

BUSINESS PERFORMANCE OVERVIEW



Jahsmine
MANAGER



TOTAL SALES

29M 112.4% ▲ vs PY



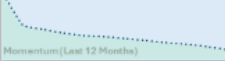
TOTAL PROFIT

12M 122.7% ▲ vs PY



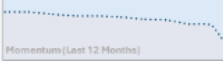
PROFIT MARGIN %

39.8% +1.8% ▲ vs PY



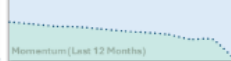
AVERAGE ORDER VALUE

1.06K -52.9% ▼ vs PY



SALES PER CUSTOMER

1.59K 112.4% ▲ vs PY



YEAR

All

CATEGORY

- ☐ Accessories
☐ Bikes
☐ Clothing

COUNTRY

- ☐ Australia
☐ Canada
☐ France
☐ Germany
☐ United Kingdom
☐ United States

Sales and Profit Trend (Last 12 Months)



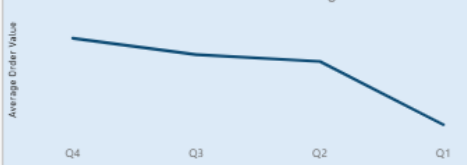
Sales vs Profitability by Subcategory



Profit Contribution by Product Category



Average Order Value Trend



PROFIT PERFORMANCE & RISK



Jahsmine
MANAGER



PROFIT VOLATILITY

369.6



TOTAL PROFIT

12M 122.7% ▲ vs PY



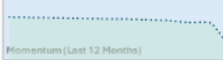
PROFIT MARGIN %

39.8% +1.8% ▲ vs PY



TOP CATEGORY PROFIT SHARE %

95.1% -0.2% ▼ vs PY



TOP 3 PRODUCTS PROFIT SHARE (%)

15.2% -10.9% ▼ vs PY



YEAR

All

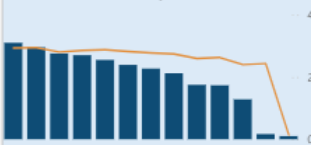
CATEGORY

- ☐ Accessories
☐ Bikes
☐ Clothing

COUNTRY

- ☐ Australia
☐ Canada
☐ France
☐ Germany
☐ United Kingdom
☐ United States

Profit Trend & Stability



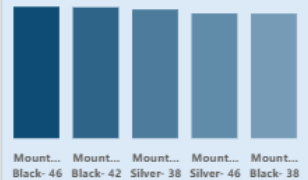
4% Profit Contribution by Category



Profit Margin by Category



Profit Concentration Across Products (Top 5)



Profit by Region



CUSTOMER DYNAMICS & RETENTION



Jahmine
MANAGER



CUSTOMER CONCENTRATION
(TOP 10 CUSTOMERS SHARE %)

0.45%

TOP 5 CUSTOMERS REVENUE
SHARE %

0.23% -15.4% ▼ vs PY

CUSTOMER RETENTION RATE

2% -89.3% ▼ vs PY

REPEAT PURCHASE RATE

37.1%

AVERAGE REVENUE PER ACTIVE
CUSTOMER

1.59K -33.6% ▼ vs PY

YEAR
All

CATEGORY
☐ Accessories
☐ Bikes
☐ Clothing

COUNTRY
☐ Australia
☐ Canada
☐ France
☐ Germany
☐ United Kingdom
☐ United States

