

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



Multi-Order Revenue %

0.54



Total Units Sold

566K



Average Price

363.28



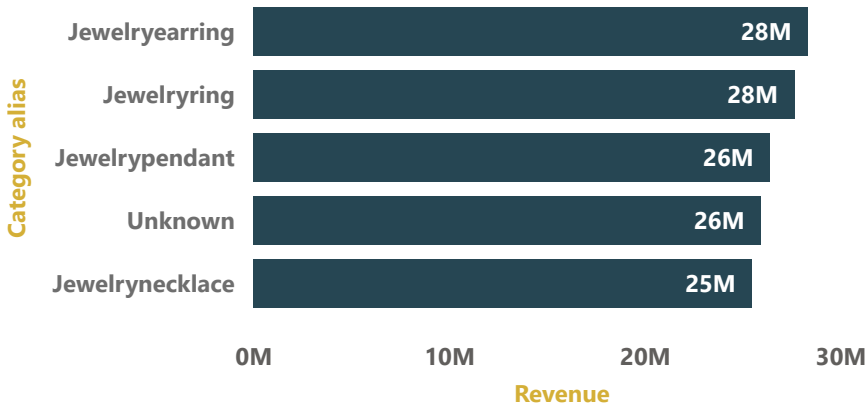
Main Metal

☐ Gold

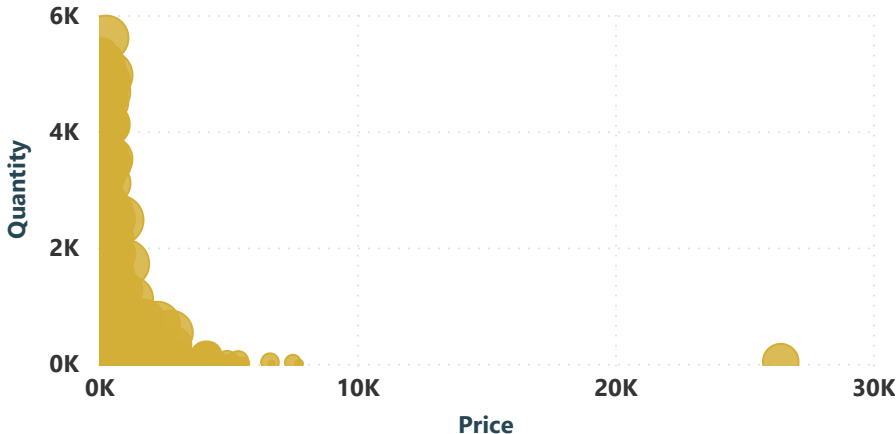
☐ Silver



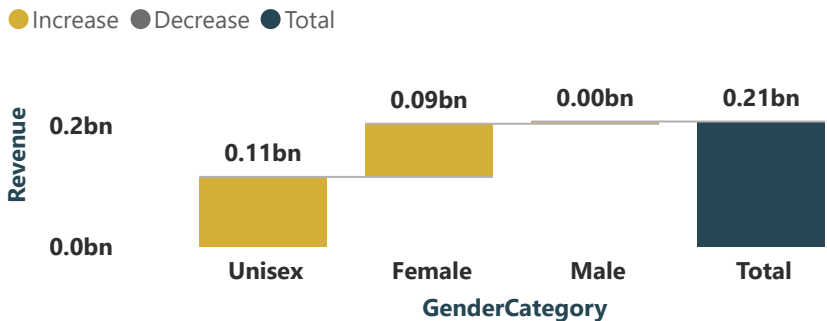
Top Categories by Revenue



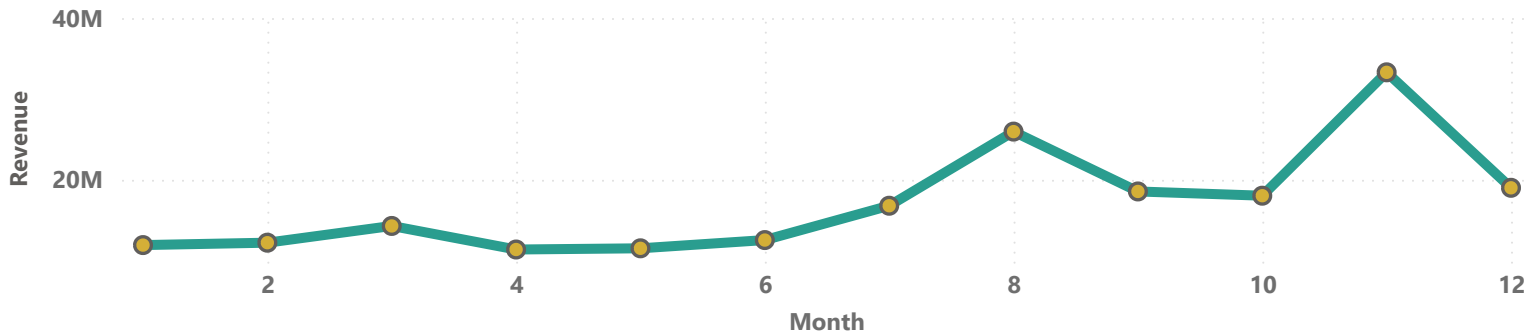
Price vs Quantity



Gender Revenue Breakdown



Monthly Revenue Trend





CUSTOMER INSIGHTS DASHBOARD

Understanding Customer Value, Loyalty & Purchase Behavior

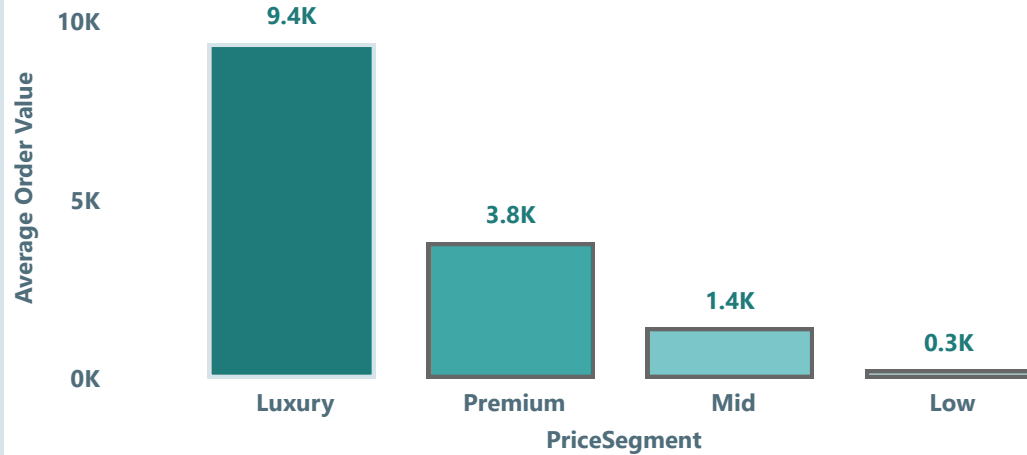
Customer Activity Status

- ☐ Active Customer
- ☐ One-Time Customer

Premium Customers



Average Order Value by Price Segment



Avg Orders per Customer

1.48K

Avg Customer Value

536.59K

Repeat Customer

245

Total Customers

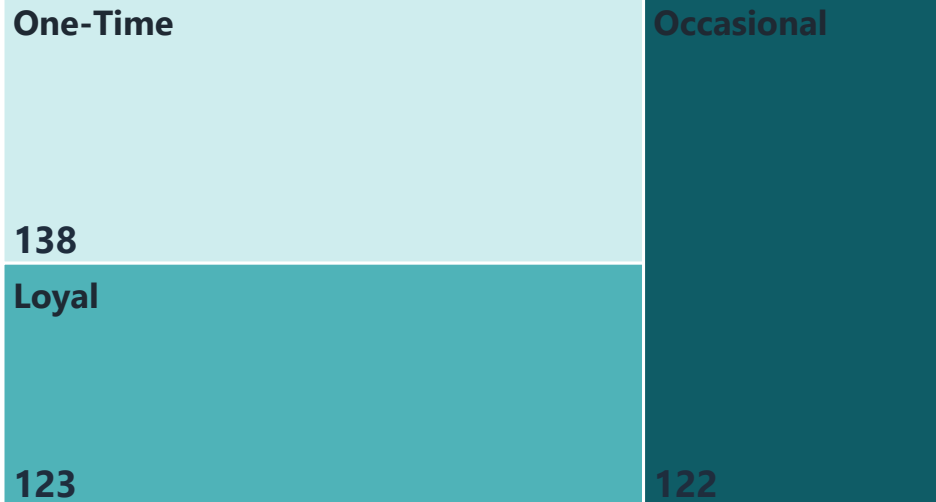
383

Overview

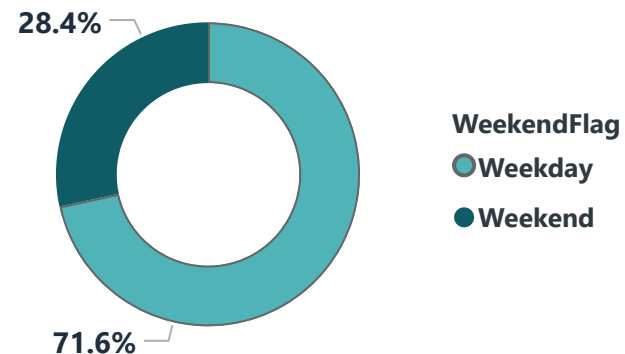
Product Insights

Time Insights

Customer Base by Loyalty Level



Total Spend: Weekday vs 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



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



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

Total_Orders

0K

2K

0

10

20

OrderHour



Quarter Revenue Distribution

Total Revenue

60M

40M

20M

0M

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