



Overview — KPI Snapshot_{hot}

Total Revenue

2.98M

Profit Margin

0.59

Profit Margin %

1745

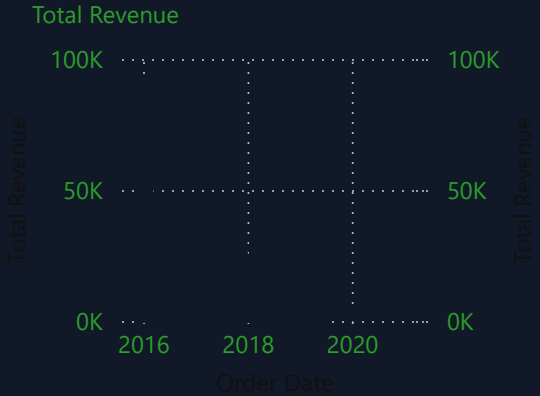
Customer Count

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

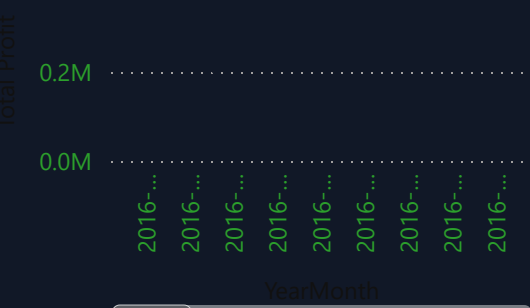
Total Revenue by YearMonth and Period

Period 2016-2019 2020-2024



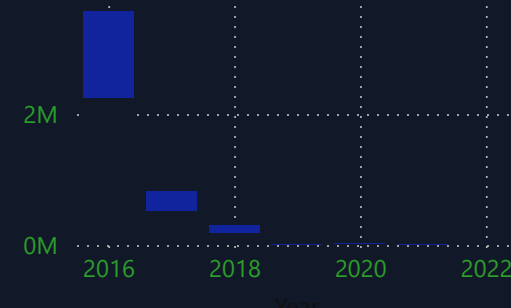
Total Profit by YearMonth and Period

Period 2016-2019 2020-2024



Total Revenue and Total Profit by Year

Total Revenue Total Profit



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).

Period

☐ 2016-2019

☐ 2020-2024





Year Over Year Comparison

Revenue YoY % by
YearMonth

-1.00

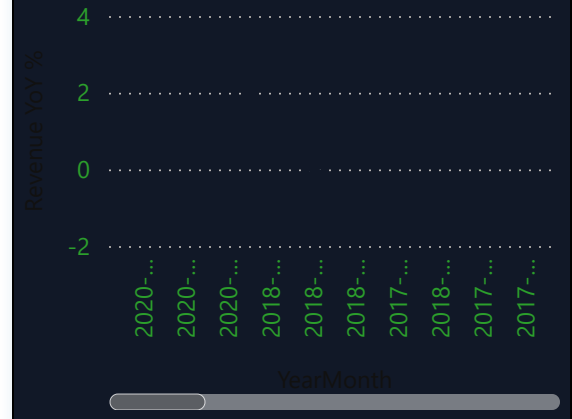
Profit YoY % by
YearMonth

-1.00

Customers YoY % by
YearMonth

-1.00

Revenue YoY % by
YearMonth



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

Total Profit and Total
Revenue by Year

