



Overview — KPI Snapshot

Total Revenue

2.98M

Profit Margin

0.59

Profit Margin %

1745

Customer Count

1.75M

Total Profit

Total Revenue trended down, resulting in a 96.27% decrease between Friday, January 1, 2016 and Friday, January 22, 2021.

Total Revenue and Total Revenue by Order Date



Period

2016-2019

2020-2024





Trend Over Time^{not}



At 2,251,030.90, 2016 had the highest Total Revenue and was 160,917.95% higher than 2021, which had the lowest Total Revenue at 1398.

Total Revenue and total Total Profit are positively correlated with each other.

2016 accounted for 75.43% of Total Revenue.

Total Revenue and Total Profit diverged the most when the Year was 2016, when Total Revenue were 923,774.59 higher than Total Profit.

Total Total Revenue was higher for 2016-2019 (2,965,932.20) than 2020-2024 (18,242.41).

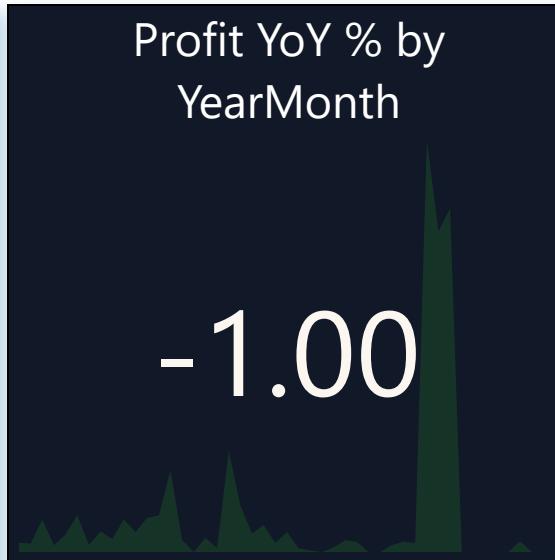
2016-01 in Period 2016-2019 made up 17.38% of Total Revenue.

Average Total Revenue was higher for 2016-2019 (68,975.17) than 2020-2024 (4,560.60).





Year Over Year Comparison



Narration

Revenue YoY % was highest for 2020-01 at 3.50, followed by 2020-05 and 2020-02.

Across all 47 YearMonth, Revenue YoY % ranged from -1 to 3.50.

Total Profit and total Total Revenue are positively correlated with each other.

2016 accounted for 75.69% of Total Profit.

Total Revenue and Total Profit diverged the most when the Year was 2016, when Total Revenue were 923,774.59 higher than Total Profit.

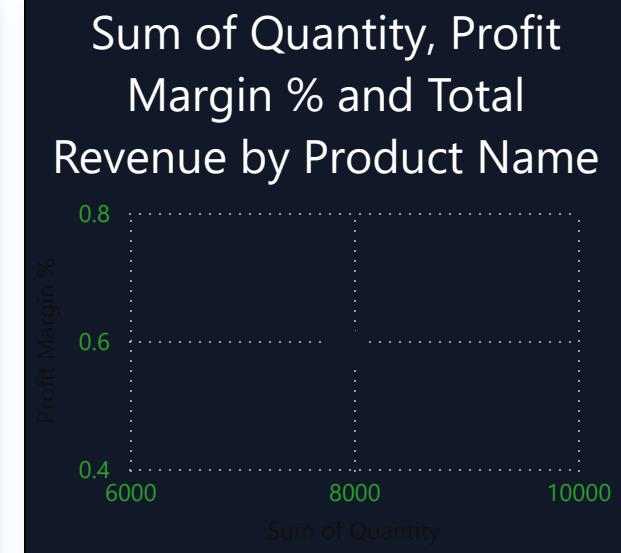
Period: All

2016-2019
 2020-2024





Product Performance



Narration

At 518,633.83, 2016-01 had the highest Total Revenue and was 112,651.39% higher than 2019-11, which had the lowest Total Revenue at 459.98.

2016-01 accounted for 17.38% of Total Revenue.

Across all 47 YearMonth, Total Revenue ranged from 459.98 to 518,633.83.

