

Executive Summary — Business Performance Overview

Total Revenue

\$164.83K

Total orders

3135

Total Profit

\$40.34K

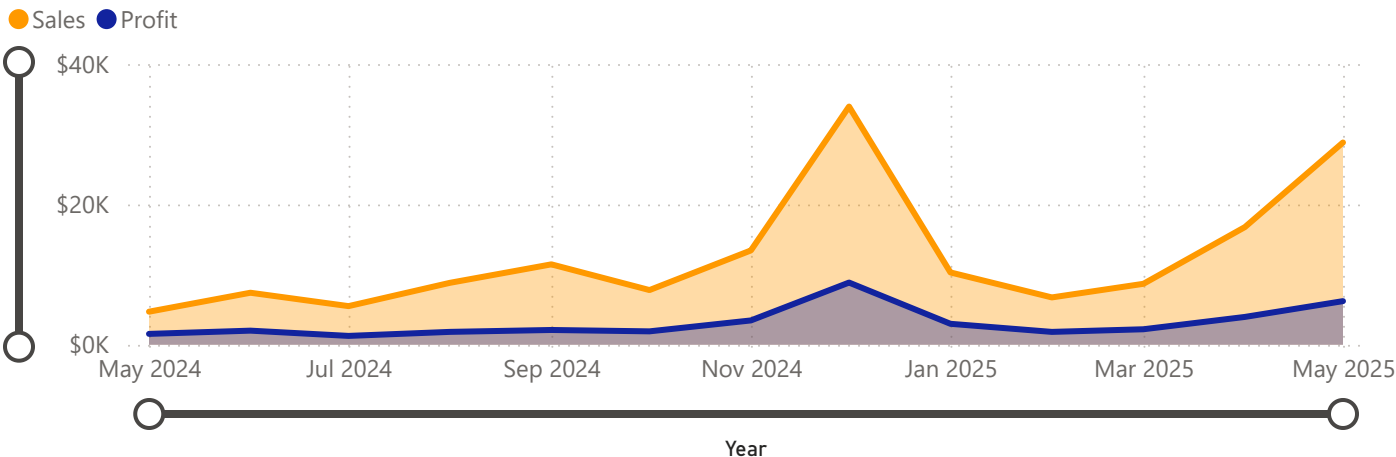
Average order value

\$52.58

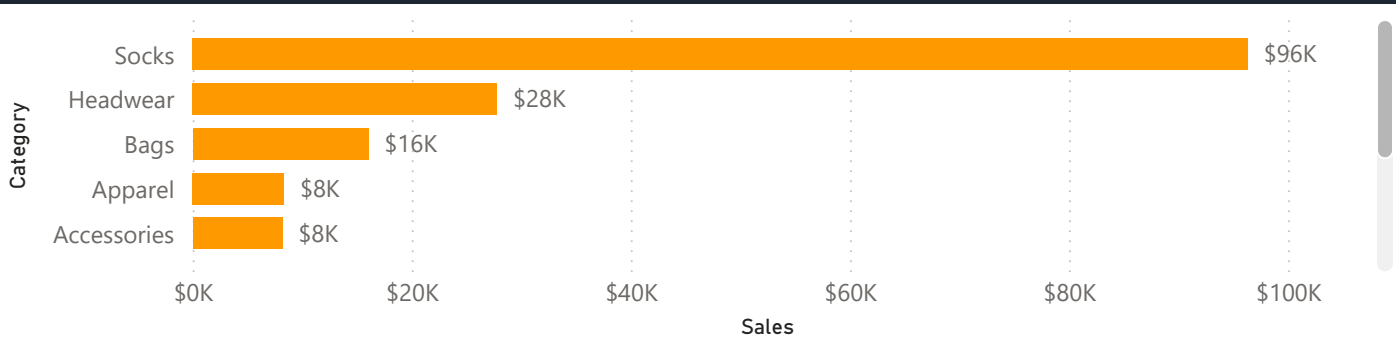
Return Rate

4.98%

Sales and Profit by Year and Month



Sales by Category



Province

- ☐ Alberta
- ☐ British Columbia
- ☐ Manitoba

Prime status

- ☐ Non-prime
- ☐ Prime

Timeline

1/1/2024



1/1/2026



- January and February marked the slowest period, aligning with typical post-holiday spending fatigue
- Q4 momentum boosted sales, with November and December marking the year's highest revenue months.

Revenue & Margin Analysis

Average profit per order

\$12.07

Insight: Socks are the best-selling category, with the **Nike Plus Cushion Socks (6-Pair)** leading individual product sales. Ontario is by far the top-performing region, accounting for 46% of total revenue.

Category

☐ (Blank)

☐ Accessories

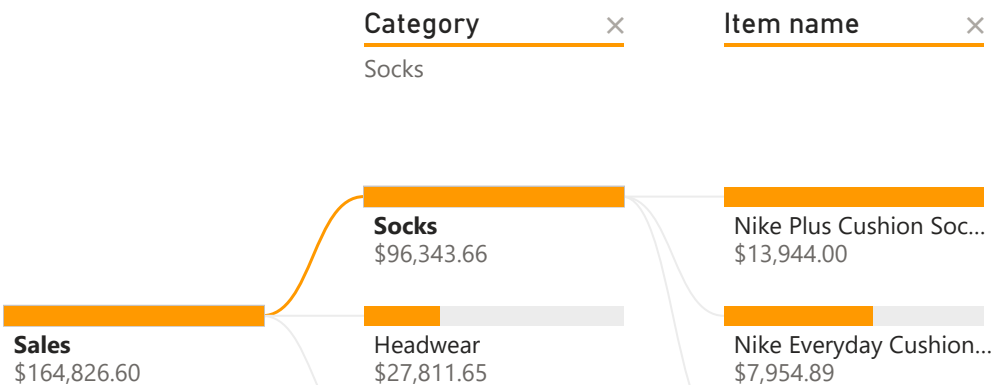
Top Revenue-Generating Products

Item name	Quantity	Sales	Total profit	Profit margin
Nike Plus Cushion Socks (6-Pair) (L (Men'S 8-12 / Women'S 10-13), Crew White)	251	\$13,944.00	\$2,057.98	14.76%
Nike Everyday Cushion Crew Socks	171	\$7,954.89	\$2,841.45	35.72%
Nike Men'S Dri-Fit Low Cut Training Socks 6 Pack	120	\$6,620.82	\$1,199.17	18.11%
Nike Everyday Cushion Crew Socks, Unisex, Black/White, L (Pack Of 6 Pairs)	131	\$6,419.39	\$1,647.62	25.67%
Total	1265	\$64,444.15	\$14,850.75	23.04%

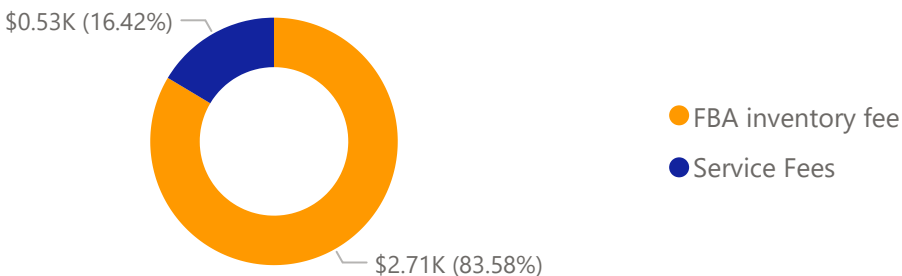
Sales Performance by Region (Revenue, Profit, Margin)



Sales Decomposition Tree



Fulfillment & Platform Fees



Refunds & Returns — "What's hurting the business?"

Lost revenue from damaged
Returns

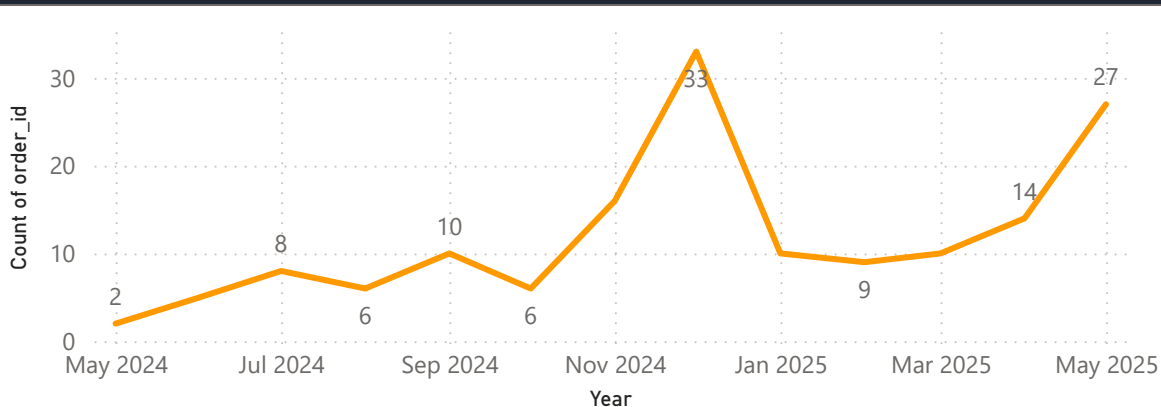
1.63K

Insight: Damaged returns led to a \$1.63K revenue loss, with the *New Era New York Yankees MLB Cap* emerging as the most frequently returned item. Upon deeper analysis, the core issue was traced back to misleading product images, highlighting the need for improved visual accuracy in listings.

Most returned item

New Era Mlb The League 9Forty Adjustable Hat Cap One Size Fits All, New York Yankees, One Size

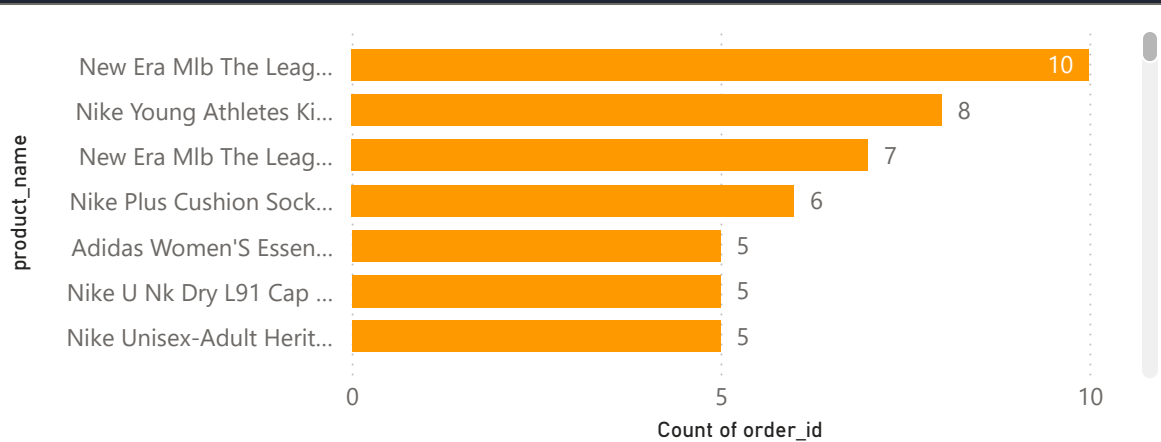
Return Volume Over Time



Breakdown of Returns by Reason



Return Volume by Product Name



Damaged Return Rate vs Industry Standard

