

Year

2017

2018

2019

2020

Continents

America

Asia

Europe

Oceania

Product Class

Deluxe

Elite

Premium

Standard

Sales Dashboard

Overview

Product Centric

Consumer Centric

Profit by Country and Geographic Region

America Asia Europe Oceania

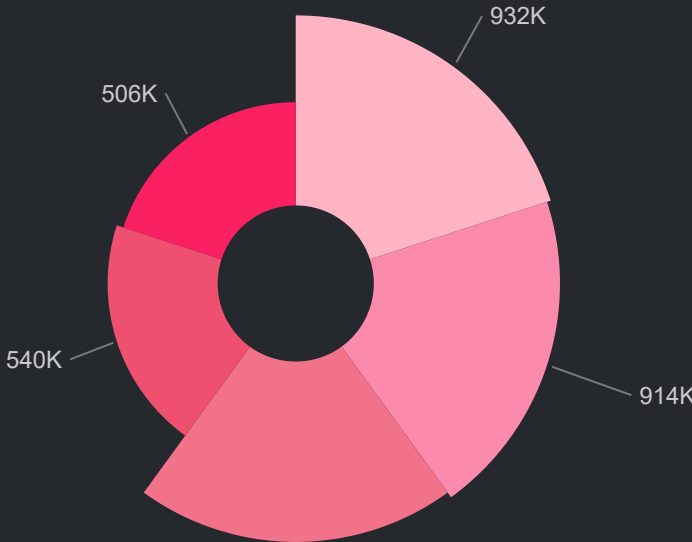


Total Sales by Year

1.48M✓
Goal: 276000 (+434.55%)

Total Sales by Product Name

Prod - H Prod - C Prod - B Prod - E Prod - F



Average Profit Margin

16.55

New Customer Gained

4695

ARPP

135.04

Average Order Value

700.90

Average Return Rate

1.02

Complaint Count

789

Customer Satisfaction

4.11

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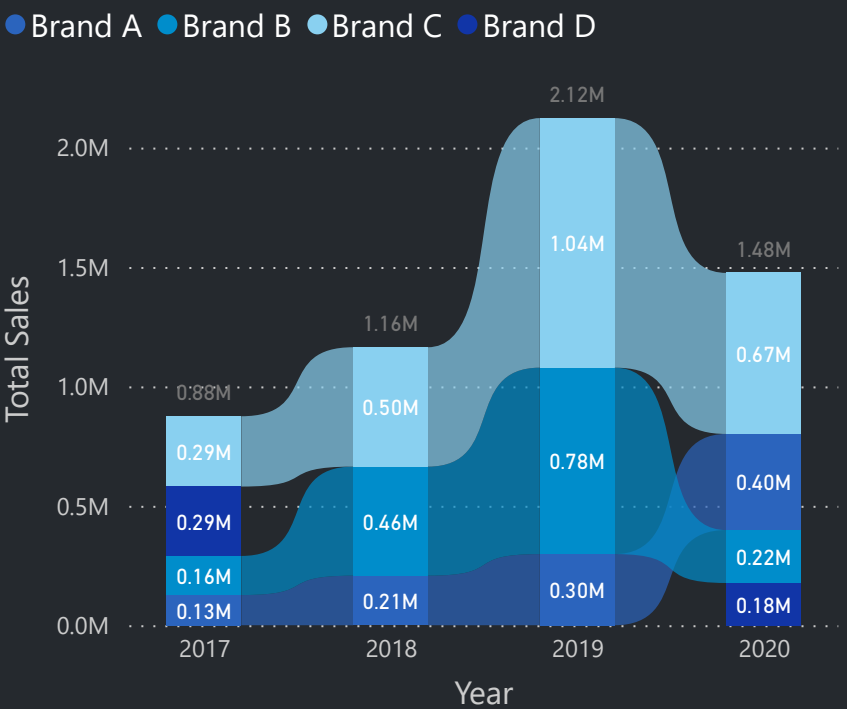
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Overview

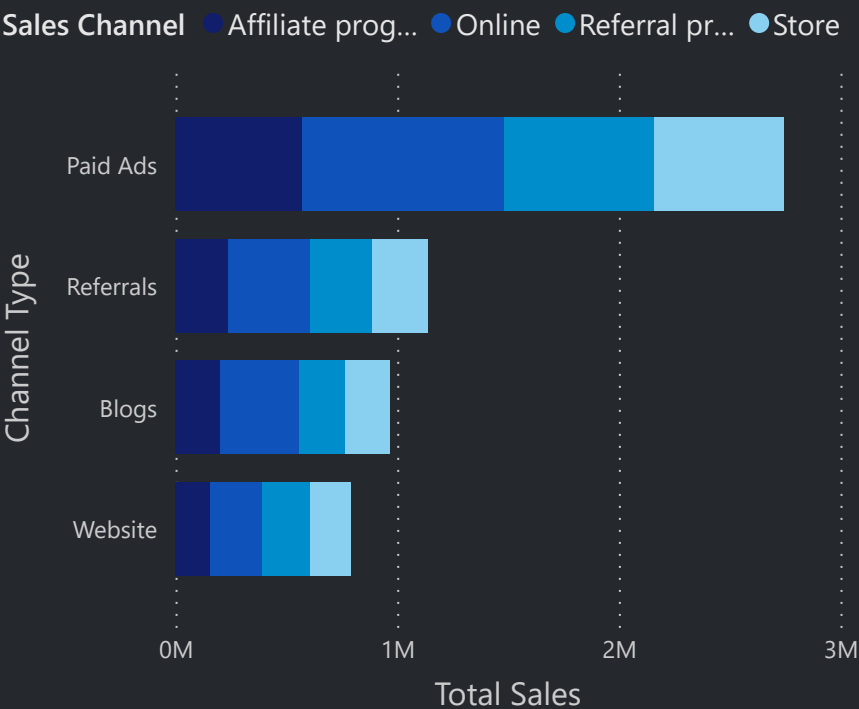
Product Centric

Consumer Centric

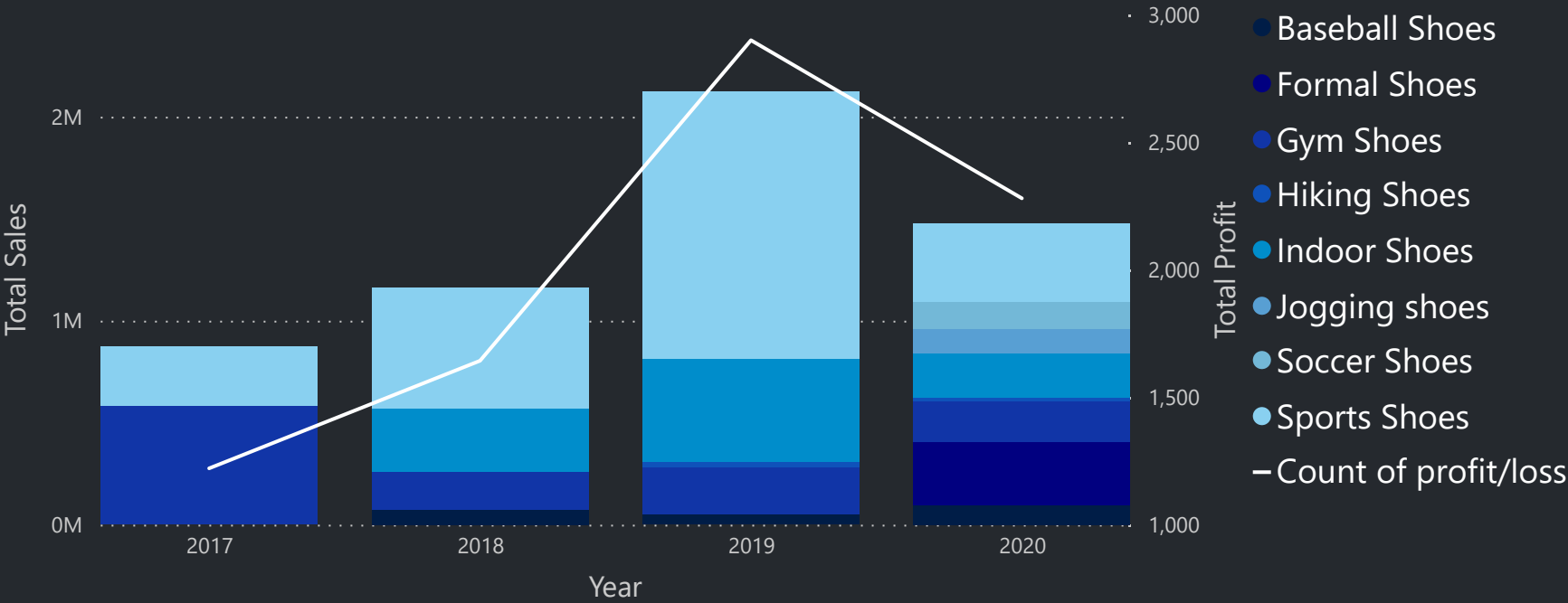
Change in Sales per Brand



Total Sales by Channel & Channel Type



Total Sales and Profit by Product Category



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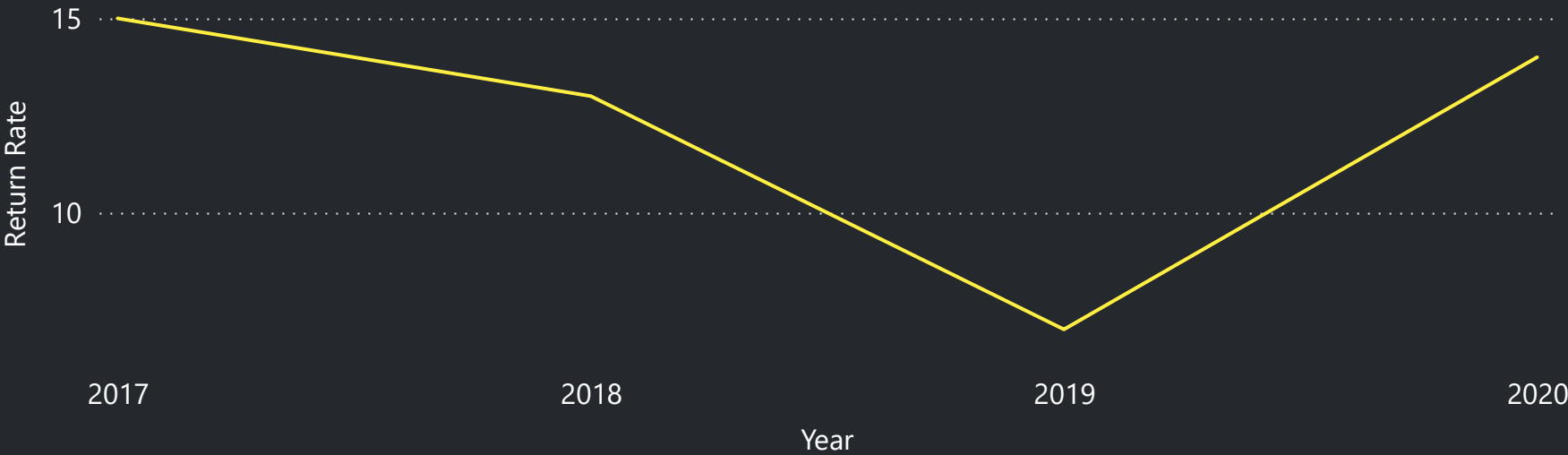
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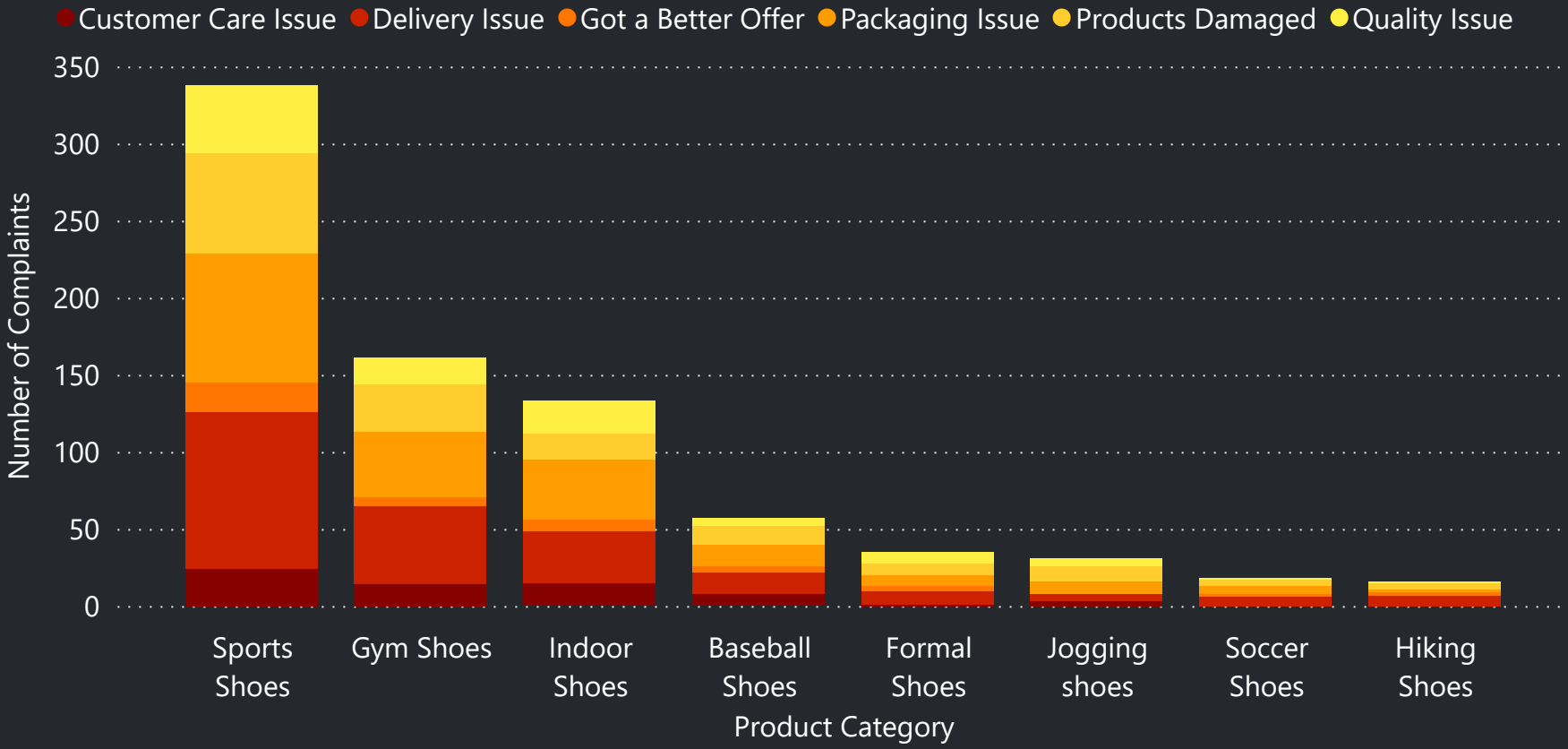
Product Centric

Consumer Centric

Return Rate by Year



Number of Complaints by Reason & Product Category



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