Executive Summary

9.70M	5.15M	25.90K	8082
Total Revenue	Total Quantity Sold	Invoice Count	Customer Count

100K	82K	41K
Total Sessions	Total Users	Subscribed Users

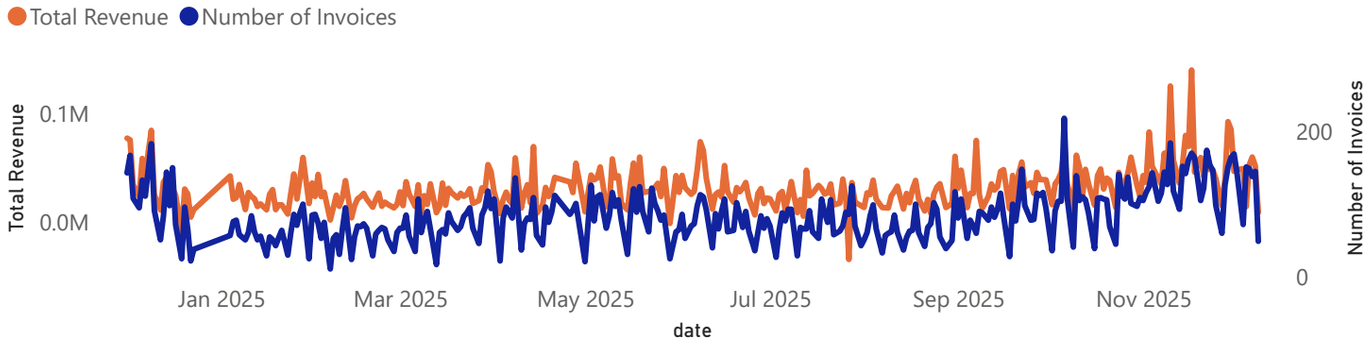
Country Filter

- (Blank)
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra

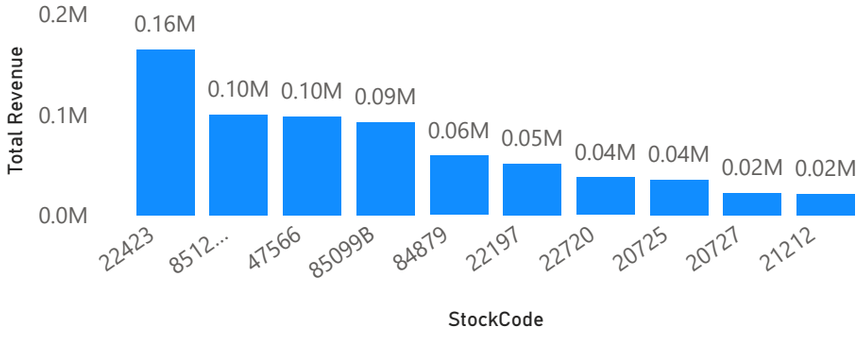
Date Filter

- (Blank)
- 2024
- 2025

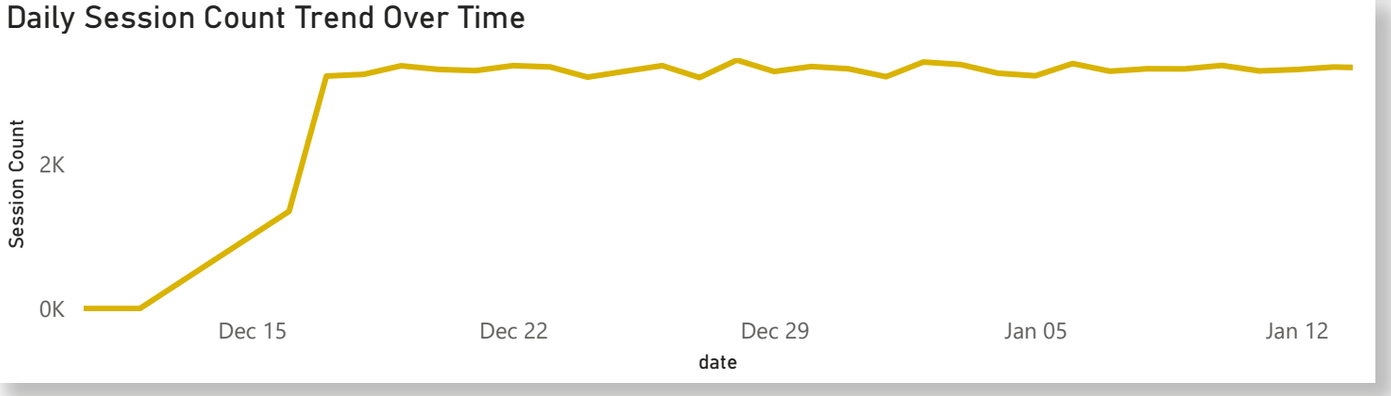
Total Revenue and Volume Trend



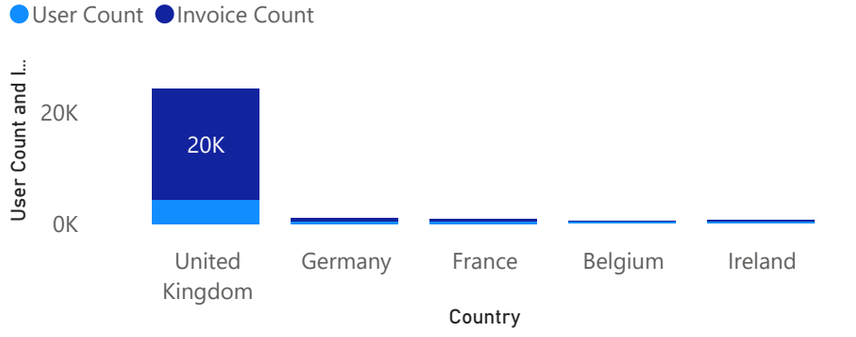
Top 10 Best Sellers by Revenue



Daily Session Count Trend Over Time



Top 5 countries with the highest number of users



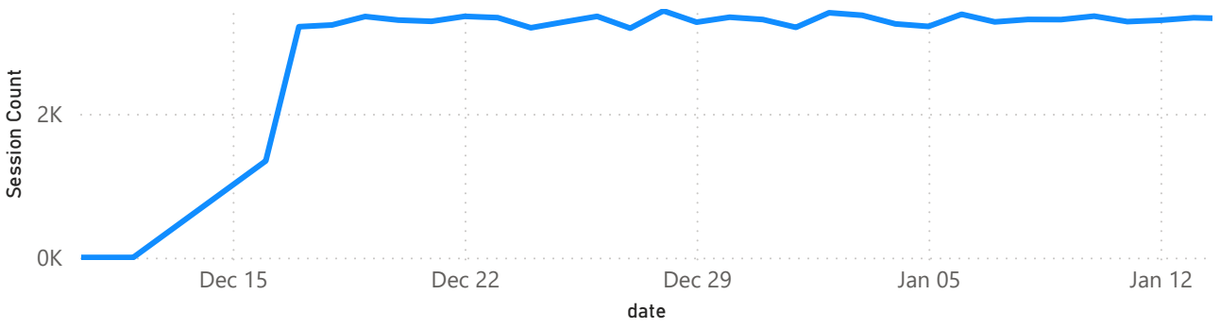
Session Analysis

100K	1.79K
Total Sessions	Avg Session Duration
303.95	**1.22**
Avg Sessions per Day	Avg Sessions per User

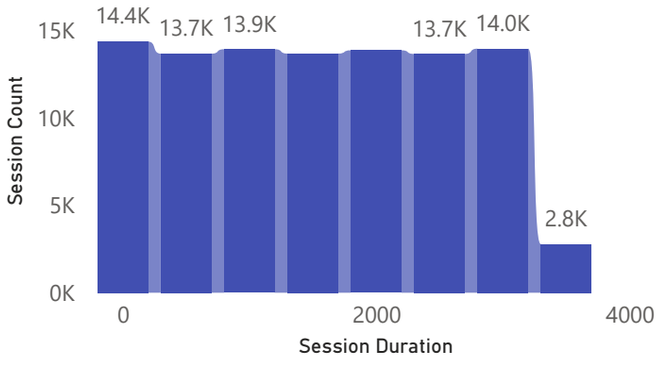
Date Filter

- (Blank)
- 2024
- 2025

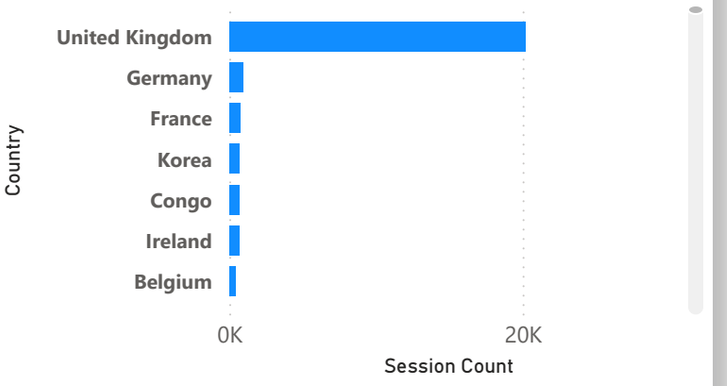
Daily Session Count Trend Over Time



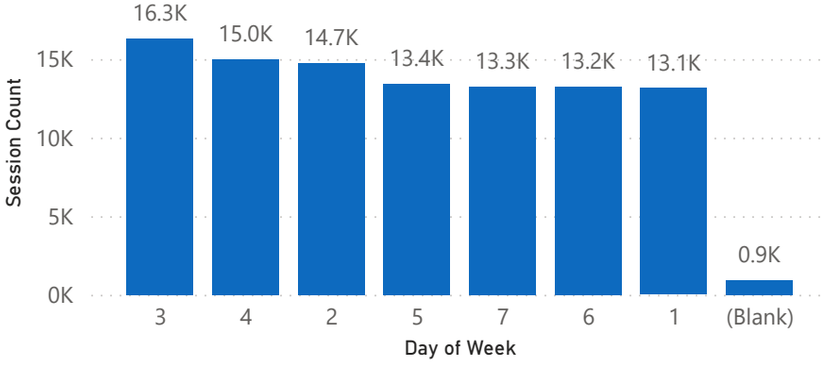
Session Count by Session Duration



Session Count by Country



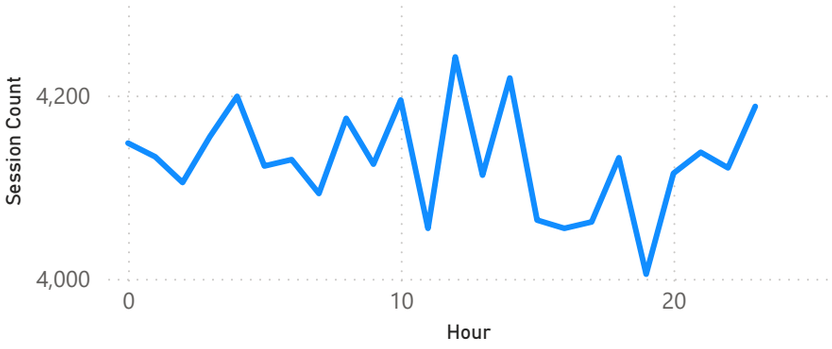
Session Count by Day of Week



Weekly Activity Heatmap (Hour × Day)

Week Day	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
7	567	521	550	554	533	536	535	529	545	563	588	566	566	503	601	540	542	542	546	526	577	592	581	549
6	582	574	544	538	588	551	550	551	552	552	550	518	576	552	530	536	562	568	571	533	540	573	486	548
5	568	605	529	550	555	594	573	580	573	528	578	516	527	598	577	555	581	520	552	542	544	542	595	542
4	621	656	685	689	698	706	713	685	695	669	710	676	767	676	570	494	529	508	562	532	526	516	543	549
3	705	661	679	702	707	639	680	672	666	693	693	677	696	640	698	702	657	678	684	654	661	683	664	732
2	567	587	582	567	551	547	552	521	596	595	562	554	545	577	697	664	691	660	659	691	718	662	677	723
1	538	529	536	555	567	550	527	555	548	525	514	548	565	567	546	573	493	586	558	527	549	570	575	545
	910																							

Session Count by Hour



Device Analysis

100K
Total Devices

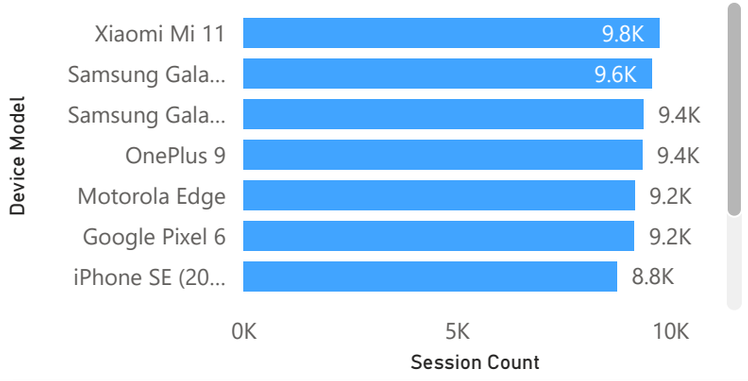
1.22
Avg Sessions Per Device

1.00
Avg Devices per User

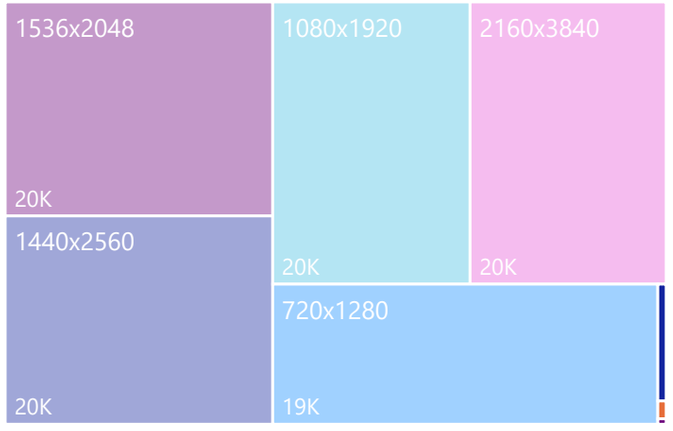
User Age Filter
15 89

Country Filter
- (Blank)
- Afghanistan
- Albania
- Algeria
- American Samoa

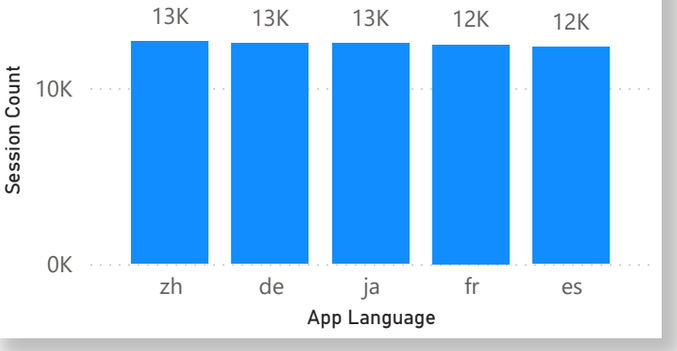
Top 10 Device Models Based on Number of Sessions



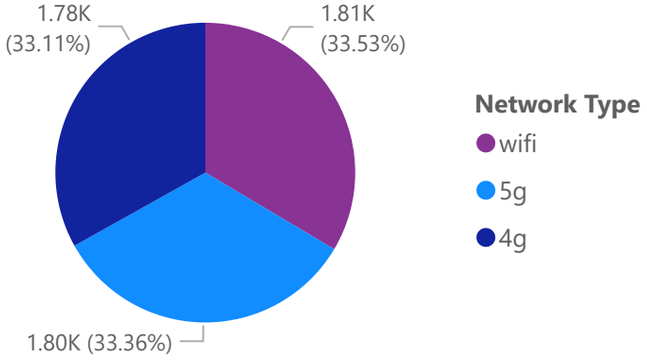
Session Count by Screen Resolation



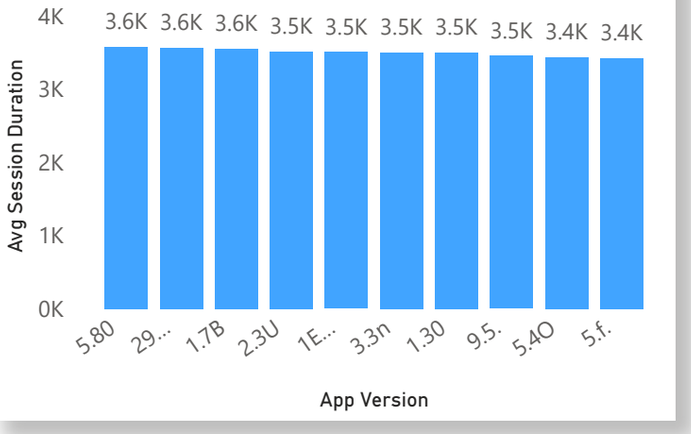
Session Count by App Language



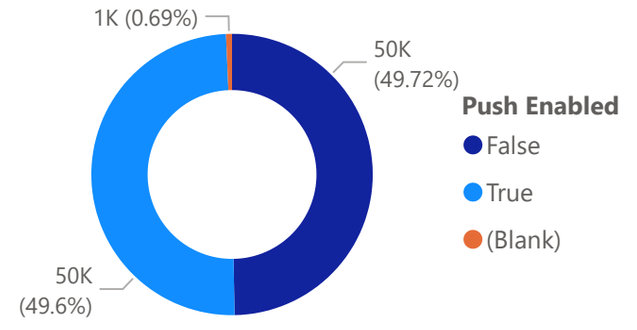
Avg Session Duration by Network Type



Avg Session Duration by App Version



Session Count by Push Enabled



User Analysis

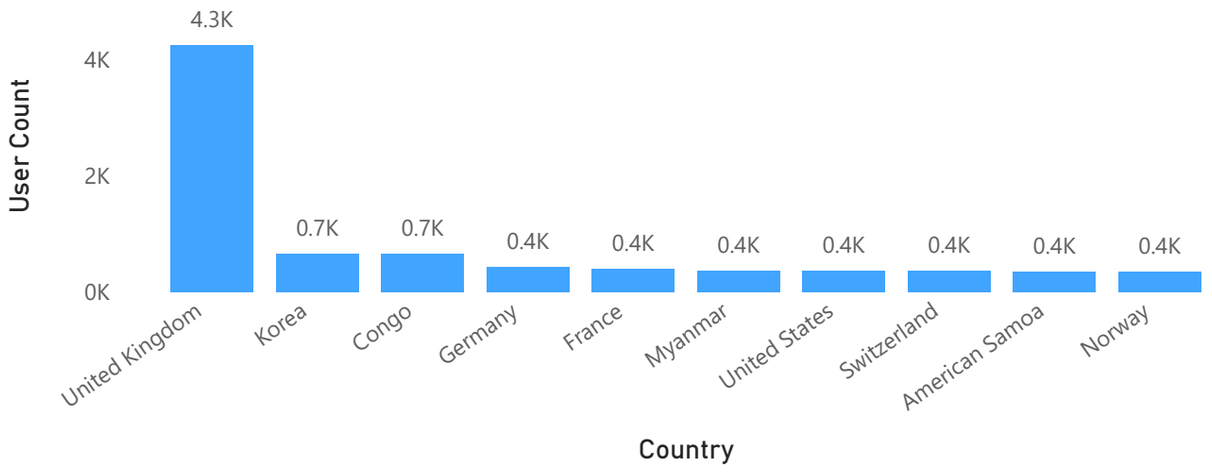
82K
Total Users

41K
Subscribed Users

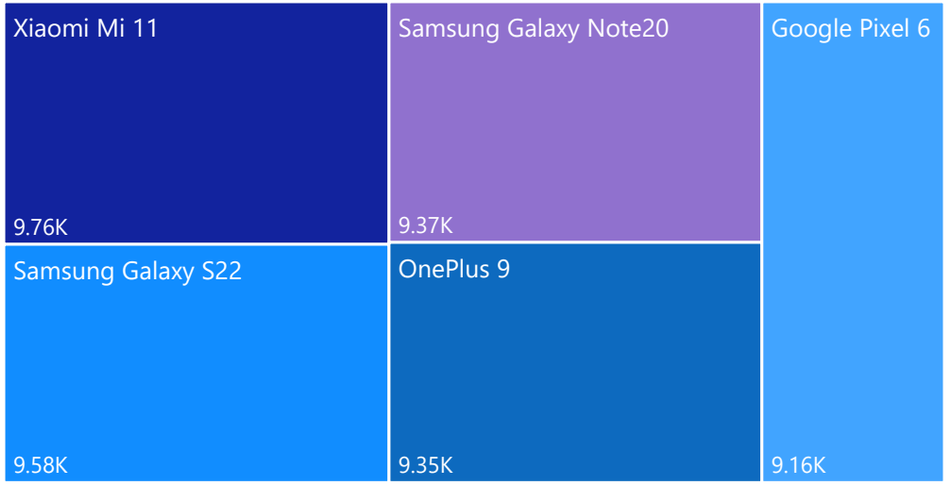
User Age Filter
15 89

Country Filter
- (Blank)
- Afghanistan
- Albania
- Algeria

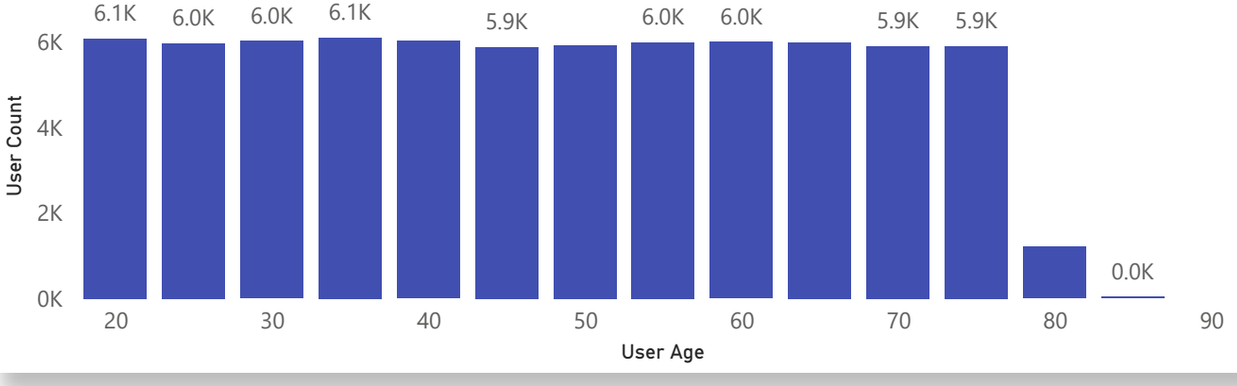
Top 5 countries with the highest number of users



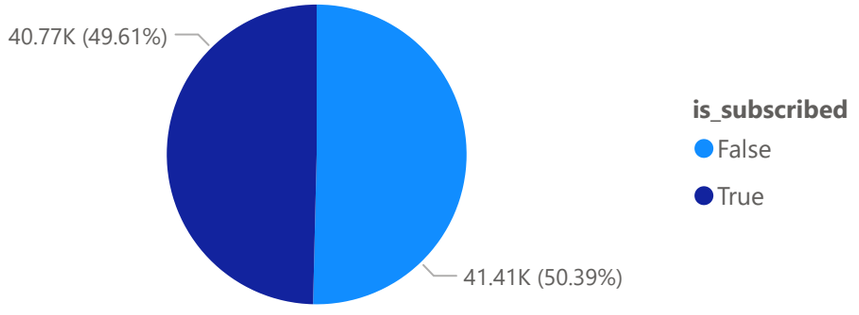
Top User Devices



User Count by User Age



Subscribed Vs Unsubscribed



Sales Analysis

9.70M	5.15M	25.90K	8082
Total Revenue	Total Quantity Sold	Invoice Count	Customer Count

0.32	199.02	118.03
Avg Frequency per Cust.	Avg Items per Invoice	Avg Monetary per Cust.

Date Filter

- (Blank)
- 2024
- 2025

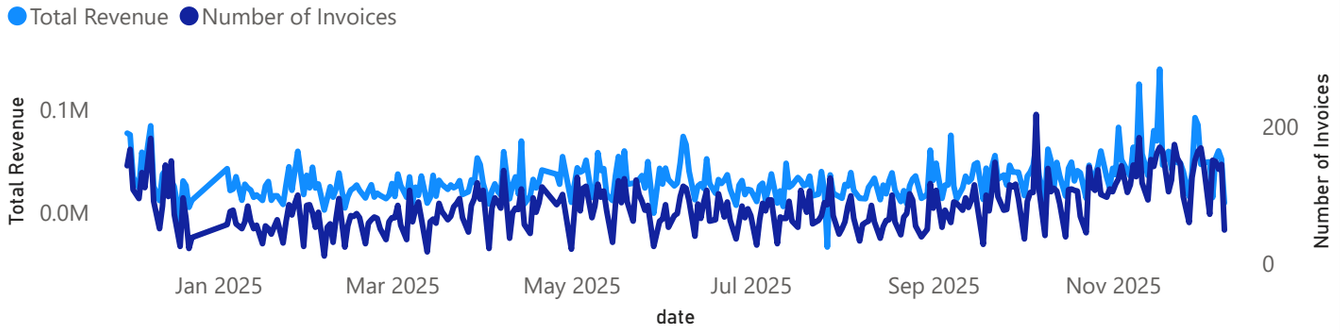
Country Filter

- (Blank)
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola

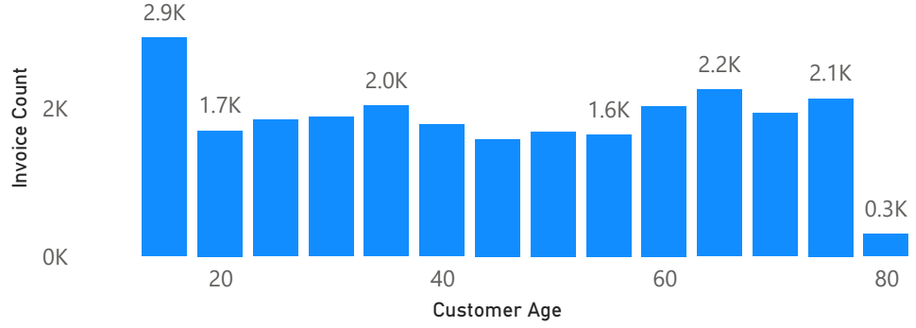
StockCode...

- (Blank)
- 10002
- 10080
- 10120
- 10123C
- 10123G
- 10124A

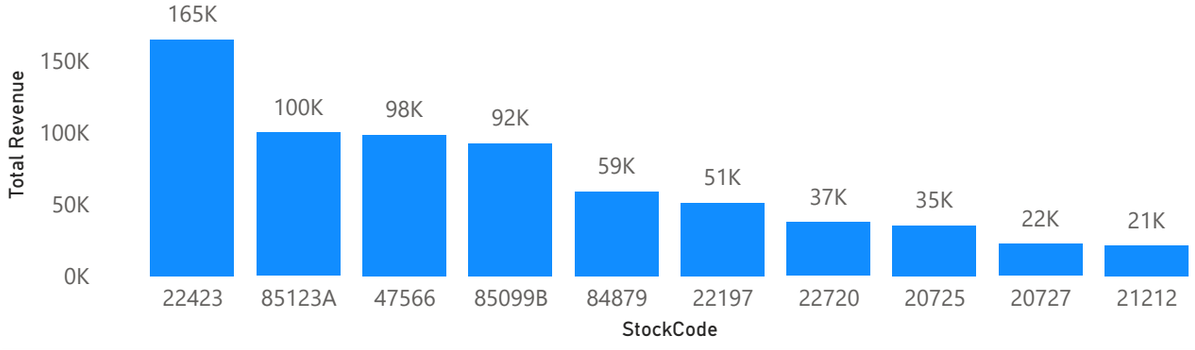
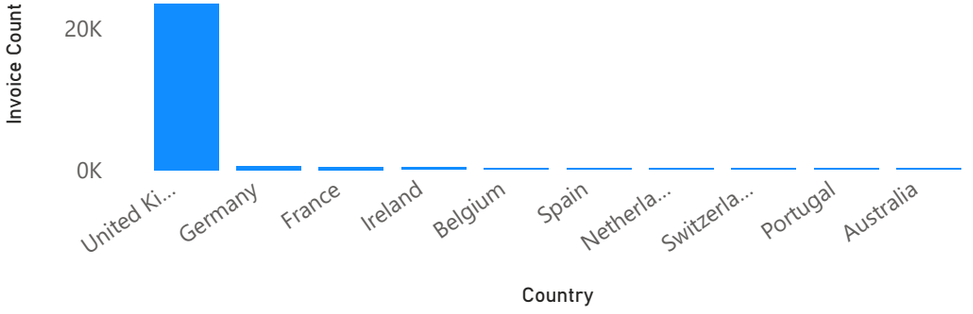
Total Revenue and Number of Invoices by date



Invoice Count by Customer Age



Top 10 Best Sellers by Revenue



Top 10 Best Seller Countries