

Customer Summary Metric

Repeated Customer

New Customers

Total Customer

Churn Rate

Last Period
Previous Period

1,026
↑ 149.0%

520
↓ -54.6%

1,147
↓ -0.1%

45.53
↓ -8.9%

Sales Summary

Total Sales

Total Order Quantity

Total Order

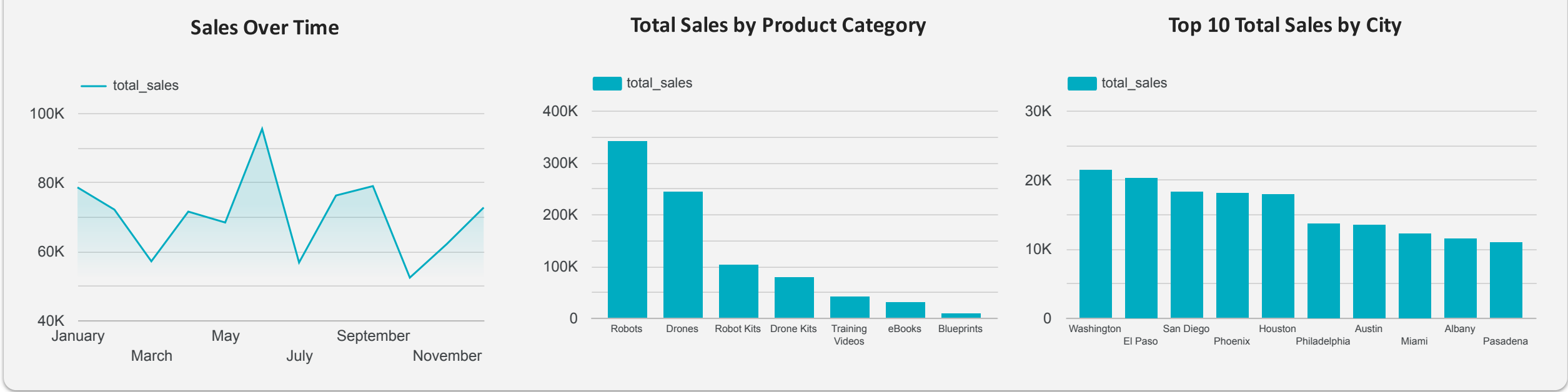
Last Period
Previous Period

841,540.48
↓ -7.5%

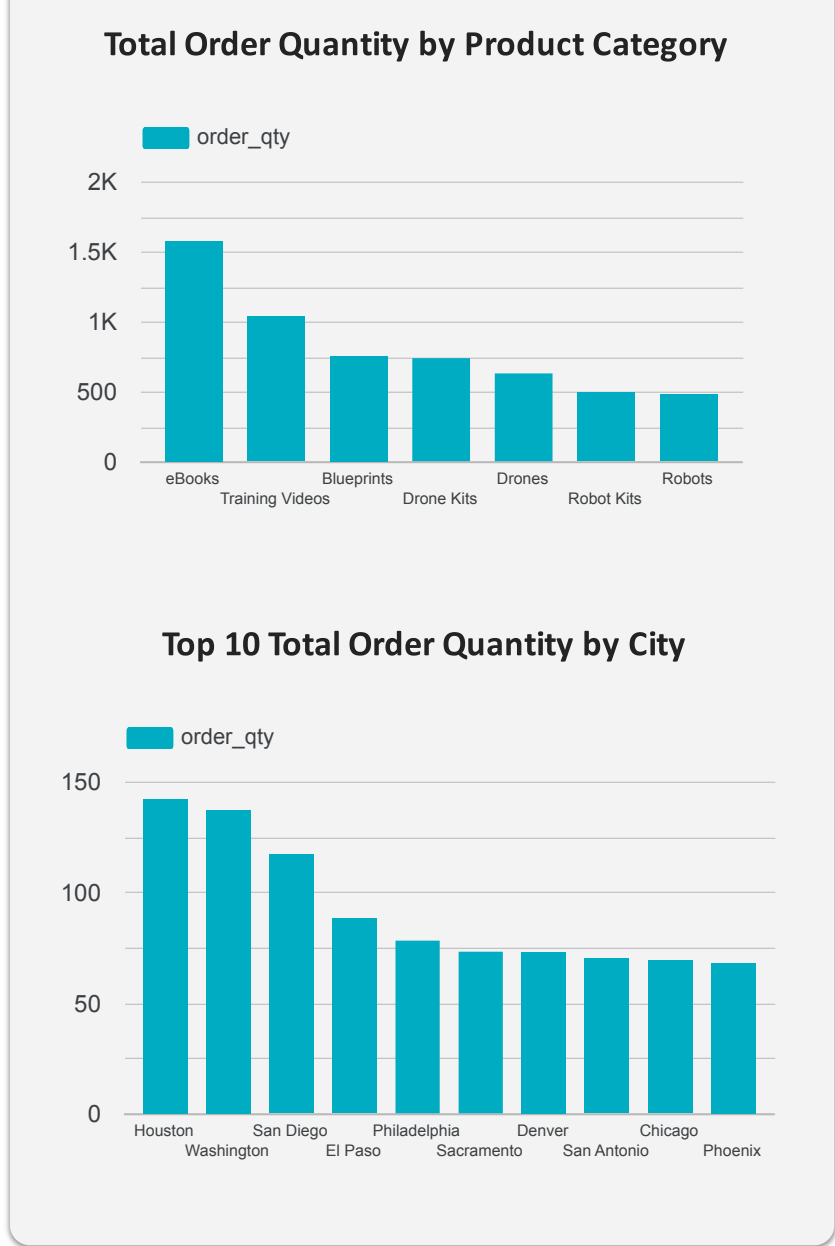
5,683
↓ -4.5%

1,646
↓ -2.4%

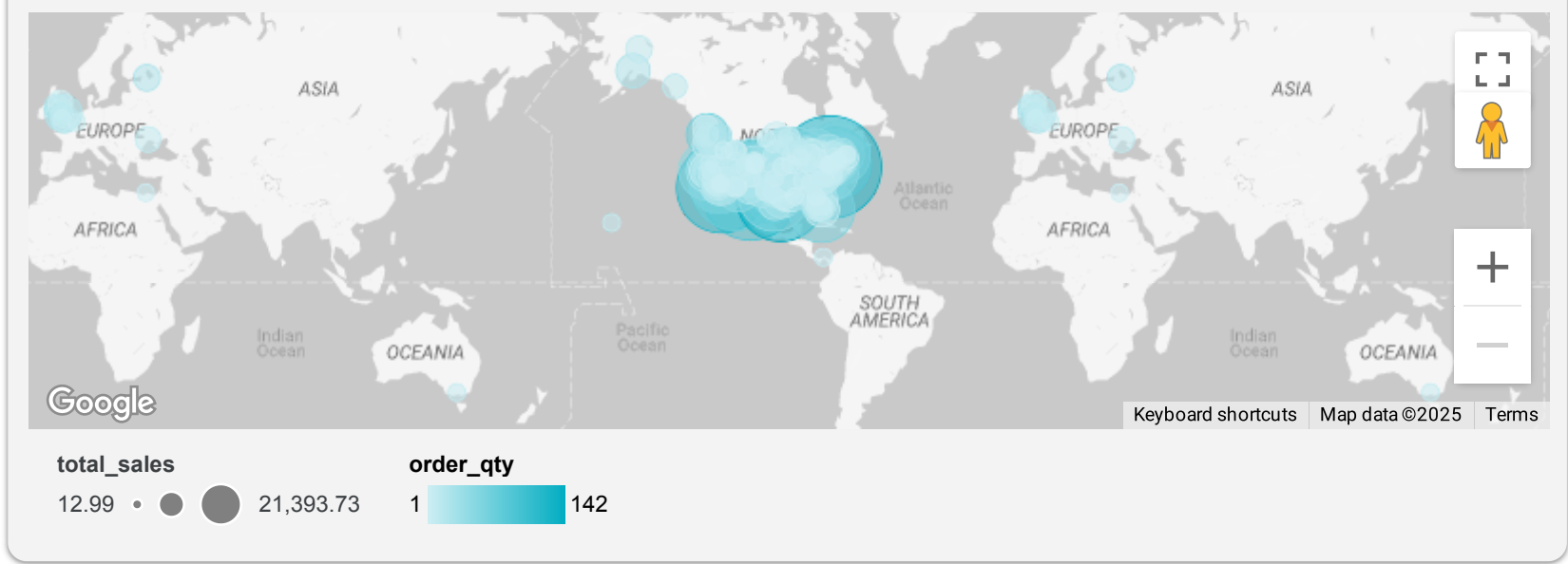
Sales Overview



Quantity Overview



Geographical Maps of Total Sales and Total Quantity Product



Top 5 Sales and Order Quantity

| Top 5 Total Sales by Product Category | | | Top 5 Order Quantity by Product Category | | |
|---------------------------------------|-----------------|-------------|--|-----------------|-----------|
| | category_name | total_sales | | category_name | order_qty |
| 1. | Robots | 340,670 | 1. | eBooks | 1,572 |
| 2. | Drones | 242,584 | 2. | Training Videos | 1,032 |
| 3. | Robot Kits | 101,762 | 3. | Blueprints | 751 |
| 4. | Drone Kits | 78,209.1 | 4. | Drone Kits | 736 |
| 5. | Training Videos | 40,541.47 | 5. | Drones | 627 |