



# 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



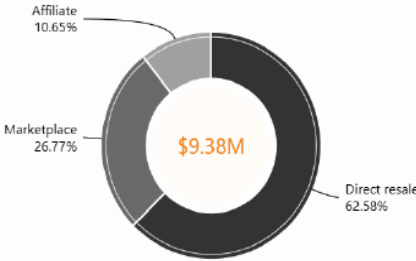
Revenue realization remains consistent with an average monthly revenue of about \$515K against an average order value of \$1.22M, indicating

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



## 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



## Which Channels Drive Most Orders?

Click the slices to drill down to Countries



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
Total		1,454	\$28,64,210.53



# E-COMMERCE ANALYTICS DASHBOARD

PRODUCT SUMMARY



Country Selection

All

Is Refunded?

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

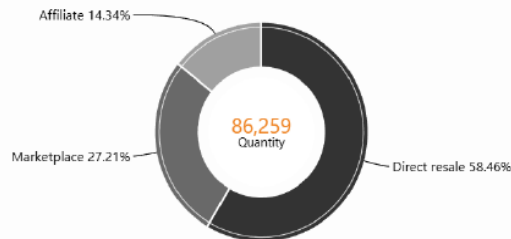
Developer Tools

TOP PRODUCT

Microsoft 365 Business Standard Annual

## Where Are the Most Units Sold?

Click the slices to drill down to Payment Method



## Which Products Drive the Most Value?

	Vendor	Orders	Revenue USD
Adobe Creative Cloud All Apps Annual	Adobe	140	\$2,53,044.56
Adobe Creative Cloud All Apps Monthly	Adobe	143	\$28,545.02
Adobe Firefly Creative AI Annual	Adobe	129	\$1,84,023.85
Adobe Firefly Creative AI Annual Business	Adobe	117	\$1,81,016.40
Adobe Firefly Creative AI Annual Pro	Adobe	152	\$2,41,774.35
Adobe Firefly Creative AI Annual Standard	Adobe	161	\$2,48,270.58
Adobe Firefly Creative AI Monthly	Adobe	145	\$18,725.74
Adobe Firefly Creative AI Monthly Business	Adobe	155	\$28,976.94
Adobe Firefly Creative AI Monthly Pro	Adobe	152	\$25,615.12
Adobe Firefly Creative AI Monthly Standard	Adobe	147	\$20,599.81
Advanced Reports Add-on Annual	Other	138	\$1,10,784.65
Advanced Reports Add-on Monthly	Other	152	\$10,560.77
AI Analytics Add-on Annual	AI Tools	125	\$1,09,143.08
AI Analytics Add-on Monthly	AI Tools	139	\$12,970.51
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

Is Refunded?

All

01-01-2024

31-12-2025

4,000

Total Customers

\$9.38M

Total Revenue USD

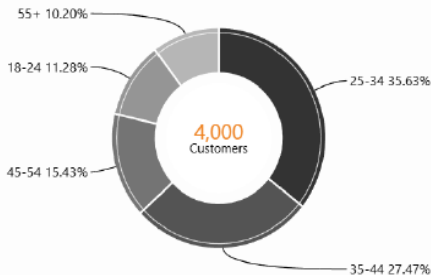
## Where Do Our Customers Come From?

Click the slices to drill down to Segment



## Customer Age Profile

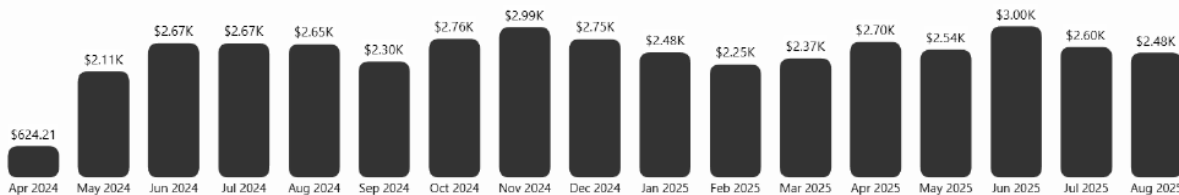
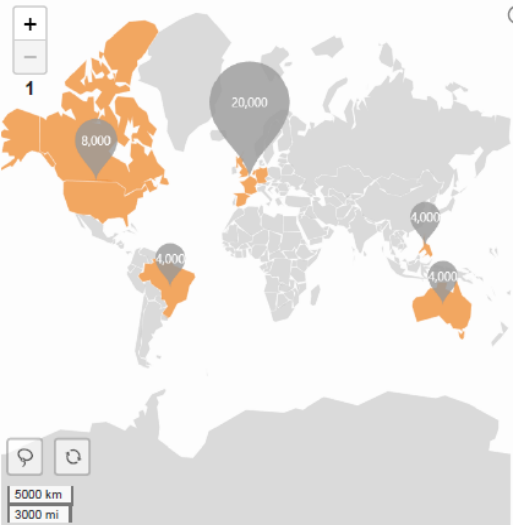
Click the slices to drill down to Segment



## 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

## Where Are Our Biggest Markets?



Total Customers

Revenue Per Customer

Total Customers

Revenue Per Customer