



E-COMMERCE ANALYTICS DASHBOARD

EXECUTIVE SUMMARY

Is Refunded?
All

01-01-2024 31-12-2025



\$9.38M
Total Revenue USD



4,000
Total Customers



48.0K
Total Events



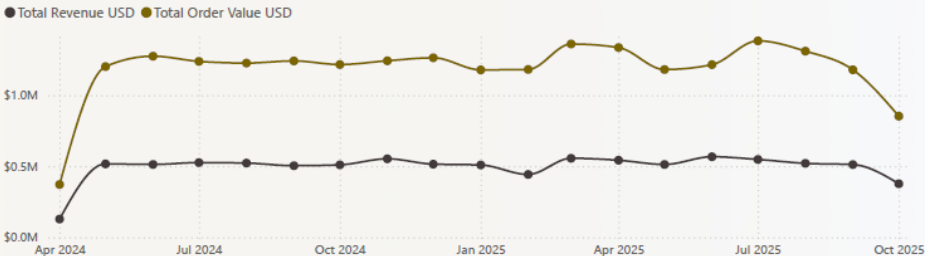
101
Products



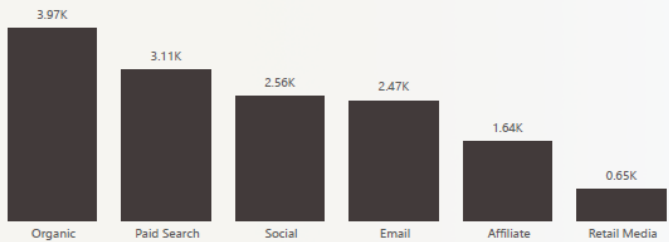
86,259
Total Quantity Sold

Revenue realization remains consistent with an average monthly revenue of about \$515K against an average

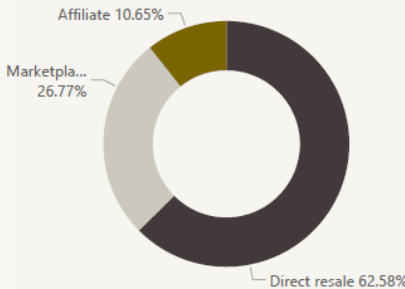
Revenue Realization: Total Order Value vs. Final Revenue (In USD)



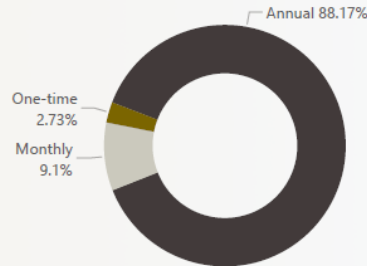
Which Channels Drive Most Orders?



Where is Our Revenue Really Coming From?



What's Driving Our Cash Flow?



Top 10 Products	Vendor	Orders	Revenue USD
Microsoft 365 Business Standard Annual	Microsoft	127	\$4,23,800.17
Azure AI Studio Annual Pro	Microsoft	153	\$3,10,420.35
Datadog Pro Annual	Datadog	153	\$2,97,189.19
Azure AI Studio Annual	Microsoft	150	\$2,84,549.12
Azure AI Studio Annual Standard	Microsoft	146	\$2,81,354.88
ChatGPT Team Annual	AI Tools	137	\$2,76,597.37
Adobe Creative Cloud All Apps Annual	Adobe	140	\$2,53,044.56
Adobe Firefly Creative AI Annual Standard	Adobe	161	\$2,48,270.58
ChatGPT Team Annual Business	AI Tools	135	\$2,47,209.96
Adobe Firefly Creative AI Annual Pro	Adobe	152	\$2,41,774.35
Total		1,454	\$28,64,210.53



E-COMMERCE ANALYTICS DASHBOARD

PRODUCT SUMMARY

Is Refunded?
All

Country Selection
All

22-04-2024

21-10-2025

E-commerce Performance at a Glance

Today's Key Metrics and Top Performing Items.

Total Revenue

\$9.38M

Total Orders

14,399

Monthly Revenue

\$377.03K

Prev. Month: \$355.37K (+6.1%)

Monthly Orders

535

Prev. Month: 548 (-2.37%)

Top Vendor, Category and Product

TOP VENDOR

Microsoft

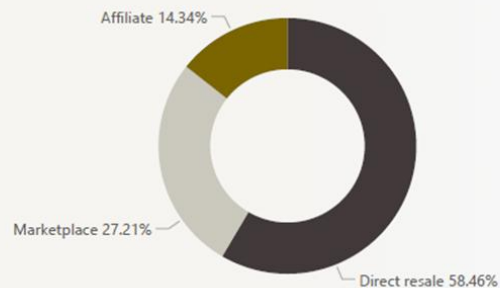
TOP CATEGORY

Developer
Tools

TOP PRODUCT

Microsoft 365 Business
Standard Annual

Where Are the Most Units Sold?

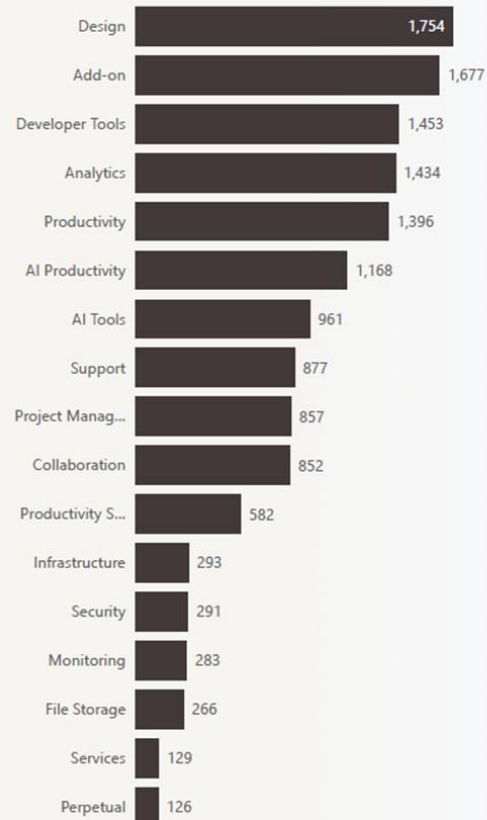


Which Products Drive the Most Value?

Which Products Drive the Most Value?	Vendor	Orders	Revenue USD
Zoom Whiteboard Add-on Monthly	Zoom	143	\$6,487.58
Zoom Whiteboard Add-on Annual	Zoom	136	\$73,448.89
Zoom Pro Monthly	Zoom	141	\$12,282.05
Zoom Pro Annual	Zoom	146	\$1,49,781.28
Zendesk Suite Team Monthly	Zendesk	118	\$9,096.24
Zendesk Suite Team Annual	Zendesk	152	\$1,37,930.10
Team Seats Add-on Monthly	Other	154	\$8,439.47
Team Seats Add-on Annual	Other	151	\$92,020.94
Tableau Creator Monthly	Tableau	142	\$23,789.34
Tableau Creator Annual	Tableau	161	\$2,36,588.28
Slack Pro Monthly	Slack	145	\$7,616.80
Slack Pro Annual	Slack	144	\$95,682.89
Slack Huddles Add-on Monthly	Slack	138	\$3,995.38
Slack Huddles Add-on Annual	Slack	134	\$43,427.24
Total	Adobe	14,399	\$93,78,602.52

Top-to-Bottom Category Order Performance

Drill Down to view Vendors and Product Names





E-COMMERCE ANALYTICS DASHBOARD

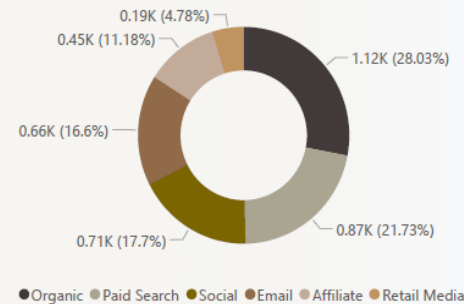
CUSTOMER SUMMARY



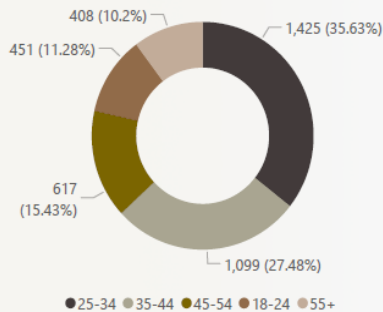
4,000
Total Customers

\$9.38M
Total Revenue USD

Where Do Our Customers Come From?



Customer Age Profile



Top 100 Customers

Customer ID	Country	Orders	Revenue USD	Quantity Sold
CUST000053	France	8	\$18,633.28	72
CUST0000228	Netherlands	4	\$17,841.91	39
CUST0001804	Netherlands	8	\$15,889.14	57
CUST0003191	United Kingdom	7	\$15,766.55	71
CUST0002975	United States	7	\$15,688.03	79
CUST0003356	United Kingdom	4	\$15,483.50	49
CUST0003166	United Kingdom	6	\$15,320.31	67
CUST0002487	Netherlands	4	\$15,090.63	60
CUST0000696	United States	6	\$15,014.27	95
CUST0000438	Germany	7	\$14,544.66	53
CUST0002423	United Kingdom	5	\$14,407.36	53
CUST0003955	Australia	3	\$14,160.12	60
CUST0001930	United States	2	\$14,069.35	40
CUST0000628	Canada	5	\$13,778.97	40
CUST0000578	Germany	7	\$13,669.81	49
CUST0000725	United Kingdom	4	\$13,302.80	53
CUST0003386	Brazil	6	\$13,052.99	58
Total		565	\$11,19,604.80	5,173

Is Refunded?

All

01-01-2024

31-12-2025

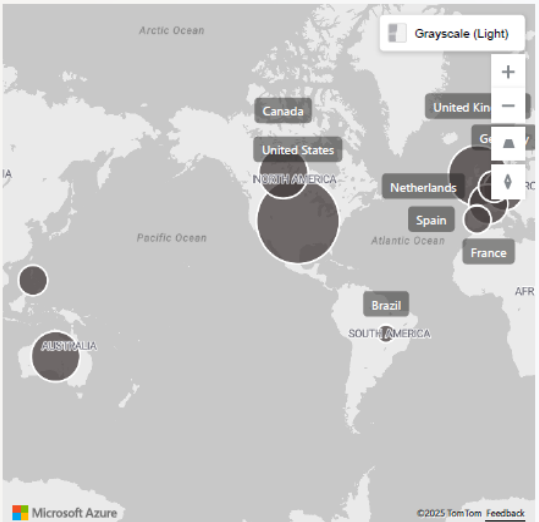
APAC

EU

LATAM

NA

Where Are Our Biggest Markets?



Total Customers

Revenue Per Customer

