

Sales Dashboard

Sales

Customers

Products

Filters

Year

2020

2023

City

All

Product Category

All

Sales Channel

All

Quantity

1M

Total Sales

81M

COGS

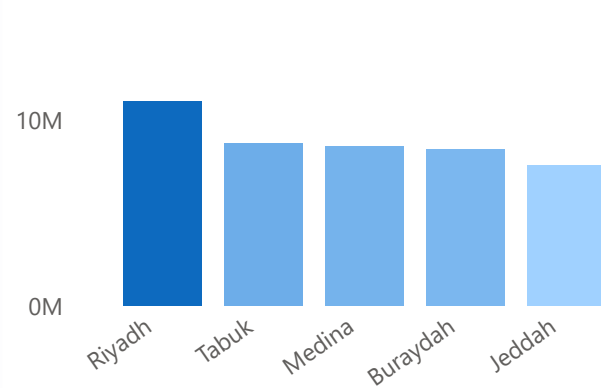
39M

Profit

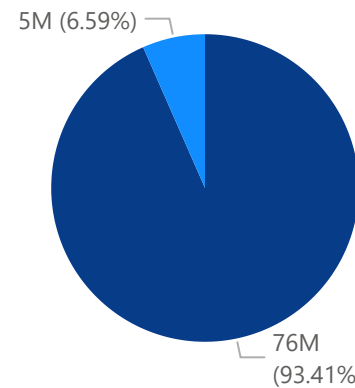
42M

Top 5 Sales Distribution by City

Sum of Total Sales 7.58M 11.03M

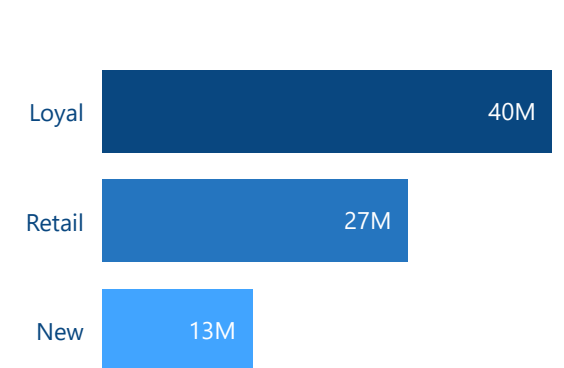


Sales Distribution by Channel



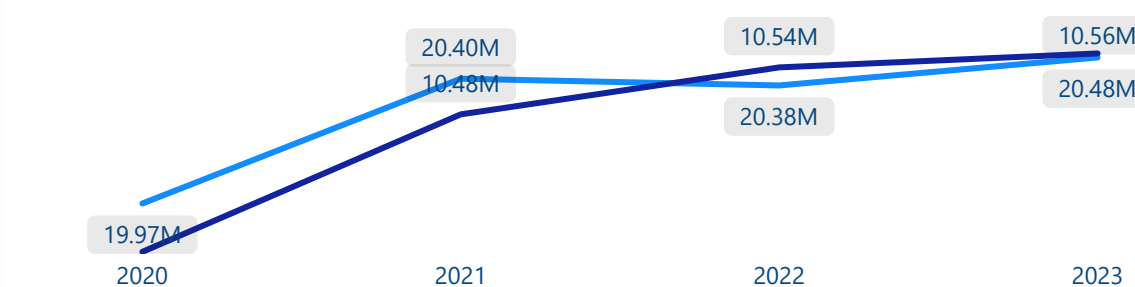
Total Sales by Customer Type

Count of Customer Type 6.92K 20.34K

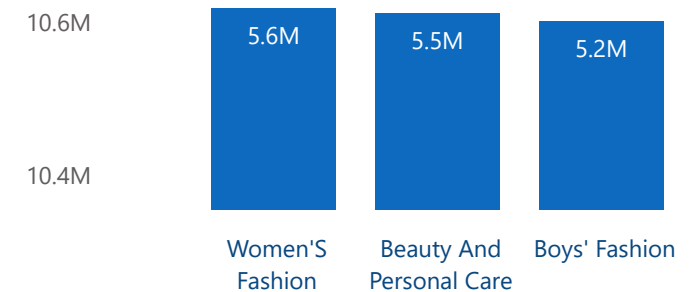


Sum of Total Sales and Sum of Profit by Year

Sum of Total Sales Sum of Profit



Profit by Top 3 Product Category



Sales Dashboard

Sales

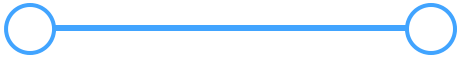
Customers

Products

Filters

Year

2020 2023



City

All



Product Category

All



Sales Channel

All



#of Customers

24

#of Managers

2

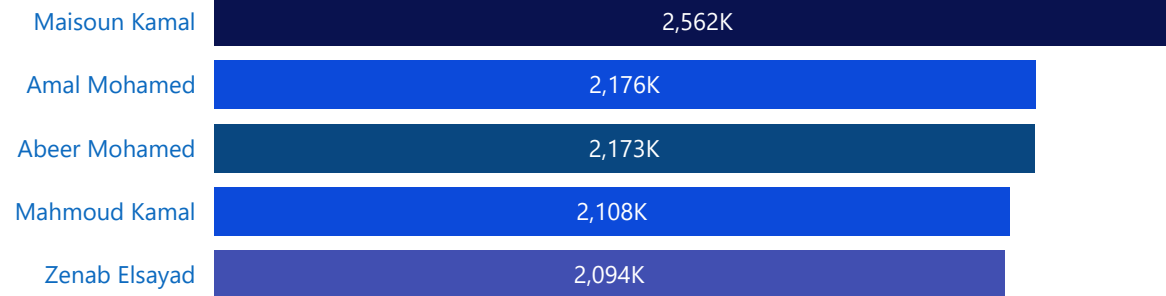
#of Sales Rep

6

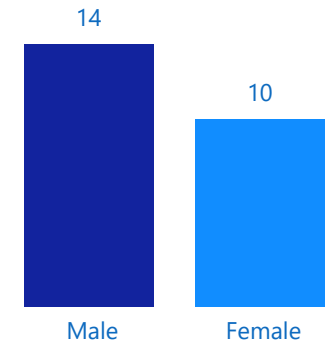
#of Cities

12

Top Customer by Profit

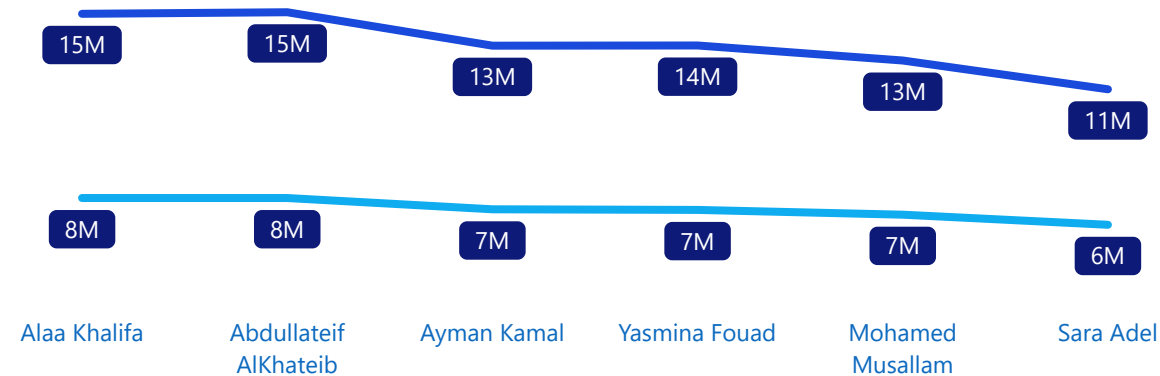


#of Customer By Gender

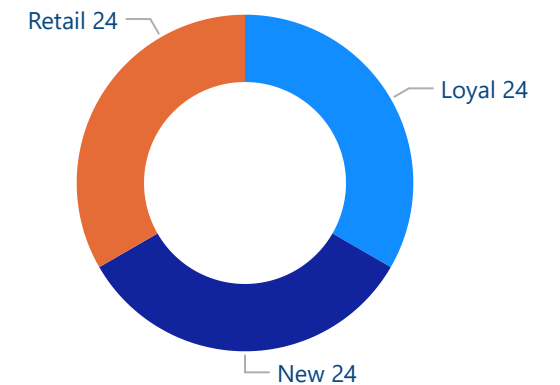


Total Sales and Profit by SalesRep

● Sum of Profit ● Sum of Total Sales



Customers by Customer Type



Sales Dashboard

Sales

Customers

Products

Filters

Year

2020 2023

City

All

Product Category

All

Sales Channel

All

#of Products

100

#of Product Category

10

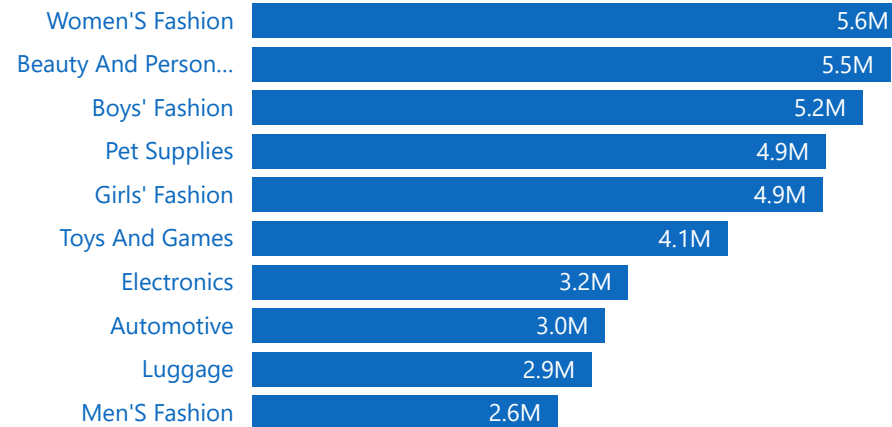
Average of Unit Price

87.73

Average of Unit Cost

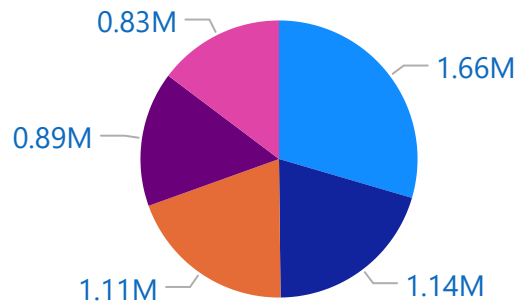
54.89

Total Profit by Product Category



Top 5 Brands by Total Profit

- Brand**
- Amazon Essentials
 - The Children'S Place
 - Temi
 - The Gym People
 - Bfustyle



Top 20 Products: Sales vs Cost vs Profit

Product Name	Total Sales	Total Cost	Total Profit
Batwing Long Sweaters	1,542,510	780,120	762,390
Body Oil Juniper	1,160,335	429,165	731,170
Body Wash	1,016,040	237,076	778,964
Cat Feeder	1,313,988	488,534	825,454
Cotton Balls	870,631	65,708	804,923
Daily Scented Balm	1,082,781	309,366	773,415
Half Zip Pullover	1,573,830	687,420	886,410
Hooded Jacket Casual	1,197,344	438,464	758,880
Laptop Backpack	1,353,246	610,611	742,635
Mouse Lilo	1,290,960	519,970	770,990
Non Slip Socks Hospital	958,216	205,332	752,884
Perches Platform	997,252	257,910	739,342
Polar Fleece Shirt Jacket	1,303,926	468,076	835,850
Print Swimsuits	1,177,092	392,364	784,728
Race Track Toys	1,410,668	662,844	747,824
Security Cameras	1,385,546	628,329	757,217
Steering Wheel Cover	991,336	222,196	769,140
Total	24,561,747	8,952,085	15,609,662