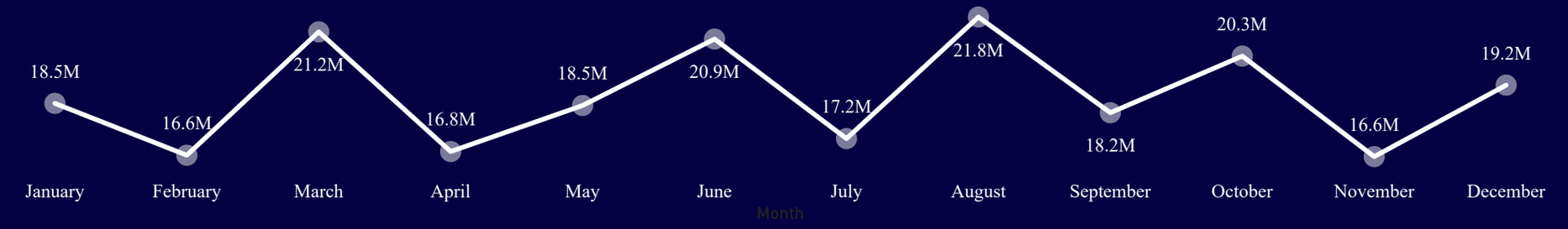
# EXECUTIVE SUMMARY DASHBOARD

Product Performance | Customer Analysis | Trends & Geography

## MONTHLY REVENUE TREND




Payment Method: All

Category: All

## TOTAL REVENUE

2,25,803K

## TOTAL TRANSACTIONS

24

## AVERAGE ORDER VALUE

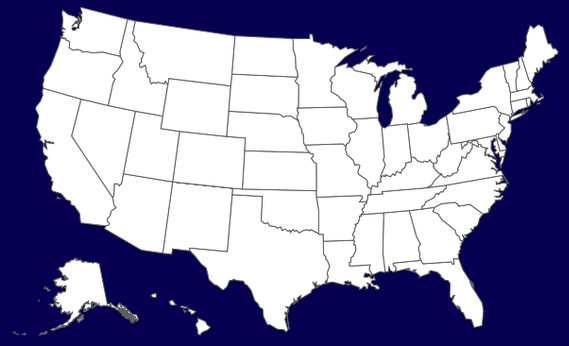
362K

## TOTAL PROFIT MARGIN %

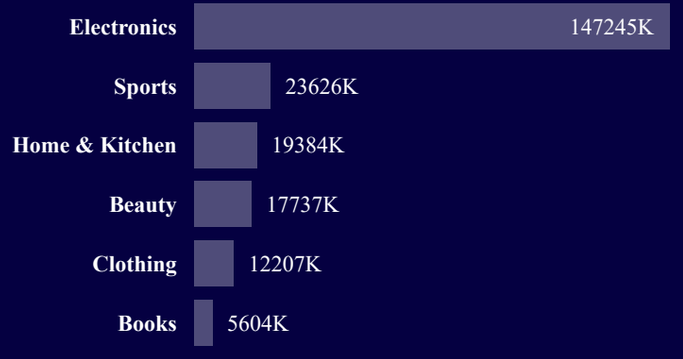
57,484K

## SALES BY STATE

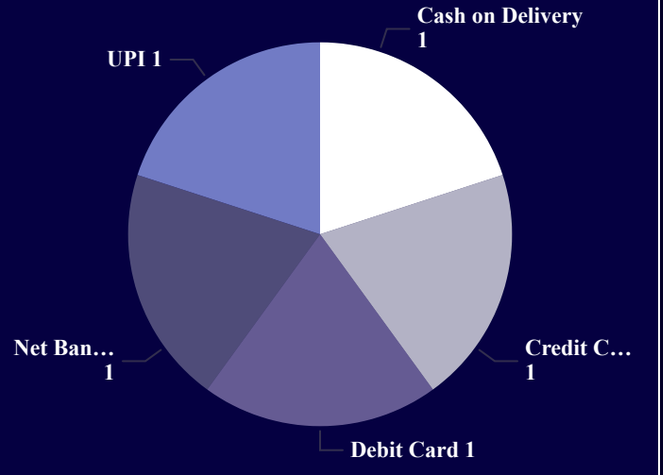
**Total Revenue** High Revenue Low revenue



## TOP 5 CATEGORIES BY REVENUE

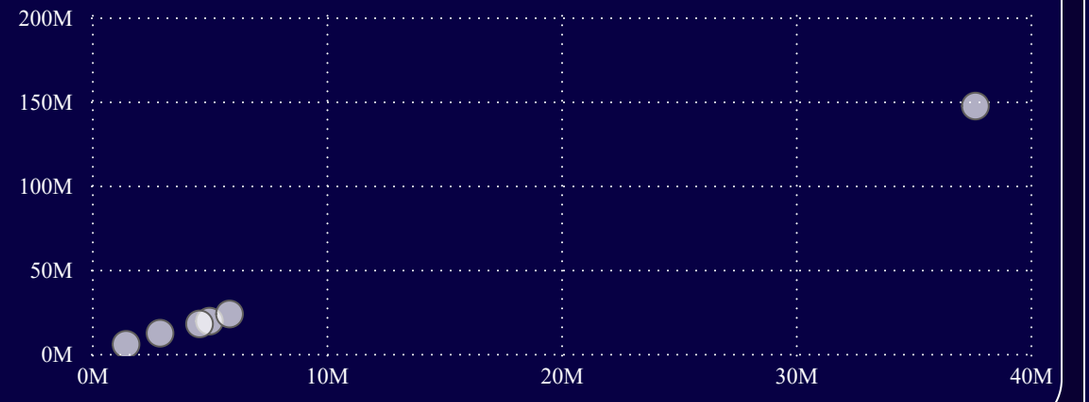



## Payment Method Distribution

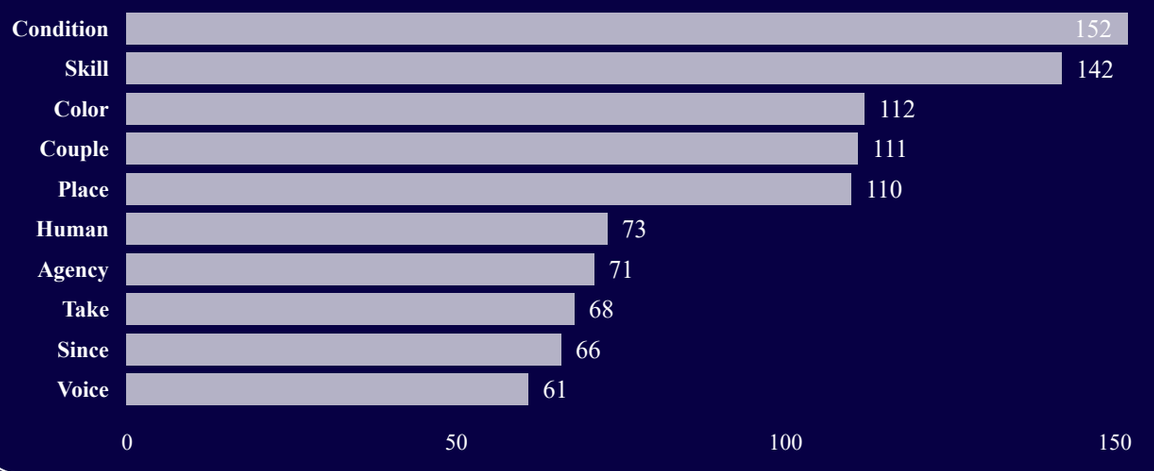


# PRODUCT PERFORMANCE

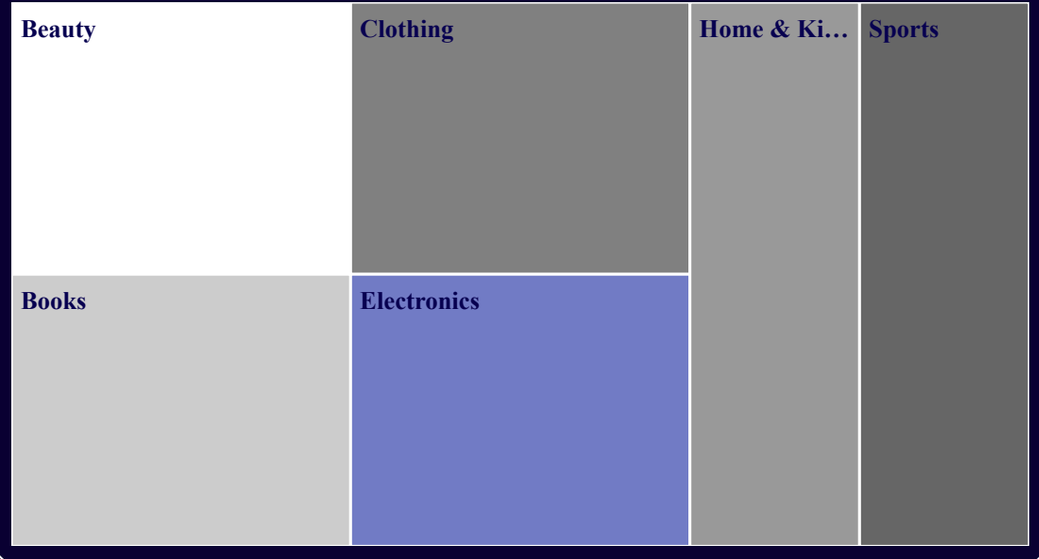
## PRICE VS PROFIT ANALYSIS




## TOP 10 PRODUCTS




## CATEGORIES AND SUB CATEGORIES

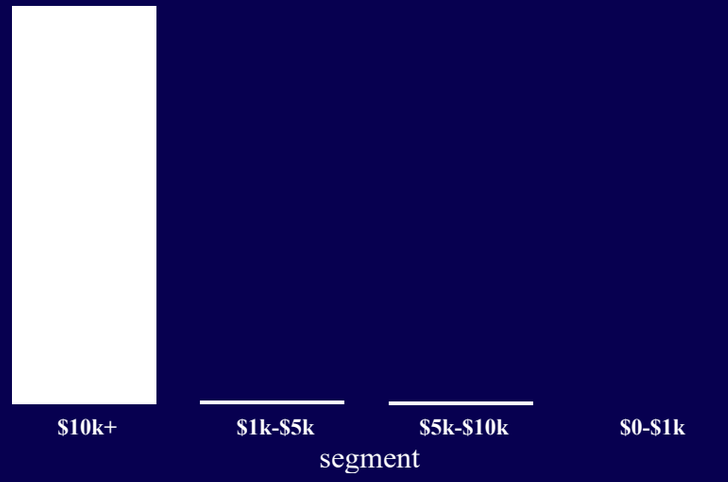



## PRODUCTS METRICS TABLE

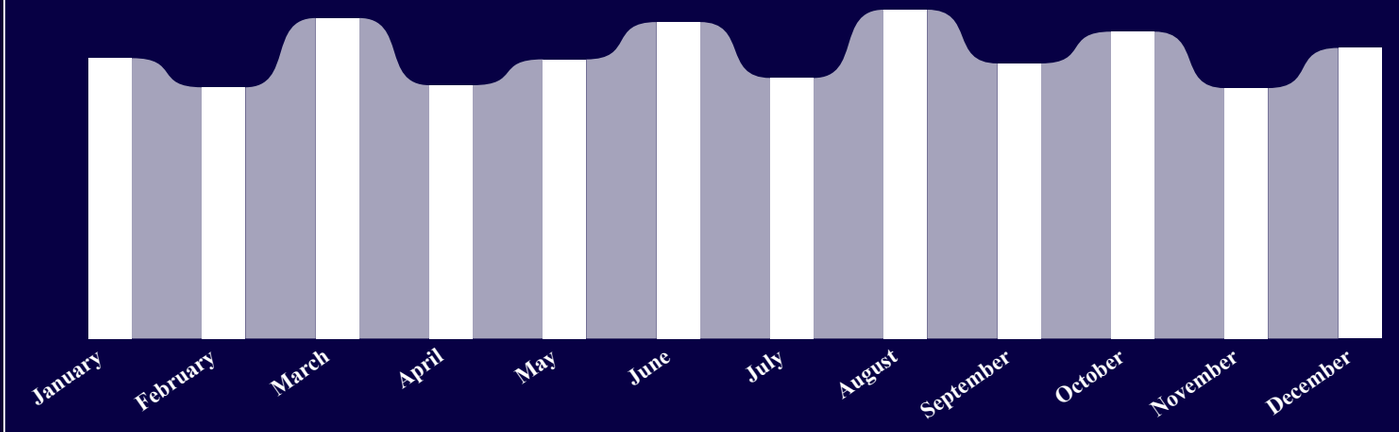
| category | Sum of profit_margin | Sum of revenue | Count of units_sold | Sum of total_prof |
|---|---|---|---|---|
| Electronics | 2,227.87 | 14,72,44,841.42 | 86 | 3,76,52,706.5 |
| Books | 2,198.49 | 56,04,286.99 | 85 | 14,58,304.3 |
| Sports | 2,083.48 | 2,36,26,371.39 | 85 | 58,66,377.5 |
| Beauty | 2,090.06 | 1,77,36,650.36 | 82 | 45,89,916.7 |
| Clothing | 1,811.81 | 1,22,07,254.84 | 77 | 29,06,119.1 |
| Home & Kitchen | 1,674.09 | 1,90,17,861.51 | 65 | 49,12,390.8 |

# CUSTOMER ANALYTICS

## CUSTOMER SEGMENTS



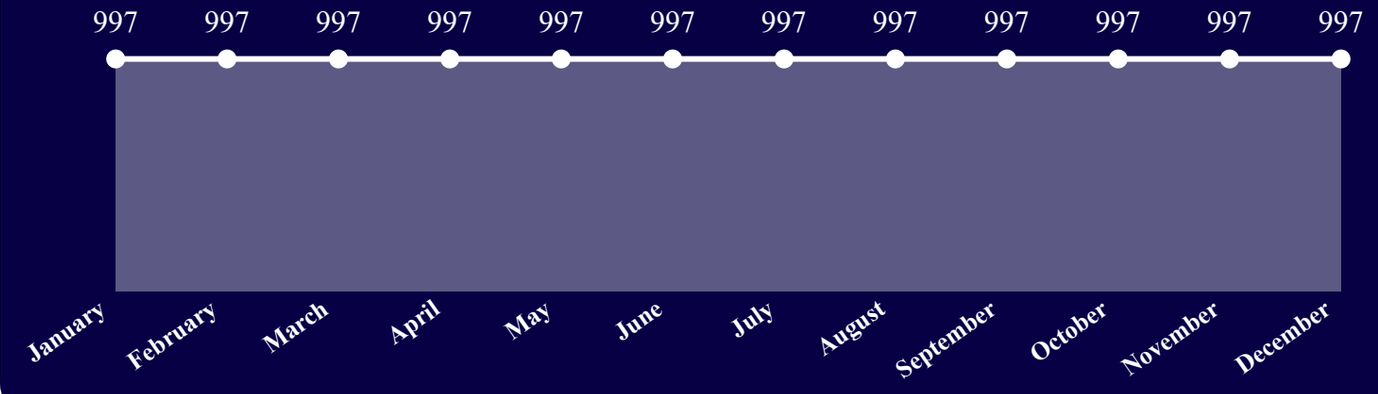

## CUSTOMER PURCHASE PATTERNS




## TOP 10 CUSTOMERS

| segment | Sum of total_customers | Average of avg_transaction_value | Sum of total_revenue |
|---|---|---|---|
| $0-$1k | 997 | | 22,58,03,303.41 |
| $1k-$5k | 997 | 3,466.19 | 22,58,03,303.41 |
| $5k-$10k | 997 | 7,185.45 | 22,58,03,303.41 |
| $10k+ | 997 | 2,29,862.81 | 22,58,03,303.41 |

## CUSTOMER ACQUISTION



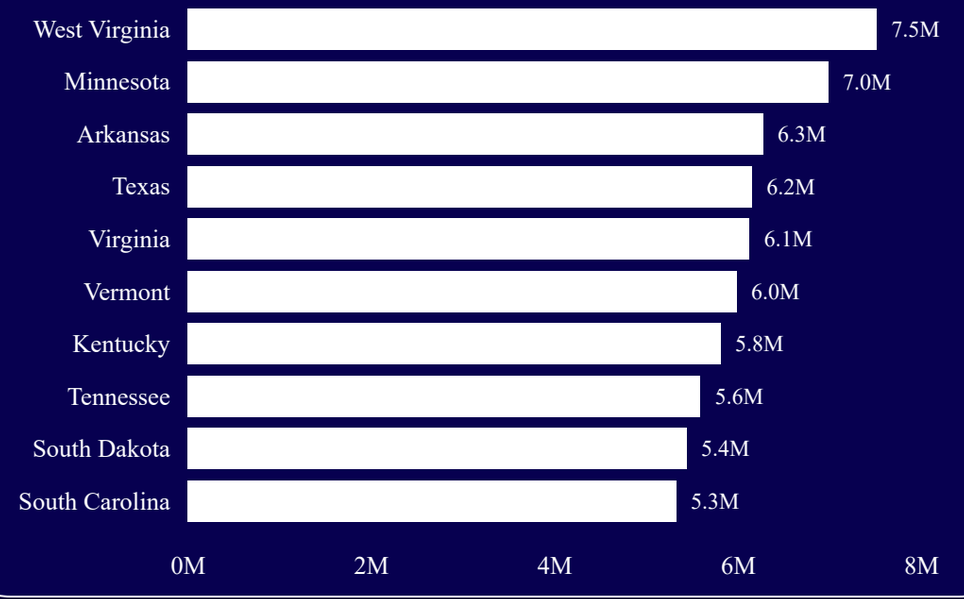
# TRENDS AND GEOGRAPHY

⚠ This visual type is being retired soon. Contact your admin to upgrade.

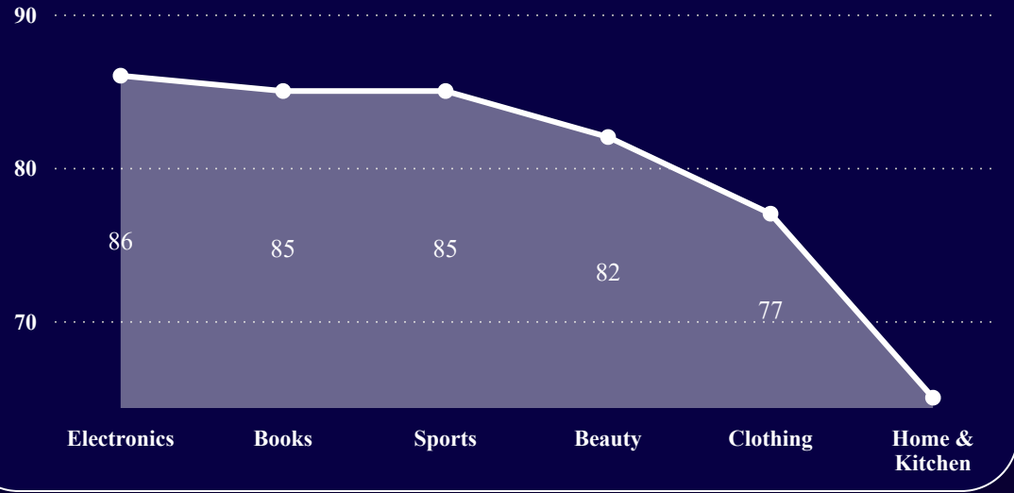
## STATE WISE REVENUE

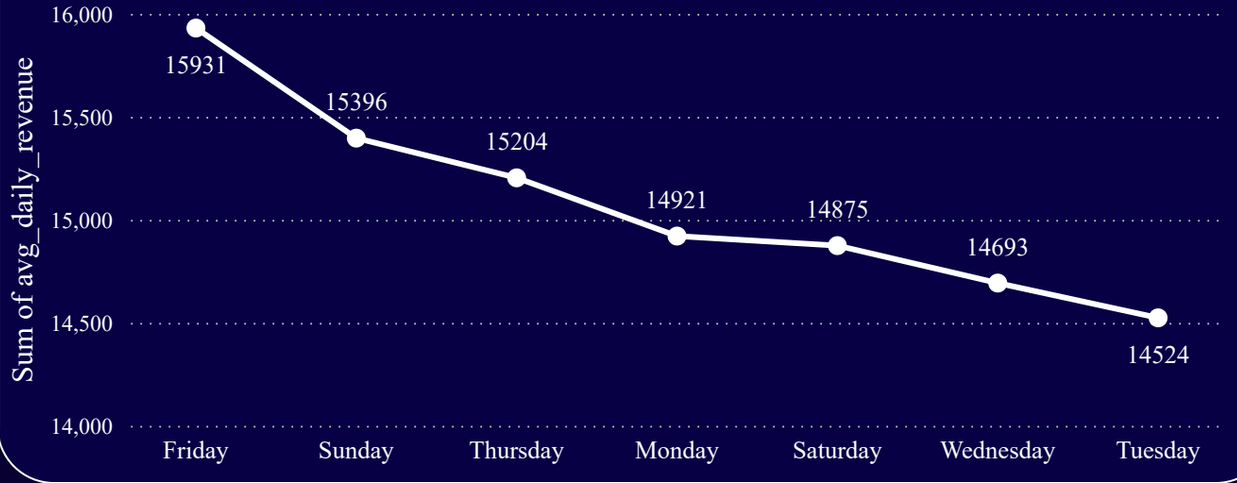
**REVENUE** High Revenue Low revenue

## TOP 10 STATES




## CATEGORY REVENUE TREND




## DAY OF WEEK ANALYSIS