

# Sales Performance & Revenue Leakage Analysis — Europe E-Commerce

2018 – 2022

Year

2018 2019 2020 2021 2022

Net Revenue

£1,019,227

YOY Revenue Growth%

23.68%

Total orders

9,207

Average Order Value

£111

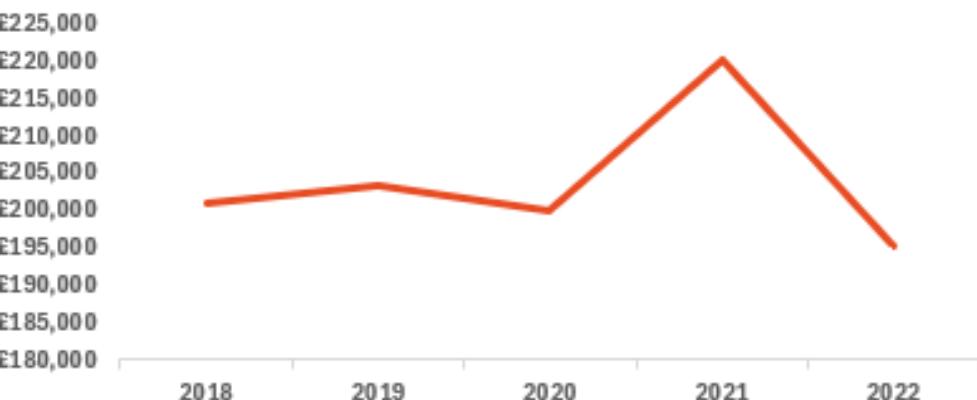
Peak Month Revenue

£92,543

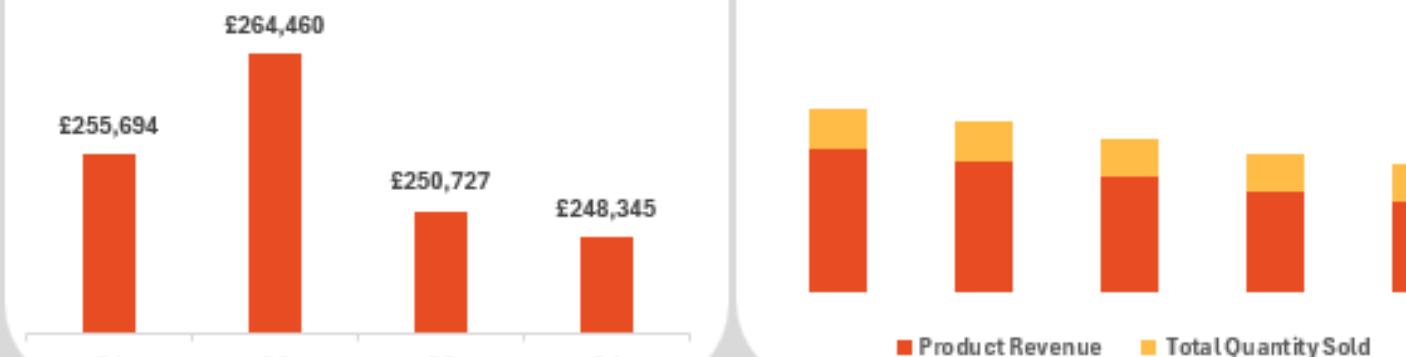
Low Month Revenue

£78,404

Revenue by Year



Revenue by Quarter



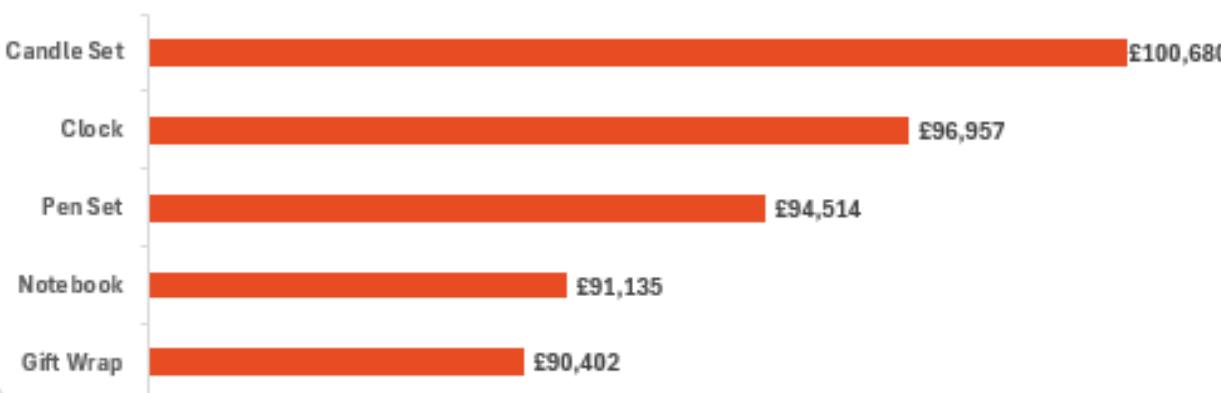
Top 5 Products Contributors



Revenue by Month



Top 5 Underperforming Products



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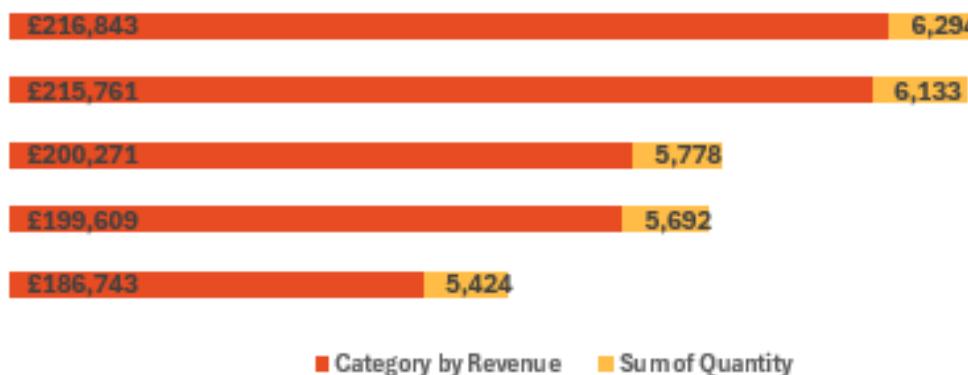
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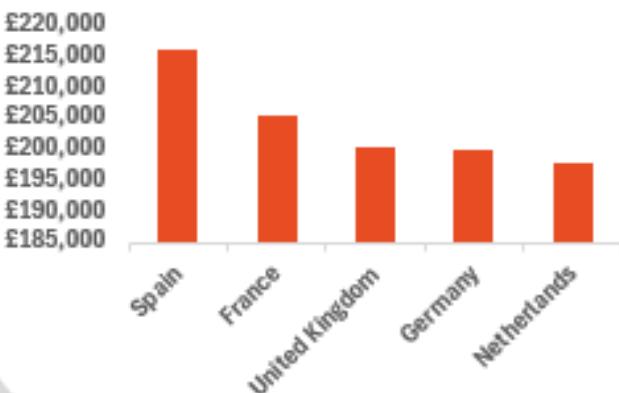
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Revenue by Category



Revenue by Country



Average Discount % by Month



Quarterly Revenue by Year



Discount Impact Analysis

