

E-COMMERCE ANALYTICS DASHBOARD

EXECUTIVE SUMMARY zoomcharts

Is Refunded? All 01-01-2024 - 31-12-2025


\$9.38M
 Total Revenue USD


4,000
 Total Customers


48.0K
 Total Events

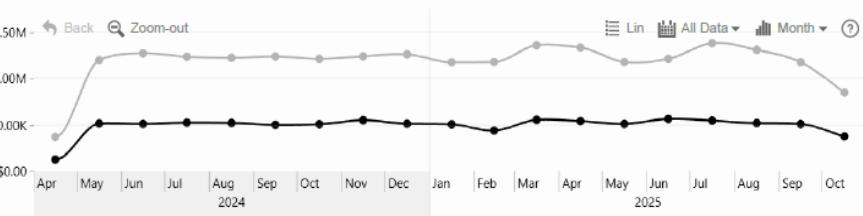

101
 Products


86,259
 Total Quantity Sold

Revenue realization remains consistent with an average monthly revenue of about \$515K against an average order value of \$1.22M, indicating a healthy conversion rate.

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

● Total Revenue USD ● Total Order Value USD



Which Channels Drive Most Orders?

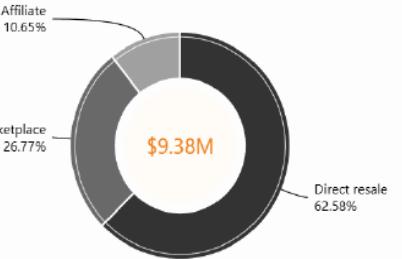
Click the slices to drill down to Countries



Channel	Orders
Organic	3,965
Paid Search	3,109
Social	2,563
Email	2,473
Affiliate	1,637
Retail Media	652

Where is Our Revenue Really Coming From?

Click the slices to drill down to Payment Method



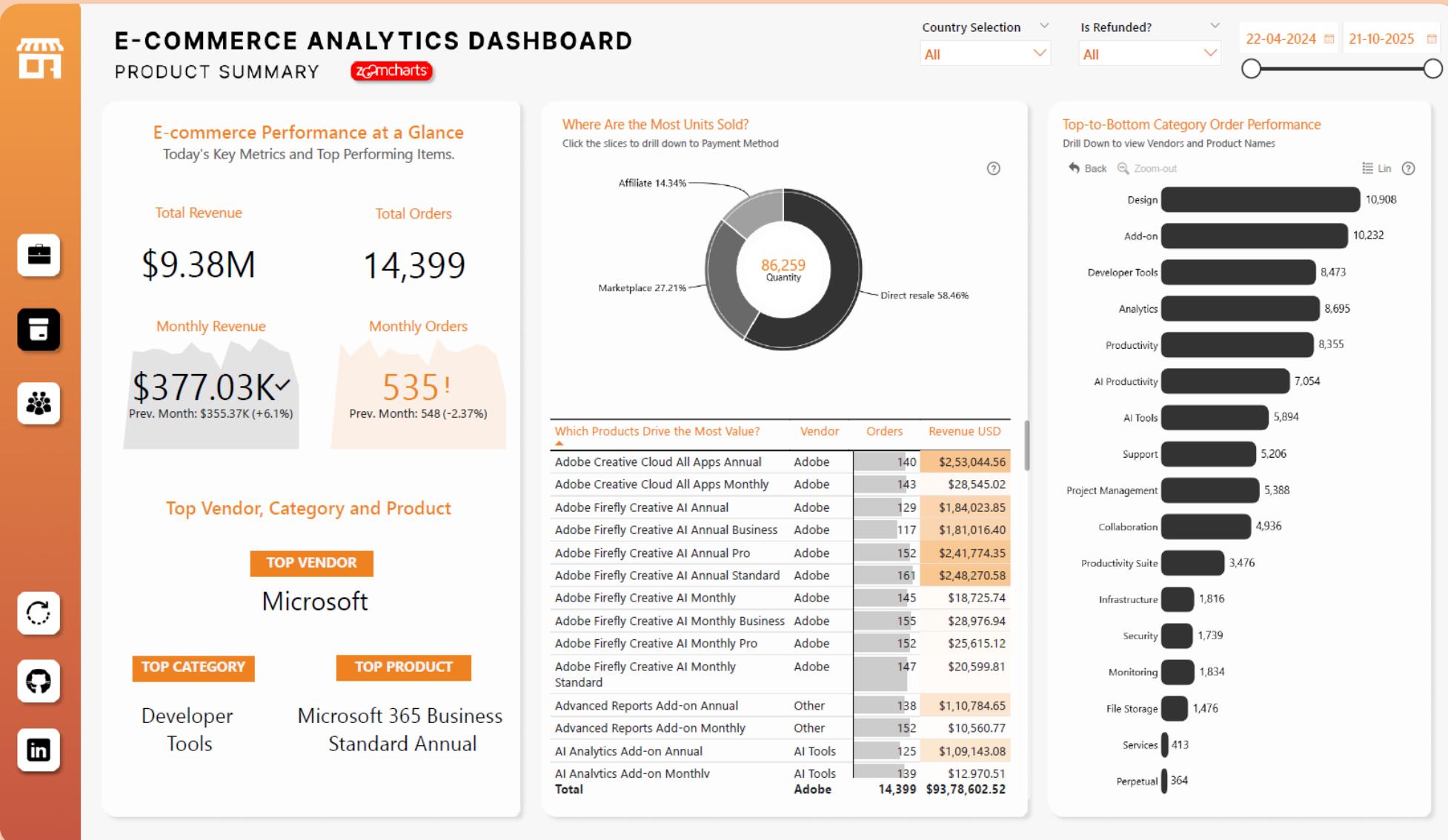
What's Driving Our Cash Flow?

Click the slices to drill down to Payment Method



Top 10 Products

Product	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
Total		1,454	\$28,64,210.53





E-COMMERCE ANALYTICS DASHBOARD

CUSTOMER SUMMARY zoomcharts

4,000

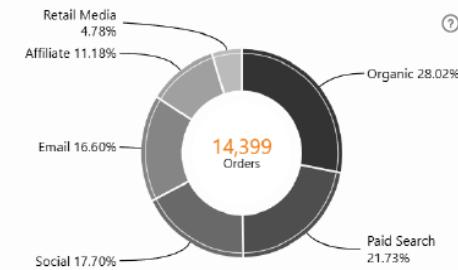
Total Customers

\$9.38M

Total Revenue USD

Where Do Our Customers Come From?

Click the slices to drill down to Segment



Customer Age Profile

Click the slices to drill down to Segment



Is Refunded?

All

01-01-2024

31-12-2025



Top 100 Customers

Customer ID	Country	Orders	Revenue USD	Quantity Sold
CUST0000053	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

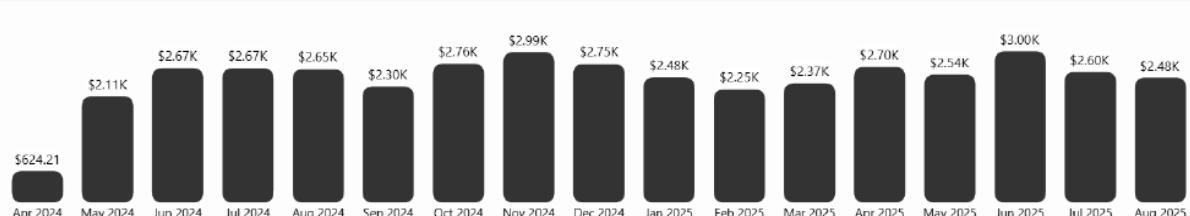
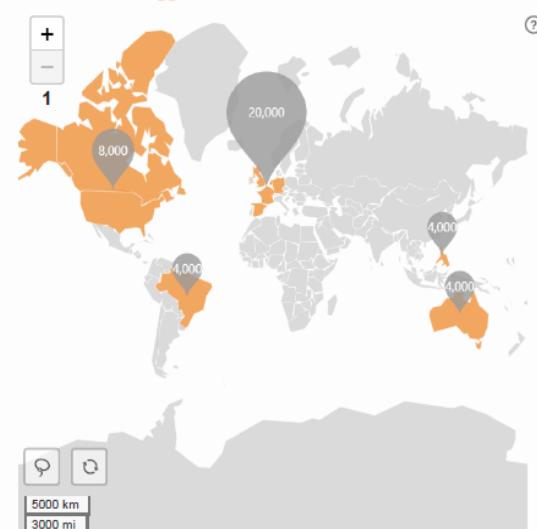
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Where Are Our Biggest Markets?



Total Customers

Revenue Per Customer

