

Year\_

2024

Month\_

All

traffic\_source

All

product\_brand

All

product\_category

All

Sales

2024

7.8M

2023

3.5M

Growth

123.6%

Orders

2024

4.7K

2023

2.1K

Growth

124.3%

Users

2024

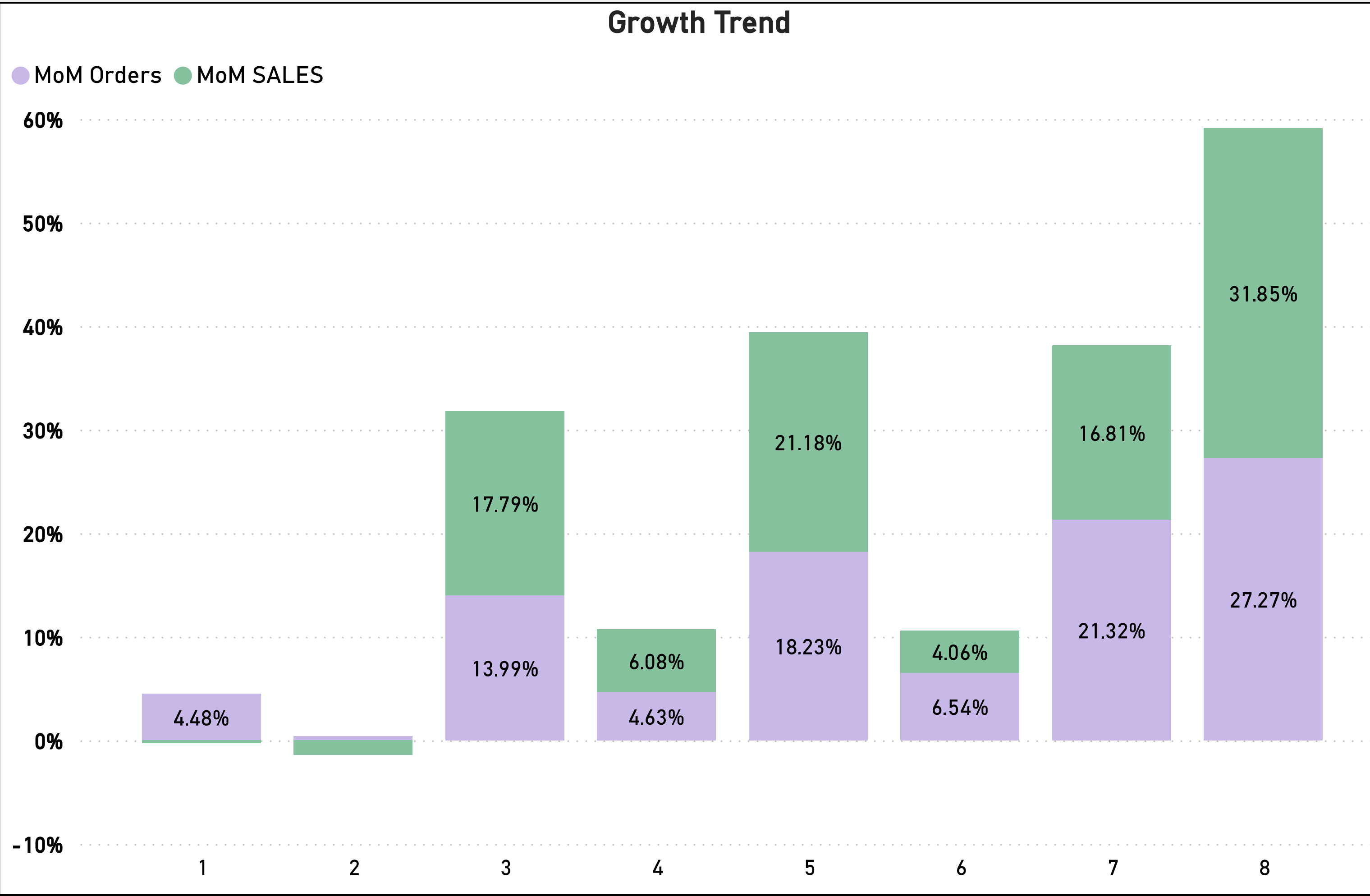
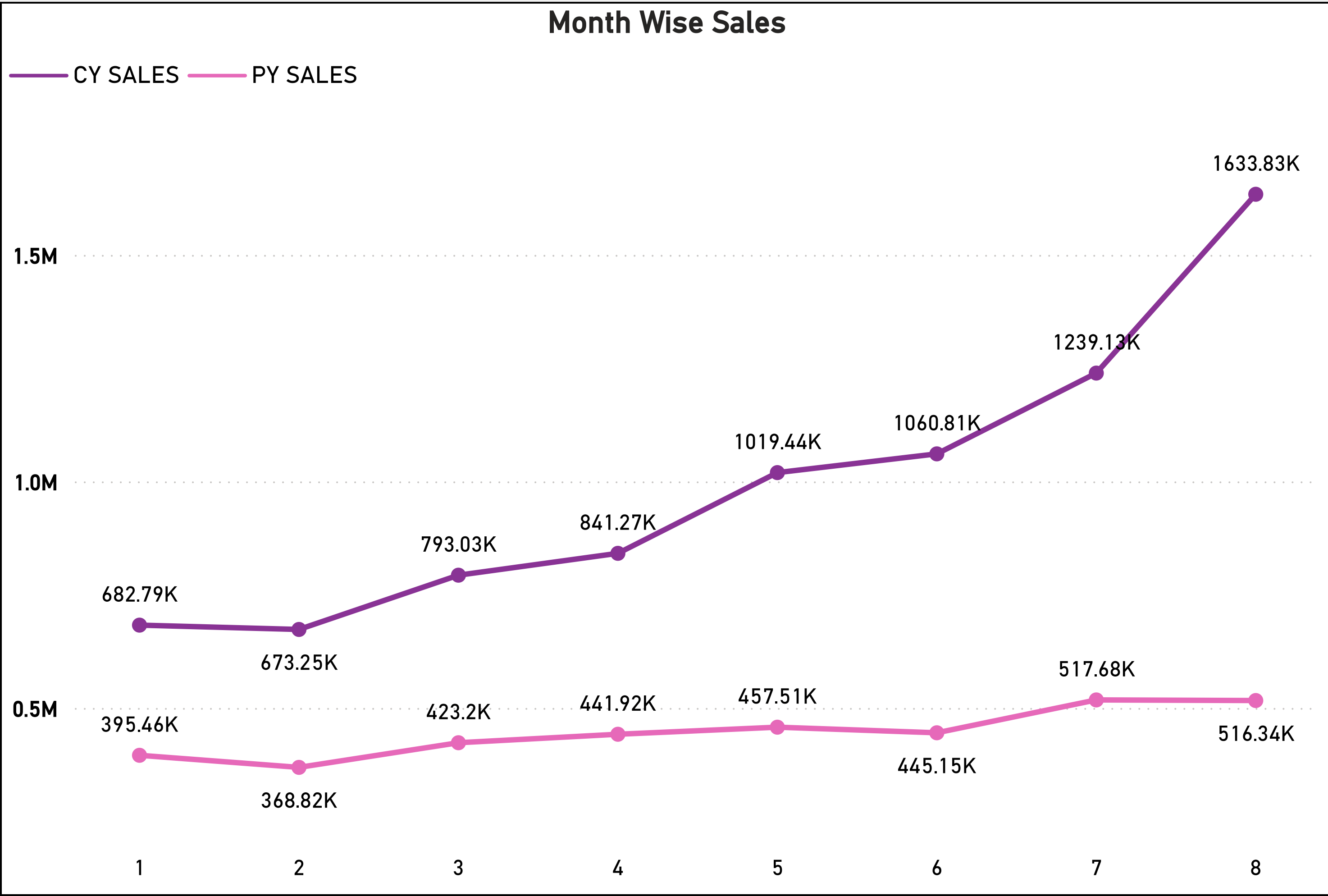
3.6K

2023

1.9K

Growth

92.5%



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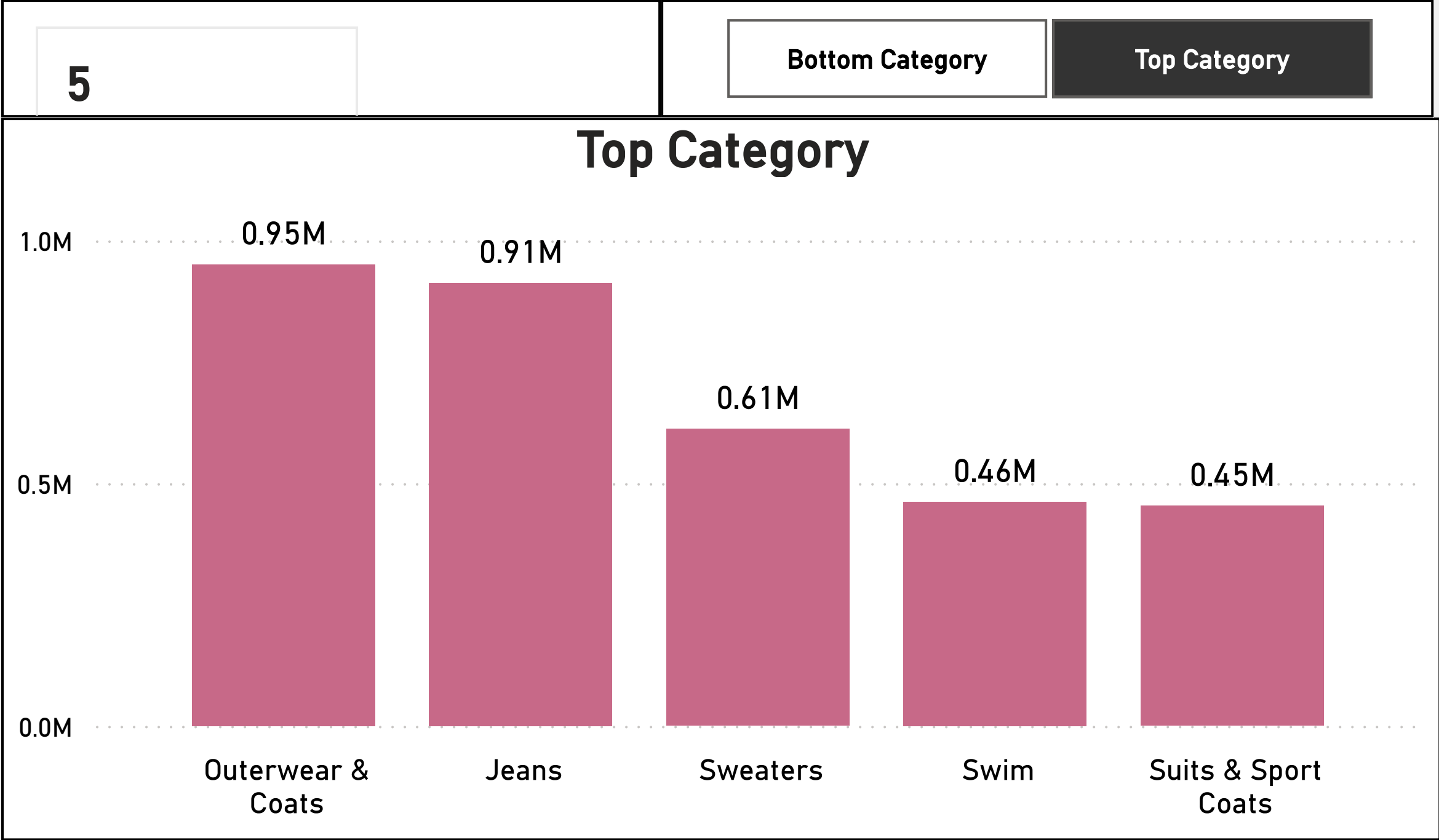
All

product\_brand

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product\_category

All



Product Brand	CY SALES	% Share
Calvin Klein	143,430.69	1.8%
Diesel	137,151.12	1.8%
Carhartt	130,257.04	1.7%
7 For All Mankind	128,747.81	1.7%
True Religion	127,509.06	1.6%
Tommy Hilfiger	84,215.19	1.1%
Columbia	83,364.59	1.1%
Joe's Jeans	80,425.92	1.0%
The North Face	77,860.82	1.0%
Volcom	75,955.61	1.0%
Total	7,755,600.64	100.0%

- Top 15 Products
- 7 For All Mankind Men's Standar...

Adventure Time Bananas Plush L...

Angelina KNEE HIGH Socks Choo...

Chaps Big and Tall Solid V-Neck ...

Columbia Men's Tall Meeker Pea...

Columbia Women's Fast Trek li F...

Eurosocks Ski Zone Sock

FULL TILT Basic Womens Hoodie

Hanes Men's 4 Pack Boxer Brief

Levi's Juniors' Demi Curve ID Ski...

Motherhood Maternity: 3 Pack Ma...

New Ray Ban RB 4179 601/9A BL...

Puma Men's Socks

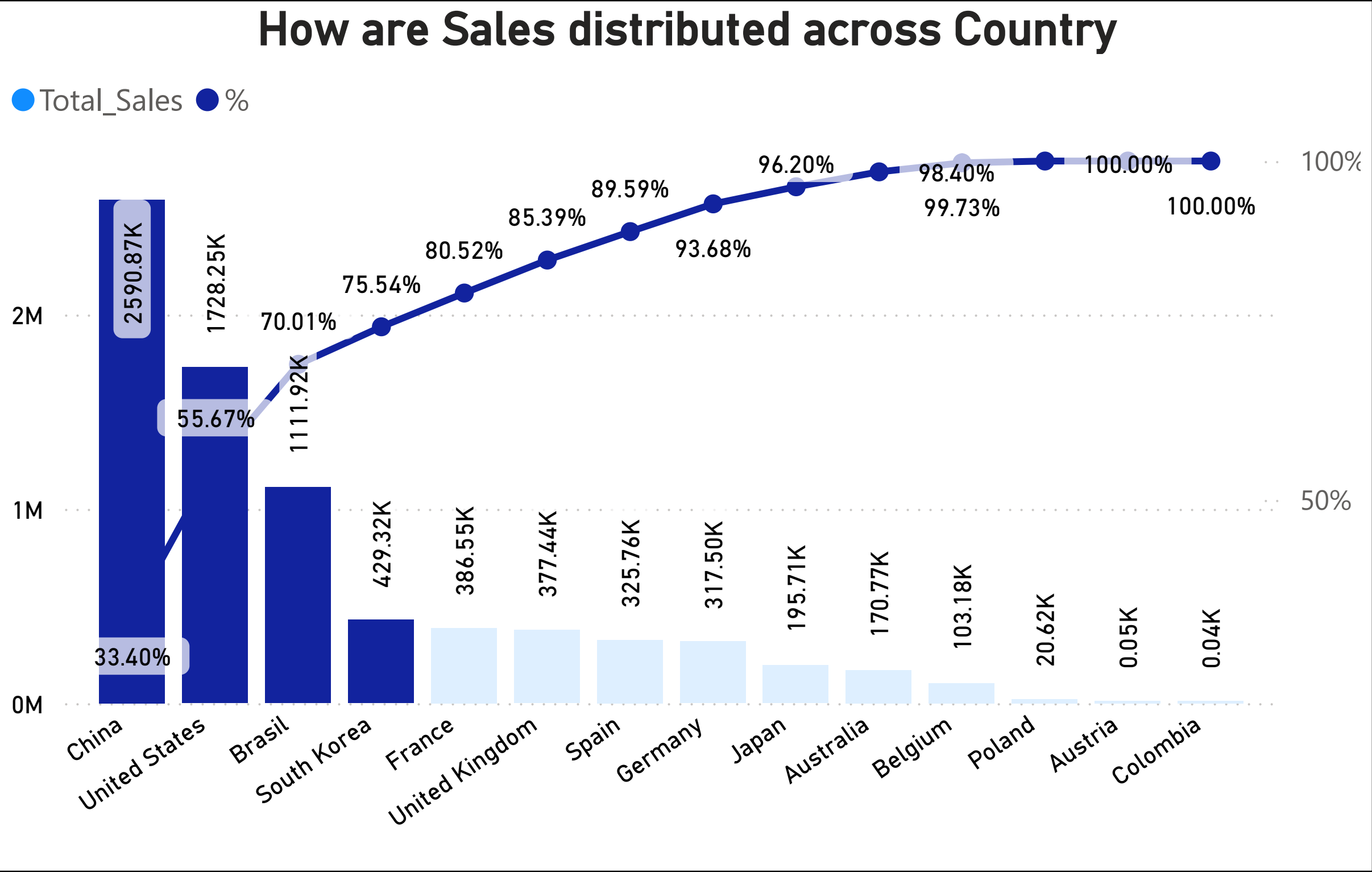
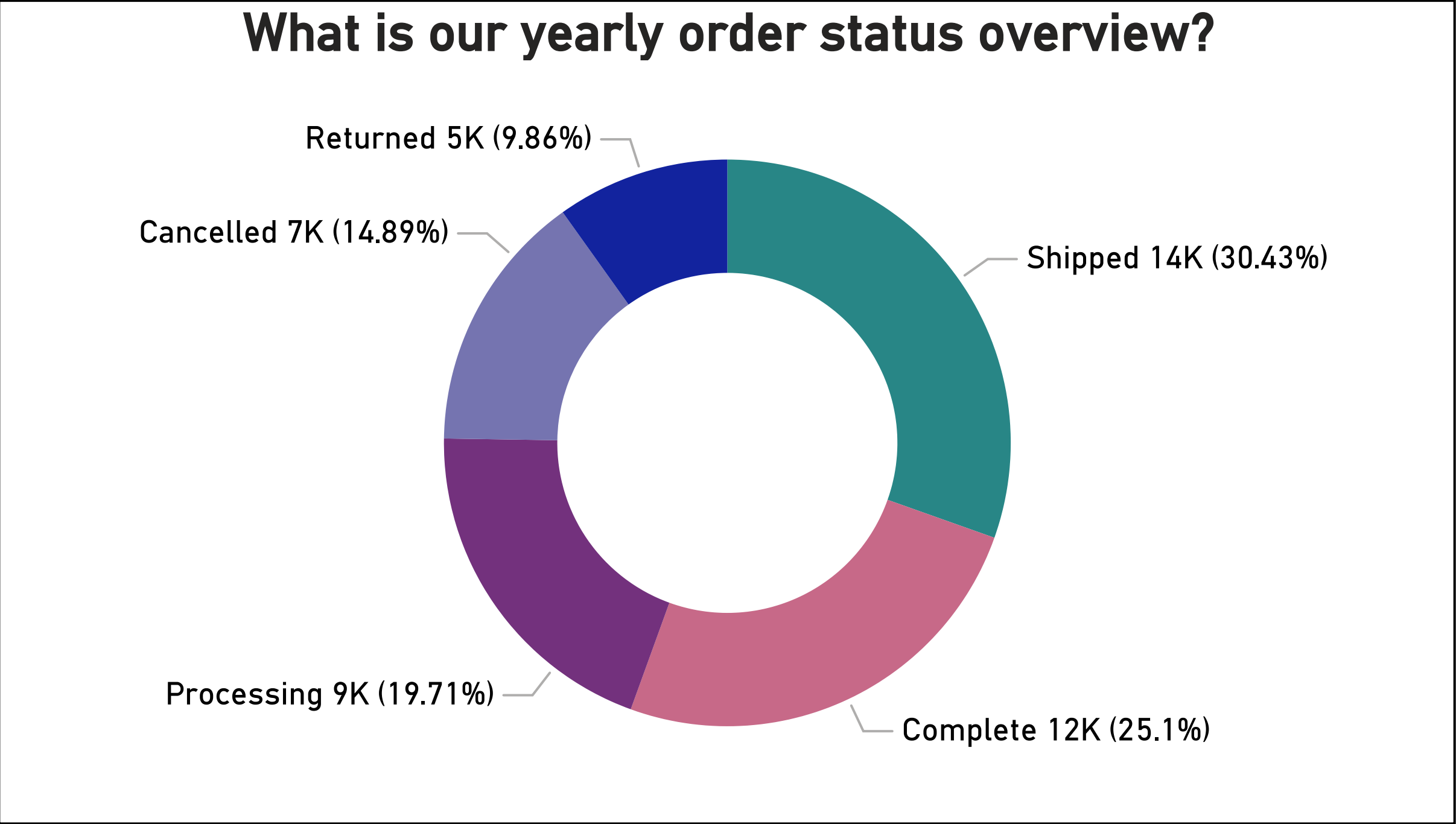
State O Maine Big and Tall Plaid ...

True Religion Men's Ricky Straig...

Velrose Snip-it Long Pant Liner

Wigwam F1057 King Cotton High

Wrangler Men's Premium Perfor



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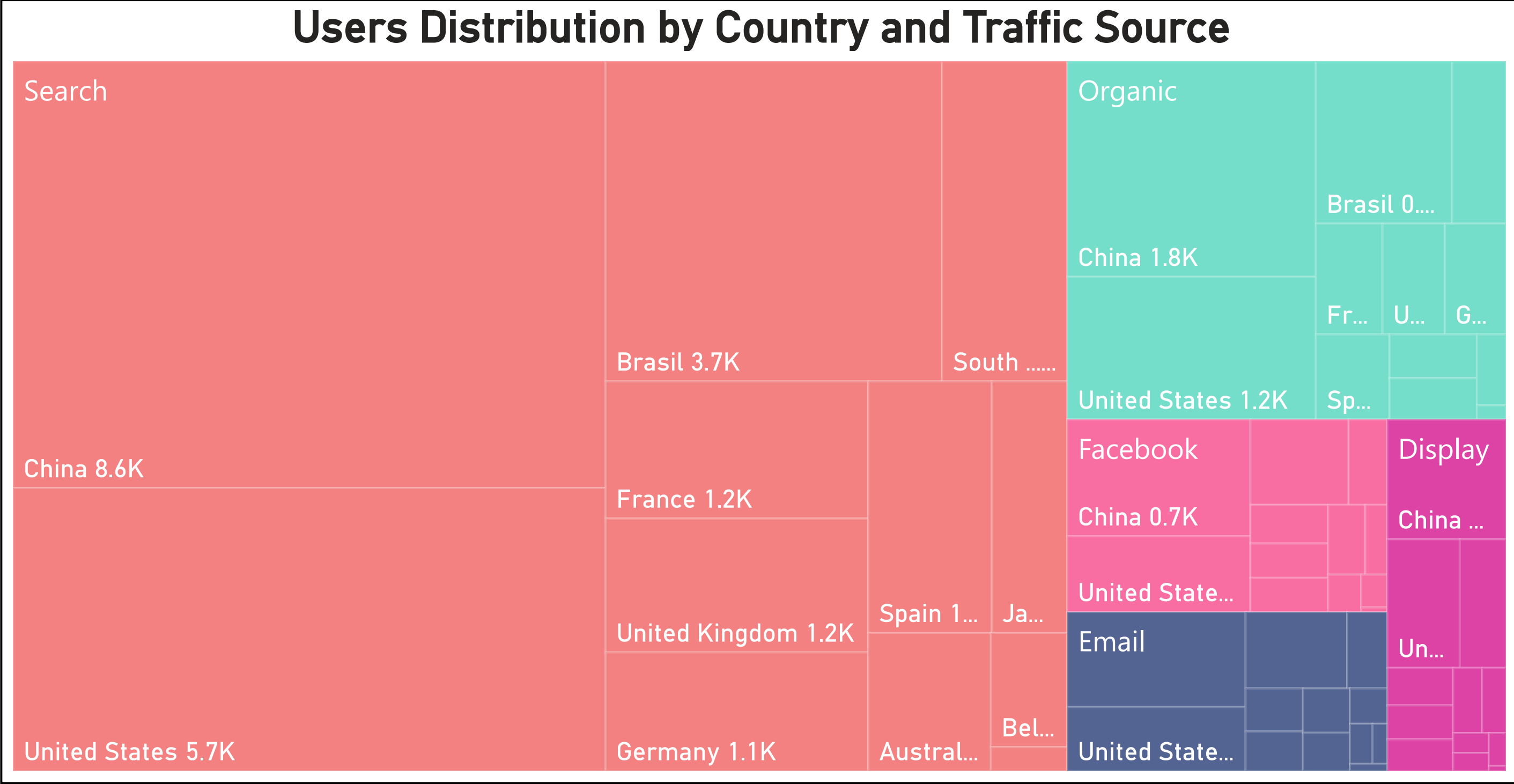
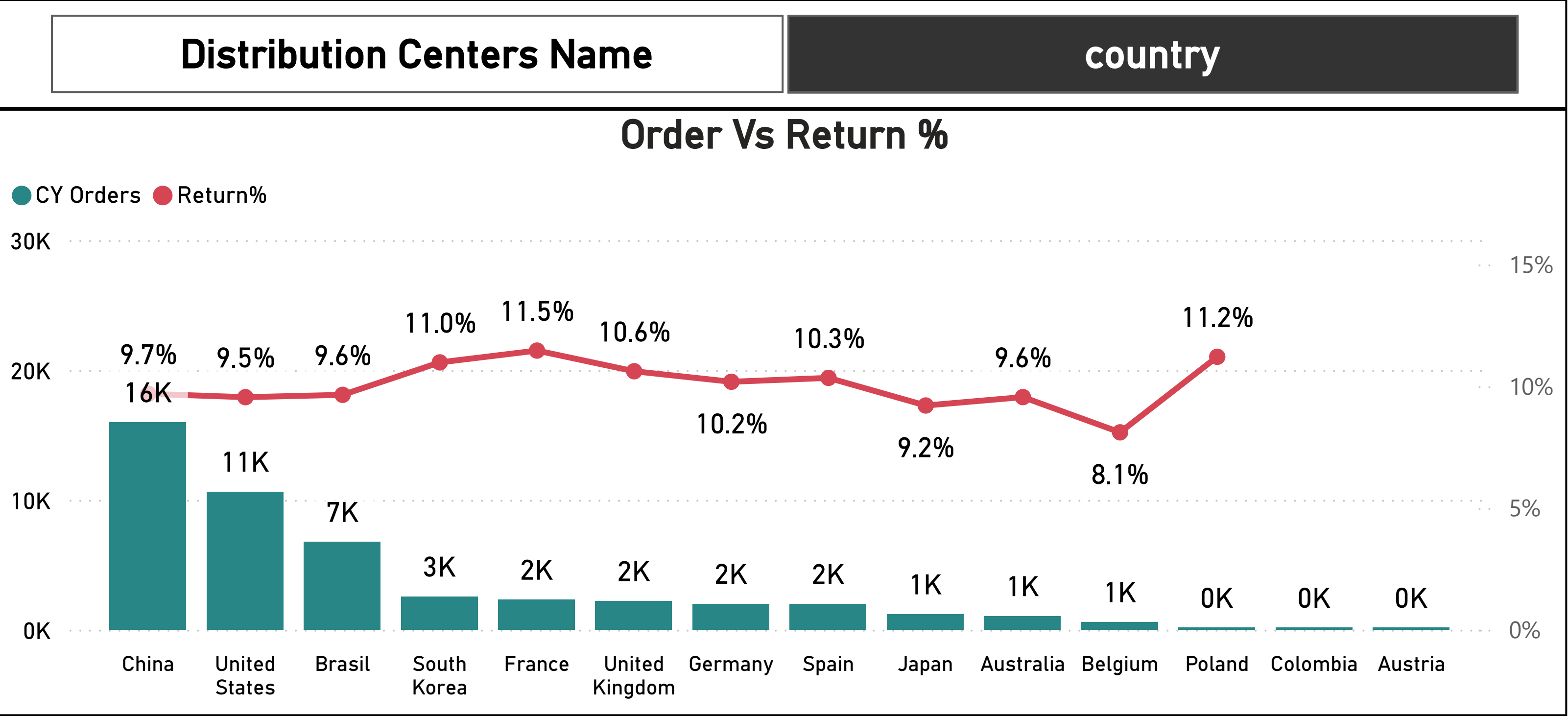
All

product\_brand

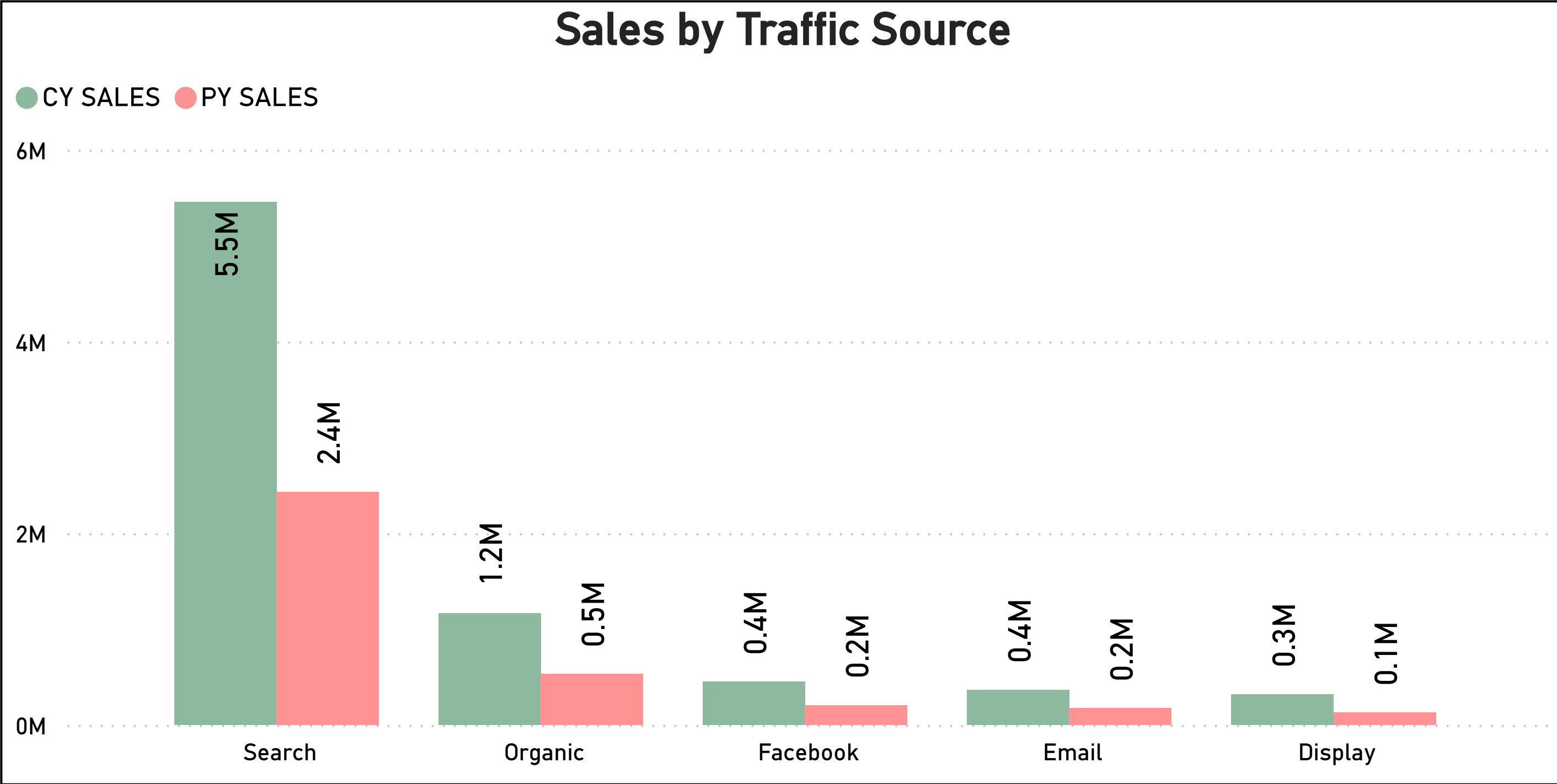
All

product\_category

All



City Wise Sales and Orders Distribution						
city	CY SALES	PY SALES	% Change	CY Orders	PY Orders	
<div>+ Shanghai</div>	186,851.89	244,212.44	↓ -23.5%	1,125.0		
<div>+ Beijing</div>	176,241.38	210,512.21	↓ -16.3%	978.0		
<div>+ Seoul</div>	116,977.67	141,374.89	↓ -17.3%	705.0		
<div>+ Shenzhen</div>	105,506.59	134,916.97	↓ -21.8%	612.0		
<div>+ Dongguan</div>	71,796.75	100,215.48	↓ -28.4%	459.0		
<div>+ Wuhan</div>	60,425.73	78,192.82	↓ -22.7%	401.0		
<div>+ New York</div>	61,588.63	88,717.86	↓ -30.6%	389.0		
<div>+ Chengdu</div>	62,605.51	82,636.43	↓ -24.2%	369.0		
<div>+ Tianjin</div>	54,940.87	67,689.56	↓ -18.8%	369.0		



Group A

Group B

YTD Sales	MTD Sales	YTD Orders	MTD Orders	YTD Sales	MTD Sales	YTD Orders	MTD Orders
7.76M	1.63M	47.3K	9,880	5.85M	684.82K	35.4K	4,059
YTD Users	MTD Users	Orders Returned	Avg Order Value	YTD Users	MTD Users	Orders Returned	Avg Order Value
36.0K	7,702	4,669	163.91	29.5K	3,968	3,617	165.51

Year

2024

Month

All

Week

All

Age Group

country

Product Category

Distributor

Total\_Sales and Comparison Sales by Age Group

Total\_Sales

Comparison Sales

1513.86K

1437.29K

1232.11K

974.36K

696.91K

1590.56K

1298.17K

903.5K

46-60

31-45

19-30

60+

0-18

Year

2023

Month

All

Week

All



Year\_

2024

▼

Month\_

All

▼

traffic\_source

All

▼

product\_brand

All

▼

product\_category

All

▼

Best Selling Brand

Calvin Klein

Highest Selling Month

Aug - 2024

Best Selling Category

Outerwear & Coats

Highest Sales Country

China

Yearly and Quarterly Sales Insights: Leading Products and Key Metrics

Year▲	Total_Sales	Qty	Best Selling Product & Sales	
+ 2019	<div></div> 333,338.80	<div></div>	5618	JORDAN DURASHEEN SHORT MENS 404309-109   \$3.6K The North Face Nuptse 2 Jacket - Noah Green/TNF Black   \$2.7K
+ 2020	<div></div> 1,060,660.40	<div></div>	17737	NIKE WOMEN'S PRO COMPRESSION SPORTS BRA *Outstanding Support and Comfort*   \$3.6K Canada Goose Men's The Chateau Jacket   \$4.1K
+ 2021	<div></div> 2,084,707.44	<div></div>	34402	The North Face Freedom Mens Ski Pants 2013   \$7.2K Nobis Tula Parka   \$5.8K
+ 2022	<div></div> 3,499,199.39	<div></div>	58212	ASCIS Cushion Low Socks (Pack of 3)   \$6.3K Robert Graham Men's Barbican Velvet Blazer   \$6.3K
+ 2023	<div></div> 5,854,532.18	<div></div>	97761	The North Face Denali Down Mens Jacket 2013   \$11.7K Darla   \$10.K
+ 2024	<div></div> 7,757,995.46	<div></div>	129564	Alpha Industries Rip Stop Short   \$16.K The North Face Apex Bionic Soft Shell Jacket - Men's   \$10.8K

Custom Report

Dimensions

☐ Product Category

☐ Product Brand

☐ Distributor

☐ Country

☒ Product

☐ Year

Measures

☒ Total Sales

☐ Total Cost

☐ Total Orders

☐ Total Users

☐ Avg Order Value

Product	Total Sales
!iT Jeans Junior's Billy Shorts	96.00
!iT Jeans Women's Bonaroo Slouch Shorts	44.00
!iT Jeans Women's Bureau Trouser Denim Short	508.06
!iT Jeans Women's Coachella Canyon Stretch Shorts	425.00
!iT Jeans Women's Coachella Palooza Shorts	242.00
!iT Jeans Women's Coachella Shorts	225.00
!iT Jeans Women's Curvy Slim Boot Jean	1,914.00
!iT Jeans Women's Curvy Stiletto Jean	1,111.12
!iT Jeans Women's Harvest Crop Jean	287.10
!iT Jeans Women's Skinny Micro Printed Corduroy	391.02
#5098 Satin V-neck Bridemaide Prom Formal Long Gown	178.00
#7701 Halter Corset Bodice Bridesmaids Evening Formal Dress	1,526.00
#7716 One Shoulder Chiffon Homecoming Bridesmaids Party Dress	712.00
(1272) Ladies Wide Leg Smart City Trousers Light Brown	195.93
(1272) Wide Leg Smart Soft City Trousers Black	391.86
(1279) Skinny Trousers Military Army Look Camouflage	99.96
(2328) Satin Pencil Skirt with Skinny Belt Purple	263.89
(2382) Waist Detail Pencil Skirt Shadow Stripes	474.81
Total	20,528,273.47