

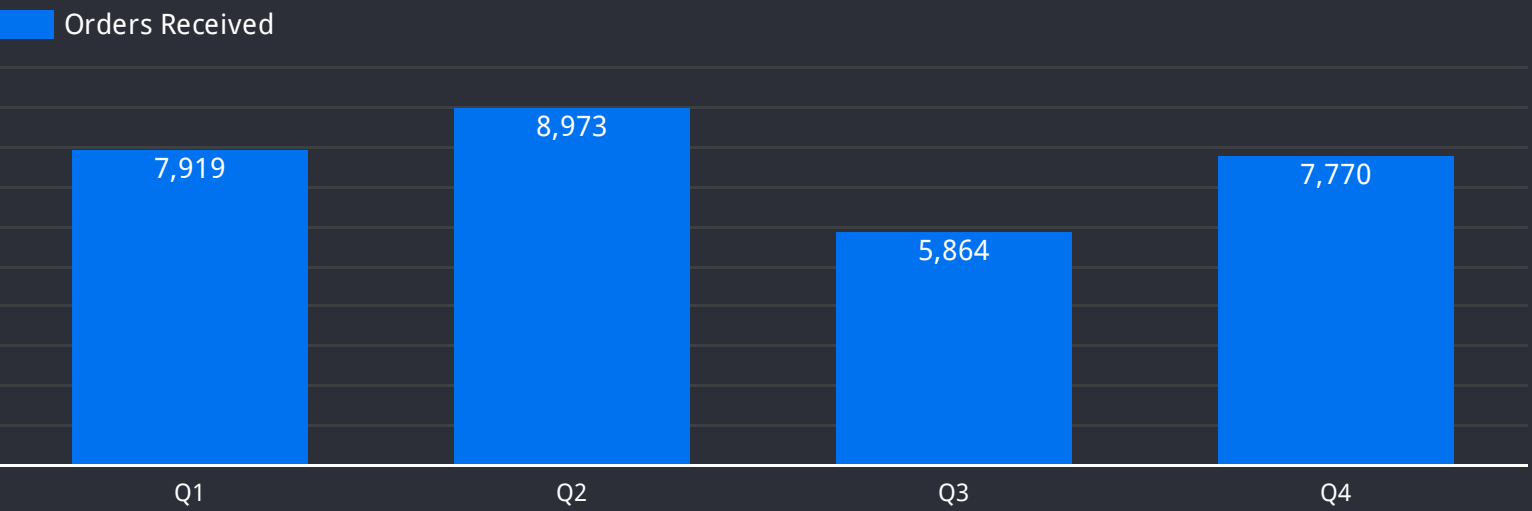
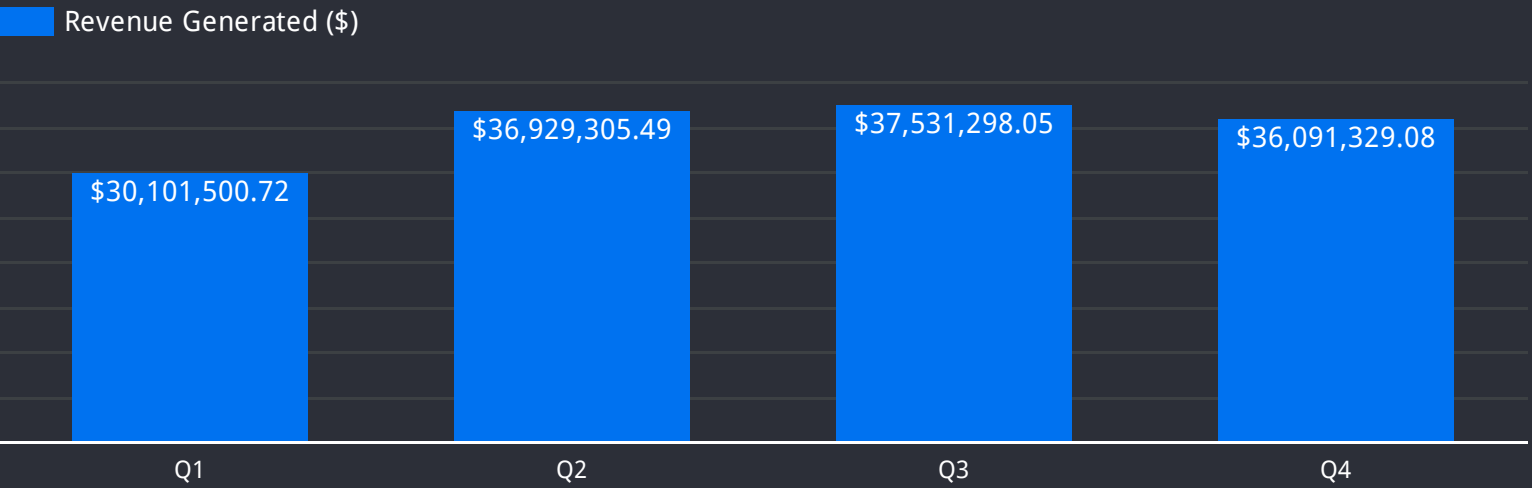
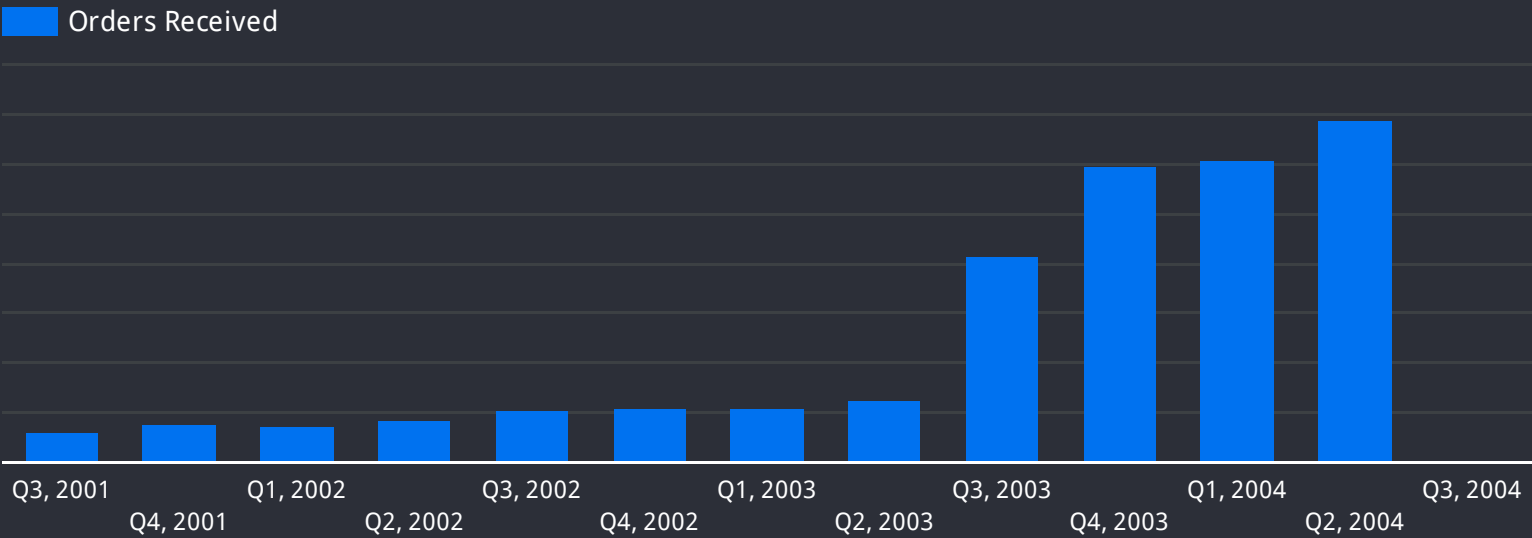
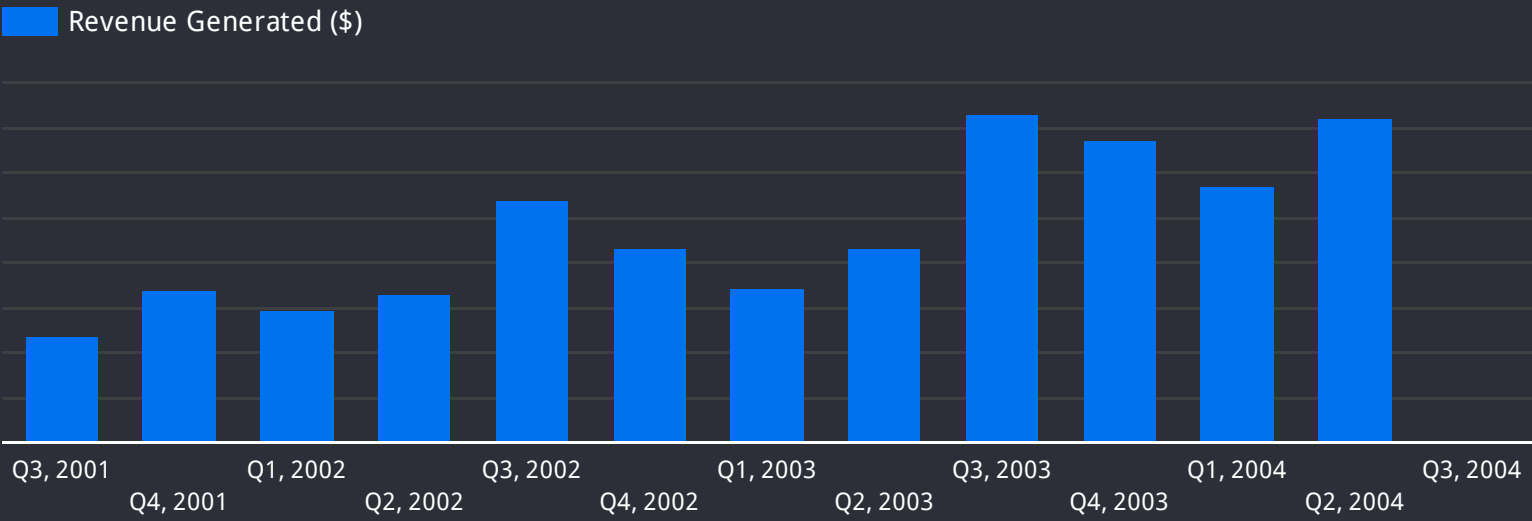
Executive Leadership Dashboard

Select date range

Key Performance Indicators

Orders Count 31,465	Revenue \$140,707,585	Average Order Value (AOV) \$4,472	Average Days to Ship 7
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Sales Over Time



Date Range - July of 2001 to July of 2004

Wide sales volume variation

Limited Data for 2001 and 2004

Sharp and steady increase in gross revenue

Sharp and steady increase in orders received

Revenue and order count differences between 2003 and 2004

Our store sells different types of products, therefore orders received and revenue generated varies greatly.

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