

## 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**

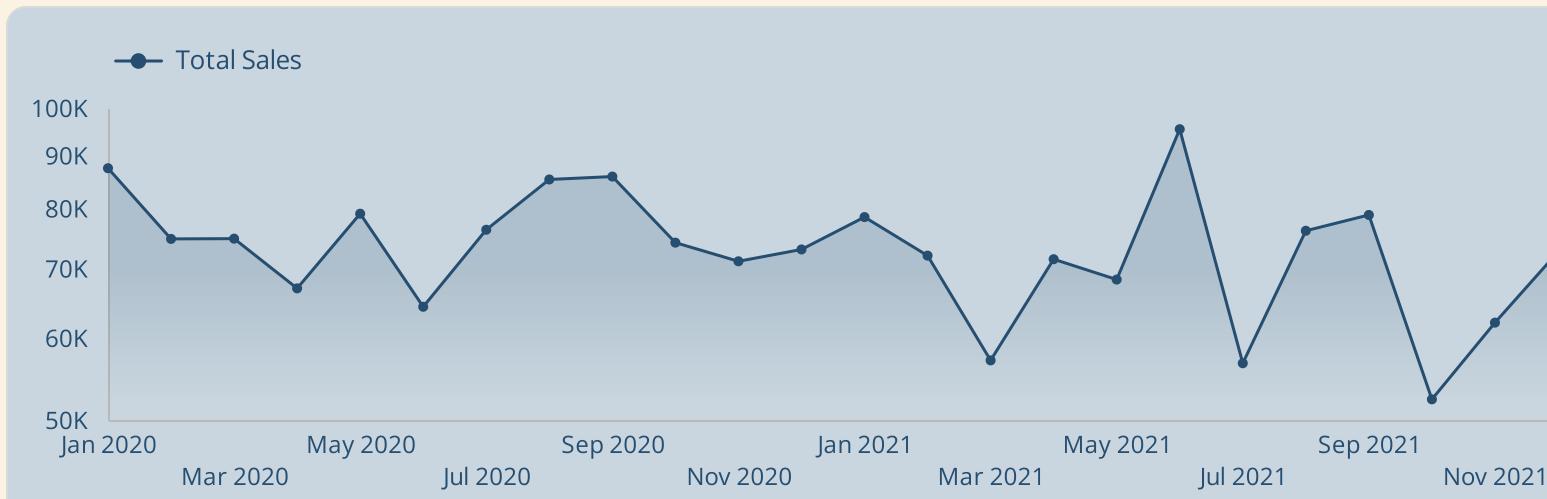
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Avg Order Value

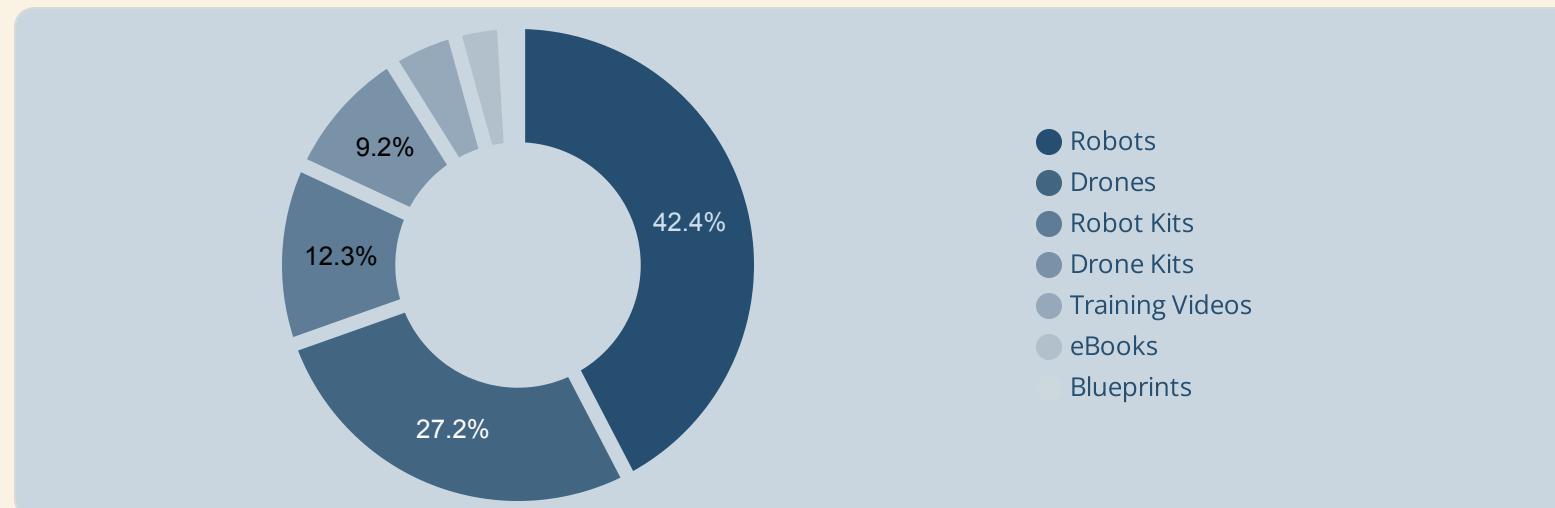
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No data

## 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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Total Revenue  
**1.8M**  
No data

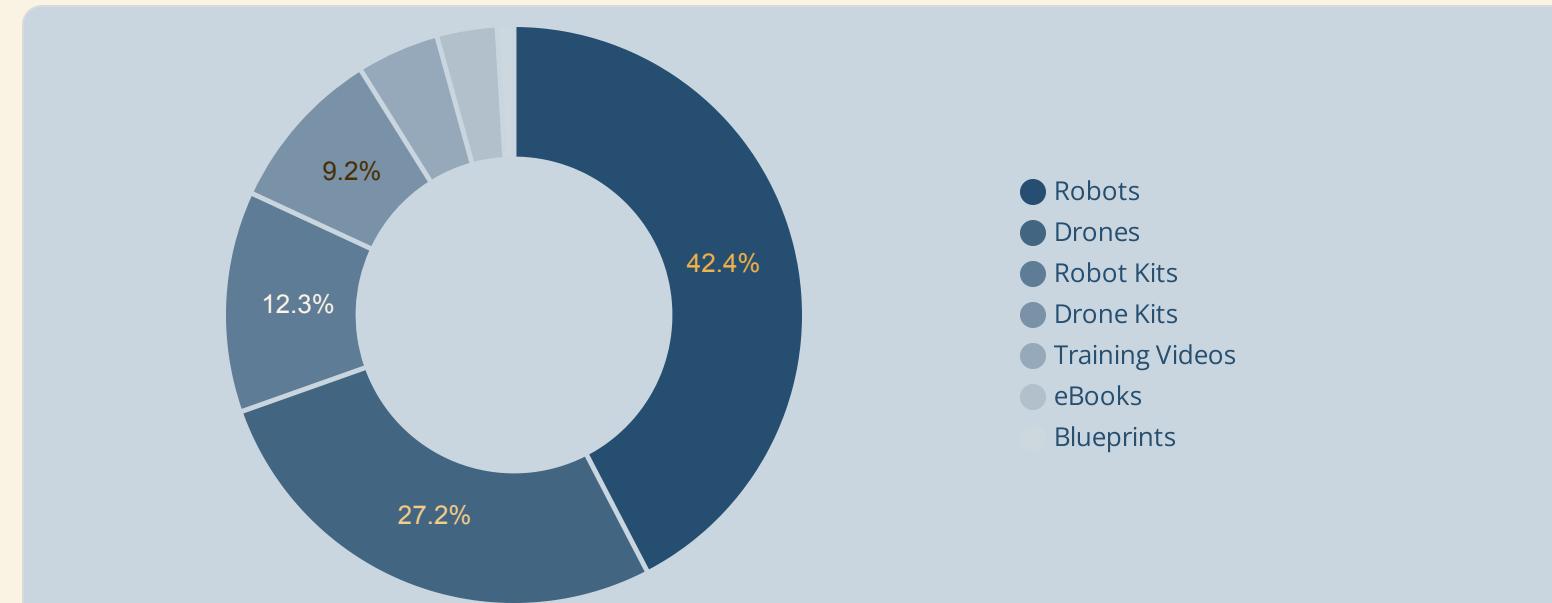
# of Unit Sold  
**11.7K**  
No data

Avg Price Per Product  
**\$150.57**  
No data

## Monthly Sales by Category



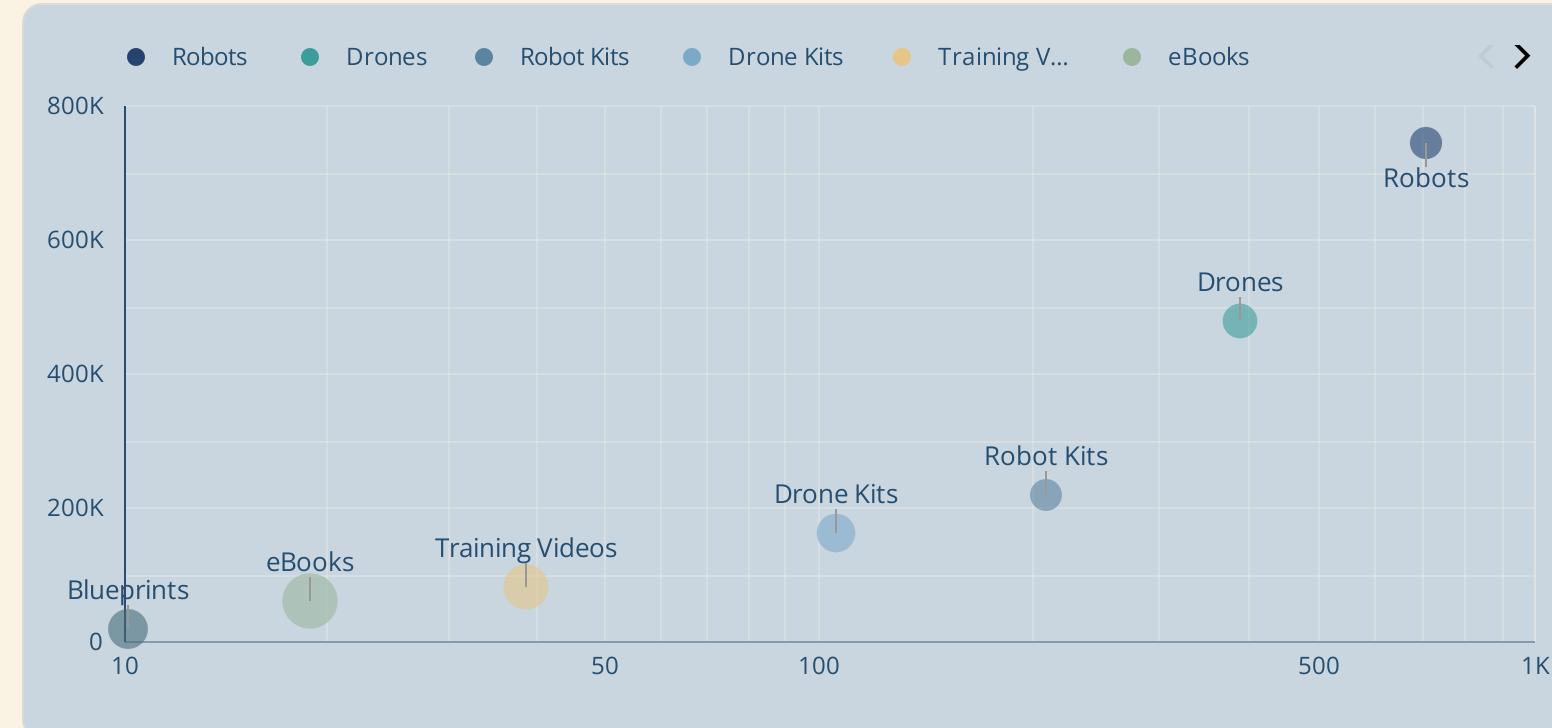
## Revenue Share by Category



## 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

## Price vs Sales by Category



## Customer Behavior

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Active Customers

1.7K

↑ N/A

Repeat Customers

987

↑ N/A

Repeat Rate

59.1%

No data

Avg LTV

\$1.36K

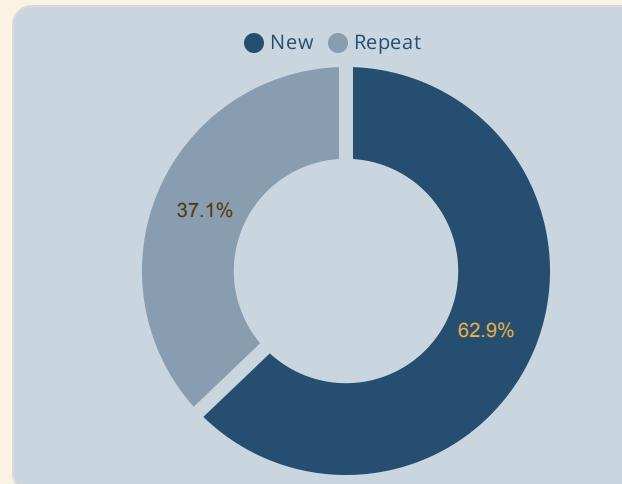
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Avg Orders / Customer

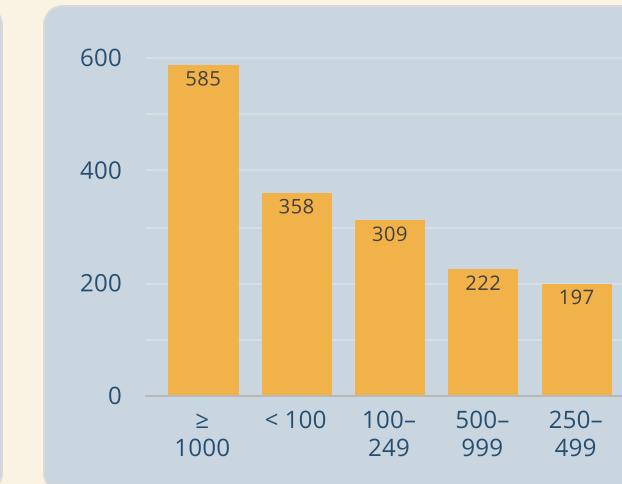
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No data

## Customer Mix New vs Repeat



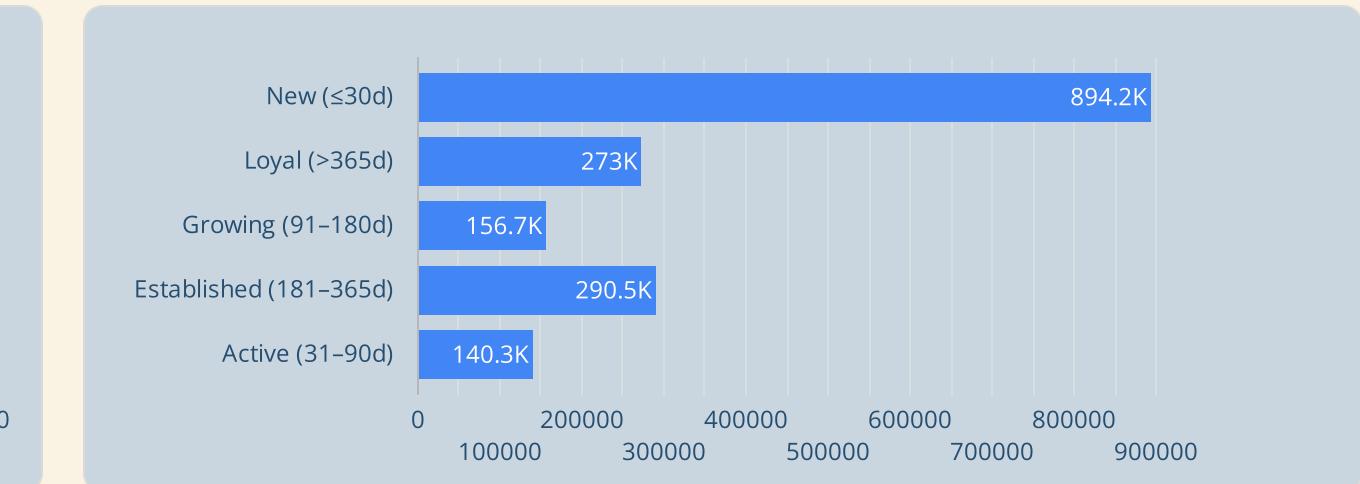
## LTV Distribution



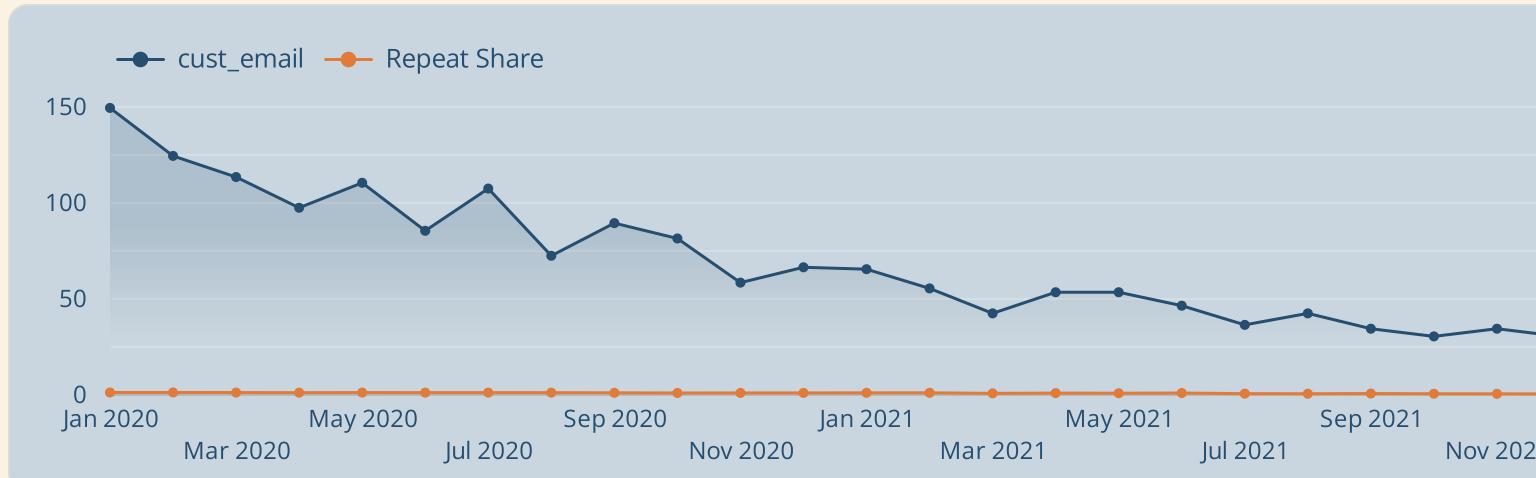
## Customer Frequency vs Lifetime Value



## Tenure vs Revenue &amp; Customers



## First Purchase Cohort - Volume &amp; Repeat Share



## Top Customers by Revenue &amp; 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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Category

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

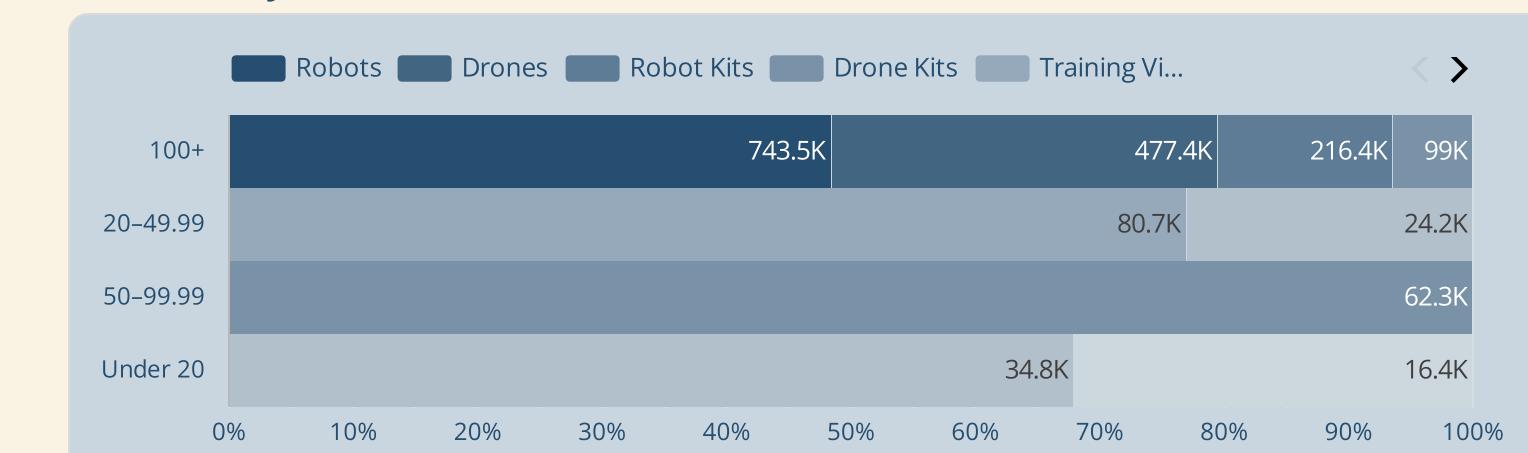
## Top 10 Products by Revenue

	product_name	Total Revenue	Order Qty	Price
1.	MICR-23K Robot	157.3K	175	\$899
2.	RWW-75 Robot	121K	137	\$883
3.	RLK-9920 Robot	120.9K	173	\$699
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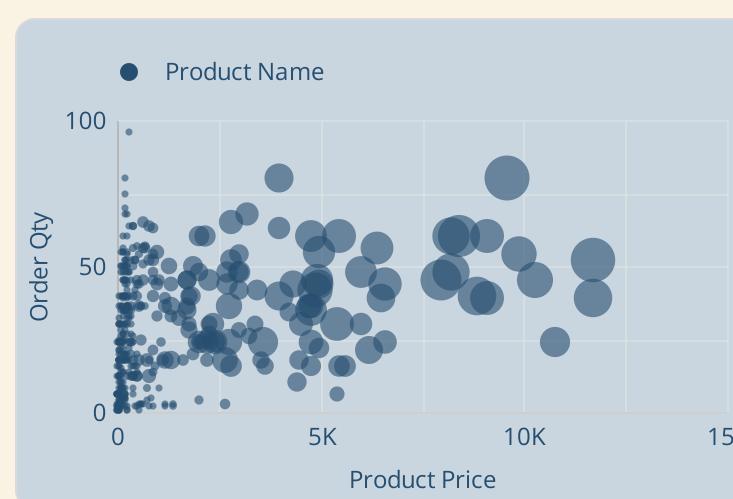
## Product Scorecard (Revenue · Qty · Avg Price · %Repeat)

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

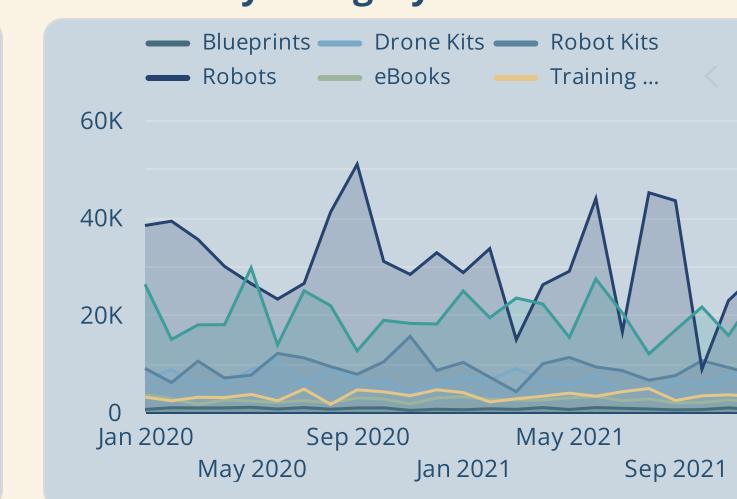
## Revenue by Price Bucket



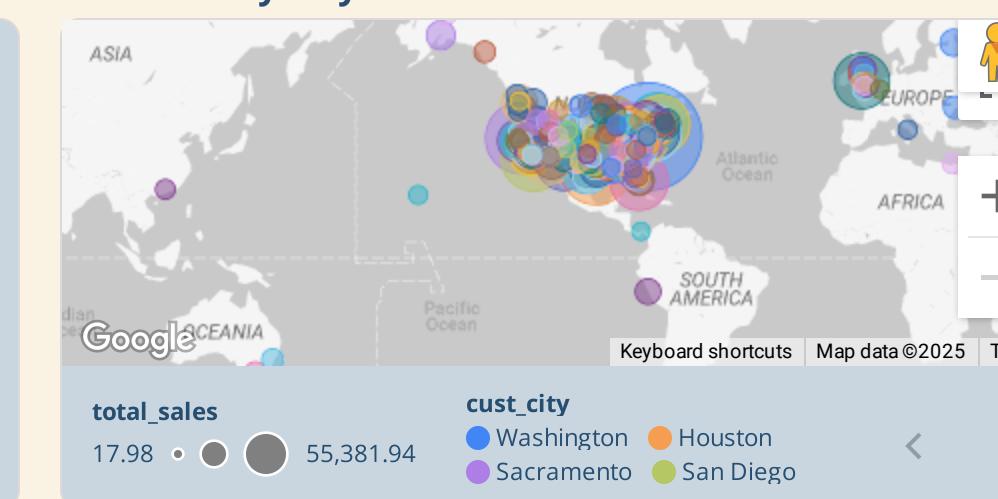
## Price vs Units - Products Scatter



## Revenue by Category Over Time



## Revenue by City



## New vs Repeat Sales - Top 10 Products

