

Average Order Value

937.58

Year

2015

2020

Customer Gender

(Blank)

F

Customer Age

17

87

Customer Gender

All

Customer Gender

(Blank)

Delivered

Ecommerce Dashboard

Average Rating



Total Return Orders

31K

No.of Products

45

Total Revenue

\$106M

Average Shipping Fee

11.50

Total Customer

113K

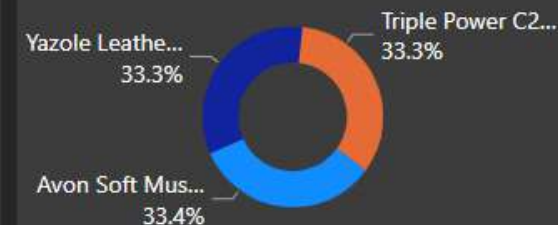
Sales Performance by Product Category



Sales Performance by Sub-Category



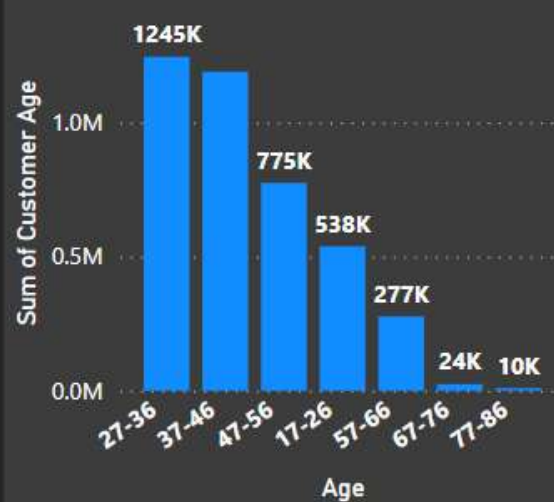
Sales Performance by Product



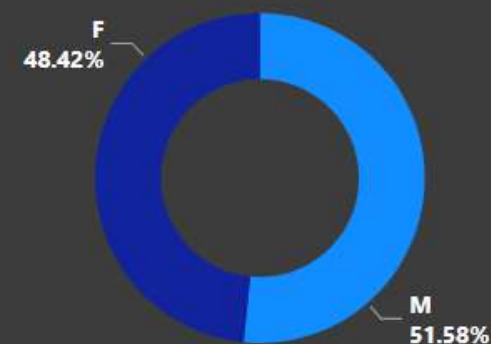
Total Customer by Month & Year



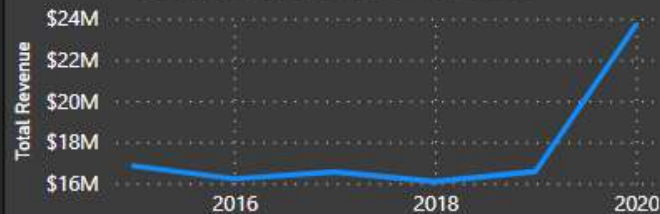
Total Customer by Age



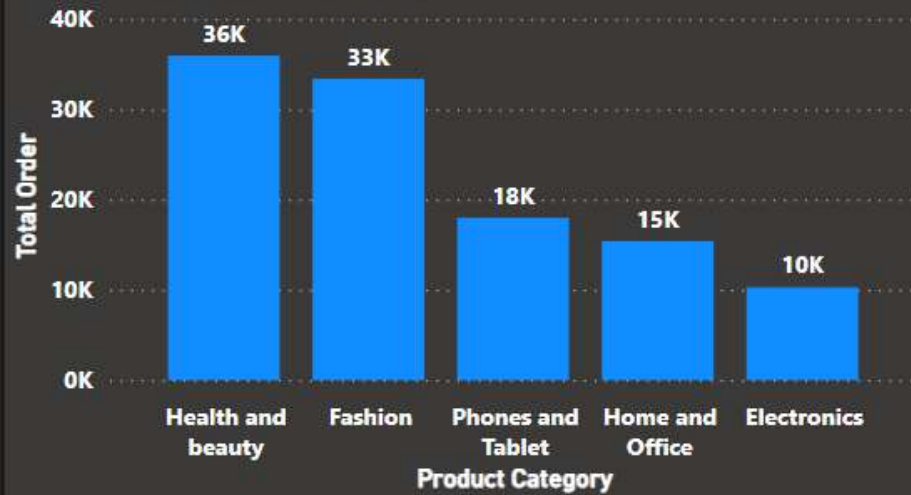
Total Customer by Gender



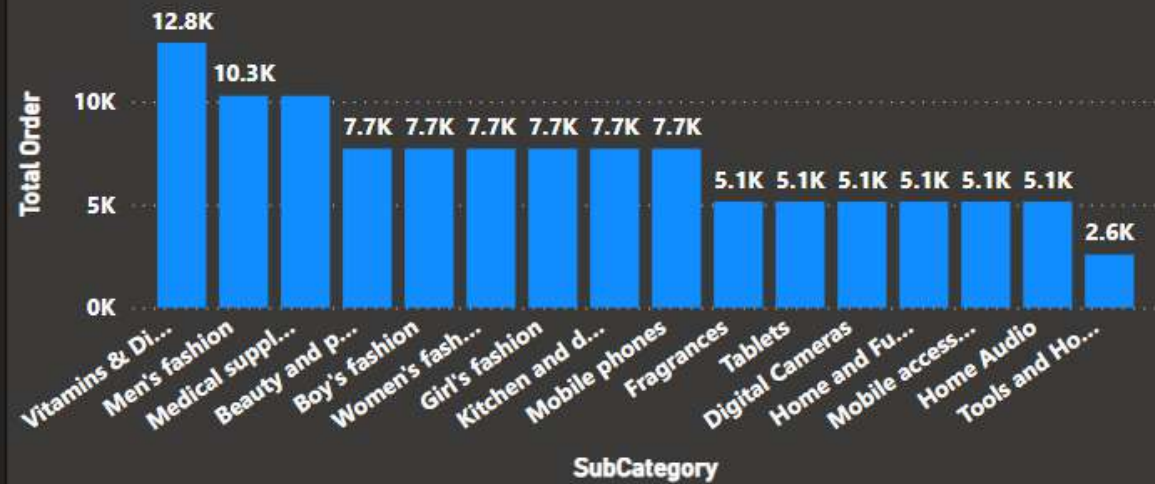
Total Revenue by Year & Month



Total Order by Product Category



Total Order by Sub-Category



Count of Product by Month1



Total Revenue by Product



Revenue by Location

Greater Accra ▲ 25.25% Ashanti ▲ 21.09% Western ▲ 15.51% Weija ▲ 12.10% Upper West ▲ 5.0%