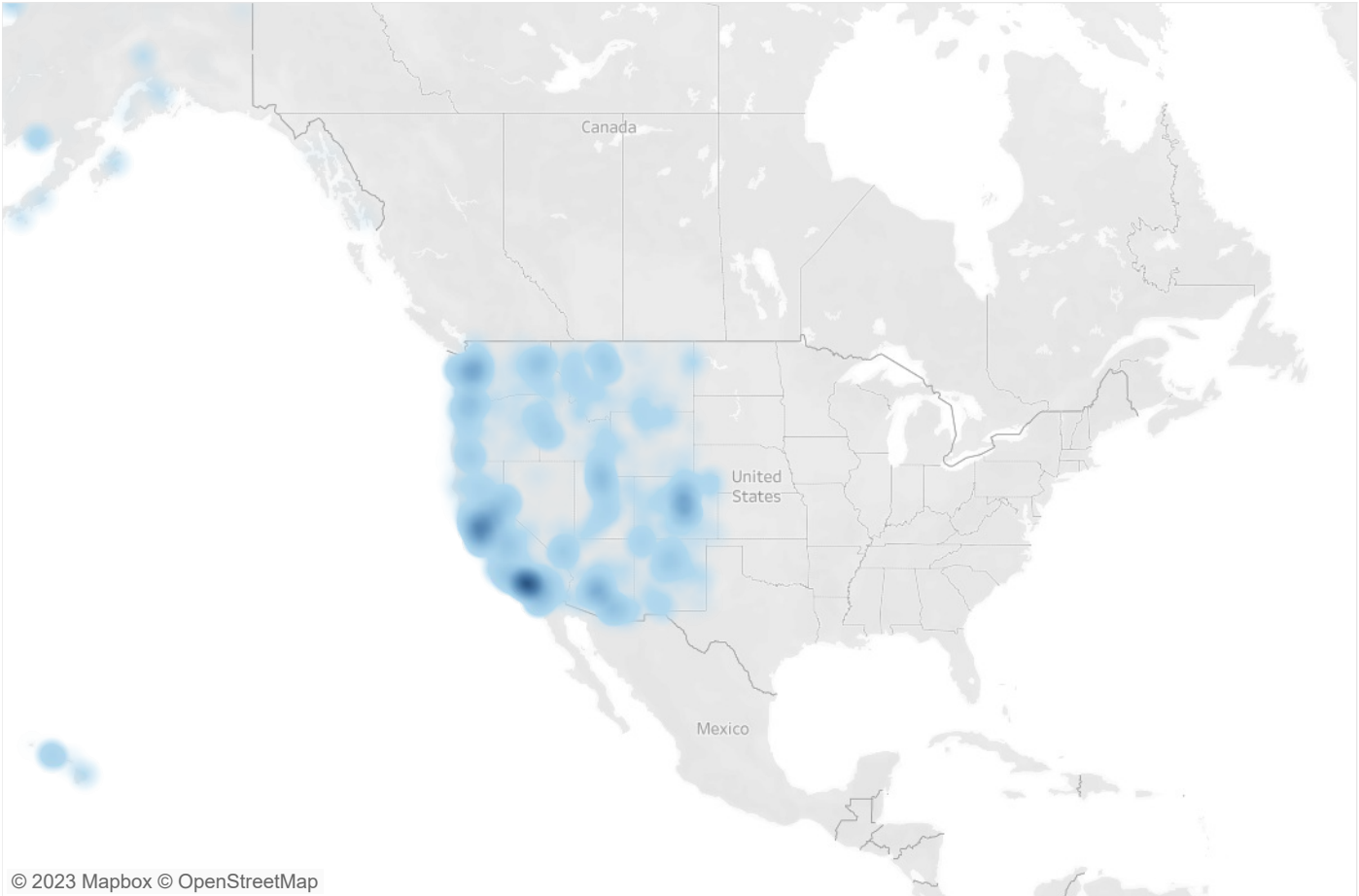# Online Sales in U.S by Geography

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total. Details are shown for various dimensions. The data is filtered on Order Date_duplicated Quarter, Region, Payment Method and Action (Region). The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Region filter keeps Midwest, Northeast, South and West. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member. The view is filtered on Category and Status. The Category filter keeps 7 of 15 members. The Status filter keeps 13 of 13 members.

Total Sales by Region
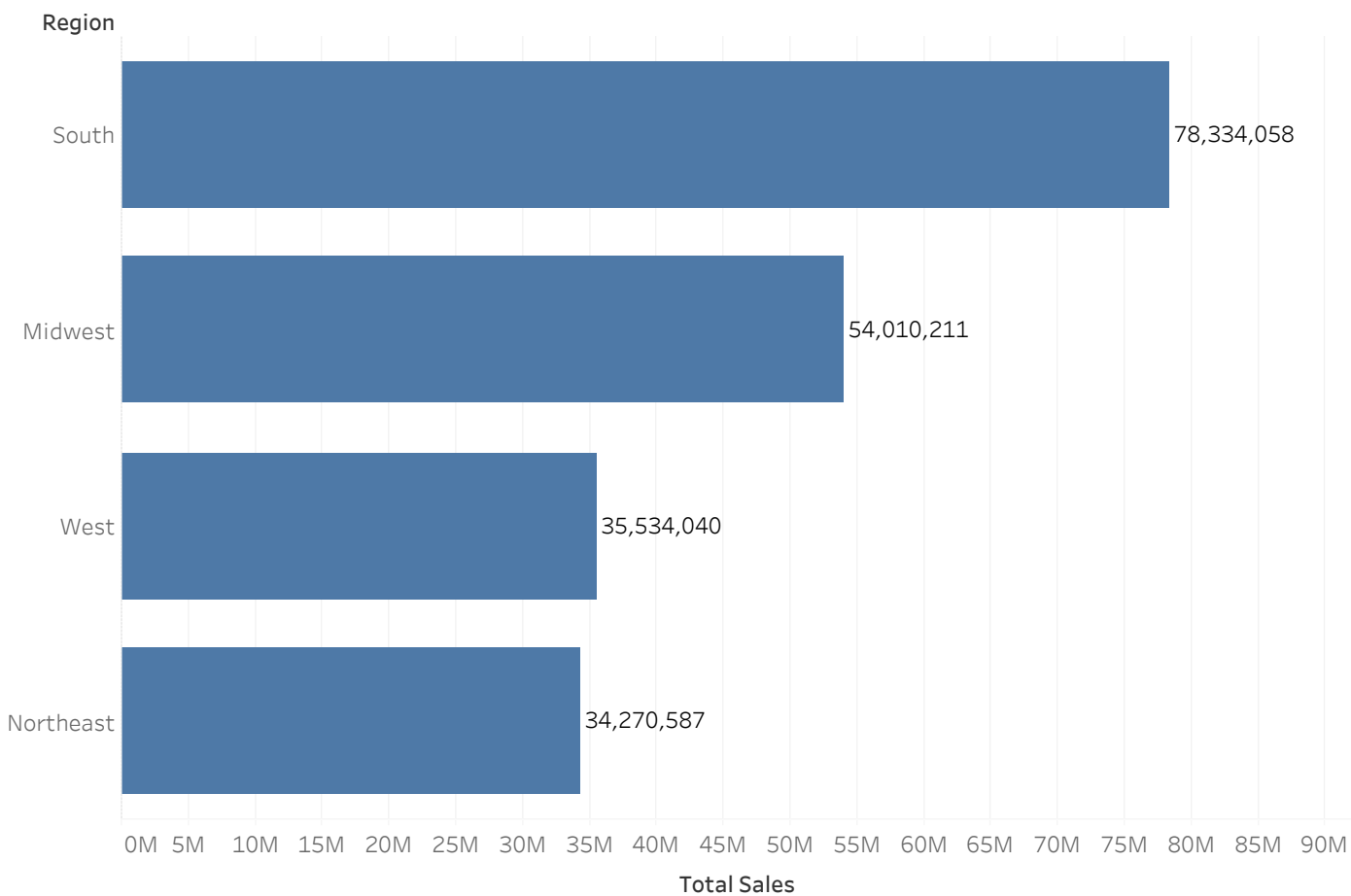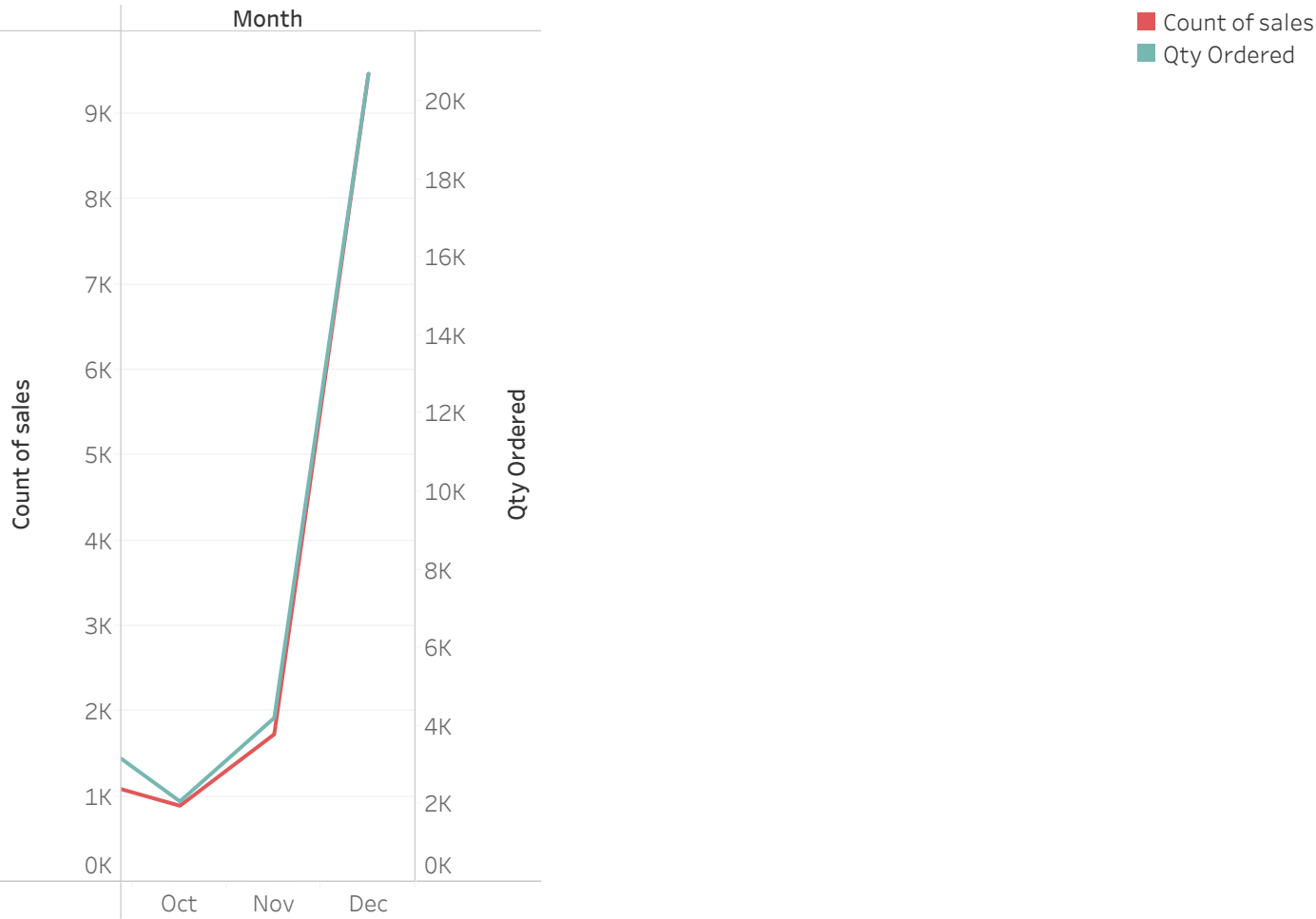
Region

Sum of Total for each Region. The marks are labeled by sum of Total. The data is filtered on Category, Status, Payment Method and Order Date_duplicated Quarter. The Category filter keeps 7 of 15 members. The Status filter keeps 13 of 13 members. The Payment Method filter keeps 13 of 13 members. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3.

Time Series of Sales & Quantity over Months
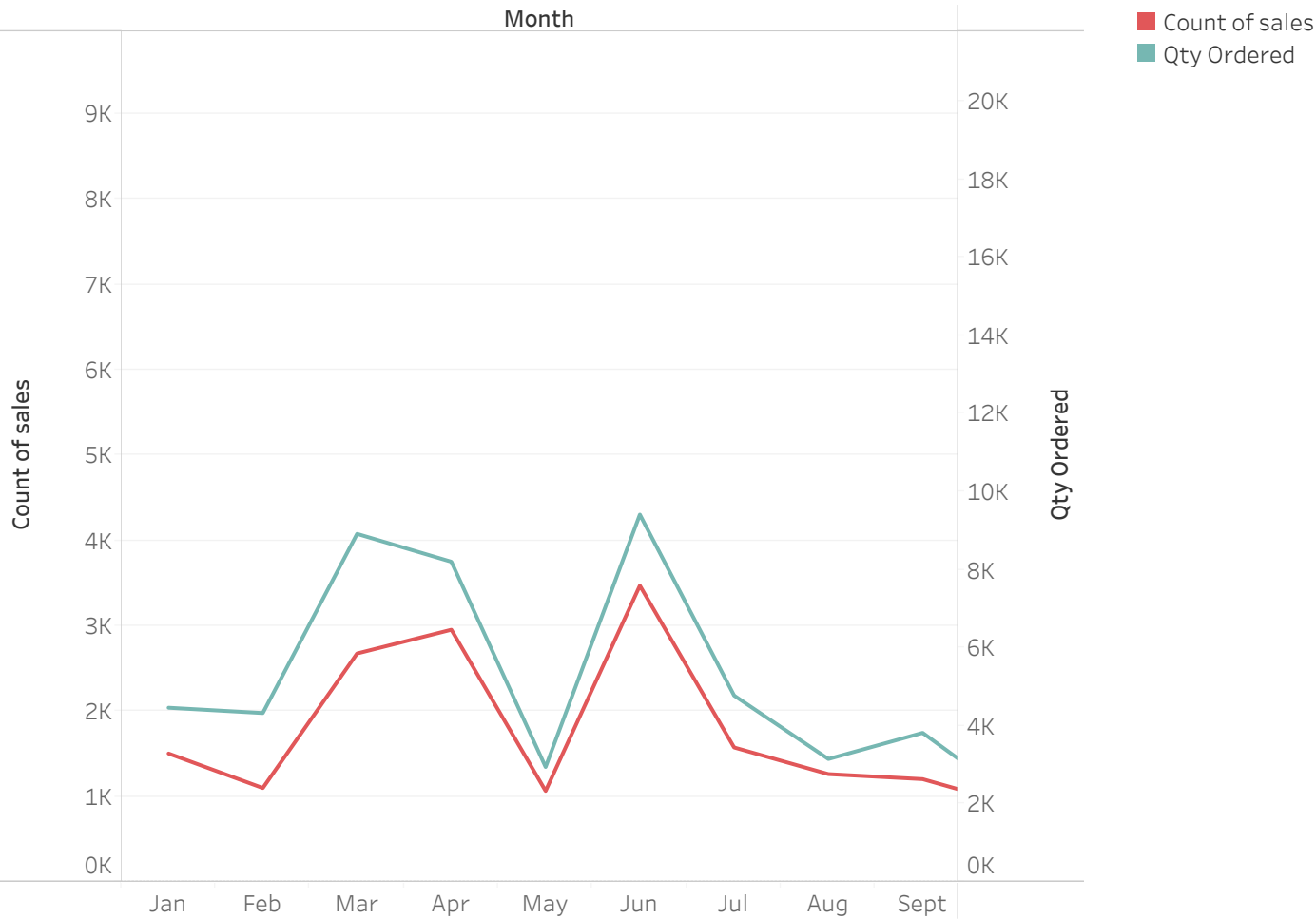
The trends of count of sales and Qty Ordered for Month Month. Color shows details about count of sales and Qty Ordered. The data is filtered on Category, Status, Payment Method, Region and Action (Region). The Category filter keeps 7 of 15 members. The Status filter keeps 13 of 13 members. The Payment Method filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Action (Region) filter keeps 1 member.

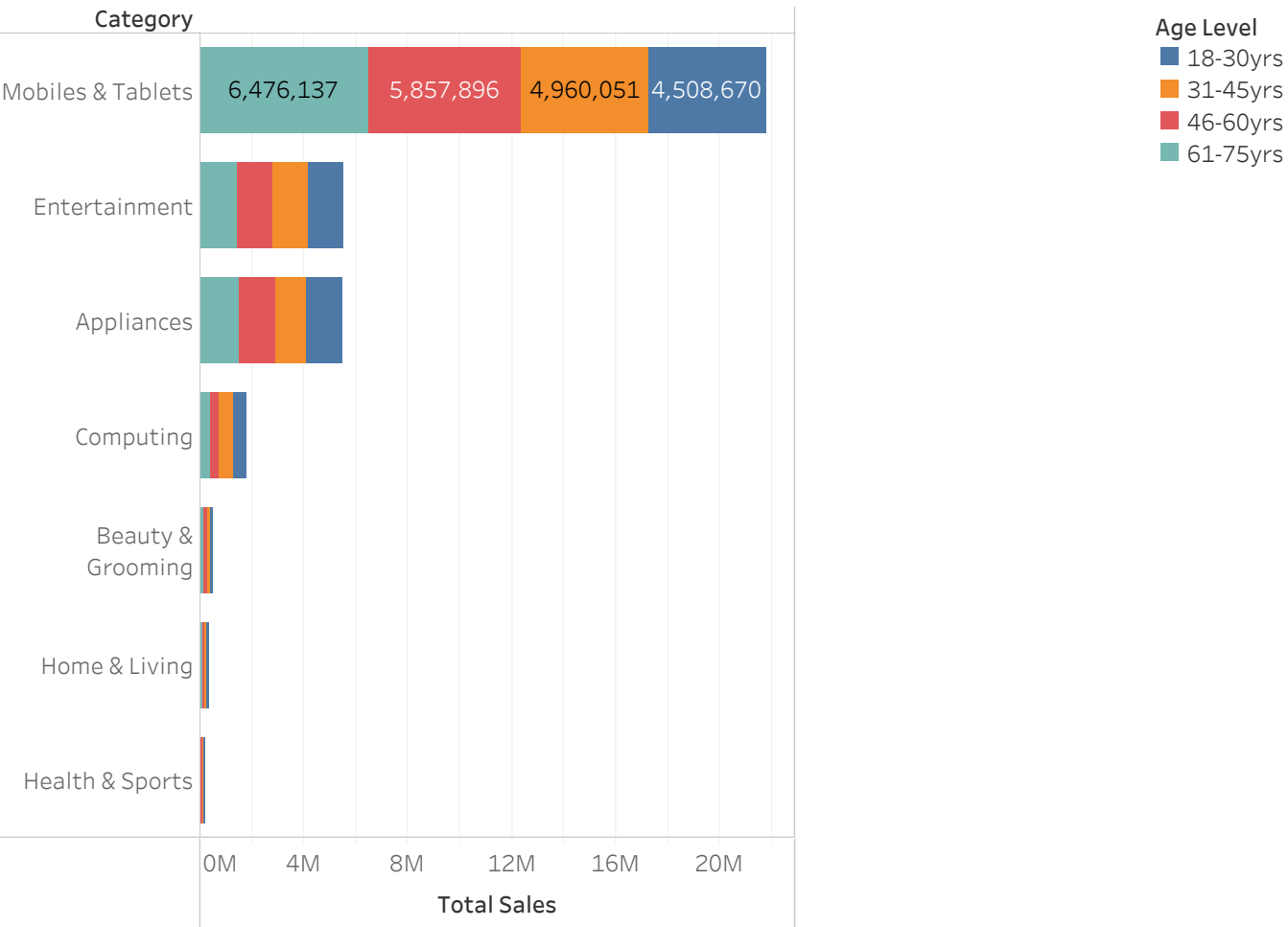# Time Series of Sales & Quantity over Months

Month

The trends of count of sales and Qty Ordered for Month Month. Color shows details about count of sales and Qty Ordered. The data is filtered on Category, Status, Payment Method, Region and Action (Region). The Category filter keeps 7 of 15 members. The Status filter keeps 13 of 13 members. The Payment Method filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Action (Region) filter keeps 1 member.
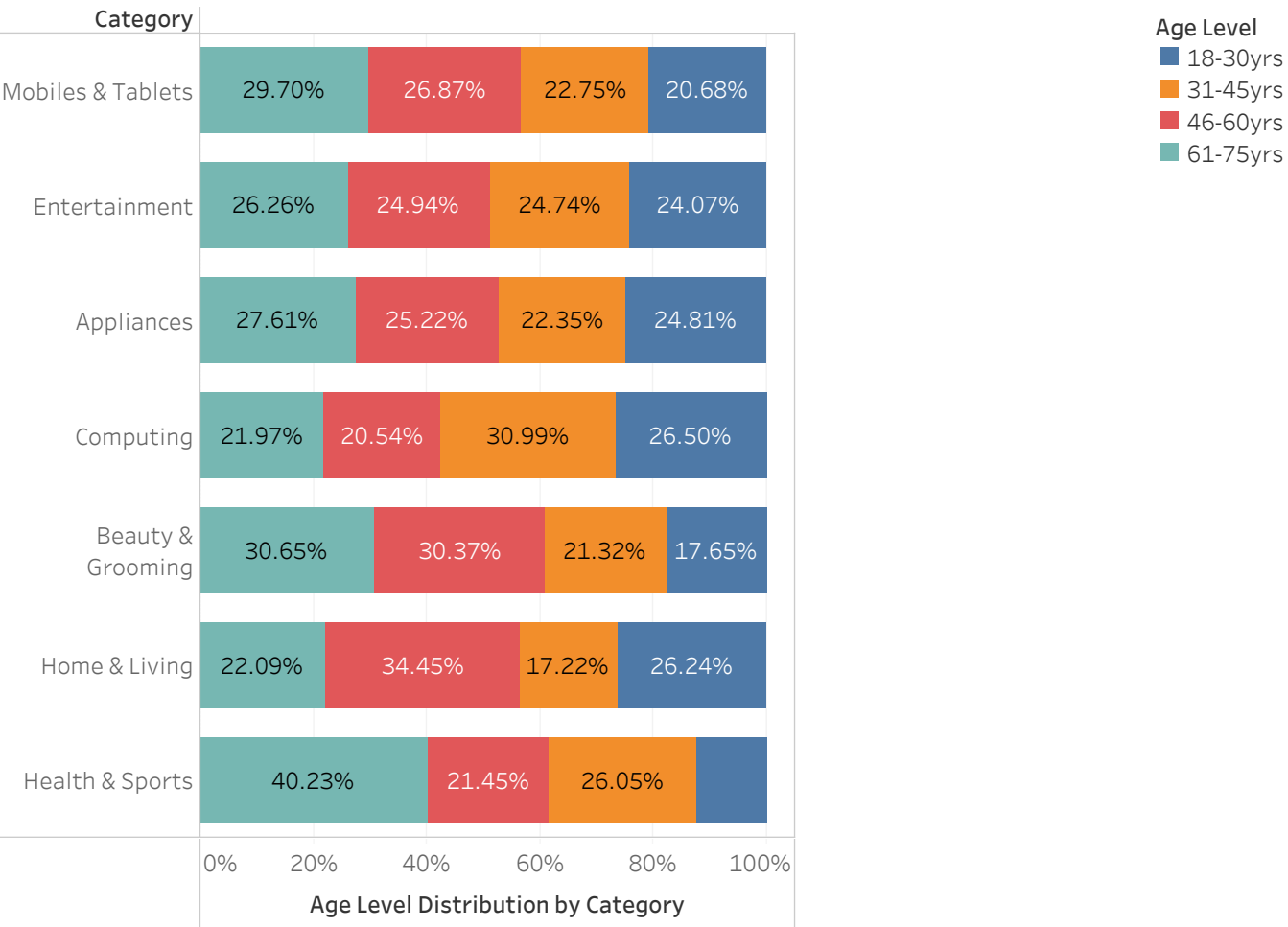
Total Sales by Category and Age

Sum of Total and % of Total Total for each Category. Color shows details about Age Level. For pane Sum of Total: The marks are labeled by sum of Total. For pane % of Total Total: The marks are labeled by % of Total Total. The data is filtered on Status, Region, Order Date_duplicated Quarter, Payment Method and Action (Region). The Status filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member. The view is filtered on Category, which keeps 7 of 15 members.

Total Sales by Category and Age

Category

Mobiles & Tablets	29.70%	26.87%	22.75%	20.68%
Entertainment	26.26%	24.94%	24.74%	24.07%
Appliances	27.61%	25.22%	22.35%	24.81%
Computing	21.97%	20.54%	30.99%	26.50%
Beauty & Grooming	30.65%	30.37%	21.32%	17.65%
Home & Living	22.09%	34.45%	17.22%	26.24%
Health & Sports	40.23%	21.45%	26.05%	

0%   20%   40%   60%   80%   100%

Age Level Distribution by Category

Age Level
- 18-30yrs
- 31-45yrs
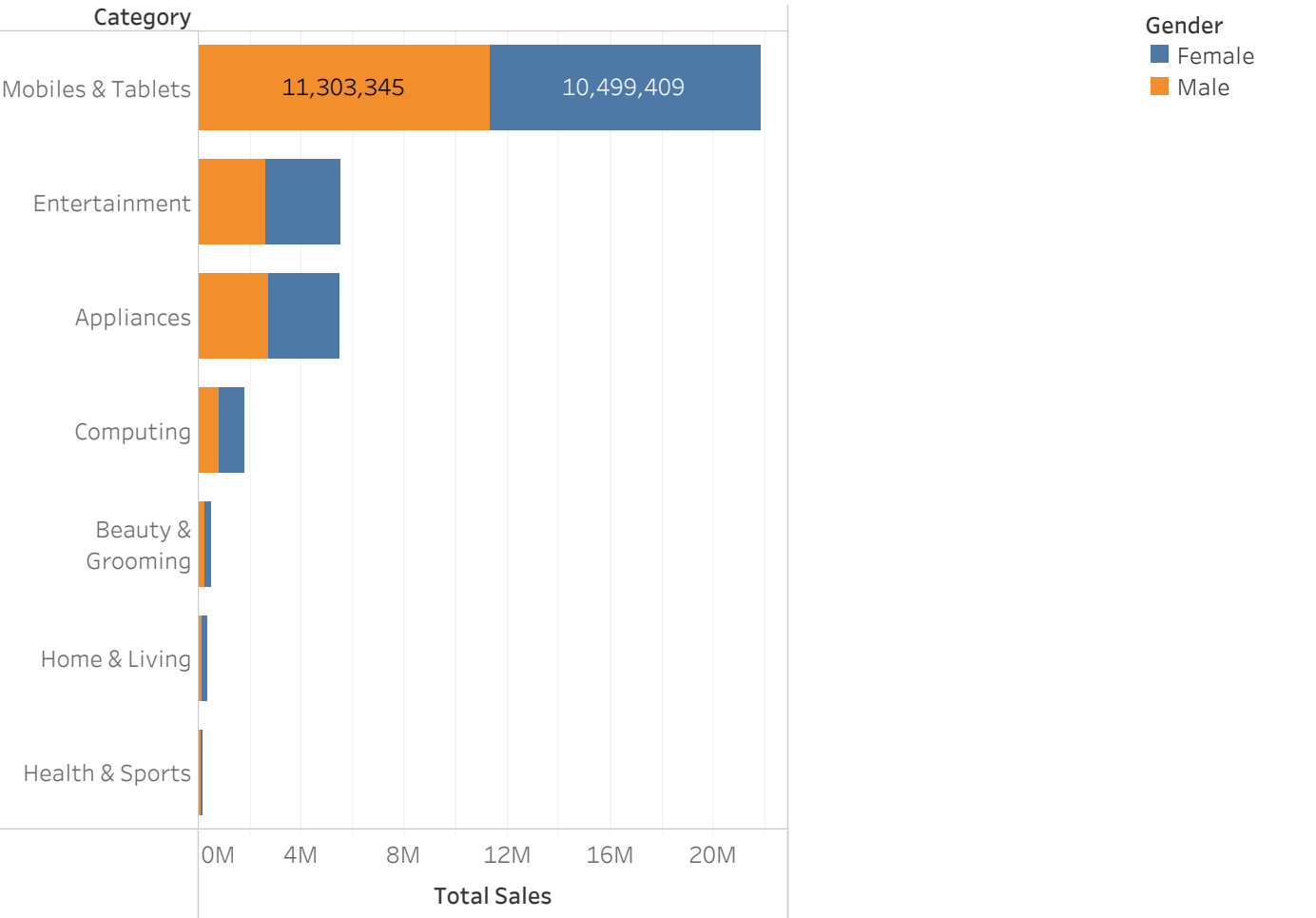- 46-60yrs
- 61-75yrs

Sum of Total and % of Total Total for each Category. Color shows details about Age Level. For pane Sum of Total: The marks are labeled by sum of Total. For pane % of Total Total: The marks are labeled by % of Total Total. The data is filtered on Status, Region, Order Date_duplicated Quarter, Payment Method and Action (Region). The Status filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member. The view is filtered on Category, which keeps 7 of 15 members.
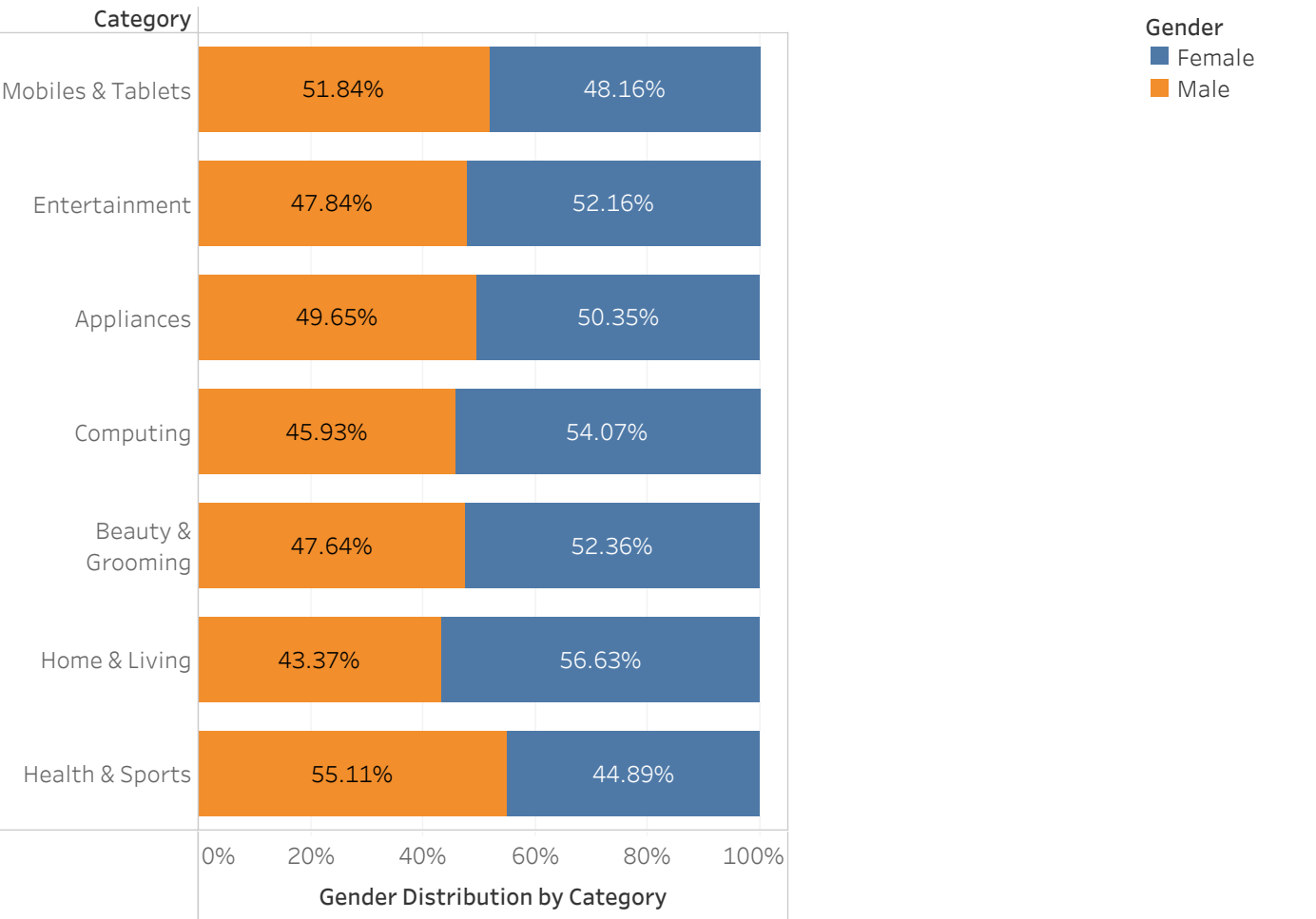
Total Sales by Category and Gender

Category

Sum of Total and % of Total Total for each Category. Color shows details about Gender. For pane Sum of Total: The marks are labeled by sum of Total. For pane % of Total Total: The marks are labeled by % of Total Total. The data is filtered on Status, Region, Order Date_duplicated Quarter, Payment Method and Action (Region). The Status filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member. The view is filtered on Category, which keeps 7 of 15 members.
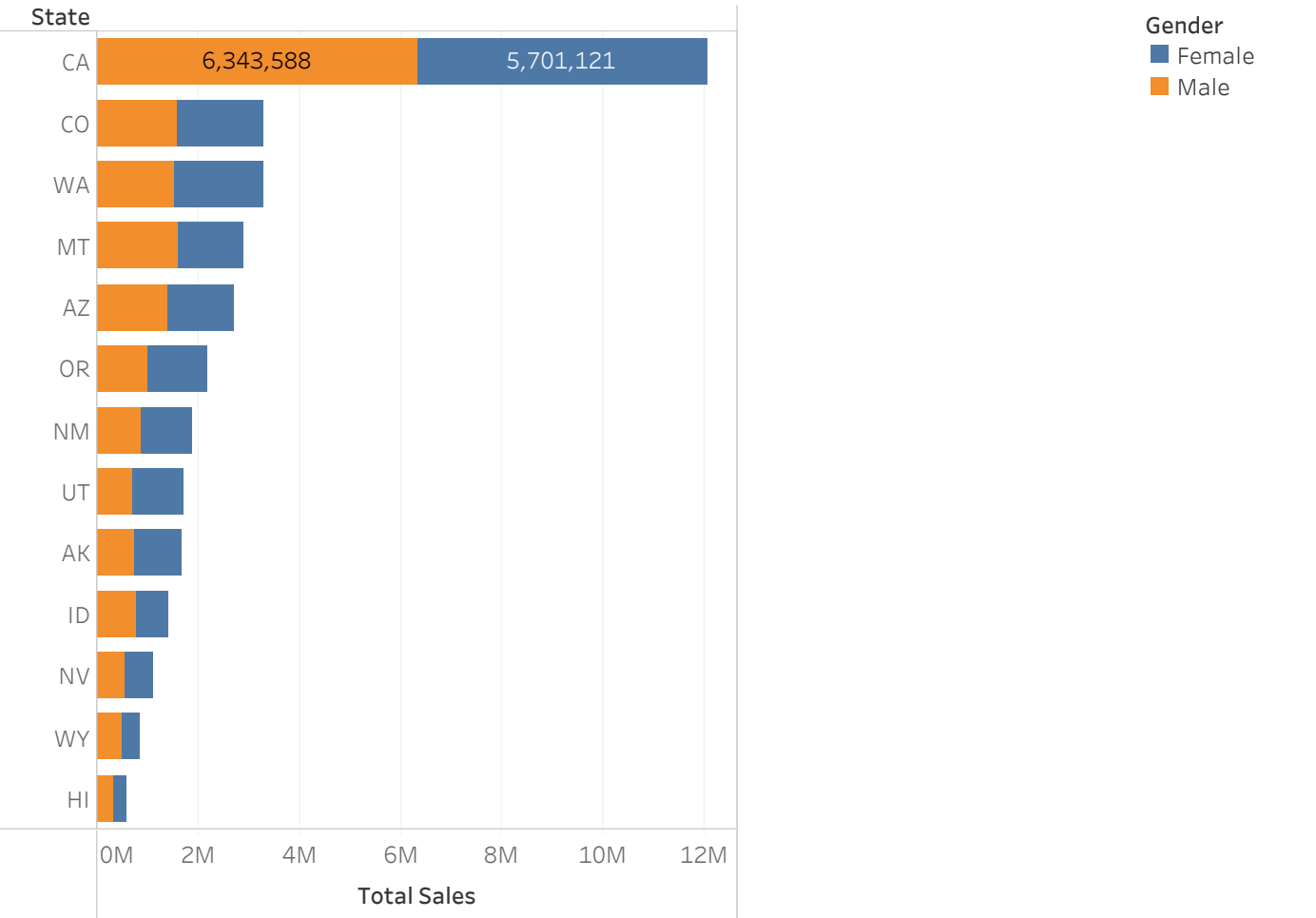
Total Sales by Category and Gender

Sum of Total and % of Total Total for each Category. Color shows details about Gender. For pane Sum of Total: The marks are labeled by sum of Total. For pane % of Total Total: The marks are labeled by % of Total Total. The data is filtered on Status, Region, Order Date_duplicated Quarter, Payment Method and Action (Region). The Status filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member. The view is filtered on Category, which keeps 7 of 15 members.
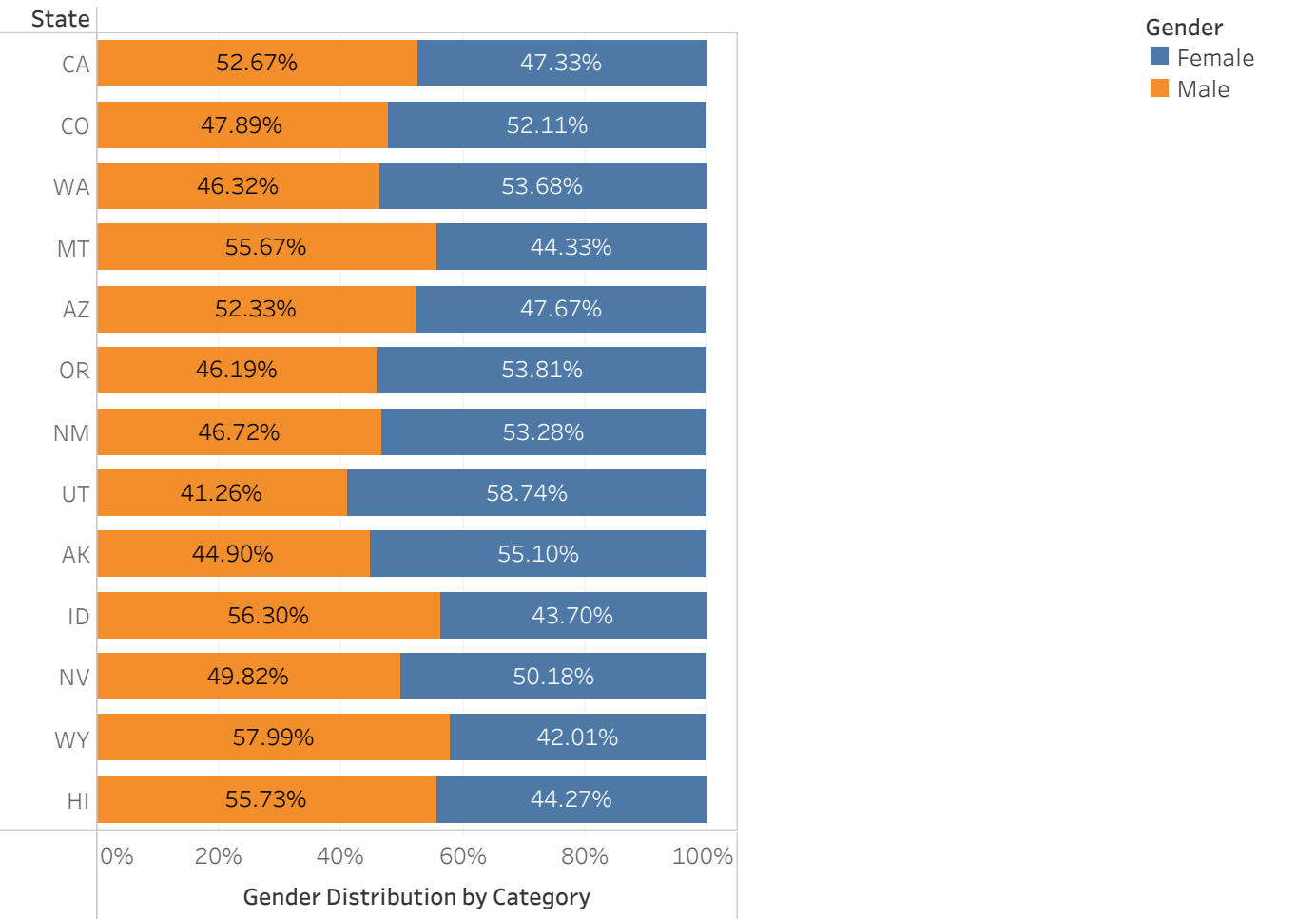
Total Sales by State and Gender

State

Sum of Total and % of Total Total for each State. Color shows details about Gender. For pane Sum of Total: The marks are labeled by sum of Total. For pane % of Total Total: The marks are labeled by % of Total Total. The data is filtered on Category, Status, Region, Order Date_duplicated Quarter, Payment Method and Action (Region). The Category filter keeps 7 of 15 members. The Status filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member.

Total Sales by State and Gender

State

CA	52.67% / 47.33%
CO	47.89% / 52.11%
WA	46.32% / 53.68%
MT	55.67% / 44.33%
AZ	52.33% / 47.67%
OR	46.19% / 53.81%
NM	46.72% / 53.28%
UT	41.26% / 58.74%
AK	44.90% / 55.10%
ID	56.30% / 43.70%
NV	49.82% / 50.18%
WY	57.99% / 42.01%
HI	55.73% / 44.27%

0%   20%   40%   60%   80%   100%

Gender Distribution by Category

Gender
- Female
- Male

Sum of Total and % of Total Total for each State. Color shows details about Gender. For pane Sum of Total: The marks are labeled by sum of Total. For pane % of Total Total: The marks are labeled by % of Total Total. The data is filtered on Category, Status, Region, Order Date_duplicated Quarter, Payment Method and Action (Region). The Category filter keeps 7 of 15 members. The Status filter keeps 13 of 13 members. The Region filter keeps Midwest, Northeast, South and West. The Order Date_duplicated Quarter filter keeps 2020 Q4, 2021 Q1, 2021 Q2 and 2021 Q3. The Payment Method filter keeps 13 of 13 members. The Action (Region) filter keeps 1 member.
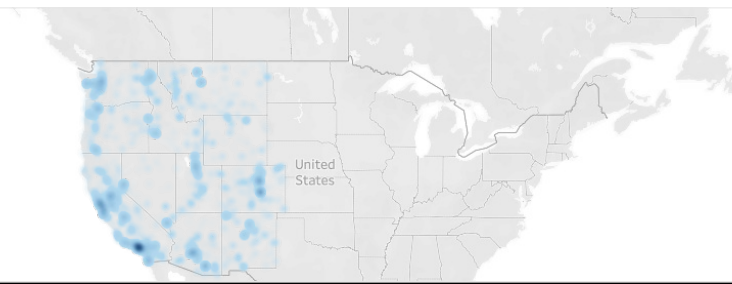
Online Sales Performance Analysis - USA

Online Sales in U.S by Geography

Category
Multiple values

© 2023 Mapbox © OpenStreetMap

Quarter of Order Date
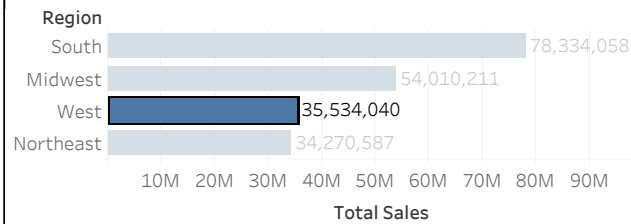- ✔ 2020 Q4
- ✔ 2021 Q1
- ✔ 2021 Q2
- ✔ 2021 Q3

Status
All

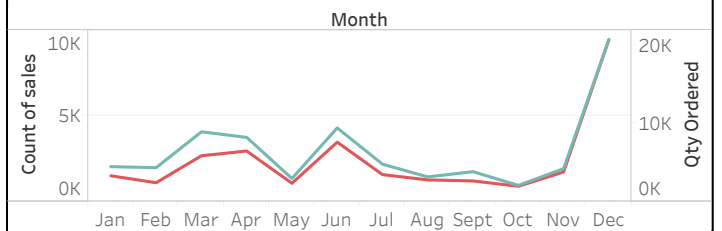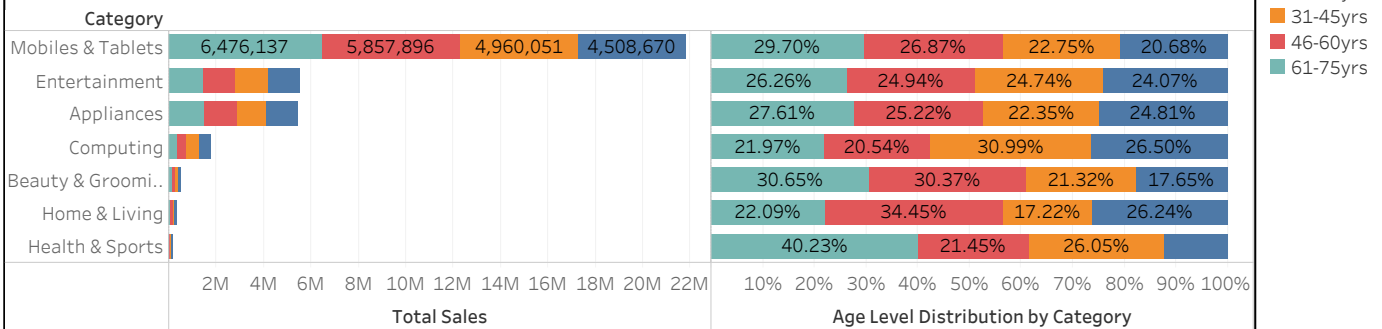### Payment Method
All

Count of sal..
Qty Ordered

Total Sales by Region

Region
Region	Total Sales
South	78,334,058
Midwest	54,010,211
West	35,534,040
Northeast	34,270,587

Total Sales

Time Series of Sales & Quantity over Months

Month

Count of sales — Qty Ordered

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Total Sales by Category and Age

Category

Age Level
- 18-30yrs
- 31-45yrs
- 46-60yrs
- 61-75yrs

Category	Total Sales (61-75)	(46-60)	(31-45)	(18-30)	61-75yrs	46-60yrs	31-45yrs	18-30yrs
Mobiles & Tablets	6,476,137	5,857,896	4,960,051	4,508,670	29.70%	26.87%	22.75%	20.68%
Entertainment					26.26%	24.94%	24.74%	24.07%
Appliances					27.61%	25.22%	22.35%	24.81%
Computing					21.97%	20.54%	30.99%	26.50%
Beauty & Groomi..					30.65%	30.37%	21.32%	17.65%
Home & Living					22.09%	34.45%	17.22%	26.24%
Health & Sports					40.23%	21.45%	26.05%	

Total Sales — Age Level Distribution by Category

Total Sales by Category and Gender

Category

Gender
- Female
- Male

Category	Total Sales (Male)	(Female)	Male %	Female %
Mobiles & Tablets	11,303,345	10,499,409	51.84%	48.16%
Entertainment			47.84%	52.16%
Appliances			49.65%	50.35%
Computing			45.93%	54.07%
Beauty & Groomi..			47.64%	52.36%
Home & Living			43.37%	56.63%
Health & Sports			55.11%	44.89%

Total Sales — Gender Distribution by Category

Total Sales by State and Gender

State

State	Total Sales	Male %	Female %
CA	5,701,121		
CO	1,706,686	47.89%	52.11%
WA			
MT		55.67%	44.33%
AZ			
OR		46.19%	53.81%
NM			
UT		41.26%	58.74%
AK			
ID		56.30%	43.70%
NV			
WY		57.99%	42.01%
HI			

Total Sales — Gender Distribution by Category