All

Total Revenue
$243.85K
▲ 1.42% MoM

Total Orders
250
▲ 2.46% MoM

Units Sold
714
▲ 3.03% MoM

Average Order Value
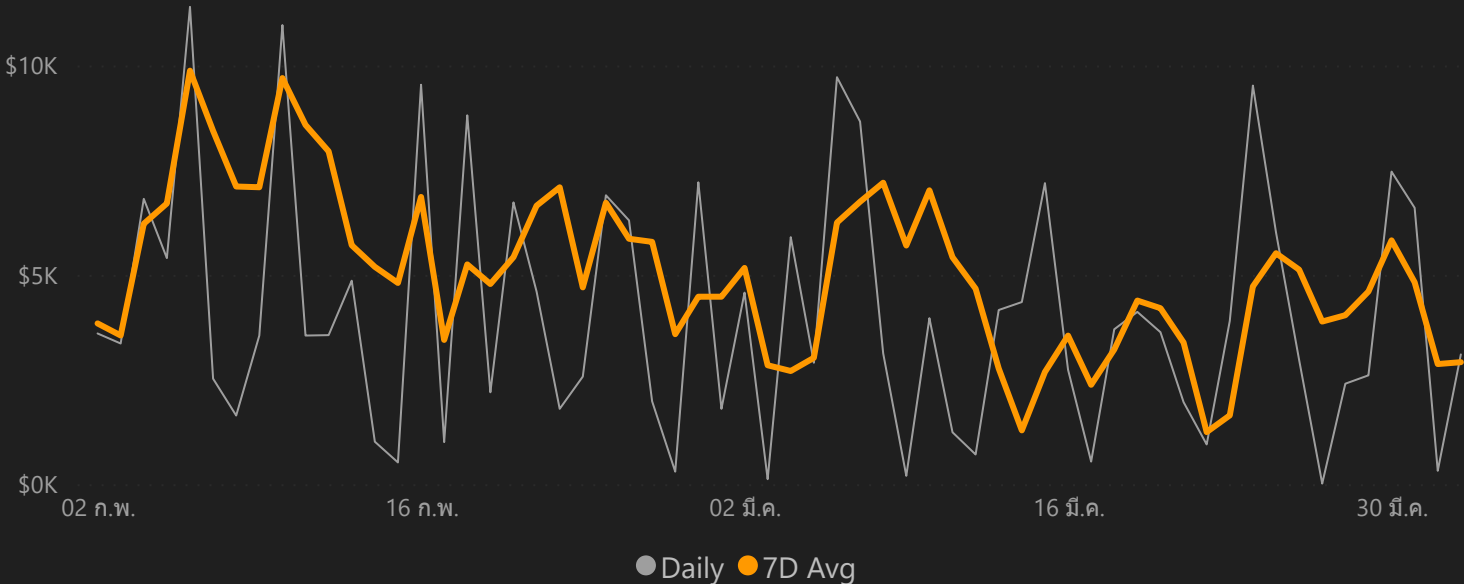975.38
▼ -1.01% MoM
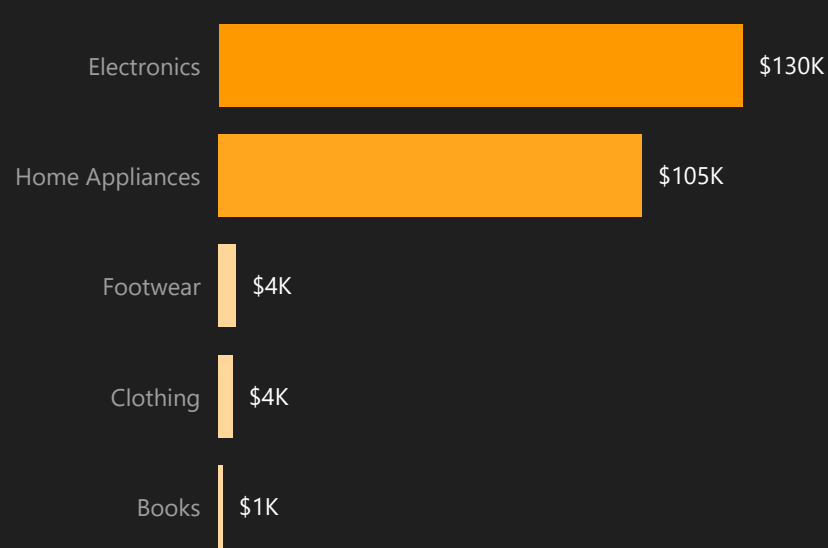
Cancellation Rate
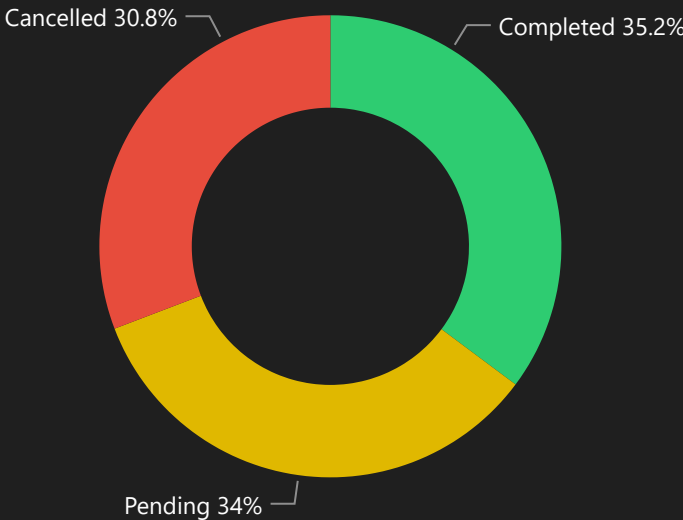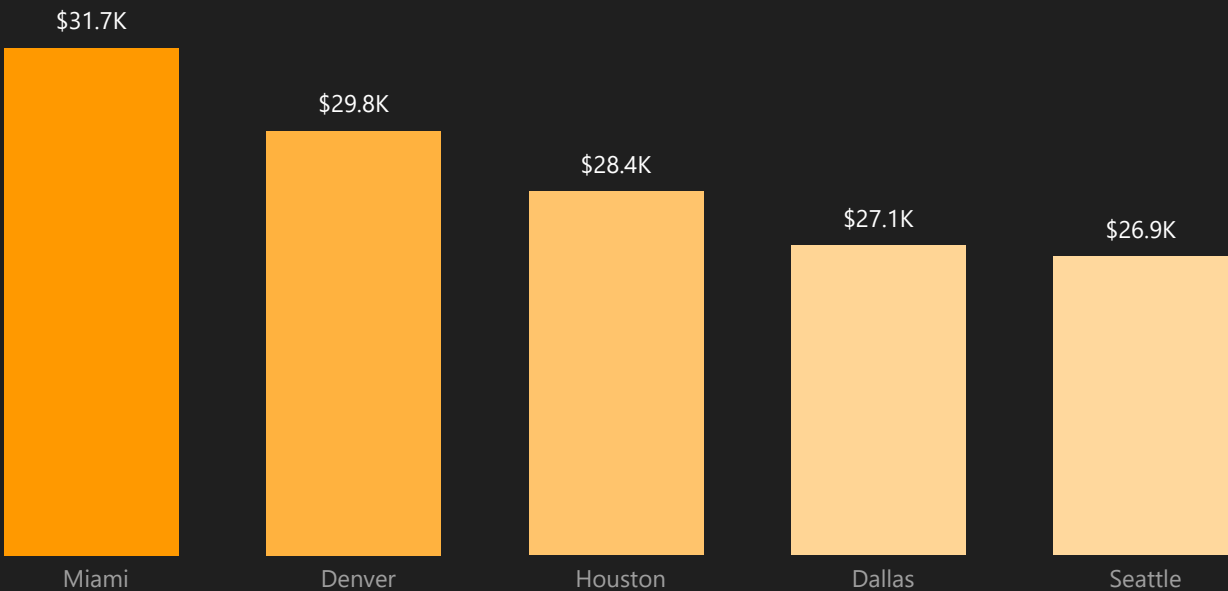30.8%
🔴 Critical

Revenue Performance Over Time

$10K
$5K
$0K
02 ก.พ. | 16 ก.พ. | 02 มี.ค. | 16 มี.ค. | 30 มี.ค.

● Daily ● 7D Avg

Revenue by Category

Category	Value
Electronics	$130K
Home Appliances	$105K
Footwear	$4K
Clothing	$4K
Books	$1K

Order Status Distribution

Cancelled 30.8%
Completed 35.2%
Pending 34%

Top 5 Revenue by Location

Location	Revenue
Miami	$31.7K
Denver	$29.8K
Houston	$28.4K
Dallas	$27.1K
Seattle	$26.9K

Cancellation Rate by Payment

Payment	Rate
Gift Card	42.9%
Debit Card	37.7%
Credit Card	29.6%
PayPal	26.7%
Amazon Pay	17.1%
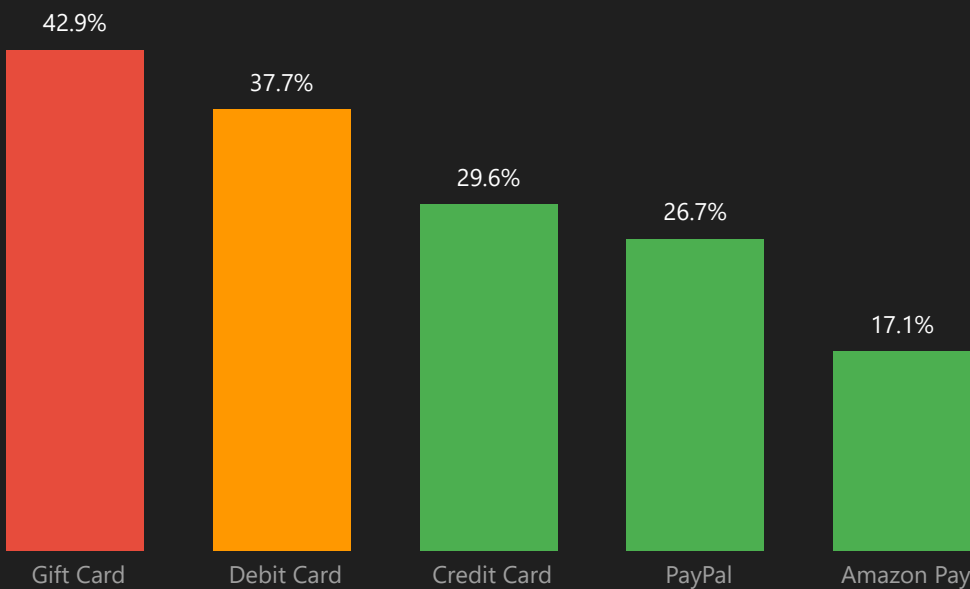
Cancellation Rate by Category

Category	Rate
Home Appliances	40.0%
Clothing	32.5%
Footwear	29.6%
Books	28.0%
Electronics	28.0%
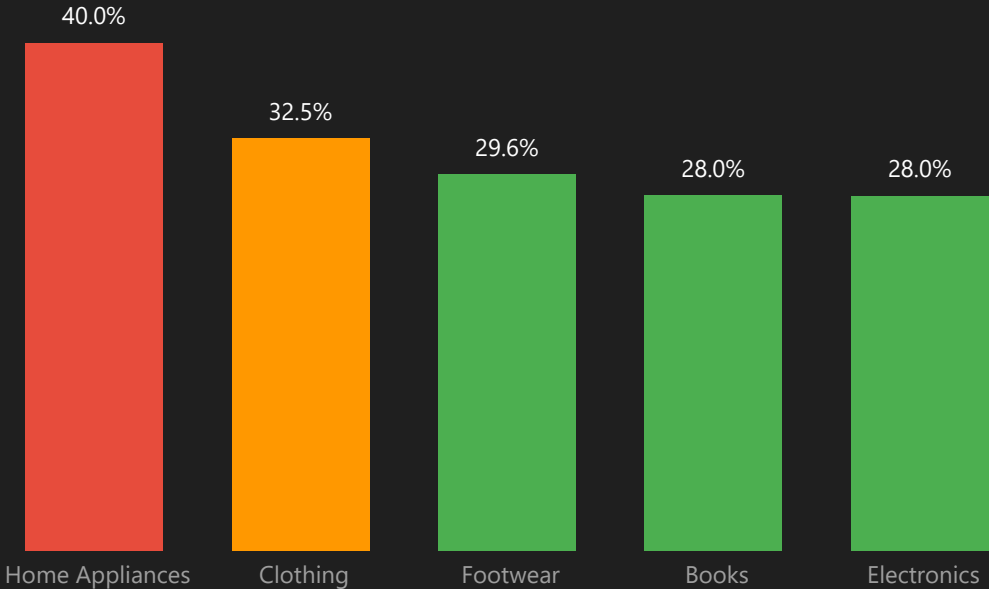
Cancellation Root Cause Analysis

Category	Amazon Pay	Credit Card	Debit Card	Gift Card	PayPal	Total
Books	11.1% 🟢	16.7% 🟢	40.0% 🔴	75.0% 🔴		**28.0%**
Clothing	20.0% 🟢	20.0% 🟢	45.5% 🔴	80.0% 🔴	11.1% 🟢	**32.5%**
Electronics	20.0% 🟢	40.9% 🔴	33.3% 🔴	16.7% 🟢	25.8% 🟡	**28.0%**
Footwear	25.0% 🟡	16.7% 🟢	60.0% 🔴	33.3% 🔴	16.7% 🟢	**29.6%**
Home Appliances		30.0% 🟡	20.0% 🟢	66.7% 🔴	46.2% 🔴	**40.0%**

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.