

# E-Commerce Trends & Performance

Total Profits  
198.54K

Total Sales  
23.16M

January

February

March

April

May

June

July

August

September

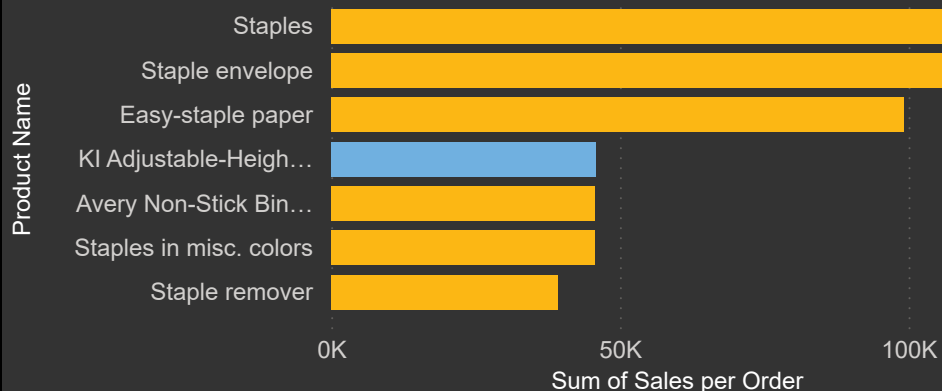
October

November

December

## Top-Selling Products With Category

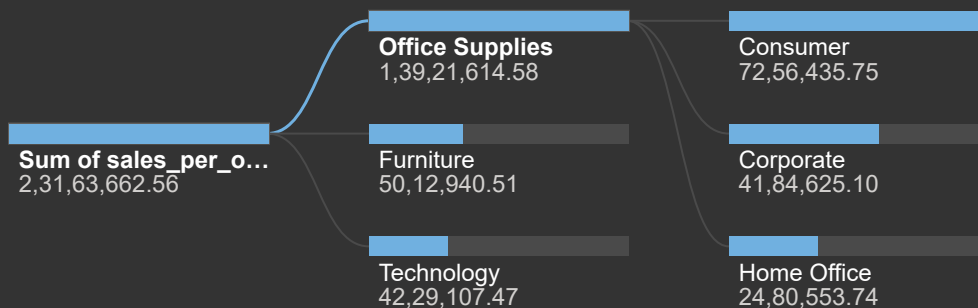
Category Furniture Office Supplies



## Customer Purchase Trends

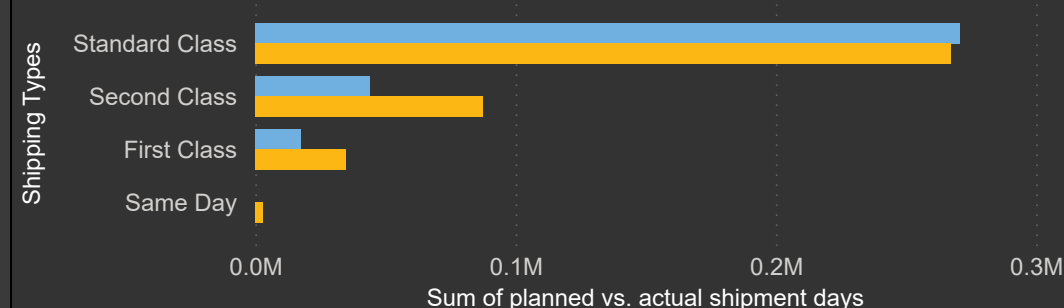
category\_name customer\_seg...

Office Supplies



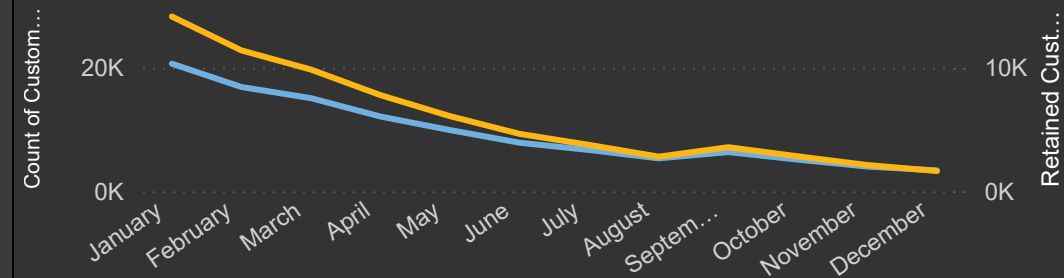
## Insights on Shipment and Type of Order

Sum of days\_for\_shipment\_scheduled Sum of days\_for\_shipment\_real



## Cohort Analysis for Retention

Normal Customers Retained Customers



## Monthly Sales Analysis

