

# Executive Summary Dashboard

## Company Performance 2019–2023

**Total Revenue**  
**85.41M**

**Profit (Proxy)**  
**80.66M**

**Total Customers**  
**330**

**Avg Shipping Cost Rate**  
**0.527%**

**Total Orders**  
**17K**

**Average Order Value...**  
**5.18K**

Income Group ▾

Mid ▾

Gender ▾

All ▾

Order Month ▾

All ▾

product\_name ▾

All ▾

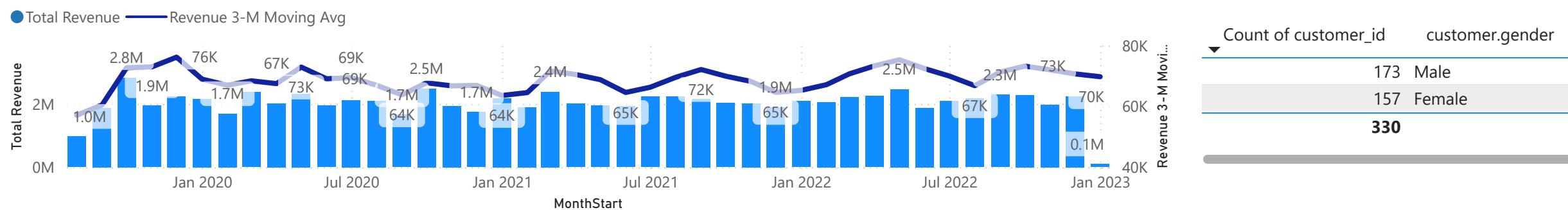
Country: All ▾

Select all

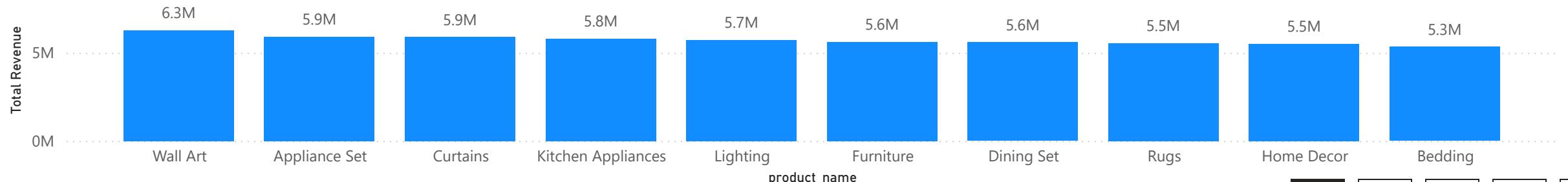
Brazil

Chile >

### Total Revenue and Revenue 3-M Moving Avg by MonthStart



### Total Revenue by product\_name





# Customer Demographics: Revenue & Order Value Deep Dive

Female Revenue %  
49.65%

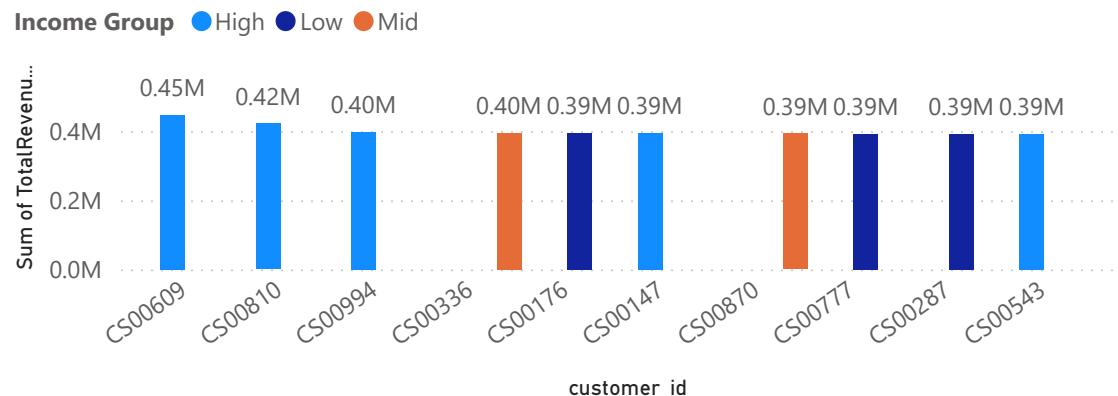
Female customer %  
49.40%

High Income Revenue %  
34.55%

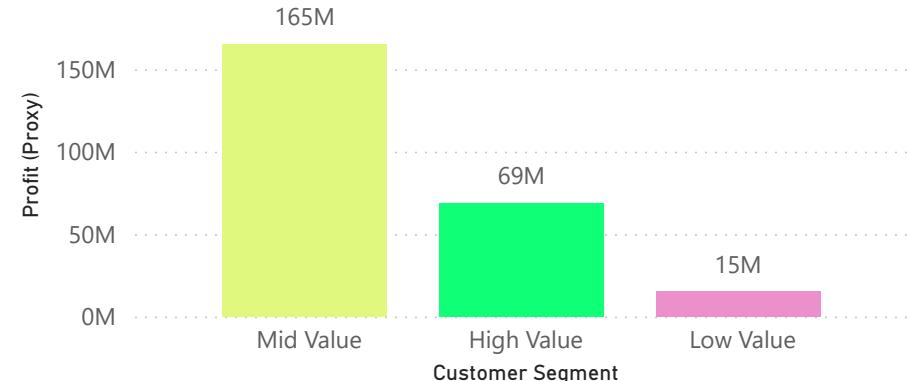
Revenue per Customer  
263.69K

Top 10 Revenue %  
1.52%

## Top 10 Customers by Revenue

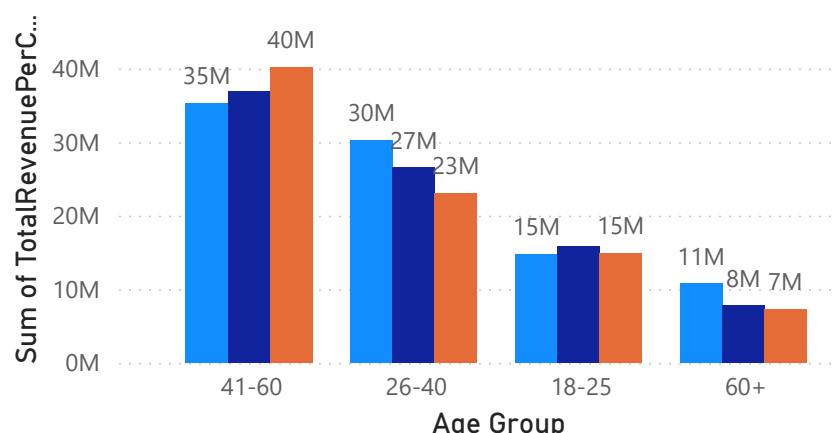


## Profitability by Customer Segment



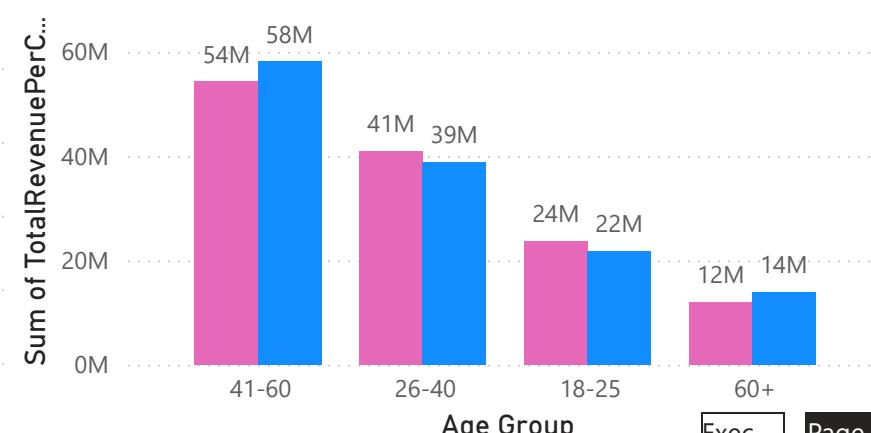
## Revenue Contribution by Age Group and Income Group

Income Group ● High ● Low ● Mid



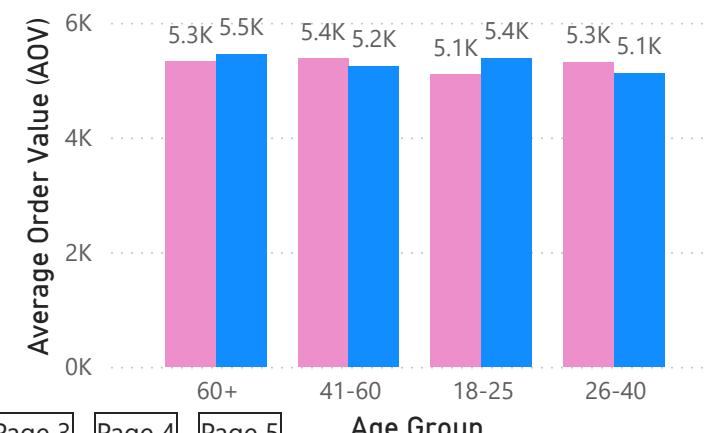
## Revenue Split by Age Group and Gender

customer.gender ● Female ● Male



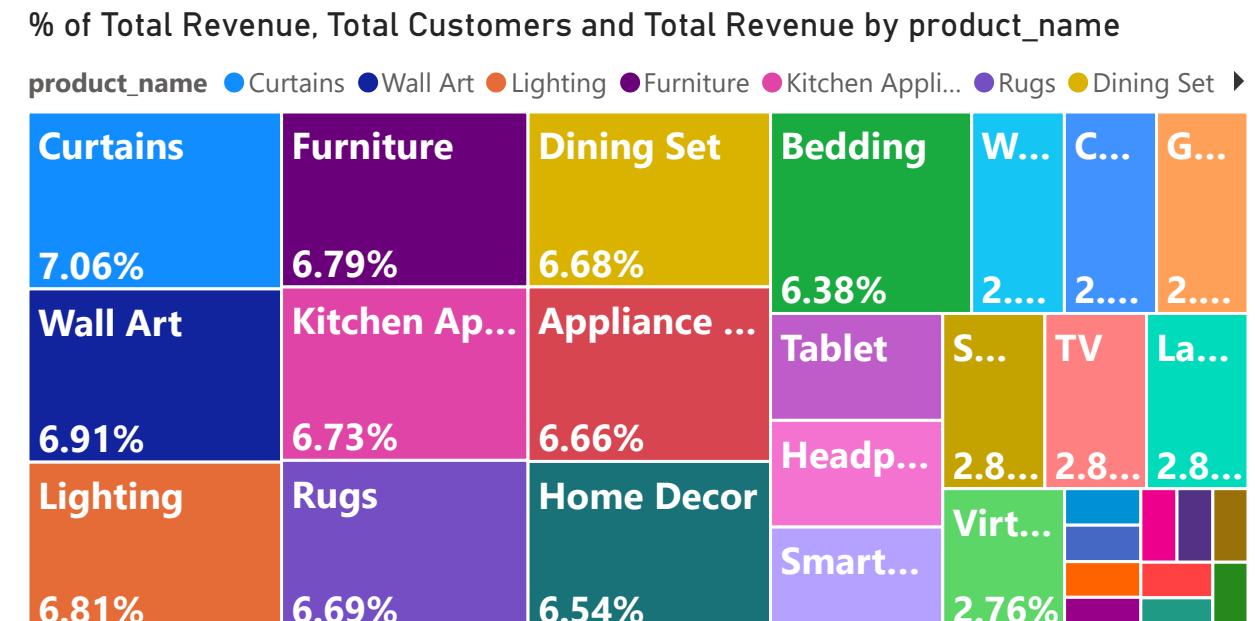
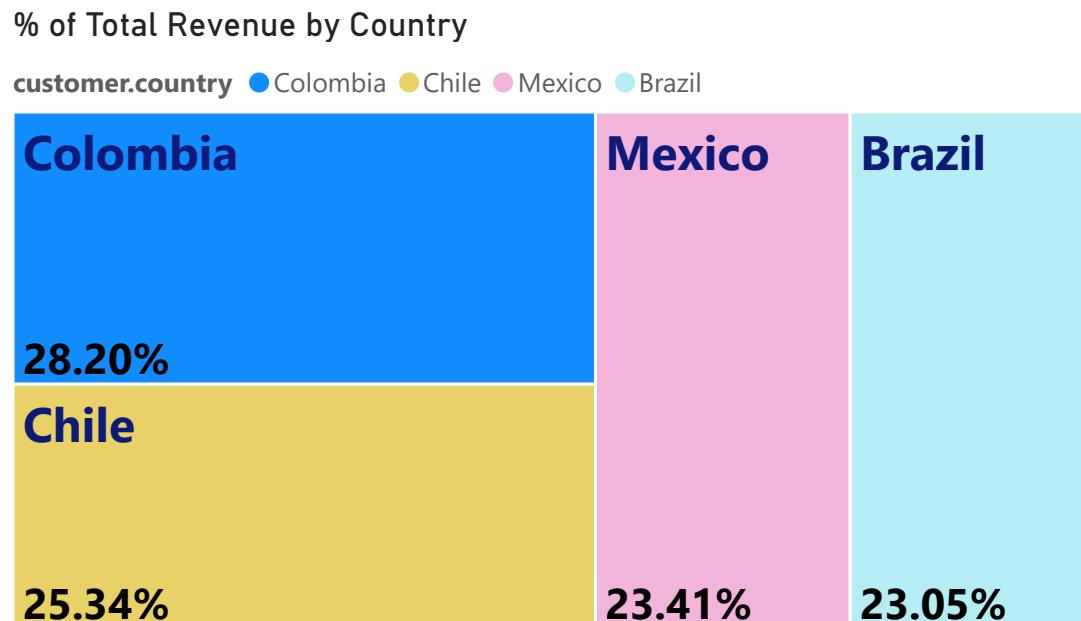
## Average Order Value by Age Group and Gender

customer.g... ● Female ● Male



# Revenue Performance by Customer Segment and Product

Order Month	Country	Gender	Income Gro...									
1/8/2019 <input type="button" value=""/>	All <input type="button" value=""/>	All <input type="button" value=""/>	All <input type="button" value=""/>									
Segment	High Value	Low Value	Mid Value	Total								
	Total Revenue	Total Customers	Total Orders	Total Revenue	Total Customers	Total Orders	Total Revenue	Total Customers	Total Orders	Total Revenue	Total Customers	Total Orders
High Value	33,117,623.37	100	5000	6,651,970.96	37	1850	72,671,942.66	287	14350	<b>112,441,536.98</b>	424	2
	18,957,120.06	57	2850	4,973,253.83	27	1350	55,922,611.54	222	11100	<b>79,852,985.43</b>	306	1
	12,238,095.47	37	1850	2,862,034.50	16	800	30,410,945.81	121	6050	<b>45,511,075.78</b>	174	0
	8,371,757.71	25	1250	1,649,250.80	9	450	15,861,732.14	62	3100	<b>25,882,740.64</b>	96	0
	<b>72,684,596.60</b>	<b>219</b>	<b>10950</b>	<b>16,136,510.08</b>	<b>89</b>	<b>4450</b>	<b>174,867,232.15</b>	<b>692</b>	<b>34600</b>	<b>263,688,338.84</b>	<b>1000</b>	<b>5</b>



# Geographic Performance (Revenue by Country & Product)

Order Month

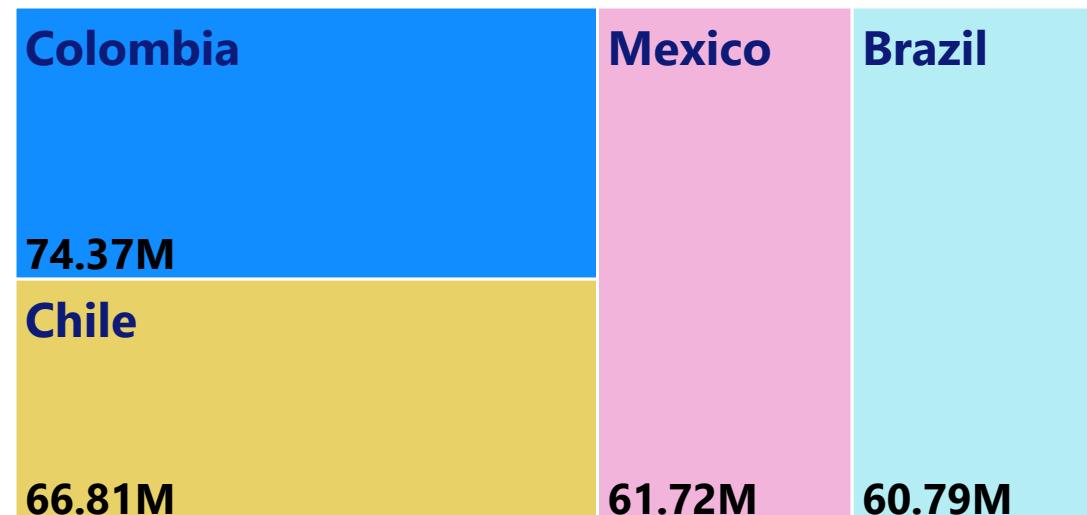
Country

Gender

Income Gro...

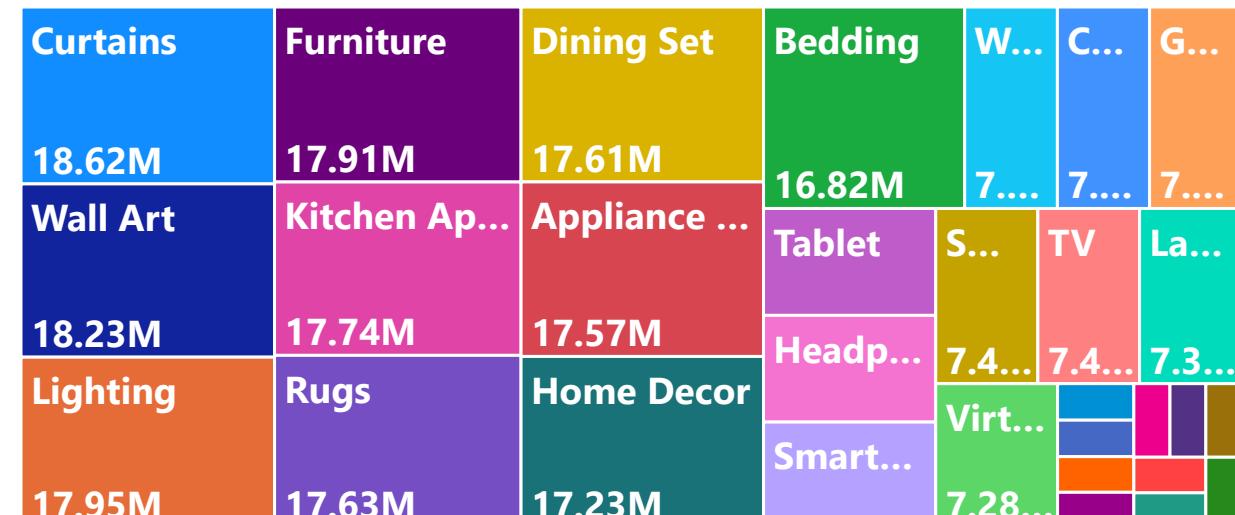
Total Revenue by Country

customer.country ● Colombia ● Chile ● Mexico ● Brazil



Total Revenue, % of Total Revenue and Total Customers by product\_name

product\_name ● Curtains ● Wall Art ● Lighting ● Furniture ● Kitchen Appli... ● Rugs ● Dining Set





# Price Sensitivity and Discount Effectiveness

Discount Rate vs Revenue by Customer segment

Customer Segment ● Mid Value ● Low Value ● High Value ● Profit (Proxy)

