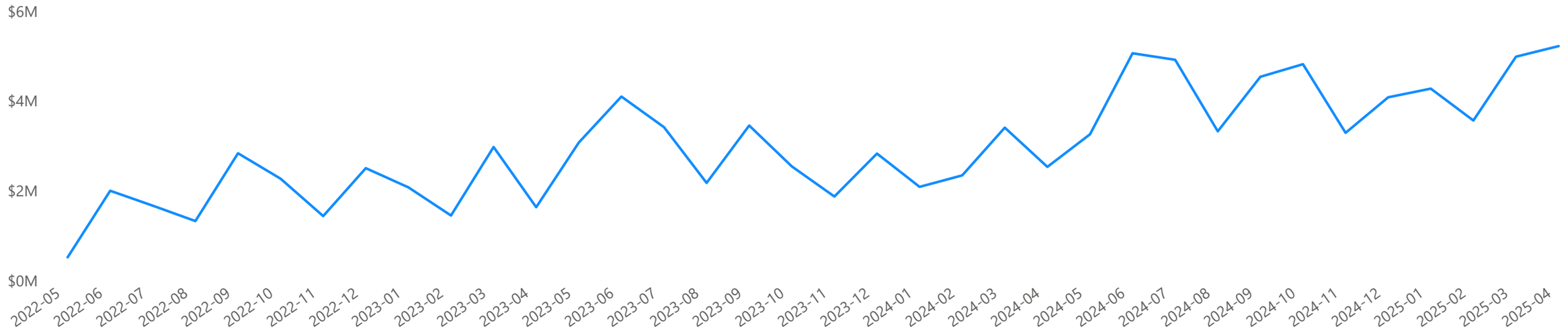
Total Sales	Total Orders	Avg Order Value	Total Customers
$107.9M	28.3K	3.81K	19.8K

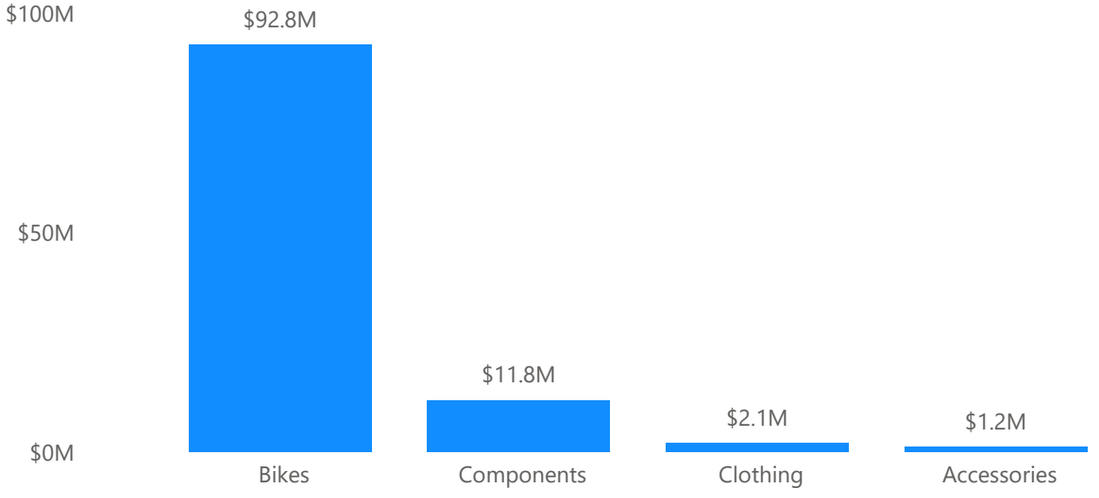
Date range

1/1/2022 — 4/30/2025

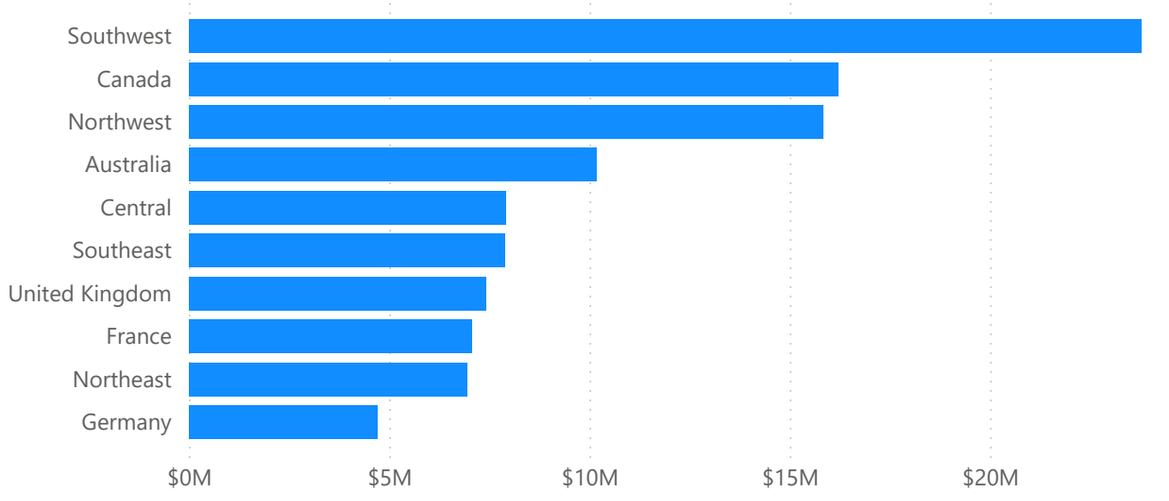
Monthly Sales Trend



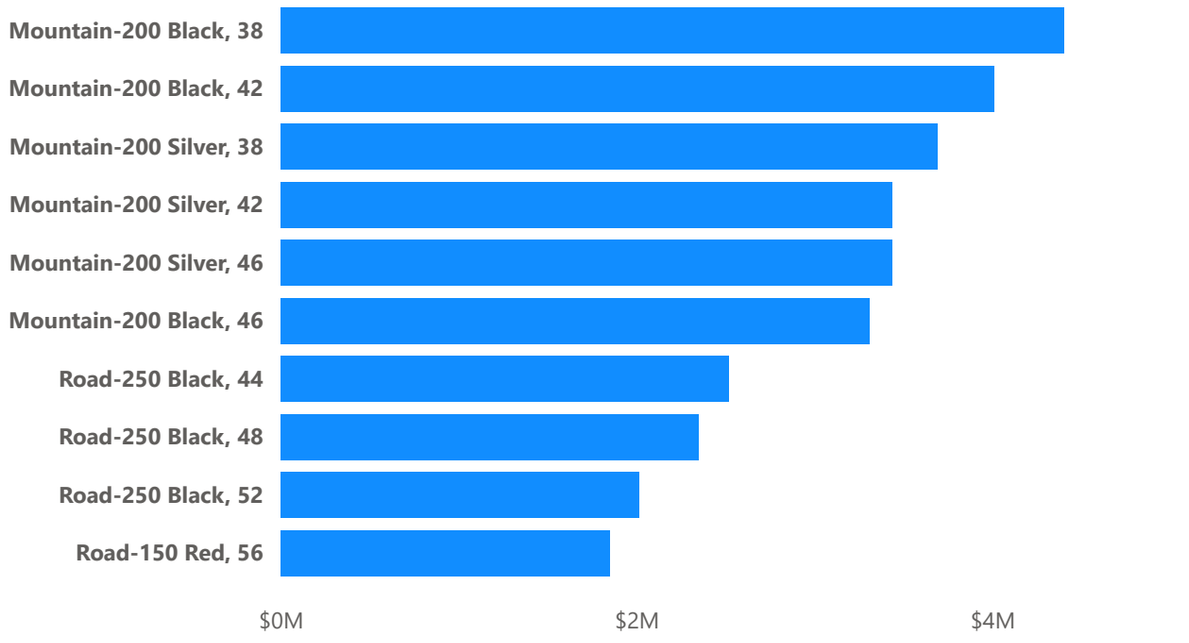
Sales by Product Category



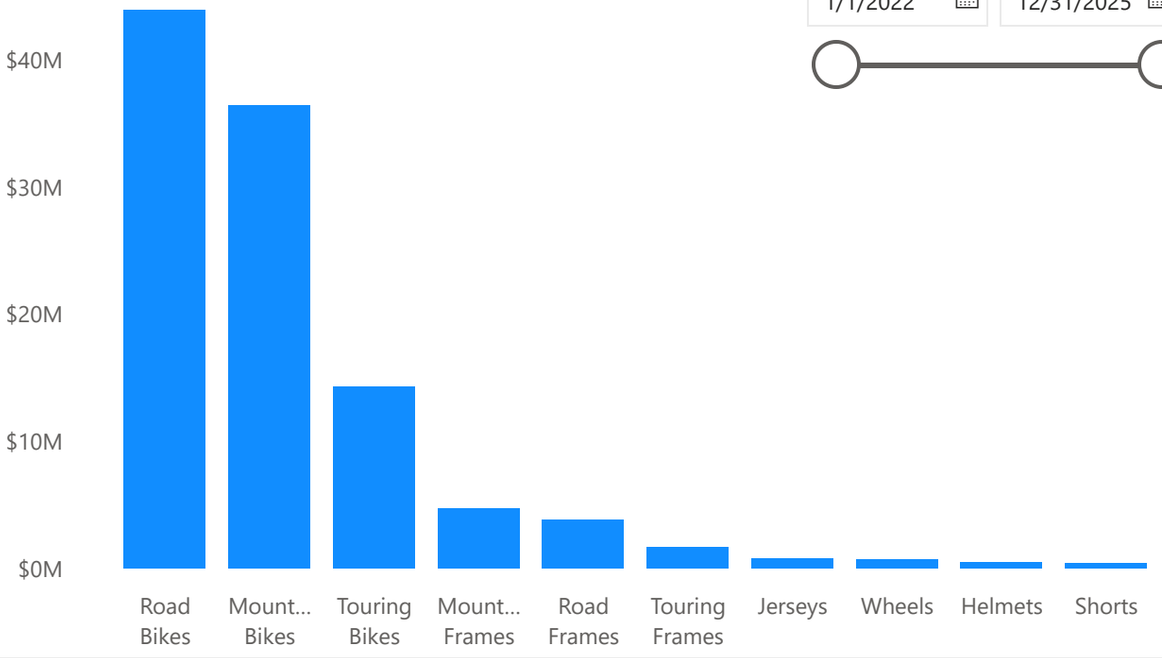
Sales by Territory



Top 10 Products by Sales



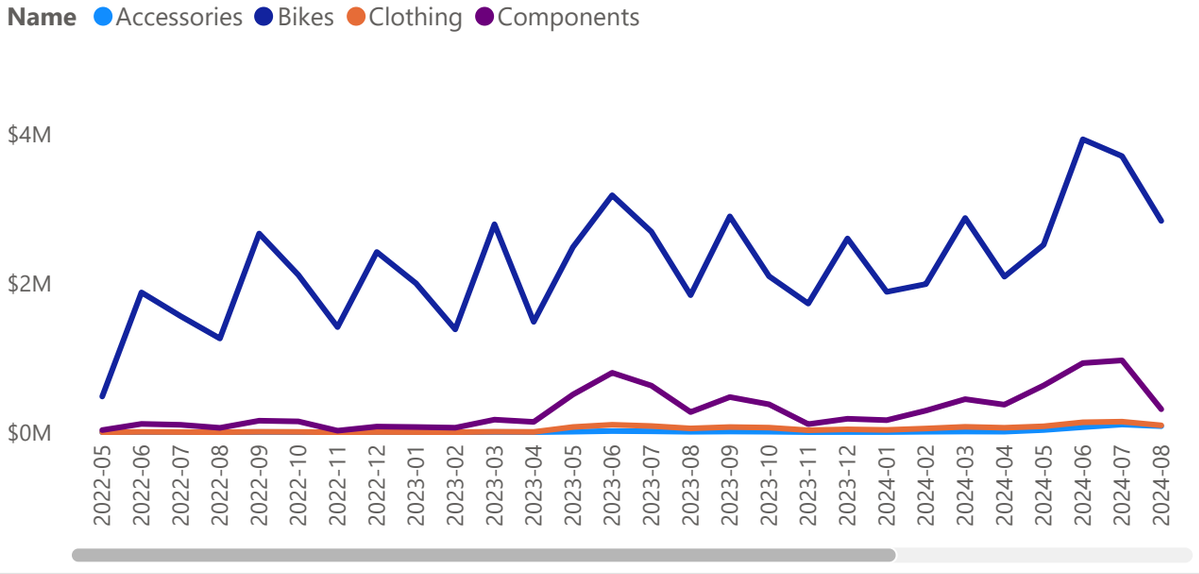
Sales by Product Subcategory



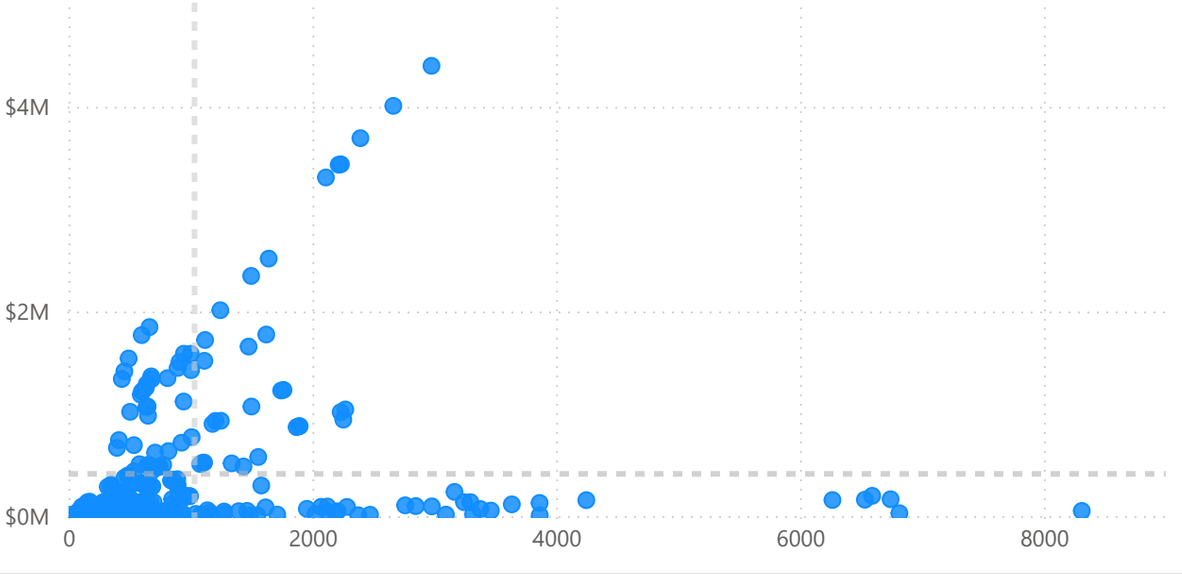
Date range

1/1/2022 12/31/2025

Category Sales Trend



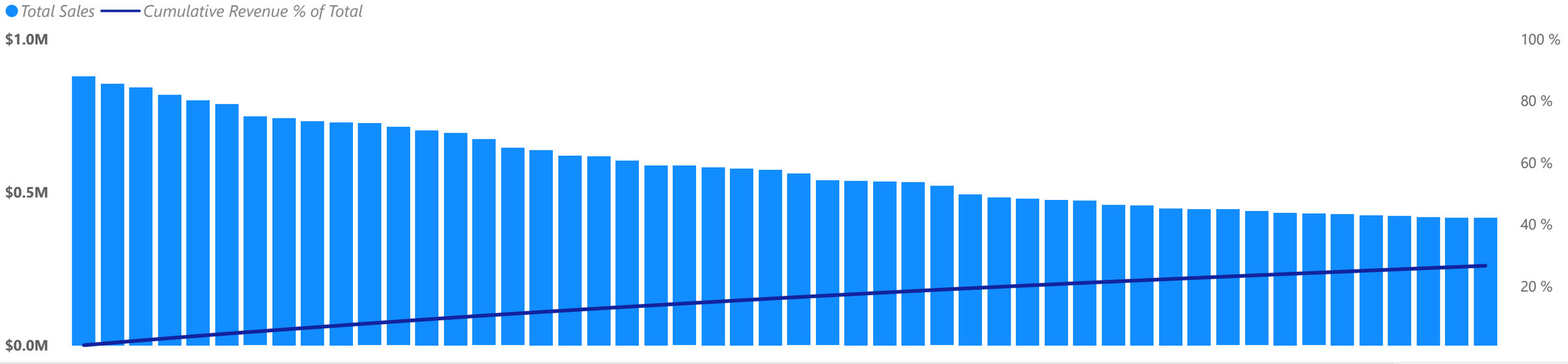
Revenue vs Units Sold (Product-level)



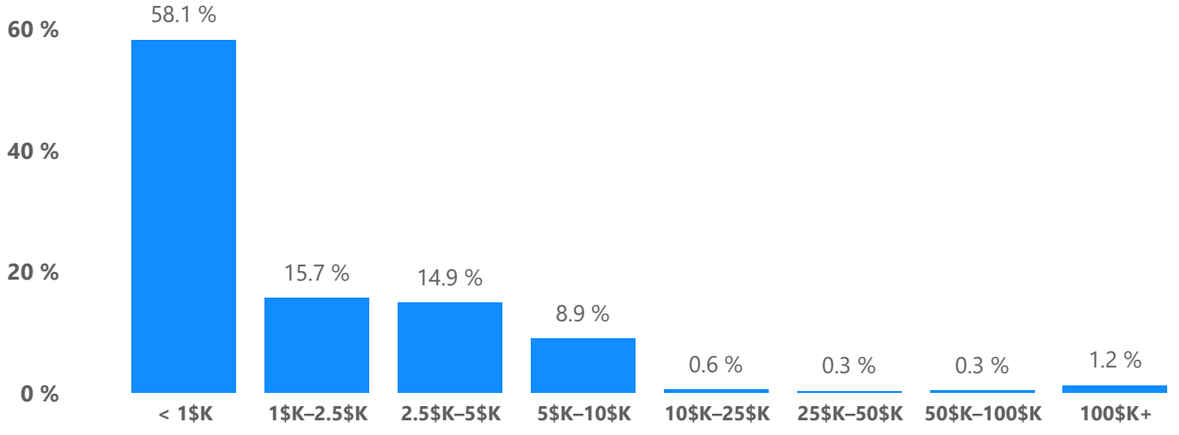
Active Customers	Returning Customers	Revenue per Active Customer	Customers for 80% of Sales	Date range
19K	7K	5.75K	1.6K	1/1/2022 – 12/31/2025

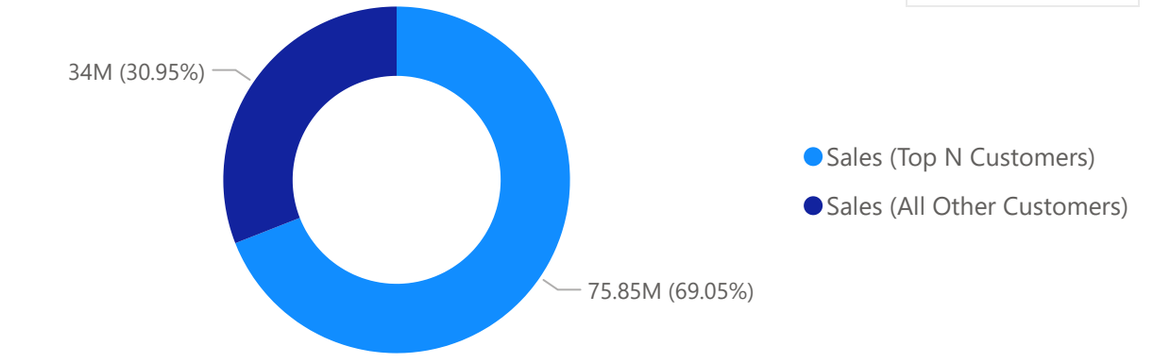
Revenue Concentration — Top Customers (Pareto)

Sorted by Total Sales (descending)



Customer Distribution by Revenue Band



Revenue Share — Top Customers

TopN Customers: 300