

Overview

Customers

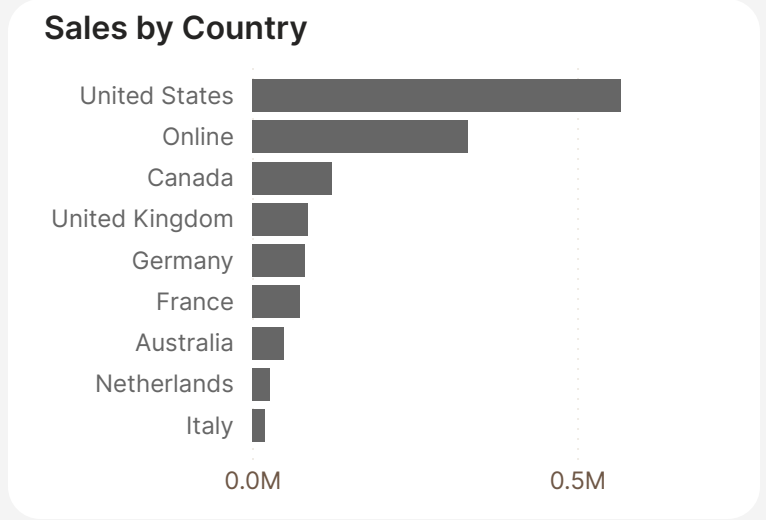
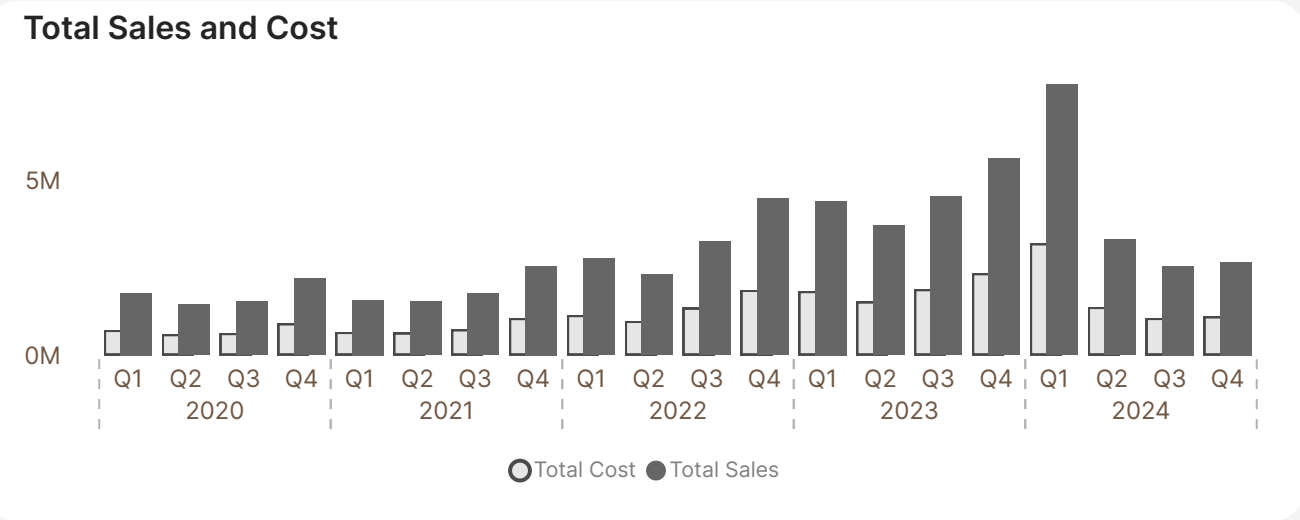
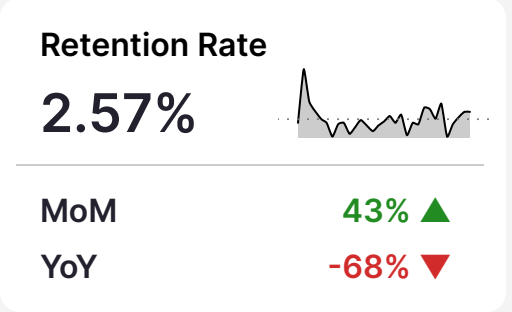
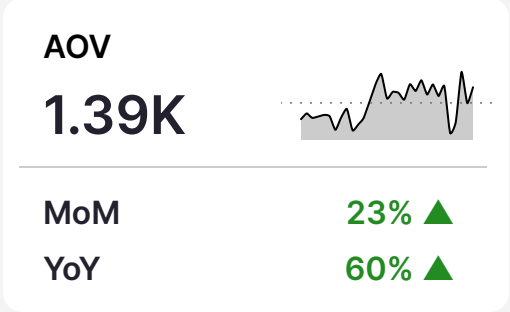
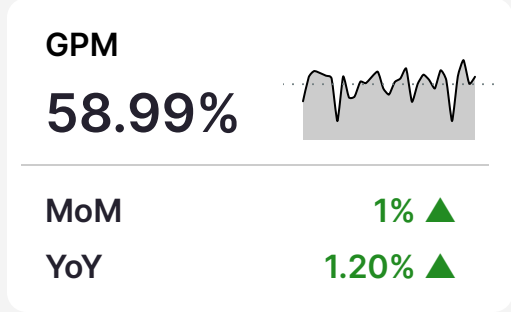
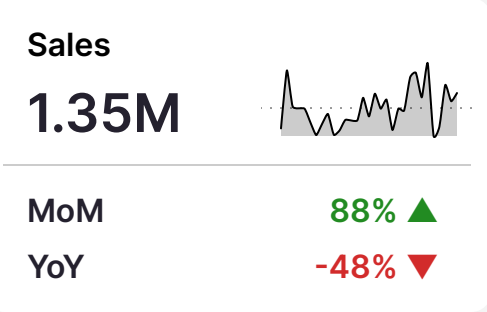
Physical Stores

Online Store



Year  
2024

Month  
December



Category	Total Sales	Total profit	Gross Margin	YoY	MoM	AOV	Sales Trend
Computers	523,098.76	307,251.20	58.74%	-46% ▼	55% ▲	2,294.29	
TV and Video	176,180.09	108,779.51	61.74%	-30% ▼	302% ▲	2,888.20	
Cell phones	162,062.12	90,076.65	55.58%	-51% ▼	72% ▲	900.35	
Cameras and camcorders	157,144.68	95,437.97	60.73%	-58% ▼	74% ▲	1,620.05	
Home Appliances	147,027.74	84,633.43	57.56%	-59% ▼	104% ▲	2,673.23	
Music, Movies and Audio Books	122,021.44	75,238.95	61.66%	-26% ▼	194% ▲	917.45	
Audio	44,102.11	24,774.81	56.18%	-66% ▼	45% ▲	558.25	
Games and Toys	20,423.70	11,434.72	55.99%	-48% ▼	128% ▲	145.88	
Total	1,352,060.64	797,627.24	58.99%	-48% ▼	88% ▲	1,389.58	

Overview

Customers

Physical Stores

Online Store



Year

2024

Month

December

All Customers

39342.9% ▲ vs PM

Total Sales1,352,061  
GPM58.99%  
AOV1,389.58

New Customers

30912.4% ▲ vs PM

Total Sales1,054,270  
GPM58.98%  
AOV1,392.69

Existing Customers

39116.7% ▲ vs PM

Total Sales145,838.87  
GPM57.90%  
AOV1,415.91

Returning Customers

4555.2% ▲ vs PM

Total Sales151,952.21  
GPM60.14%  
AOV1,344.71

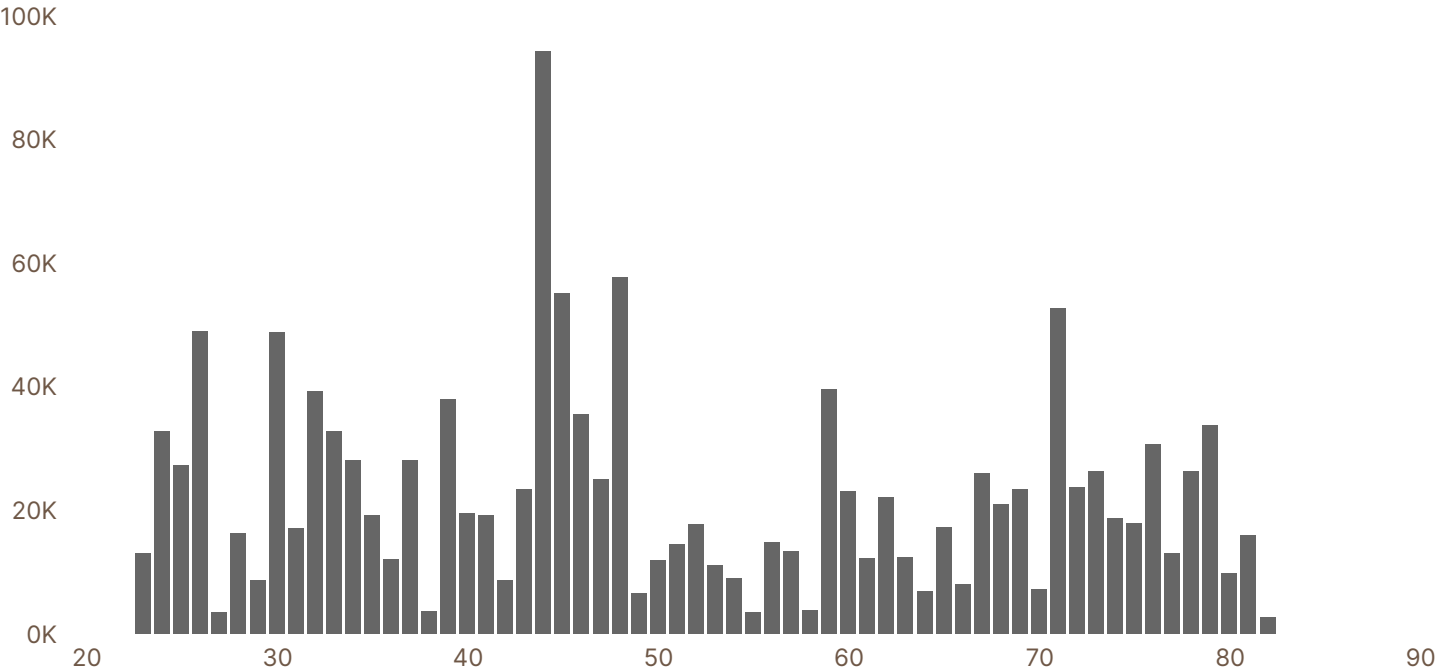
CountryAll

StateAll

CityAll

GenderAll

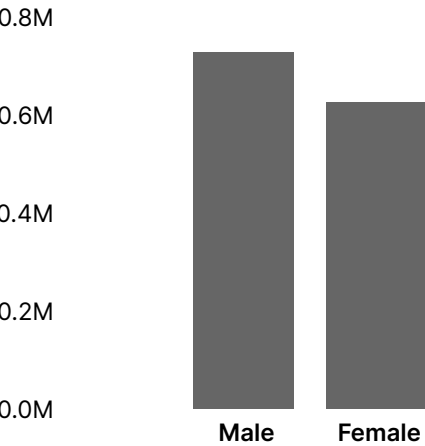
Total Sales by Age



Churned Customers

1624

Sales by Gender



Overview

Customers

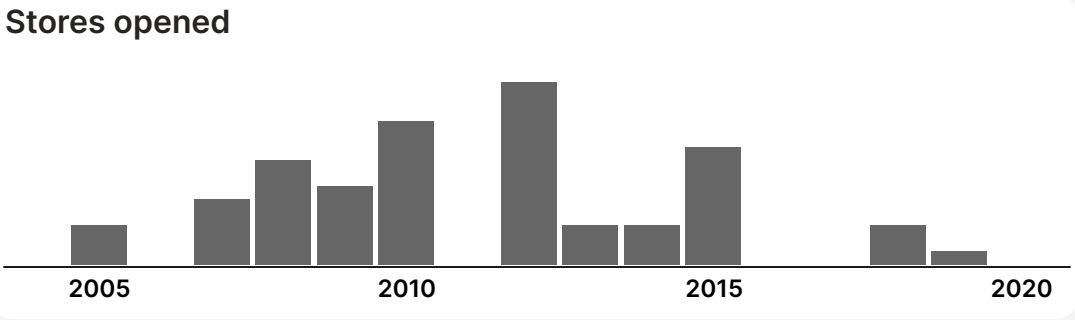
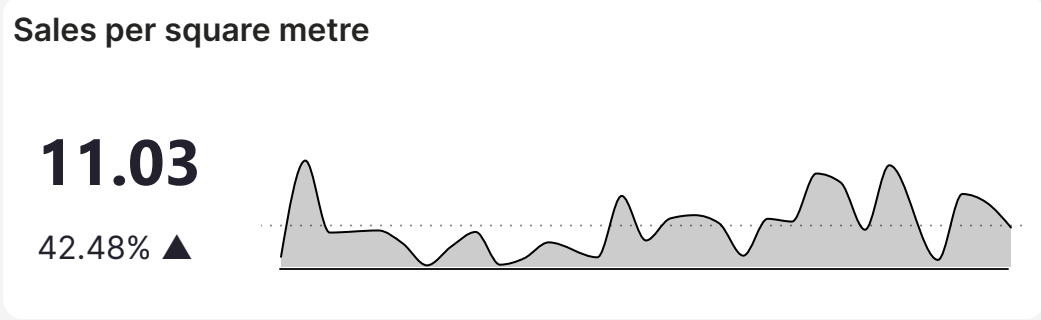
Physical Stores

Online Store



Year  
2024

Month  
December



Category

All

Subcategory

All

Brand

All

Gender

All

Country	Total Sales	GPM	AOV	Customer Retention Rate
⊕ United States	566,417.92	57.32%	1,244.87	1.21%
⊕ Canada	121,983.98	60.07%	1,876.68	0.14%
⊕ United Kingdom	84,717.47	61.63%	1,435.89	0.18%
⊕ Germany	80,677.21	60.29%	1,494.02	0.13%
⊕ France	72,887.72	61.38%	2,277.74	0.08%
⊕ Australia	48,308.18	57.39%	1,725.29	0.06%
⊕ Netherlands	26,374.02	56.52%	850.77	0.09%
⊕ Italy	19,046.01	60.73%	1,058.11	0.03%
Total	1,020,412.51	58.58%	1,375.22	1.92%

### Best Selling Product

**AW Desktop PC2.33 XD233 White**

Total sales	31,008
GPM	67%

### Lowest Selling Product

**A. Datum Advanced Digital Camera M300 Azure**

Total Sales	0.95
GPM	49%

Overview

Customers

Physical Stores

Online Store



Year  
2024

Month  
December

Total Sales

331.65K

New Customers

302,659

Existing Customers

3,790

Returning Customers

25,200

GPM

60.27%

New Customers

59.91%

Existing Customers

51.38%

Returning Customers

65.91%

AOV

1.44K

New Customers

1,345

Existing Customers

1,263

Returning Customers

8,400

Gender

All

Customer Age

All

Category	Total Sales	GPM	AOV	Customer Retention Rate
Computers	135,465.11	61.72%	2,463.00	0.33%
Music, Movies and Audio Books	43,887.45	61.11%	1,125.32	0.18%
Home Appliances	42,475.59	58.99%	3,033.97	0.09%
Cameras and camcorders	37,190.67	61.53%	1,282.44	0.17%
Cell phones	33,138.71	54.70%	974.67	0.18%
TV and Video	27,164.74	61.11%	2,089.60	0.09%
Audio	8,985.18	56.03%	641.80	0.09%
Games and Toys	3,340.68	52.58%	101.23	0.16%
Total	331,648.13	60.27%	1,435.71	0.67%

Best Selling Product

Proseware Projector 1080p LCD86 Black

Total sales

27,540

GPM

67%

Lowest Selling Product

A. Datum Advanced Digital Camera M300 Azure

Total Sales

5.50

GPM

49%