

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

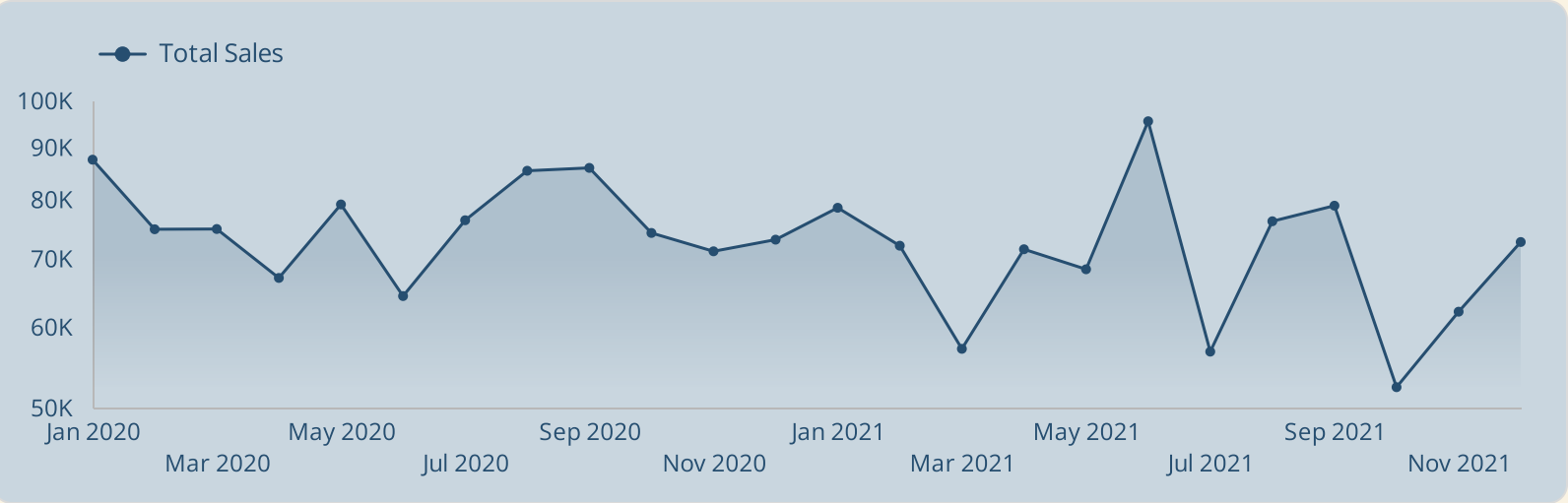
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Avg Order Value

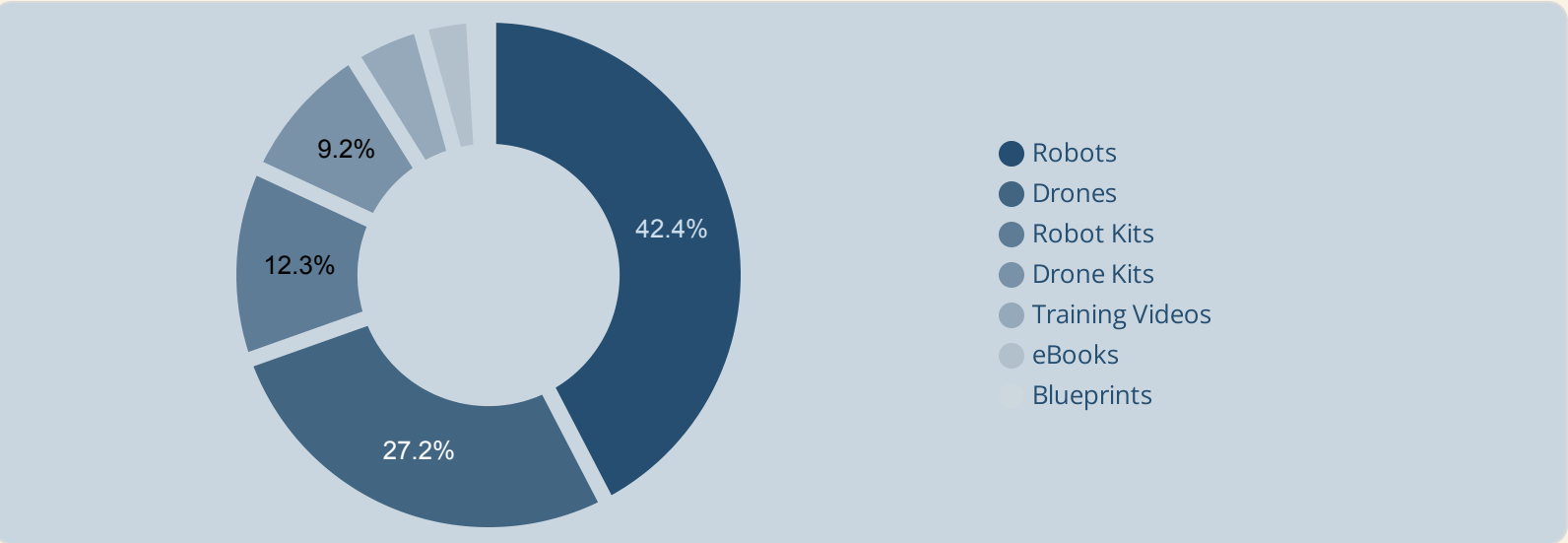
526.0

No data

Monthly Sales Trend



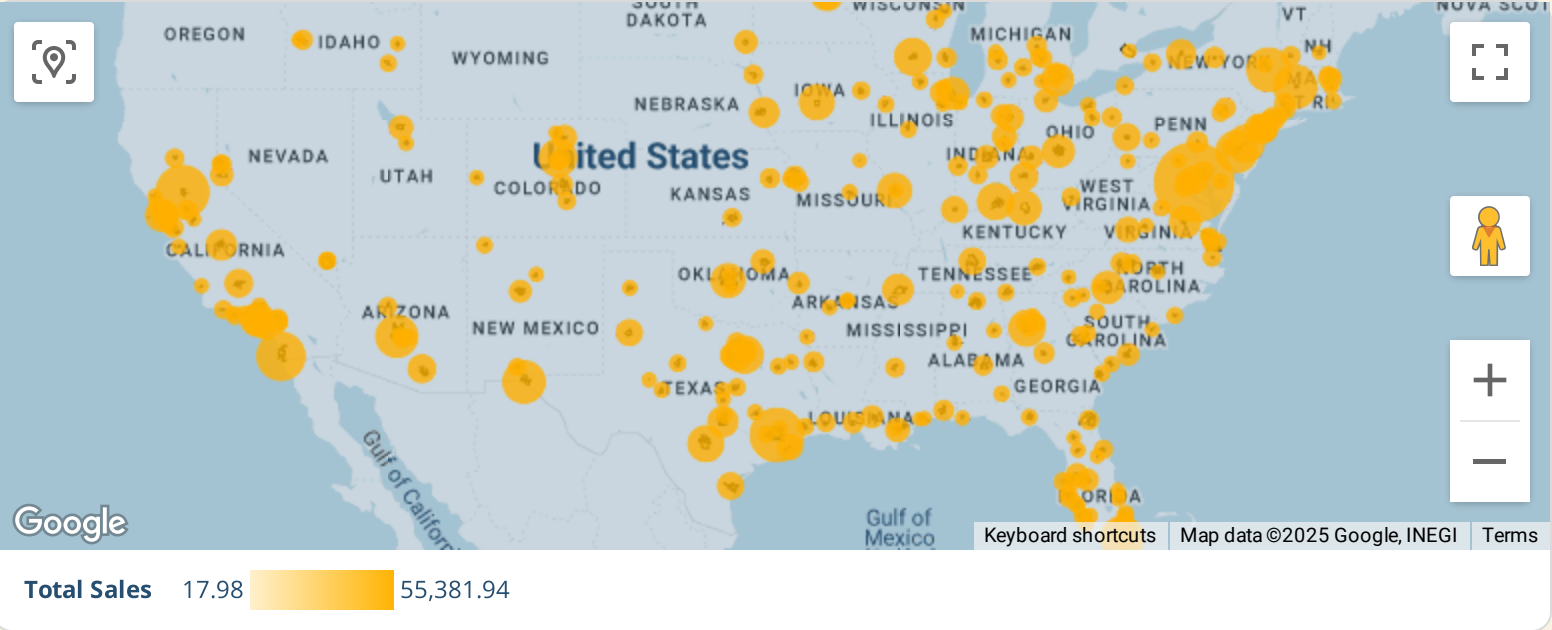
Sales by Category (% of Total)



Top 10 Product 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
6.	RXW-9807 Robot	113.8K	190	599
7.	DTI-84 Drone	105.1K	231	455
8.	MICR-564K Drone	86.3K	173	499
9.	DTD-7000 Drone	77K	171	450
10.	DA-SA702 Drone	67.8K	170	399

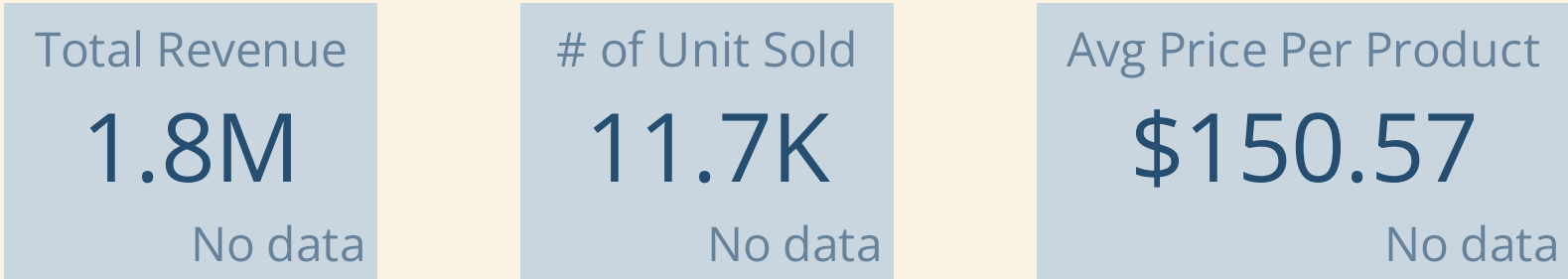
Revenue by City



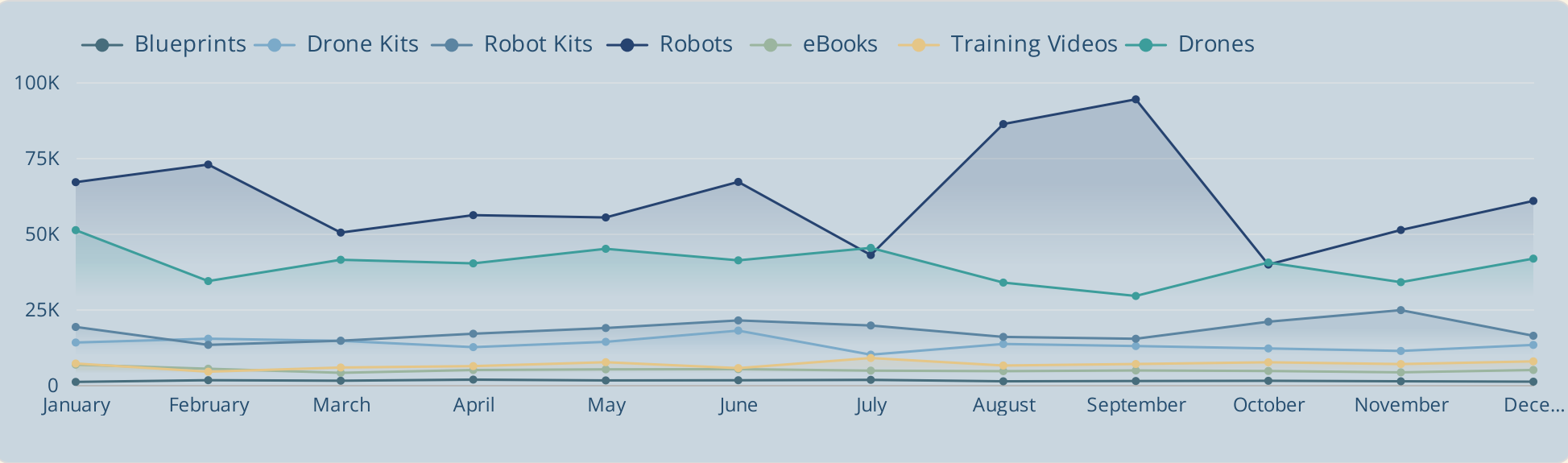
Sales Performance

Executive OverviewCustomer BehaviorProduct Analysis

CategoryCityCustomer TypeProductPrice RangeCity Tier



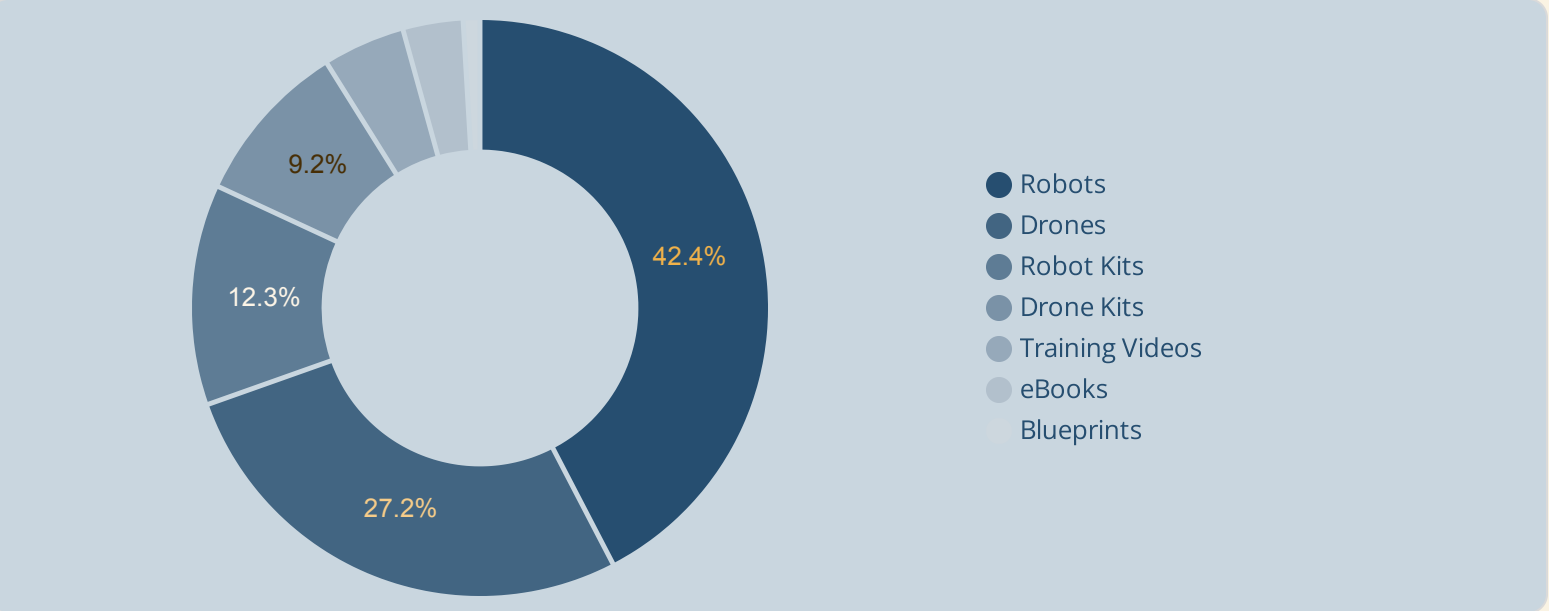
Monthly Sales by Category



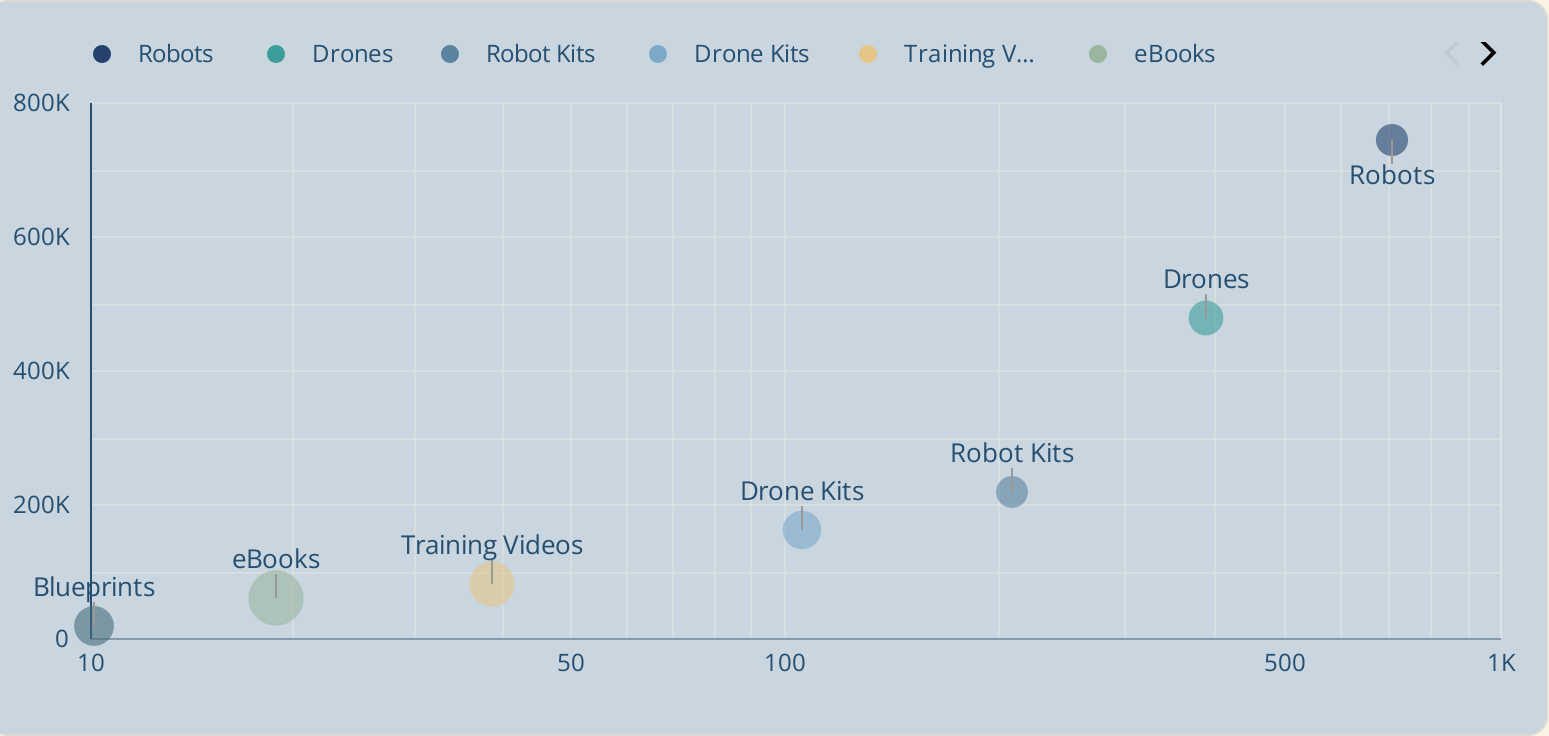
Top 5 Products by Revenue

	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

Revenue Share by Category



Price vs Sales by Category



Customer Behavior

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CategoryCityCustomer TypeProductPrice RangeCity Tier

Active Customers

1.7K

N/A

Repeat Customers

987

N/A

Repeat Rate

59.1%

No data

Avg LTV

\$1.36K

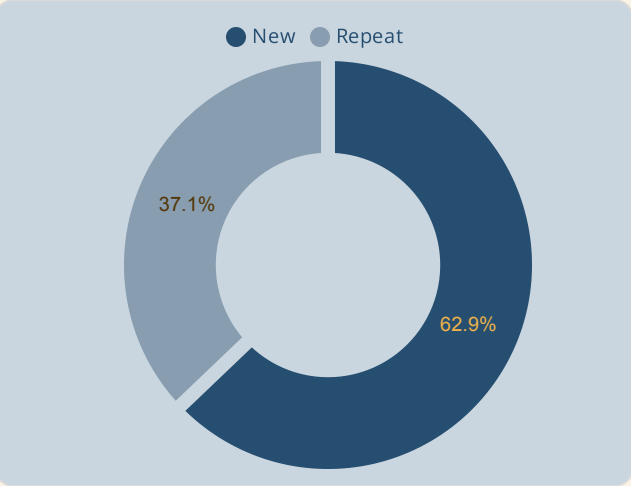
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Avg Orders / Customer

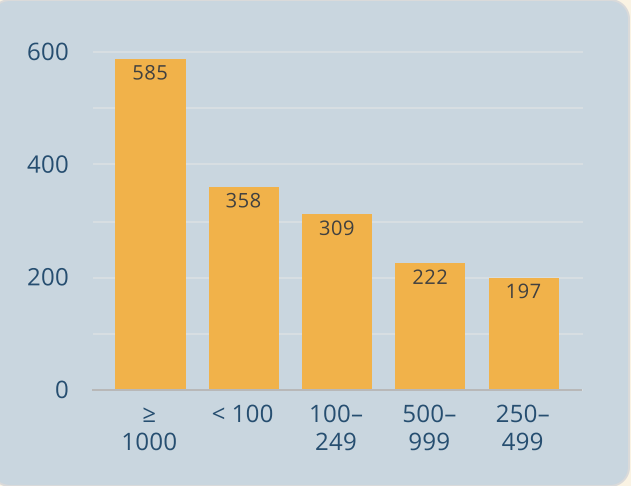
2.6

No data

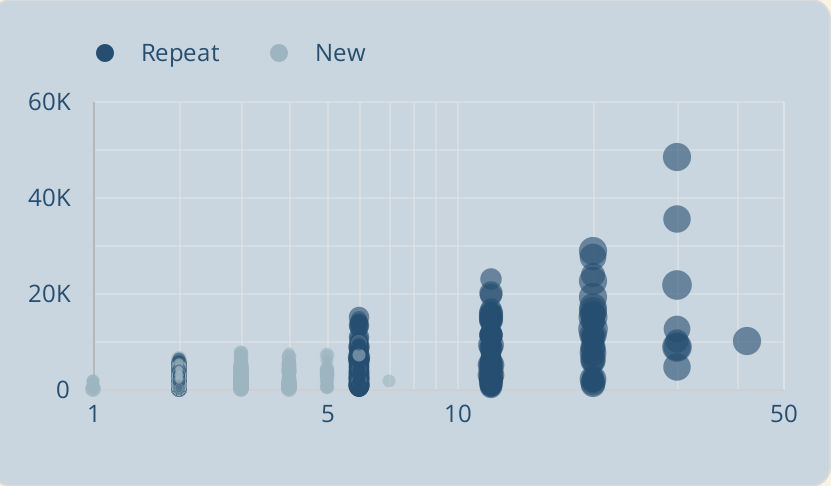
New vs Repeat Customer



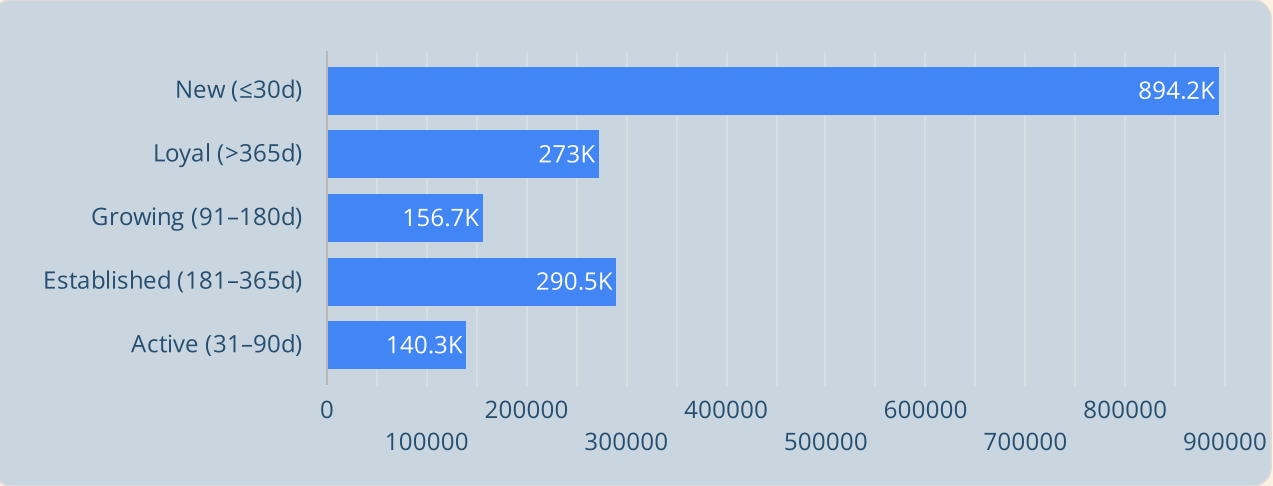
LTV Distribution



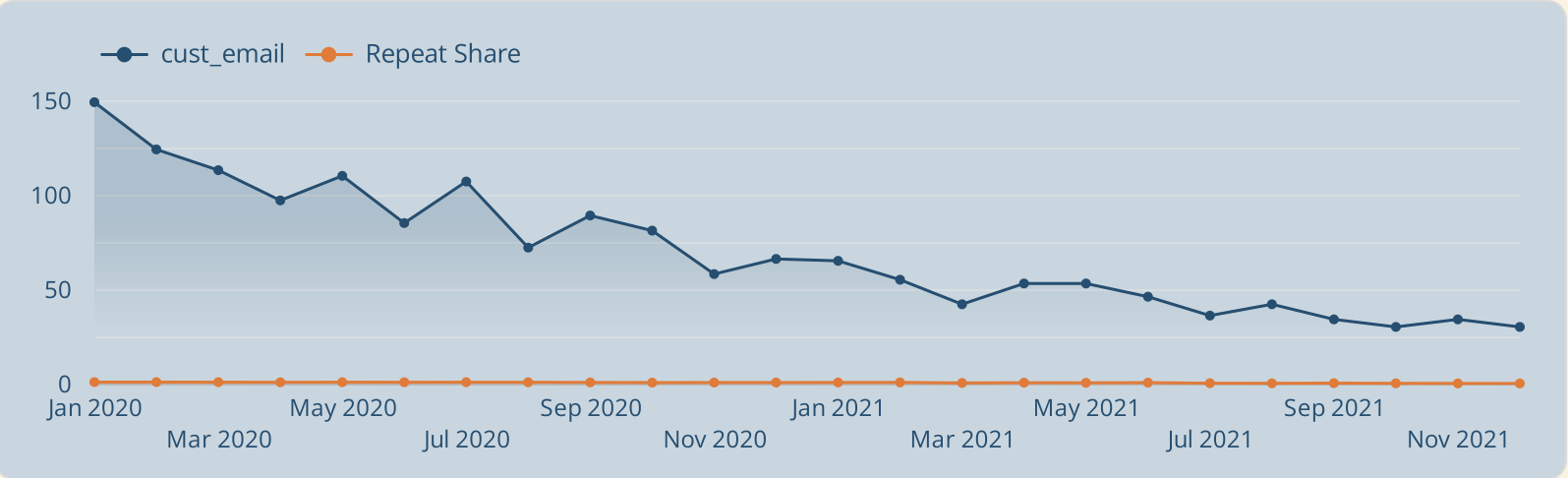
Customer Frequency vs Lifetime Value



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@themefair.com	7.6K	22.7K	9	7.6K
4.	breubens76@taobao.com	7.4K	22.1K	9	7.4K
5.	genochef@networkadvertising.com	7.2K	36.1K	25	7.2K
6.	loreillyk9@noaa.gov	7.1K	42.5K	36	7.1K
7.	alvinag@pinterest.com	6.9K	20.9K	9	6.9K

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Product Analysis

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City

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Product

Price Range

City Tier

Products SKU

69

N/A

Averagr Price

\$149.05

No data

Units Sold

12K

No data

Total Revenue

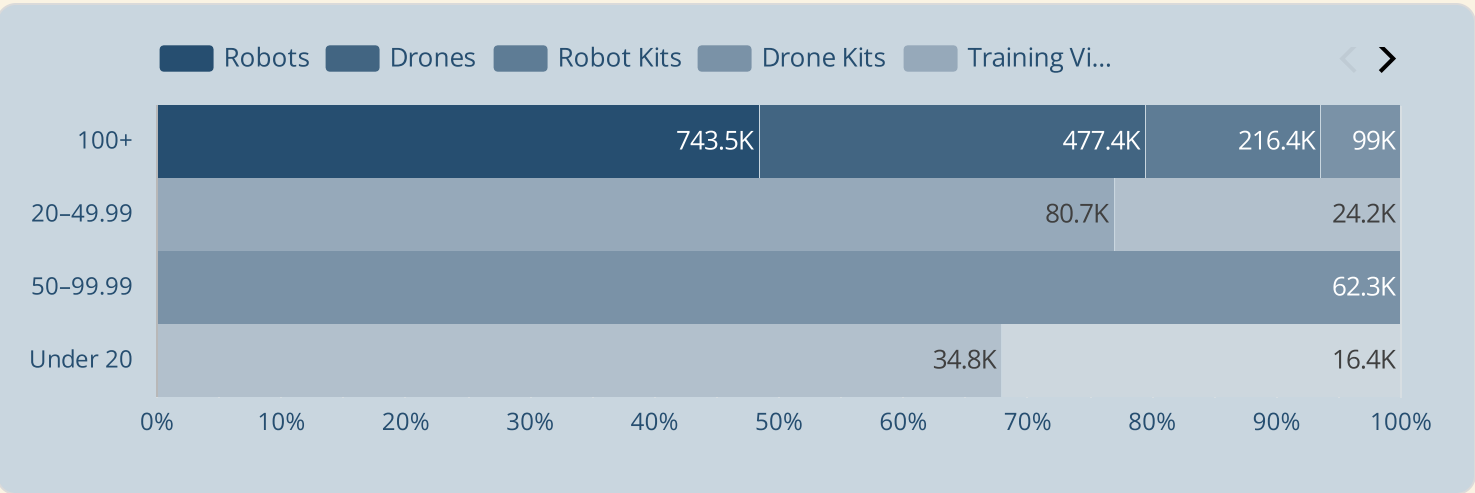
1.8M

No data

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

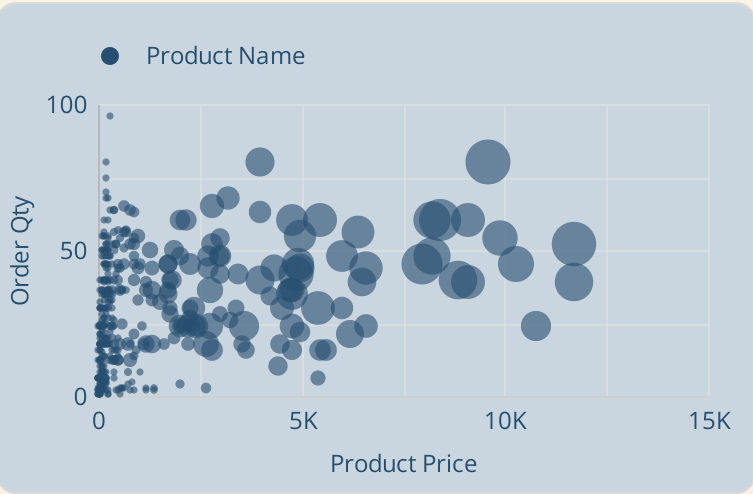
Revenue by Price Bucket



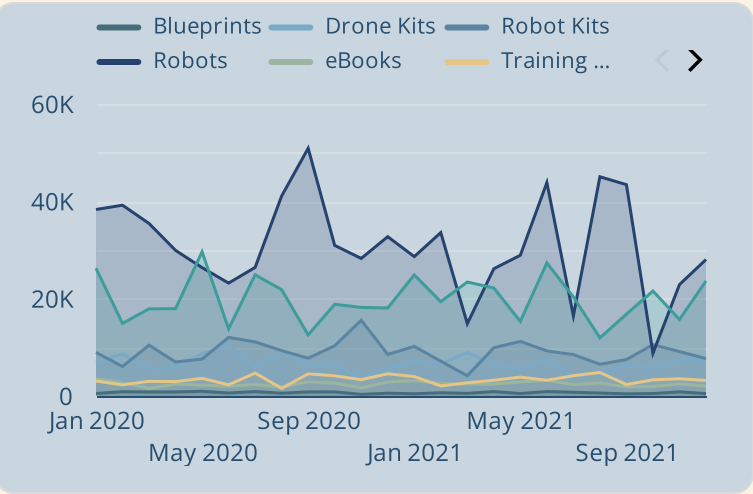
Top 10 Products by Revenue

	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

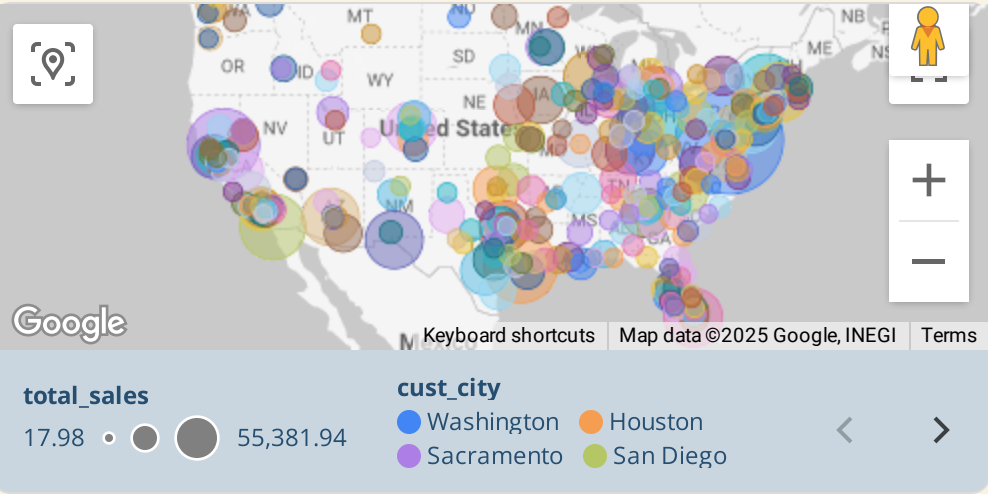
Price vs Units - Products Scatter



Revenue by Category Over Time



Revenue by City



New vs Repeat Sales - Top 10 Products

