

5908

Sold Products

£567.90K

Total Revenue

-£78.34K

Product Returns Value

6752

Unique Customers

-£69.15K

Discounts

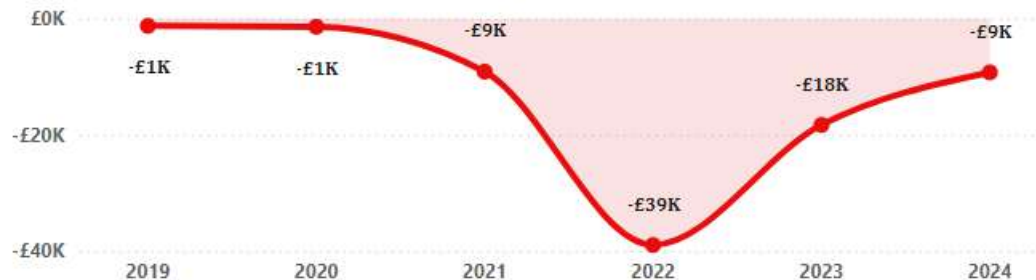
Net Revenue by time (hover for more details)



Revenue by Customer Type



Returns by Year



Net Revenue & Returns By Year



5908

Sold Products

£567.90K

Total Revenue

-£78.34K

Product Returns

365

Unique Customers

976

Customers

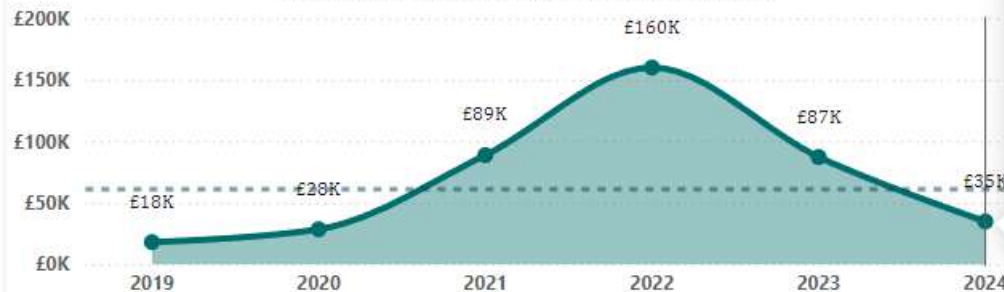
-£9.99K

Returns

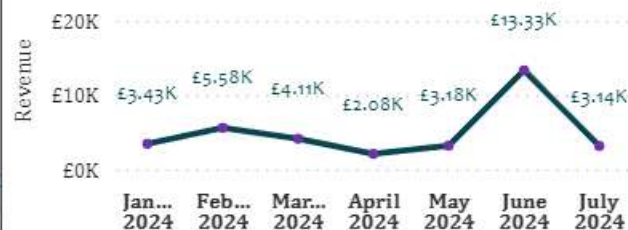
9.15K

Counts

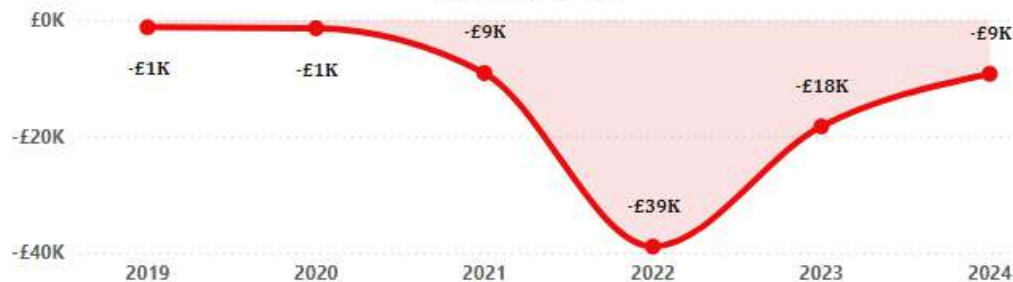
Net Revenue by time (hover for more details)



Revenue by Time



Returns by Year



Net Revenue & Returns By Year



Performance by Geolocation

9/10/2019



7/30/2024



Hover over each location for details

Revenue by region



country	Sales	Revenue	Returns	Taxes	Discounts
Total	5650	£400,933.27	-£80,116.00	£27,417.47	-£68,802.55
United Kingdom	5070	£364,185.10	-£76,604.00	£27,393.17	-£53,144.06
	161	£0.00	£0.00	£0.00	-£13,949.20
United States	150	£14,227.35	-£1,191.00	£0.00	-£338.07
Ireland	72	£6,537.99	-£1,055.00	£0.00	-£430.71
Spain	47	£3,825.23	-£195.00	£0.00	-£204.90
Australia	43	£3,512.03	-£252.00	£24.30	-£156.95
Canada	20	£1,854.45	-£84.00	£0.00	-£14.31
Germany	16	£1,250.24	-£193.00	£0.00	-£148.98
Netherlands	14	£1,311.65	-£172.00	£0.00	-£22.48
France	11	£876.07	-£84.00	£0.00	-£8.40
Belgium	5	£310.63	£0.00	£0.00	-£103.89
Luxembourg	4	£84.00	£0.00	£0.00	-£138.00

Performance by Geolocation

Revenue by region



9/10/2019

7/30/2024

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Rate of Return by Year

-22.56%

Rate of Return



Drill through

Click each product for more info

Revenue by product



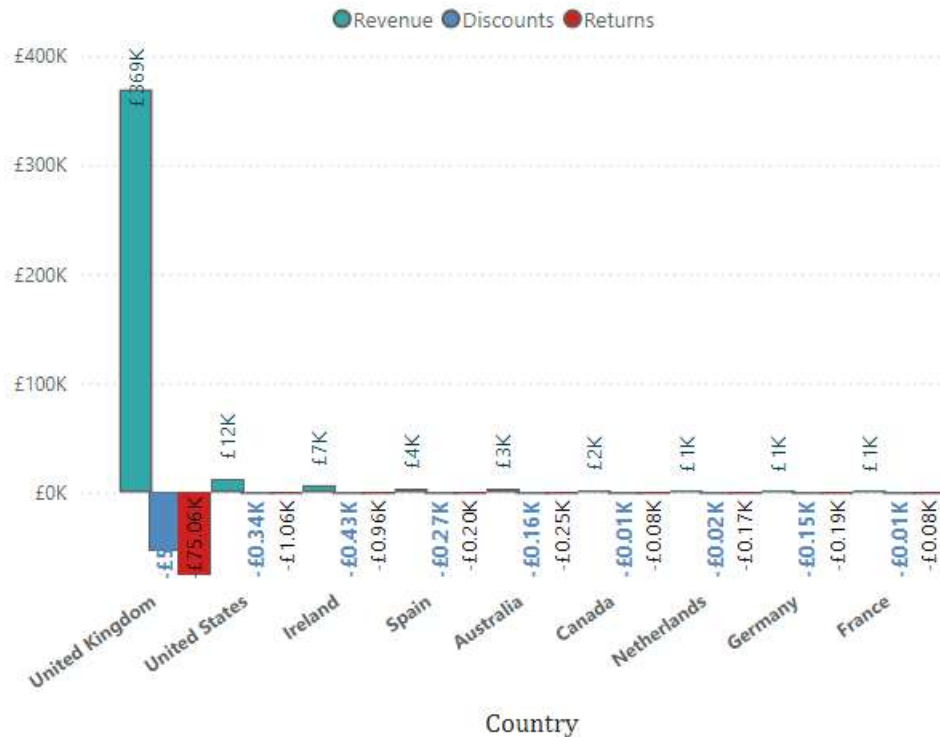
£0K

£50K

By Country

By Customer Category

By Channel





5th Avenue Maxi Skirt & Bralet Set

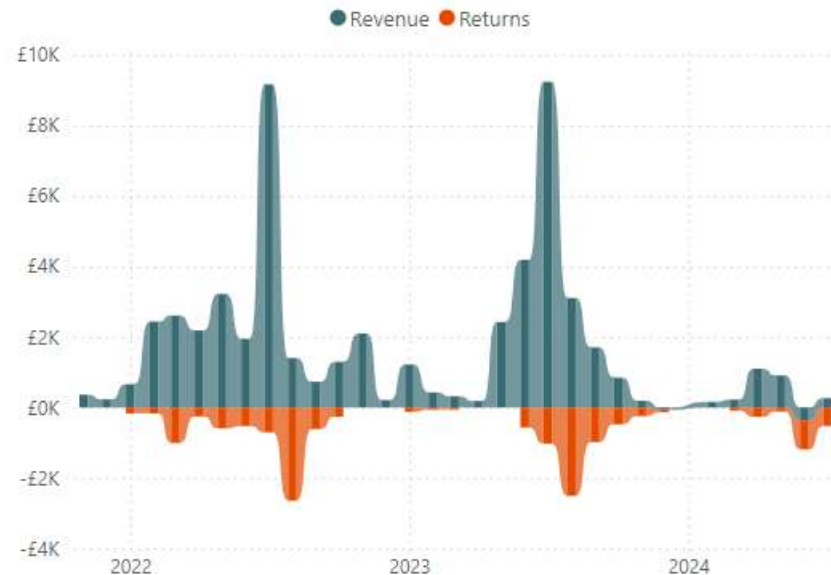
744	£54.61K	-£14.85K	-£7.97K	-£7.83	17.34%	One-time
Sold Products	Revenue	Returns	Total Discounts	Average discounts	Year over Year %	Type of purchase

Sales by Region & City

Region ● (Blank) ● British Forces ● England ● Scotland ● Unknown



Revenue & Returns by Year



Overview

Geolocation
Performance

Sales vs Returns

Sales Trend

Customers

Country & Region

All

9/10/2019

7/30/2024

Revenue

£30.93K!

Goal: 120K (-74.22%)

Purchases

1242!

Target: 2000 (-37.9%)

Returns

365!

Target: 1500 (-75.67%)

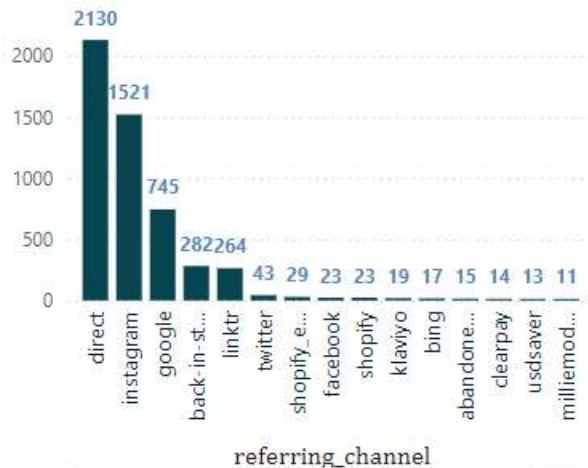
Revenue Target

15K

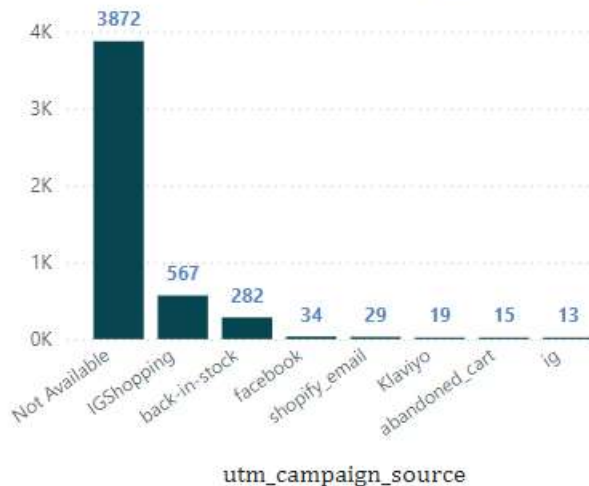
£30.93K

120K

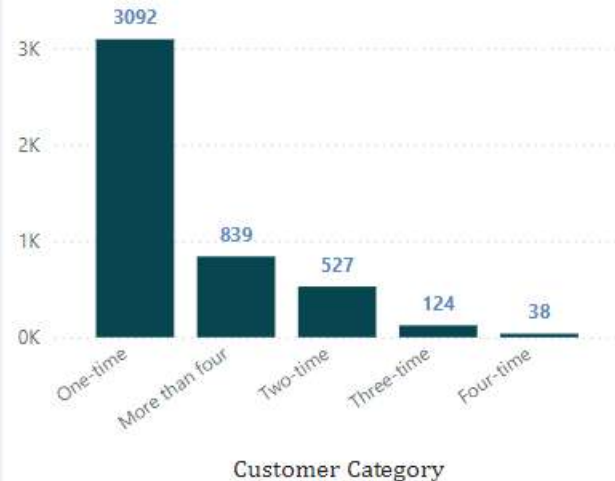
Customers by Referring Channel



Customers by Campaign



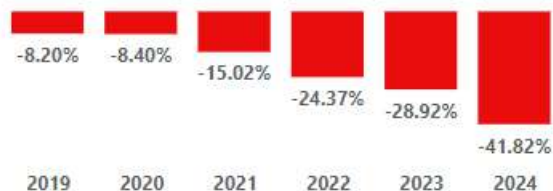
Customers by Customer Category



Rate of Return by Year

-22.56%

Rate of Return



Drill through

Click each product for more info

Revenue by product

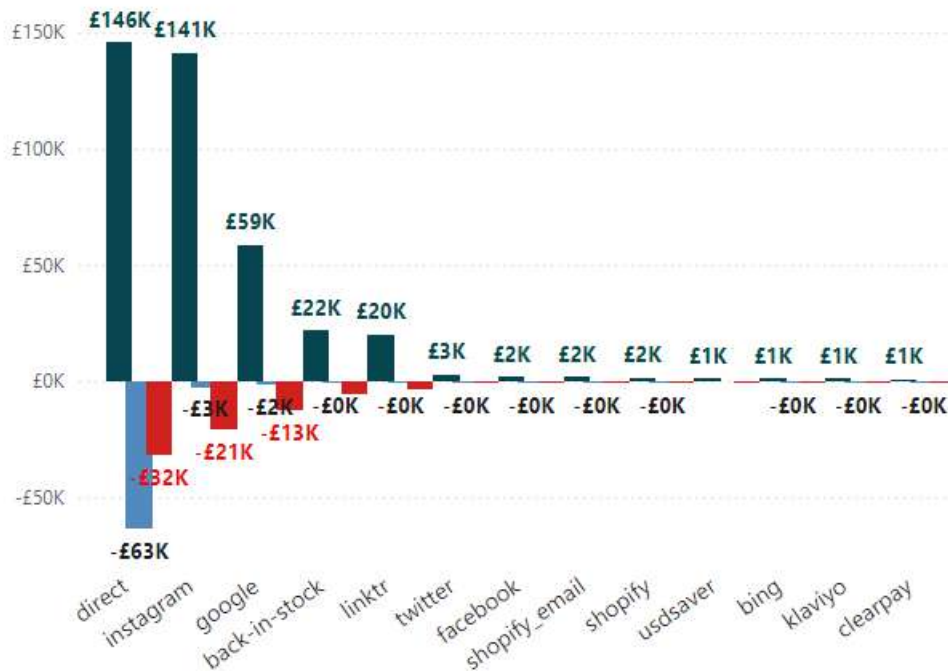


By Country

By Customer Category

By Channel

● Revenue ● Discounts ● Returns



Seasonality

● Revenue ● Returns ● Discounts



Select Date

Select & view different locations

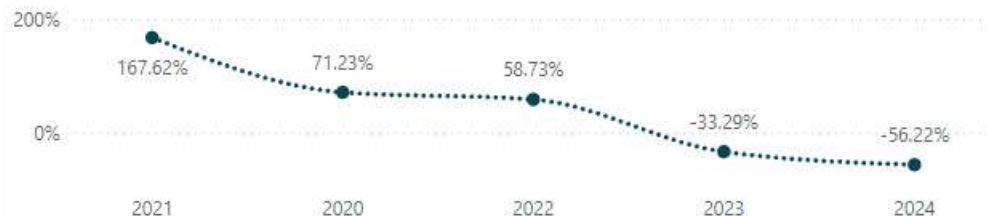
All

All

AOV, Purchases & Buyers in Years



Purchases Year over Year



Sales by First time vs Returning Customers in Years



Product Revenue Share by Year

