

Executive Summary

Sales Performance

Customer Behavior

Product Analysis

Category

City

Customer Type

Product

Price Range

City Tier

Total Revenue

1.8M

No data

of Unit Sold

11.7K

No data

of Customers

2K

↑ N/A

Avg Price Per Product

\$150.57

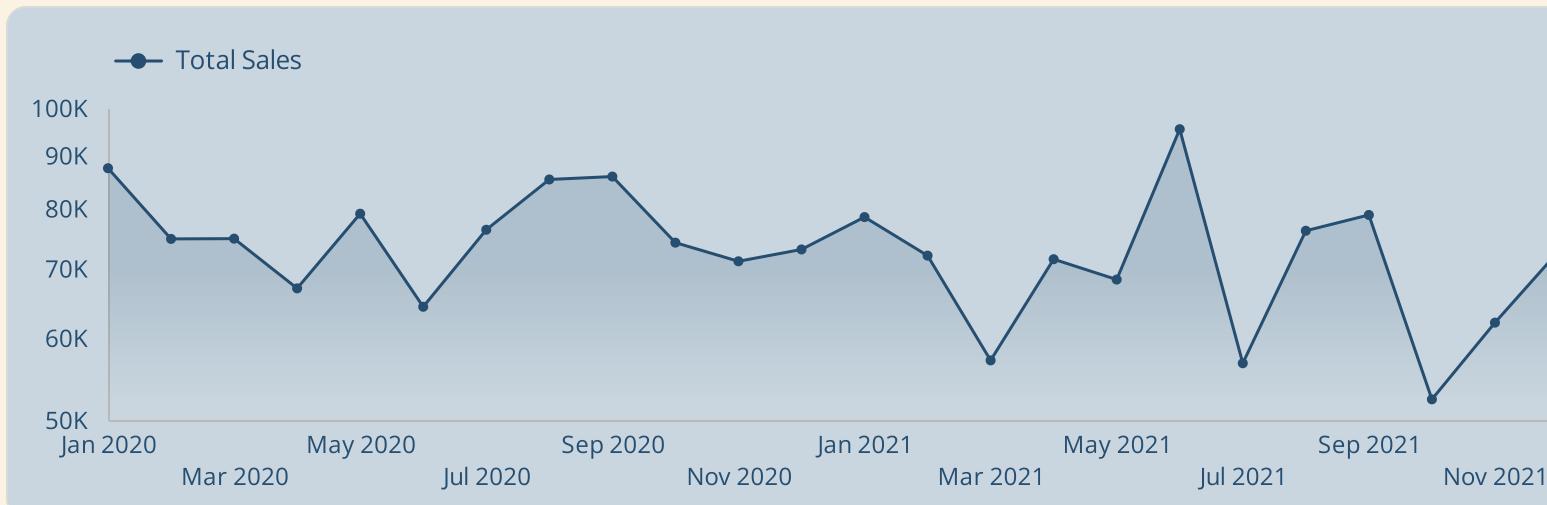
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Avg Order Value

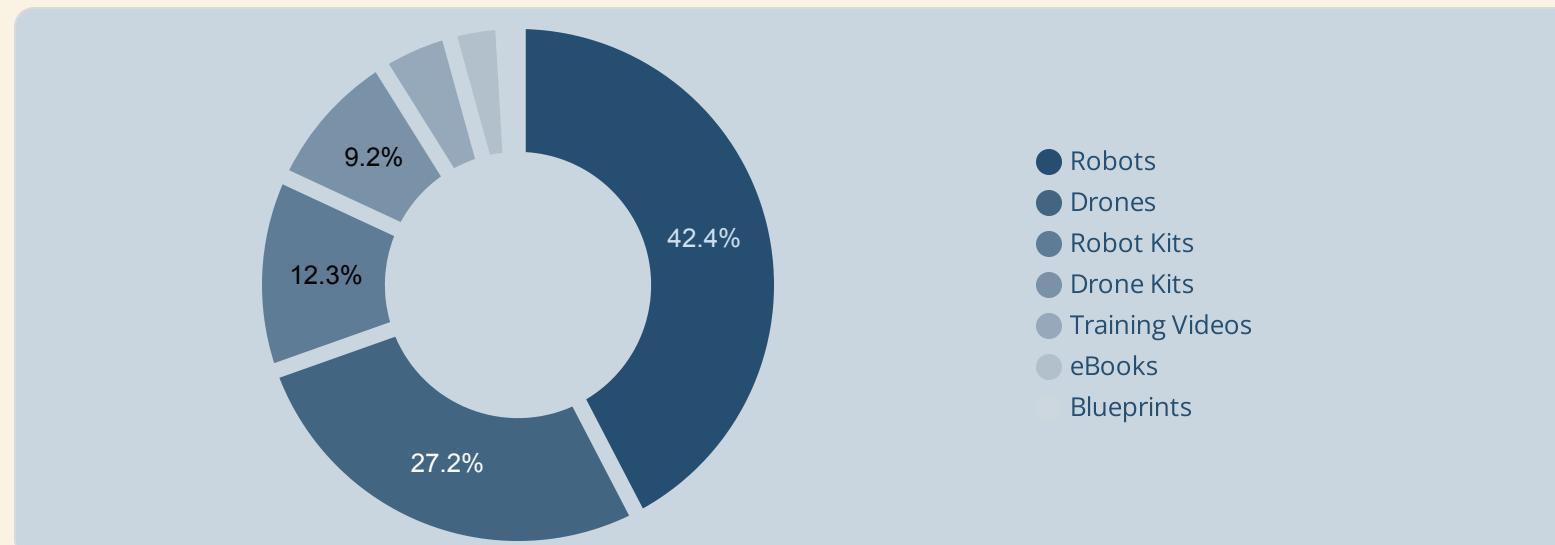
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Monthly Sales Trend



Sales by Category (% of Total)



Top 10 Product by Revenue

Product Name	Total Sales	Order Qty	Avg Price
MICR-23K Robot	157.3K	175	899
RWW-75 Robot	121K	137	883
RLK-9920 Robot	120.9K	173	699
RQTE-554 Robot	116.3K	170	684
RCB-889 Robot	114.2K	208	549
RXW-9807 Robot	113.8K	190	599
DTI-84 Drone	105.1K	231	455
MICR-564K Drone	86.3K	173	499
DTD-7000 Drone	77K	171	450
DA-SA702 Drone	67.8K	170	399

Revenue by City



Sales Performance

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[City Tier](#)

Total Revenue
1.8M
No data

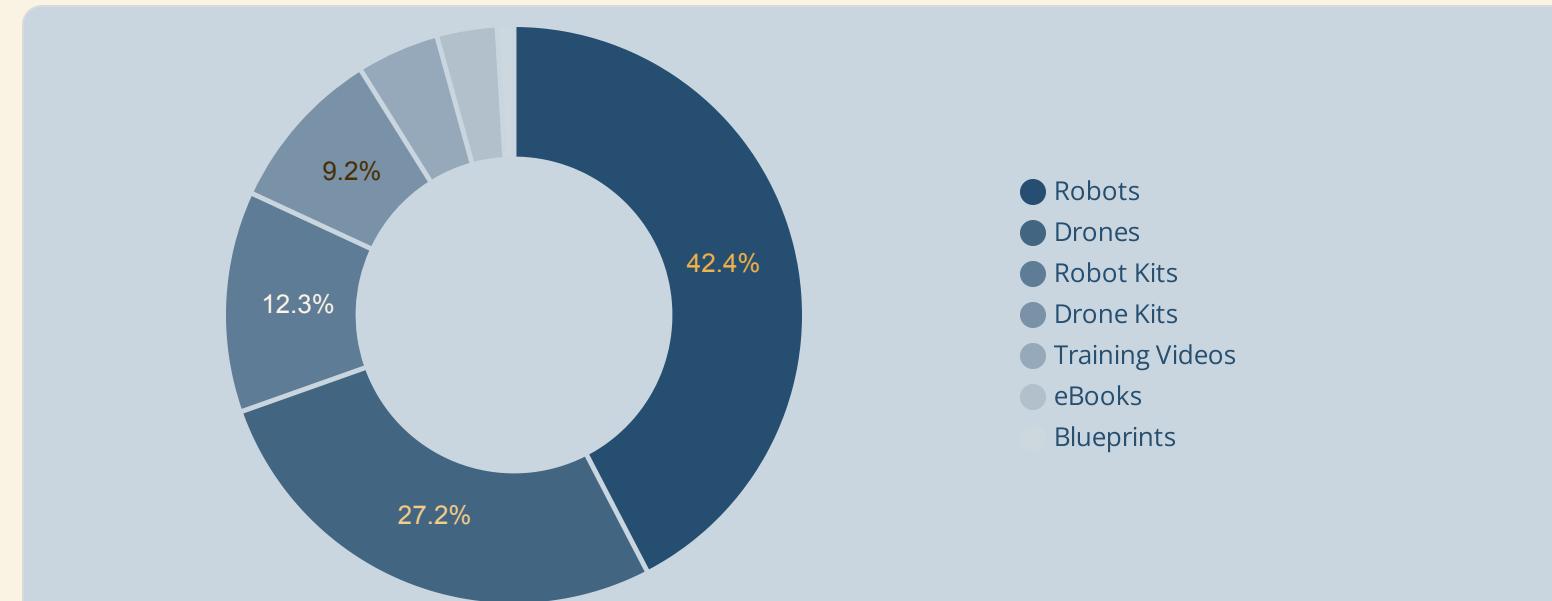
of Unit Sold
11.7K
No data

Avg Price Per Product
\$150.57
No data

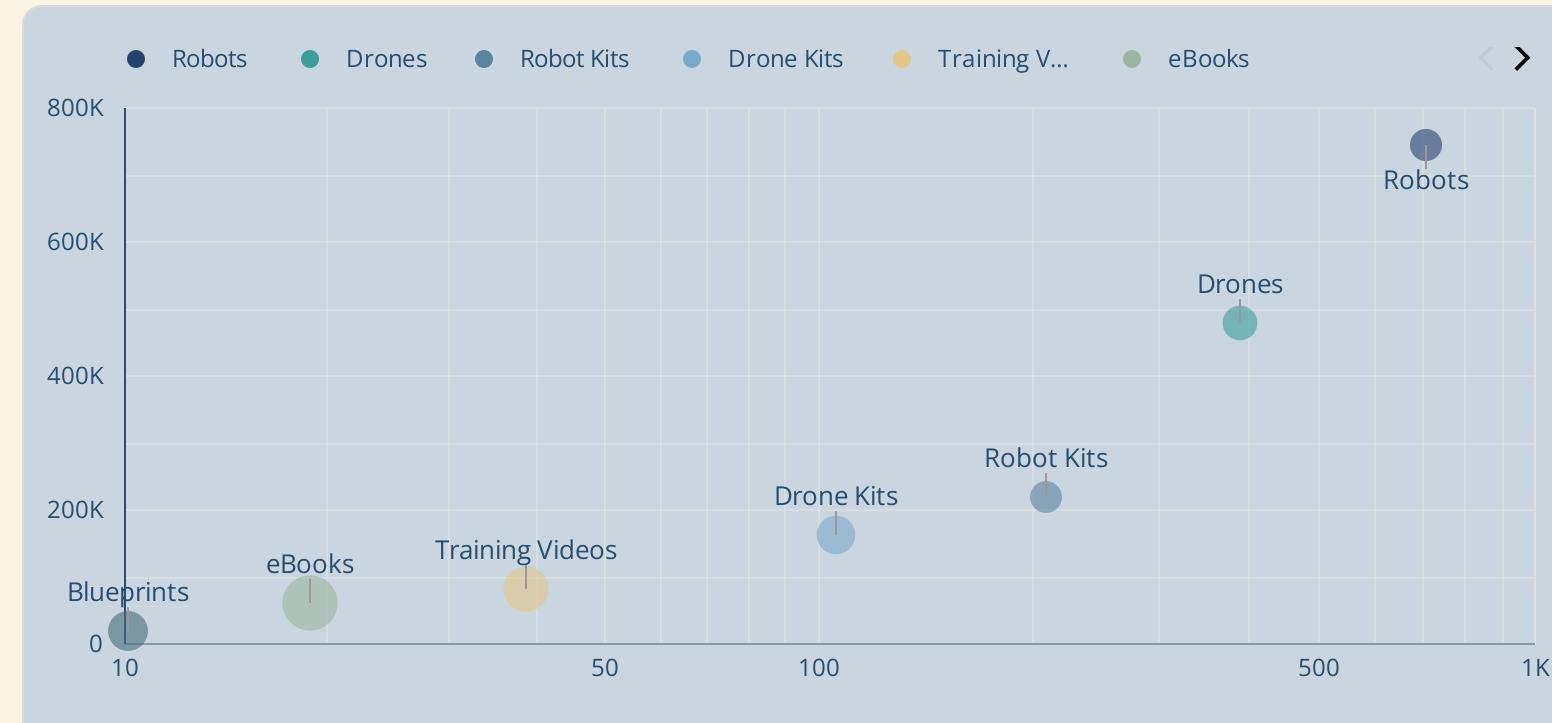
Monthly Sales by Category



Revenue Share by Category



Price vs Sales by Category



Top 5 Products by Revenue

	product_name	Total Sales	Order Qty	Avg Price
1.	MICR-23K Robot	157.3K	175	899
2.	RWW-75 Robot	121K	137	883
3.	RLK-9920 Robot	120.9K	173	699
4.	RQTE-554 Robot	116.3K	170	684
5.	RCB-889 Robot	114.2K	208	549

Customer Behavior

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Category

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City Tier

Active Customers

1.7K

↑ N/A

Repeat Customers

987

↑ N/A

Repeat Rate

59.1%

No data

Avg LTV

\$1.36K

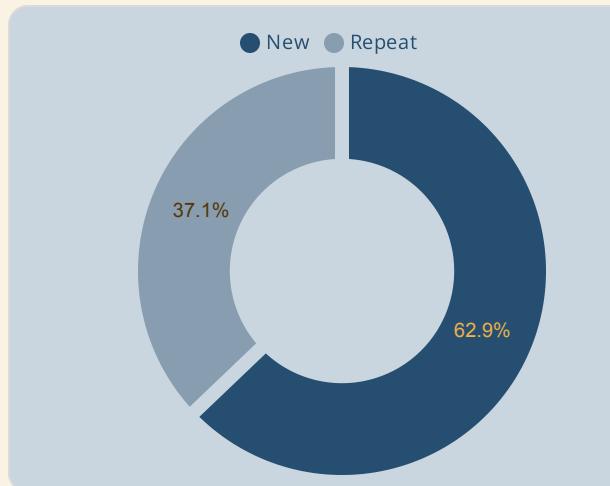
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Avg Orders / Customer

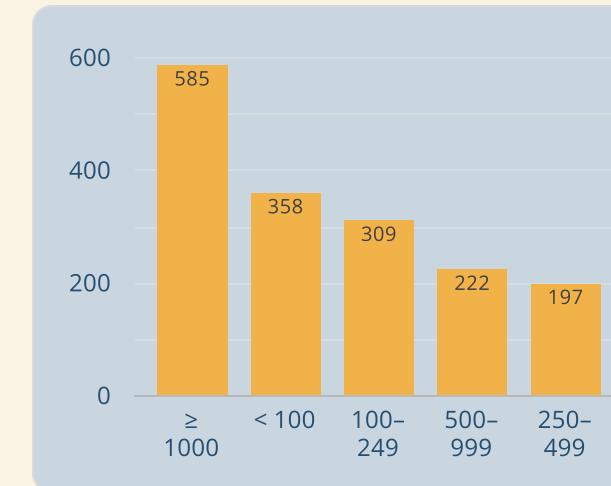
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No data

New vs Repeat Customer



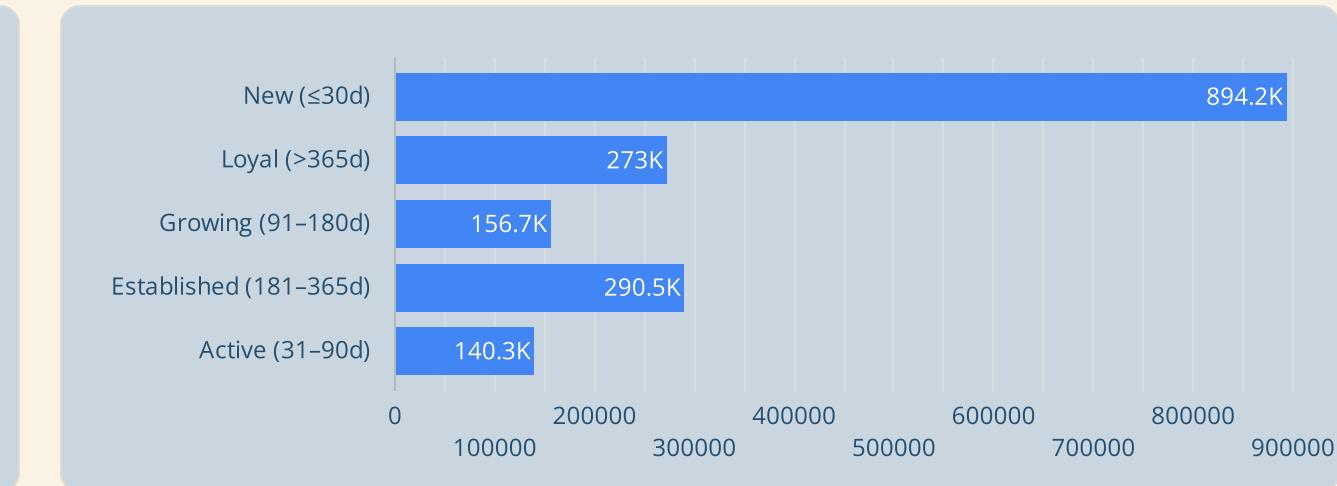
LTV Distribution



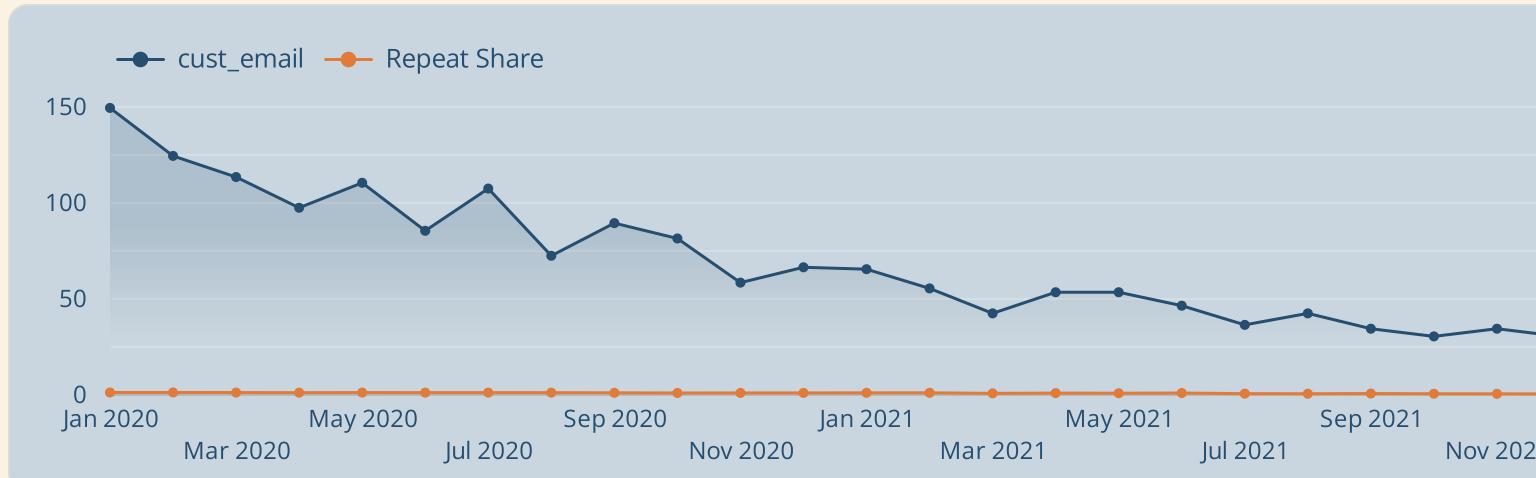
Customer Frequency vs Lifetime Value



Tenure vs Revenue & Customers



First Purchase Cohort - Volume & Repeat Share



Top Customers by Revenue & LTV

Cust Email	Total Revenue	Cust LTV (Gross)	Purchase Frequency	Avg Spend per Order
1. hfaulconerbv@msu.edu	9.7K	58K	36	9.7K
2. aduberryoq@hugedomains.com	7.7K	30.7K	16	7.7K
3. wmacdowalb6@themeforward.com	7.6K	22.7K	9	7.6K
4. breubens76@taobao.com	7.4K	22.1K	9	7.4K
5. genochef@networkadventure.com	7.2K	36.1K	25	7.2K
6. loreillyk9@noaa.gov	7.1K	42.5K	36	7.1K
7. akingson@pinterest.com	6.9K	20.8K	8	2.0K

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Product Analysis

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City

Customer Type

Product

Price Range

City Tier

Products SKU

69

↑ N/A

Averagr Price

\$149.05

No data

Units Sold

12K

No data

Total Revenue

1.8M

No data

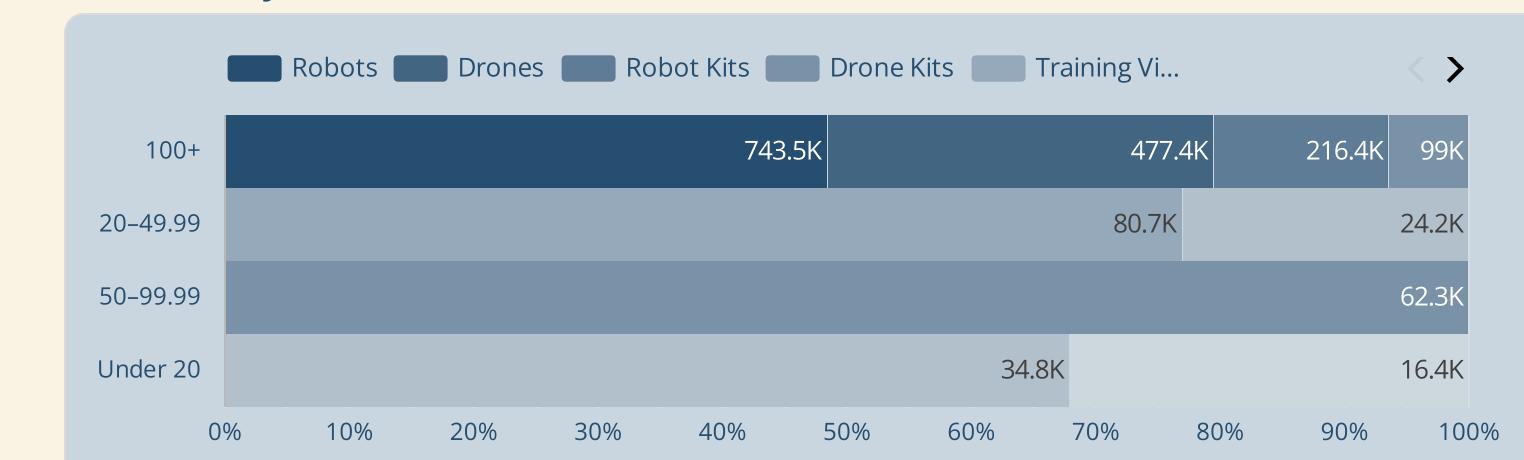
Top 10 Products by Revenue

	product_name	Total Revenue	Order Qty	Price
1.	MICR-23K Robot	\$157.33K	175	\$899
2.	RWW-75 Robot	\$120.97K	137	\$883
3.	RLK-9920 Robot	\$120.93K	173	\$699
4.	RQTE-554 Robot	\$116.28K	170	\$684
5.	RCB-889 Robot	\$114.19K	208	\$549
6.	RXW-9807 Robot	\$113.81K	190	\$599
7.	DTI-84 Drone	\$105.11K	231	\$455
8.	MICR-564K Drone	\$86.33K	173	\$499
9.	DTD-7000 Drone	\$76.95K	171	\$450
10.	DA-SA702 Drone	\$67.83K	170	\$399

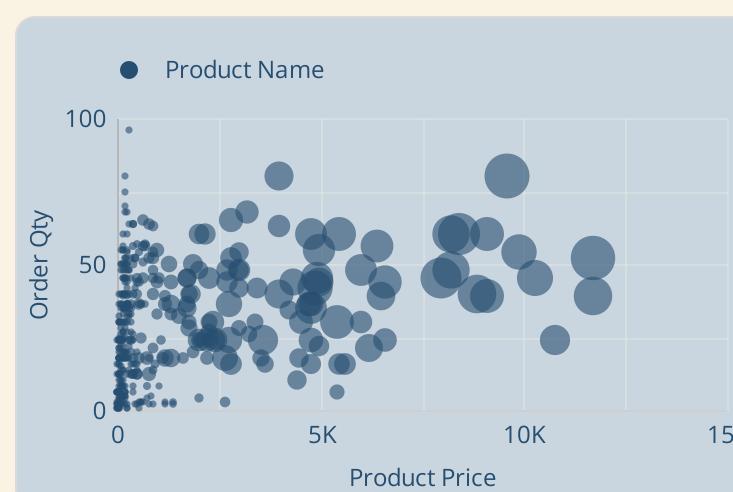
Product Scorecard (Revenue · Qty · Avg Price · %Repeat)

Product	Category	Total Sales	Order Qty	Price	% Repeat Sales
1. MICR-23K Robot	Robots	157.3K	175	\$899	0.6
2. RWW-75 Robot	Robots	121K	137	\$883	0.7
3. RLK-9920 Robot	Robots	120.9K	173	\$699	0.5
4. RQTE-554 Robot	Robots	116.3K	170	\$684	0.4
5. RCB-889 Robot	Robots	114.2K	208	\$549	0.3
6. RXW-9807 Robot	Robots	113.8K	190	\$599	0.5

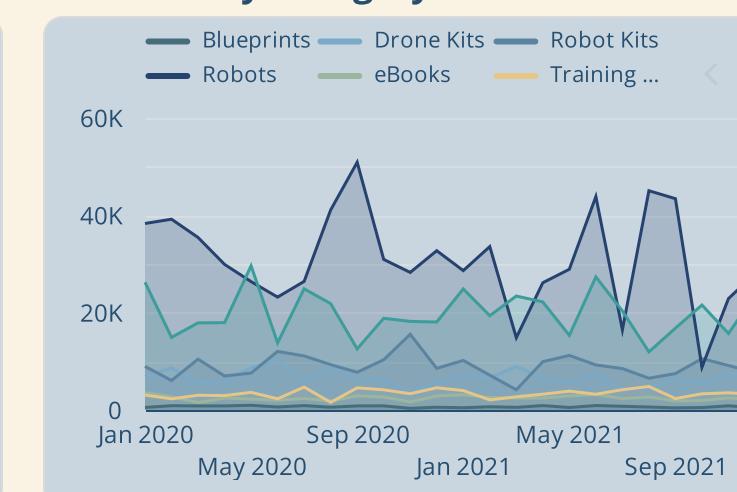
Revenue by Price Bucket



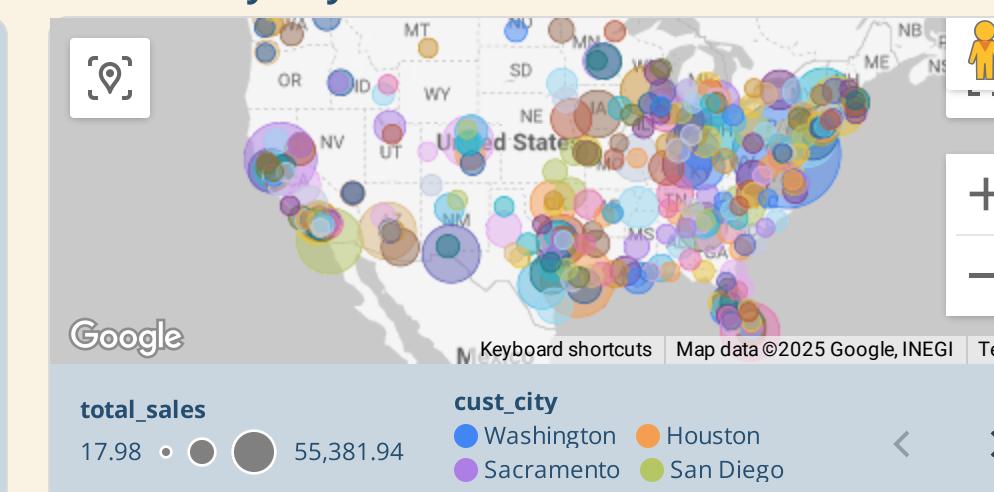
Price vs Units - Products Scatter



Revenue by Category Over Time



Revenue by City



New vs Repeat Sales - Top 10 Products

