



Christmas Sales - Overview

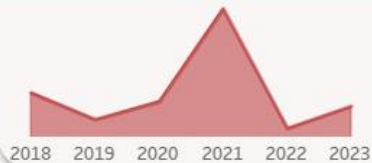
Year of Date
All

Total Price
10.02 to 499.98



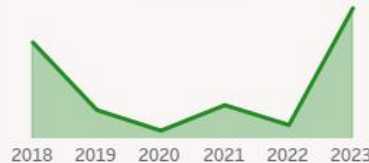
Total Customers

500



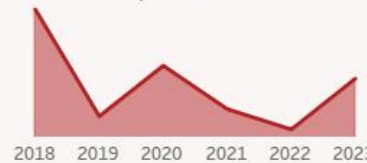
Average Order Value

\$165



Total Christmas Sales

\$484K



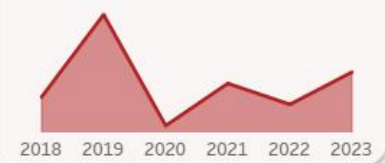
Average Rating

3



Return Rate

50.54%



Geographical Insights | *Hover to drill down*

Total Sales (CAD) by Province during Christmas



Sales Insights | *Hover to drill down*

Total Sales (CAD) during Christmas and Non Christmas Periods

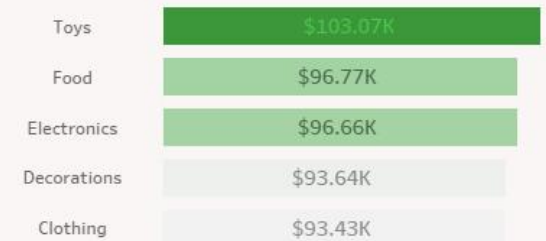
Christmas
Non-Christmas



Age and Gender Distribution for Christmas Purchases



Total Sales (CAD) by Categories during Christmas





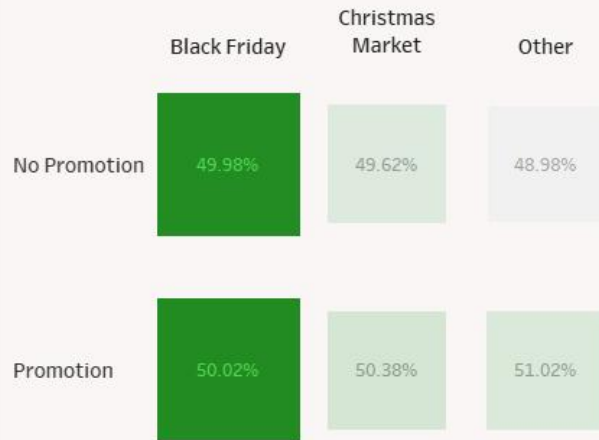
Christmas Sales - Customer Behavior & Operational Insights

Year of Date
All

Location
All



Impact of Promotions



Impact of Weather



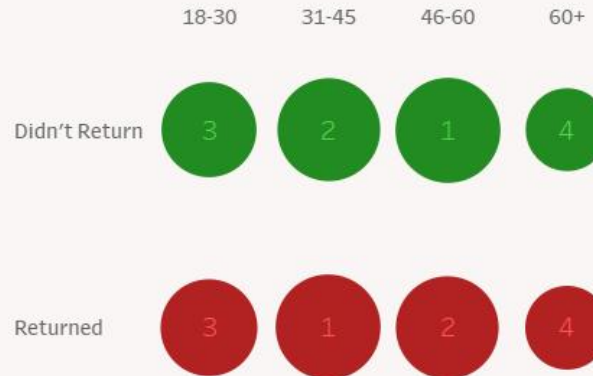
Reviews by Delivery Time (days)



Sales by Hour of the Day



Ranked Age Groups by Returns



Orders with Gift Wraps in Each Category

