

Overview	
Total Orders	120349
Total Units	135260
Total Sales \$	75952377
AOV	631
AUR	562
UPT	1
Total Cities	7296
Total States	47
Total Zip Codes	9459

By Cancellation Status	Units	% of Total
Qty Not Cancelled	103596	76.59%
Qty Cancelled	31664	23.41%

Cancelled By Order Value	Orders	Sales \$	Units
>=AOV	4677	4025809.37	8518
<AOV	12502	4574123.87	23146

Shipped - Returned to Seller	\$1,211,622	1.60%
Shipped - Picked Up	\$627,488	0.83%
Pending	\$388,286	0.51%
Pending - Waiting for Pick Up	\$178,861	0.24%
Shipped - Returning to Seller	\$96,215	0.13%
Shipped - Out for Delivery	\$25,025	0.03%
Shipped - Rejected by Buyer	\$7,295	0.01%
Shipped - Lost in Transit	\$2,015	0.00%
Shipped - Damaged	\$1,136	0.00%
Shipping	\$379	0.00%

By Fulfillment Status	Sales \$	Units
Amazon-Shipped	47430433	73100
Merchant-Shipped - Delivered to Buyer	17383689	26671
Amazon-Cancelled	5112127	17011
Merchant-Cancelled	3487806.24	14653
Merchant-Shipped - Returned to Seller	1211622	1864
Merchant-Shipped - Picked Up	627488	922
Amazon-Pending	240359	365
Merchant-Pending - Waiting for Pick Up	178861	264
Merchant-Pending	147927	220
Merchant-Shipped - Returning to Seller	96215	134
Merchant-Shipped - Out for Delivery	25025	32
Merchant-Shipped - Rejected by Buyer	7295	11
Merchant-Shipped - Lost in Transit	2015	4
Merchant-Shipped - Damaged	1136	1
Amazon-Shipping	379	8