



E-commerce Sales Dashboard

Period selected: November 2024

Total Sales



51.92K

-31.72% vs LM ▾

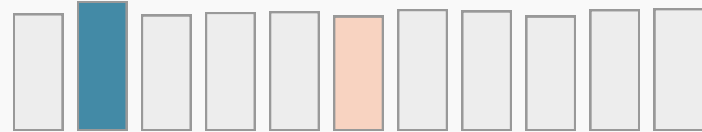


Average Order Value



211.90

+0.88% vs LM ▲

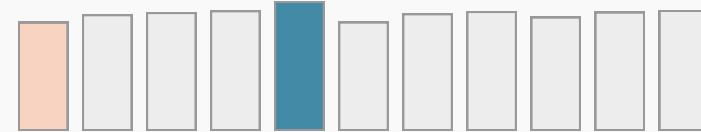


Average discount %



19.33

+1.47% vs LM ▲



Unique Customers

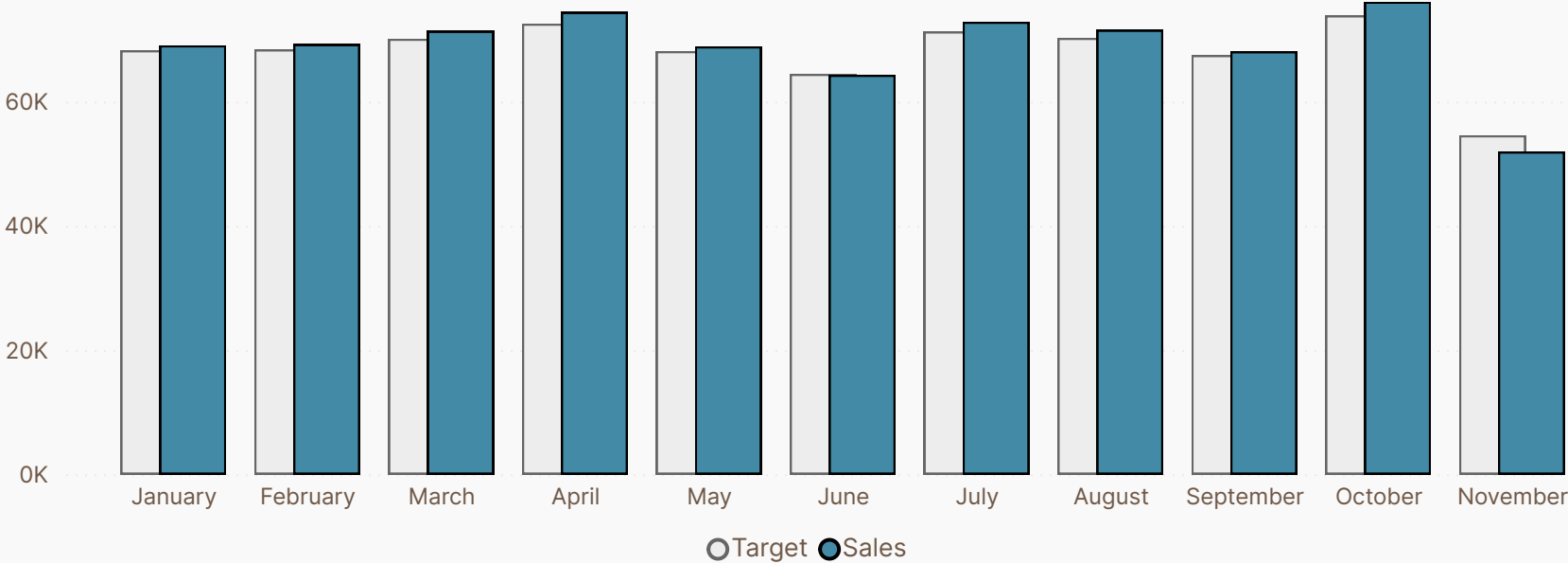


245

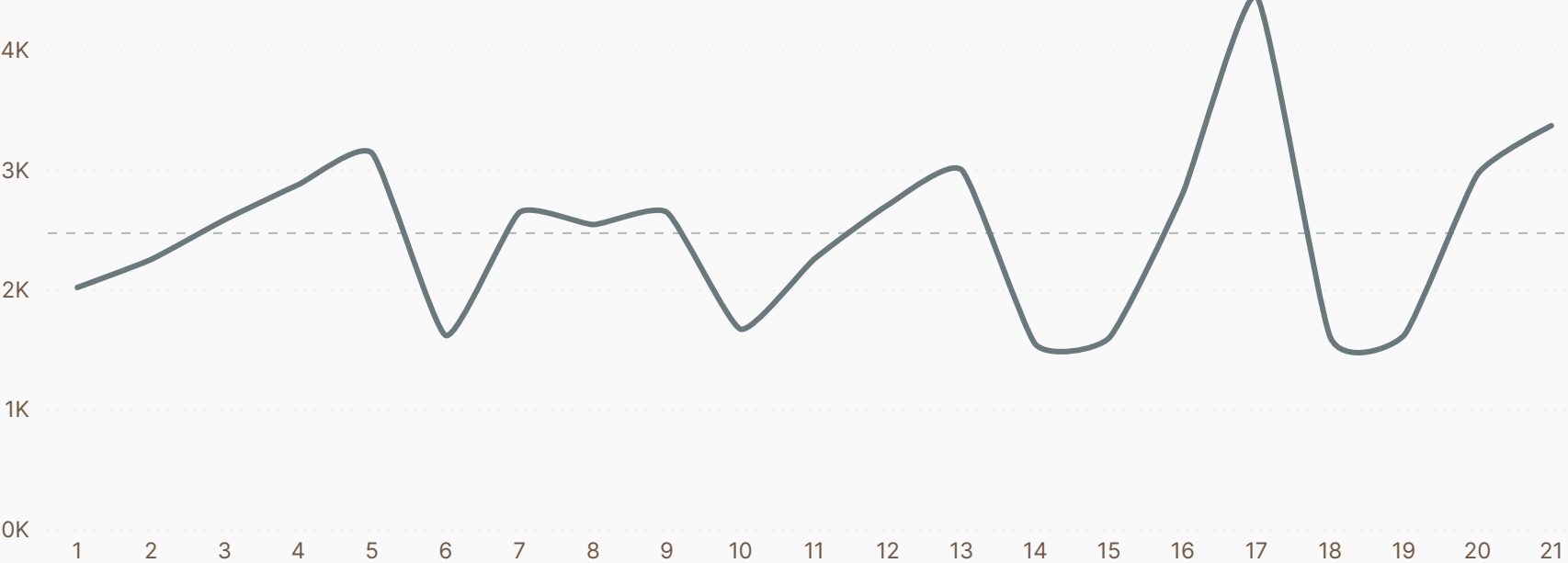
-32.32% vs LM ▾



Sales vs Target



Daily Sales



Category	Sales	Sales Trend	AOV	AOV Trend	Discount %	Customers
Books	9,396.69		213.56		19.89	44
Clothing	9,089.25		252.48		15.56	36
Toys	7,756.63		221.62		18.57	35
Home & Kitchen	7,073.47		208.04		23.24	34
Sports	6,684.64		196.61		20.44	34
Beauty	6,603.73		178.48		16.62	37
Electronics	5,310.67		212.43		22.00	25

Sales by Payment Method

