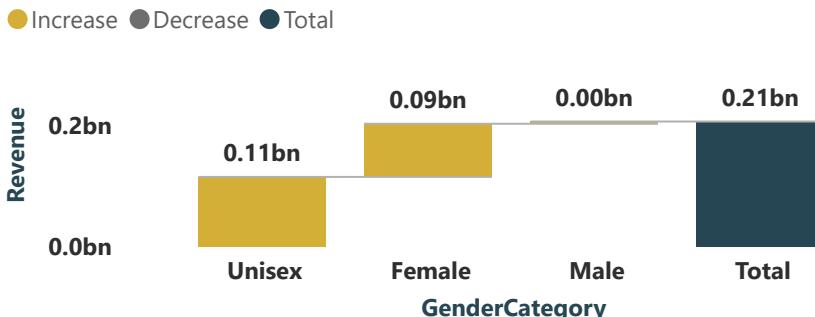
566K

Average Price

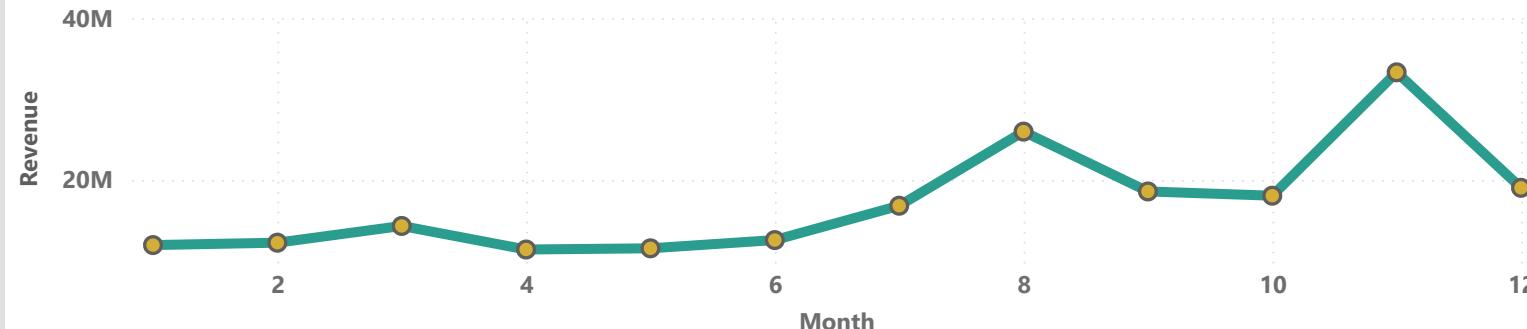
363.28

- Main Metal
- Gold
- Silver

## Gender Revenue Breakdown



## Monthly Revenue Trend



Multi-Order Revenue %

0.54



# CUSTOMER INSIGHTS DASHBOARD

Understanding Customer Value, Loyalty & Purchase Behavior

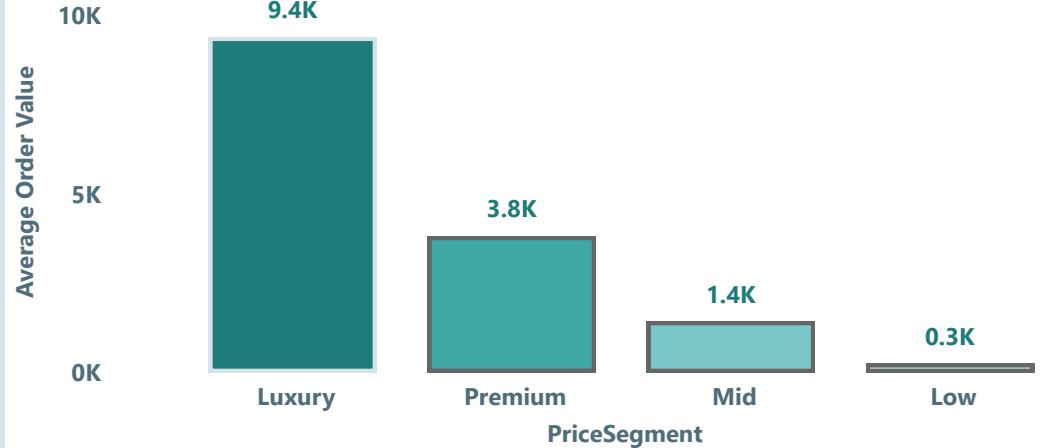
Customer Activity Status

Active Customer

One-Time Customer

Premium  
Customers ★

## Average Order Value by Price Segment



## Avg Orders per Customer

1.48K

## Repeat Customer

245

## Avg Customer Value

536.59K

## Total Customers

383

Overview

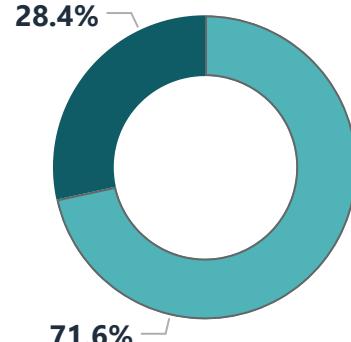
Product Insights

Time Insights

## Customer Base by Loyalty Level



## Total Spend: Weekday vs Weekend



WeekendFlag

Weekday

Weekend

Customer Spend Level

High Spend

Low Spend

Medium Spend

Clear all slicers

Ask a question about your data

Try one of these to get started

what is the total revenue by order category



# TIME INSIGHTS DASHBOARD

31 Analyzing Order Trends, Peak Hours & Time-Based Performance

## Year

- 2018
- 2019
- 2020
- 2021

## Day Type

- Weekday
- Weekend

### Weekday

Q1 Q2 Q3 Q4 Total

Fri	1145	931	1297	1395	4768
Mon	1012	902	1202	1240	4356
Sat	1078	899	1220	1301	4498
Sun	1043	823	1190	1310	4366
Thu	1079	966	1327	1312	4684
Tue	1032	958	1228	1278	4496
Wed	1076	946	1291	1297	4610
Total	7439	6407	8727	9085	31655

Overview

Product Insights

Customer Insights

31 Total Active Days

1K

⌚ Average Orders per Hour

1.32K

📦 Orders per Active Day

29.28

💰 Revenue per Active Day

190.12K

## Orders by Hour of Day



## Quarter Revenue Distribution

Total Revenue

70M

61M

38M

35M

Q4

Q3

Q1

Q2

Quarter

🎉 Weekend Orders

Clear all slicers

Key influencers Top segments



What influences Total.Orders to Increase ?

When...

....the average of  
Total.Orders increases by

Year goes up 1.12

3.35K