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**\$456K**

Total Sales

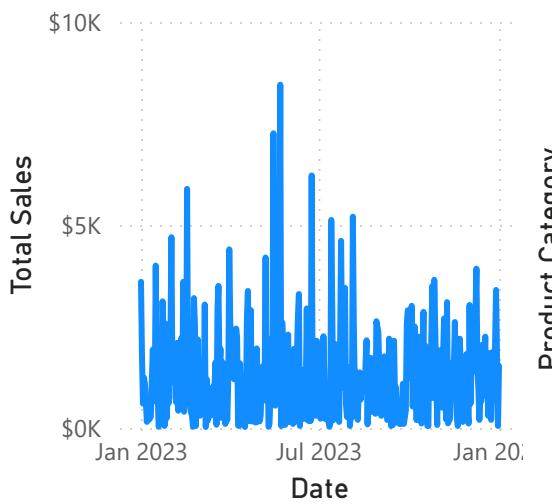
**2514**

Total Quantity

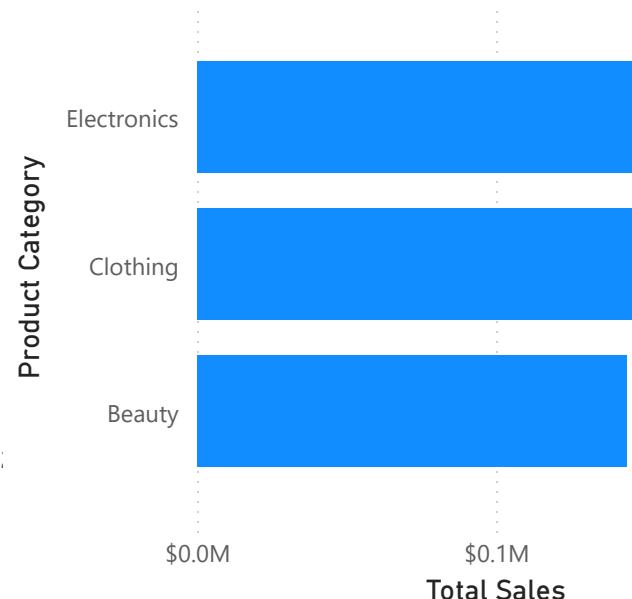
**\$456**

Avg Order Value

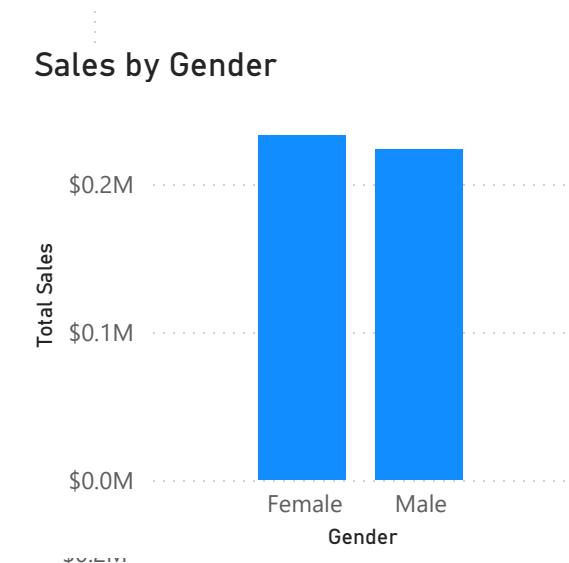
### Sales Trend Over Time



### Sales by Product Category



### Sales by Gender



### Top 10 customers by sales

Customer ID	Total Sales	Total Quantity
CUST015	\$2,000	4
CUST065	\$2,000	4
CUST072	\$2,000	4
CUST074	\$2,000	4
CUST089	\$2,000	4
CUST093	\$2,000	4
CUST109	\$2,000	4
CUST118	\$2,000	4
CUST124	\$2,000	4
CUST139	\$2,000	4
CUST152	\$2,000	4
<b>Total</b>	<b>\$98,000</b>	<b>196</b>

Date

01-01-2023 01-01-2024



Product Category

- Beauty
- Clothing
- Electronics

Gender

- Female
- Male

Insights:

- Electronics generates the highest total sales among categories.
- Sales are almost evenly split between Male and Female customers.
- Sales show fluctuations over time with noticeable peak periods.