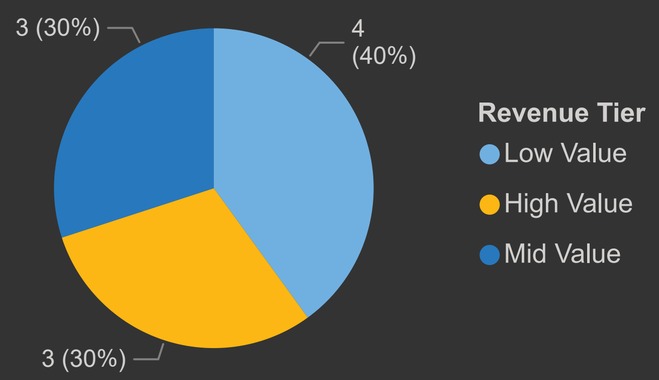
Overview | Returns Deep Dive | Product Insights | Customer Segmentation

Customer Count by Revenue Tier



$5.28K
Total Revenue

39.47%
Return Rate (%)

Average Order Value
$108.86

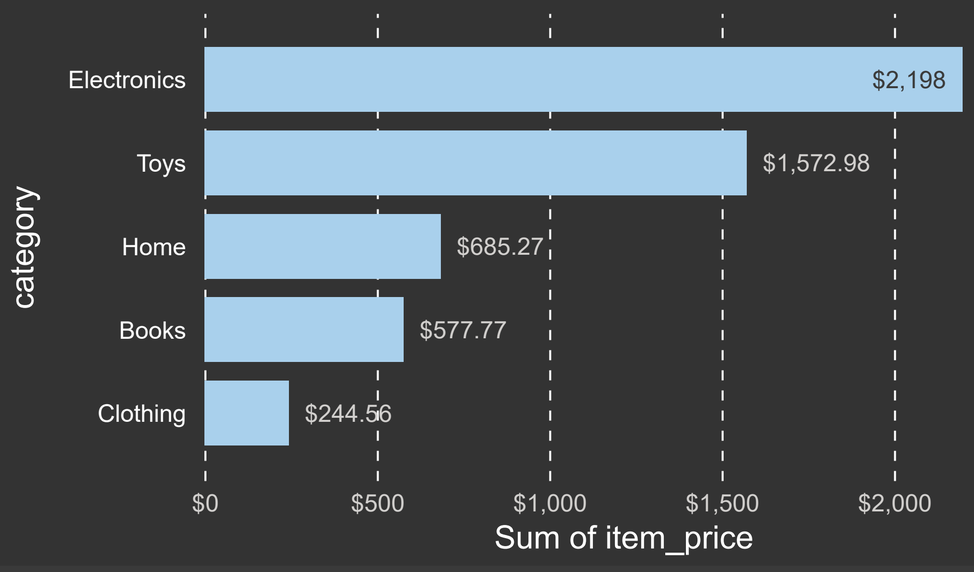
At 1,108.83, January had the highest Total Revenue and was 1,270.96% higher than February, which had the lowest Total Revenue at 80.88.

January accounted for 21.01% of Total Revenue.

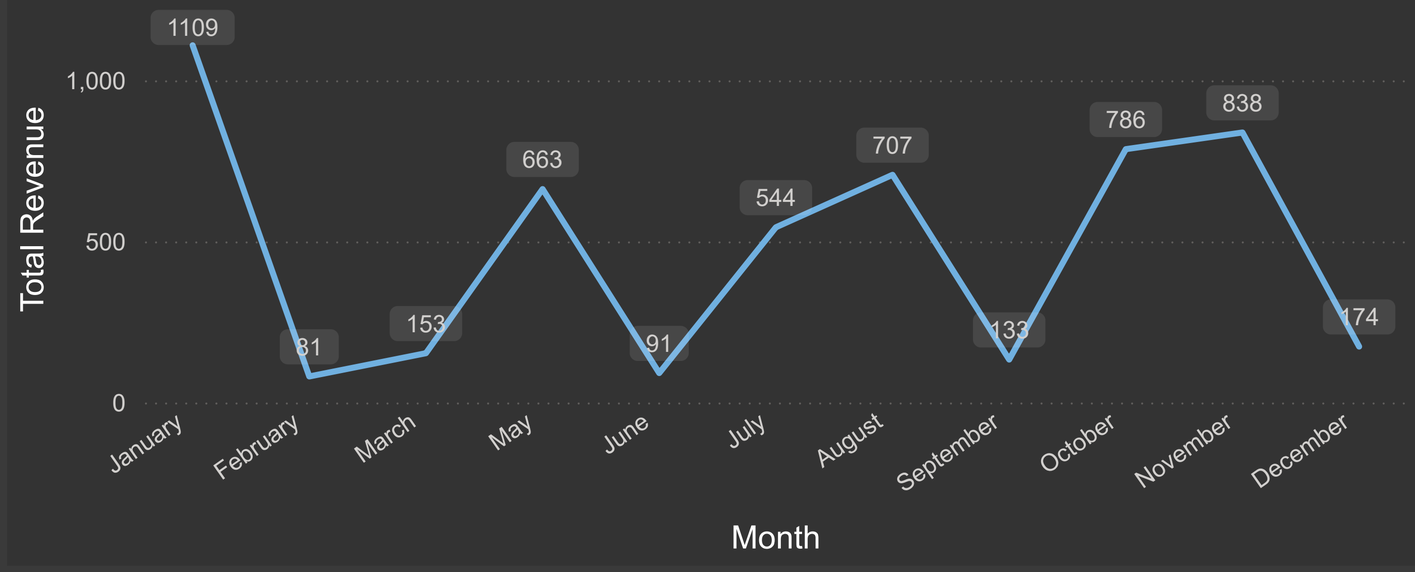
Across all 11 Month, Total Revenue ranged from 80.88 to 1,108.83.

Please note that the data covered here is simulated and as such only covers a time frame of October 2022 - October 2024 so timeline data is limited.

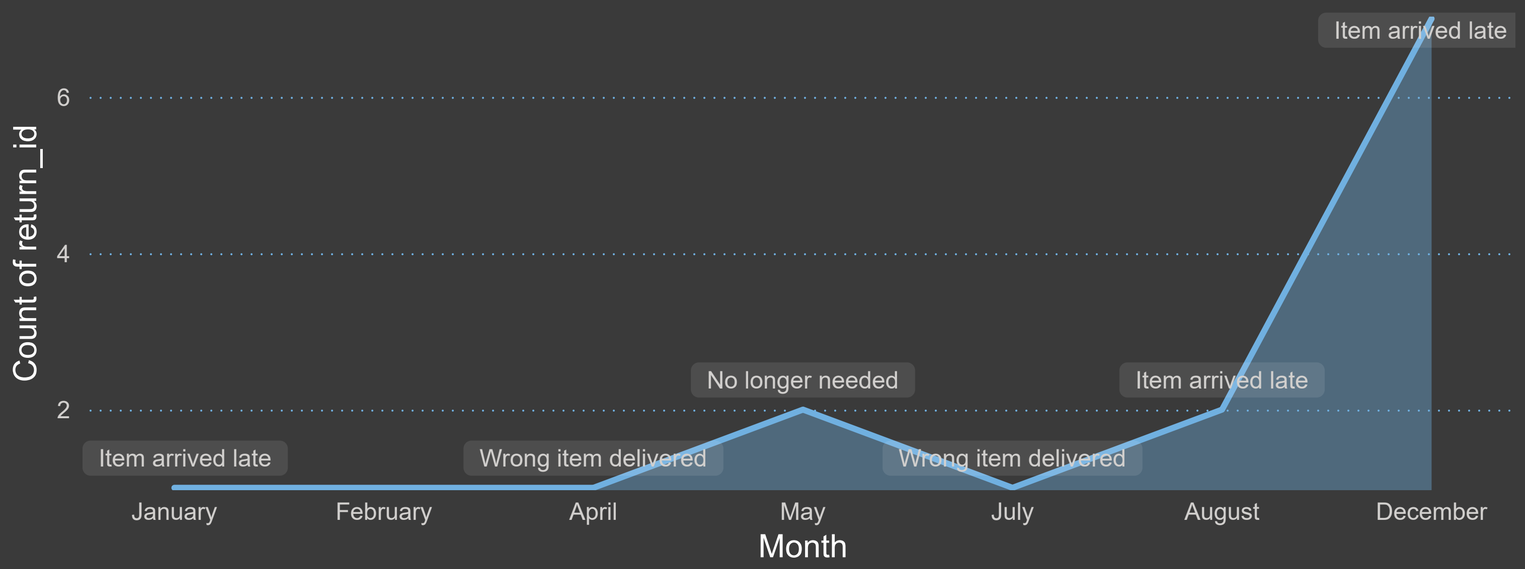
Revenue by Product Category



Monthly Total Revenue



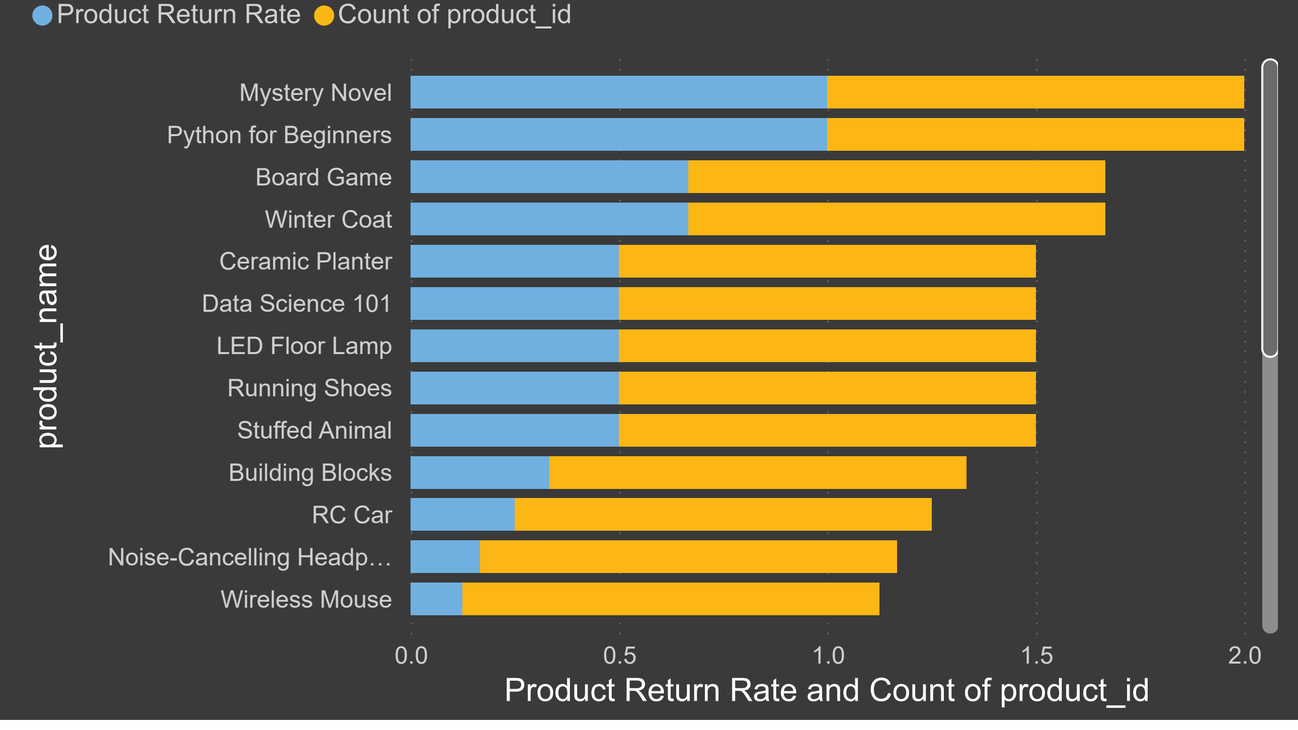
Monthly Return Volume by Reason



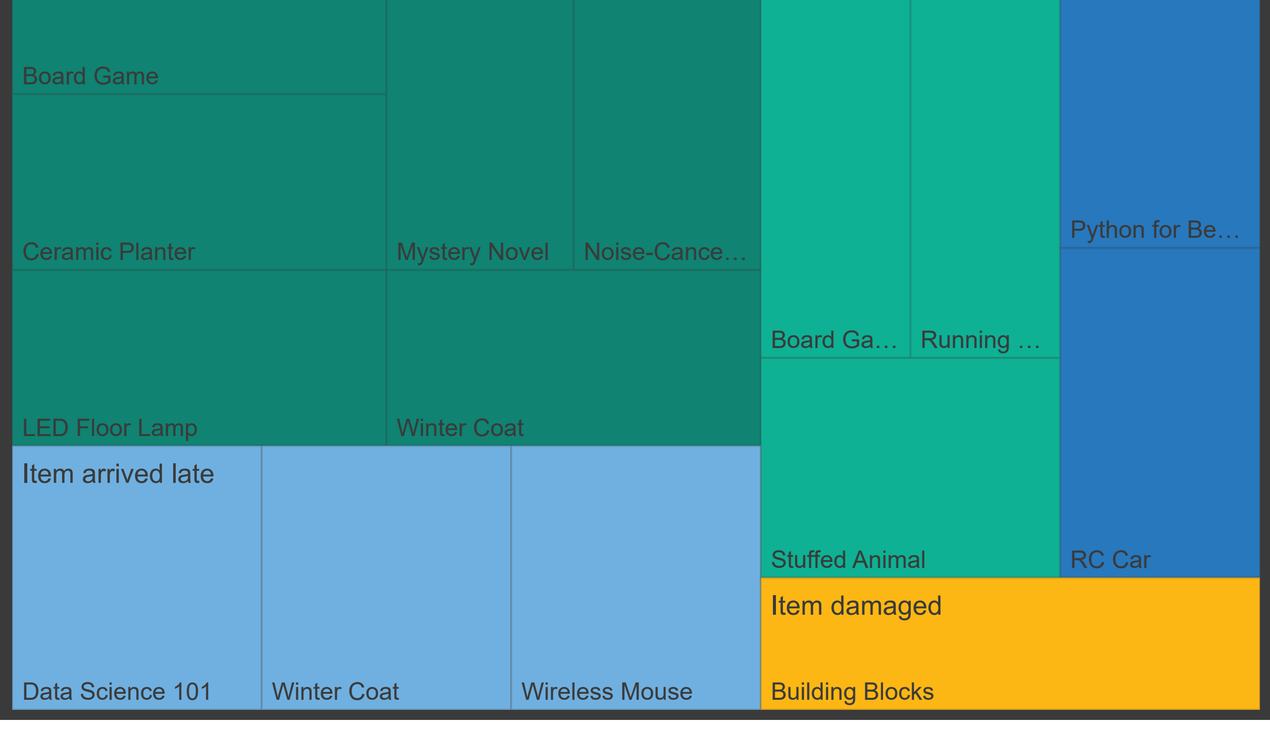
39.47%

Return Rate (%)

Product Return Rate vs. Number of Returns

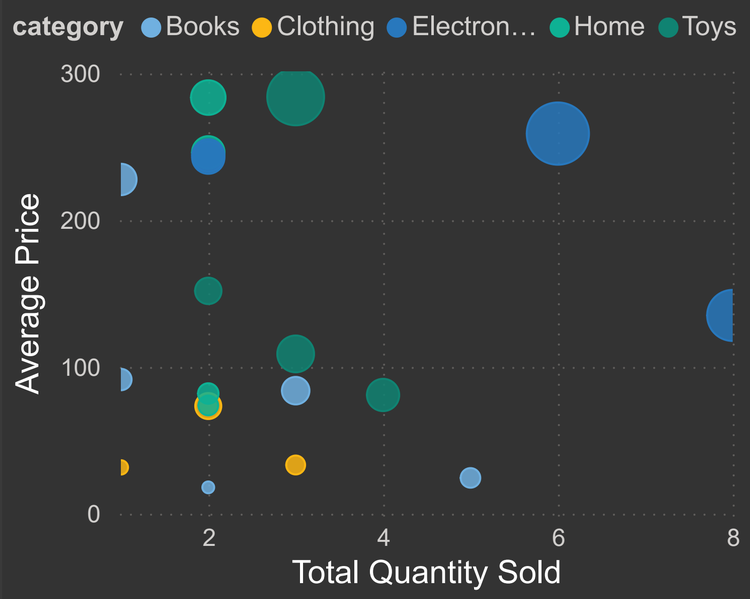


Return Reasons by Product

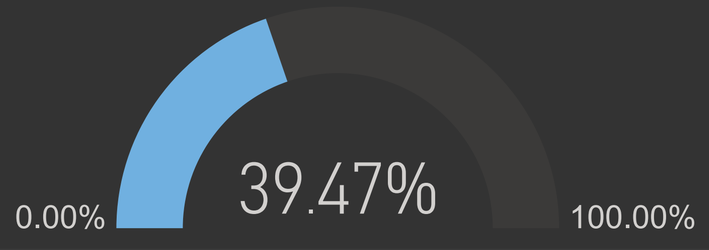


Price vs Quantity Sold

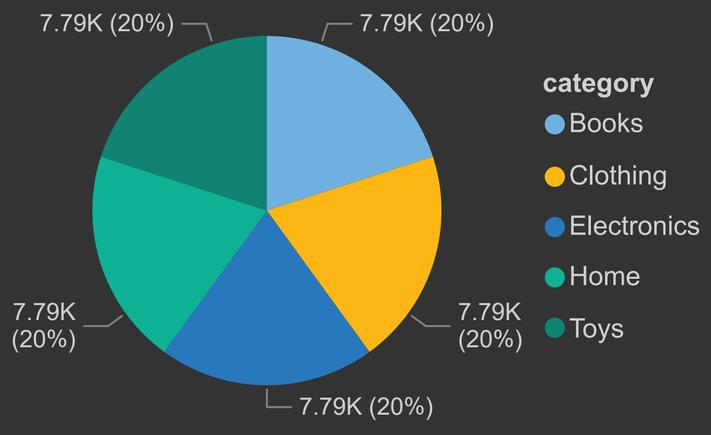
(by Category)



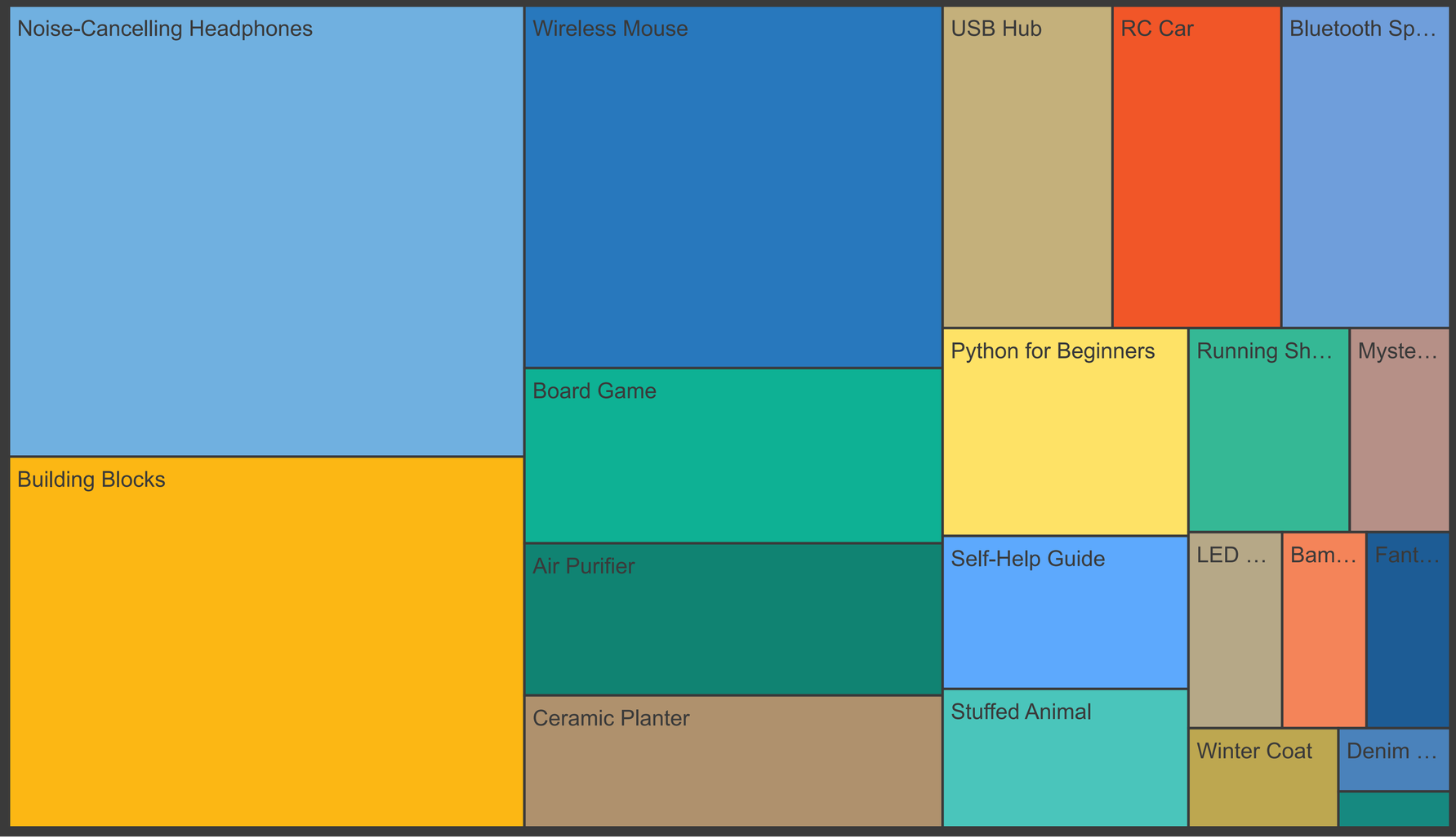
Current Return Rate (%)



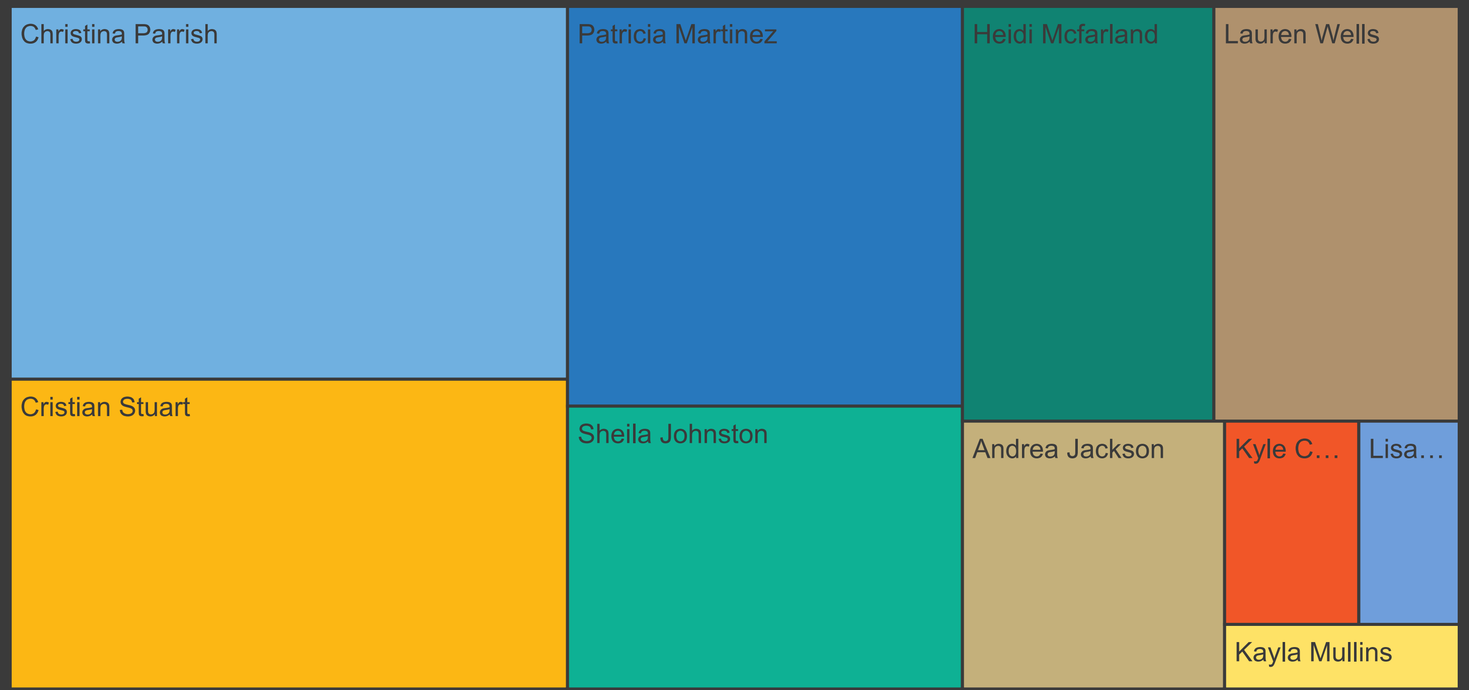
Revenue Distribution by Product Category



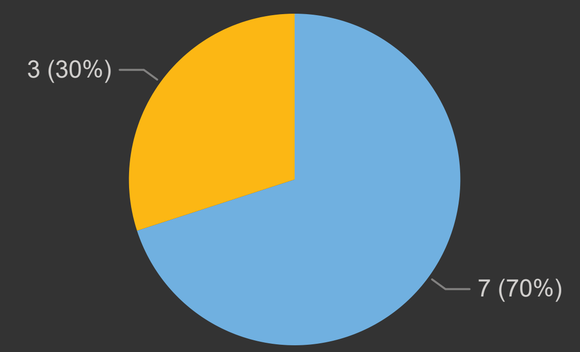
Product Revenue, Return Rate & Return Count



Total Revenue by Customer

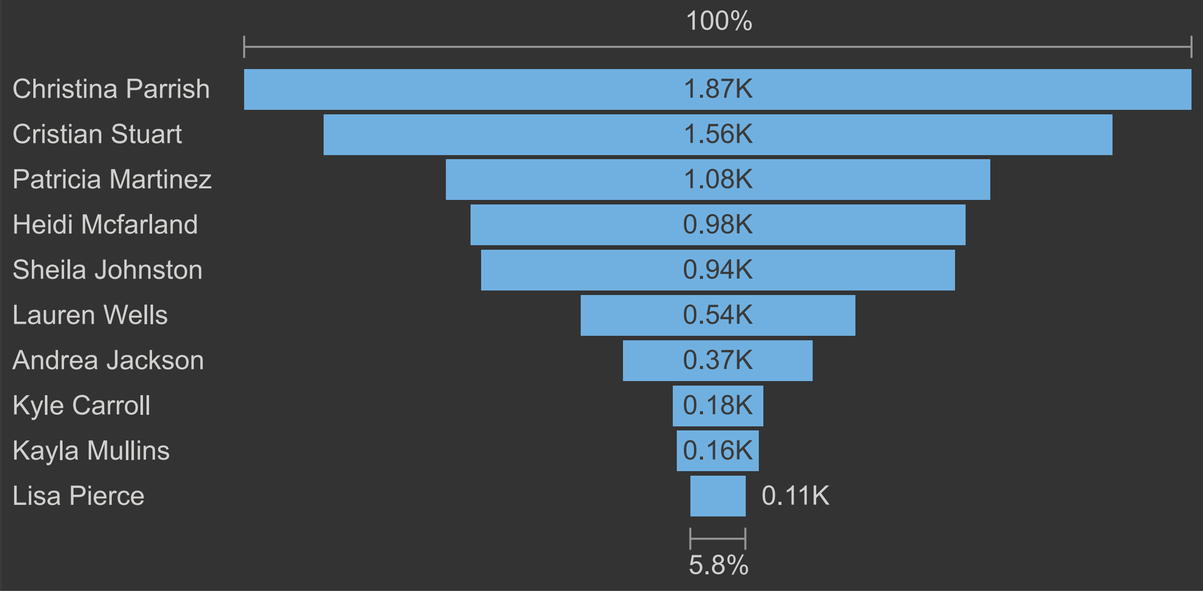


Customer Count by Persona Type



Customer Lifetime Value

(by Name)



Units Sold by Persona

(and Revenue Tier)

Full Name	High Value	Low Value	Mid Value	Total
Christina Parrish	9			9
Cristian Stuart	9			9
Heidi Mcfarland			9	9
Sheila Johnston			9	9
Patricia Martinez	8			8
Kyle Carroll		4		4
Andrea Jackson		3		3
Kayla Mullins		2		2
Lauren Wells			2	2
Lisa Pierce		1		1
Total	**26**	**10**	**20**	**56**