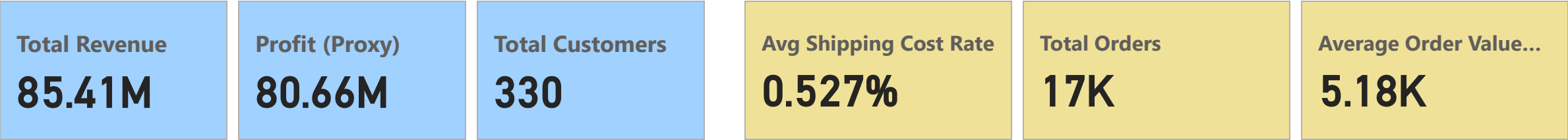


Executive Summary Dashboard

Company Performance 2019–2023



Income Group

Mid

Gender

All

Order Month

All

product_name

All

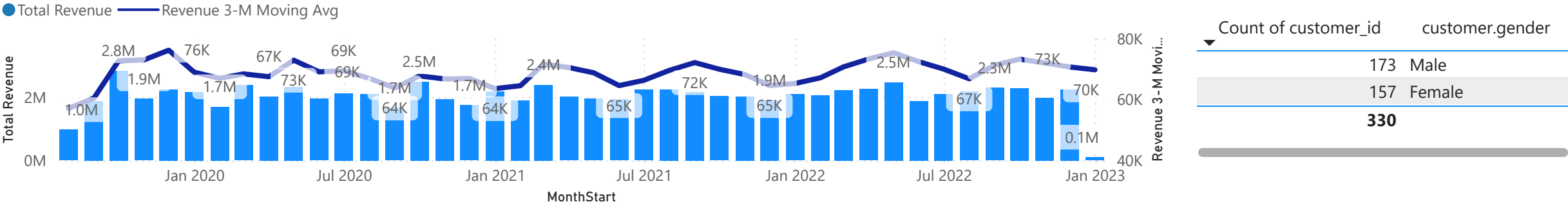
Country: All

Select all

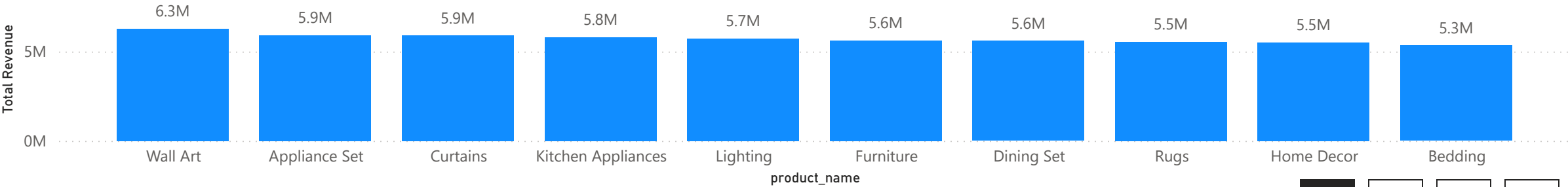
Brazil

Chile

Total Revenue and Revenue 3-M Moving Avg by MonthStart

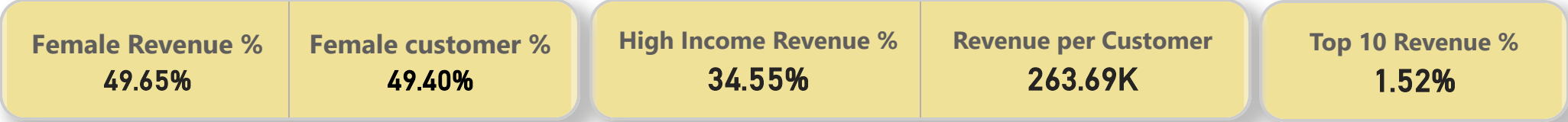


Total Revenue by product_name



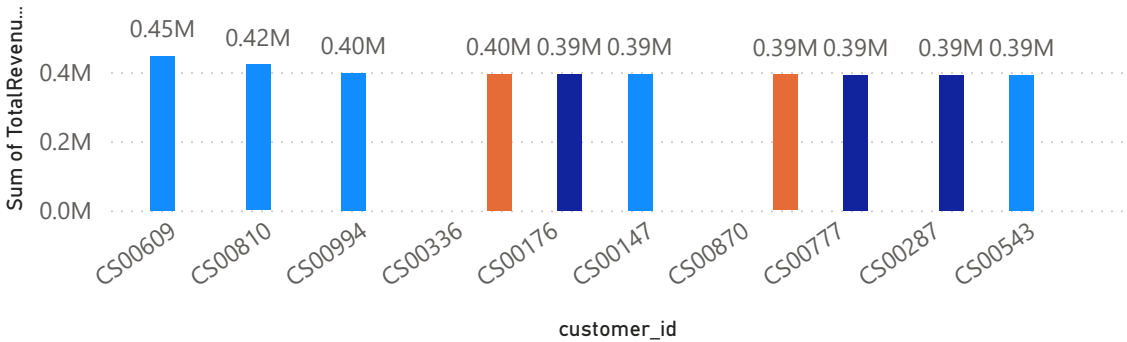


Customer Demographics: Revenue & Order Value Deep Dive

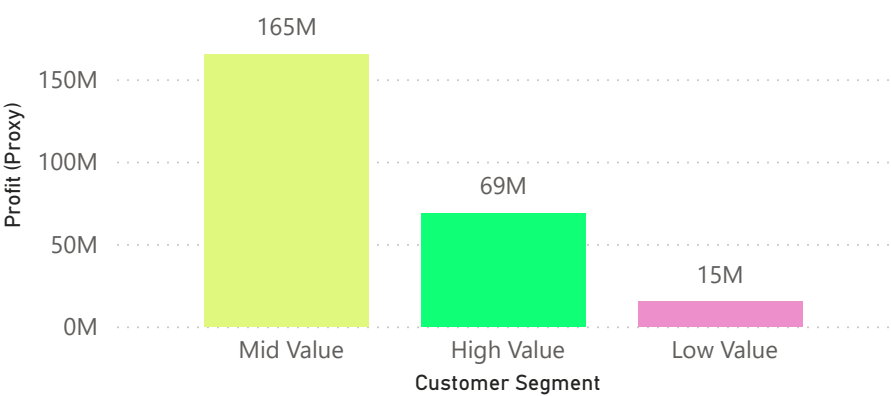


Top 10 Customers by Revenue

Income Group ● High ● Low ● Mid

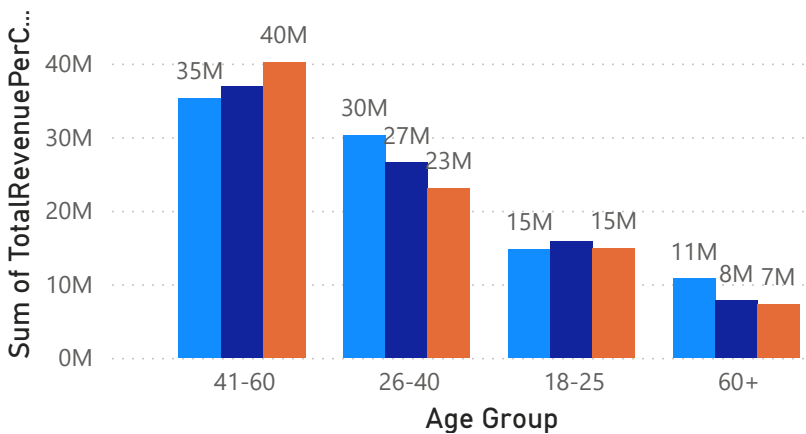


Profitability by Customer Segment



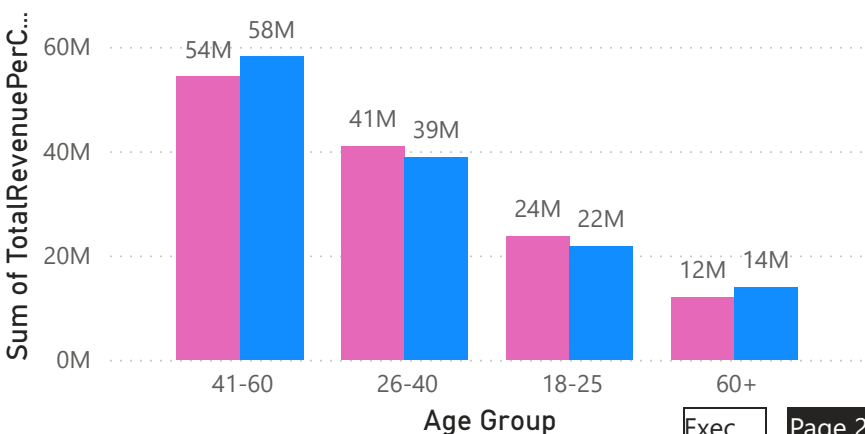
Revenue Contribution by Age Group and Income Group

Income Group ● High ● Low ● Mid



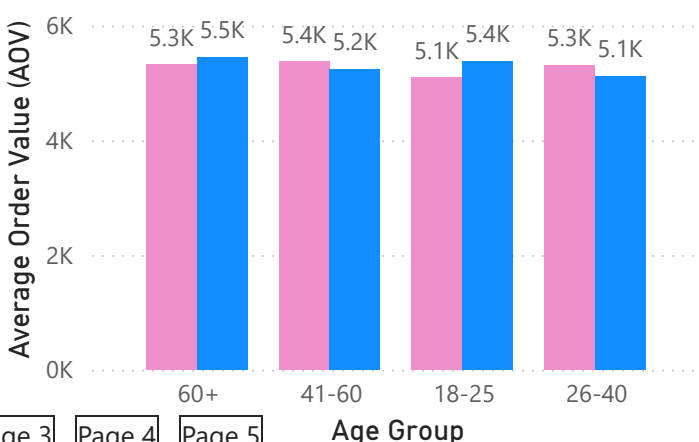
Revenue Split by Age Group and Gender

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

1/8/20191/1/2023

Country

All

Gender

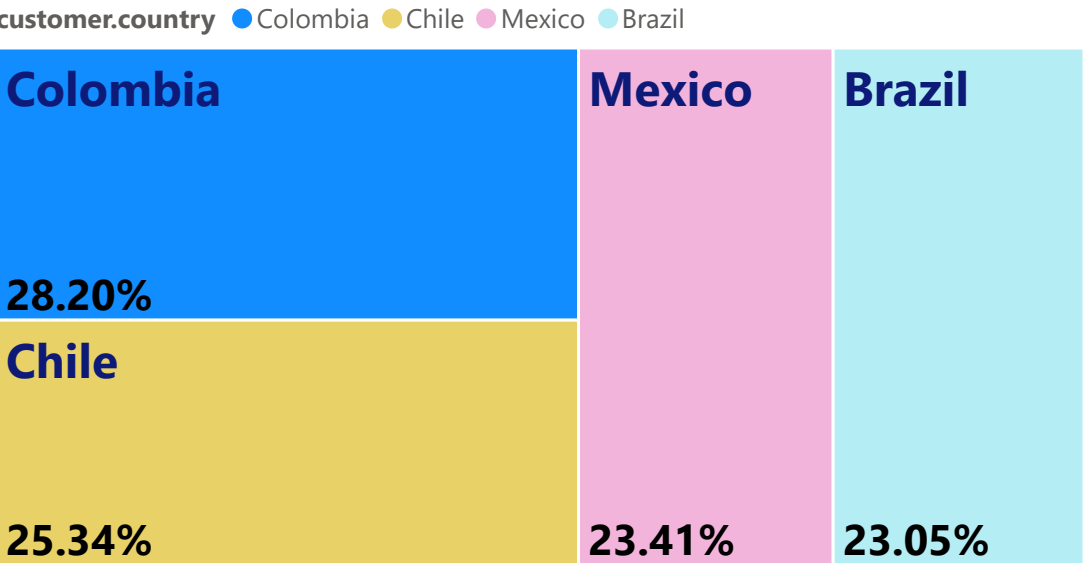
All

Income Gro...

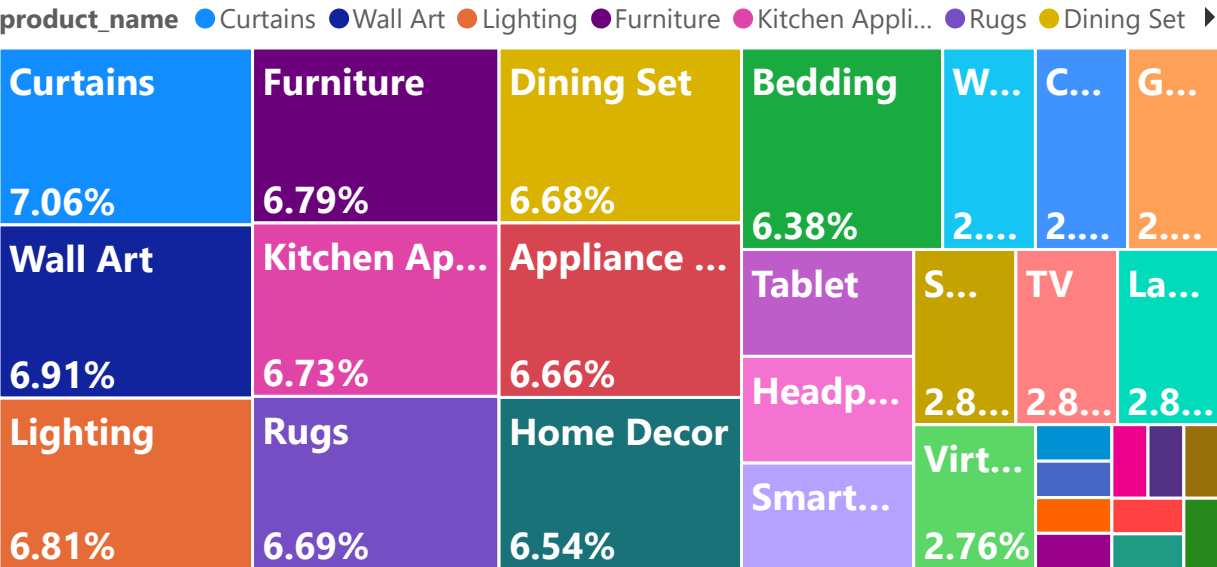
All

Customer Segment	High Value	Low Value	Mid Value	Total								
Age Group	Total Revenue	Total Customers	Total Orders	Total Revenue	Total Customers	Total Orders	Total Revenue	Total Customers	Total Orders	Total Revenue	Total Customers	Total Orders
41-60	33,117,623.37	100	5000	6,651,970.96	37	1850	72,671,942.66	287	14350	112,441,536.98	424	2
26-40	18,957,120.06	57	2850	4,973,253.83	27	1350	55,922,611.54	222	11100	79,852,985.43	306	1
18-25	12,238,095.47	37	1850	2,862,034.50	16	800	30,410,945.81	121	6050	45,511,075.78	174	
60+	8,371,757.71	25	1250	1,649,250.80	9	450	15,861,732.14	62	3100	25,882,740.64	96	
Total	72,684,596.60	219	10950	16,136,510.08	89	4450	174,867,232.15	692	34600	263,688,338.84	1000	5

% of Total Revenue by Country



% of Total Revenue, Total Customers and Total Revenue by product_name



Geographic Performance

(Revenue by Country & Product)

Order Month

1/8/2019

1/1/2023

Country

All

Gender

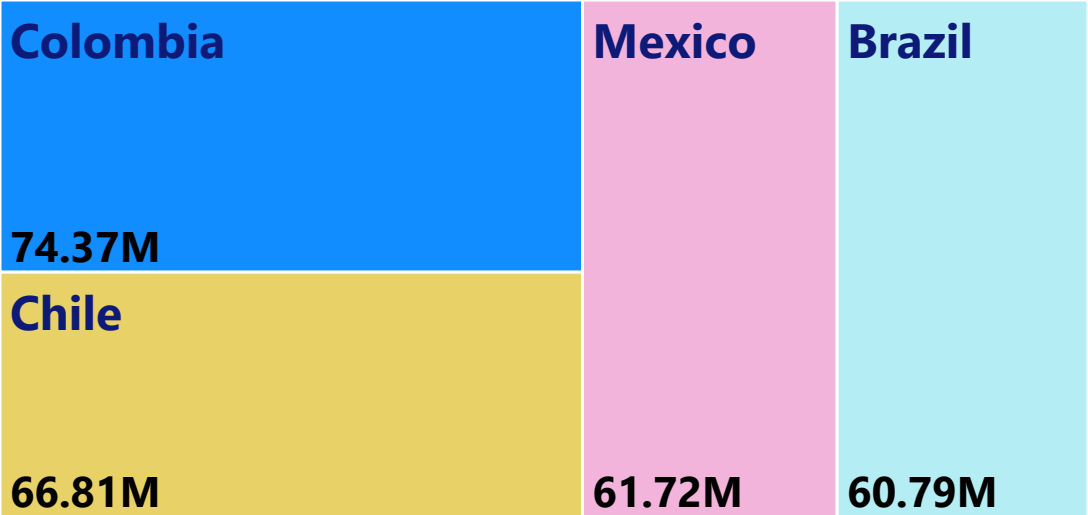
All

Income Gro...

All

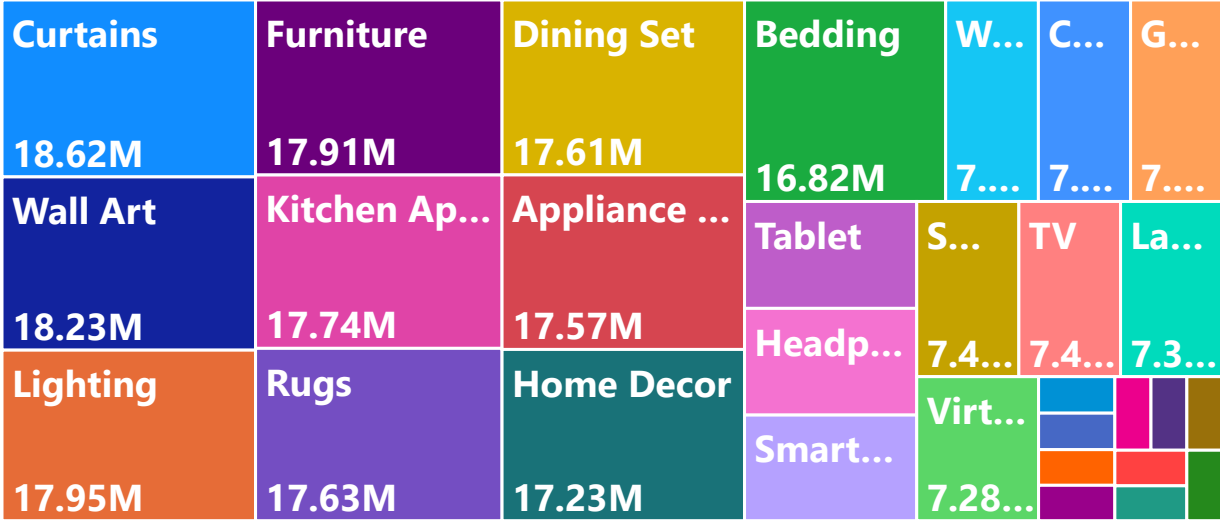
Total Revenue by Country

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)

