

Change % Total Sale

36.45%

Sale LY

\$165.8K

Total Sale

\$226.24K

Change % Total Cost

33.99%

Cost LY

\$132.7...

Total Cost

\$177.84K

Change % Total Profit

46.34%

Profit LY

\$33.07K

Total Profit

\$48.4K

Change % Total Profit %

9.21%

Profit %LY

24.92%

Total Profit %

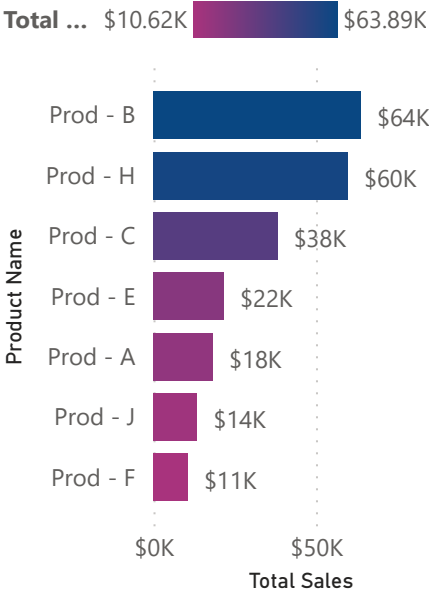
27.21%

Sale based on Brand Name

Brand Name Total Sales

Brand A	\$40,108.25
Brand B	\$88,034.5
Brand C	\$98,094.5
Total	\$2,26,237.25

Total Sales by Product Name



New Customers

1156

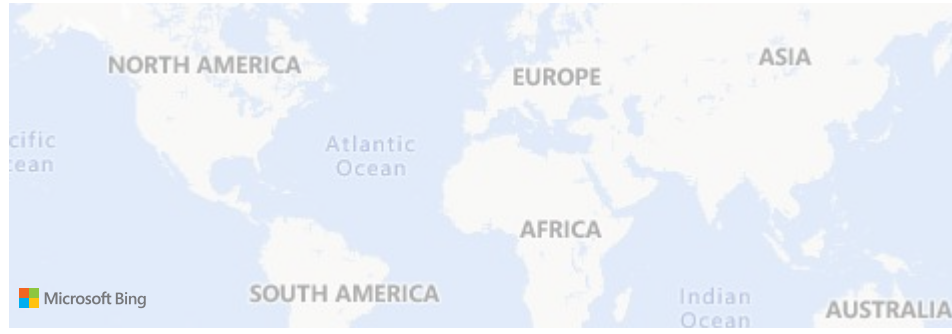
Old Customers

487

Total Customers

1643

Total profit by Country



Total Sale by Product class

Product Class	Total Sales	Total Sale Diff
Premium	\$98,094.5	-12.85%
Elite	\$74,508	155.86%
Standard	\$40,108.25	66.34%
Deluxe	\$13,526.5	
Total	\$2,26,237.25	36.45%

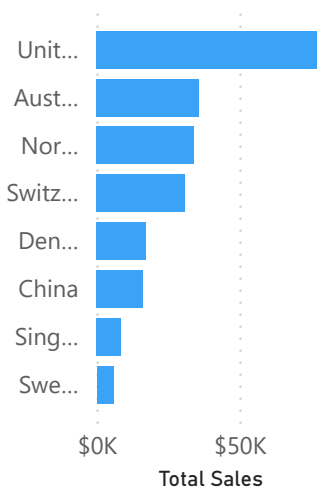
Total Sale by Geo Region

Geographic Region	Total Sales	Total Sale Diff
America	\$77,718.75	39.96%
Asia	\$24,713	-58.29%
Europe	\$88,029.25	225.34%
Oceania	\$35,776.25	49.32%
Total	\$2,26,237.25	36.45%

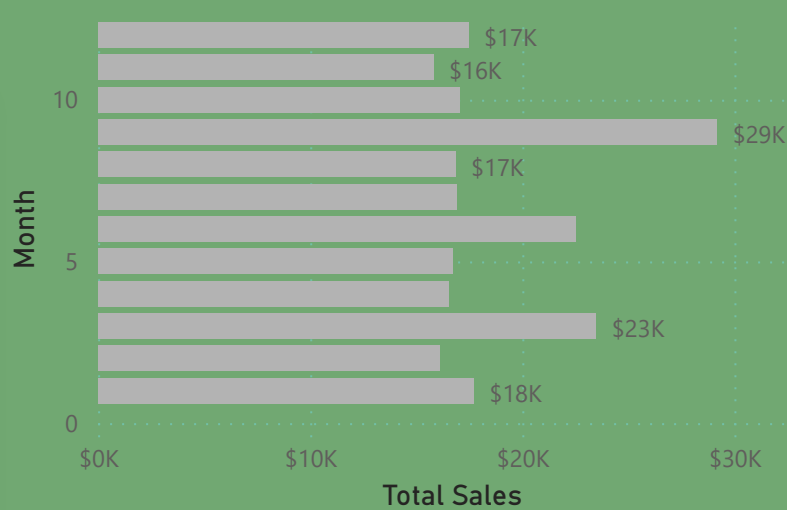
Sale based on Discount Type

Discount Type	Total Sales
Clearance Sale	\$69,450
Coupons Sale	\$24,900.75
Flash Sale	\$27,566.25
No Discount	\$97,830
Seasonal Sale	\$6,490.25
Total	\$2,26,237.25

Total Sales by Country



Total Sales by Month



2017

2018

2019

2020

2021

2022

2023



Sale Count
\$284.14K

Count of Rating LY
2900

Count of Ratings
2280

YOY % Rating
-21.38%

Complaints based on Customer Rating

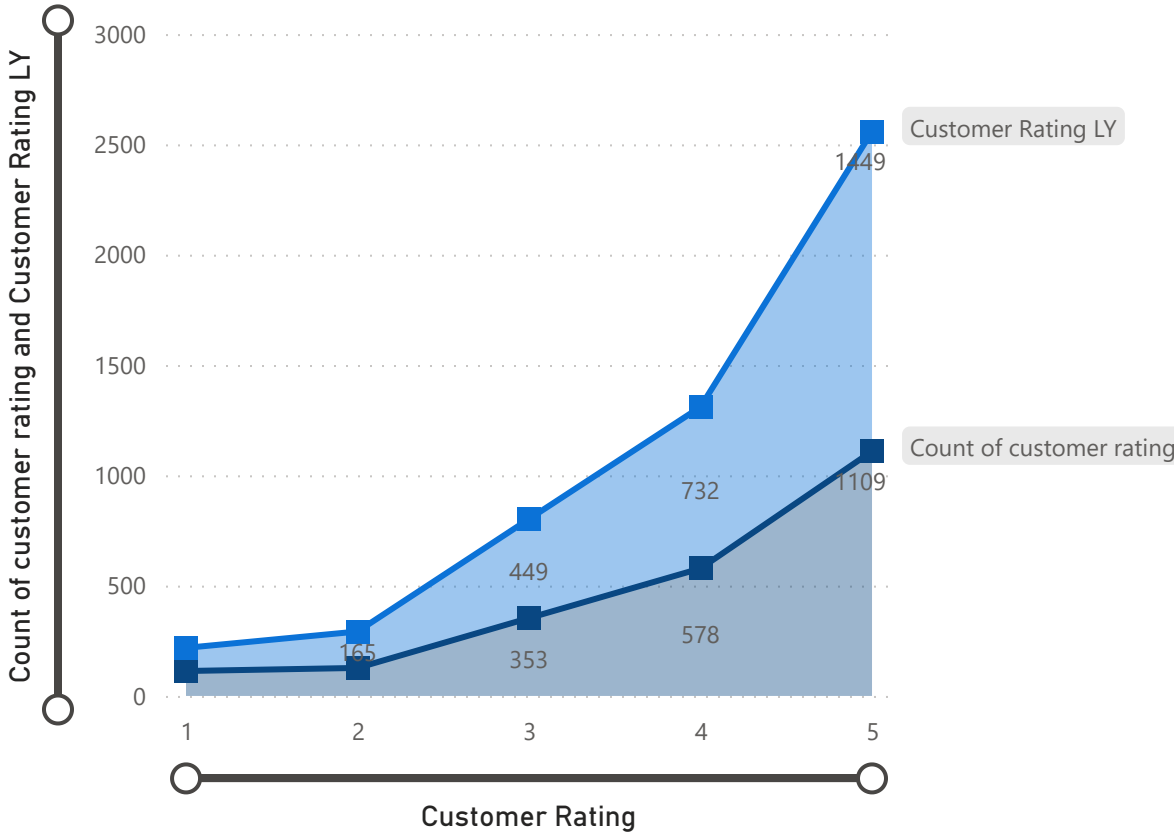
Complaints Reason	1	2	3	4	5	Total
Customer Care Issue	4	13				17
Delivery Issue	36	30				66
Got a Better Offer	8	7				15
No Complaints			353	578	1109	2040
Packaging Issue	31	35				66
Products Damaged	18	25				43
Total	113	127	353	578	1109	2280

Customer Rating based on Geo Region

Geographic Region	1	2	3	4	5	Total
America	15	14	47	58	128	262
Asia	20	27	72	115	239	473
Europe	75	84	221	385	710	1475
Oceania	3	2	13	20	32	70
Total	113	127	353	578	1109	2280

Count of customer rating and Customer Rating LY by Customer Rating

Count of customer rating Customer Rating LY



Customer Rating based on Products

Product Name	1	2	3	4	5	Total
Prod - A	9	7	25	36	87	164
Prod - B	2	1	16	13	37	69
Prod - C	9	21	37	68	134	269
Prod - E	2	9	12	18	39	80
Prod - F	1	7	12	19	28	67
Prod - G	14	6	29	40	99	188
Prod - H	18	12	41	76	123	270
Prod - I	5	13	28	47	81	174
Prod - J	7	6	11	16	27	67
Prod - L	3	4	9	21	43	80
Prod - O	6	6	19	43	76	150
Prod - P	8	6	25	27	74	140
Prod - Q	14	9	35	67	105	230
Prod - R	10	11	24	53	80	178
Prod - S	4	6	15	16	37	78
Prod - T	1	3	15	18	39	76
Total	113	127	353	578	1109	2280

Customer Rating based on Product Class

Product Class	1	2	3	4	5	Total
Deluxe	22	21	70	104	216	433
Elite	17	17	63	99	170	366
Premium	45	45	122	200	393	805
Total	113	127	353	578	1109	2280

Customer Rating based on Country

Country	1	2	3	4	5	Total
Australia	3	2	13	20	32	70
China	15	14	35	62	119	245
Denmark	18	23	61	82	133	317
France	6	5	25	50	94	180
Germany	8	6	5	24	37	80
Hong Kong		2	9	18	26	55
Netherlands	26	31	88	129	297	571
Norway	9	9	19	44	64	141
Singapore	5	11	28	35	94	173
Sweden	8	10	23	56	85	182
United States	15	14	47	58	128	262
Total	113	127	353	578	1109	2280

2017

2018

2019

2020

2021

2022

2023

2024

Total Sales, Total profit and Total cost by Sales Channel

Based on Product Category

Based on Product Category

Total Sales, Total profit and Total cost by Discount Type

Based on Discount Type

Preparing Q&A

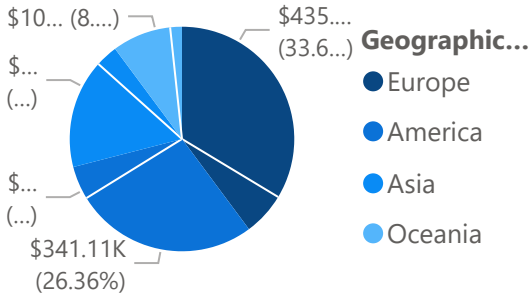
Total Sales, Total profit and Total cost by Product Class

Year

Multiple ...

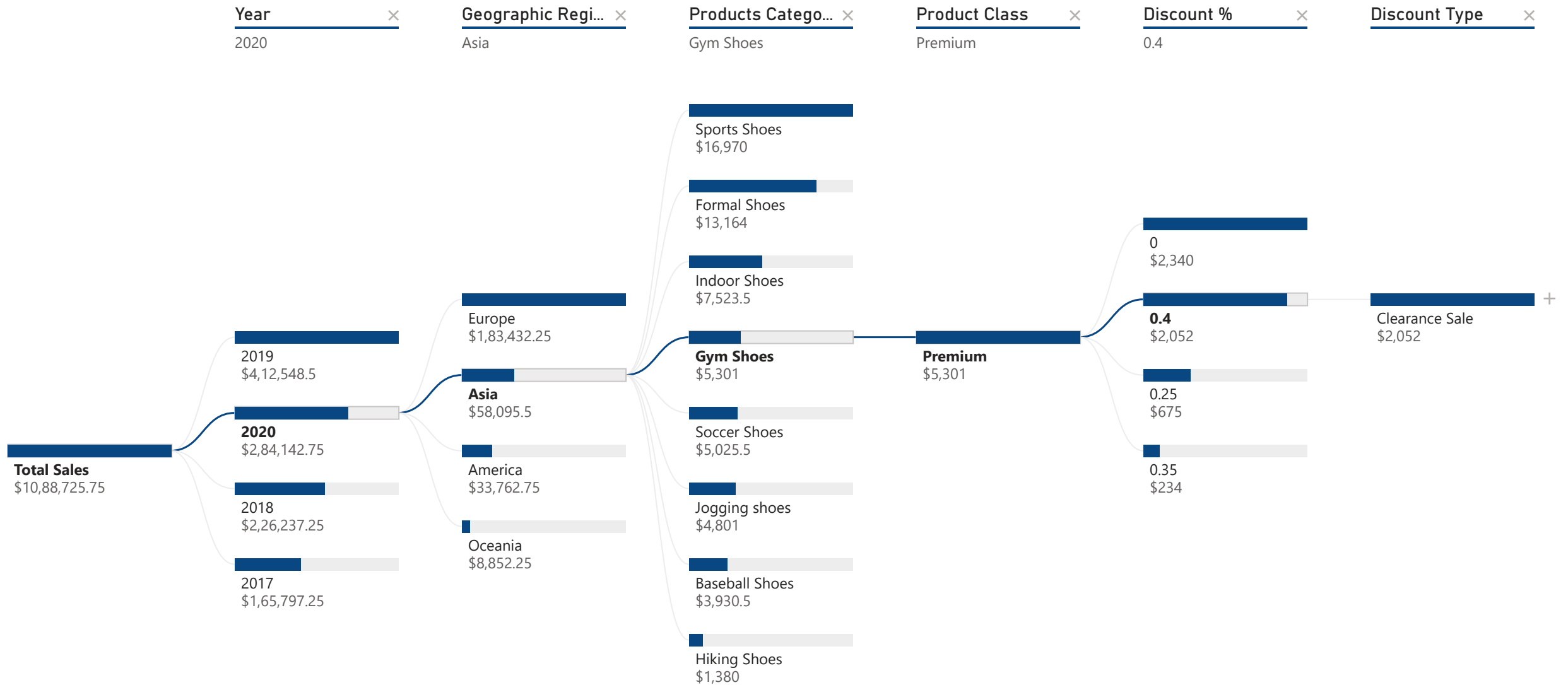
Country

Total Sales and Total profit by Geographic Region

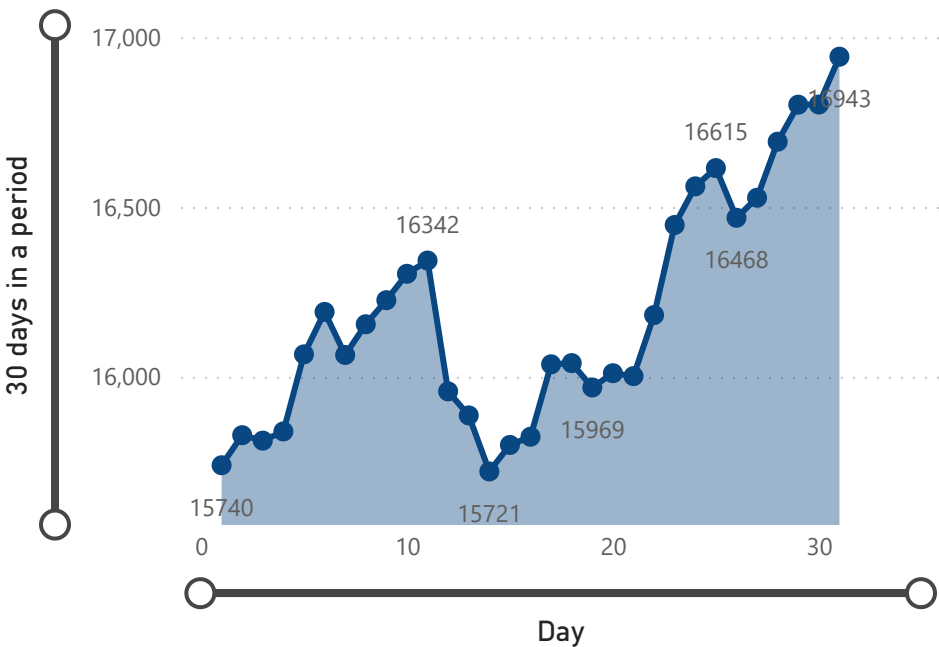


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user principle



30 days in a period by Day



Year

- ☐ 2017
- ☒ 2018
- ☐ 2019
- ☐ 2020
- ☐ 2021
- ☐ 2022
- ☐ 2023
- ☐ 2024