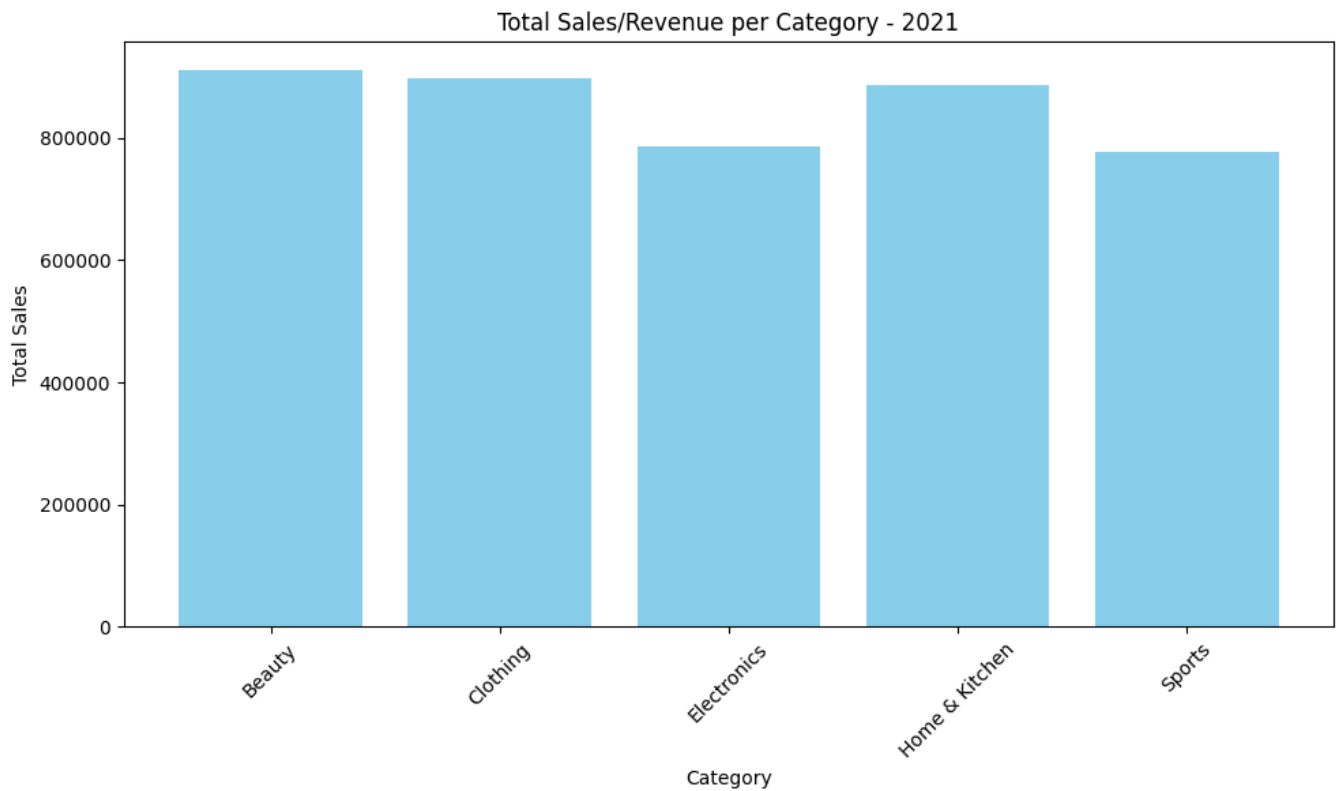


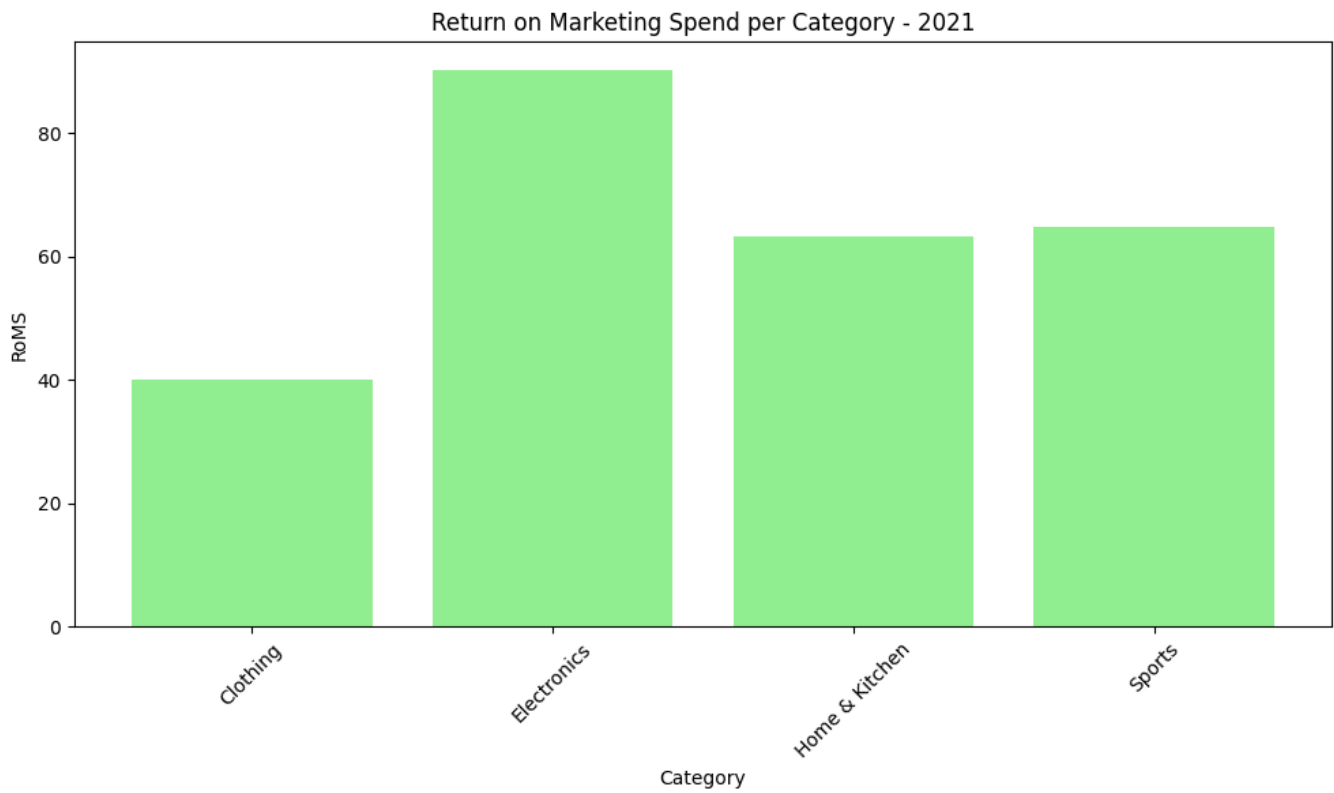
KPI Dashboard



Total Sales/Revenue per Category - 2021

Year	Category	TotalSales
2021	Beauty	911634.23
2021	Clothing	898342.08
2021	Electronics	785761.20
2021	Home & Kitchen	887070.02
2021	Sports	777868.05

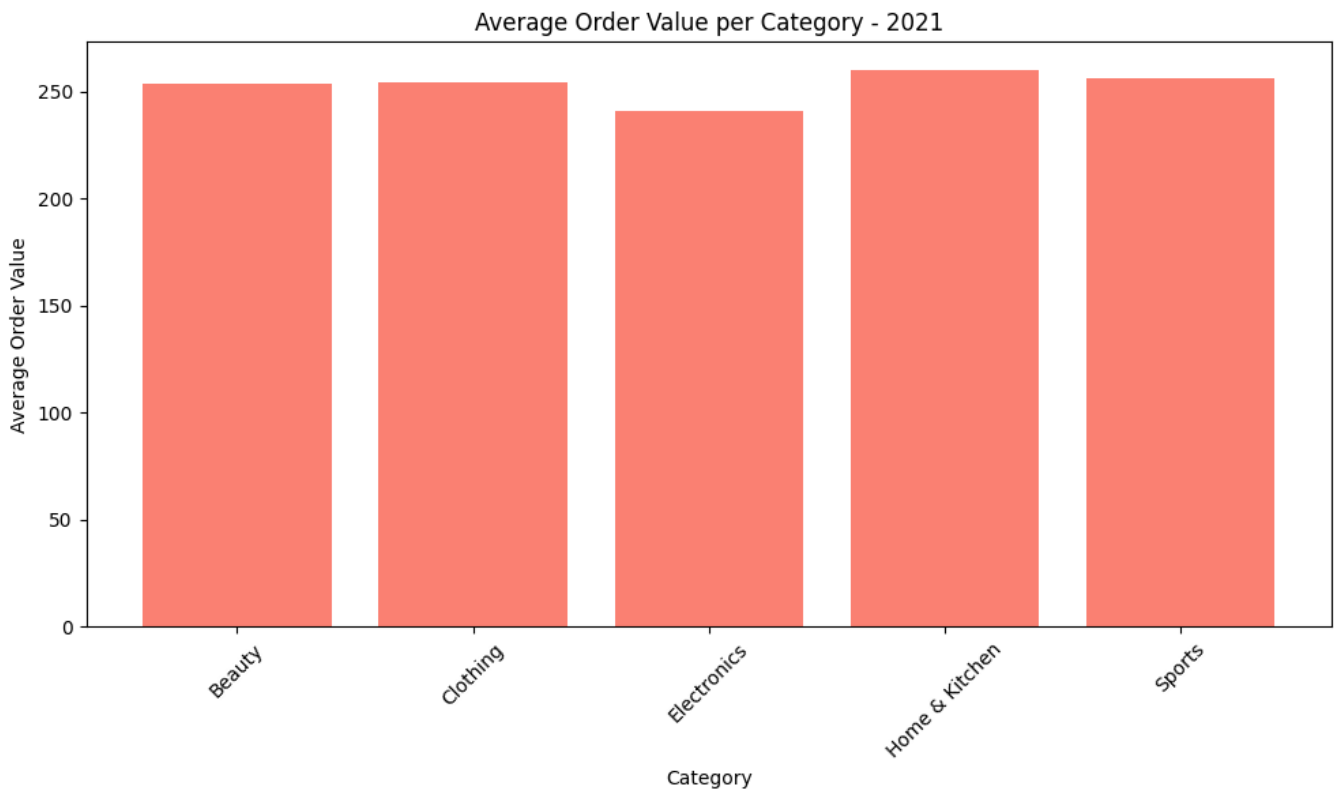
KPI Dashboard



Return on Marketing Spend per Category - 2021

Year	Category	RoMS
2021	Clothing	39.951759
2021	Electronics	90.247360
2021	Home & Kitchen	63.342689
2021	Sports	64.688809

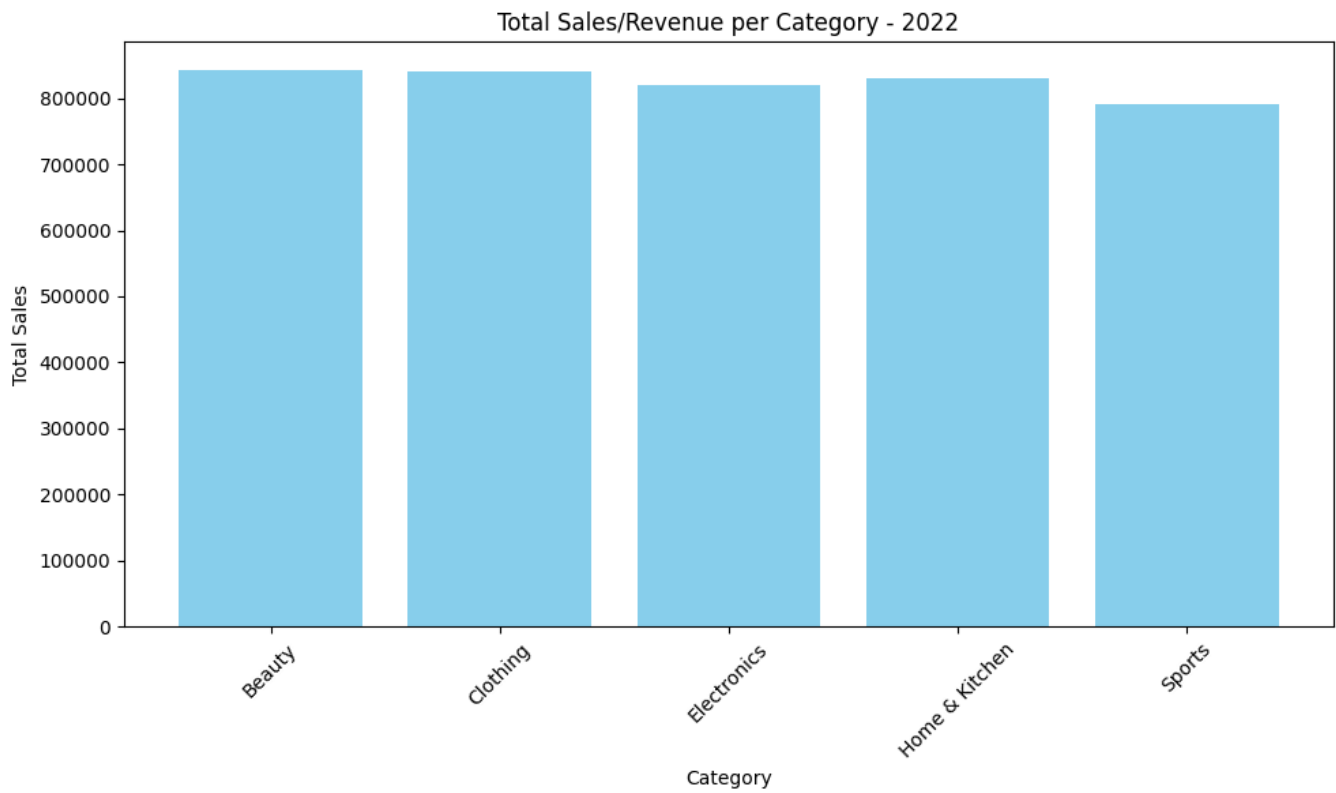
KPI Dashboard



Average Order Value per Category - 2021

Year	Category	OrderValue
2021	Beauty	253.742551
2021	Clothing	254.315266
2021	Electronics	241.168380
2021	Home & Kitchen	260.268237
2021	Sports	256.400685

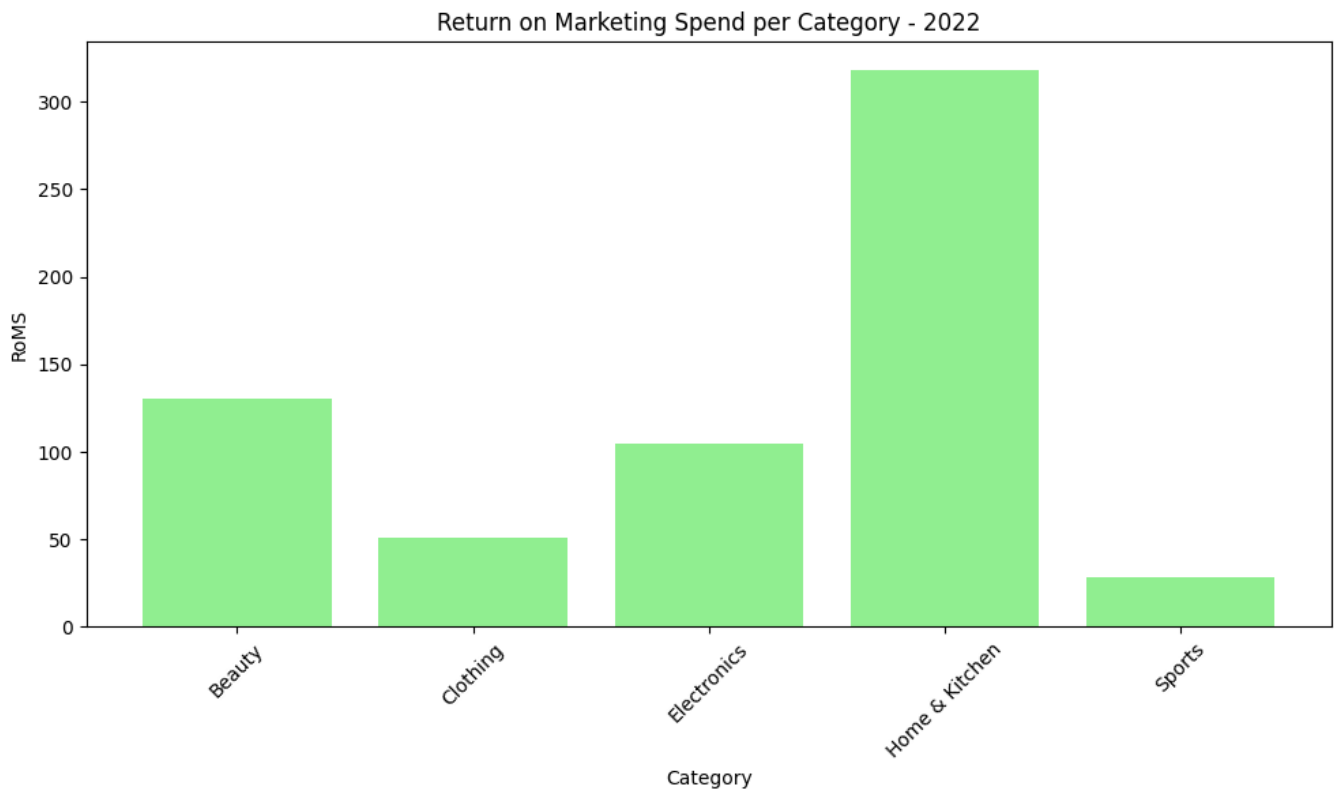
KPI Dashboard



Total Sales/Revenue per Category - 2022

Year	Category	TotalSales
2022	Beauty	842910.47
2022	Clothing	840193.41
2022	Electronics	819758.19
2022	Home & Kitchen	829137.53
2022	Sports	789823.92

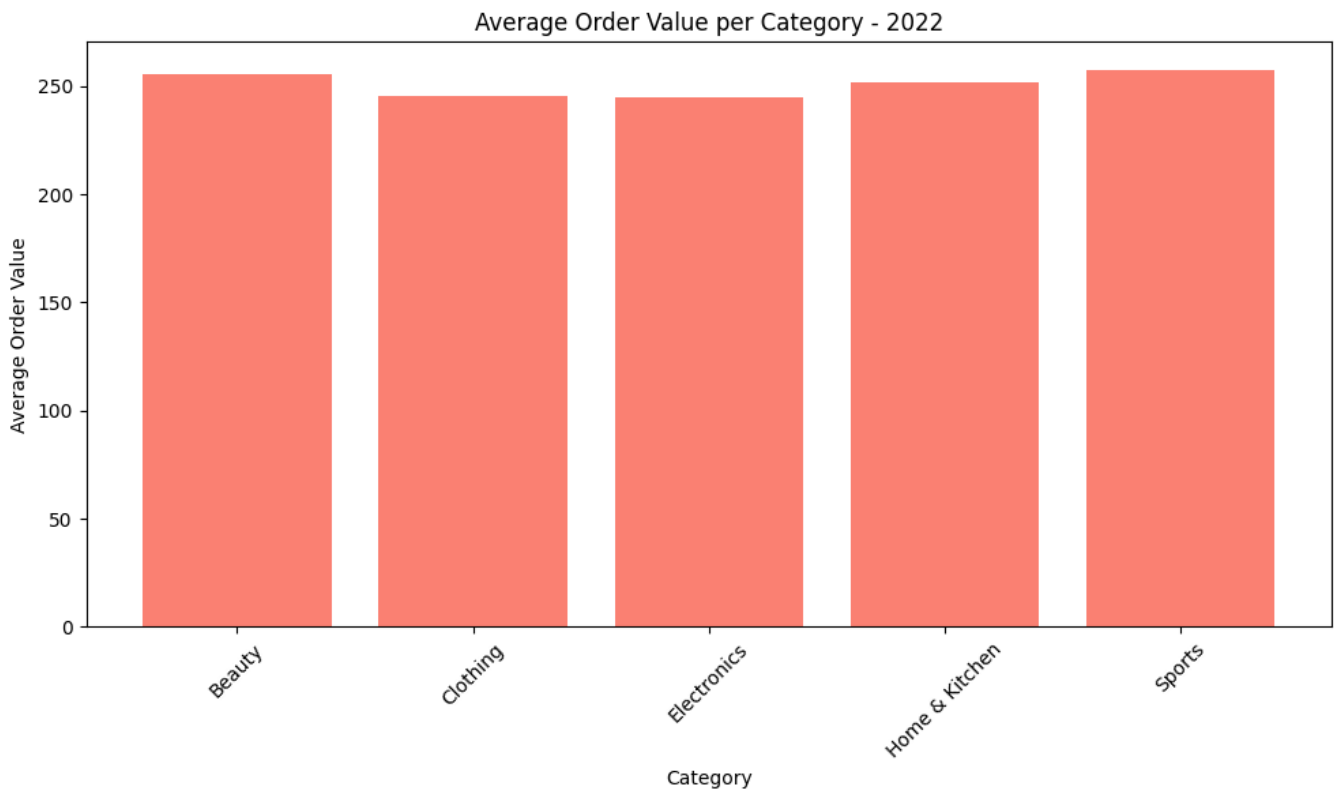
KPI Dashboard



Return on Marketing Spend per Category - 2022

Year	Category	RoMS
2022	Beauty	130.424361
2022	Clothing	51.138072
2022	Electronics	104.445358
2022	Home & Kitchen	318.351730
2022	Sports	28.347385

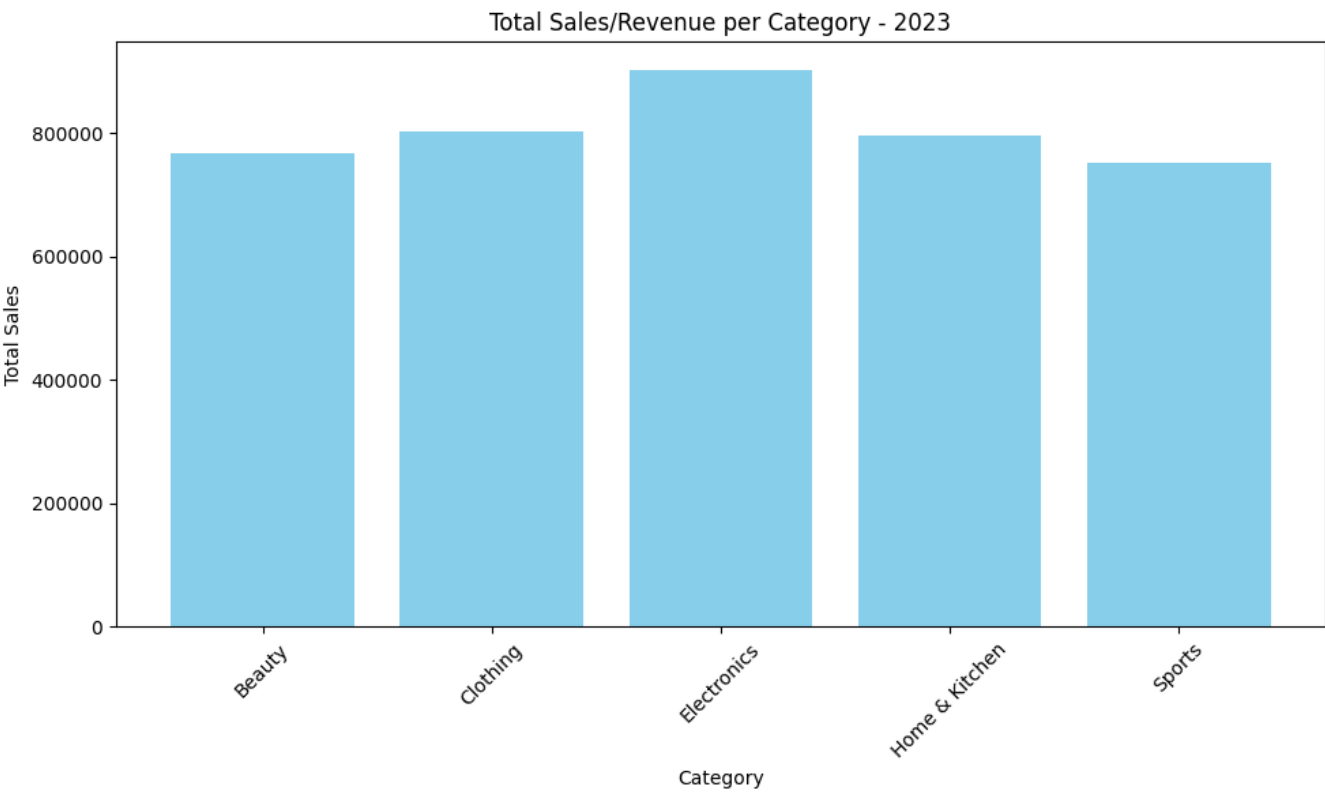
KPI Dashboard



Average Order Value per Category - 2022

Year	Category	OrderValue
2022	Beauty	255.188187
2022	Clothing	245.543580
2022	Electronics	244.527257
2022	Home & Kitchen	251.745220
2022	Sports	257.537367

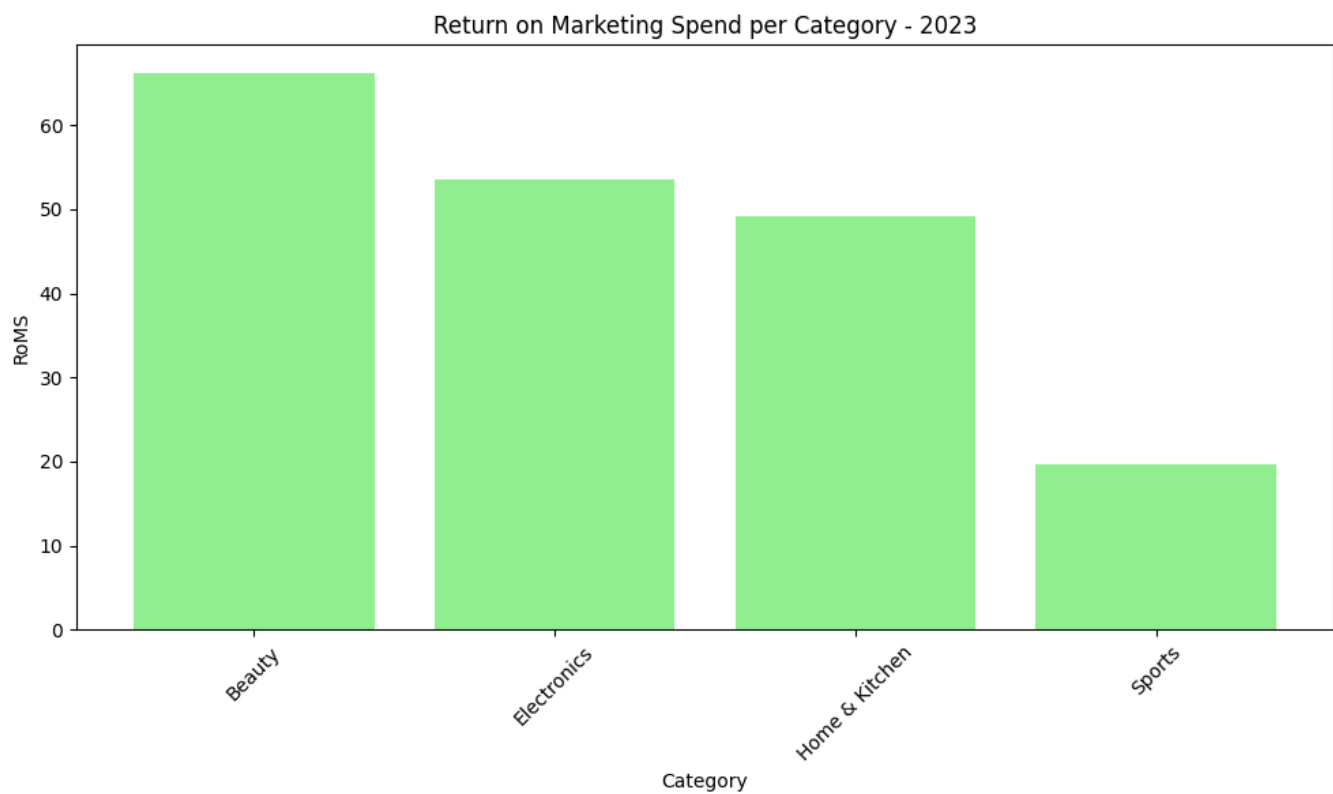
KPI Dashboard



Total Sales/Revenue per Category - 2023

Year	Category	TotalSales
2023	Beauty	767318.55
2023	Clothing	803032.32
2023	Electronics	902195.14
2023	Home & Kitchen	796509.71
2023	Sports	751412.42

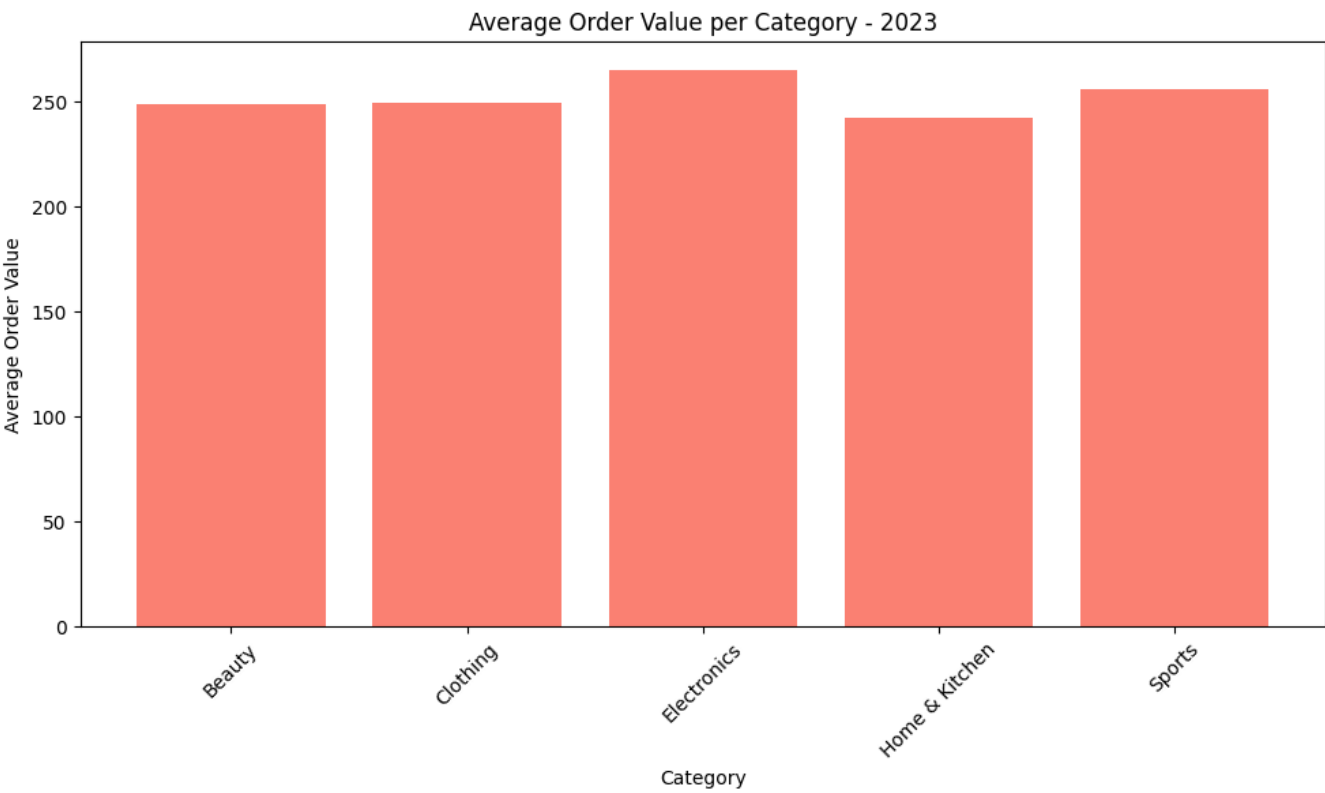
KPI Dashboard



Return on Marketing Spend per Category - 2023

Year	Category	RoMS
2023	Beauty	66.210766
2023	Electronics	53.473492
2023	Home & Kitchen	49.160195
2023	Sports	19.728076

KPI Dashboard



Average Order Value per Category - 2023

Year	Category	OrderValue
2023	Beauty	248.911485
2023	Clothing	249.645602
2023	Electronics	265.397774
2023	Home & Kitchen	242.474348
2023	Sports	256.004932