

Filters

country

- Select all
- Canada
- Mexico
- USA

Year

- 1997
- 1998

Sales Report 1997-1998

\$1.76M

Total Revenue

\$1.05M

Total Profit

59.67%

Profit Margin

0.99%

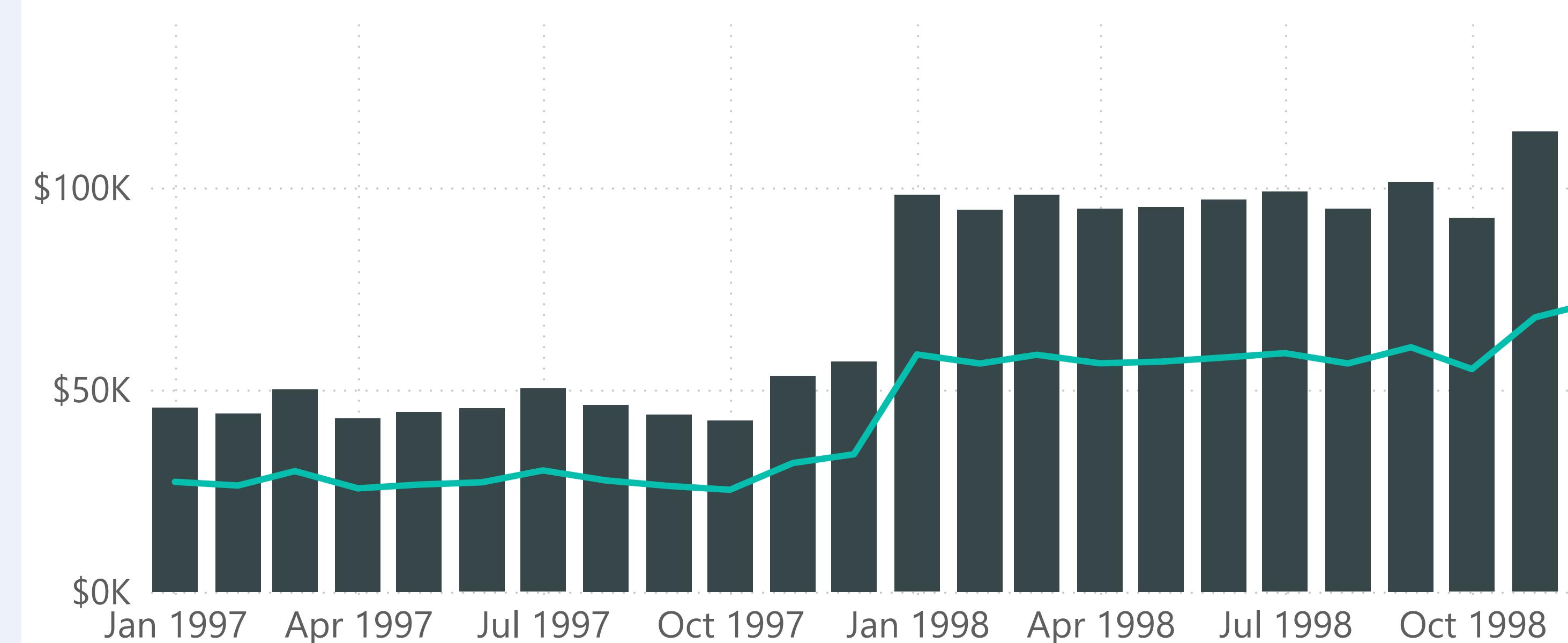
Return Rate

10,281

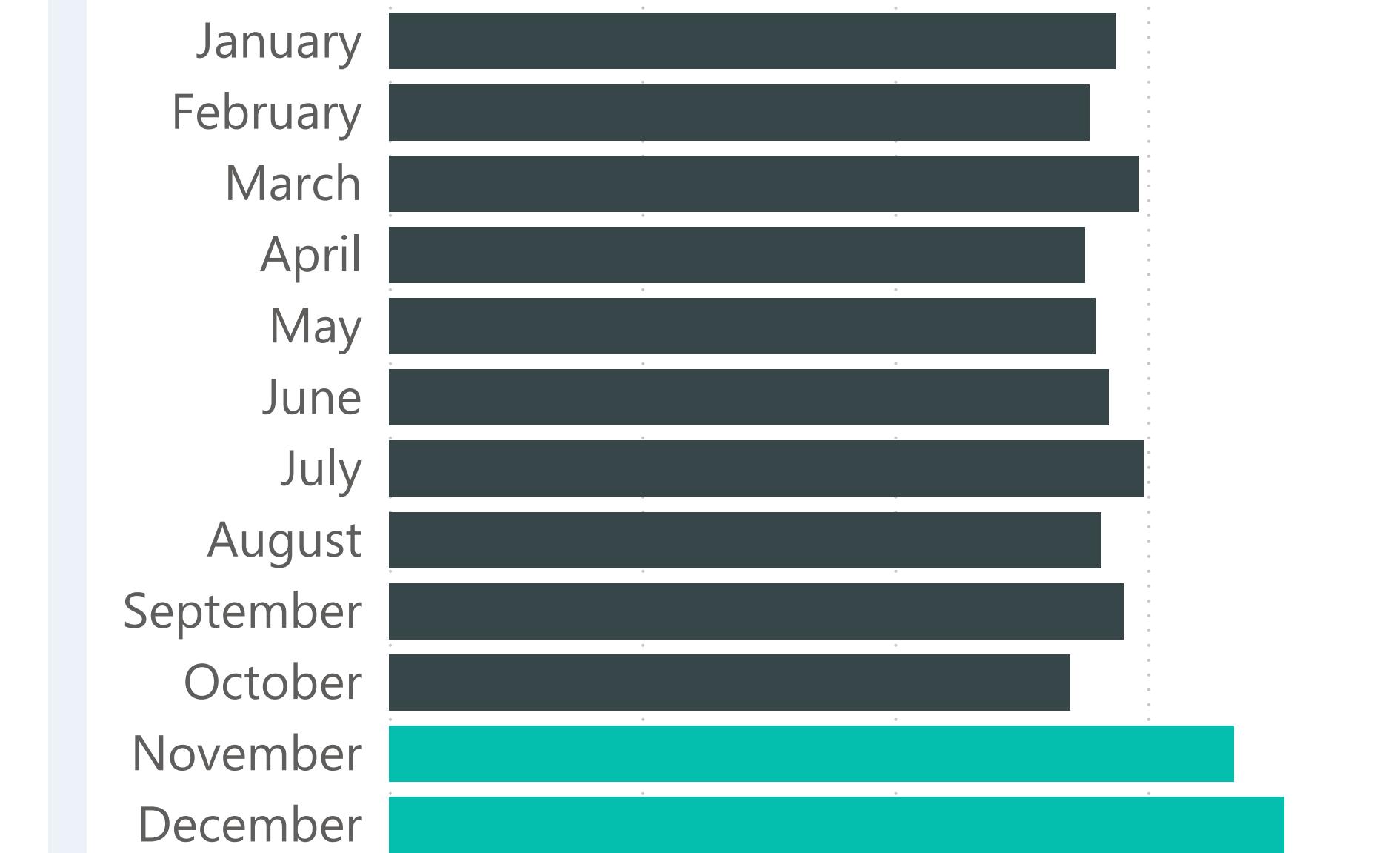
Total Customer

Total Revenue and Total Profit Over Time

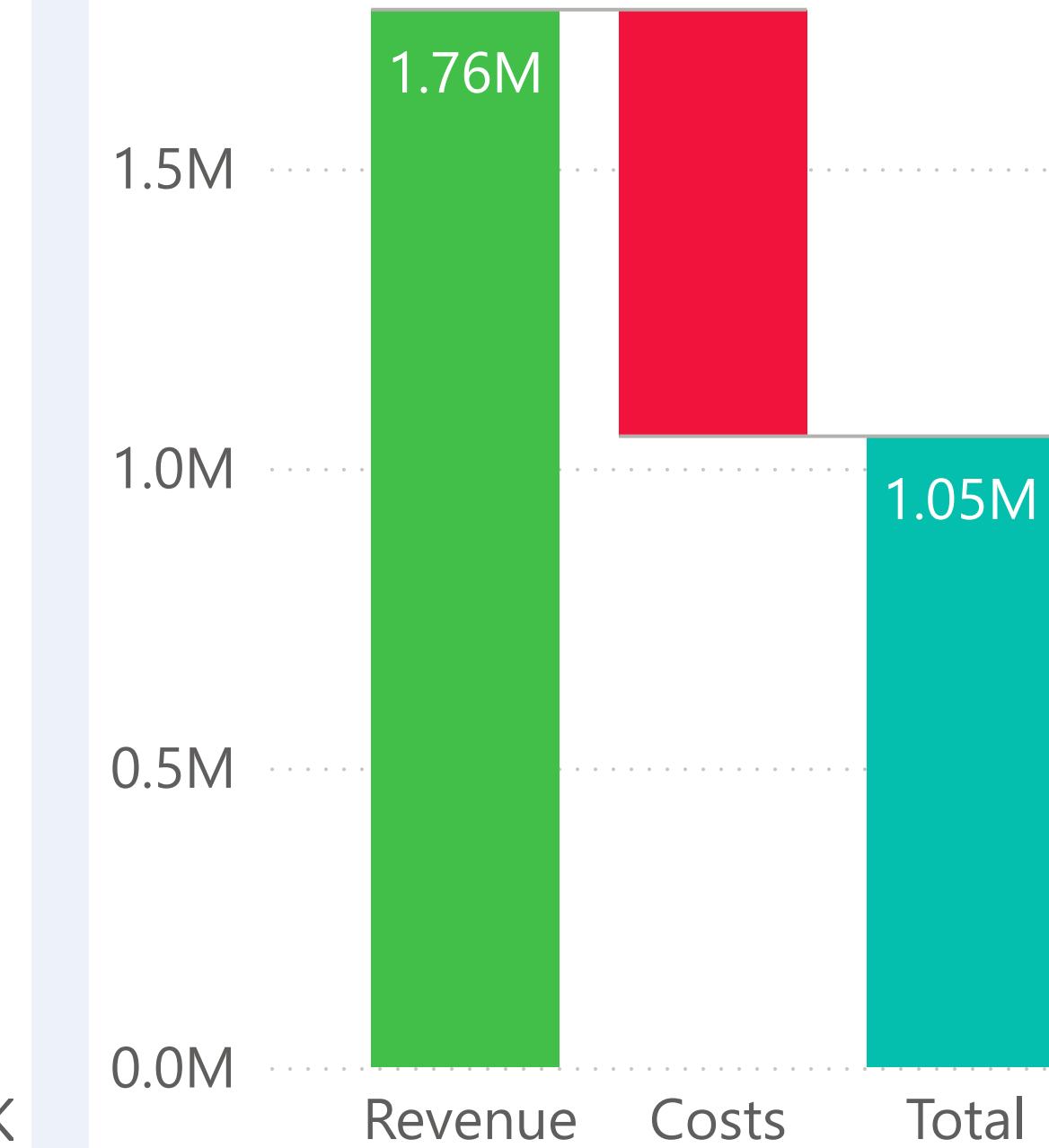
- Total Revenue
- Total Profit



Total Revenue by Month

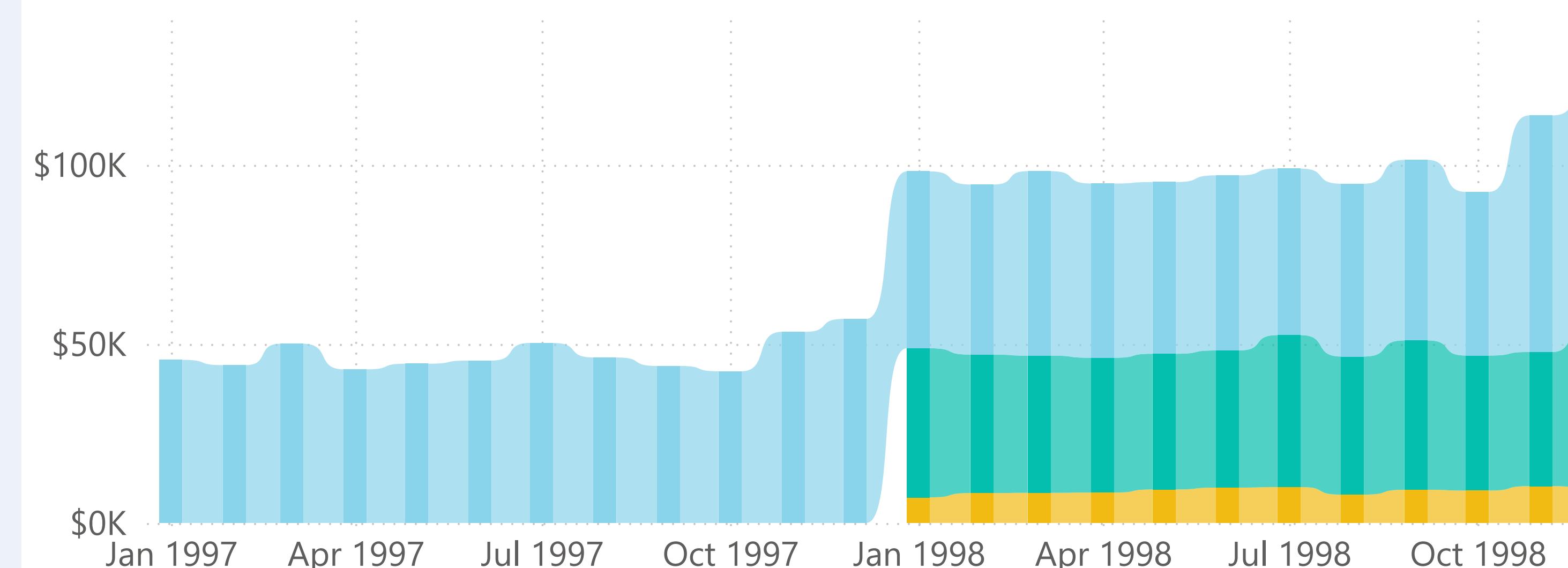


Income and Expanses



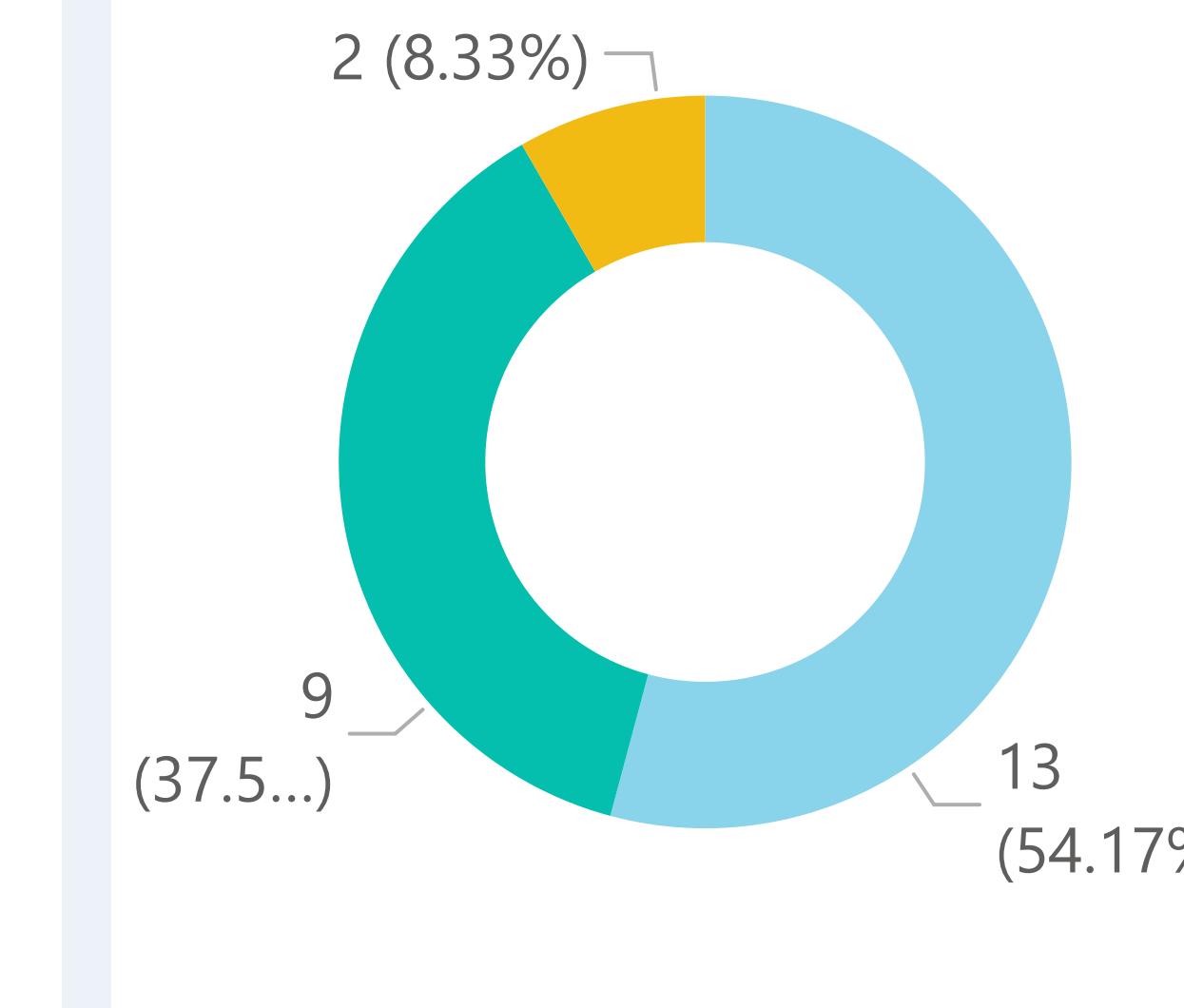
Total Revenue Over Time

- country ● Canada ● Mexico ● USA

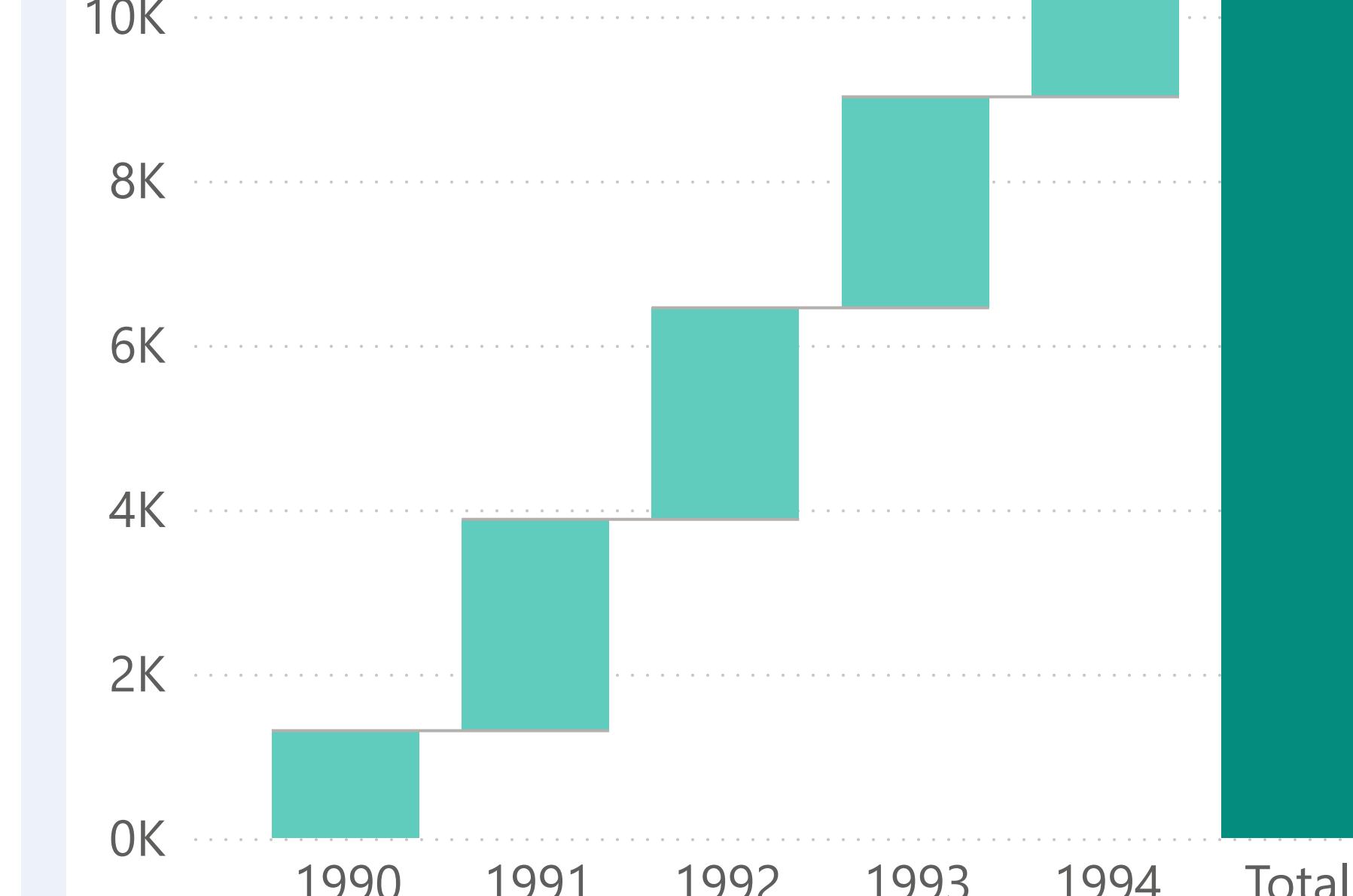


No new stores opened in the 1997-1998 period; only one U.S. store underwent renovation.

Store Count by Country



Total Customer by Year



Home

Products

Customers

Stores

Suggestion

Filters

Country

- Select all
- Canada
- Mexico
- USA

Year

- 1997
- 1998

Home

Products

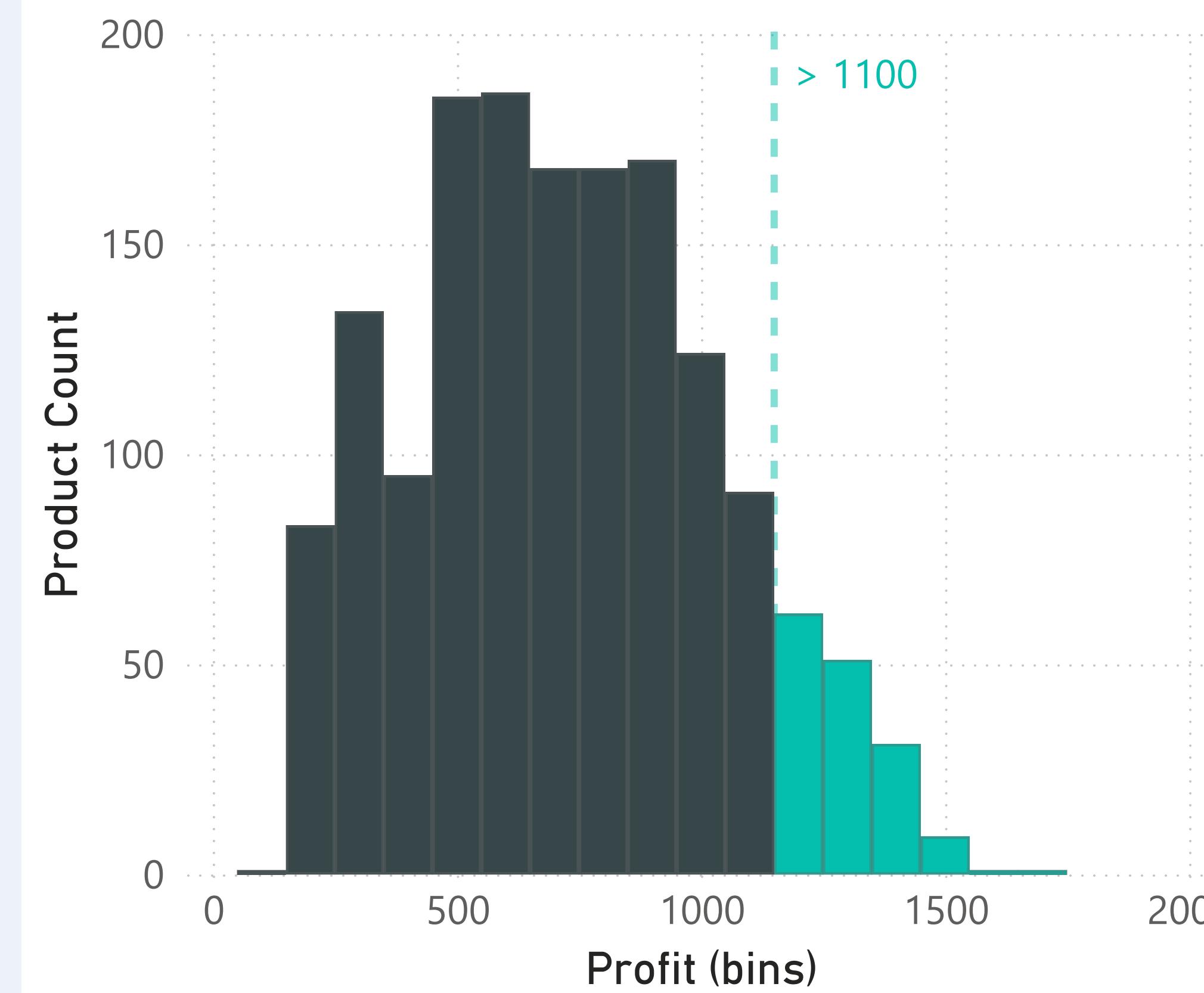
Customers

Stores

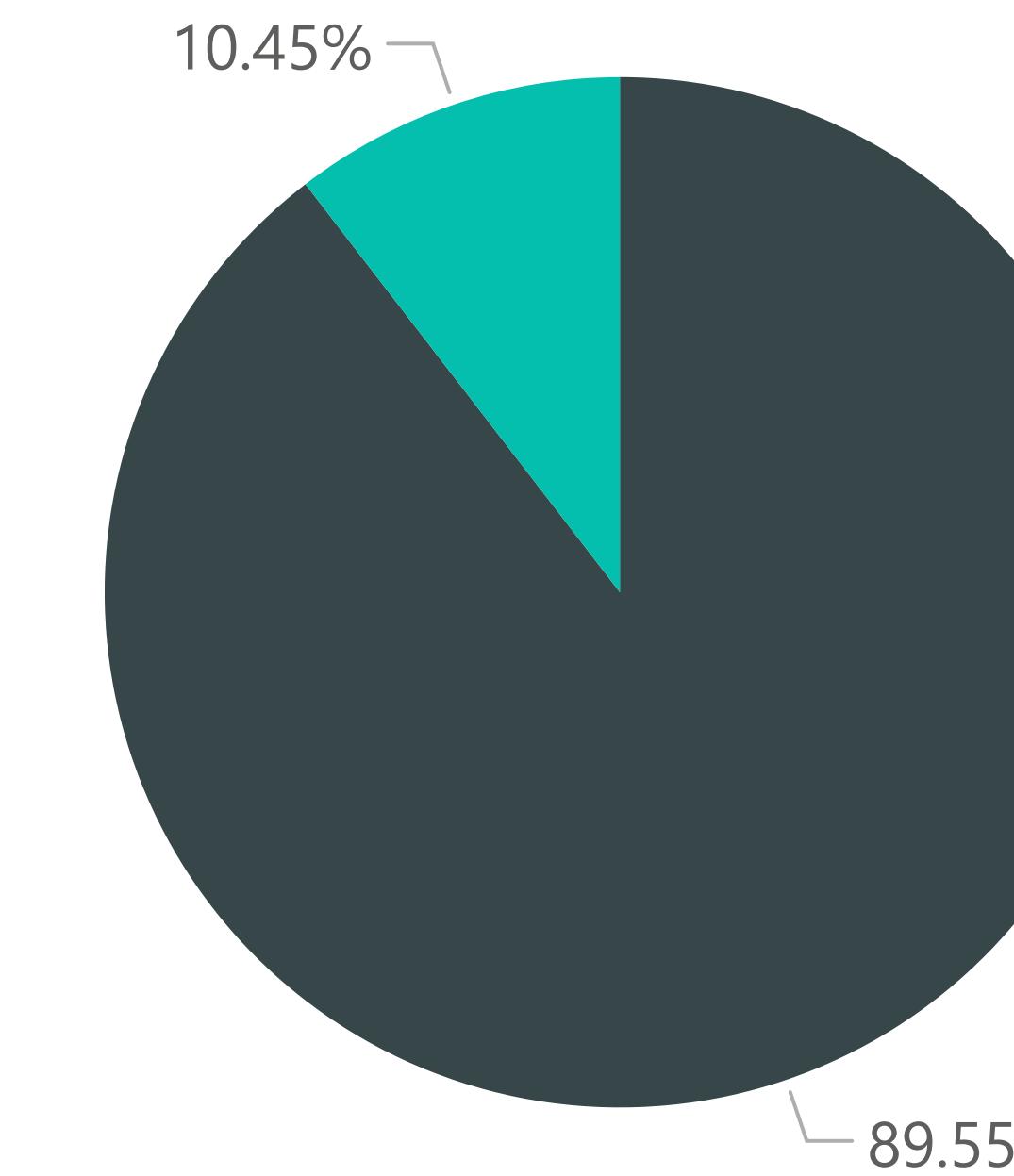
Suggestion

Product Analysis

10% of Products Generates Maximum Profit

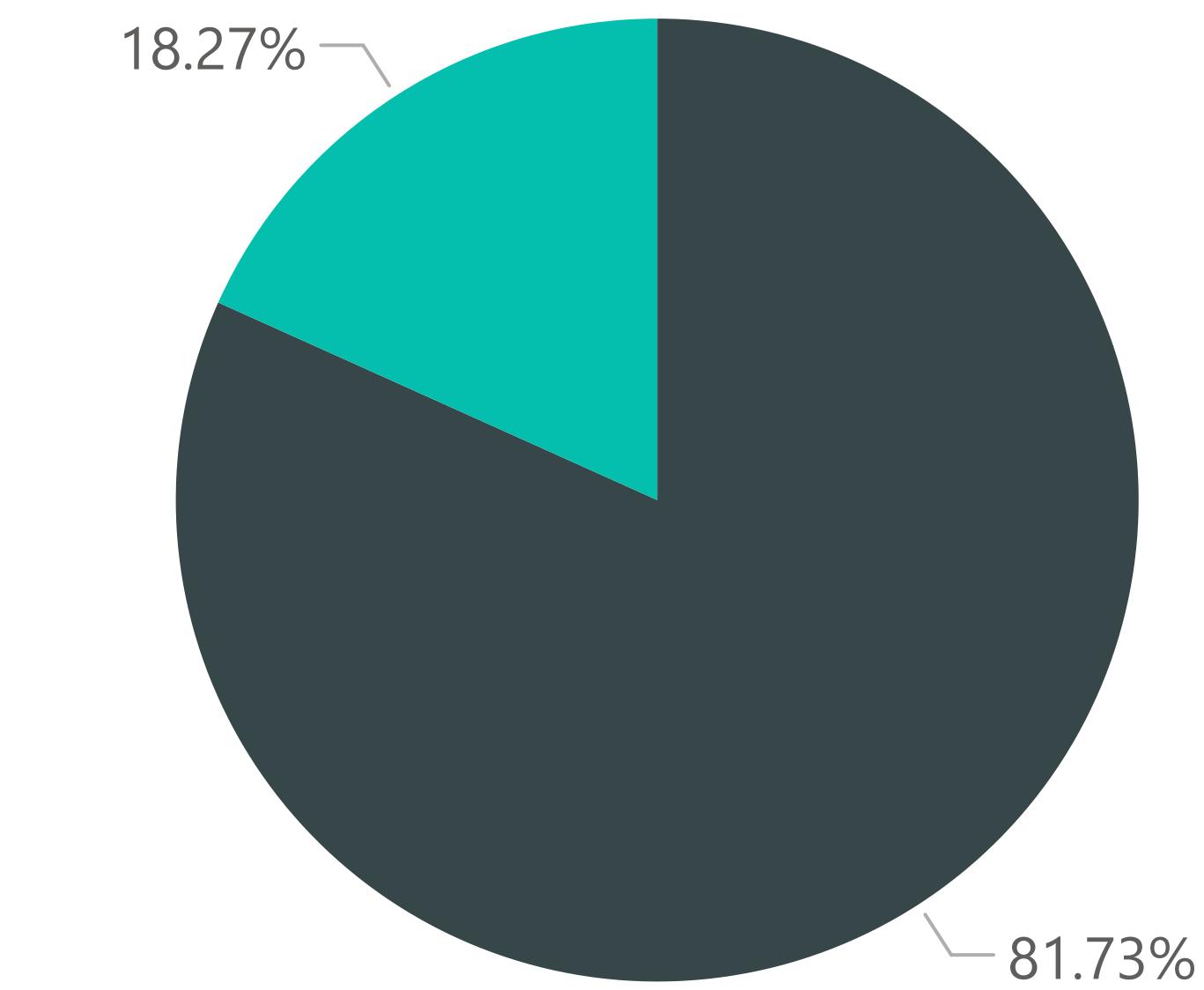


Quantity Sold by Star Products



star product • False • True

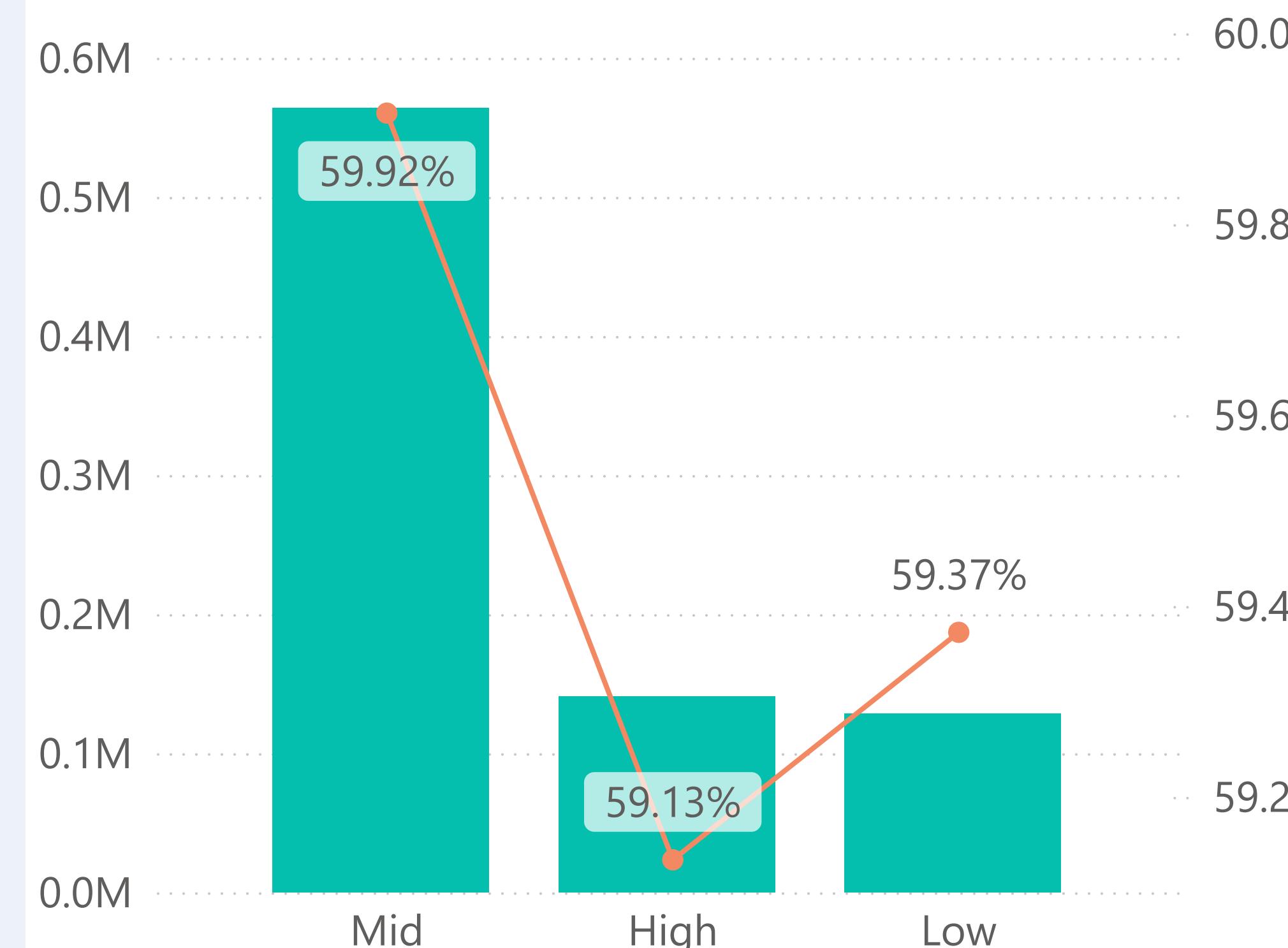
Total Profit by Star Products



star product • False • True

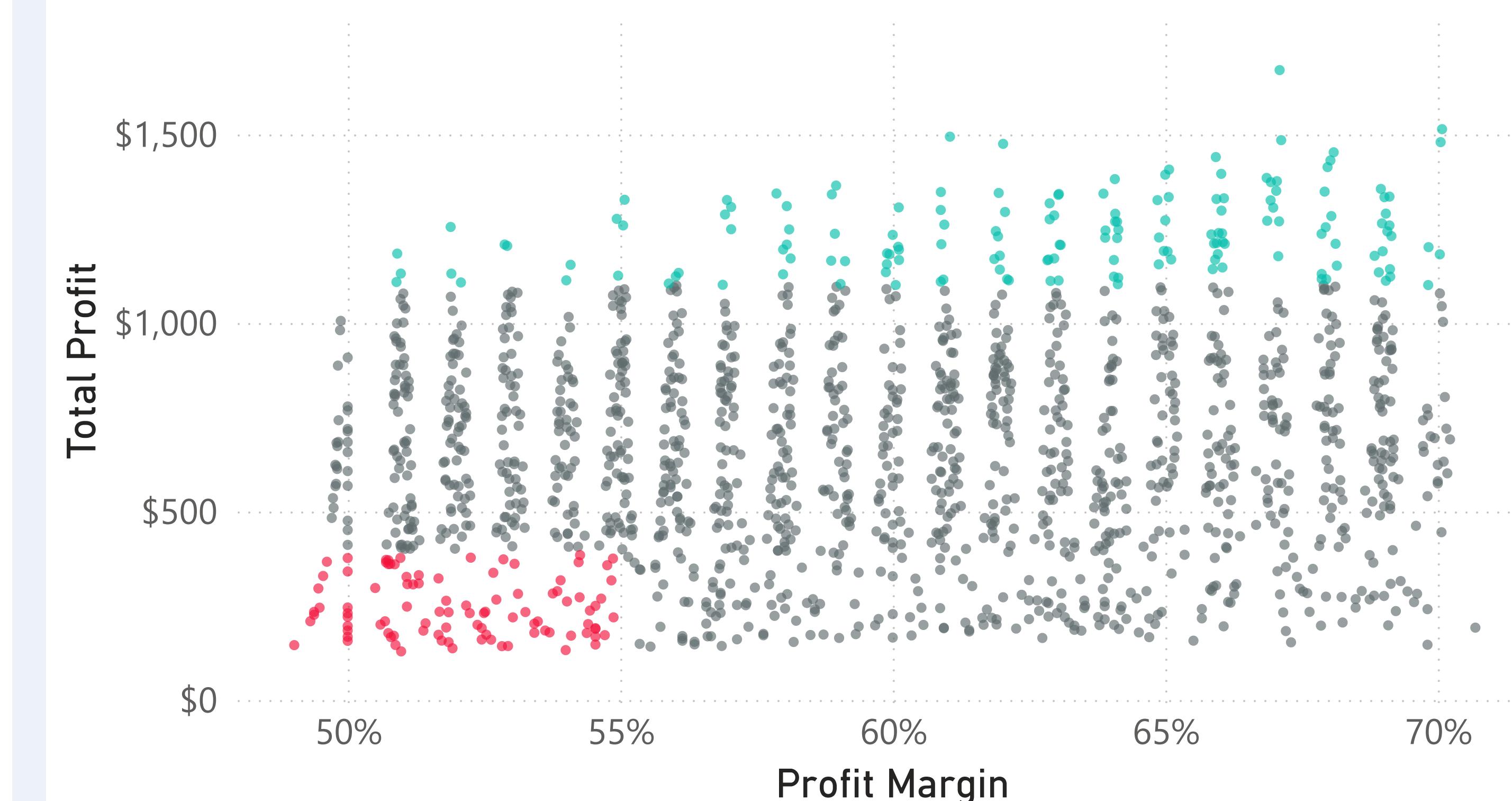
Quantity Sold and Profit Margin by Price Tier

● Quantity Sold ● Profit Margin



Profit Margin and Total Profit

● performance ● Normal ● Star ● Underperformer



111

Brand Count

1,560

Product Count

Filters

Country

- Select all
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- Mexico
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Year

- 1997
- 1998

Home

Products

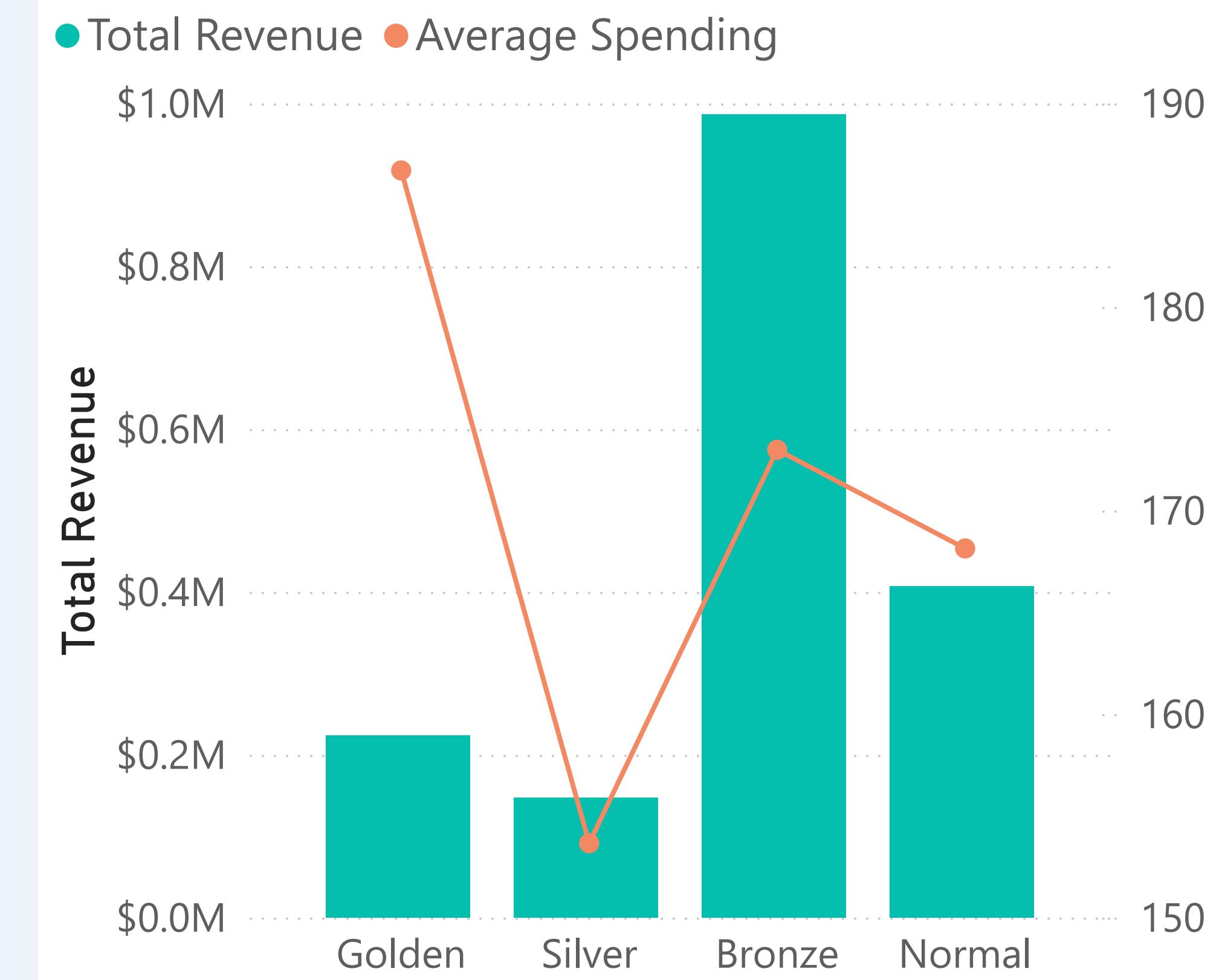
Customers

Stores

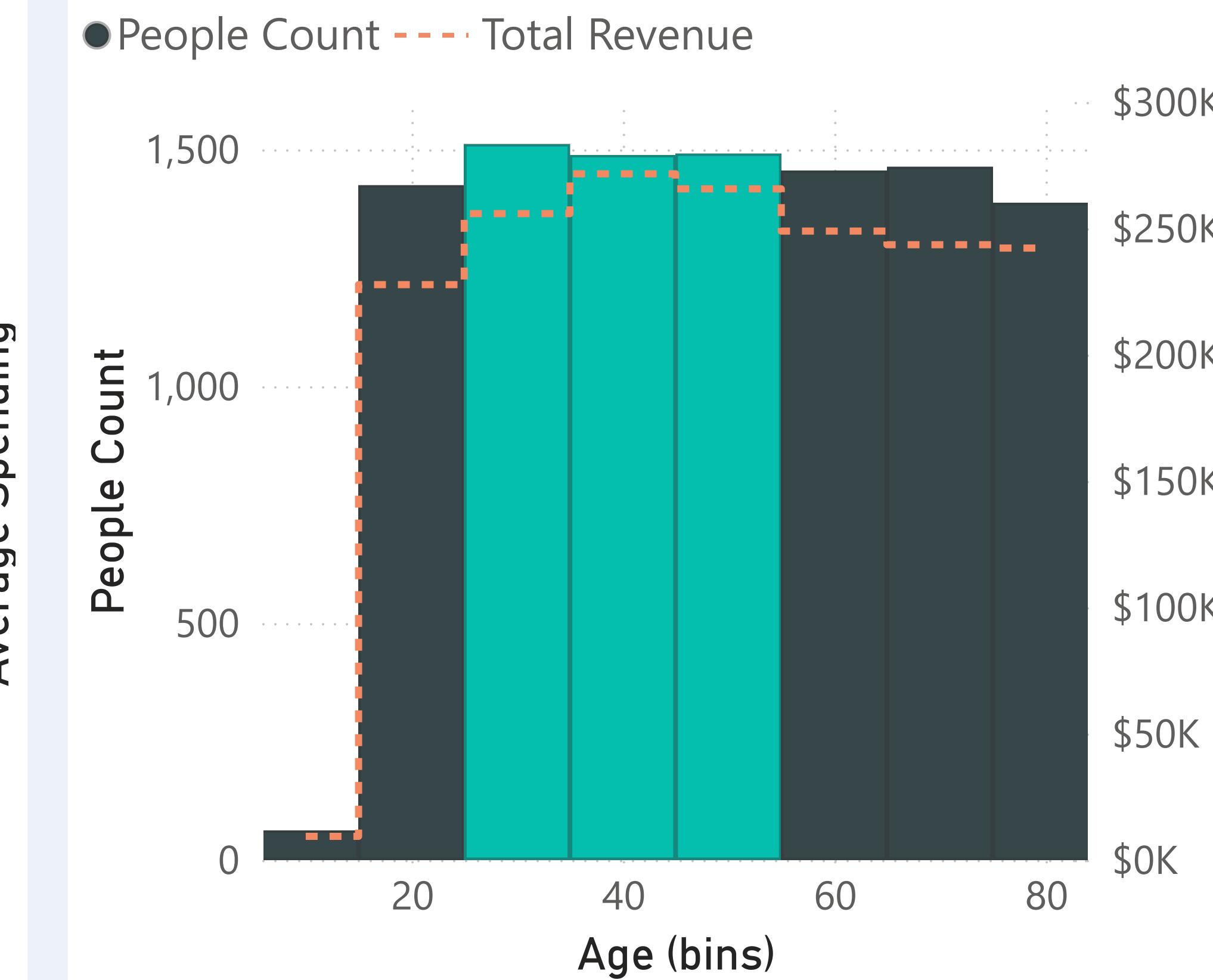
Suggestion

Customer Analysis

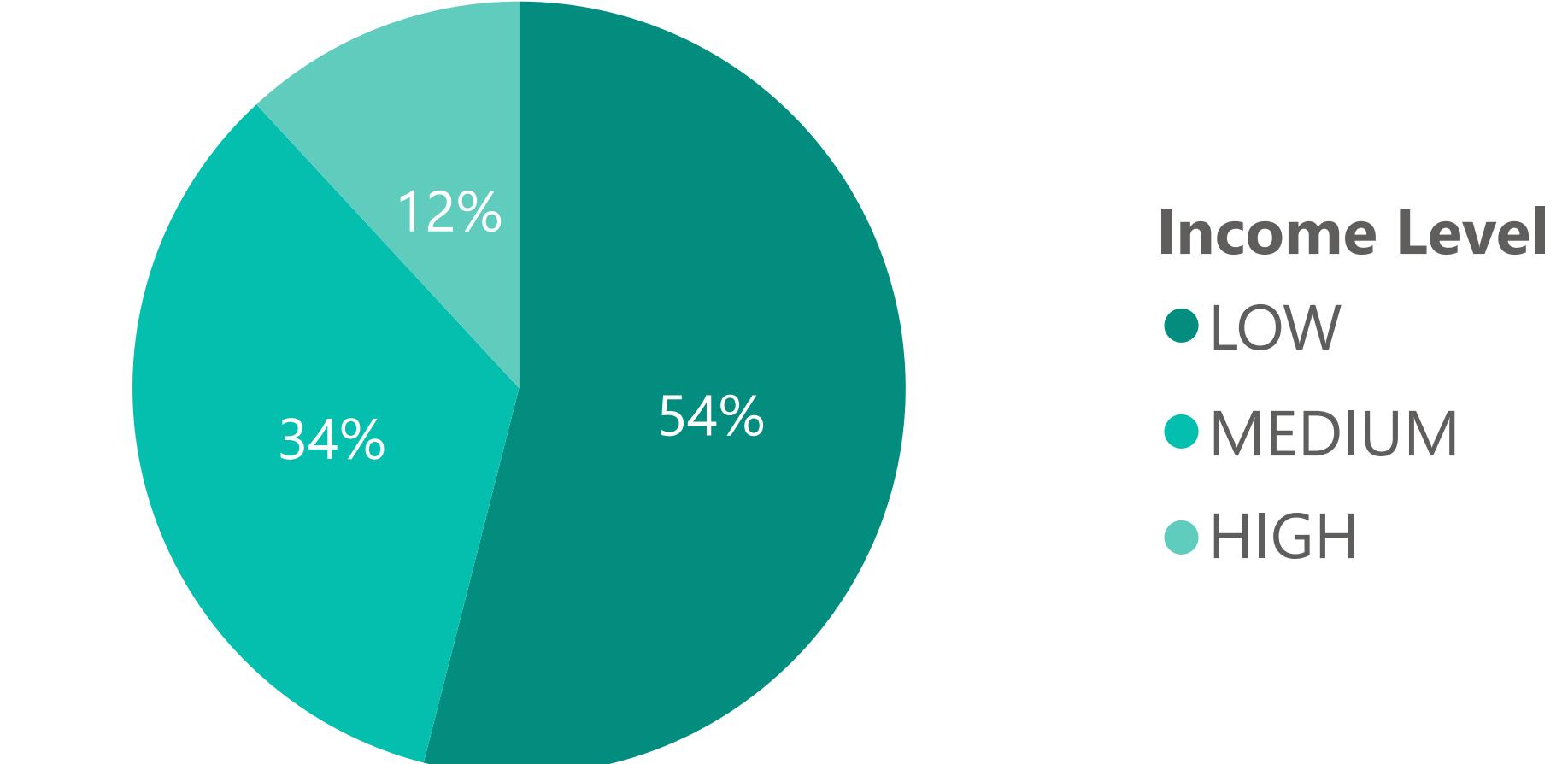
Average Spending by Member Type



Customer Distribution by Age

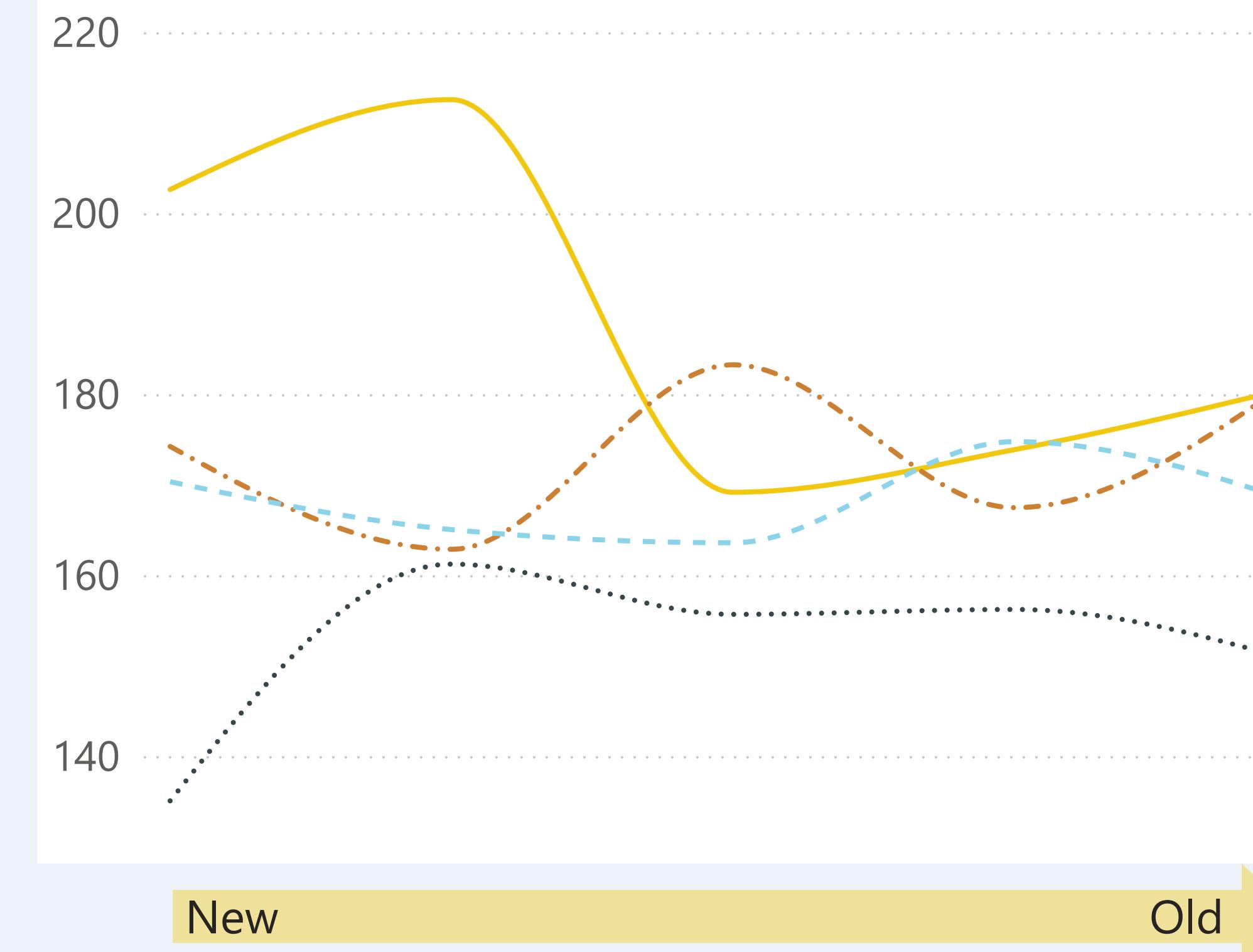


Total Customer by Income Level



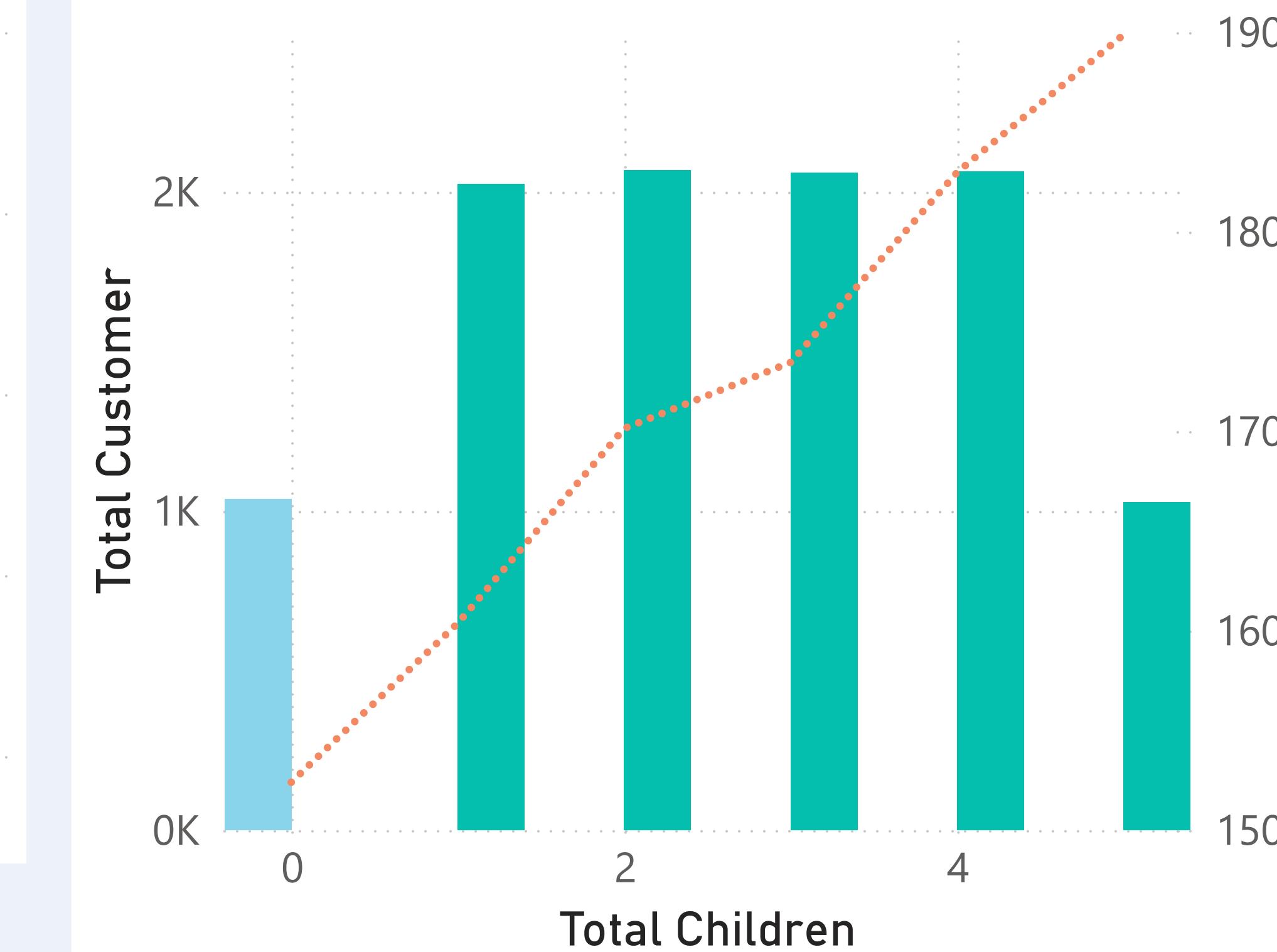
Spending Pattern by Membership Lifecycle

member_card: Golden (solid yellow), Silver (dotted black), Bronze (dashed brown), Normal (dash-dot blue)

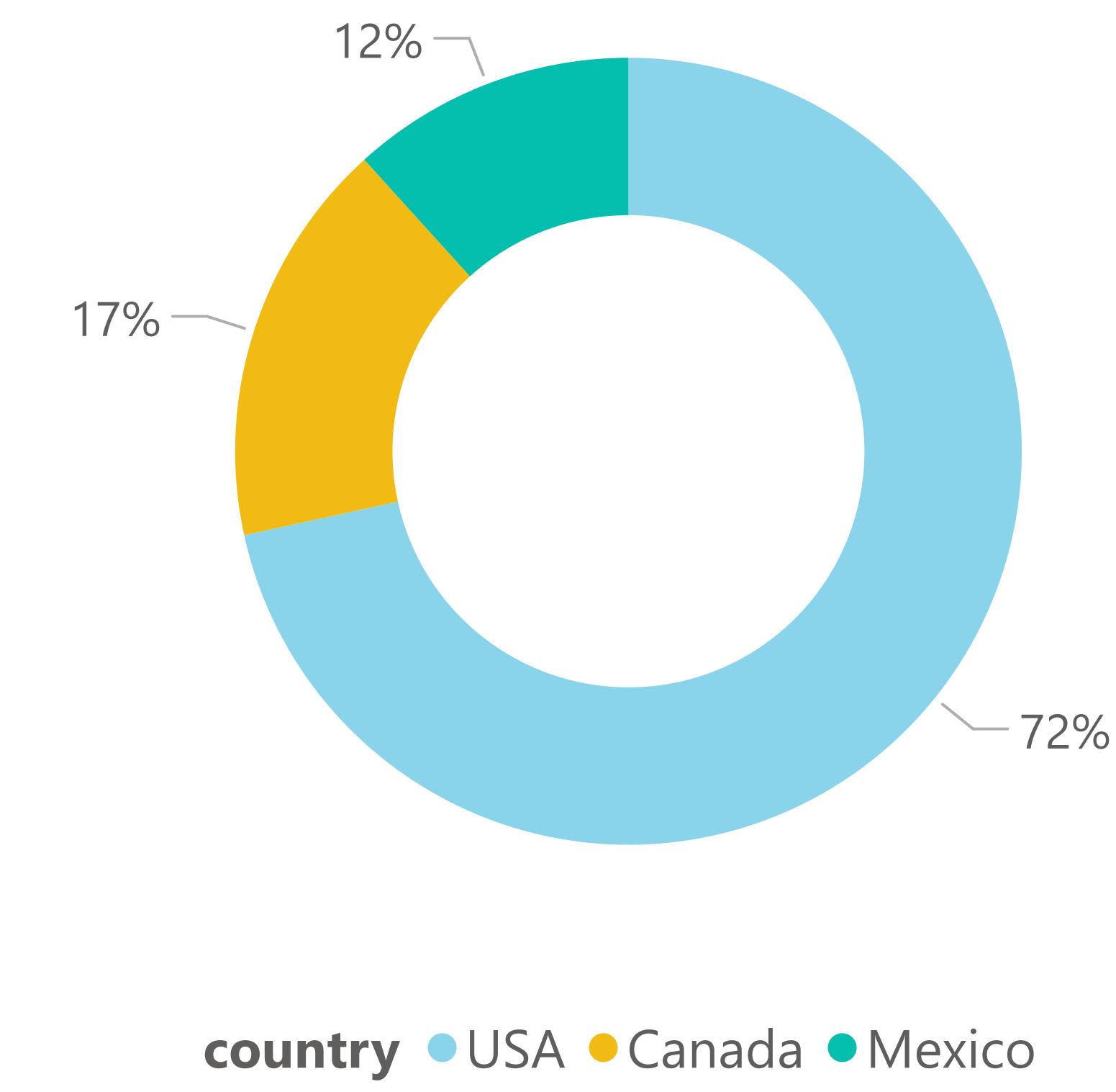


Average Spending by Total Children

has_children: N (light blue), Y (teal), Average Spending (red line with dots)



Total Customer by Country

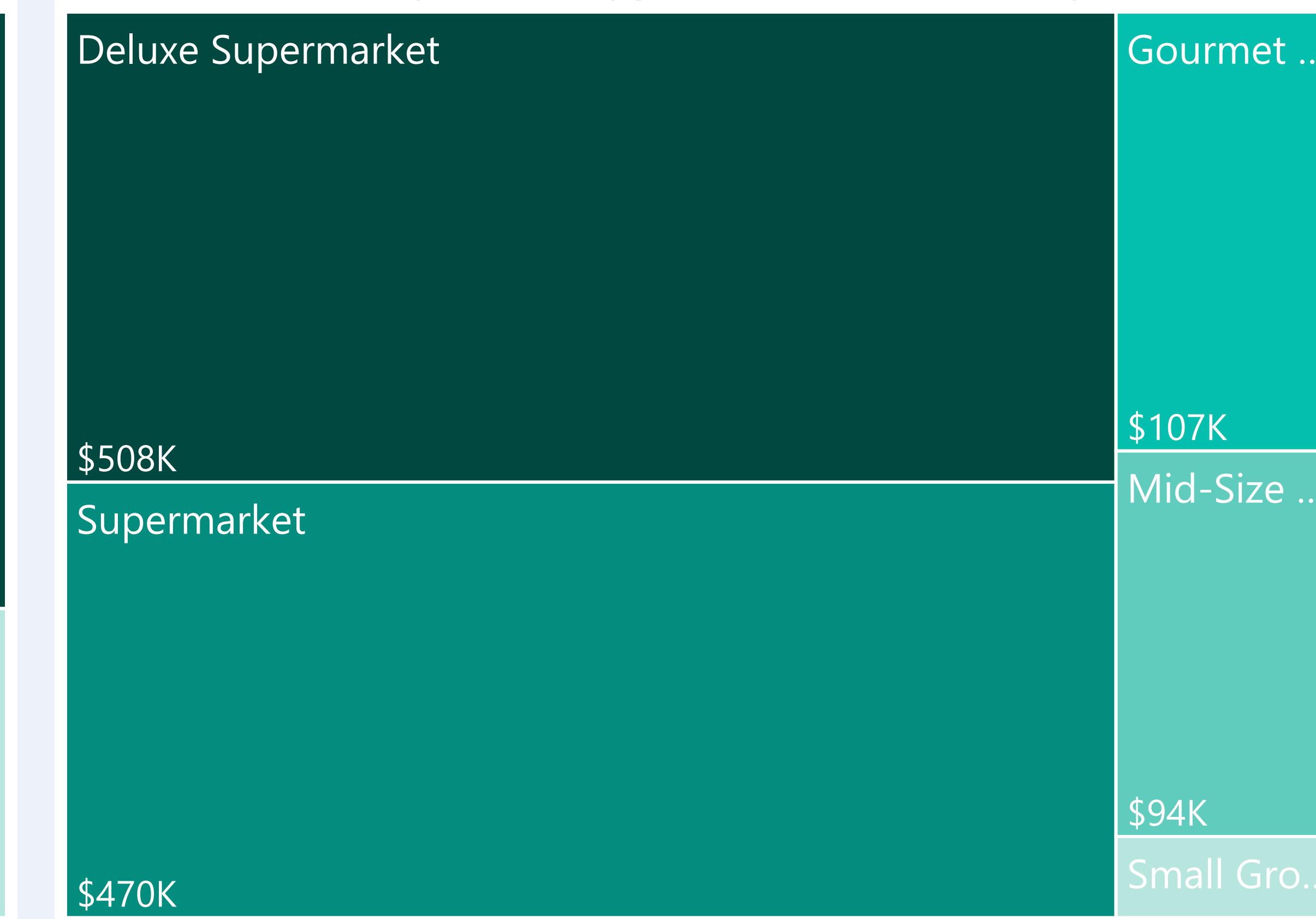


Store Analysis

Total Revenue by Store Type, 1997 (USA Only)



Total Revenue by Store Type, 1998 (Tri-Country)



1997

13

Store Count

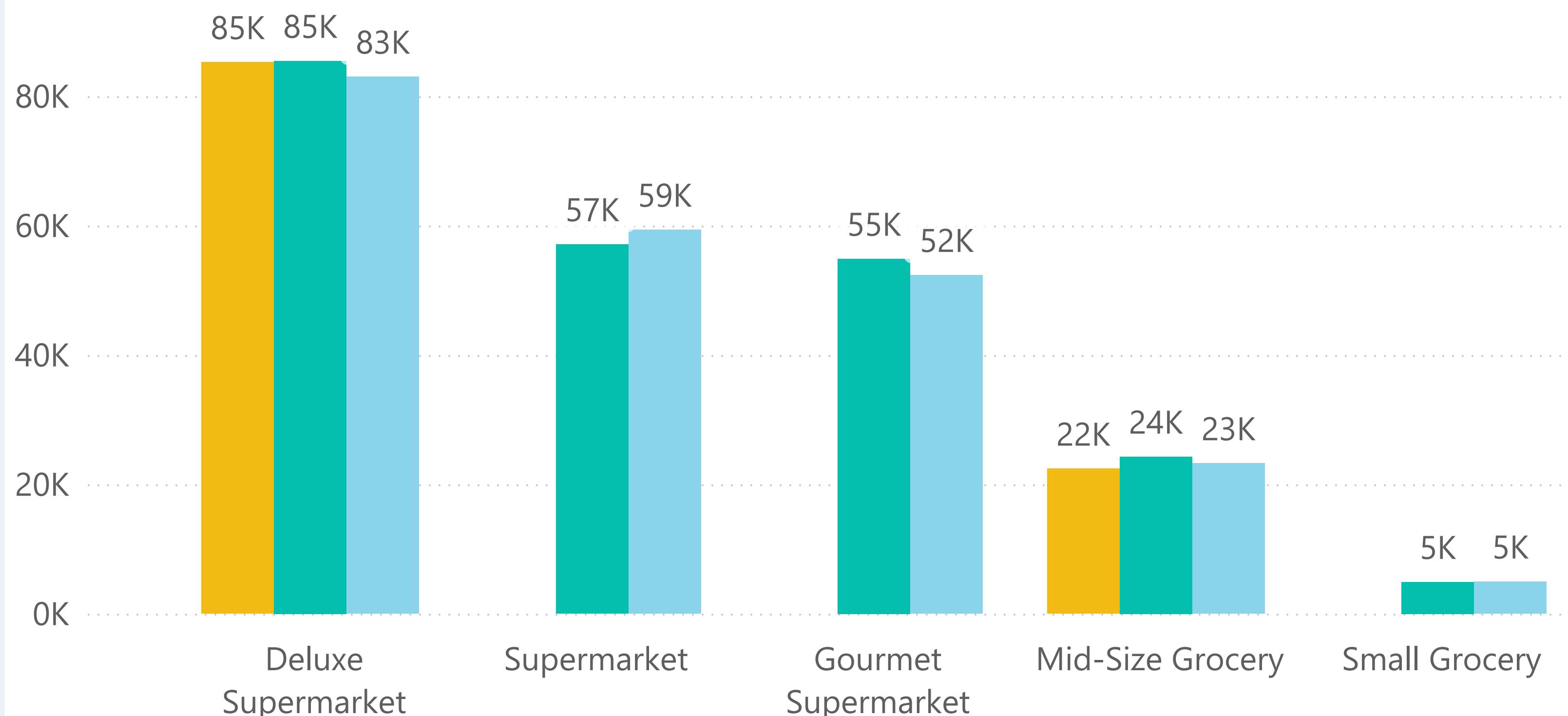
1998

24

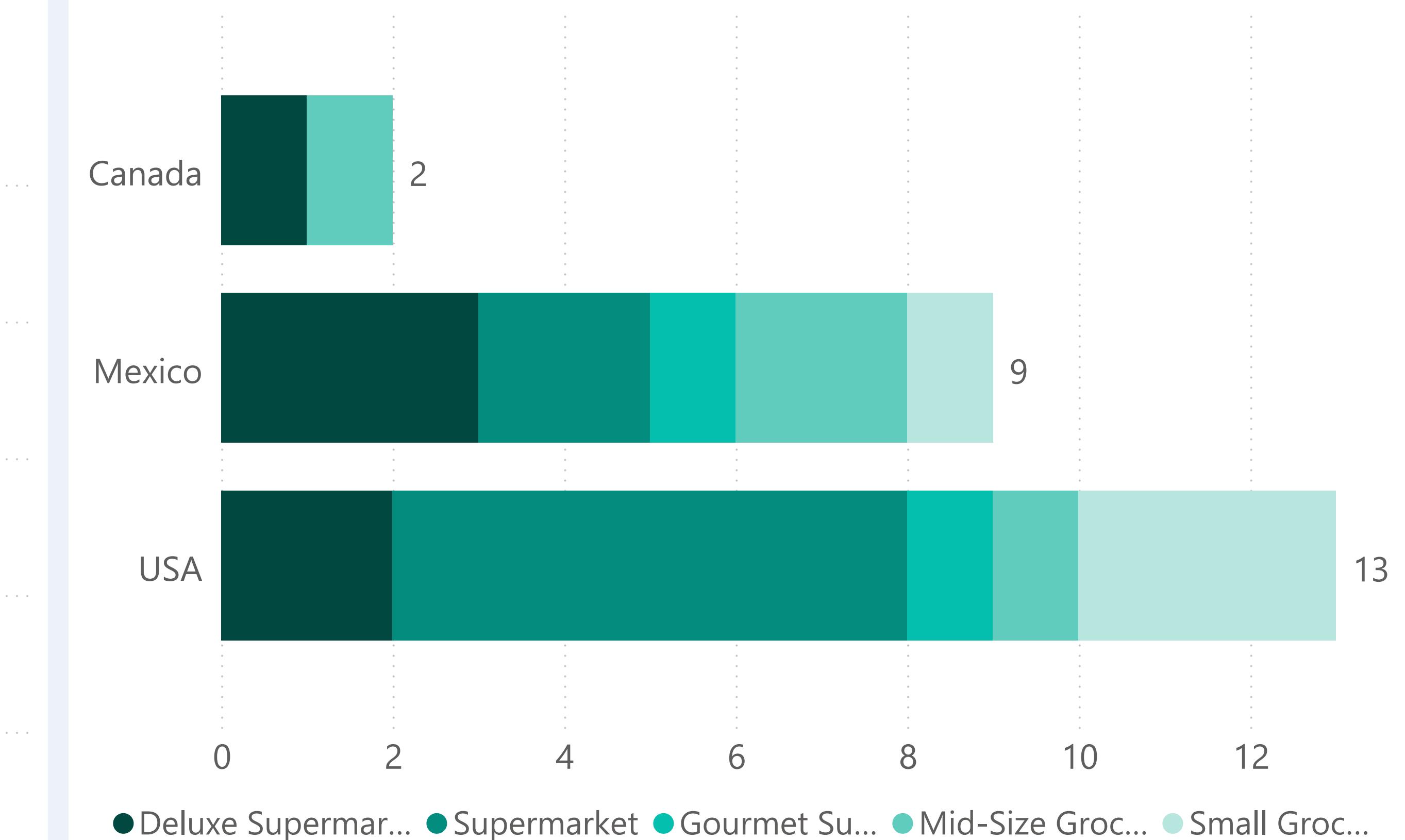
Store Count

Average Revenue by Store Type, 1998

country ● Canada ● Mexico ● USA



Store Count by Countries



Home

Products

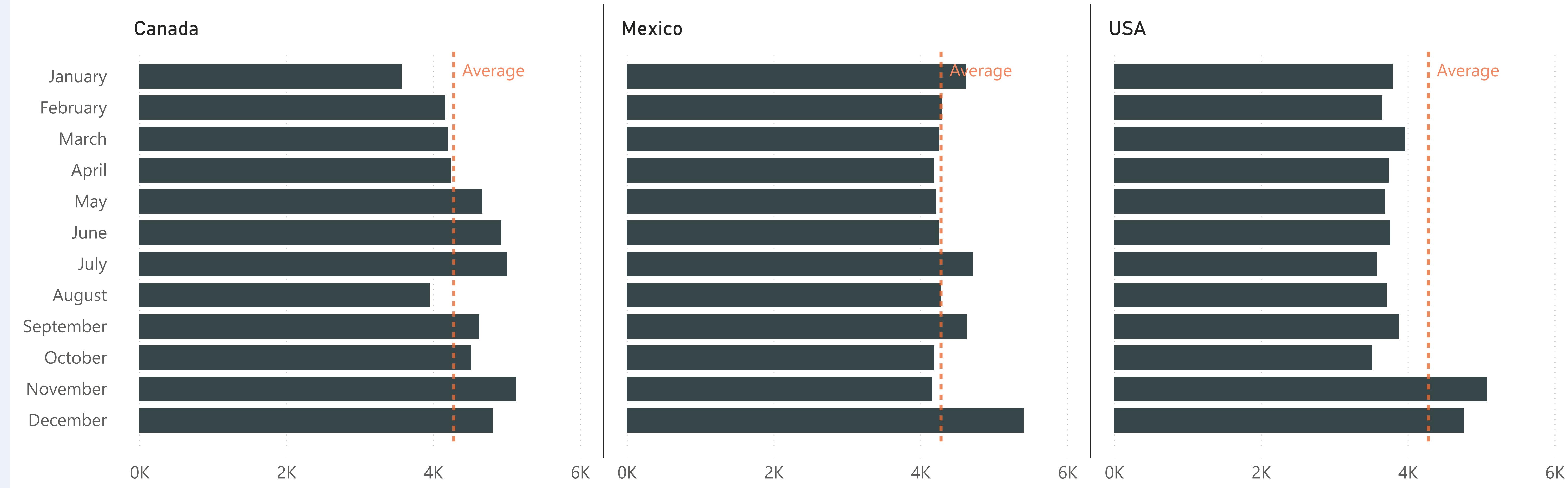
Customers

Stores

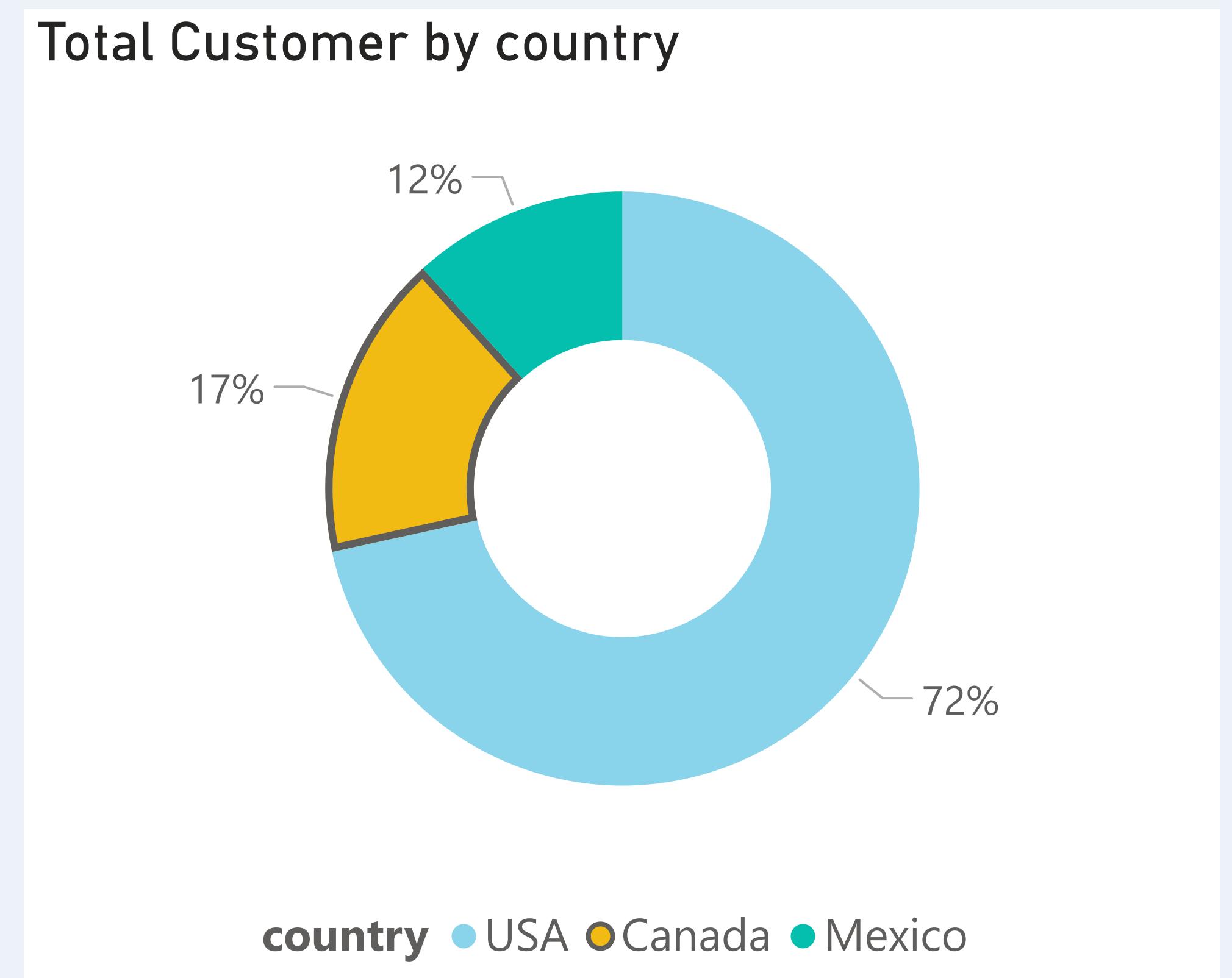
Suggestion

Actionable Recommendation

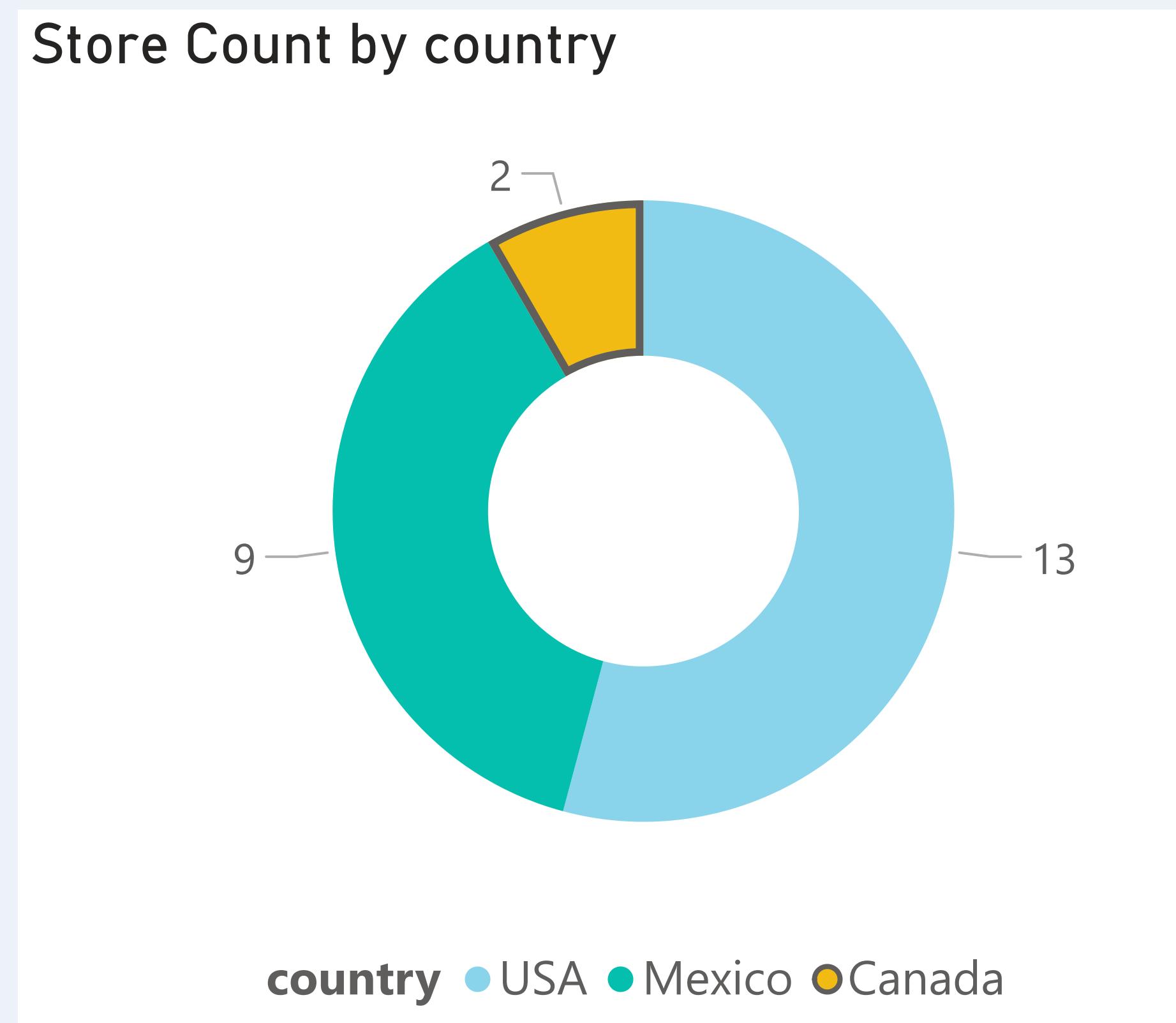
Average Revenue per Store in Canada Exceeded USA, Mexico



Total Customer by country



Store Count by country



- Home
- Products
- Customers
- Stores
- Suggestion