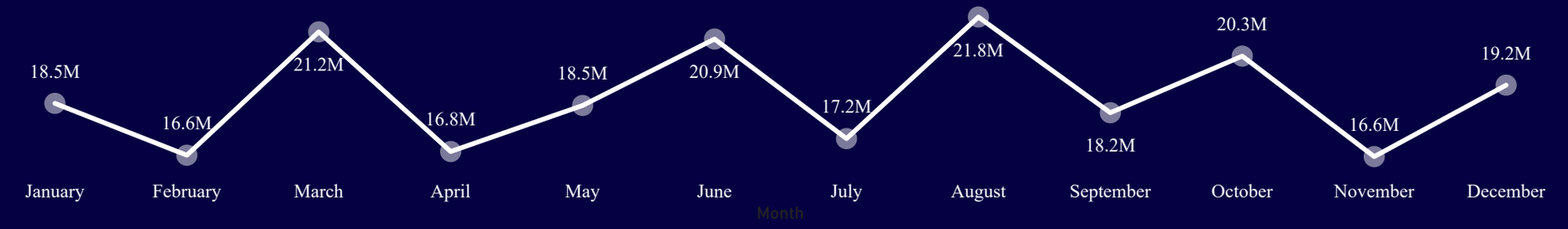
EXECUTIVE SUMMARY DASHBOARD

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

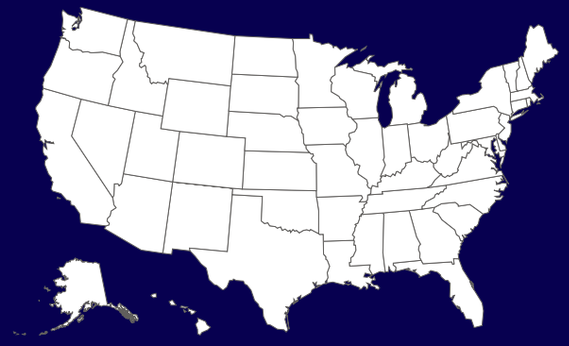
362K

TOTAL PROFIT MARGIN %

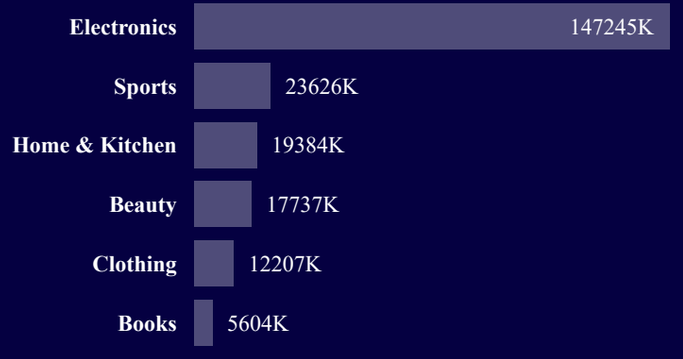
57,484K

SALES BY STATE

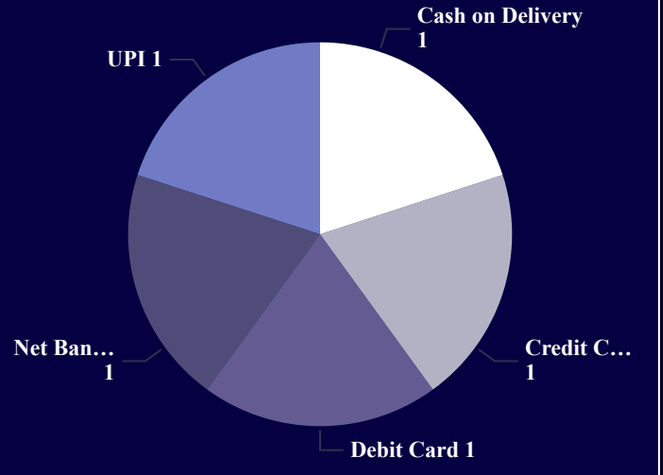
Total Revenue High Revenue Low revenue



TOP 5 CATEGORIES BY REVENUE

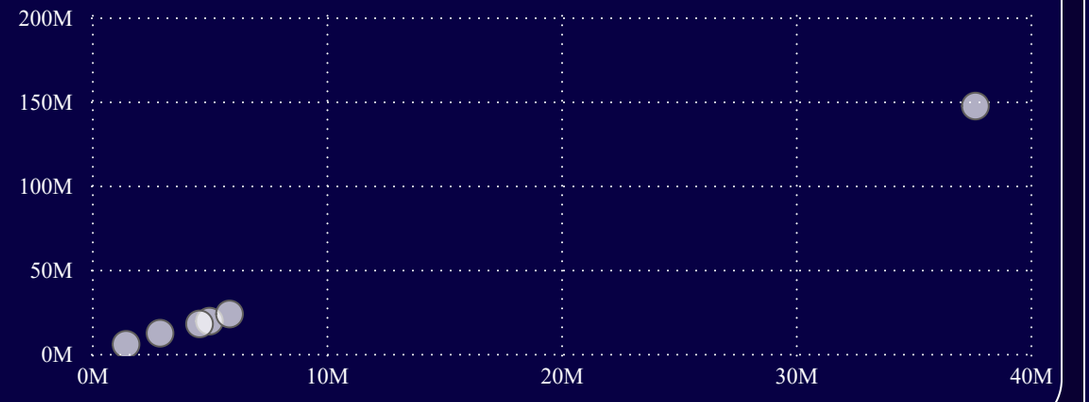


Payment Method Distribution

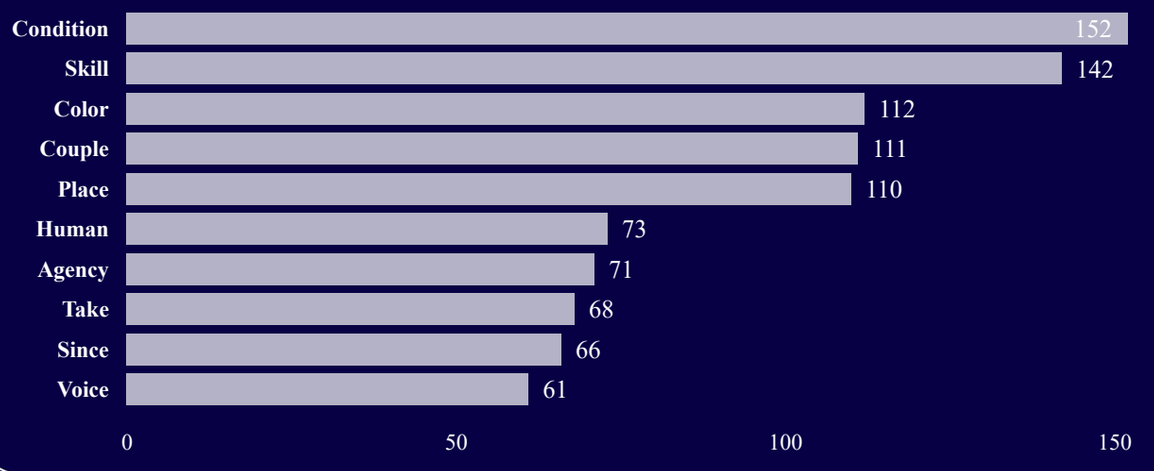


PRODUCT PERFORMANCE

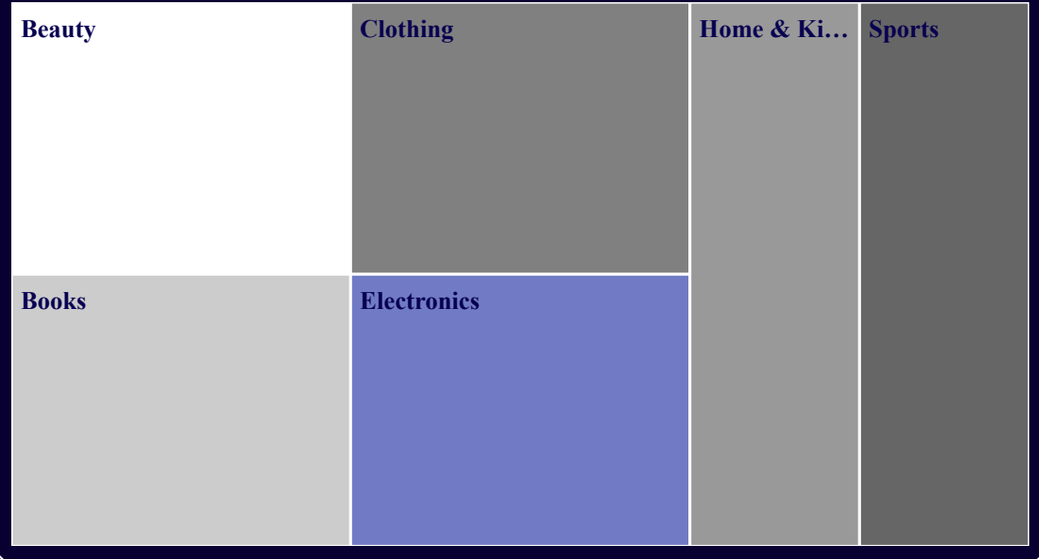
PRICE VS PROFIT ANALYSIS



TOP 10 PRODUCTS



CATEGORIES AND SUB CATEGORIES

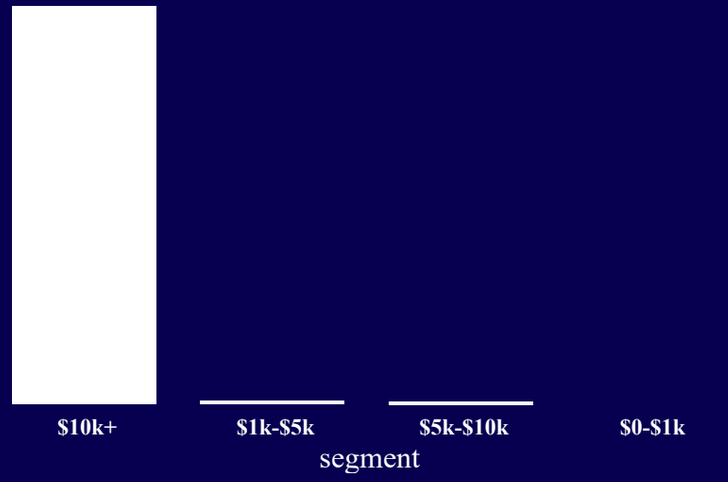


PRODUCTS METRICS TABLE

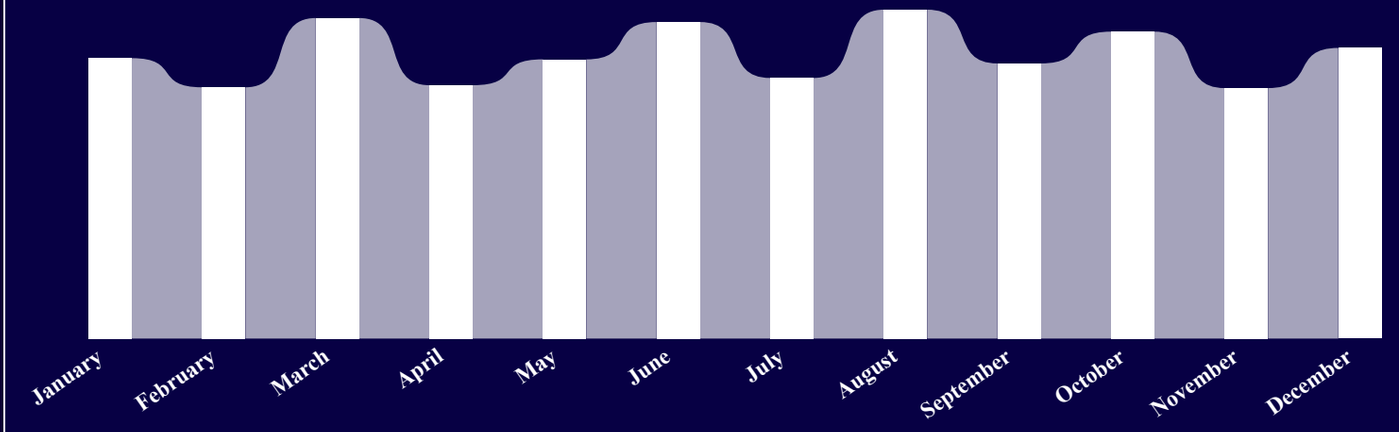
category	Sum of profit_margin	Sum of revenue	Count of units_sold	Sum of total_prof
Electronics	2,227.87	14,72,44,841.42	86	3,76,52,706.5
Books	2,198.49	56,04,286.99	85	14,58,304.3
Sports	2,083.48	2,36,26,371.39	85	58,66,377.5
Beauty	2,090.06	1,77,36,650.36	82	45,89,916.7
Clothing	1,811.81	1,22,07,254.84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

CUSTOMER ANALYTICS

CUSTOMER SEGMENTS



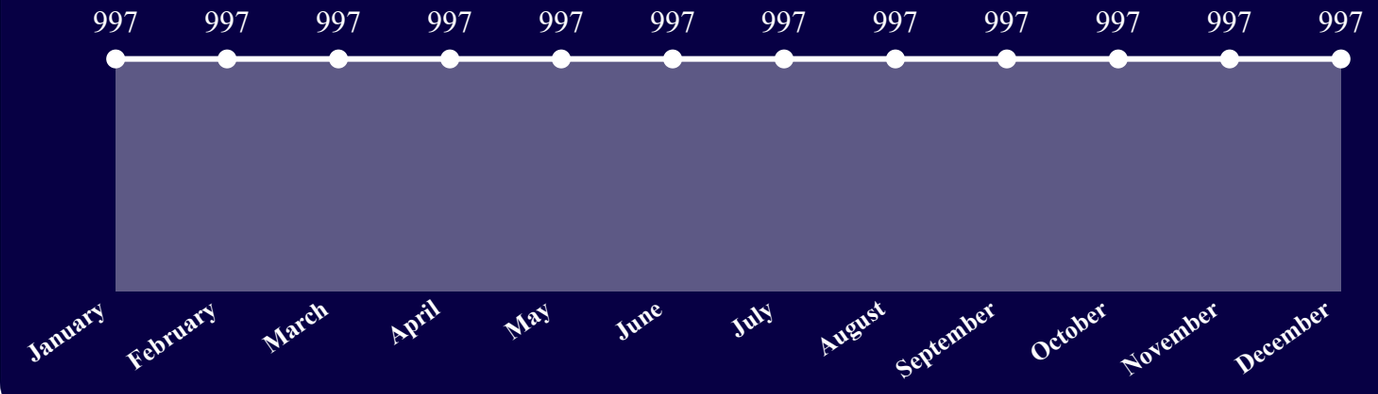
CUSTOMER PURCHASE PATTERNS



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

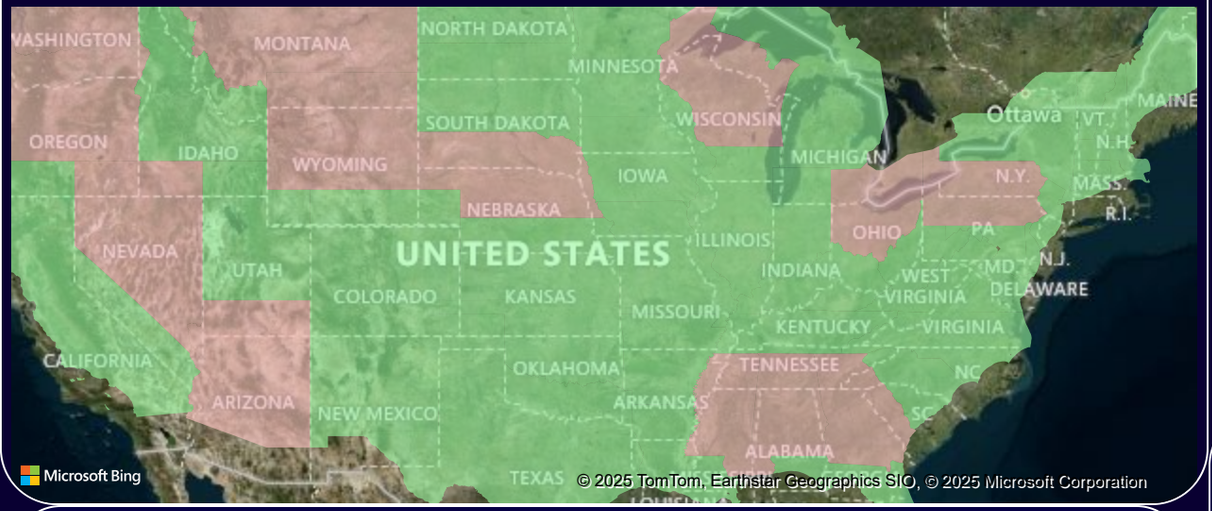


TRENDS AND GEOGRAPHY

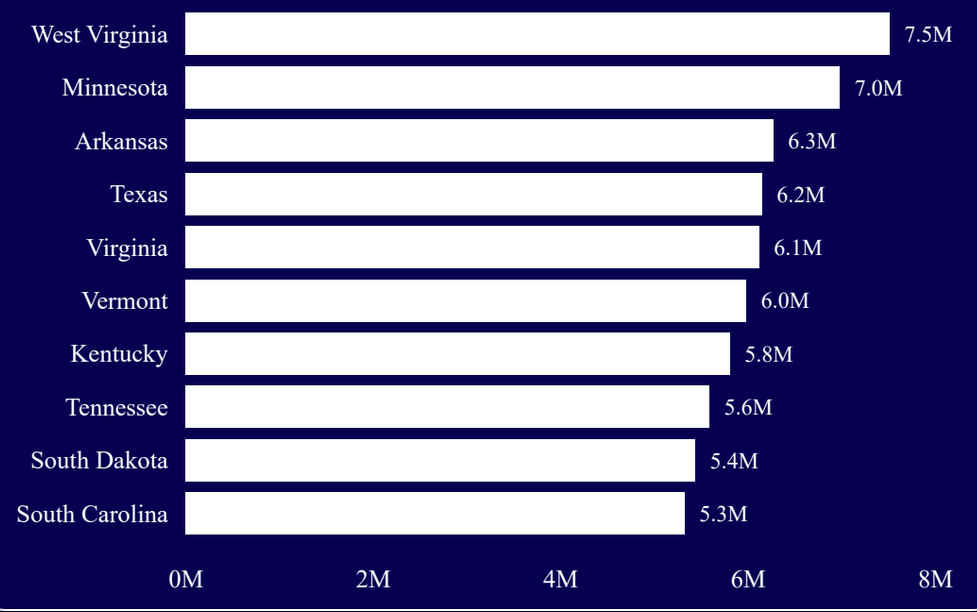
⚠ This visual type is being retired soon. Contact your admin to upgrade.

STATE WISE REVENUE

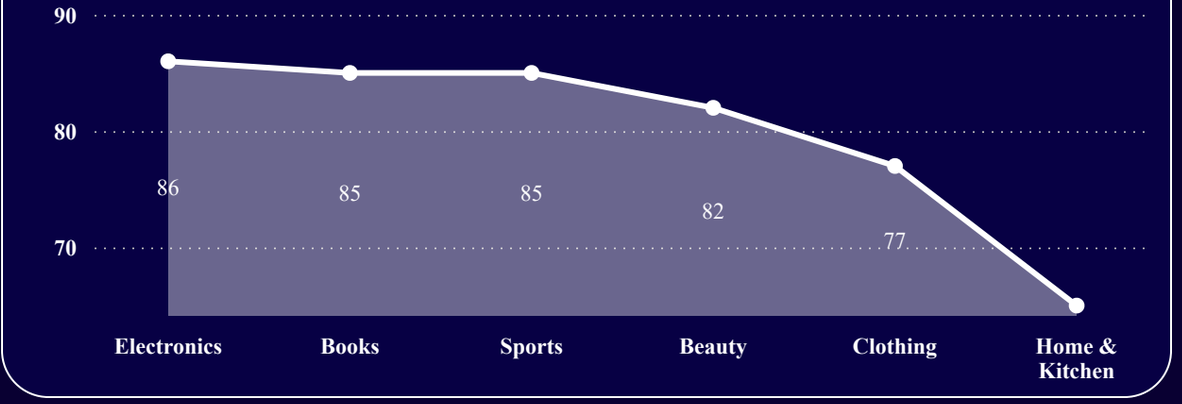
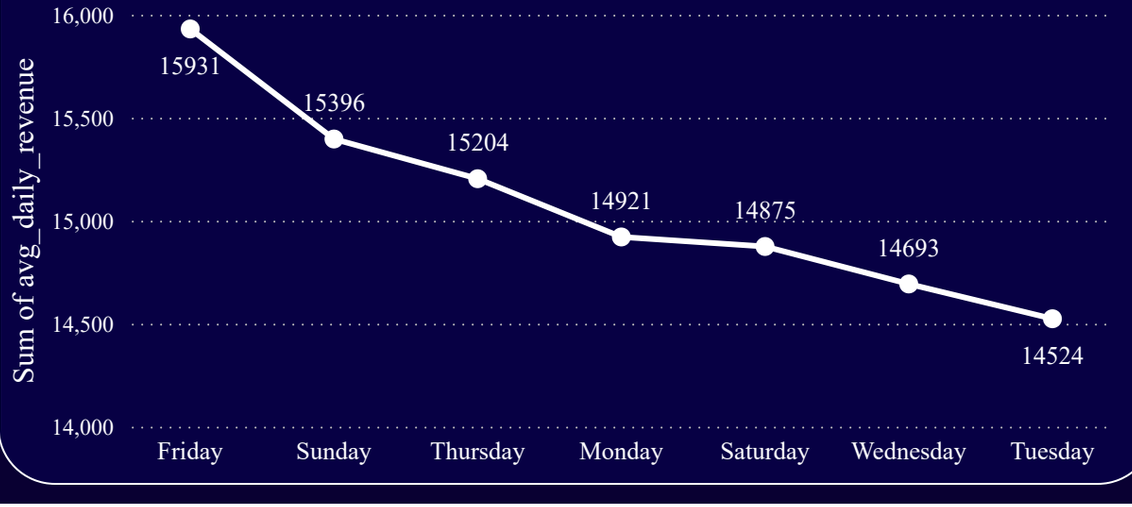
REVENUE High Revenue Low revenue



TOP 10 STATES



CATEGORY REVENUE TREND



DAY OF WEEK ANALYSIS