

EXECUTIVE OVERVIEW

14.50K
AVG ORDER



10K
TOTAL TRANSACTIONS



21.78
PROFIT MARGIN %



144.99M
TOTAL REVENUE



DATE

01-01-2024

31-12-2024

state

All

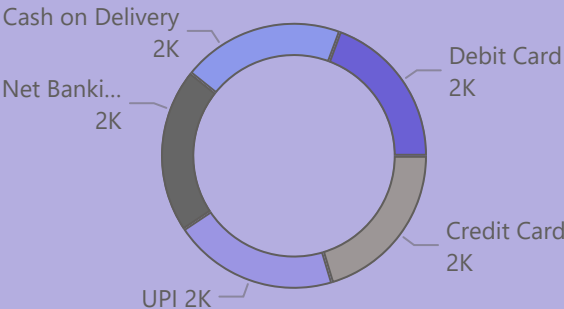
category

All

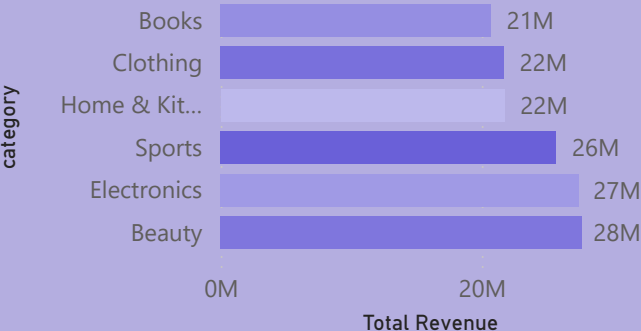
payment_method

All

Payment Method Distribution



Revenue by Category

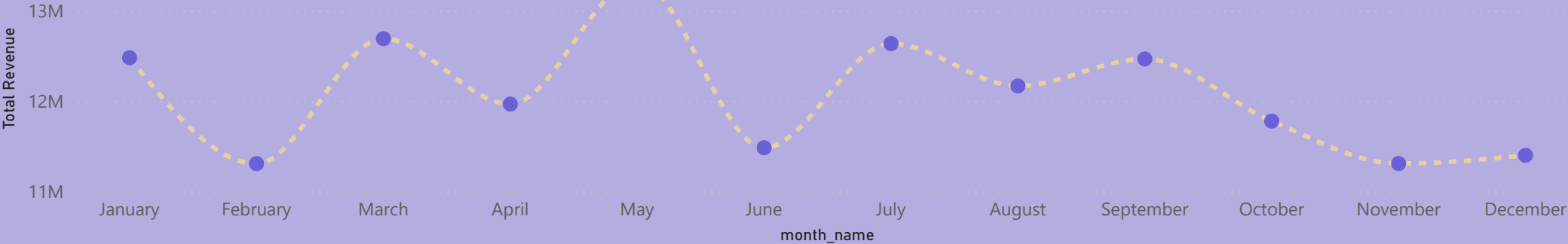


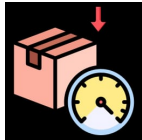
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Revenue by State



Monthly Revenue Trend





PRODUCT PERFORMANCE

Date Range

01-01-2024



31-12-2024



payment_method_name

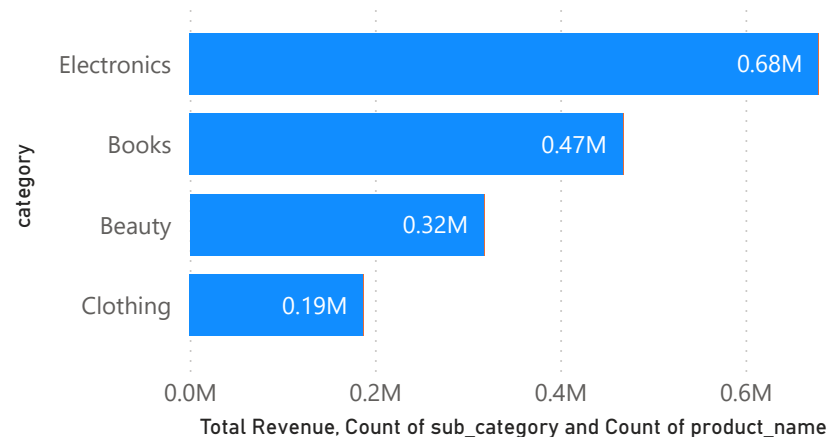


Credit Card



product_name	Total Revenue	Total Profit	Sum of quantity
A Headphones	91,342.54	31,968.54	35
A Laptop	42,873.09	15,128.49	12
Ability Furniture	22,525.84	6,071.66	31
Accept Makeup	56,481.22	8,322.46	26
Account Laptop	43,570.30	13,704.49	13
Activity Fiction	1,07,696.36	14,563.73	29
Actually Dress	1,35,254.71	46,716.15	32
Add Skincare	3,450.76	468.68	16
Administration Education	53,445.67	7,057.85	29
Admit Fitness	19,068.33	2,470.35	27
Total	2,95,44,506.63	64,65,759.67	12196

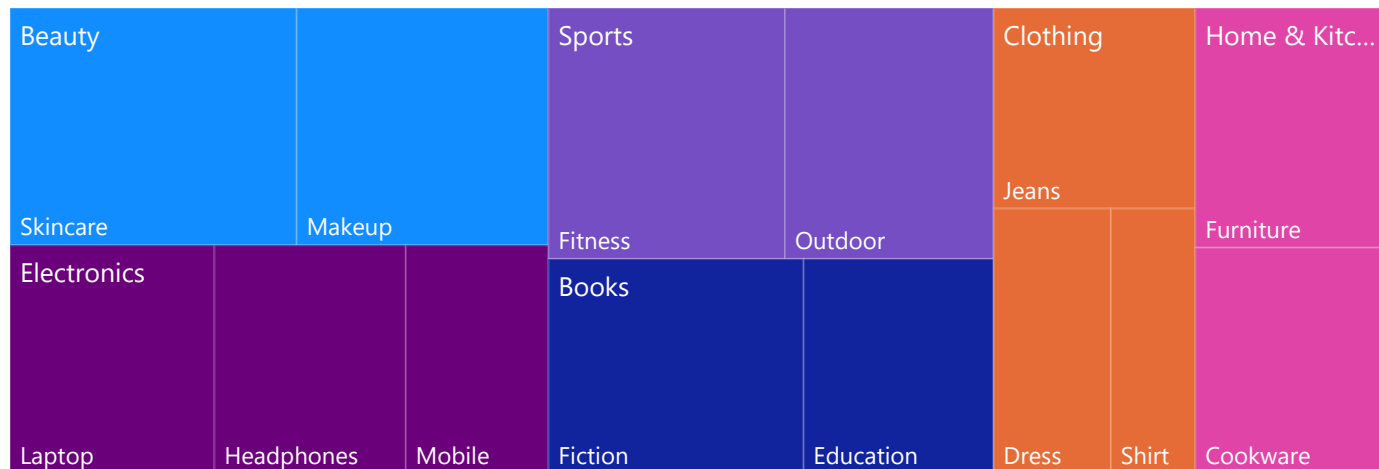
Top 10 Products by Revenue



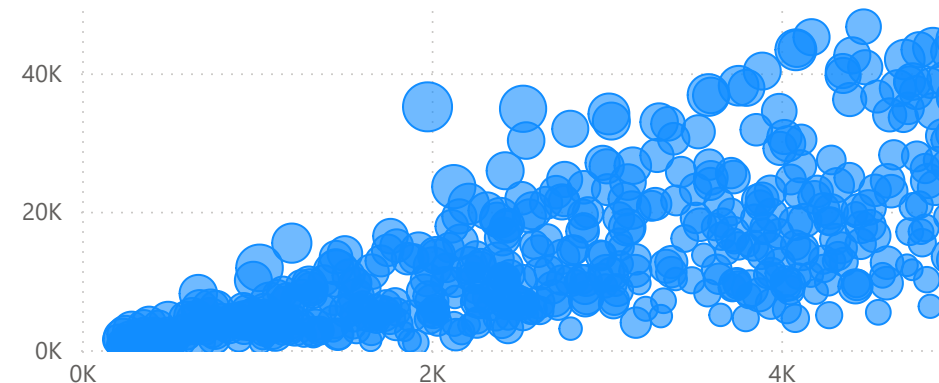
category

- ▶ Beauty
- ▶ Books
- ▶ Education
- ▶ Fiction
- ▶ Clothing
- ▶ Electronics
- ▶ Home & Kitchen
- ▶ Sports

Category & Sub-Category Performance



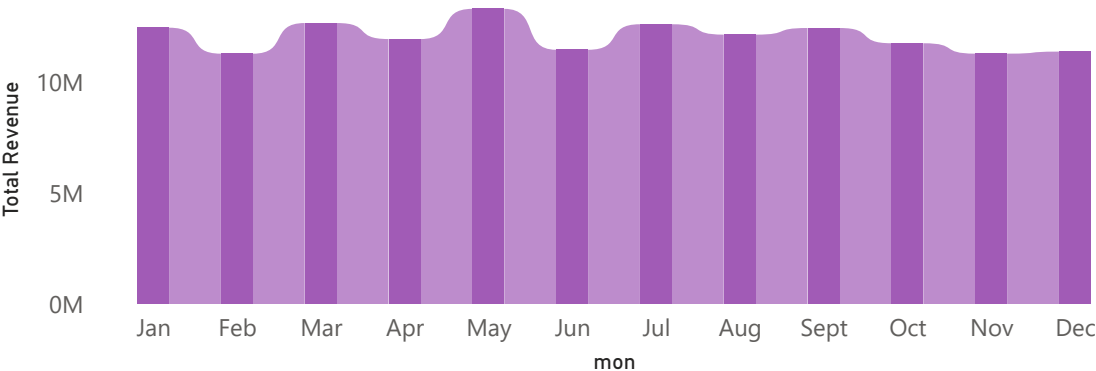
Product Pricing vs Profitability



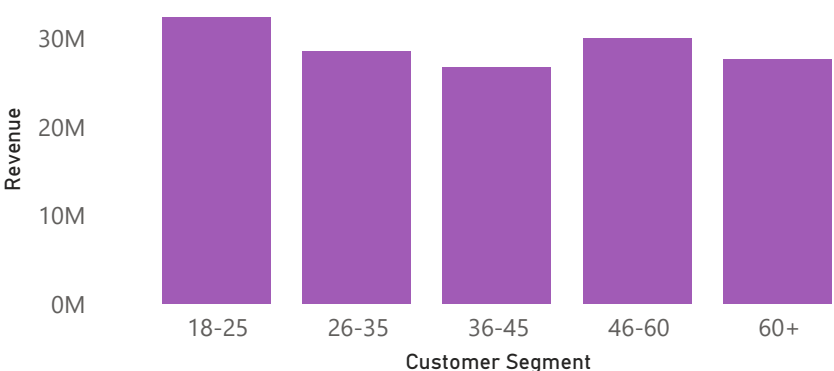


CUSTOMER ANALYTICS

Monthly Revenue from Customers



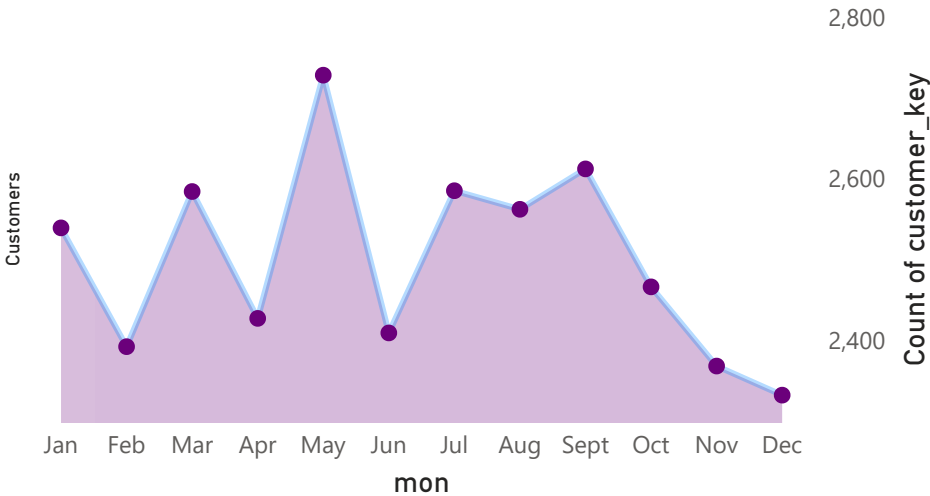
Revenue Contribution by Customer Age Group



Top 10 Customers by Lifetime Value

full_name	Total Revenue
Mitchell Patterson	2,81,934.35
Jason Harvey	2,88,982.00
Laura Fisher	2,89,690.82
Heather Henderson	2,89,818.77
Marcus Hampton	2,90,706.85
Michael Young	2,97,917.63
Barbara Nguyen	3,00,705.54
Sandra Davenport	3,07,515.85
Paul Armstrong	3,18,582.42
Total	30,97,653.75

Monthly New Customer Acquisition



state

All

payment_method

All

category

All

DATE

01-01-2024

31-12-2024

TRENDS & GEOGRAPHY

8.53
MoM Revenue %

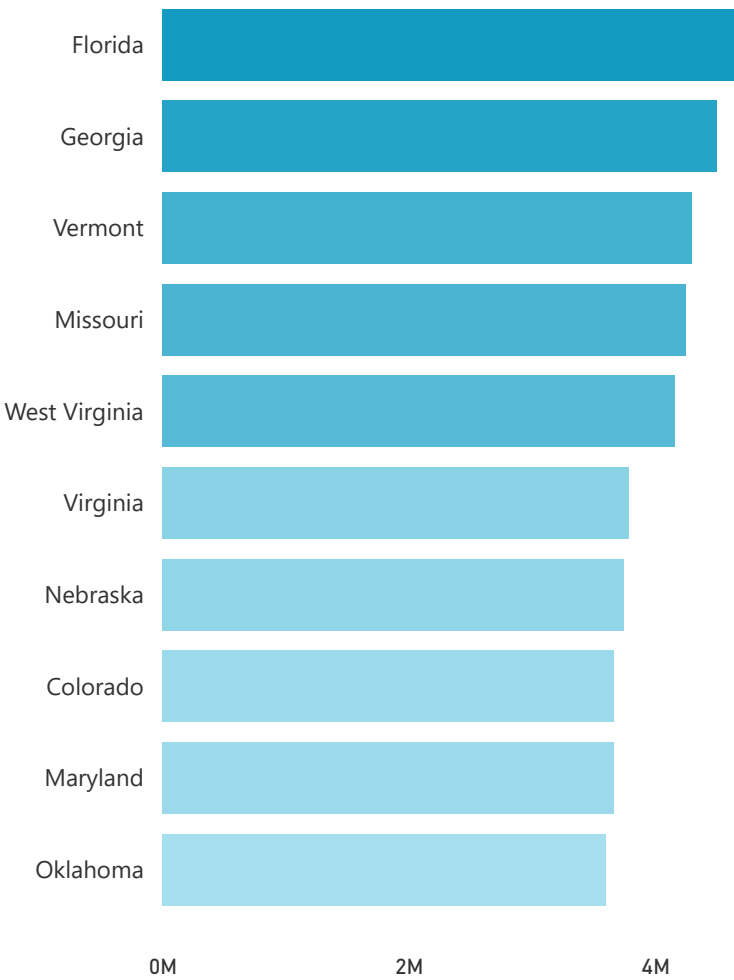
144.99M
Total Revenue

21.78
Profit Margin %

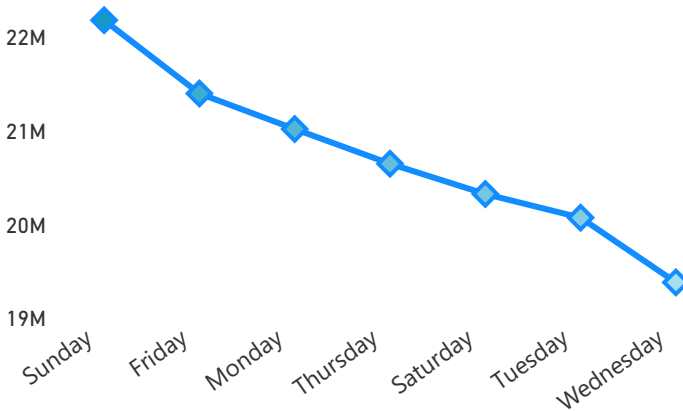
31.58M
Total Profit

SELECT SLICERS

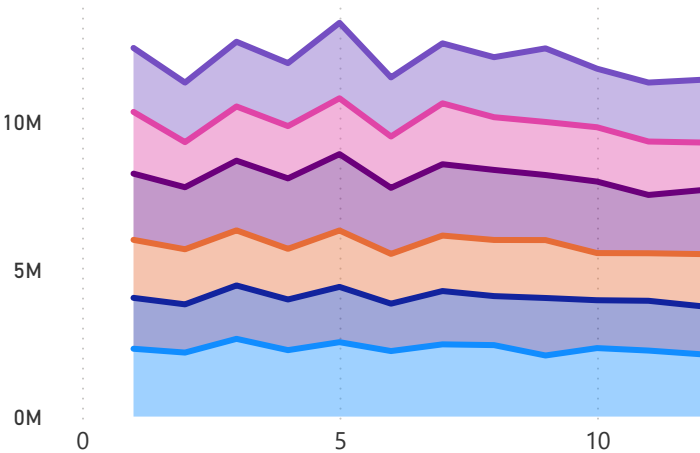
Top 10 States by Revenue



Day of Week Sales Trend



Category Revenue Trend



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State-wise Revenue

