



Global Electronics Retailer Dashboard

2016

2017

2018

2019

2020

2021

\$7.42M

▲ 6.8%
vs PY

Revenue



\$3.08M

▲ 8.6%
vs PY

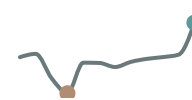
COGS



24,798

▲ 14.0%
vs PY

Unit Sold



\$4.34M

▲ 5.6%
vs PY

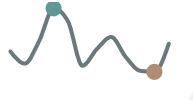
Profit



58.44%

▼ 1.2%
vs PY

Profit Margin



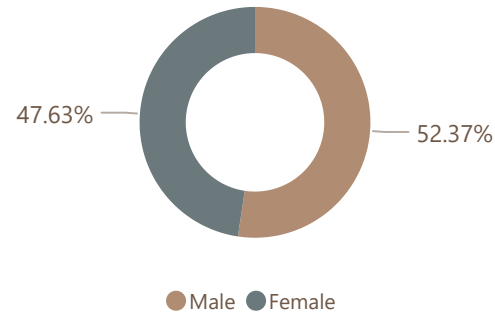
Summary

Products

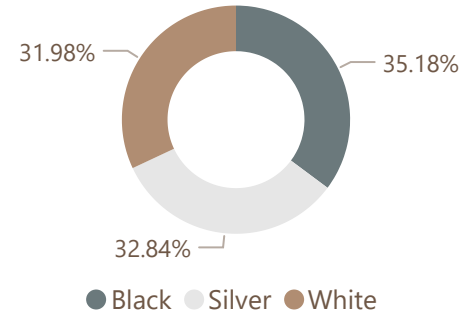
Orders

Customers

Revenue by Gender



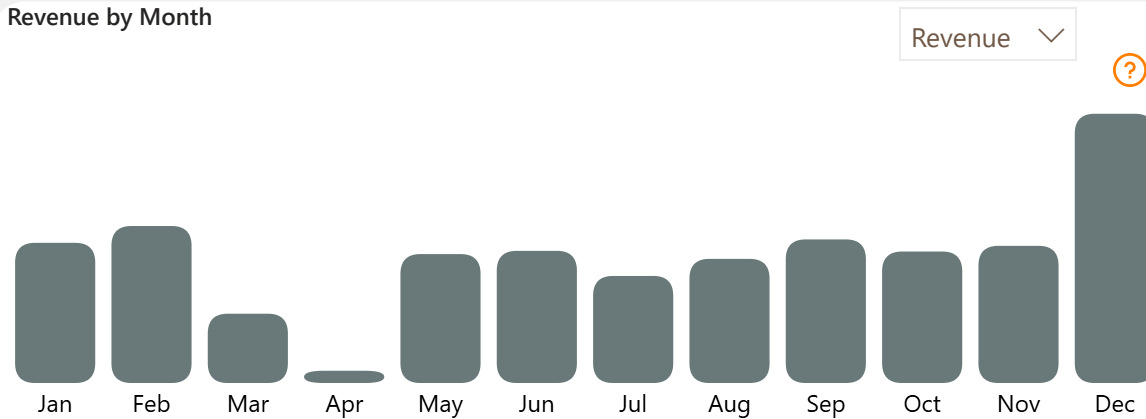
Revenue by Color



Revenue by Continent



Revenue by Month



Revenue by Country



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Products Performance

Azure

Black

Blue

Brown

Gold

Green

\$13.86M ▲ 13.7% vs PY

Revenue



\$5.74M ▲ 13.6% vs PY

COGS



52,389 ▲ 12.9% vs PY

Unit Sold



\$8.13M ▲ 13.8% vs PY

Profit



58.62% ▲ 0.1% vs PY

Profit Margin



Summary

Products

Orders

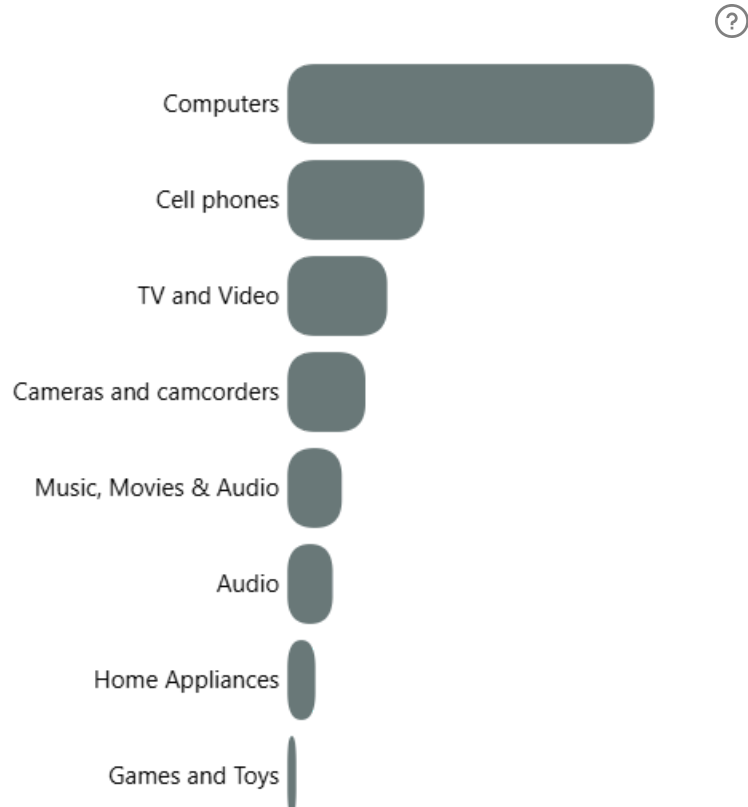
Customers



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ID	Category	Subcategory	Unit Sold	Total orders	Revenue	Profit
444	Computers	Desktops	550	154	\$505,450	\$337,986
422	Computers	Desktops	462	151	\$447,678	\$299,353
146	TV and Video	Televisions	129	44	\$374,099	\$250,153
423	Computers	Desktops	514	162	\$307,886	\$166,300
540	Computers	Projectors & Screens	76	26	\$189,924	\$126,998
427	Computers	Desktops	476	146	\$223,244	\$120,580
445	Computers	Desktops	386	141	\$215,774	\$116,549
539	Computers	Projectors & Screens	71	17	\$162,945	\$108,958
426	Computers	Desktops	392	128	\$195,961	\$96,056
576	Computers	Projectors & Screens	57	13	\$142,443	\$95,249
612	Computers	Projectors & Screens	57	17	\$142,443	\$95,249
425	Computers	Desktops	520	146	\$191,880	\$94,052
611	Computers	Projectors & Screens	59	18	\$135,405	\$90,543
449	Computers	Desktops	453	131	\$158,097	\$85,395
162	TV and Video	Televisions	79	30	\$125,784	\$84,109
150	TV and Video	Televisions	97	33	\$114,942	\$76,860
1409	Cell phones	Touch Screen Phones	187	56	\$110,143	\$73,650
53	Audio	Recording Pen	366	115	\$108,336	\$72,442
158	TV and Video	Televisions	118	36	\$129,799	\$70,109
424	Computers	Desktops	521	155	\$140,644	\$68,939

Revenue by Category



Orders Details

2016 2017 2018 2019 2020 2021

Total orders

7,942 15.0%

Last Year: 6,905

Avg Order Value

\$934.45 7.1%

Last Year: \$1,006.05

Avg Delivery Days

5.2 28.8%

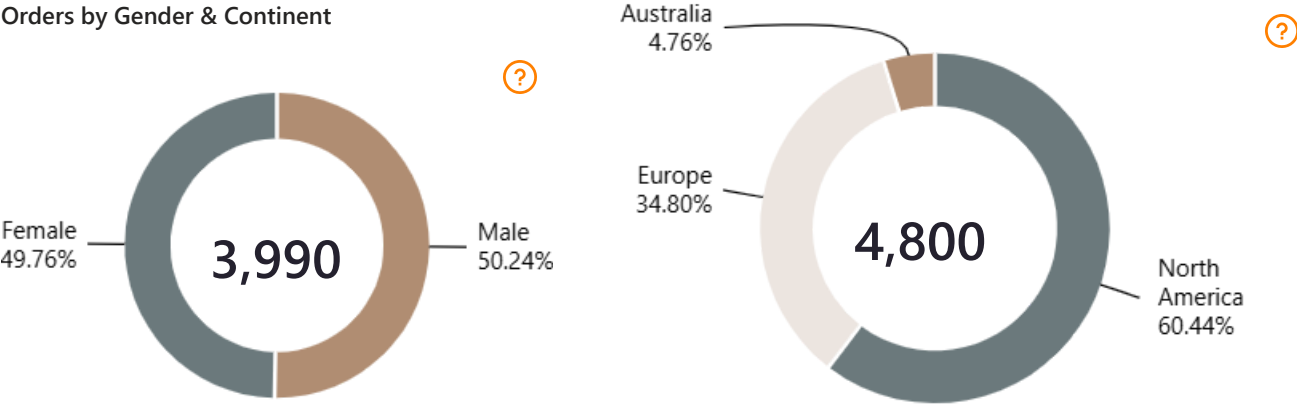
Last Year: 7.3

Avg Price

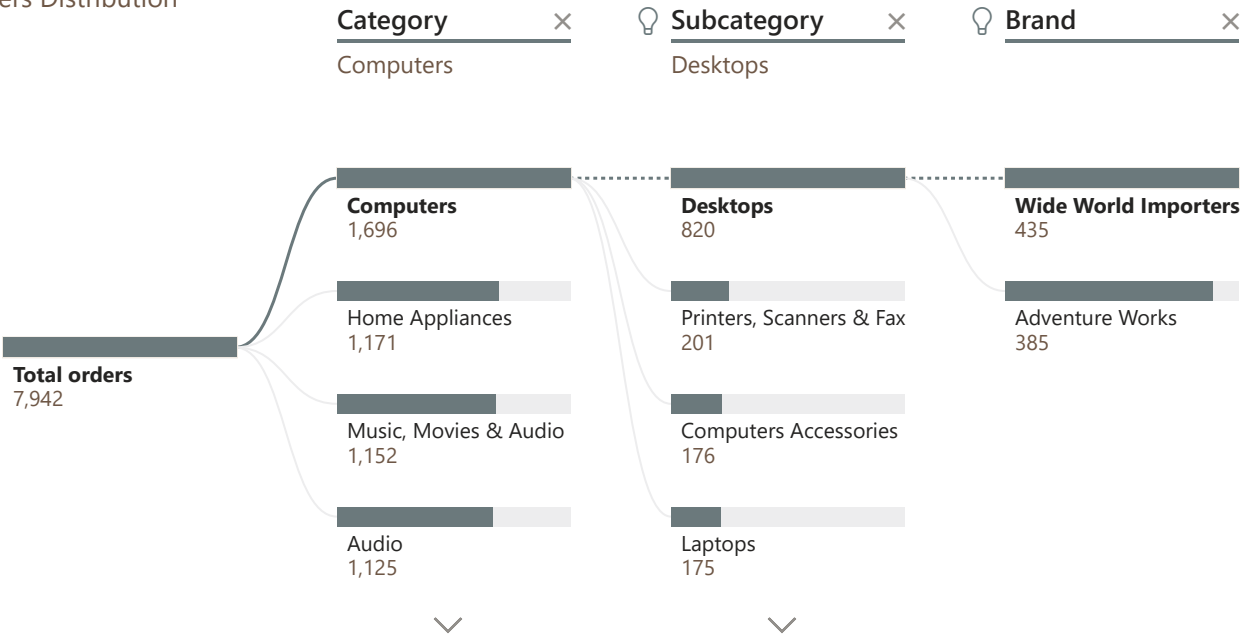
\$356.83 0.0%

Last Year: \$356.83

Orders by Gender & Continent



Orders Distribution



Total orders by Country



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Customers Insights

2016

2017

2018

2019

2020

2021

Total Customers

15,266

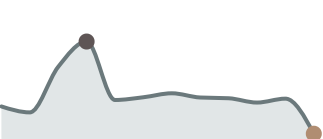
Active Customers

6,497



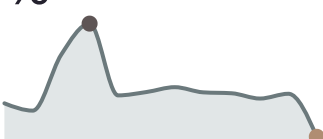
Inac. Customers

8,769

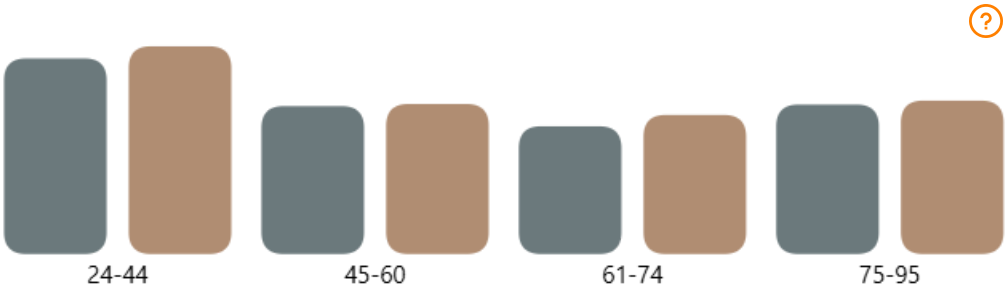


% Inac. Customers

57.44%



Active Customers by Age Bins and Gender



Inac. Customers vs Active Customers by Continent



ID	Name	Gender	Age	Country	State	Revenue	Unit Sold	Total orders	Profit	AOV
1884663	Karen Jones	Female	55	USA	Louisiana	\$43,507	28	8	\$28,815	\$5,438.35
1702221	Matthew Flemming	Male	89	USA	California	\$39,127	47	14	\$24,947	\$2,794.79
1373561	Ollie Davis	Female	46	USA	Arkansas	\$33,830	41	13	\$21,408	\$2,602.27
1341195	Angelo Nolan	Male	48	USA	Oregon	\$33,363	23	7	\$22,241	\$4,766.09
1633967	Wayne Banks	Male	46	USA	Iowa	\$31,435	25	6	\$20,678	\$5,239.12
1780040	Barbara Claytor	Female	35	USA	Wisconsin	\$31,366	24	6	\$19,928	\$5,227.59
893598	Vinod van de Scheur	Male	36	Netherlands	Utrecht	\$29,153	30	5	\$19,386	\$5,830.58
409173	Ines Faust	Female	67	Germany	Niedersachsen	\$28,435	15	3	\$19,010	\$9,478.19
143033	Mitchell Woodriff	Male	24	Australia	Victoria	\$26,748	18	3	\$17,823	\$8,915.94
1264100	Richard Halterman	Male	62	USA	Michigan	\$26,730	36	8	\$16,208	\$3,341.26



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