

# EXECUTIVE SUMMARY DASHBOARD

Product Performance

Customer Analysis

Trends & Geography

## Payment Method

## Category

**TOTAL REVENUE**

2.25,803K

**AVERAGE ORDER VALUE**

362K

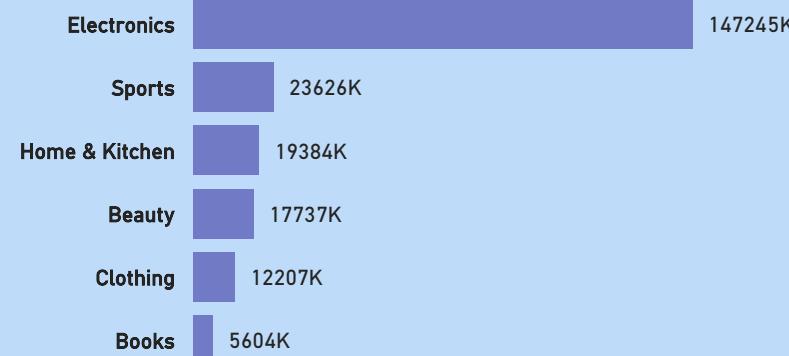
**TOTAL TRANSACTIONS**

24

**TOTAL PROFIT MARGIN %**

57.484K

## TOP 5 CATEGORIES BY REVENUE

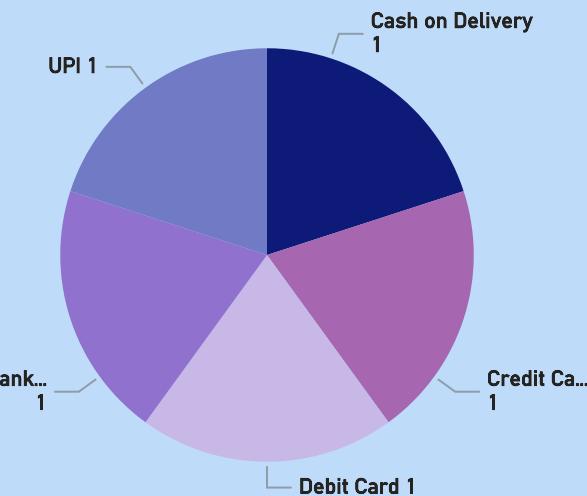


## SALES BY STATE

Total Revenue: 2.25,803K. ● High Revenue ● Low revenue



## Payment Method Distribution



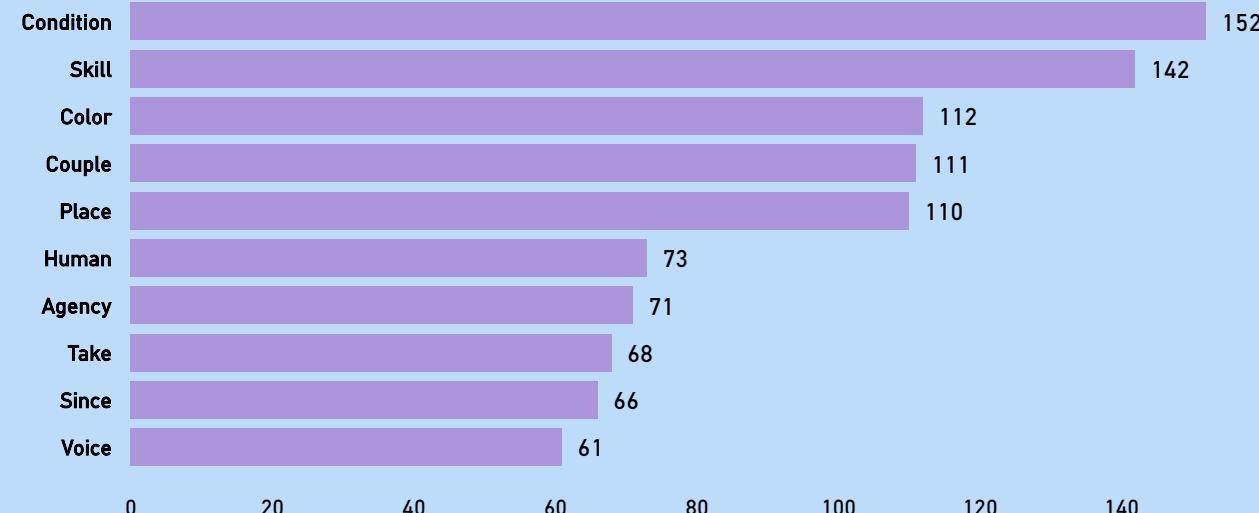
## MONTHLY REVENUE TEND





# PRODUCT PERFORMANCE

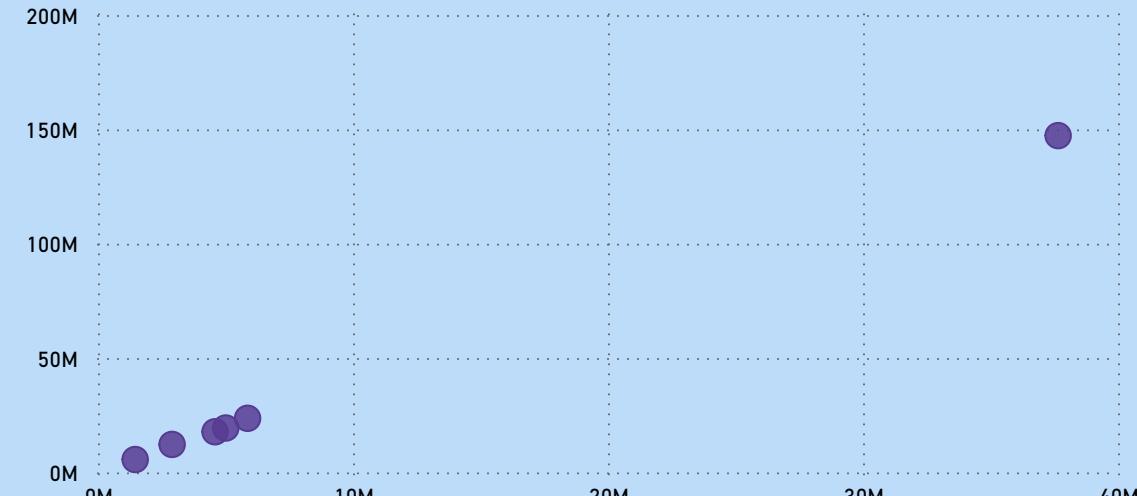
## TOP 10 PRODUCTS



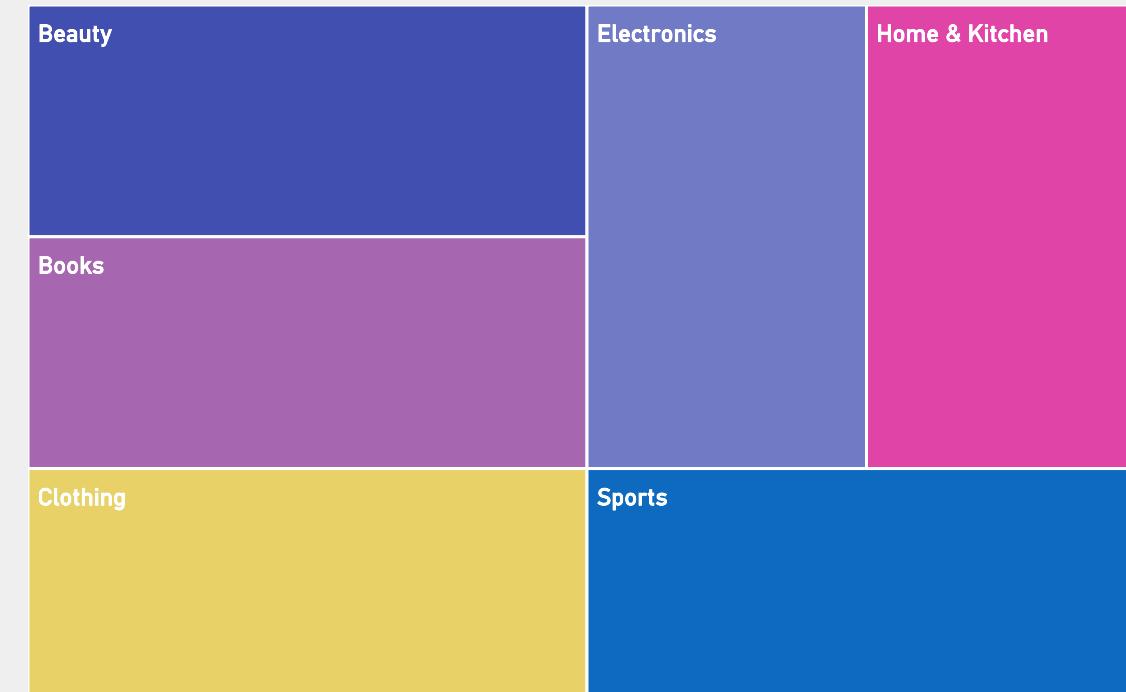
## PRODUCTS METRICS TABLE

category	Sum of profit_margin	Sum of revenue	Count of units_sold	Sum of total_profit
Electronics	2,227.87	14,72,44,841.42	86	3,76,52,706.57
Books	2,198.49	56,04,286.99	85	14,58,304.37
Sports	2,083.48	2,36,26,371.39	85	58,66,377.51
Beauty	2,090.06	1,77,36,650.36	82	45,89,916.77
Clothing	1,811.81	1,22,07,254.84	77	29,06,119.13
Home & Kitchen	1,674.09	1,90,17,861.51	65	49,12,390.83

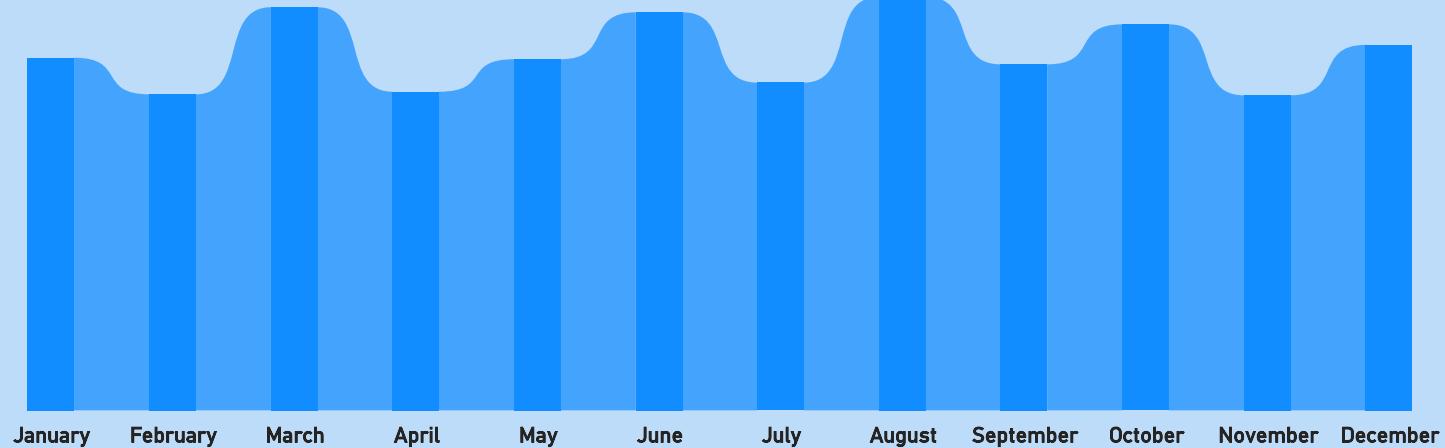
## PRICE VS PROFIT ANALYSIS



## CATEGORIES AND SUB CATEGORIES



## CUSTOMER PURCHASE PATTERNS



## CUSTOMER ANALYTICS

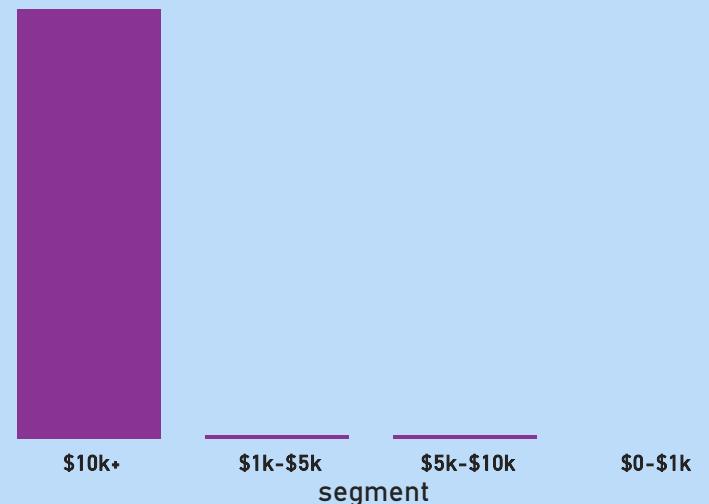
### TOP 10 CUSTOMERS

segment	Sum of total_customers	Average of avg_transaction_value	Sum of total_revenue
\$0-\$1k	997	22,58,03,303.41	997
\$10k+	997	22,58,03,303.41	2,29,862.81
\$1k-\$5k	997	22,58,03,303.41	3,466.19
\$5k-\$10k	997	22,58,03,303.41	7,185.45

## CUSTOMER ACQUISITION



## CUSTOMER SEGMENTS





# TRENDS AND GEOGRAPHY

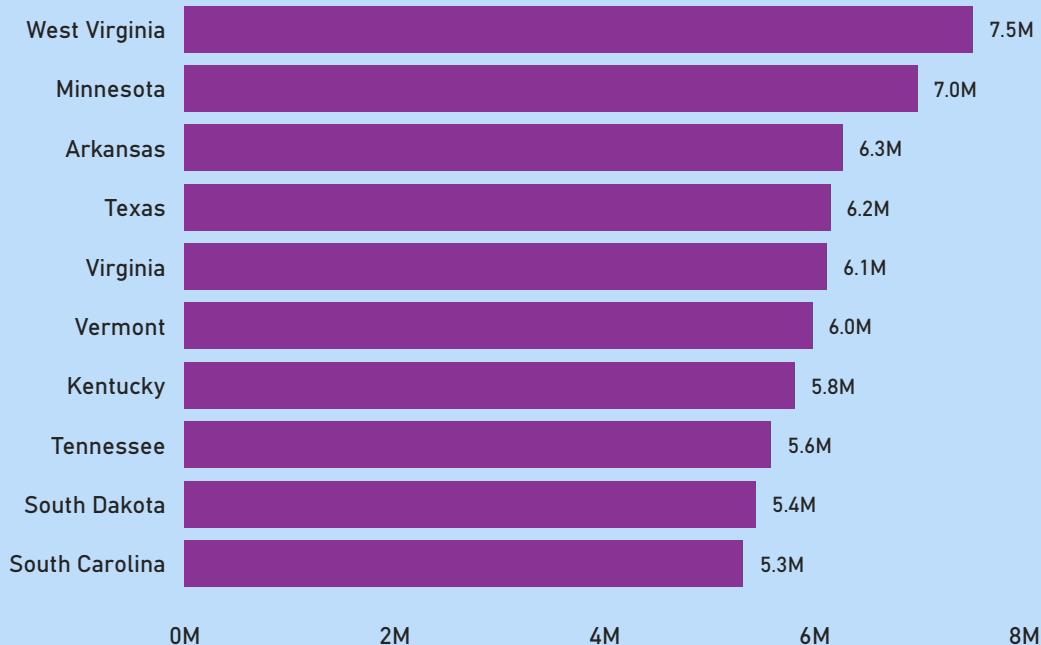
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## STATE WISE REVENUE

REVENUE ● High Revenue ● Low revenue



## TOP 10 STATES



## DAY OF WEEK ANALYSIS



## CATEGORY REVENUE TREND

