Lee Chatmen Store: Performance Overview

Total Sales \$856,462 This Month: \$9.7K -86%

Prev Month: \$69.8K

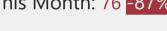
Total Orders

This Month: 76 -87%

Prev Month: 579

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7,394





Total Quantity 12,334 This Month: 135 -86%

Prev Month: 968



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Ben Joan

Shipping Charges \$108,200

This Month: \$1.2K -85%

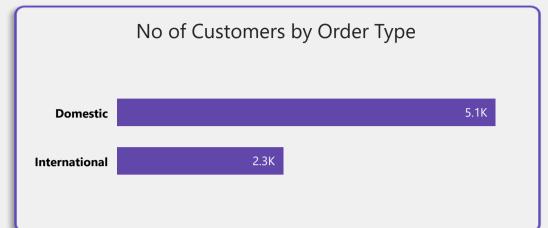
Prev Month: \$8,325

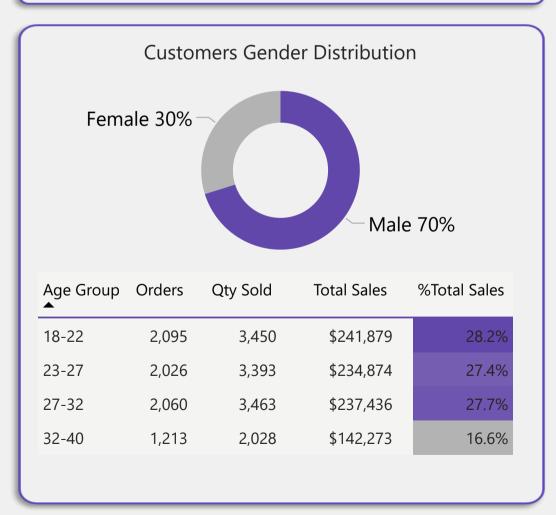




Product Category	Orders	Qty Sold	AOV	Shipping cost%	Total sales	% Total Sales	Rating
☐ Clothing							
BF1548	1,497	2,421	\$127	11%	\$190,640	22.3%	3.5
BF1550	750	1,273	\$186	7%	\$139,691	16.3%	3.6
BF1543	721	1,220	\$200	9%	\$144,395	16.9%	3.5
BF1549	378	628	\$235	5%	\$88,790	10.4%	3.4
BF1546	358	555	\$206	8%	\$73,685	8.6%	3.4
□ Ornaments							
BF1551	944	1,586	\$50	30%	\$47,660	5.6%	3.4
BF1554	442	755	\$61	24%	\$27,070	3.2%	3.5
BF1547	326	562	\$81	18%	\$26,554	3.1%	3.5
BF1552	323	503	\$96	16%	\$31,015	3.6%	3.4
BF1553	221	362	\$106	14%	\$23,505	2.7%	3.5
⊕ Other	1,434	2,469	\$44	32%	\$63,457	7.4%	3.6

Lee Chatmen Store: Customer Demography





Order Type	Location	Qty Rank	Orders	Shipping cost%	Total Sales	% Total Sales	MoM%
□ Domestic	San Francisco	1	414	0%	\$41,321	4.8%	-94%
	Sacramento	2	412	0%	\$37,756	4.4%	-51%
	New Jersey	3	434	0%	\$39,889	4.7%	-92%
	New York	4	381	0%	\$36,959	4.3%	-75%
	Portland	5	420	0%	\$37,506	4.4%	-55%
	Pittsburgh	6	375	0%	\$33,013	3.9%	-90%
	Austin	7	374	0%	\$33,655	3.9%	-89%
	Cleveland	8	390	0%	\$35,153	4.1%	-93%
	San Antonio	9	408	0%	\$34,520	4.0%	-89%
	Memphis	10	402	0%	\$35,900	4.2%	-26%
	Las Vegas	11	385	0%	\$35,234	4.1%	0%
	Detroit	12	378	0%	\$34,240	4.0%	-45%
	Miami	13	366	0%	\$34,460	4.0%	0%
□ International	London	1	191	24%	\$32,104	3.7%	-87%
	Manchester	2	208	26%	\$32,426	3.8%	-70%
	Cardiff	3	205	25%	\$32,397	3.8%	0%
	Liverpool	3	189	24%	\$30,875	3.6%	0%
	Montreal	5	187	20%	\$23,644	2.8%	76%
	Dublin	6	196	26%	\$30,172	3.5%	-57%
	Toronto	7	185	18%	\$26,163	3.1%	-80%
	Mumbai	8	187	34%	\$38,115	4.5%	59%
	Sydney	9	184	38%	\$48,049		40%
	Glasgow	10	178	25%	\$29,000	3.4%	140%
	Paris	11	171	31%	\$27,857	3.3%	0%
	New Delhi	12	174	34%	\$36,054	4.2%	8%











Lee Chatmen Store: Review Analysis



