



# GLOBAL ELECTRONICS RETAILER

Home

Sales(1)

Sales(2)

Customers

Products

Stores



# \$55.76M

Total Sales

# \$32.66M

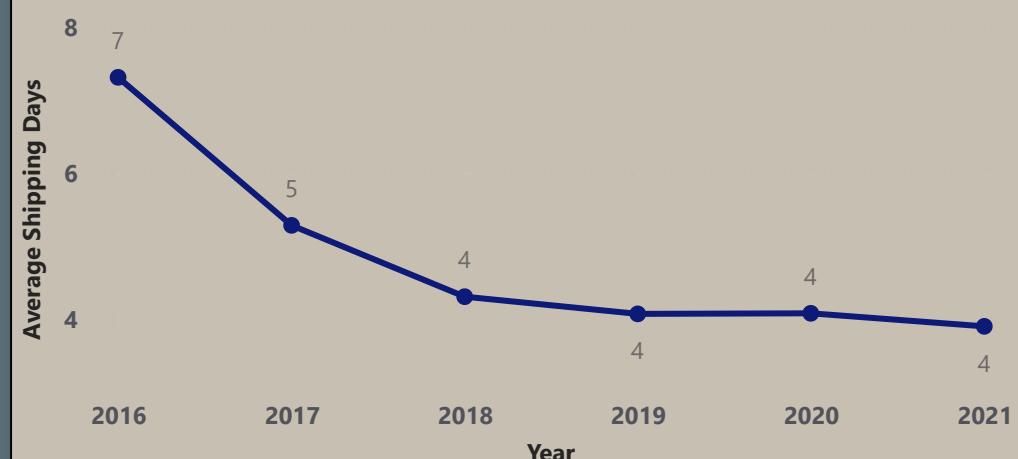
Total Profit

# 5

Average Shipping Days

- The Average Order Value was higher online than in-store in 2016, but this trend reversed in subsequent years.
- Average shipping days have steadily decreased year over year.

### Average Shipping Days Over Time



### AOV for Online vs In-Store



2016



Australia

2017



Canada

2018

2019

Home

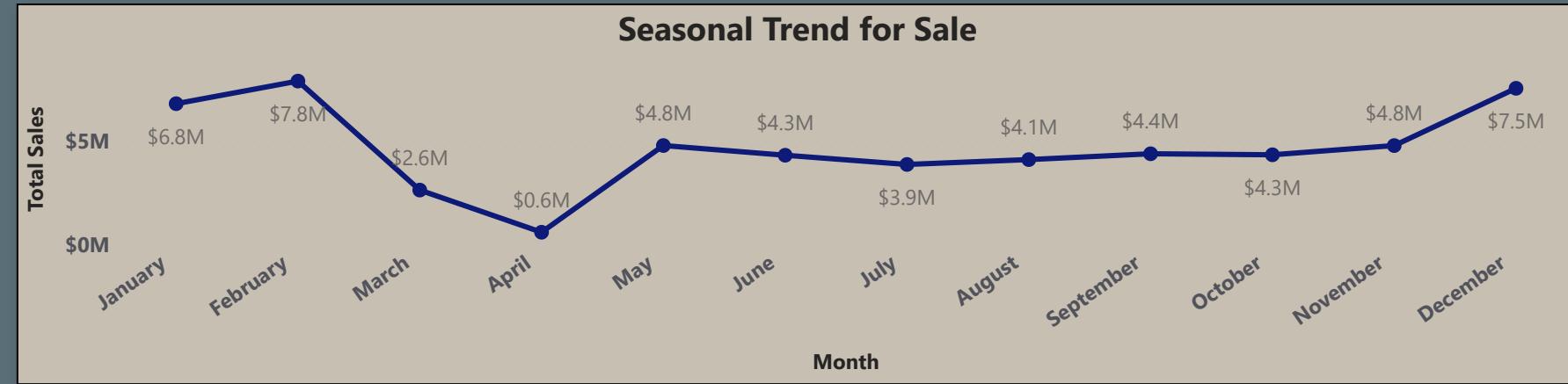
Sales(1)

Sales(2)

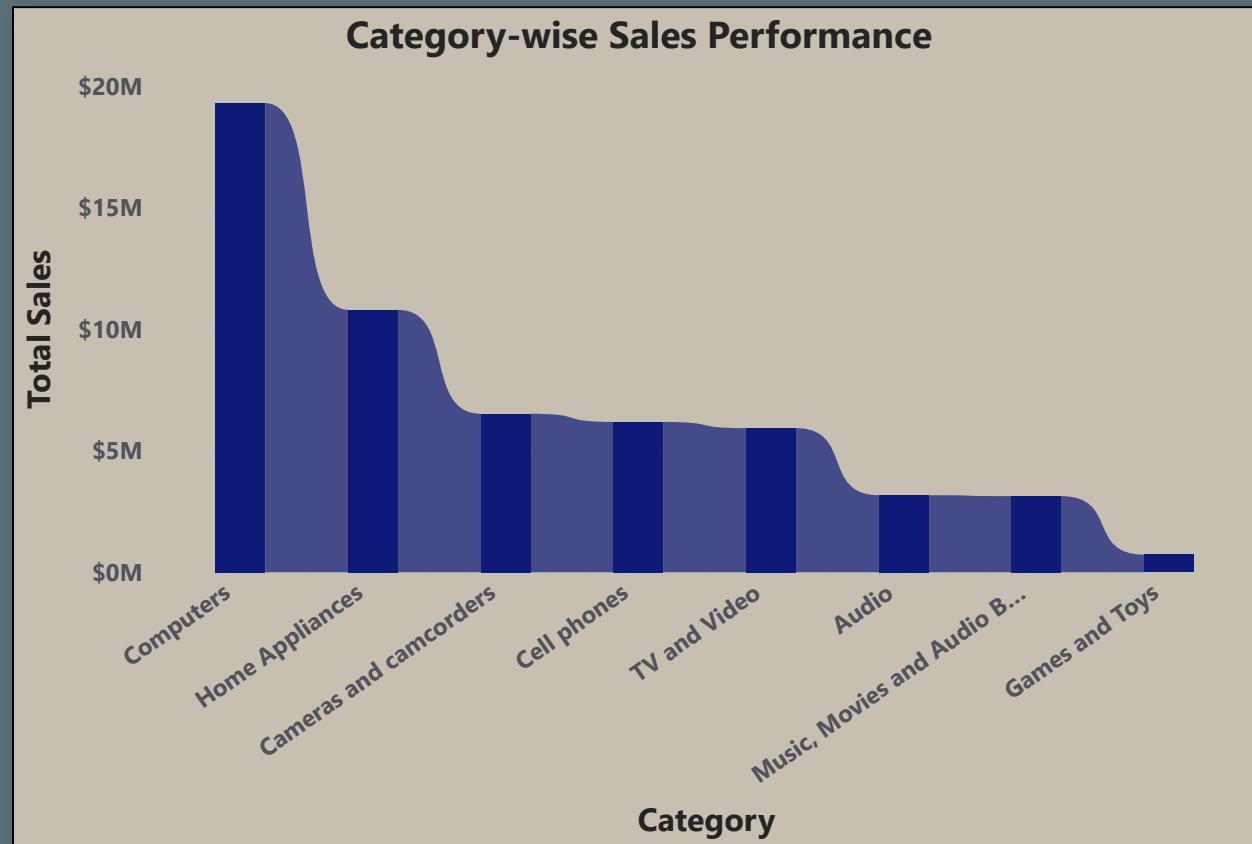
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- There is a seasonal trend in order volume, with a notable decline in April each year.
- Demand for various product categories has shifted over time.





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## CUSTOMERS

Dennis Weissmuller

Esin Holman

Gaspare Trevisan

Karen Jones

Matthew Flemming

Ollie Davis

Roy Le

Stefanie Hartmann

Stephan Rothstein

Zrina Topic



Australia



Canada



France

In-Store

Online

**15K**

Customer Count

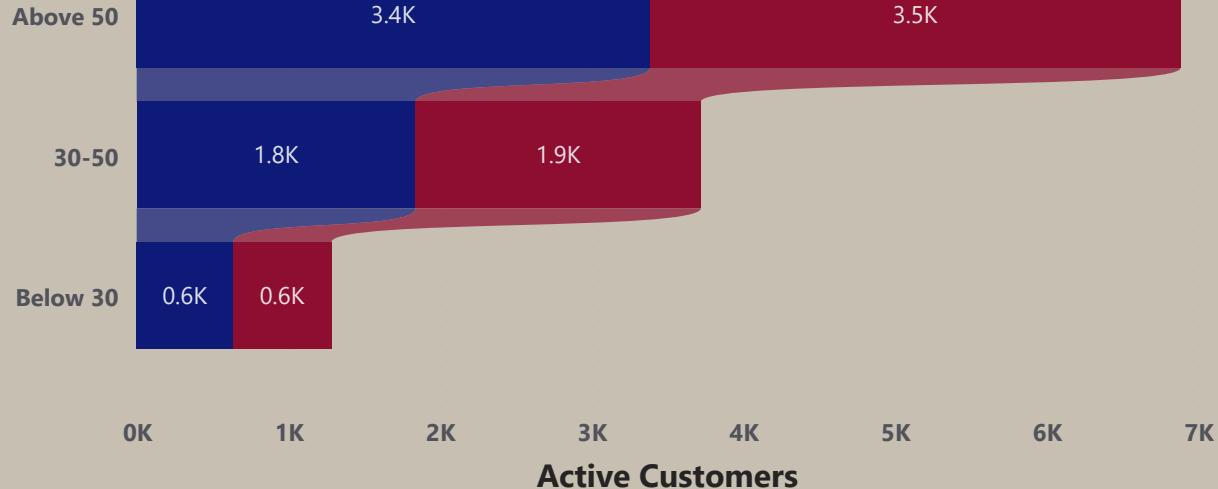
**12K**

Active Customers

Active Customers by Age Group and Gender

● Female ● Male

Above 50  
30-50  
Below 30





## POPULAR BRAND



### Top-Selling Products

Product Key	Quantity Sold
444	550
458	538
424	521
434	521
425	520
423	514
446	509
440	507
435	505
448	505
452	505

### Lowest-Selling Products

Product Key	Quantity Sold
2192	1
2196	1
2208	1
2243	1
2255	1
2262	1
2272	1
2302	1
2306	1
2431	1

### Top Profit-Generating Products

Product Key	Total Profit
444	\$3,37,986,00
416	\$3,11,663,95
428	\$3,10,368,05
422	\$2,99,352,90
433	\$2,92,225,45
455	\$2,83,908,24
450	\$2,82,679,20
147	\$2,63,727,12
146	\$2,50,152,93
438	\$2,40,891,84

### Lowest Profit-Generating Products

Product Key	Total Profit
921	\$7.52
926	\$7.84
2445	\$9.80
922	\$10.81
919	\$12.69
2431	\$14.26
2439	\$14.70
920	\$15.04
923	\$17.64
924	\$18.62

**NOT SOLD**

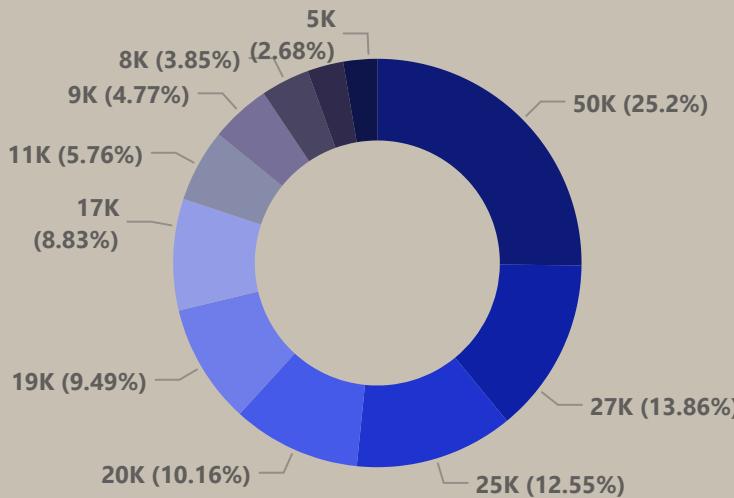
### Product Key

2251	274
2274	1885
2277	2190
2280	2191
2282	2193
2295	2211
2320	2212
2328	2214
2330	2219
2332	2220
2333	2230
2343	2234

# 2517

Product Count

## Total Units Sold Across Brands



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