

Sales Performance & Revenue Leakage Analysis — Europe E-Commerce

2018 – 2022

Year

2018

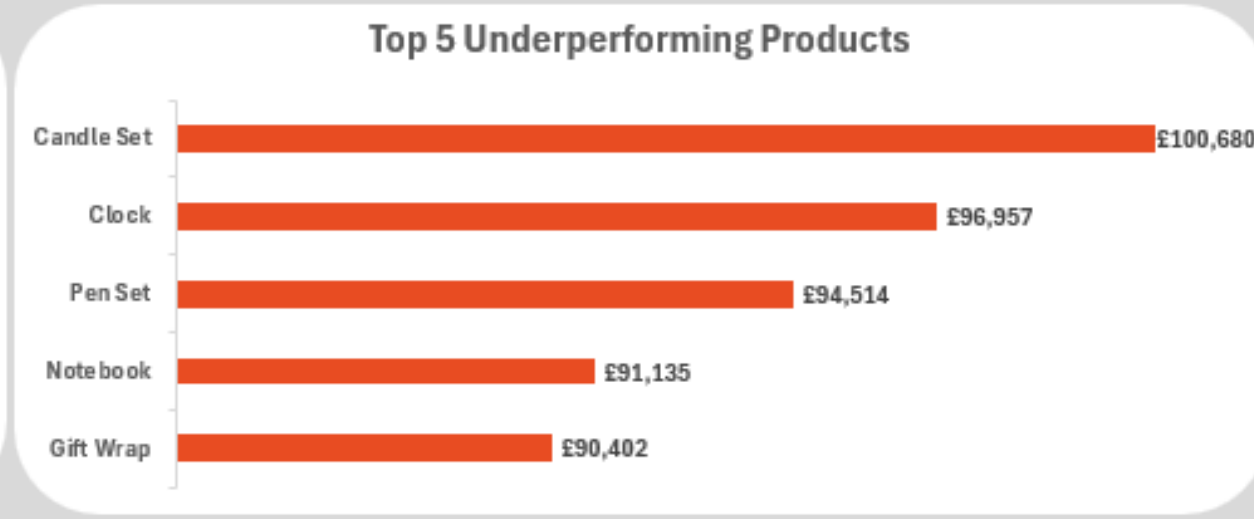
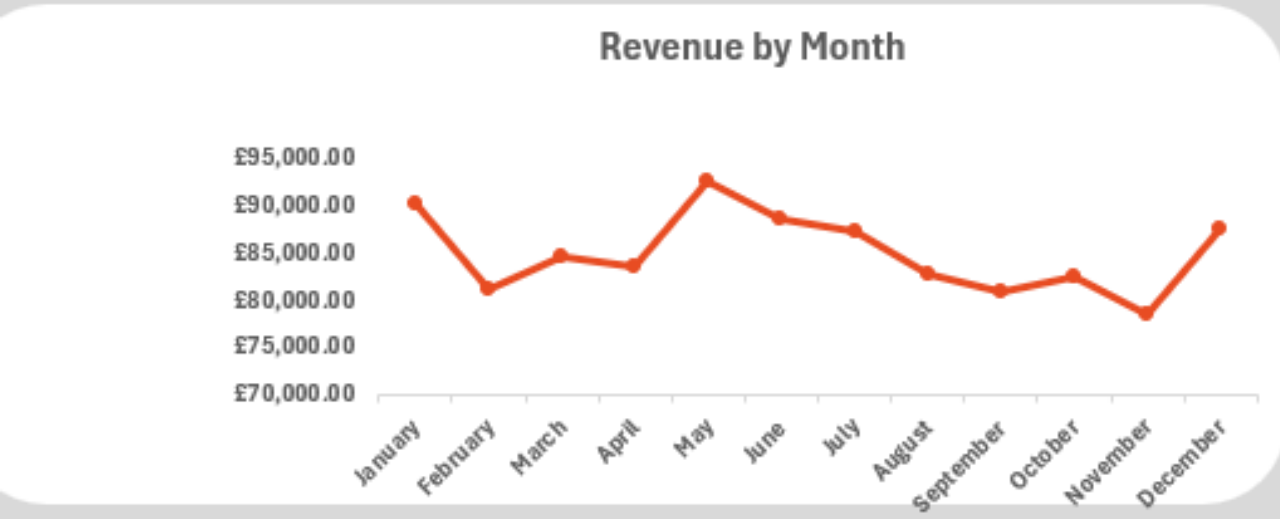
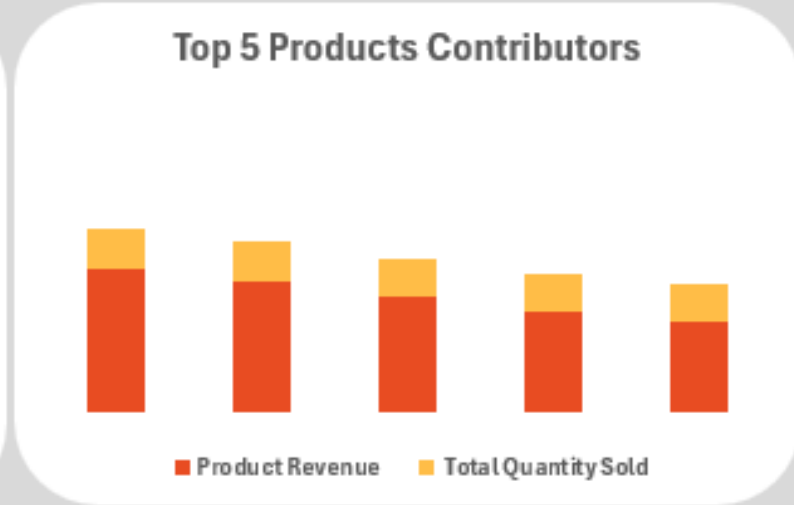
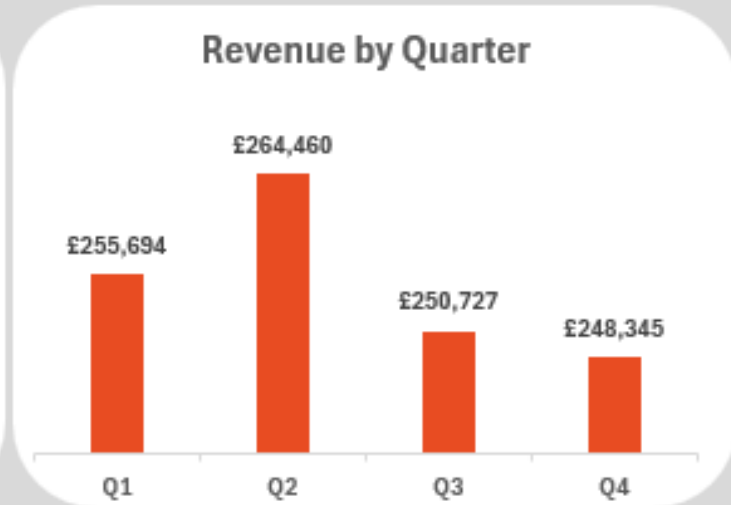
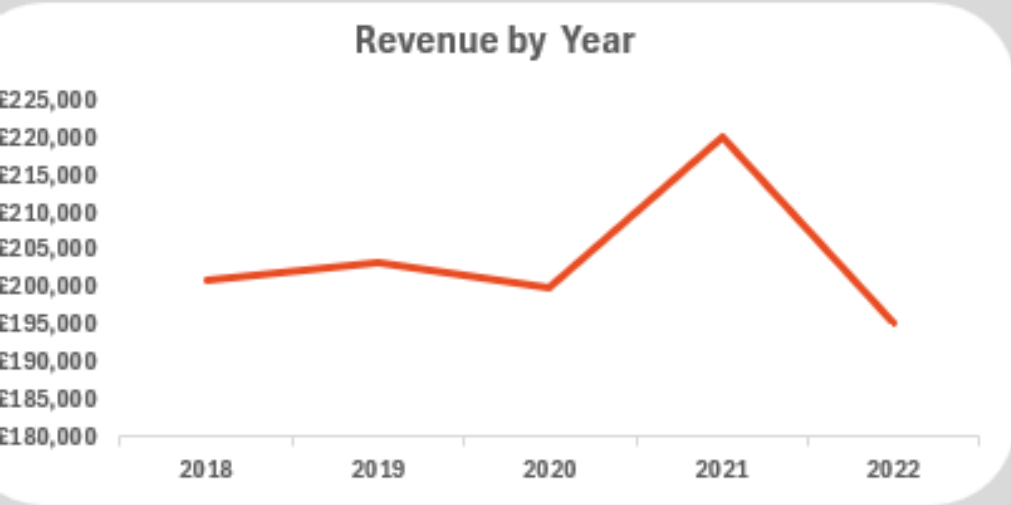
2019

2020

2021

2022

Net Revenue	YOY Revenue Growth%	Total orders	Average Order Value	Peak Month Revenue	Low Month Revenue
£1,019,227	23.68%	9,207	£111	£92,543	£78,404



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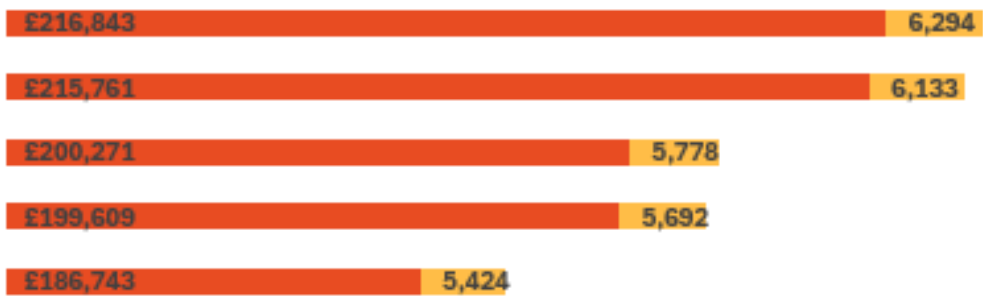
Peak Month Revenue

£92,543

Low Month Revenue

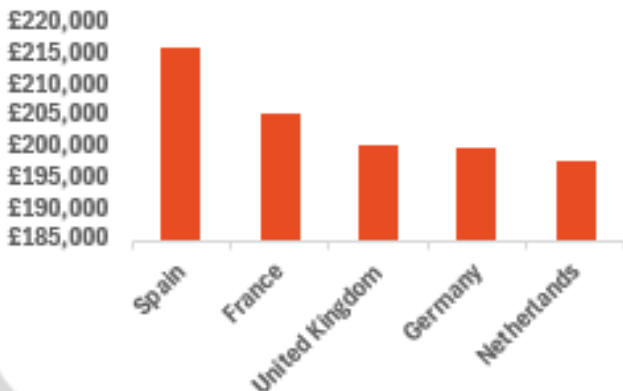
£78,404

Revenue by Category



Category by Revenue Sum of Quantity

Revenue by Country



Average Discount % by Month



Quarterly Revenue by Year



Discount Impact Analysis

