



OVERVIEW

SALES

CUSTOMER

PRODUCT

LOGISTICS

INSIGHTS

Total Revenue

\$12.65M

Total Sales

2.26M

Avg Order Value

\$171.43K

Total Profit

\$95.30K

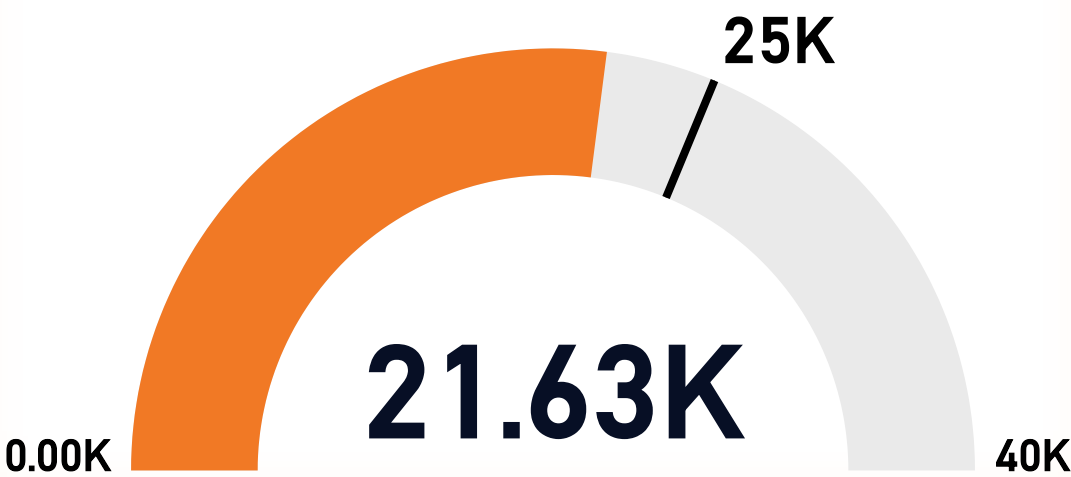
product_name	Total_sales	Total_quantity
Apple iMac 24-Inch	189,798.54	146
Apple iMac 27-Inch Retina	232,198.71	129
Apple iMac Pro	629,998.74	126
Apple MacBook Pro 16-inch	187,499.25	75
Apple MacBook Pro 16-inch (2021)	162,499.35	65
Total	2,259,391.51	849

Contribution by Category



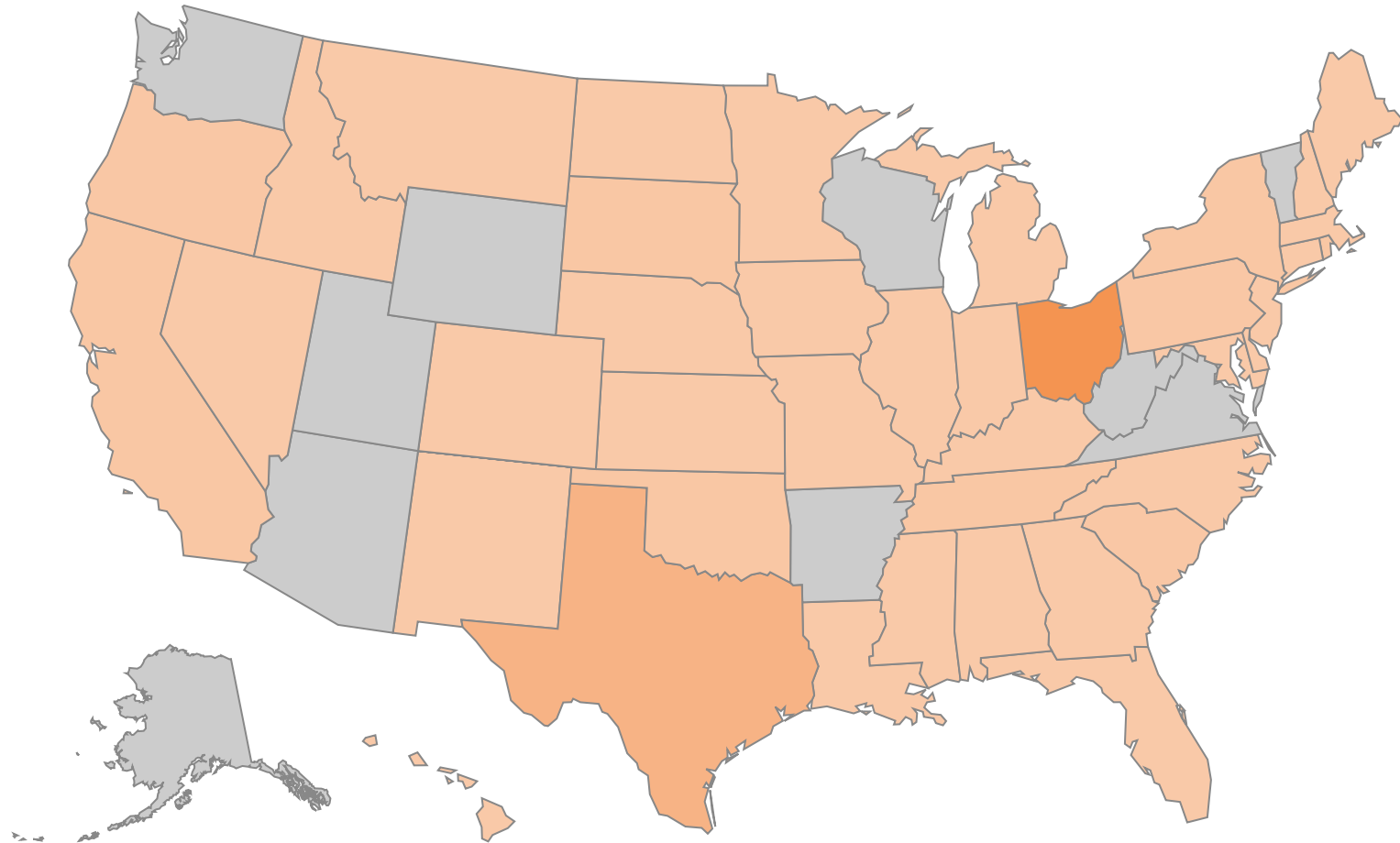
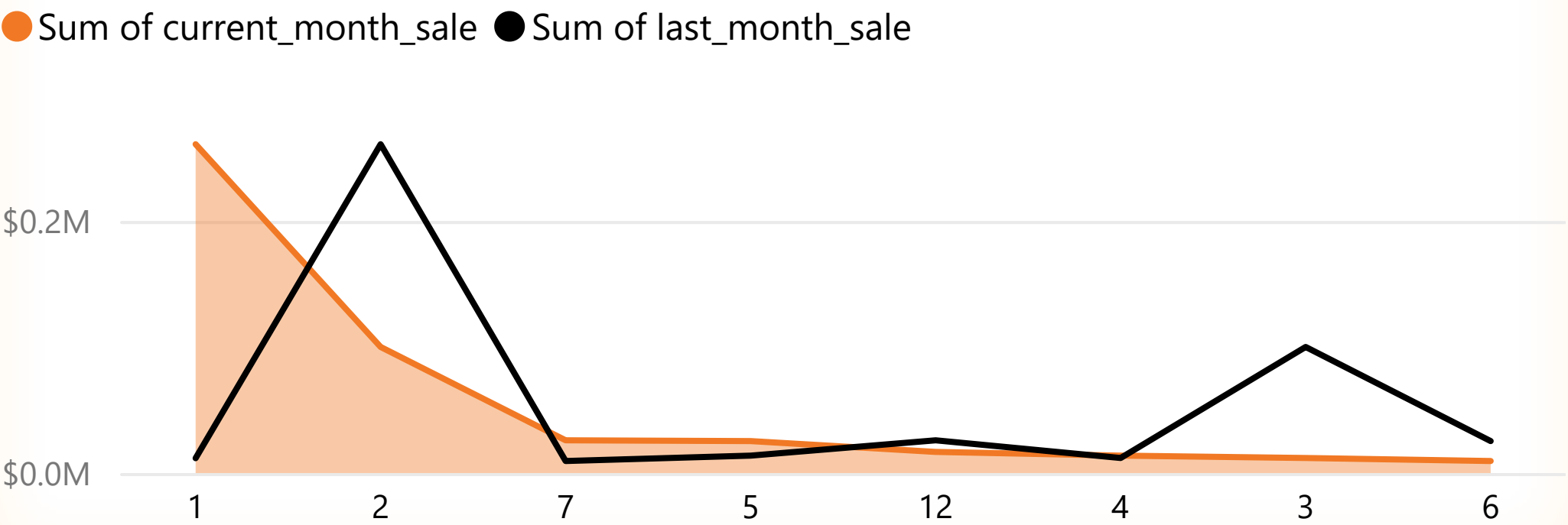
- electronics
- Sports & Outdo...
- Toys & Games
- Pet Supplies
- clothing

Orders vs Target Orders



- Category
- clothing
  - electronics
  - home & kitchen
  - Pet Supplies
  - Sports & Outdoors
  - Tovs & Games

Current Month\_sale VS Last month sale





OVERVIEW

SALES

CUSTOMER

PRODUCT

LOGISTICS

INSIGHTS

Total Sales

2.26M

Profit Margin

75.35%

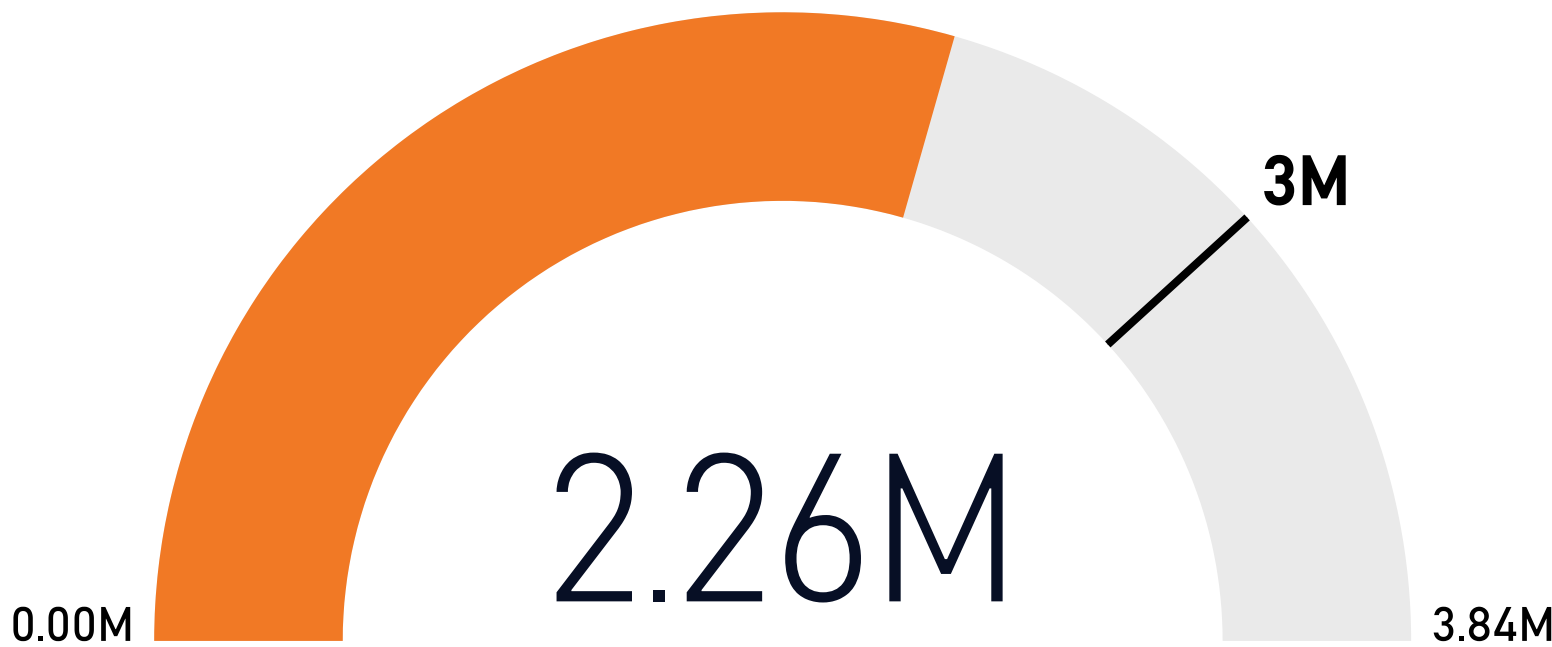
Total Orders

21.63K

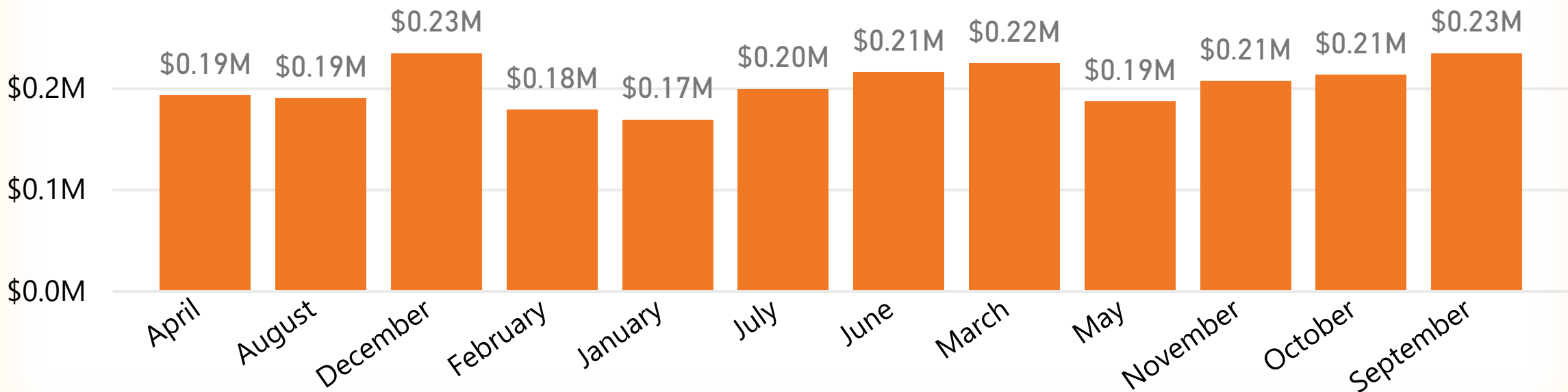
Year

2020	2022	2024
2021	2023	

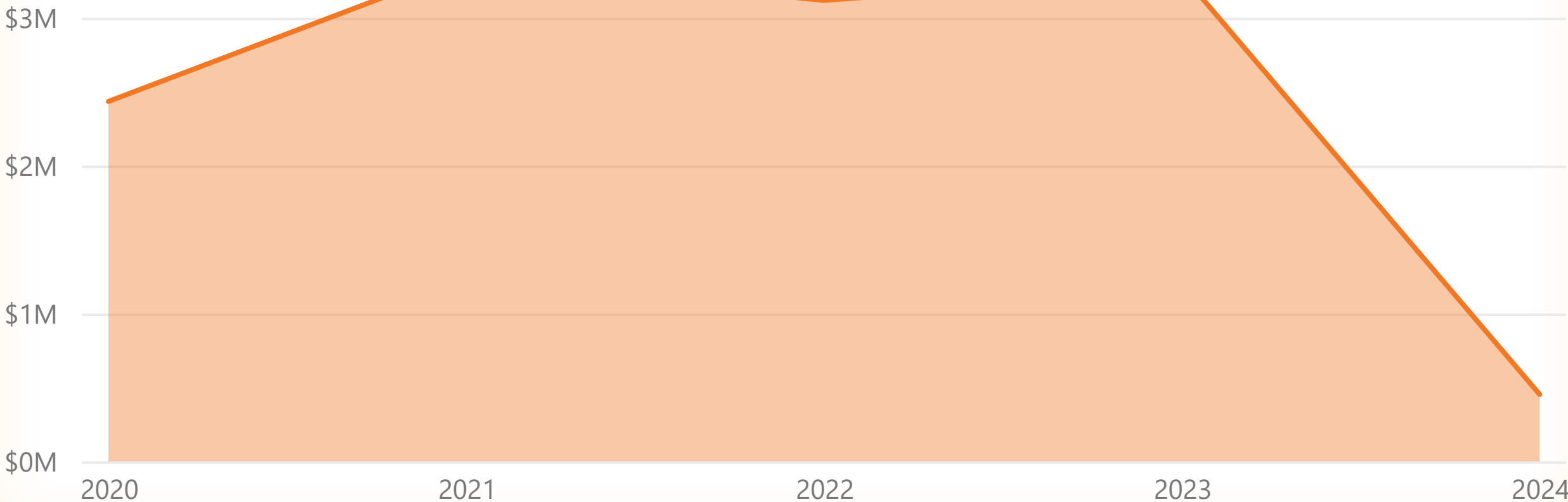
Target Sales vs Sales



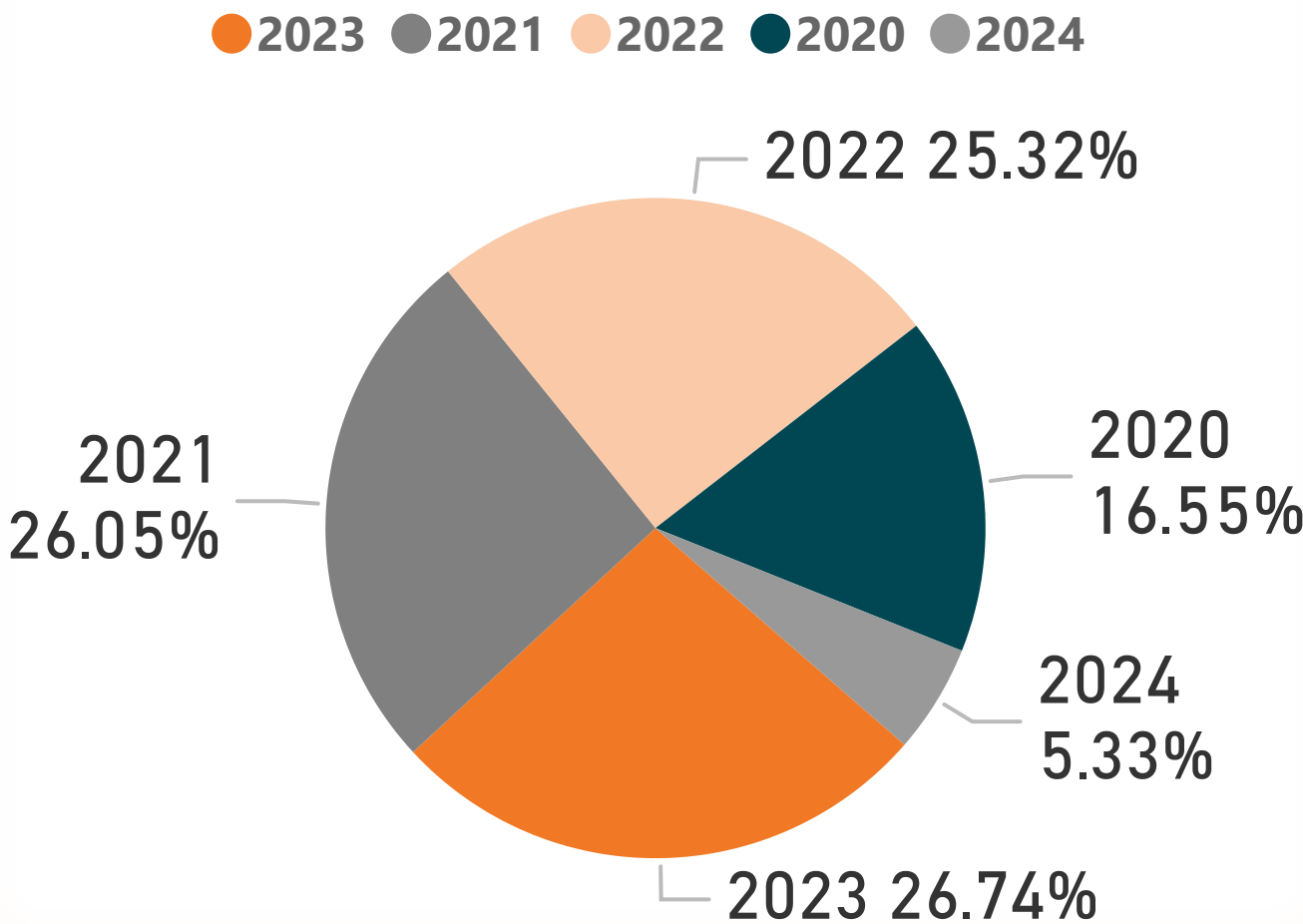
Total Sales by Month



Total sales by Year



Total orders by Year





OVERVIEW

SALES

CUSTOMER

PRODUCT

LOGISTICS

INSIGHTS

Maximum CLTV

\$89,029.09

Active Customers

520

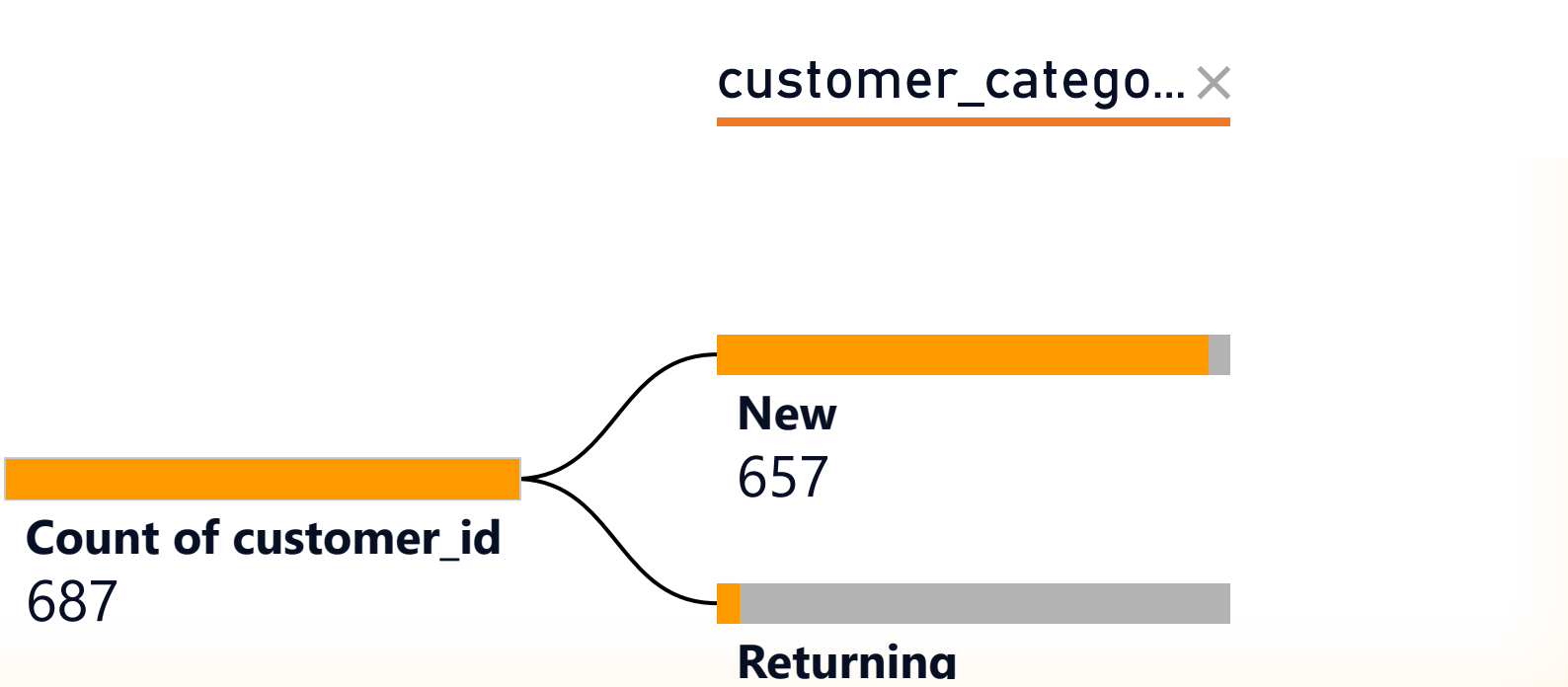
Average Orders Per Customer

24.09

Customer Retention Rate

72.27%

New vs Returning Customers



Total Customers

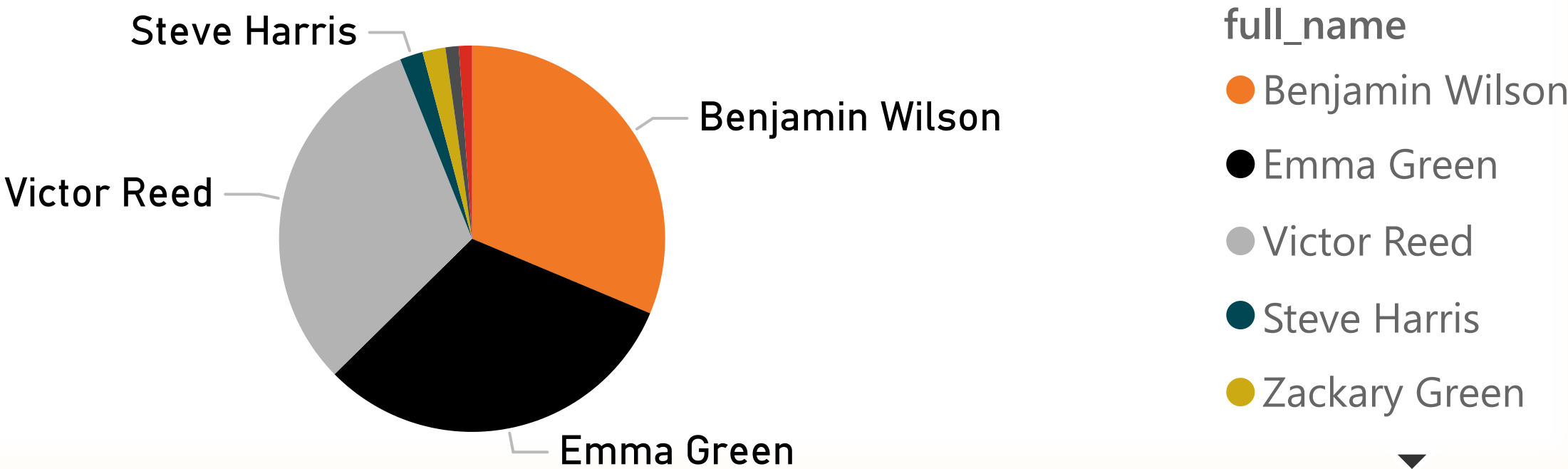
158973

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





OVERVIEW

SALES

CUSTOMER

PRODUCT

LOGISTICS

INSIGHTS

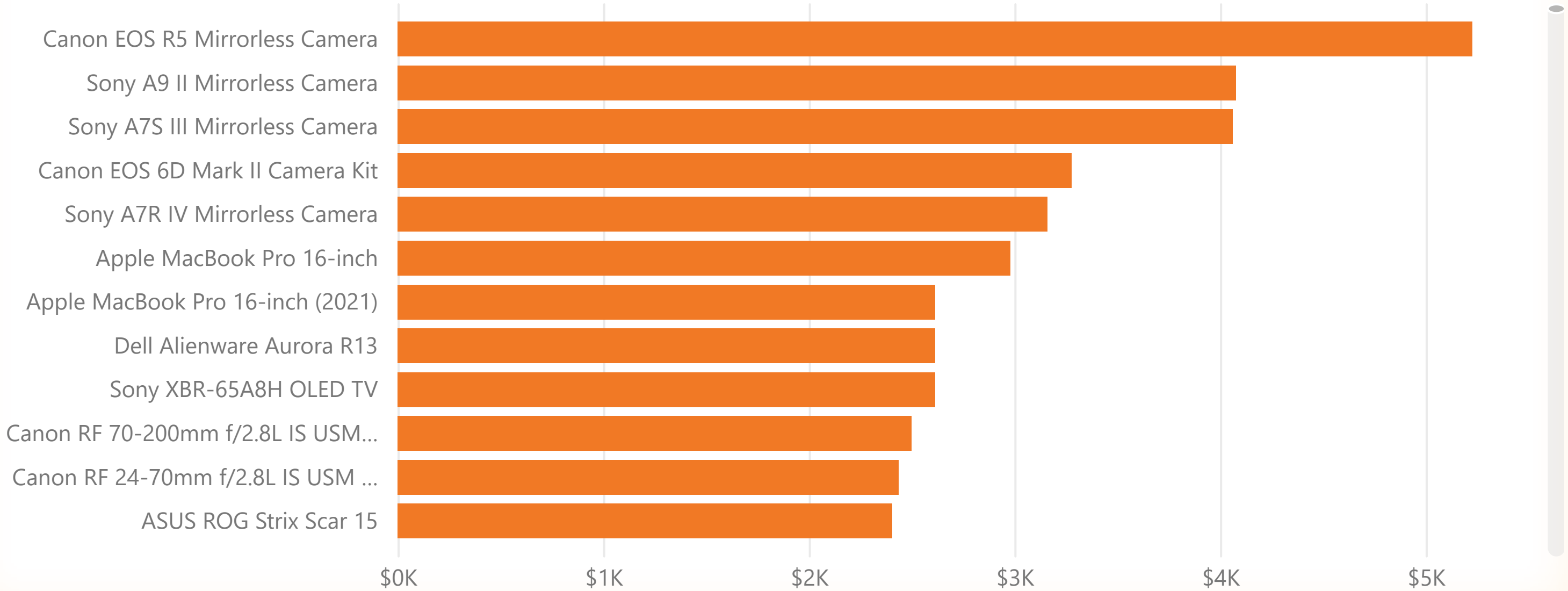
Avg Return %

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



 OVERVIEW

 SALES

 CUSTOMER

 PRODUCT

 LOGISTICS

 INSIGHTS

Pending Shipment

21.34%

Avg Delivery Time

in Days

9

Avg Return Time

In Days

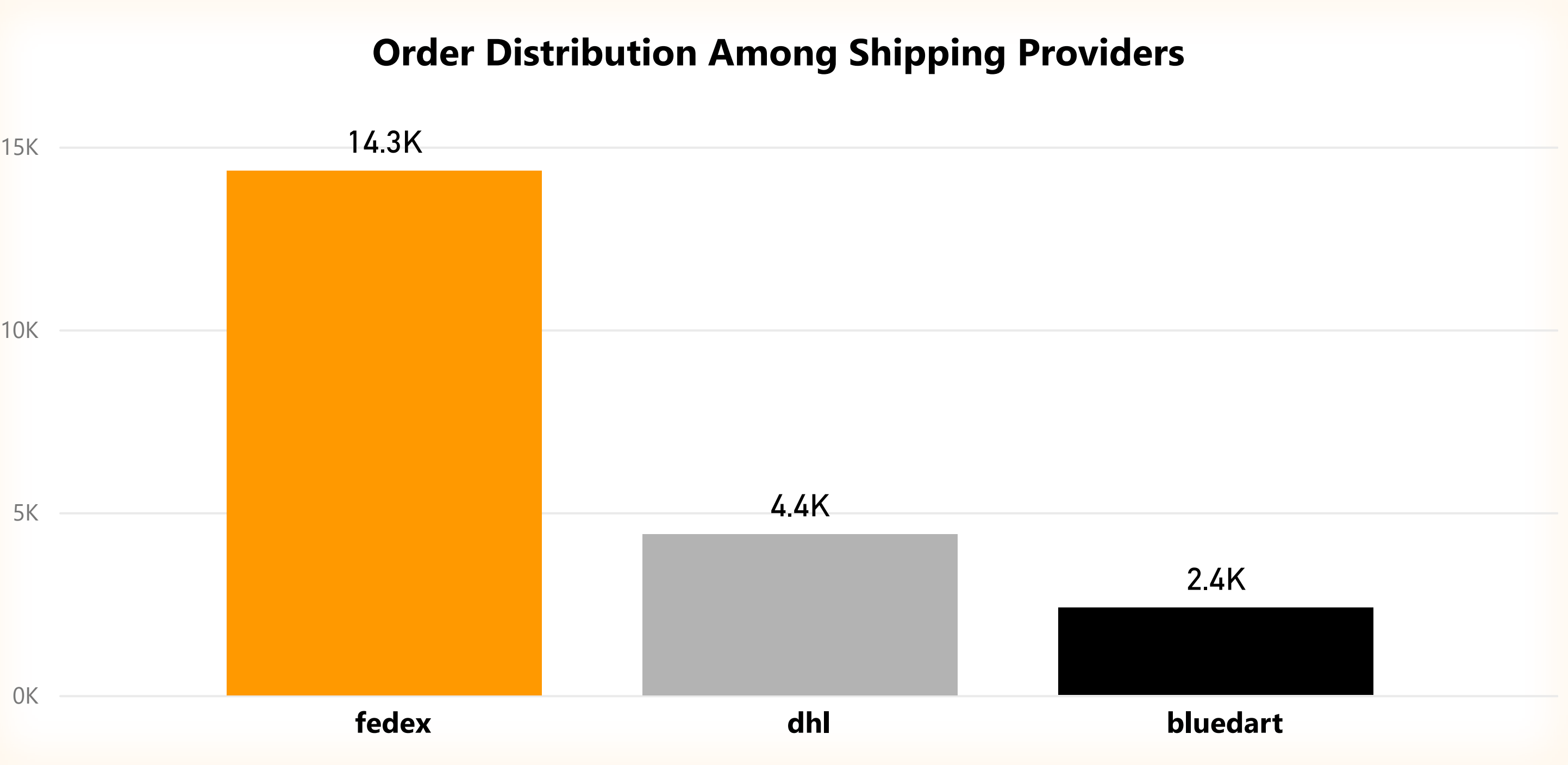
22

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





 OVERVIEW

 SALES

 CUSTOMER

 PRODUCT

 LOGISTICS

 INSIGHTS

