



Online

COMMERCE

Menu



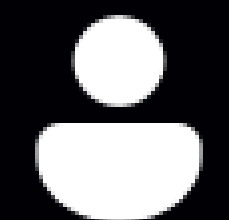
Business Overview



Revenue Performance



Product Performance



Customer Insights



What If Shipping  
Analysis

# Business Overview

Explore Actionable Insights

Product

All



Total Revenue

1.55M



Explore Details

Shipping Baseline

385.15K



Explore Details

Profit Margin

27.50%



Explore Details

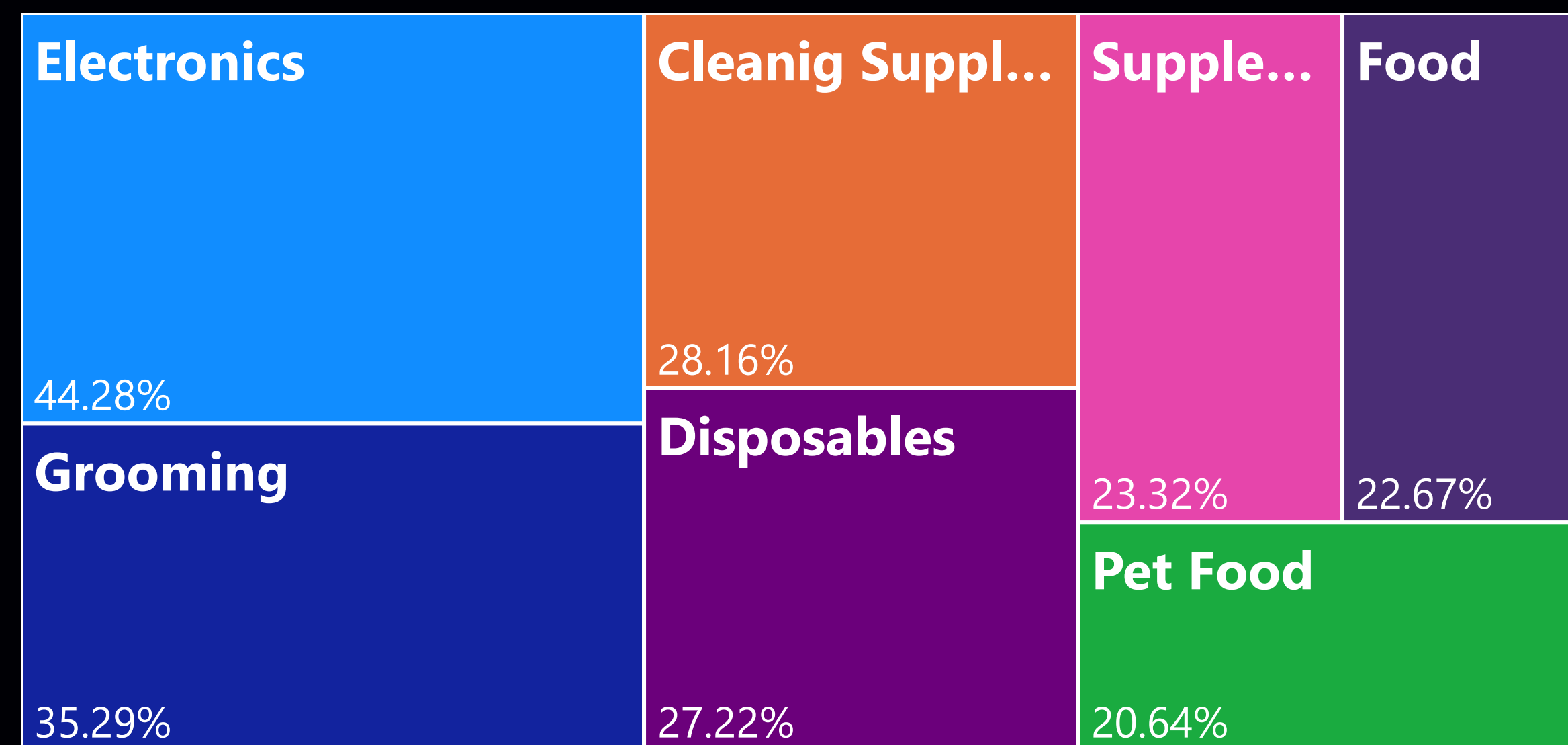
Total Orders

11.43K

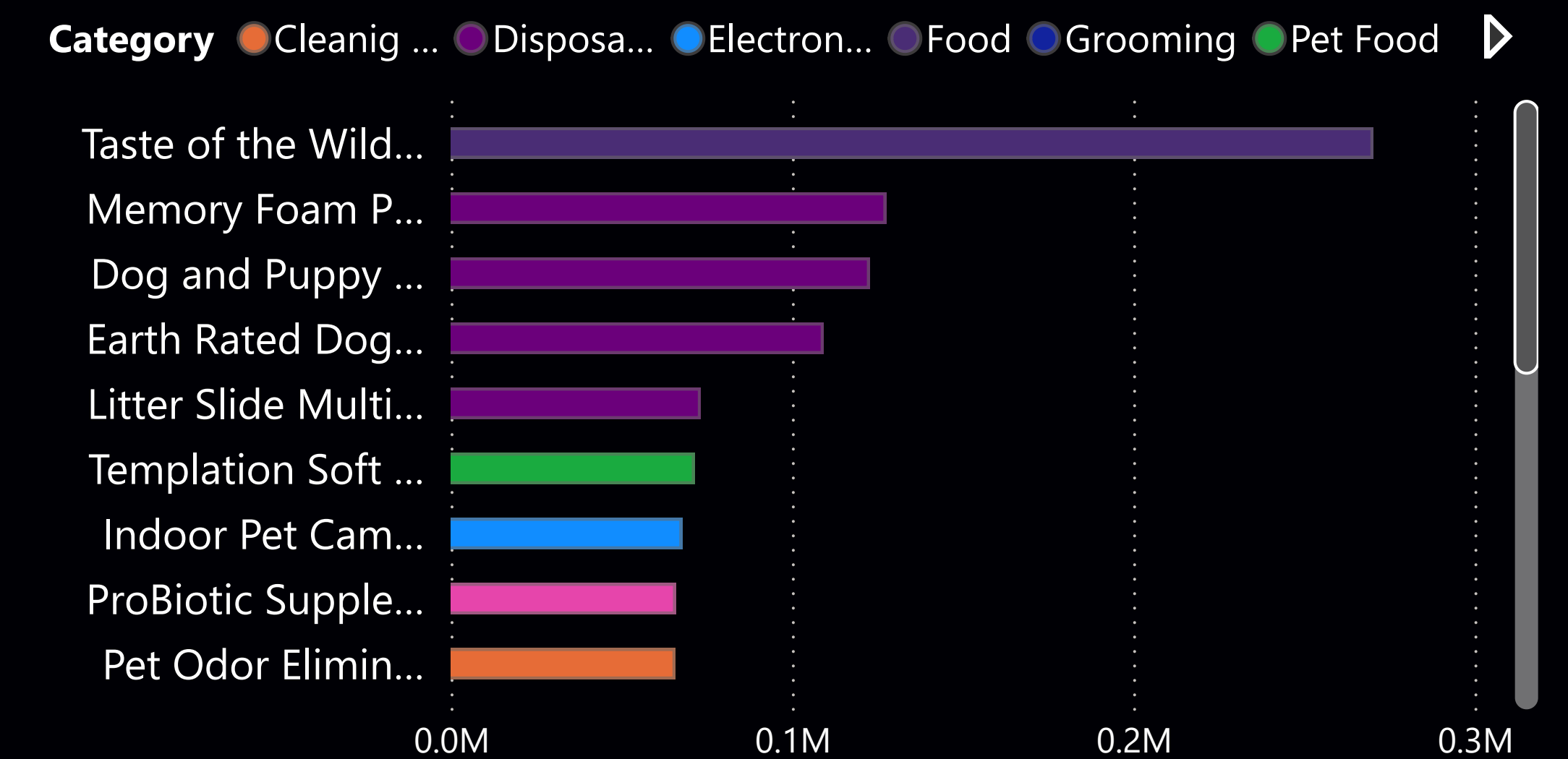


Explore Details

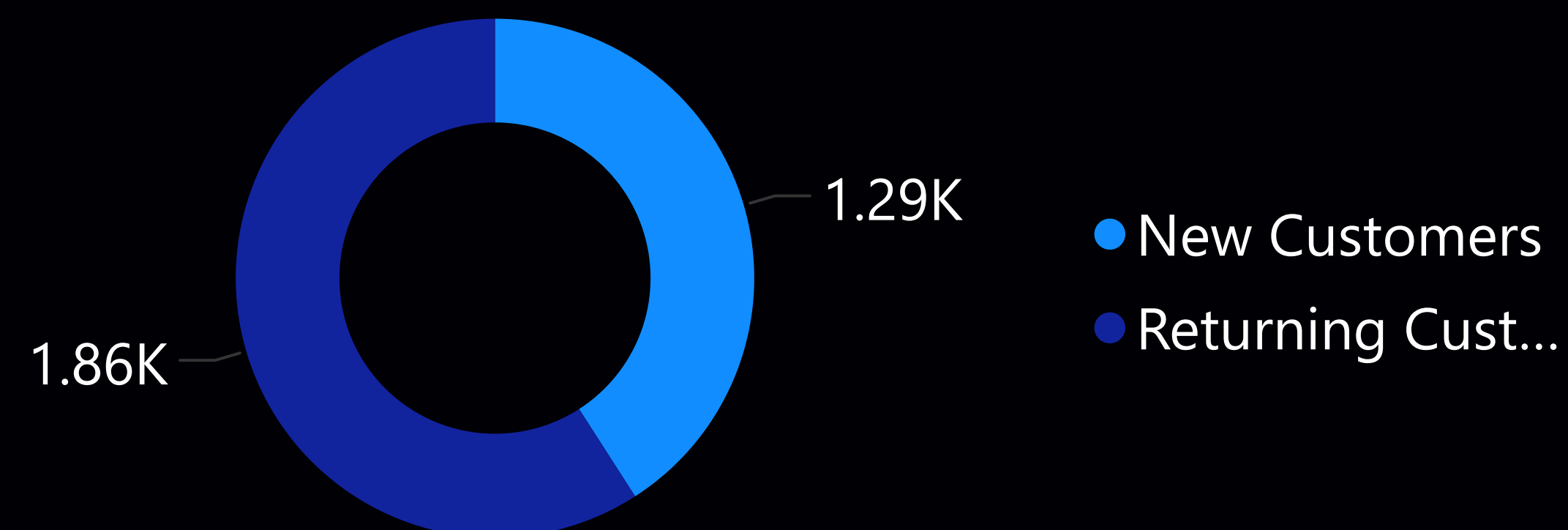
## Category Profit % Contribution



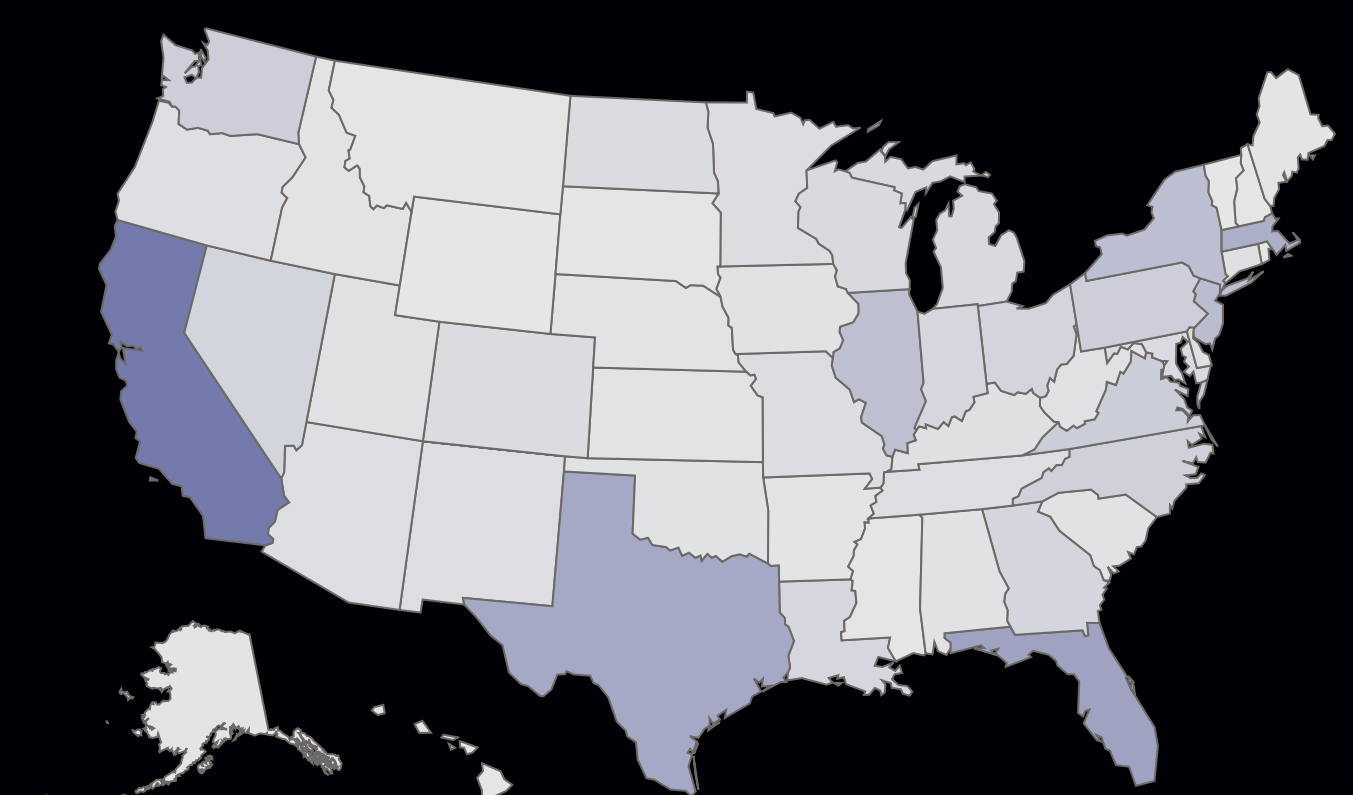
## Top-Selling Products by Category



## Customer Count by Segment



## Geographic Sales Distribution





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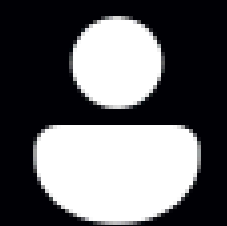
Business Overview



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# Revenue Performance

Insights To Boost Revenue & Sales

Category

All

1,553,909.82

Gross Revenue

\$427,335.62

Net Revenue

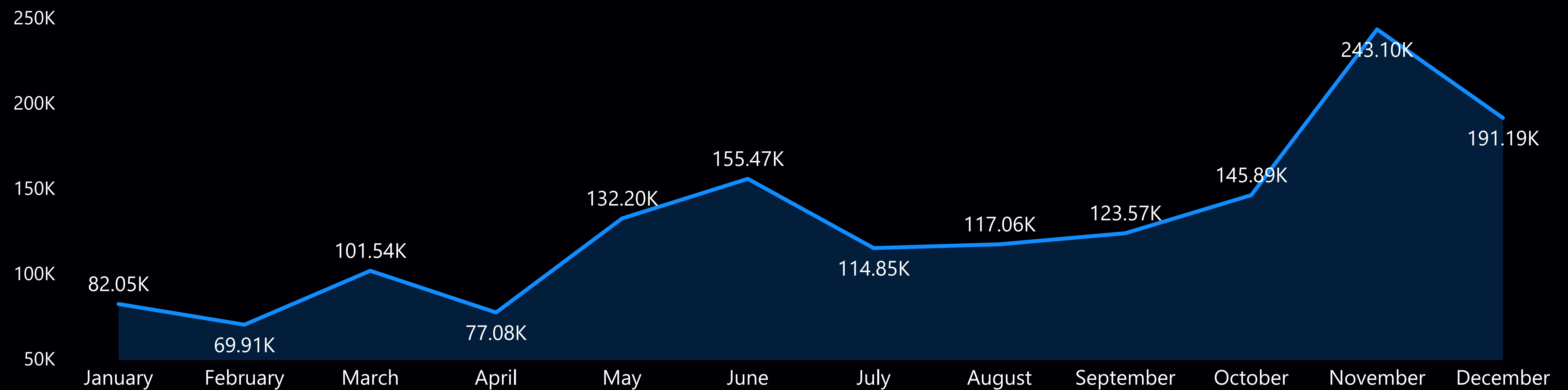
27.50%

Profit Margin

741,424.50

COGS

## Monthly Revenue Trend



-69.36%

Units Sold MTD MoM%

4.25%

Orders MTD MoM%

\$494.56

ARPU

\$135.99

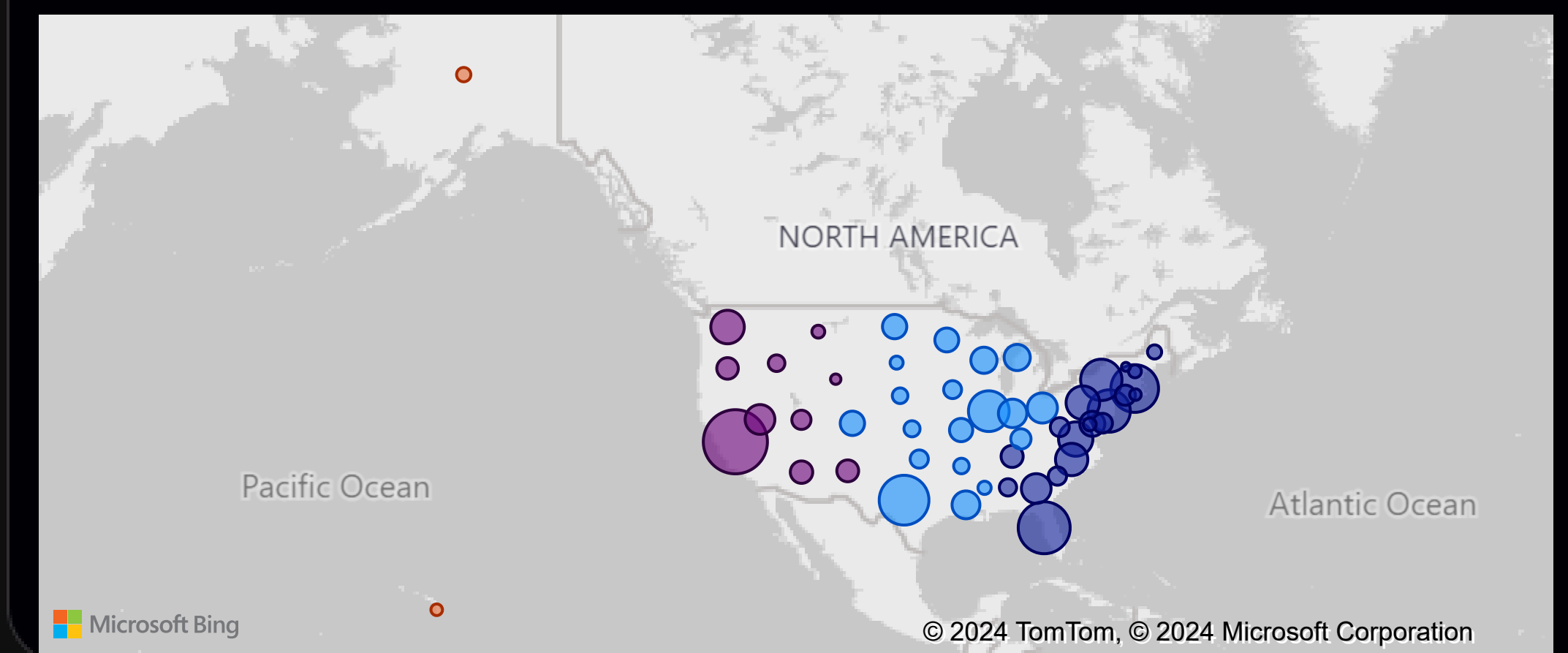
Average Order Value

## MoM Revenue Change

-70.51%

December

## State-wise Revenue Contribution

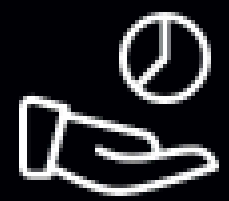




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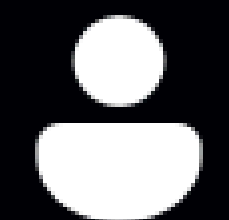
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# Product Performance

Performance of product contribution to revenue

Order Date

12/1/2020

12/9/2021

7

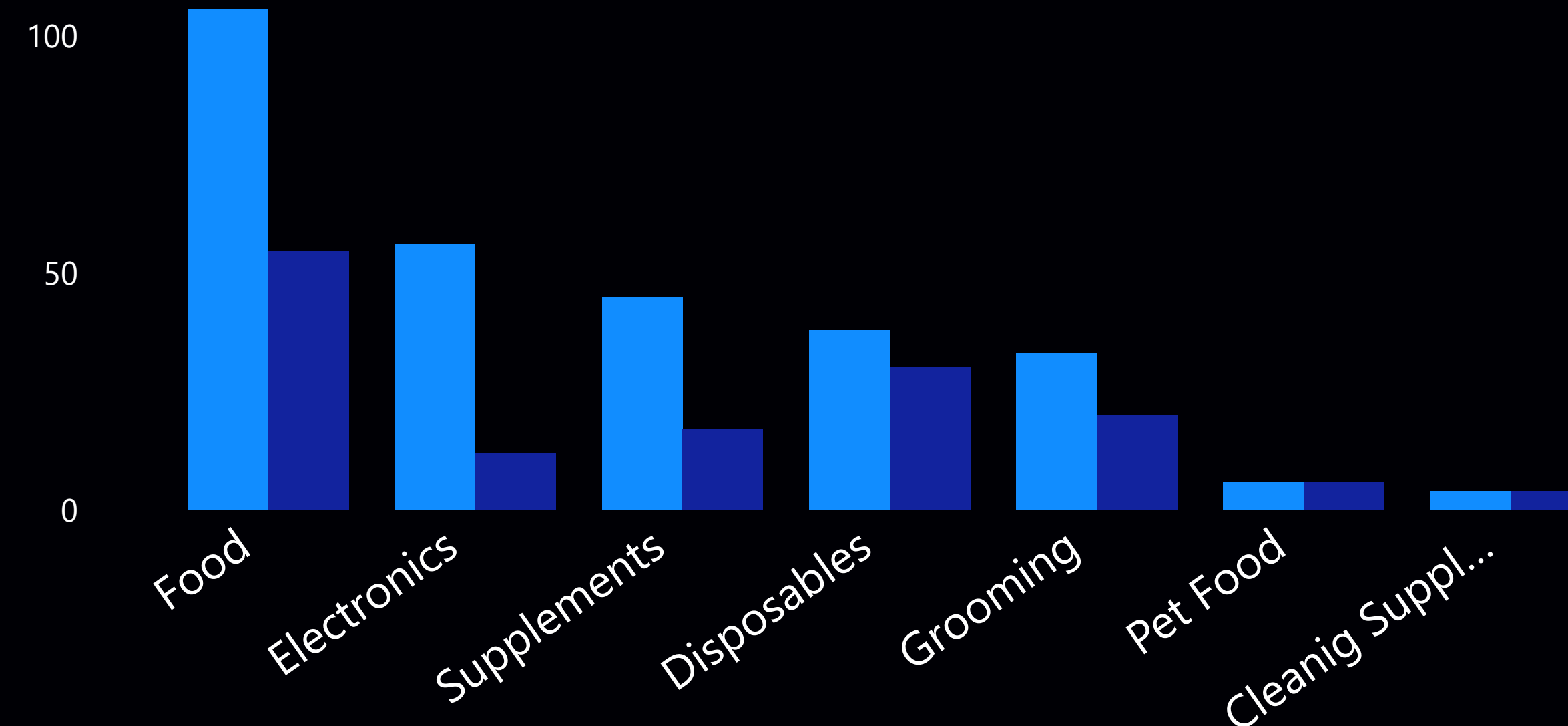
Count of Category

20

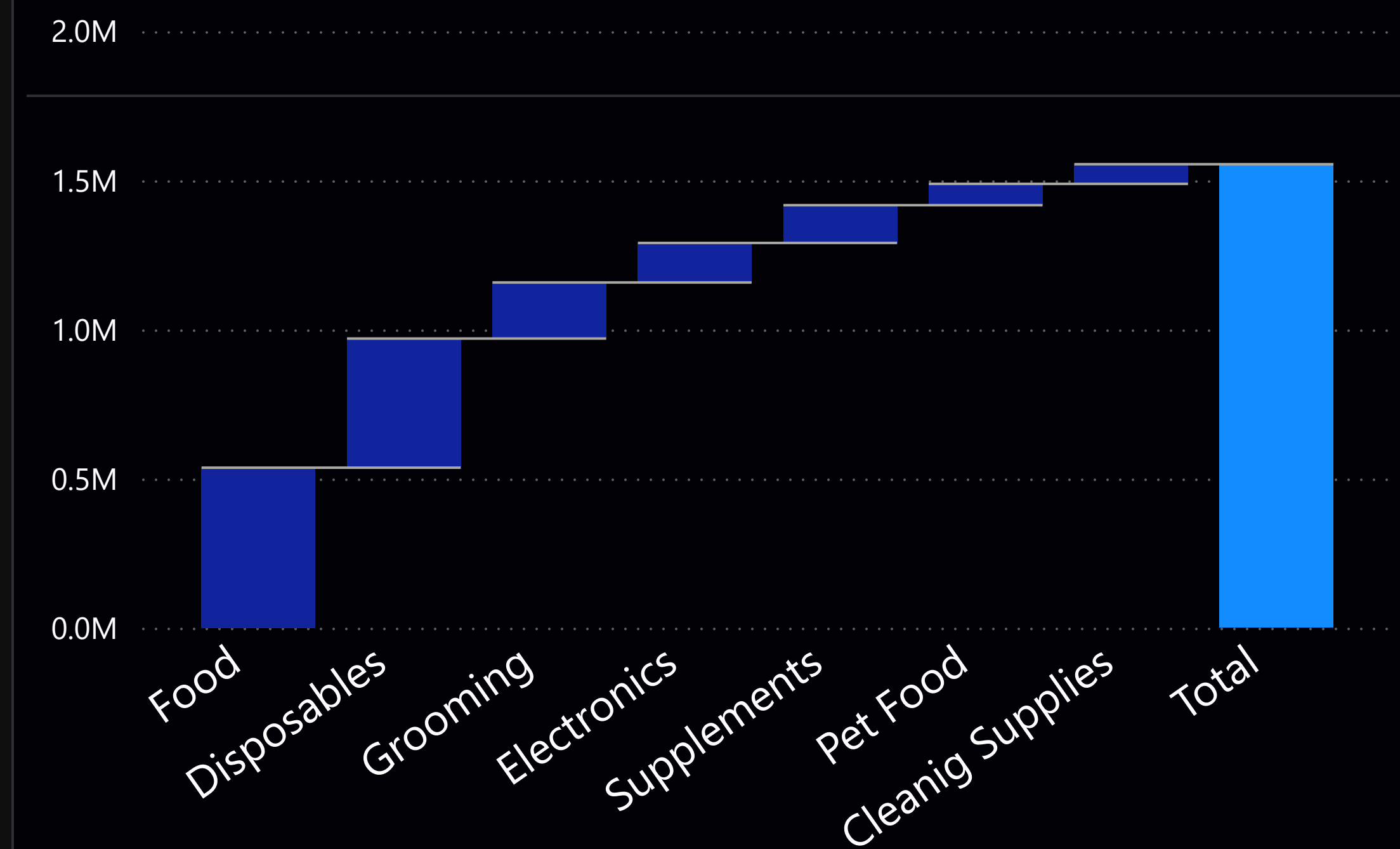
No. Of Products

## Shipping & Cost Per Category

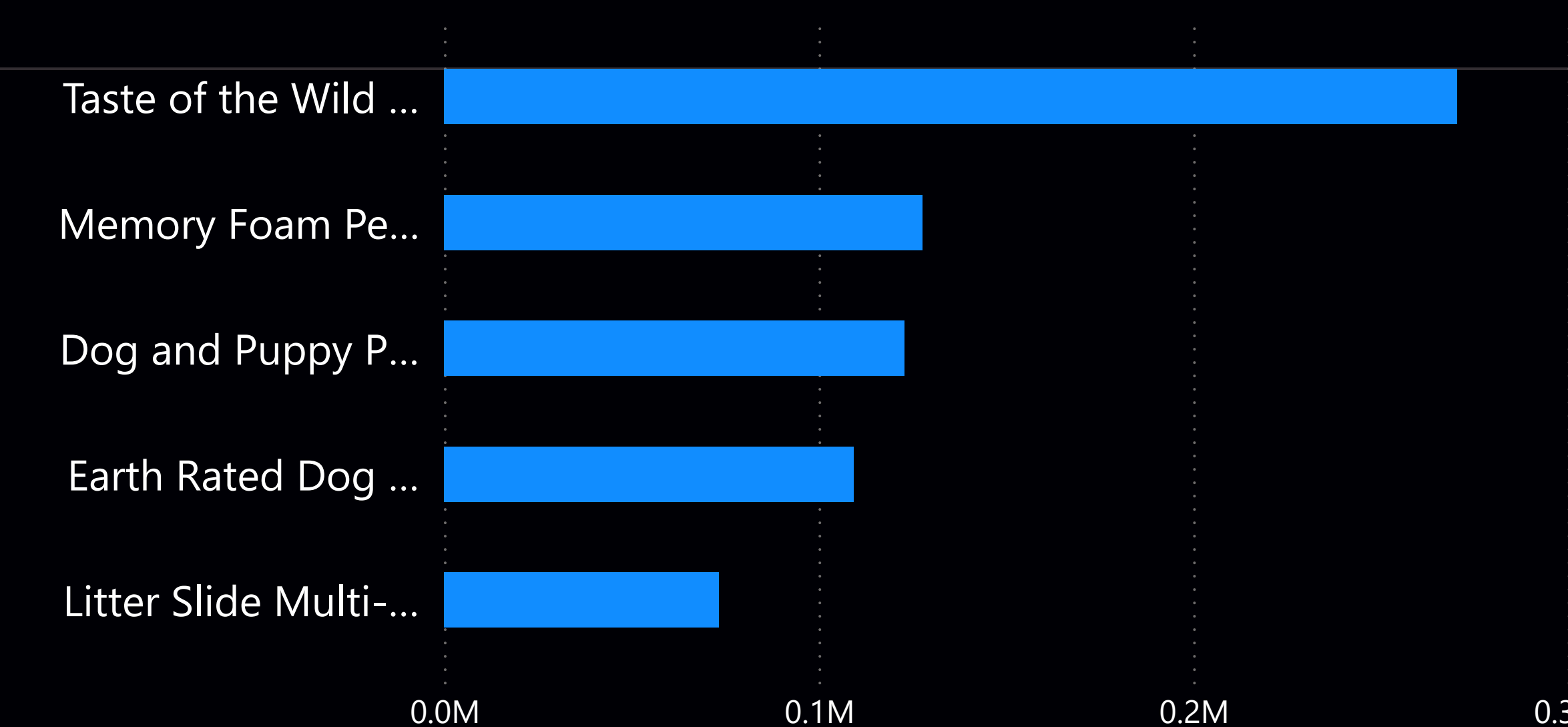
Cost Shipping Cost



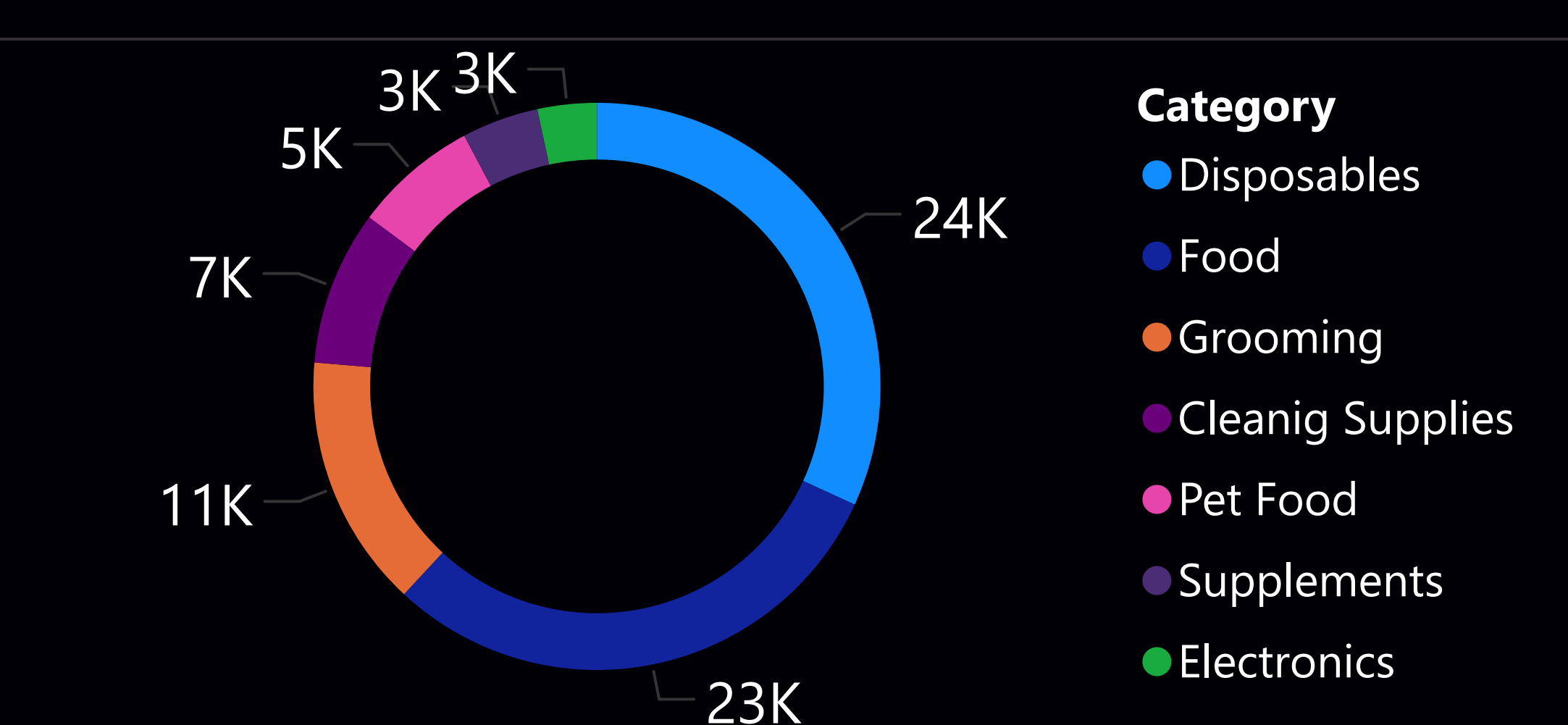
## Revenue Breakdown by Category



## Top 5 Selling Products



## Quantity Sold per Category

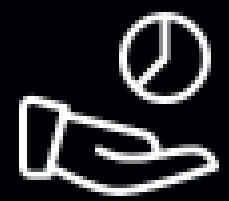




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## Menu



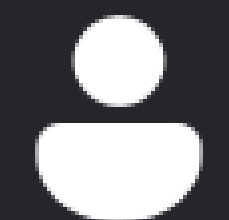
Business Overview



Revenue Performance



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Customer Insights



What If Shipping  
Analysis

# Customer Insights

Insights Into the customer Behavior

4,372

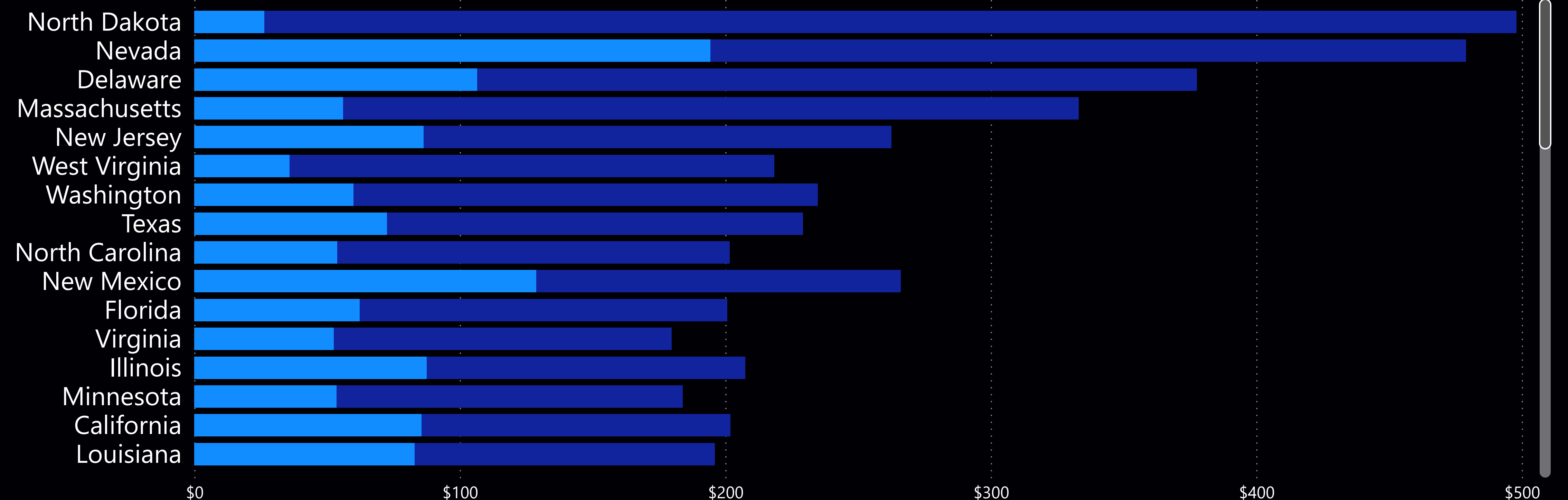
Total Customers

3,142

No. Of Active Customers

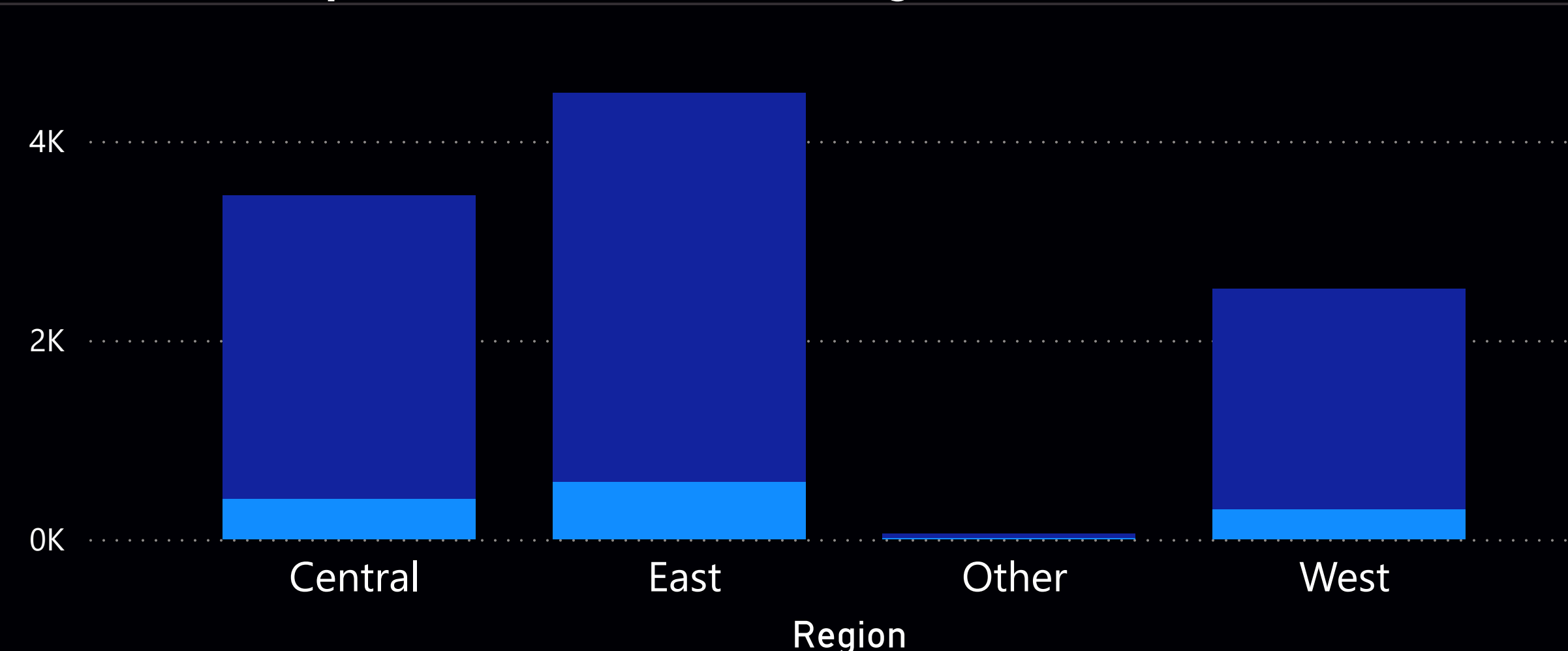
## State-Level Average Order Value

Customer Group ● New Customer ● Returning Customer



## Total Orders and Customer Segments by Region

Customer Group ● New Customer ● Returning Customer



## Revenue Contribution by Customer Segment

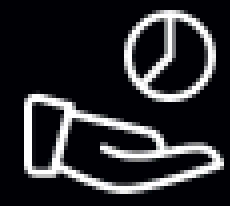






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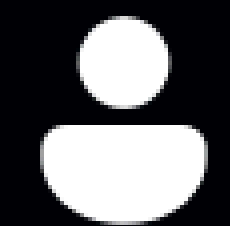
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# What If Analysis

Impact of shipping higher products on sales and profitability

Quantity

14

385.15K

Shipping (Baseline)

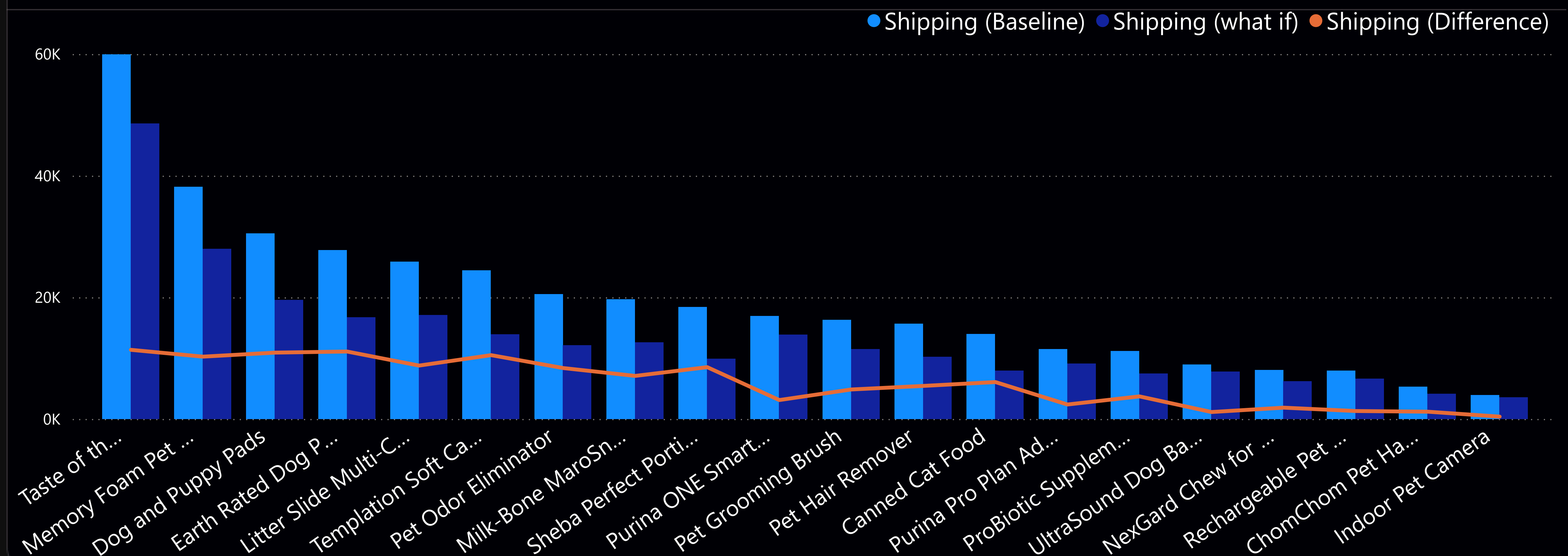
266.96K

Shipping (what if)

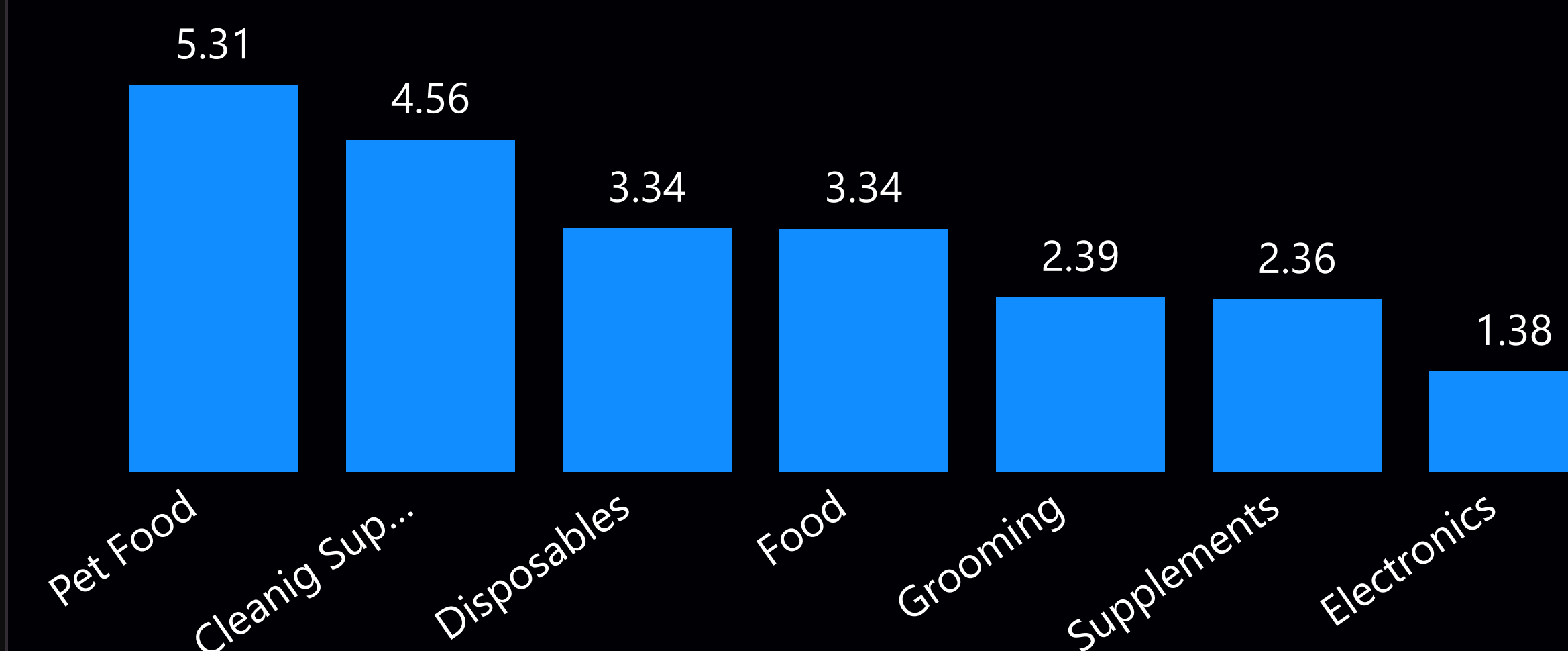
118.19K

Shipping (Difference)

## Shipping Cost Comparison by Product



## Average Order Quantity by Category



## Cumulative Shipping Cost Over Time

