



Sales 2025

351M

Last year 427M

Diff -76M

Profit 2025

199M

Last year 246M

Diff -47M

Sales QTY 2025

1.9M

Last year 1.8M

Diff 109K

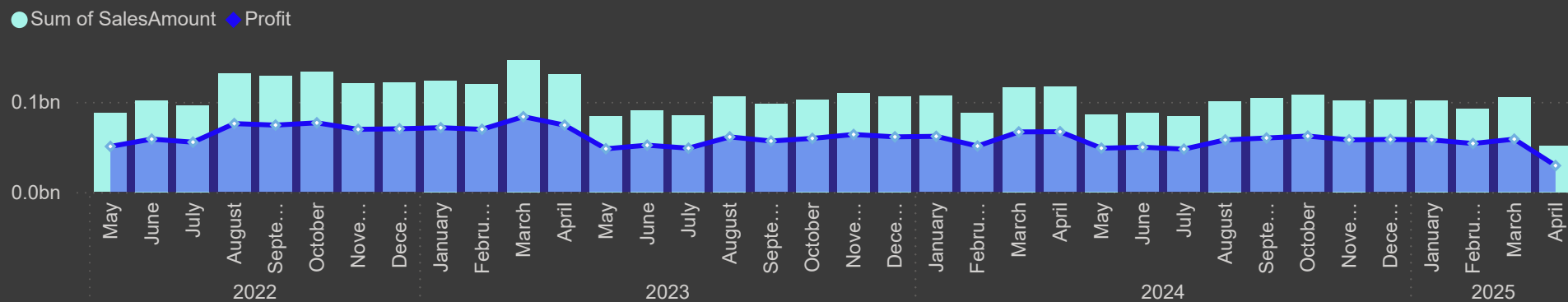
Return Rate 2025

1.06%

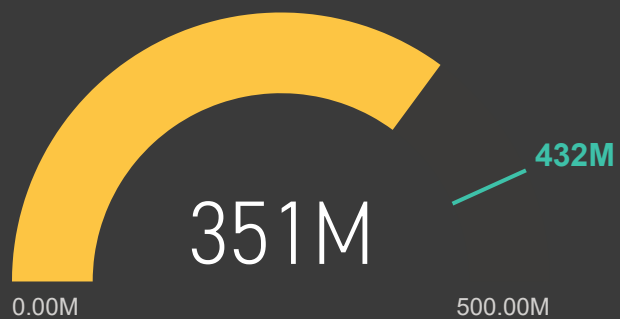
Last year 1.16%

Diff -0.10%

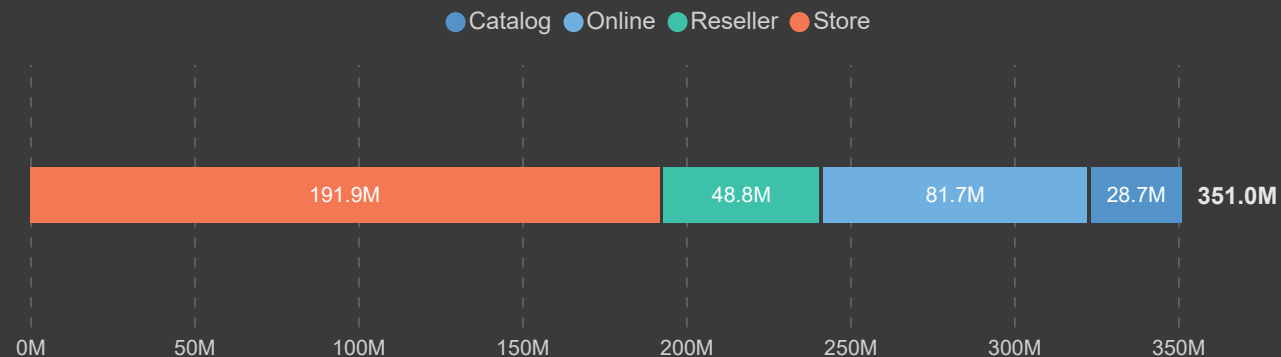
Monthly Profit & Sales trend



Sales vs Target



Total Sales by Store type



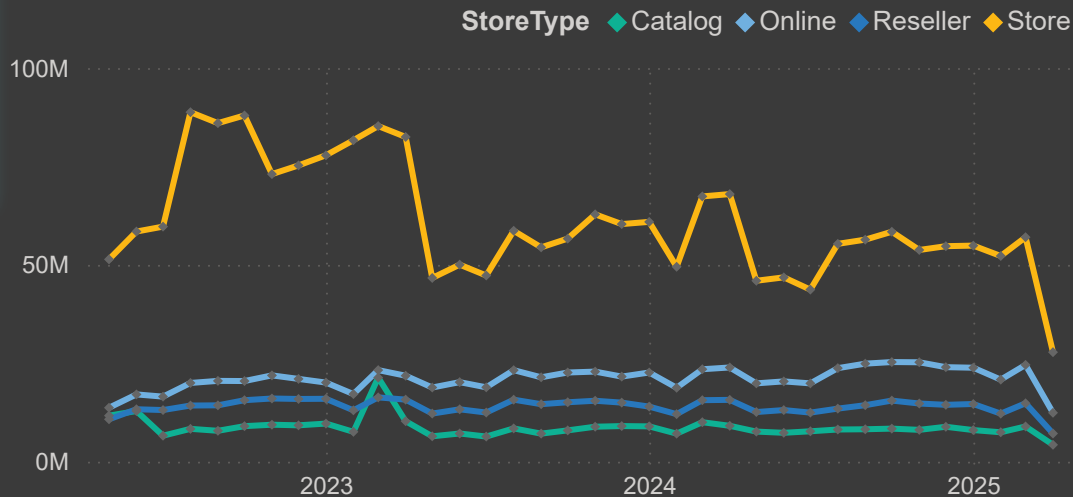


Summary

Store

Product

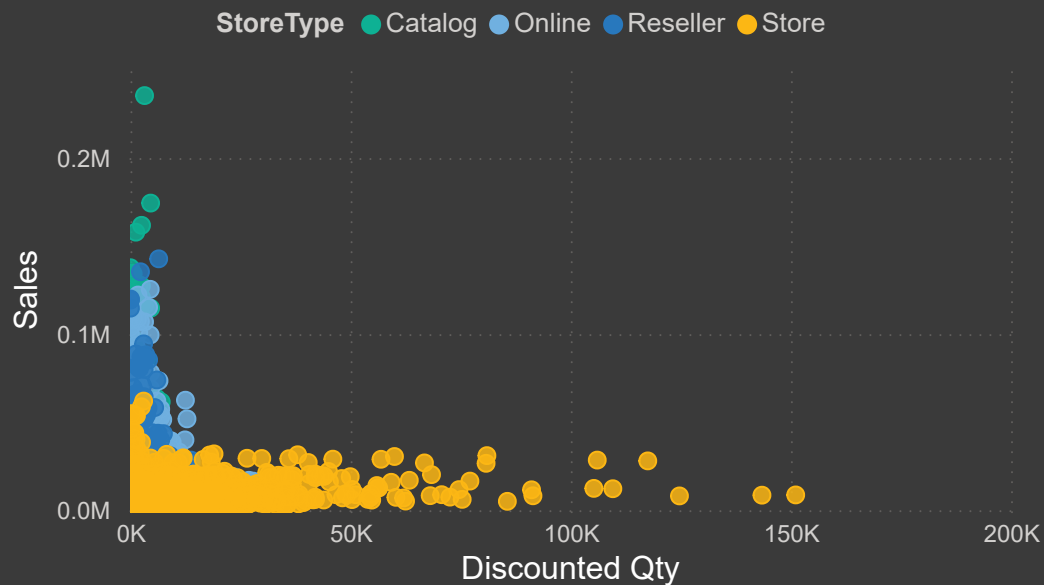
Monthly sales



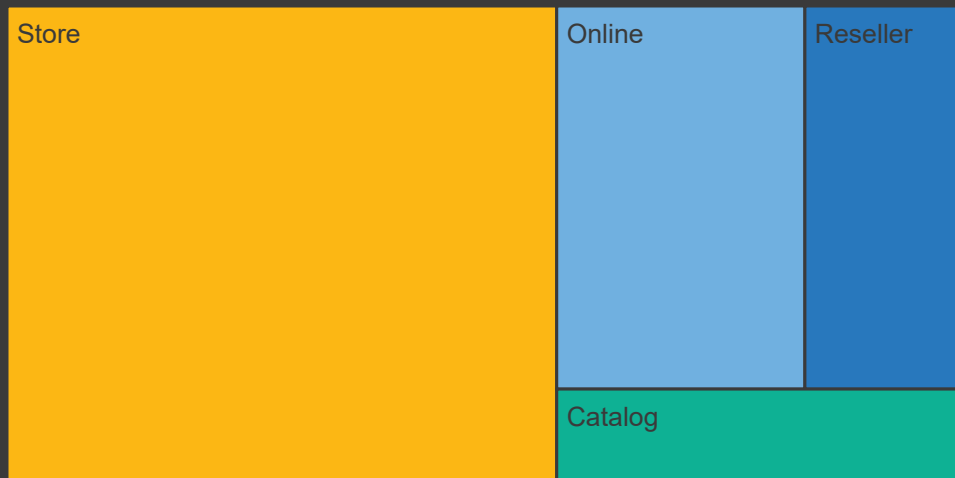
Top 10 store performance

Store name	Sales amount	Sales QTY	Return amount
Catalog Store	313,214,559.75	1391725	3318129
North America Online Store	274,509,318.22	1249751	3192463
Asia Online Store	249,479,745.26	1170614	2831483
Europe Online Store	232,901,437.81	1039541	2937206
North America Reseller	184,300,665.26	809739	2105361
Asia Reseller	165,801,094.92	757766	1904994
Europe Reseller	154,798,182.88	692347	1978287
Moscow No.2 Store	12,417,780.94	54500	152115
Sydney No.2 Store	12,073,982.62	57271	126864
Total	1,599,496,767.64	7223254	18546902

Sales and Discounted product (Correlation)

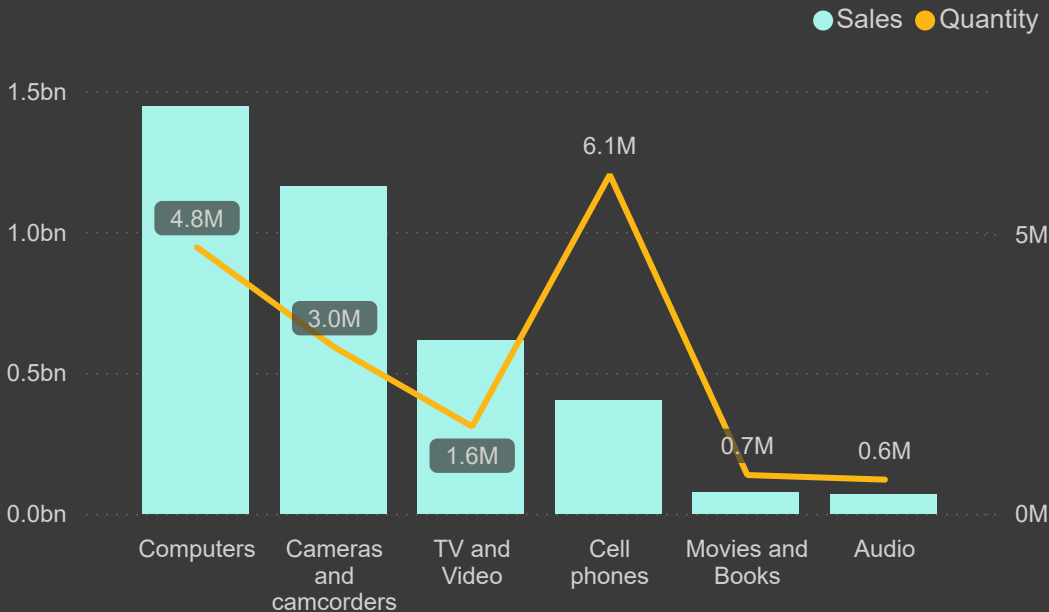


Sales Quantity by Store type





Sales performance by Product category



Performance by Product Class

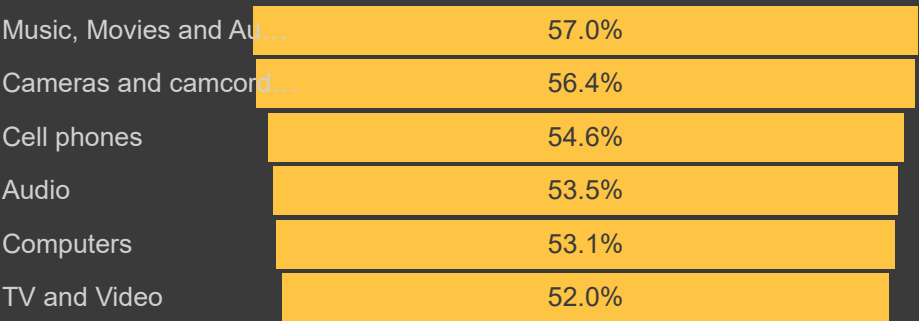
Product class name	Sales	Sales QTY	Return %
Regular	2,343,022,716.48	6,906,677	✗ 53.2%
Deluxe	886,014,218.18	1,495,491	✓ 12.1%
Economy	543,368,026.65	8,238,066	✗ 34.7%
Total	3,772,404,961.31	16,640,234	100.0%

Summary

Store

Product

Profit margin by Product Category



Product stock by Store type

