

Total Revenue

\$12.65M

Total Sales

2.26M

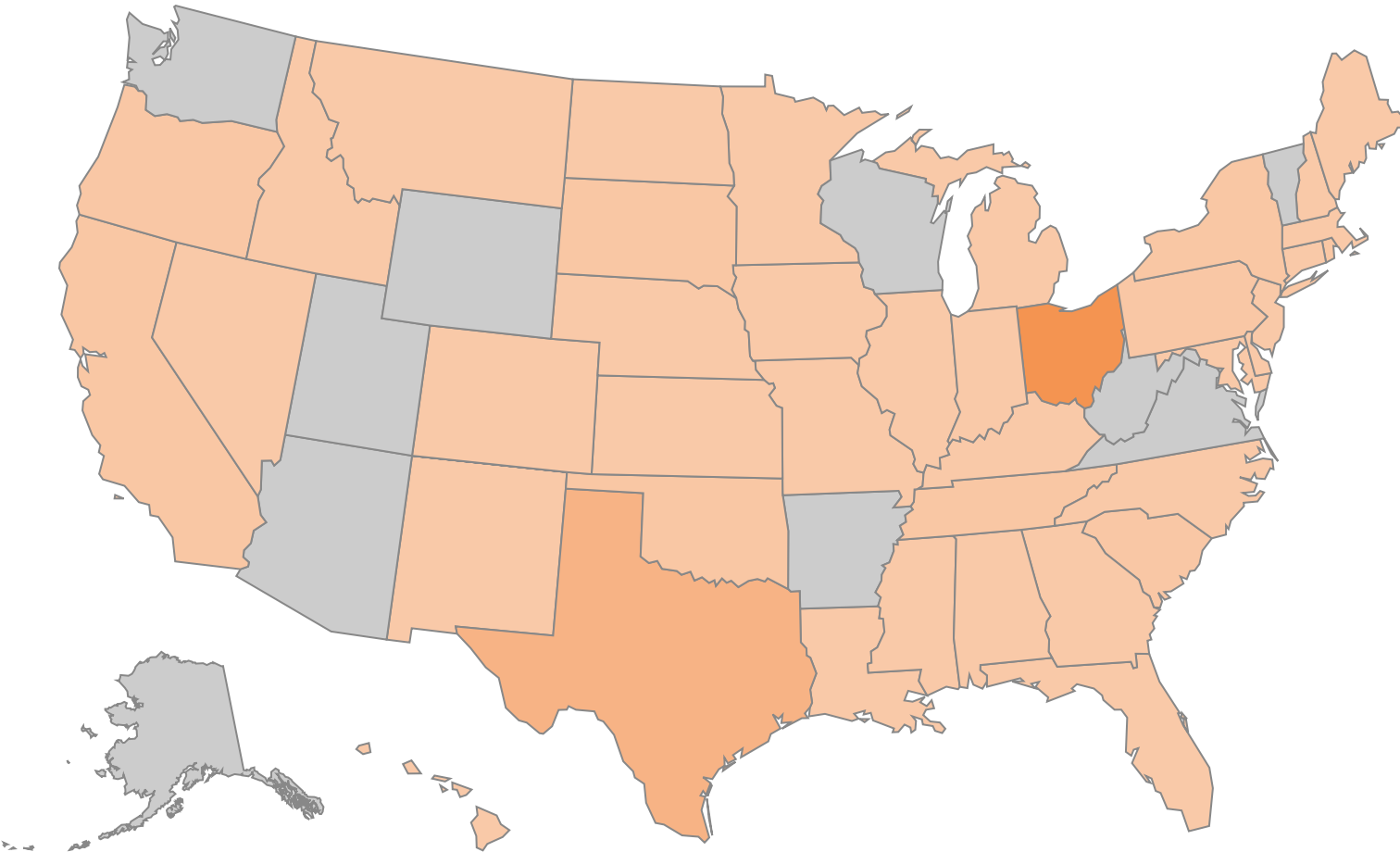
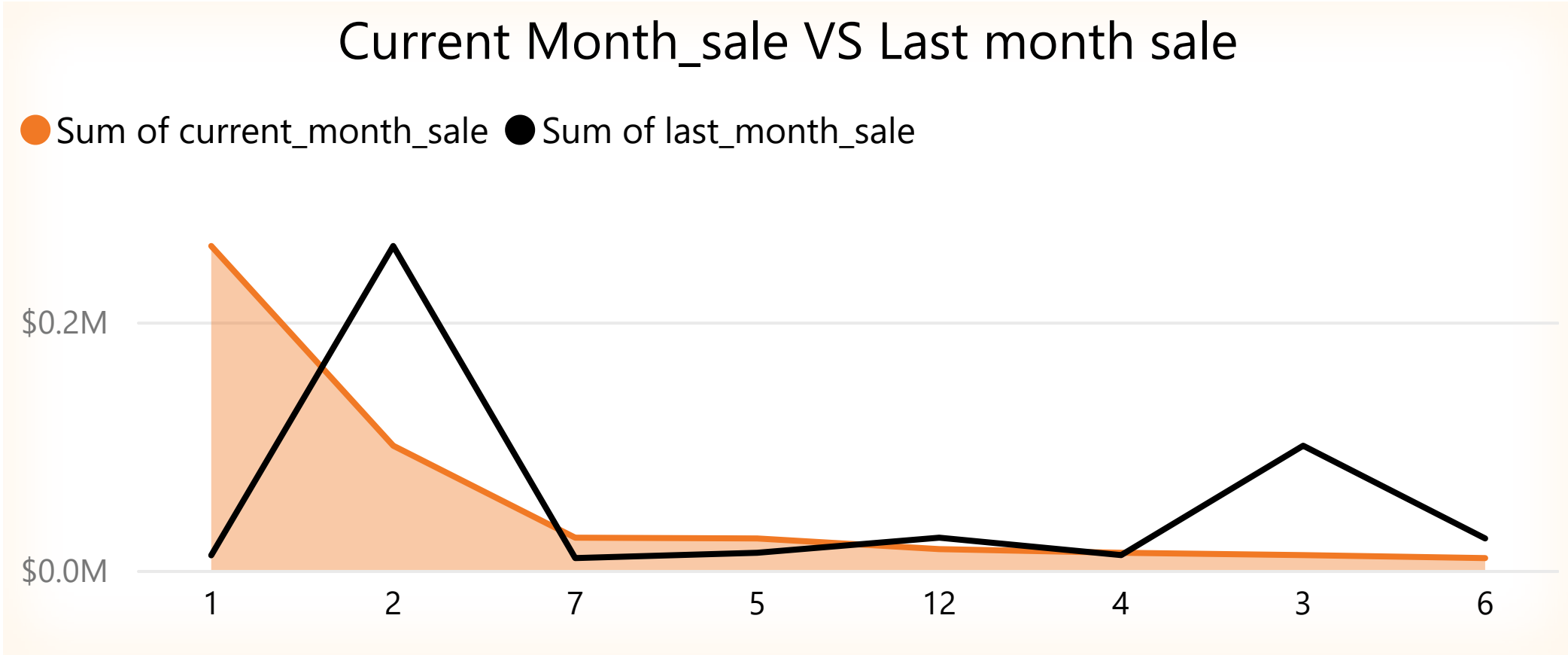
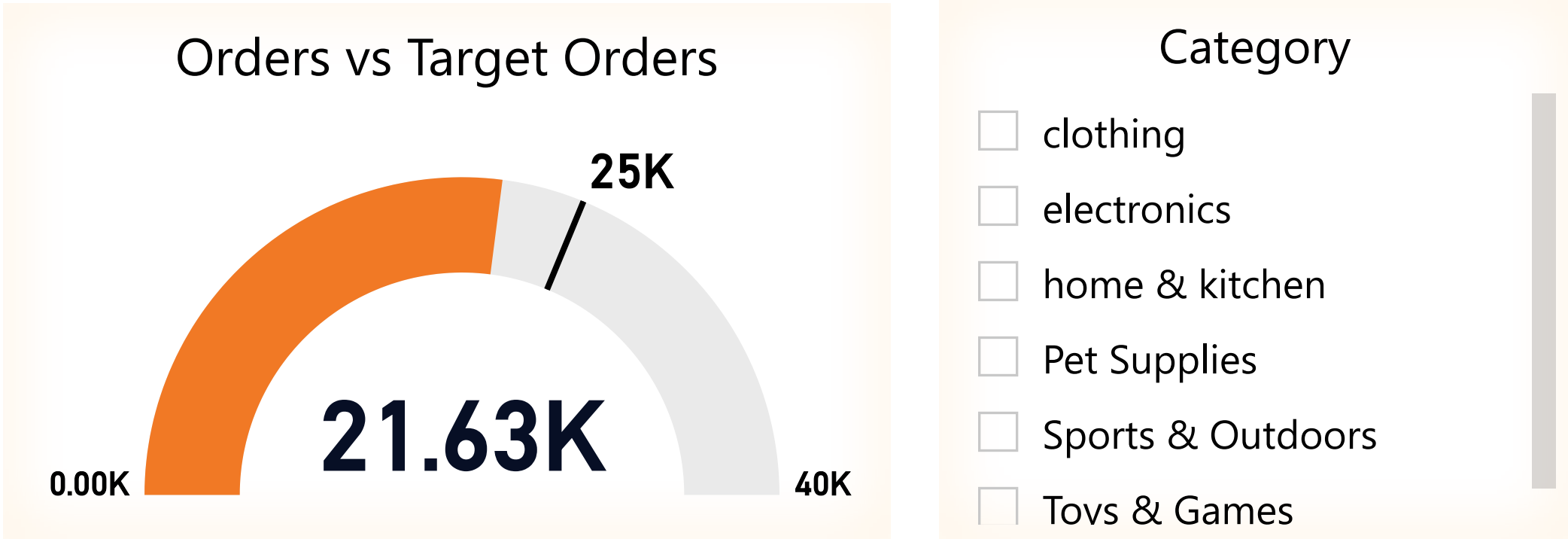
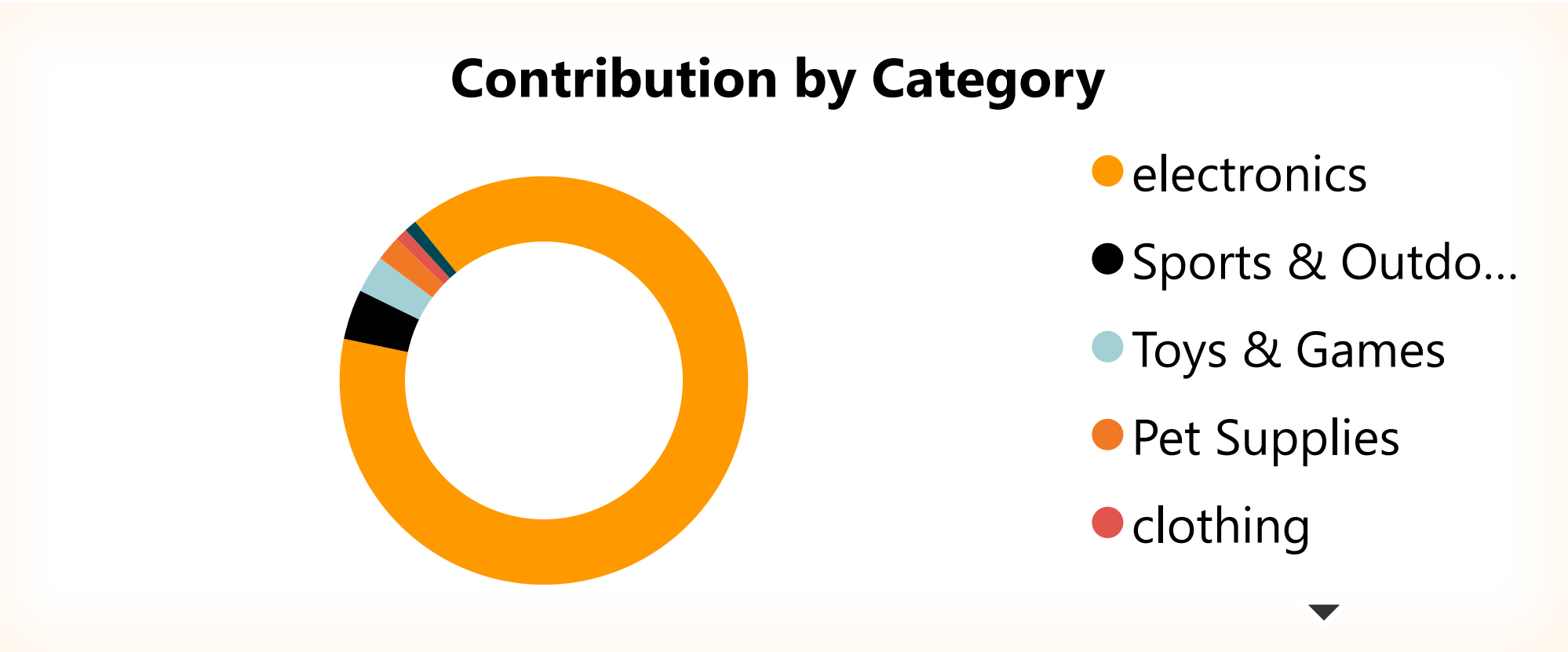
Avg Order Value

\$171.43K

Total Profit

\$95.30K

product_name	Total_sales	Total_quantity
Apple iMac 24-Inch	189,798.54	146
Apple iMac 27-Inch Retina	232,198.71	129
Apple iMac Pro	629,998.74	126
Apple MacBook Pro 16-inch	187,499.25	75
Apple MacBook Pro 16-inch (2021)	162,499.35	65
Total	2,259,391.51	849





BHAVYA LIKHITHA

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Total Sales

2.26M

Profit Margin

75.35%

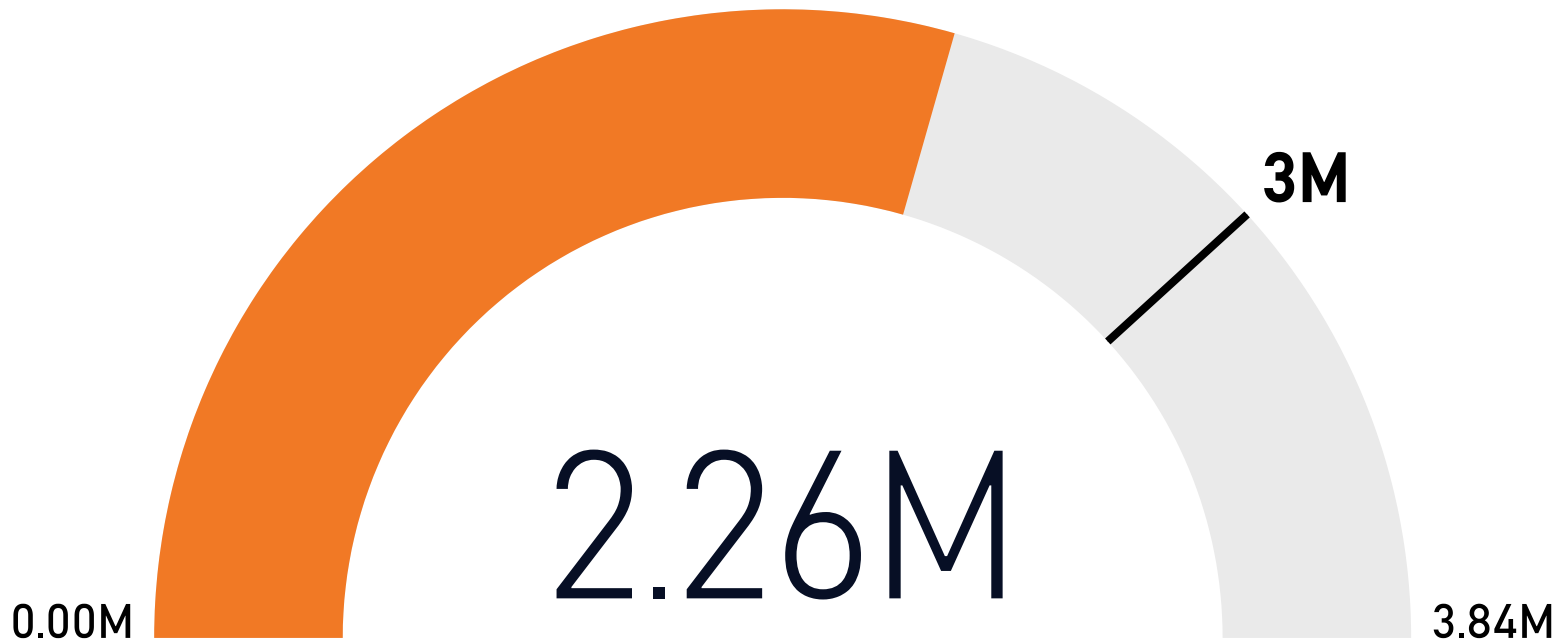
Total Orders

21.63K

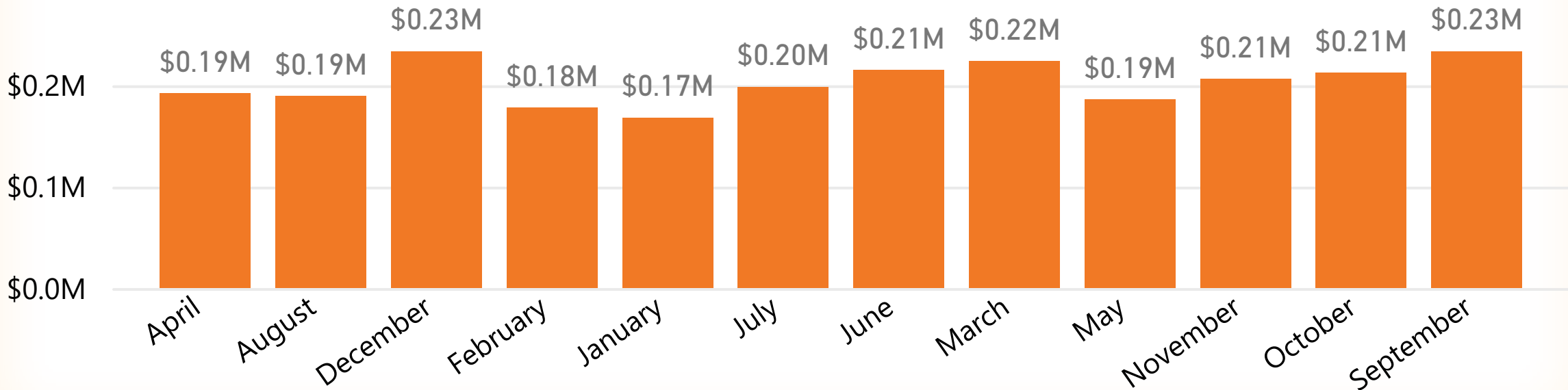
Year

2020	2022	2024
2021	2023	

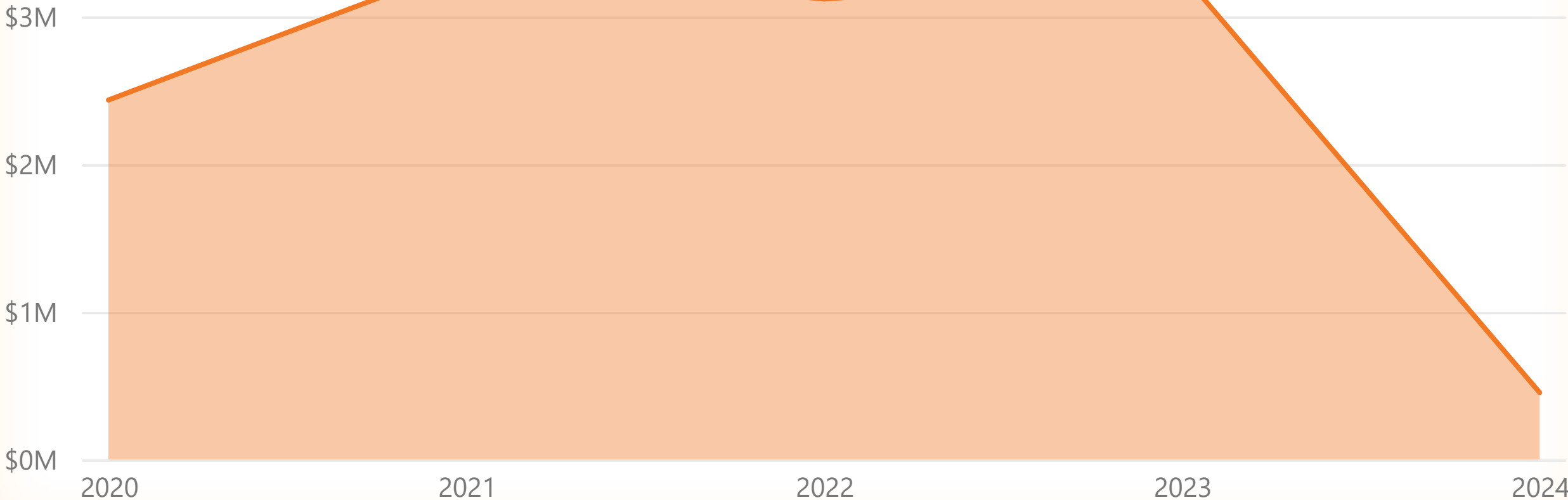
Target Sales vs Sales



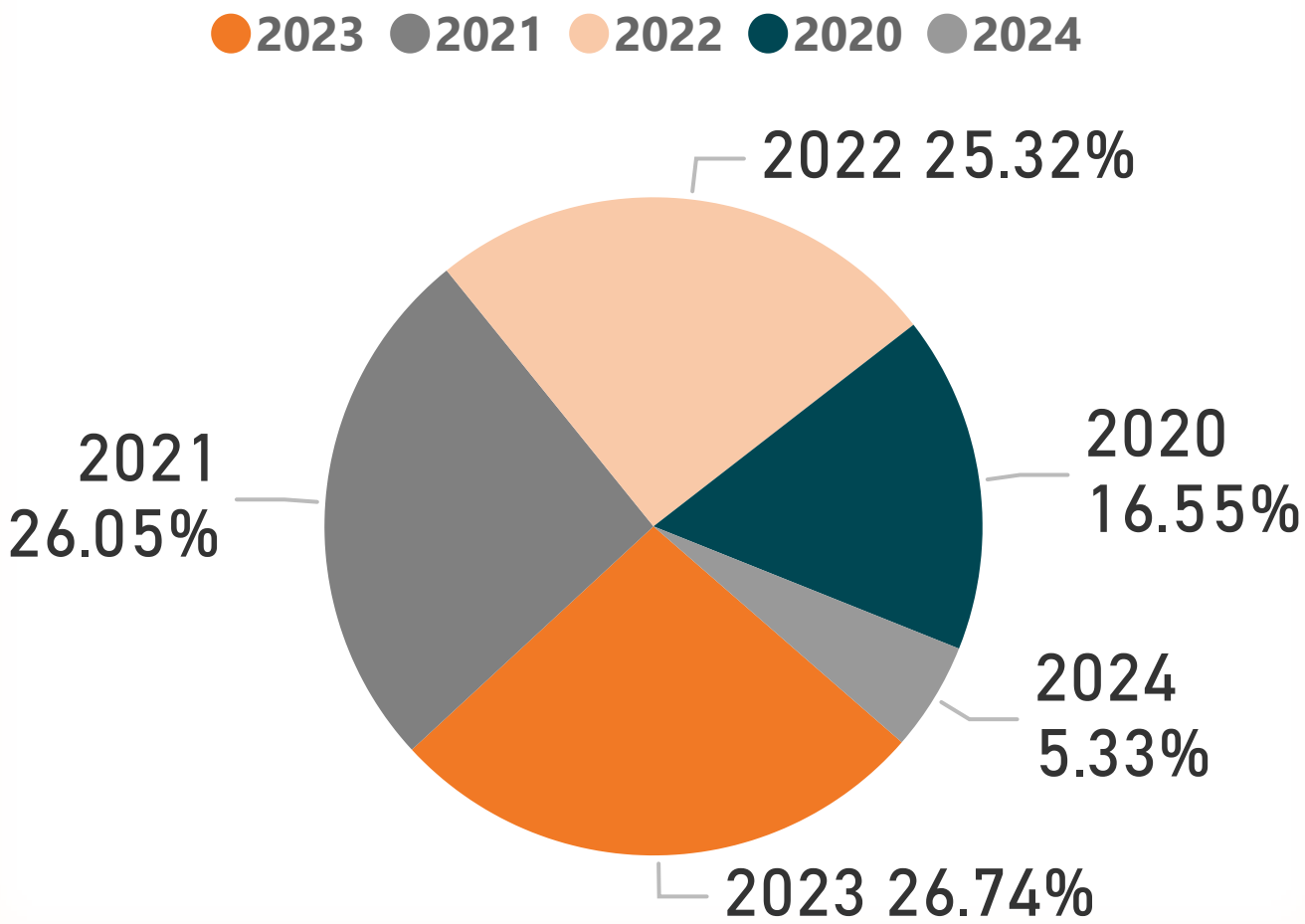
Total Sales by Month



Total sales by Year



Total orders by Year





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Maximum CLTV

\$89,029.09

Active Customers

520

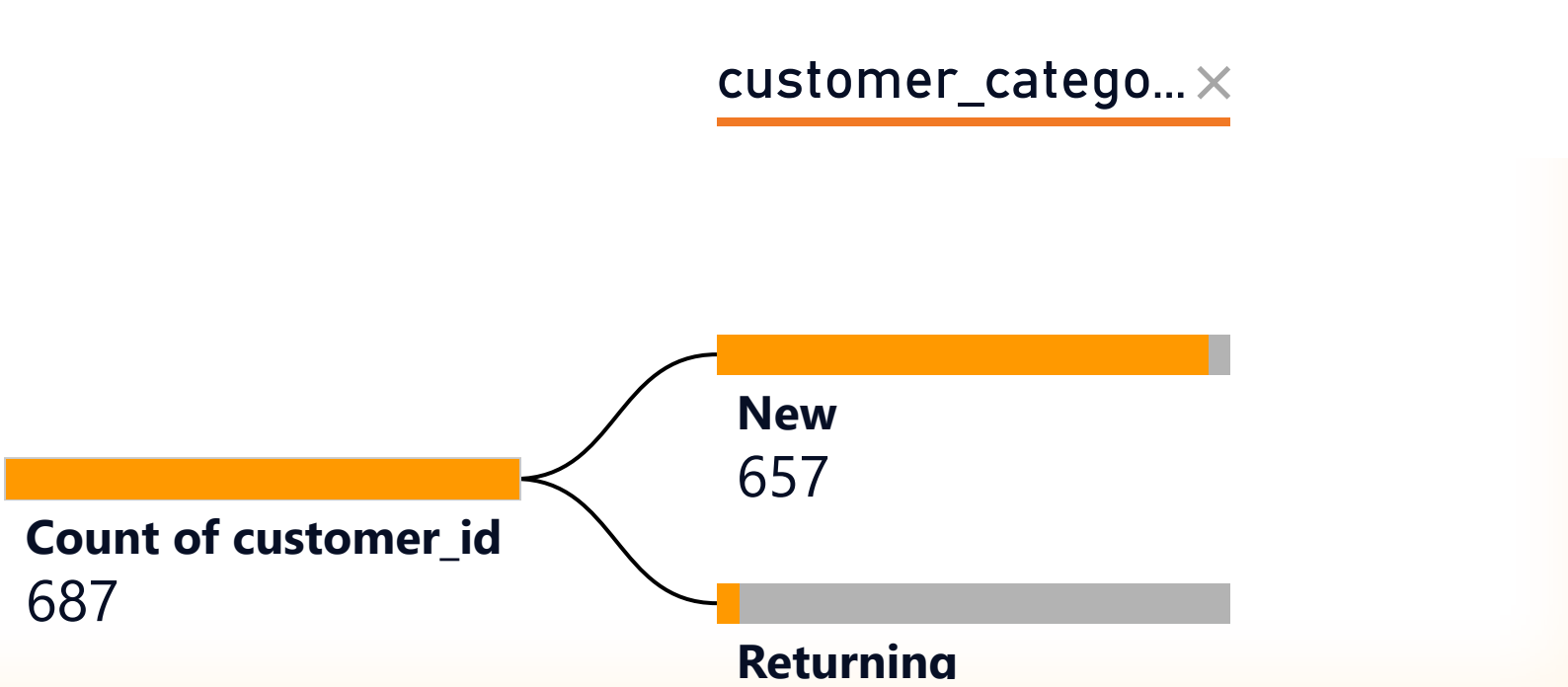
Average Orders Per Customer

24.09

Customer Retention Rate

72.27%

New vs Returning Customers



Total Customers

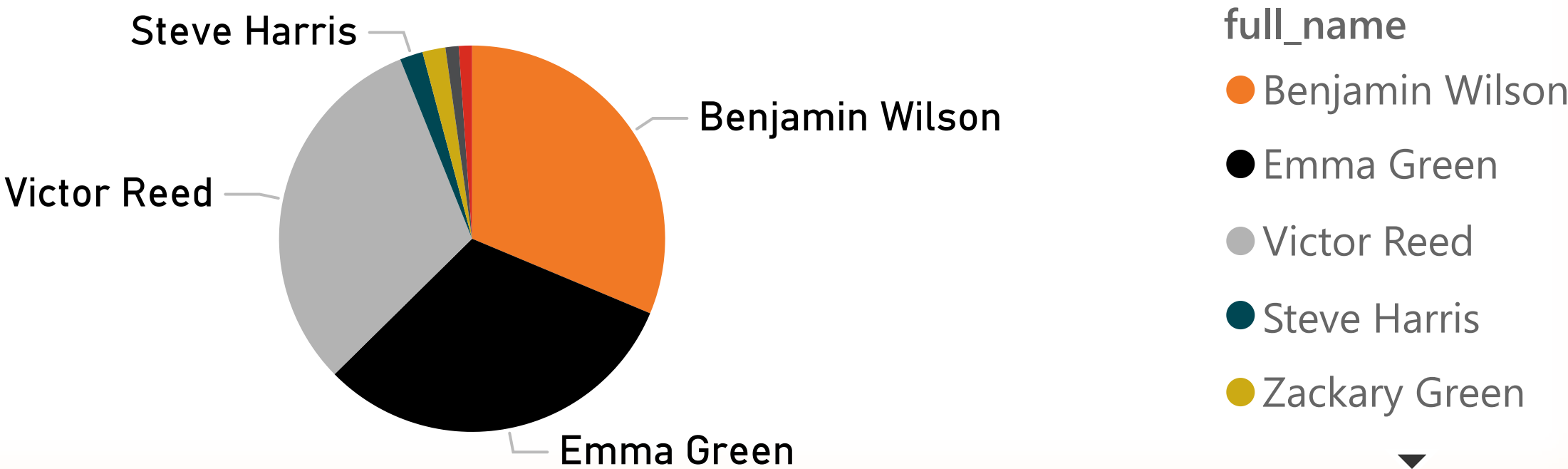
158973

Inactive Customers

211

customer_name	Sum of total_orders	Sum of total_sales
Amelia Green	8	\$7,699.82
Brian White	6	\$3,930.83
Daniel Green	112	\$50,924.94
Daniel Smith	92	\$50,917.44
Daniel Young	9	\$7,684.82
Ella Reed	117	\$62,693.50
Total	1435	\$859,514.52

Top Customers by Order Value





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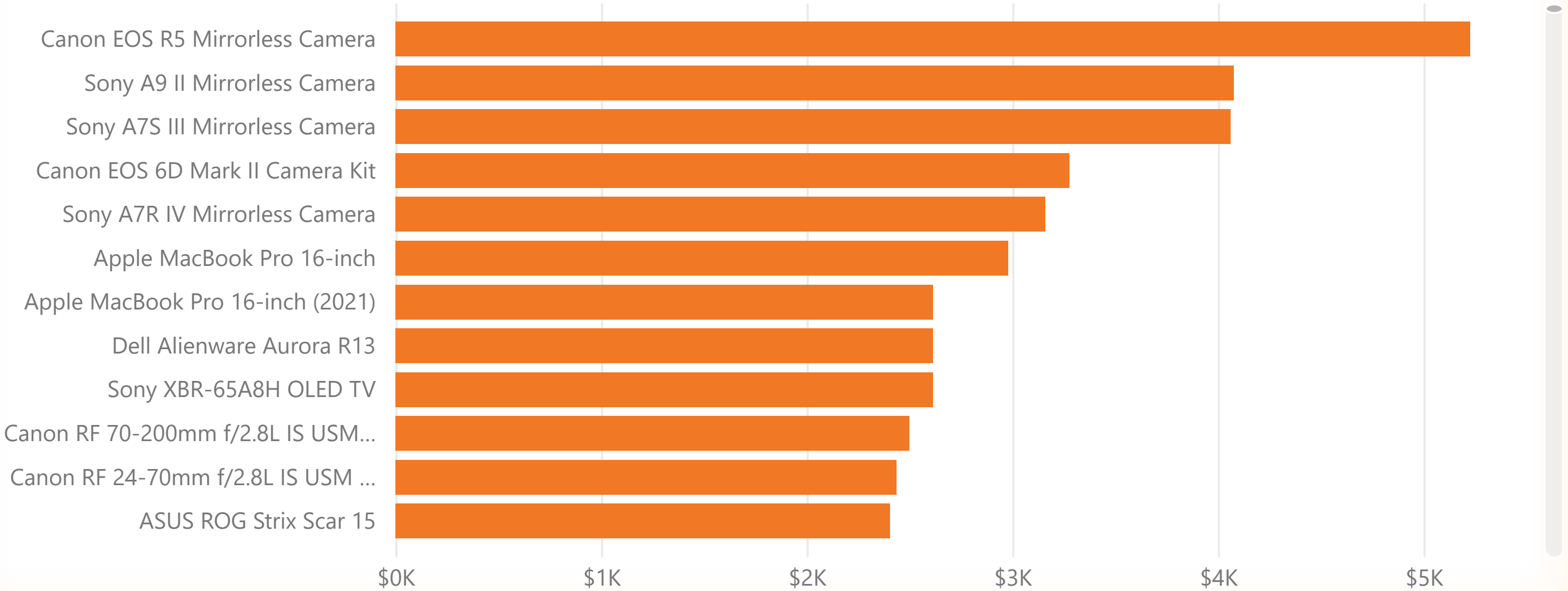
Avg Return %

13.19%

Best Performing
Apple iMac Pro

\$629,998.7

Next Higher Price Product Recommendation



product_id	category_name	product_name	Sum of revenue_2022	Sum of revenue_2023	Sum of decrease_ratio
168	electronics	DJI Osmo Pocket 2	\$5,399.82	\$599.98	-88.89
579	Pet Supplies	Dog Bed	\$349.93	\$49.99	-85.71
571	Sports & Outdoors	Dumbbell Set	\$719.91	\$79.99	-88.89
252	electronics	HP Spectre x360 13 Laptop	\$14,299.89	\$1,299.99	-90.91
593	Toys & Games	Magic Set	\$329.89	\$29.99	-90.91
580	Pet Supplies	Pet Shampoo	\$254.83	\$29.98	-88.24
280	electronics	Sony WH-1000XM3 Wireless Headphones	\$2,449.93	\$349.99	-85.71
351	clothing	Unisex Sports Cap	\$271.84	\$16.99	-93.75
370	clothing	Women's Long Sleeve Shirt	\$269.91	\$29.99	-88.89
570	Sports & Outdoors	Yoga Mat	\$314.91	\$34.99	-88.89



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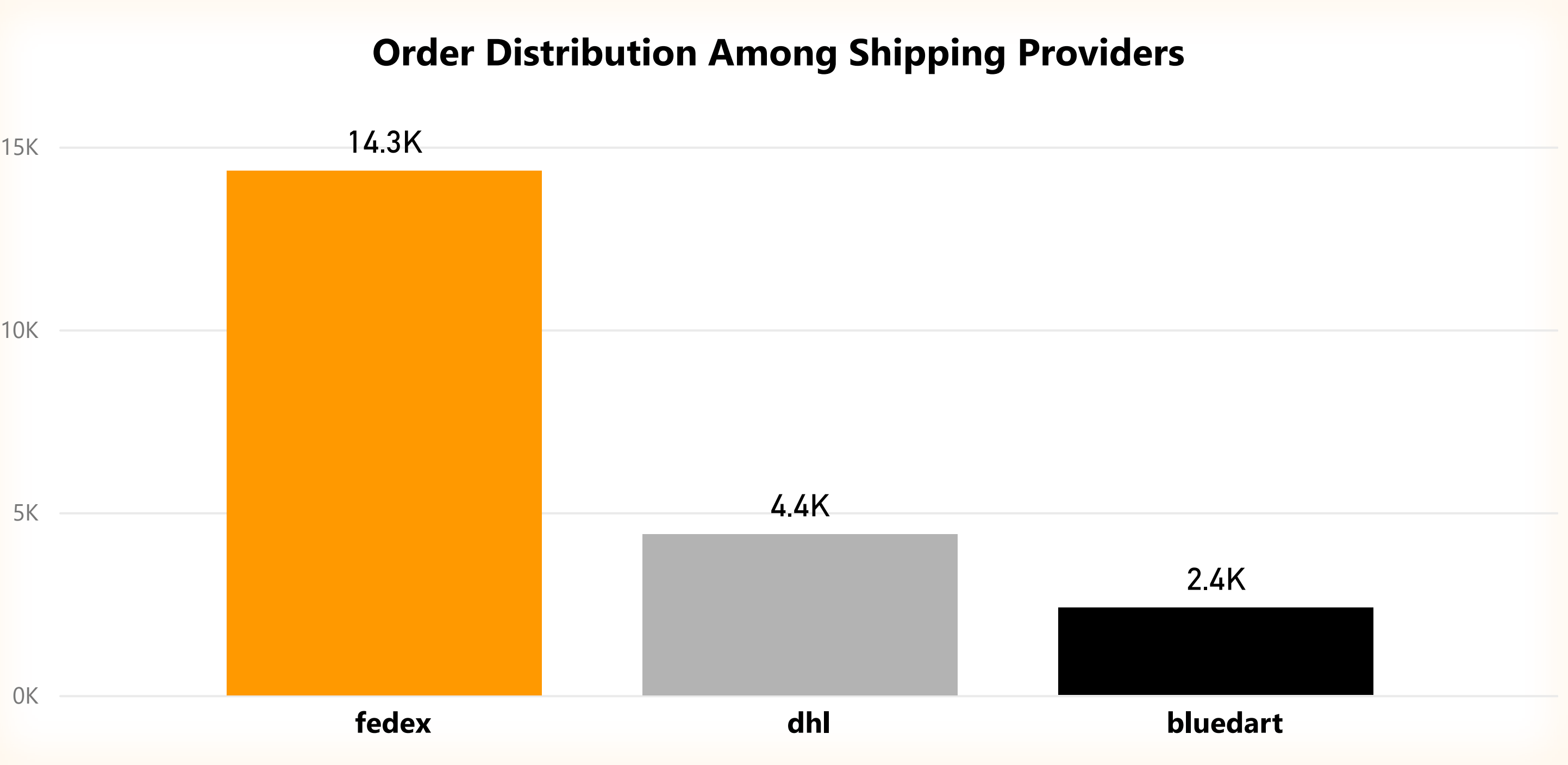
Pending Shipment
21.34%

Avg Delivery Time
in Days
9

Avg Return Time
In Days
22

Shipping Delay
in Days
3

product_id	product_name	count of stock	warehouse_id	last_stock_date
607	Pet Water Fountain	1	1	01/08/2022 00:00:00
609	Pet Blanket	1	1	30/10/2022 00:00:00
611	Cat Food	1	1	25/07/2023 00:00:00
612	Dog Training Collar	1	1	04/05/2022 00:00:00
614	Remote Control Helicopter	1	1	30/07/2023 00:00:00
615	Magic Markers Set	1	1	21/02/2023 00:00:00
617	Giant Jenga	1	1	24/08/2023 00:00:00
618	Play Kitchen Set	1	1	21/03/2022 00:00:00
622	Hot Wheels Cars	1	1	12/12/2023 00:00:00
624	Sports Water Bottle	1	1	20/09/2022 00:00:00





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Payment Success Rate

84.61%

Returned Orders

2840

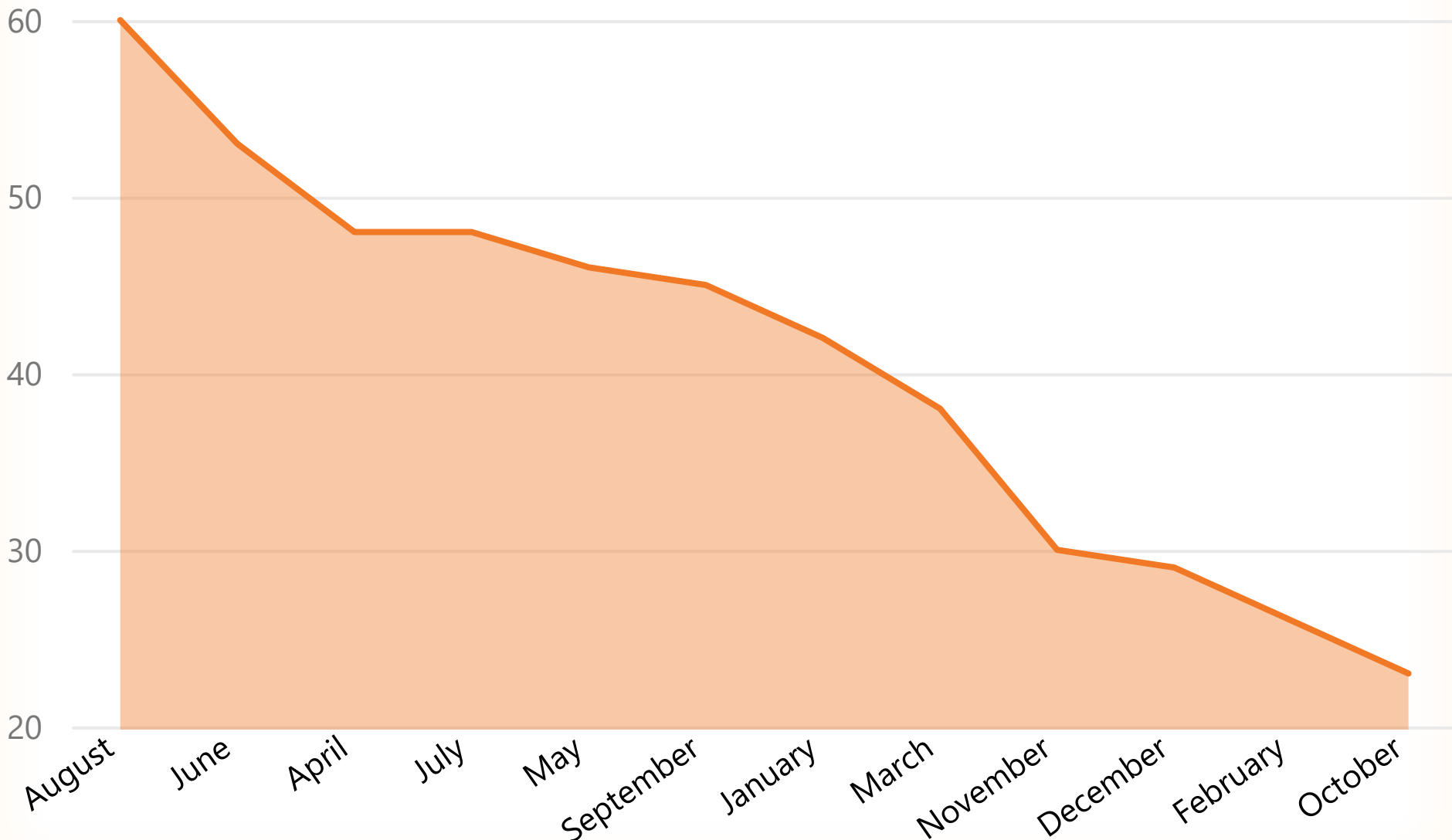
Inactive Sellers

198

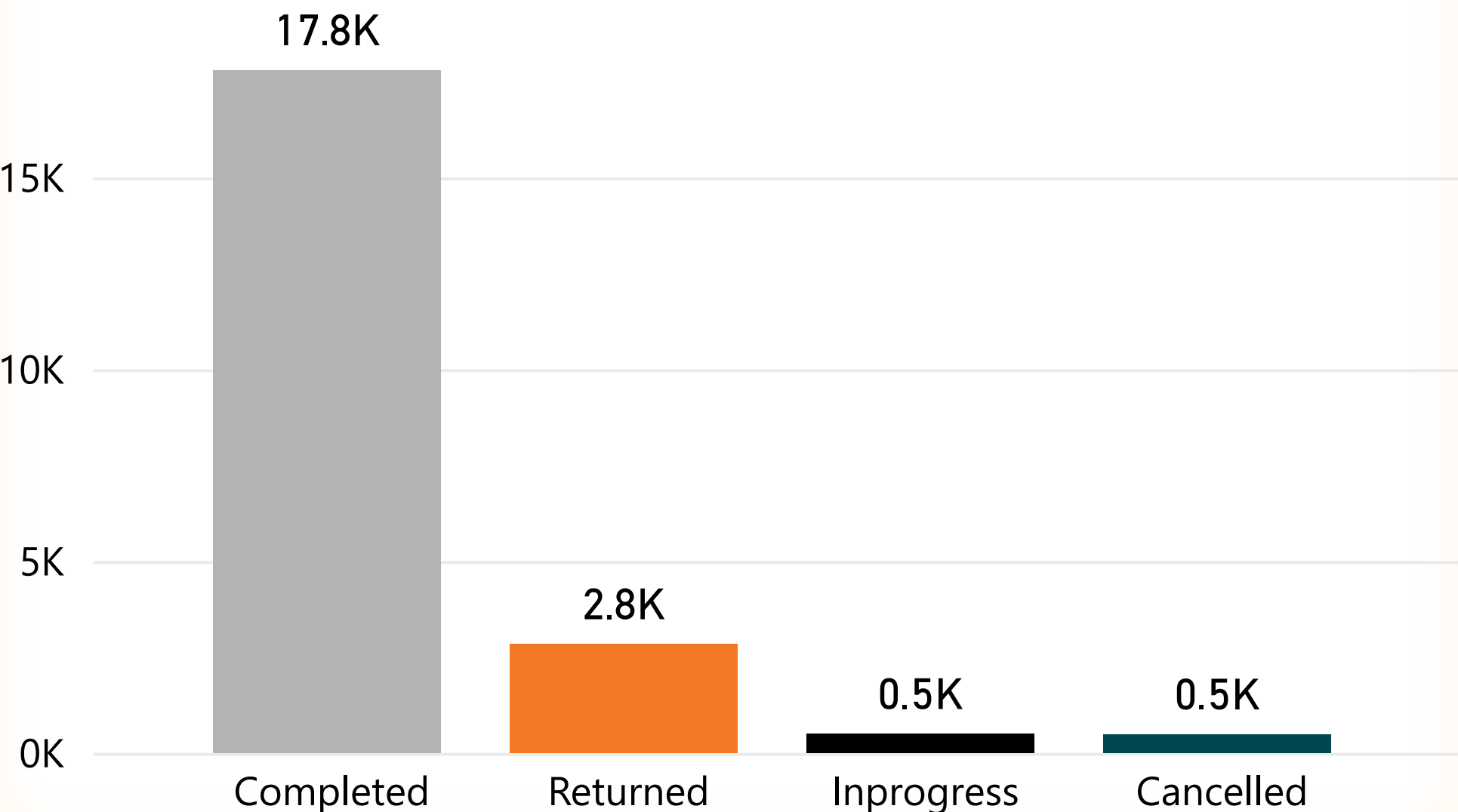
Successful Orders

82.30%

Canceled_orders by month



Order Status Breakdown



Payment Status Overview

