



Summary

Segment

Location

Product



Reset

Year(s)

All

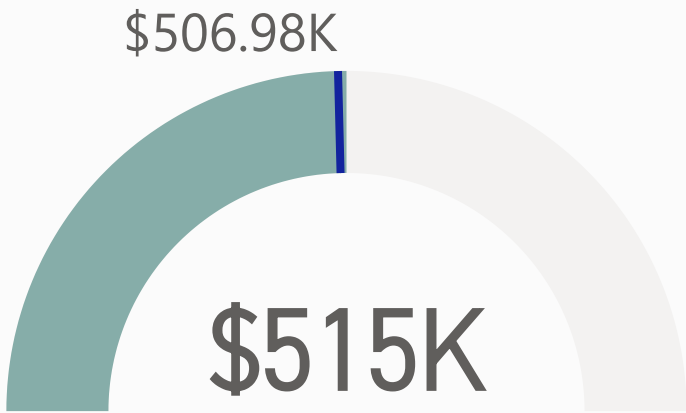
Continent(s)

All

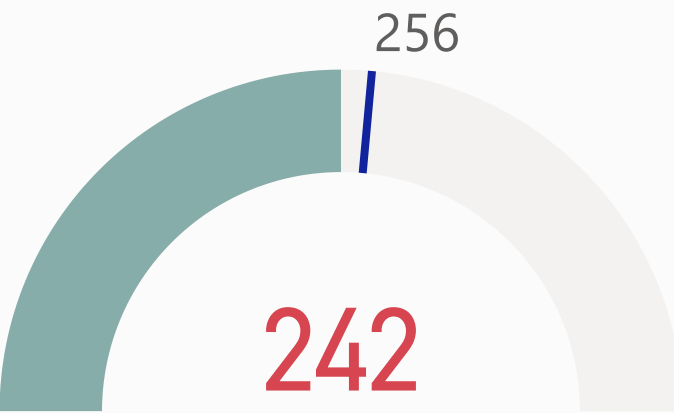
Gender

All

Latest Month Rev



Latest Month Order



Total Revenue

\$55M

Total Orders

26K

Total Profit

\$32M

Order-to-Ship (Avg)

4.8 Days

New Customers

29K

YoY Growth

1.9%

Store Sales

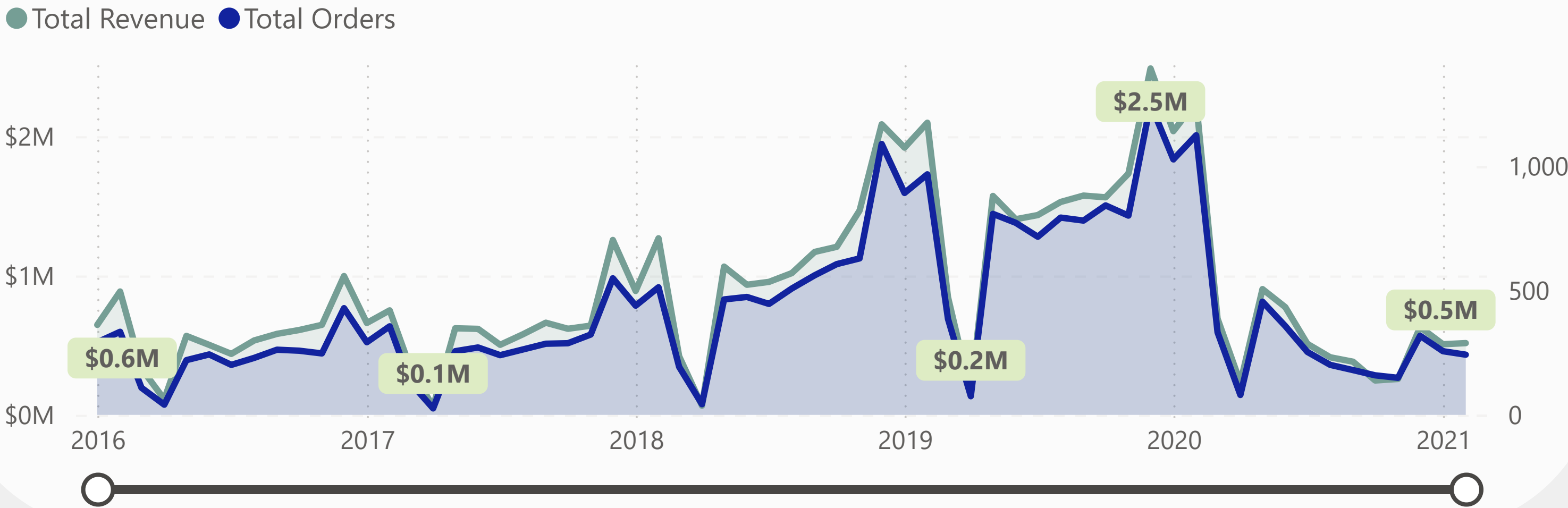
Online

\$11,431,370  
Total Revenue  
5,580  
Total Orders  
\$6,699,738.0  
Total Profit  
2.5%  
YoY Growth

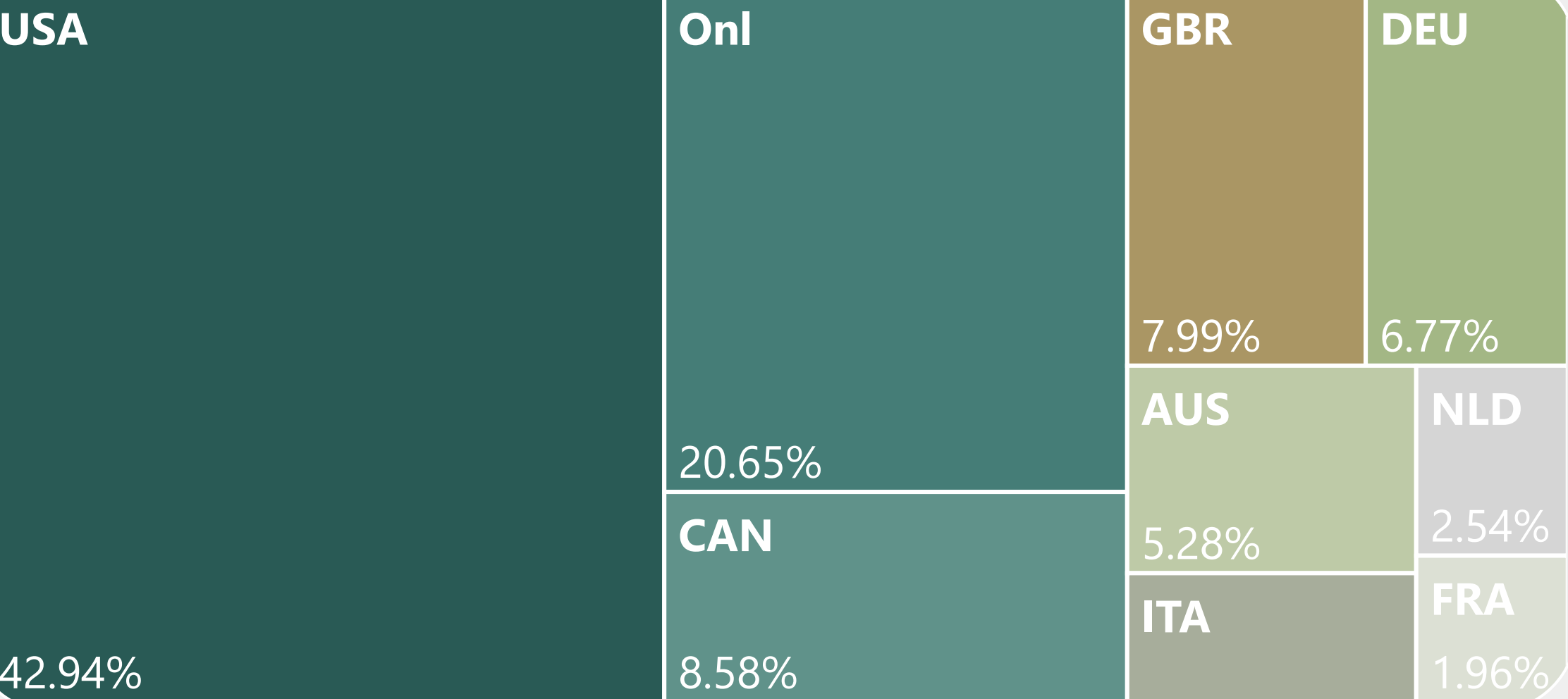
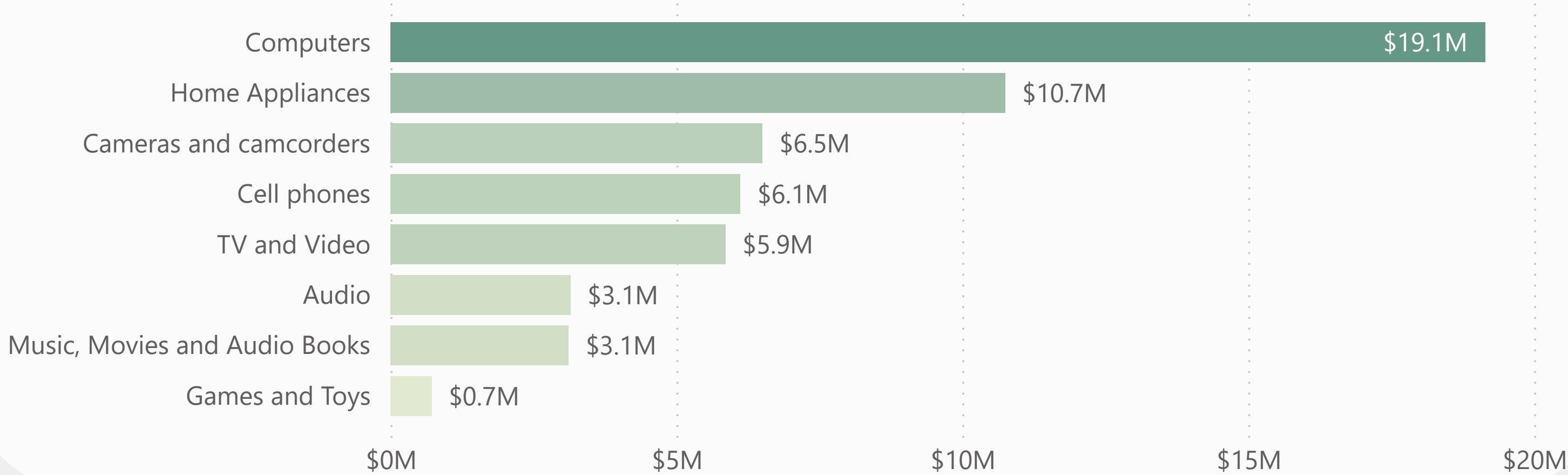
Offline

Store	Country	Total Revenue	Volume
9	Canada	\$1,756,645	658
8	Canada	\$1,617,620	583
55	United States	\$1,417,885	622
50	United States	\$1,394,738	605
54	United States	\$1,384,396	629
10	Canada	\$1,377,401	528
57	United States	\$1,325,612	605
Total		\$43,918,096	20,746

Revenue Trending



Category Sales





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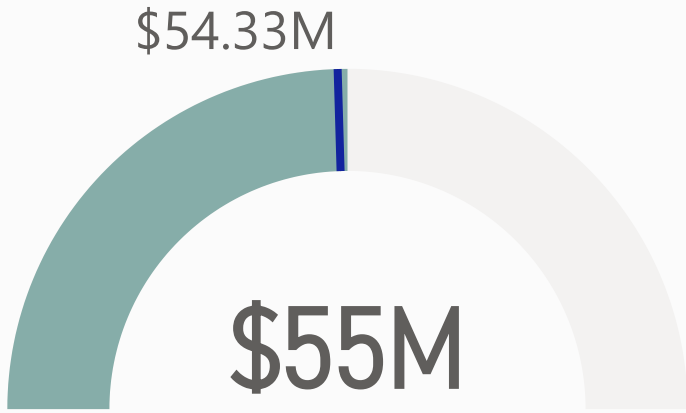
Year(s)

All

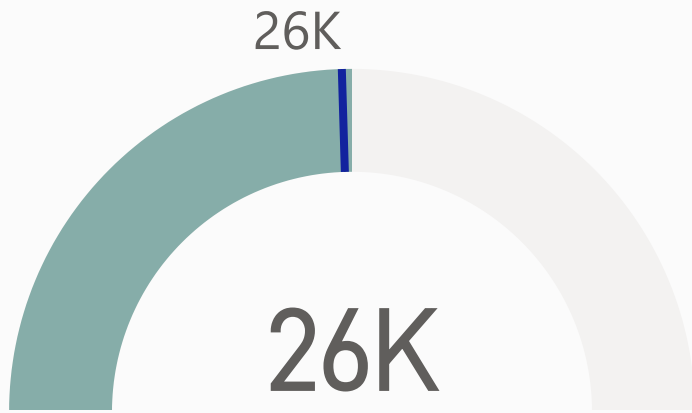
Platform(s)

All

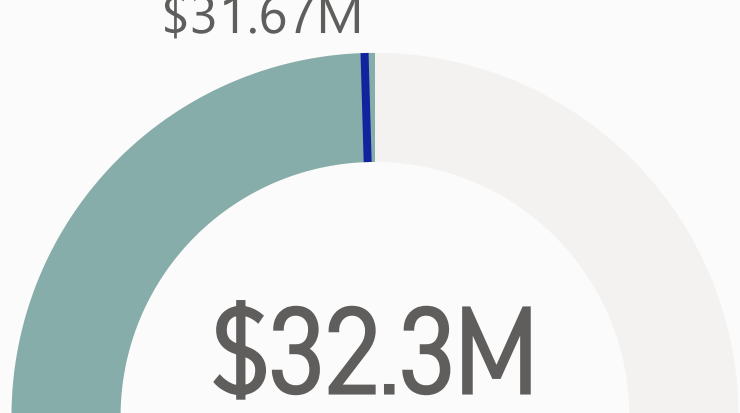
Latest Year Rev



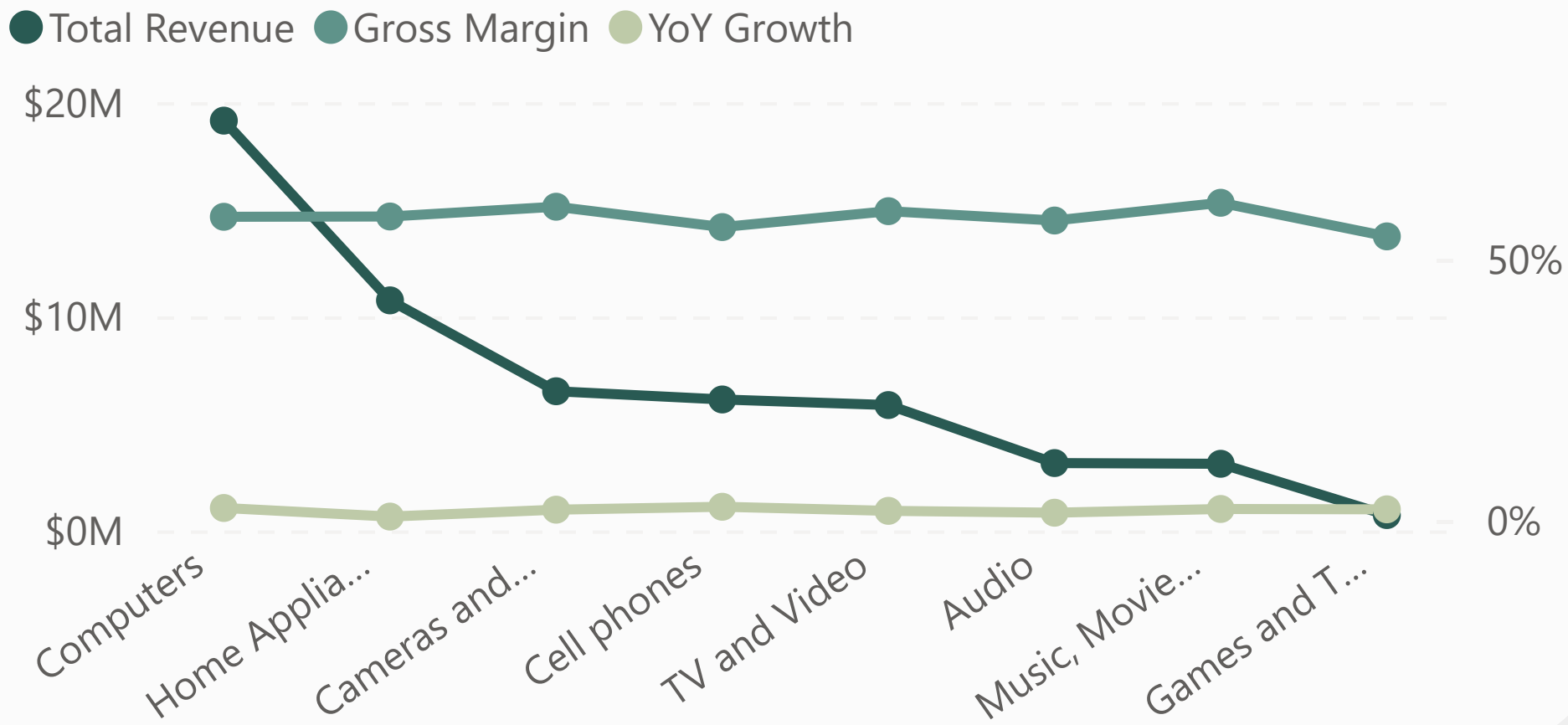
Latest Year Order



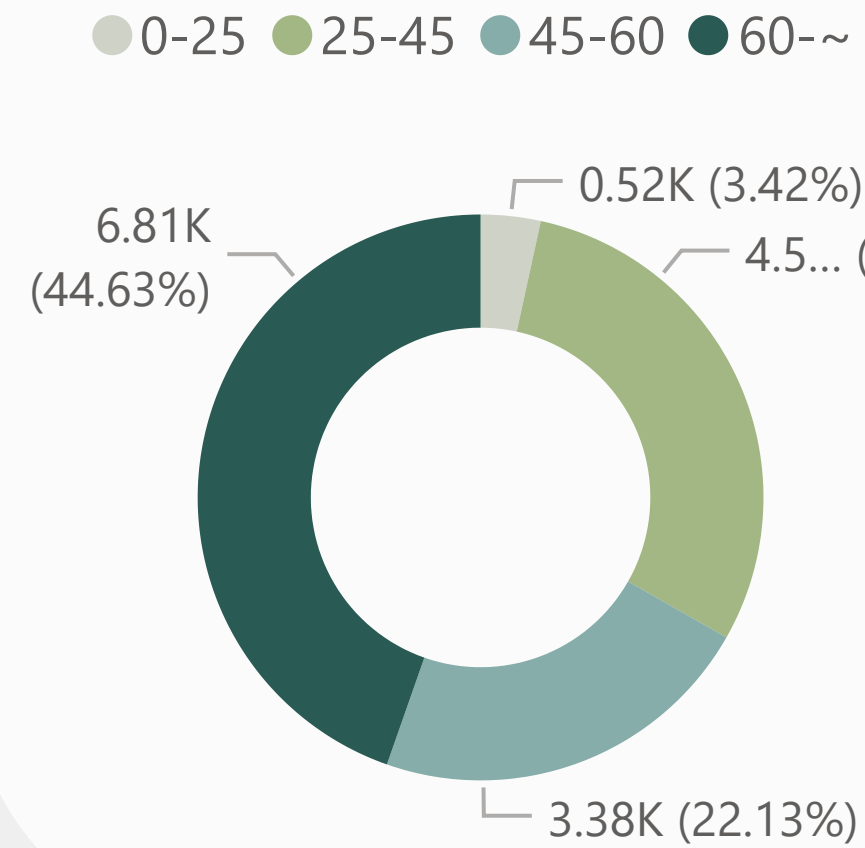
Latest Year Profit



Category



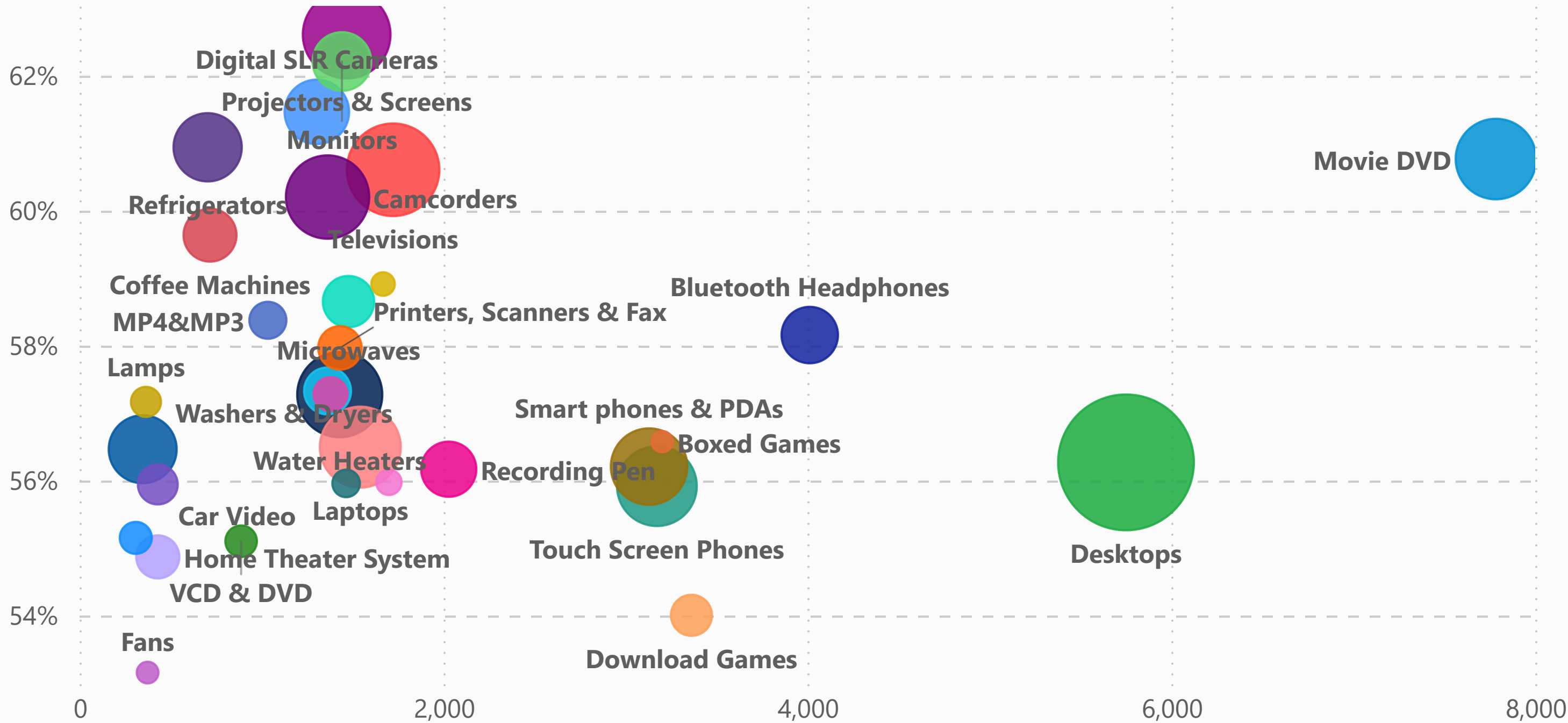
Age Group



Top 10 States by Revenue

Country	Total Revenue	Gross Margin	YoY Growth
United States	\$12,342,842	58.6%	2.1%
California	\$3,064,224	58.6%	2.0%
Texas	\$2,249,426	58.3%	2.7%
New York	\$1,673,228	58.1%	2.7%
Florida	\$1,511,224	59.0%	1.0%
Pennsylvania	\$1,352,266	58.7%	1.9%
Illinois	\$1,303,487	58.5%	2.4%
Total	\$17,589,222	60.5%	1.9%

Sub Category



Top 12 Customers by Revenue

Name	Total Revenue	Gross Margin	YTD Sales
Matthew Flemming	\$61,872	64.0%	\$39,127
Roy Le	\$49,705	70.2%	\$9,519
Karen Jones	\$43,518	66.2%	\$43,507
Zrina Topic	\$42,788	60.8%	\$6,544
Jaxon Fyans	\$42,395	74.8%	\$4,246
Jodi Hernandez	\$42,020	71.4%	\$42,020
Zane Belgrave	\$40,377	71.0%	\$27,335
Stephan Rothstein	\$38,675	58.5%	\$9,562
Evie Wieck	\$38,608	73.2%	\$13,896
Mitchell Woodruff	\$38,299	76.7%	\$38,299
Dennis Weissmuller	\$38,191	63.0%	\$2,792
Thomas Mull	\$37,368	72.4%	\$1,819
Total	\$513,816	68.3%	\$71,103





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1/1/2016

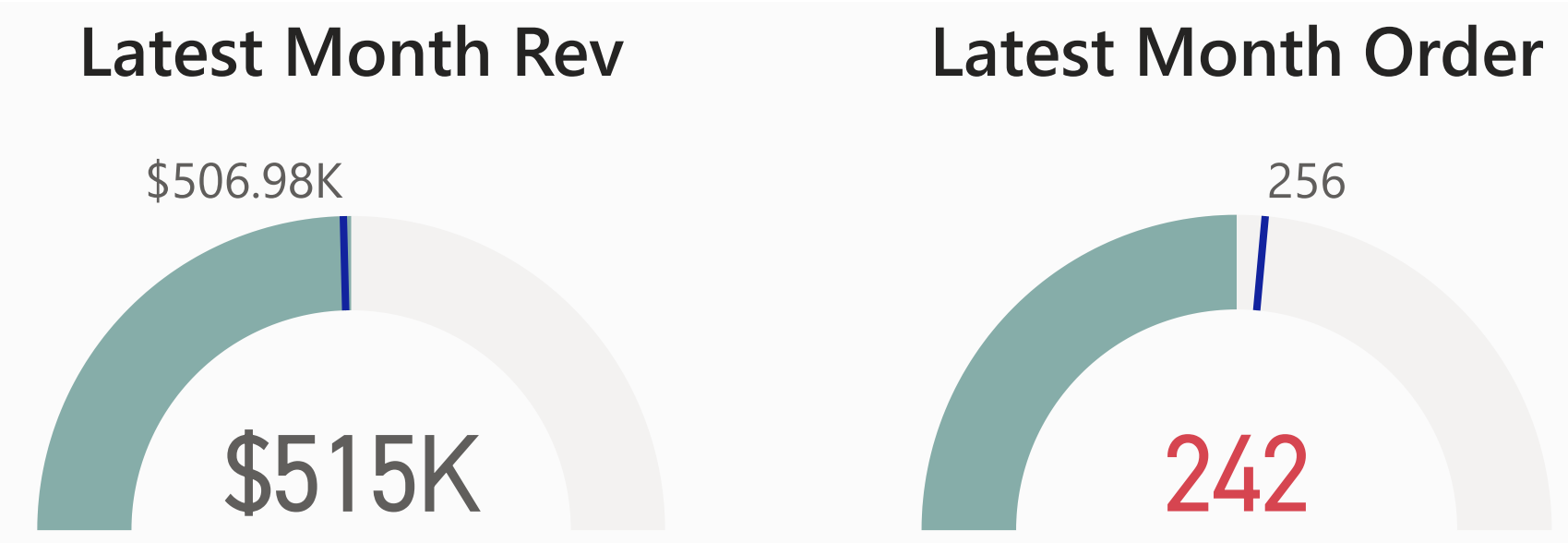
2/1/2021

Continent(s)

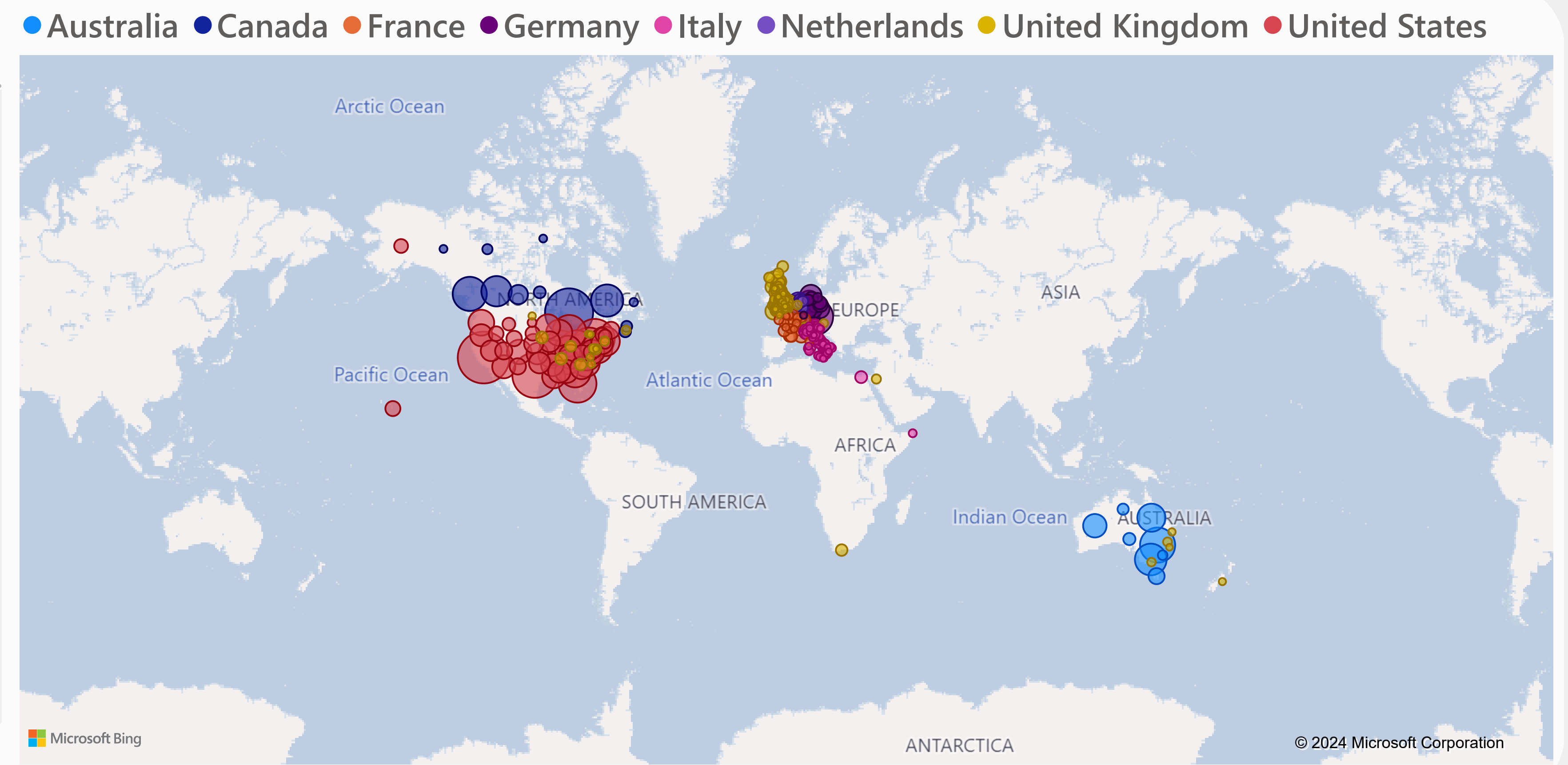
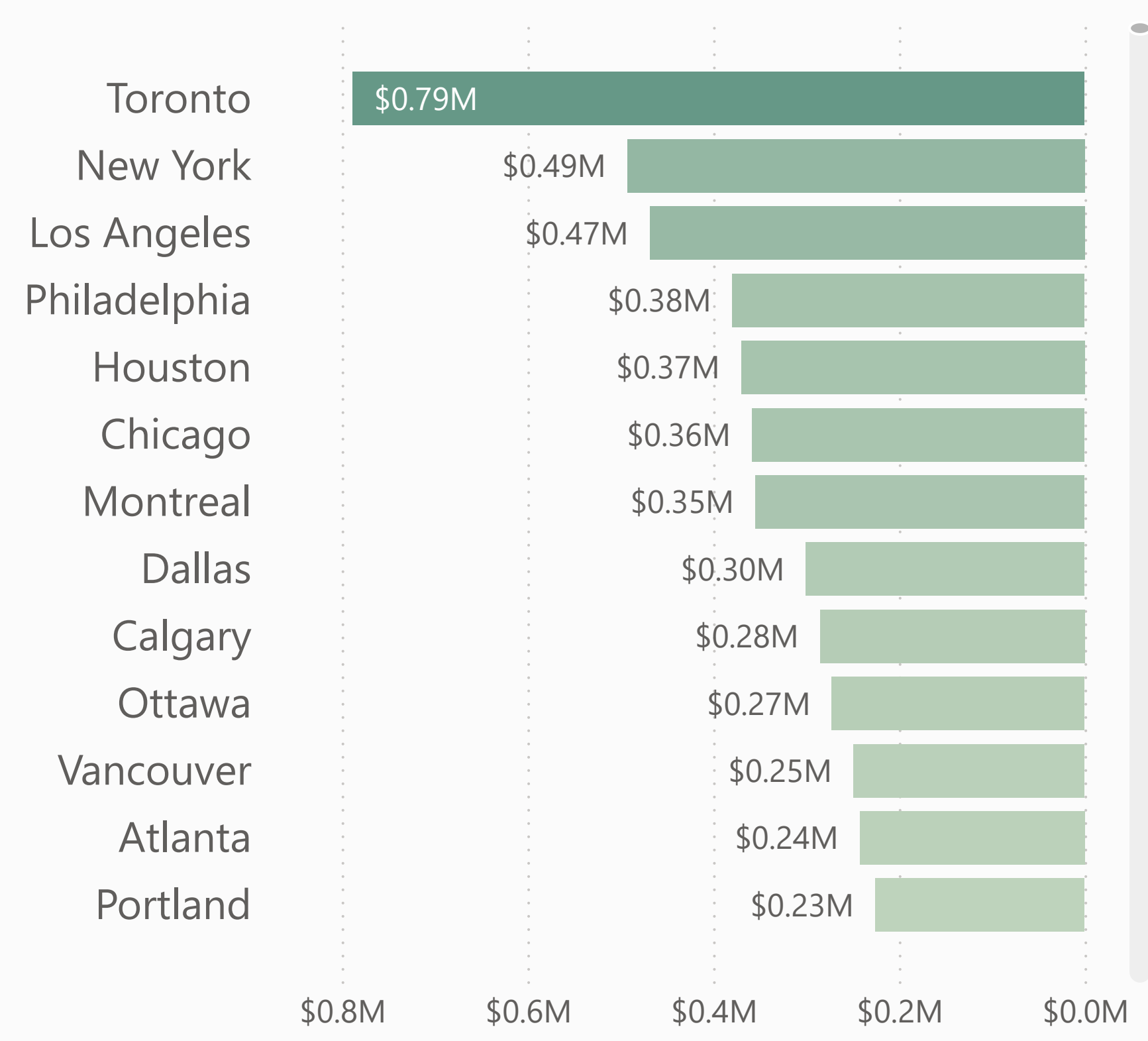
All

Country

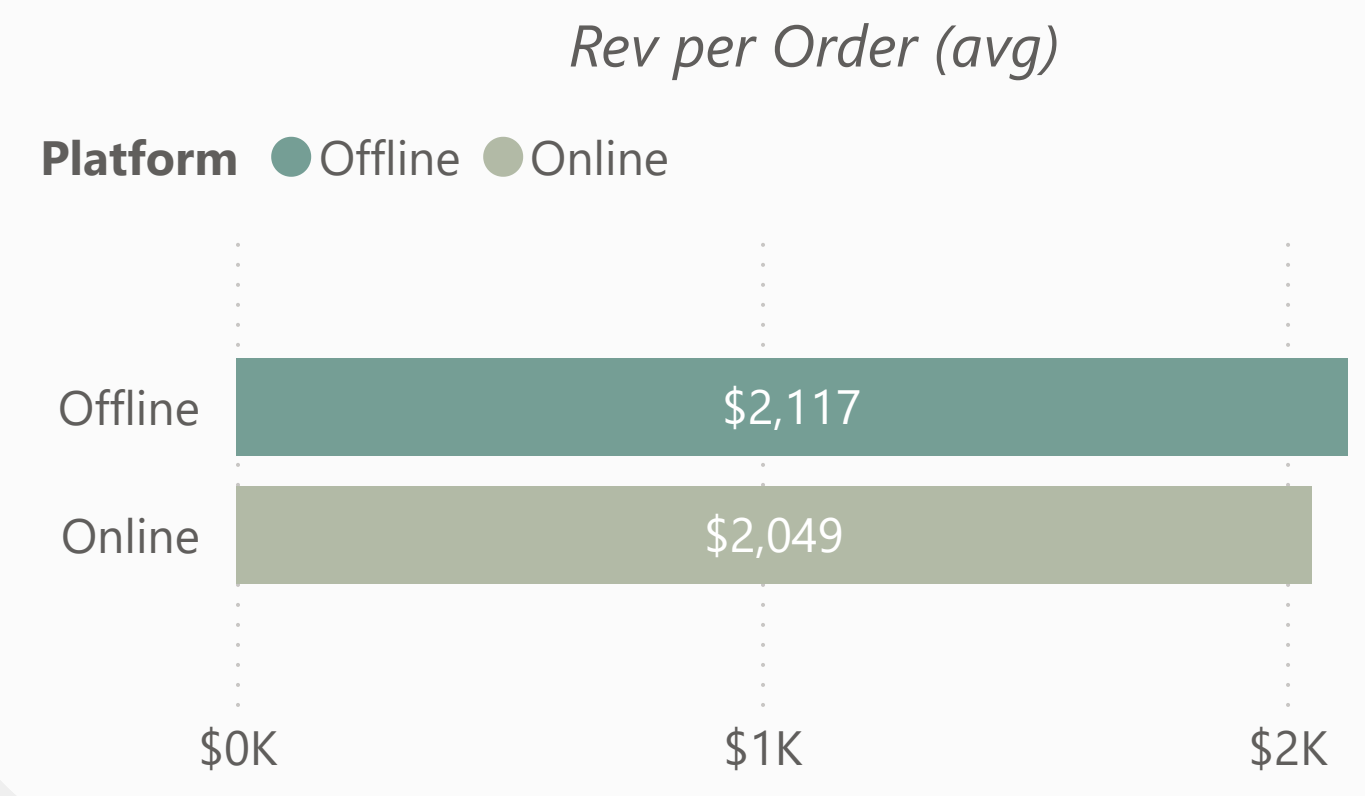
All



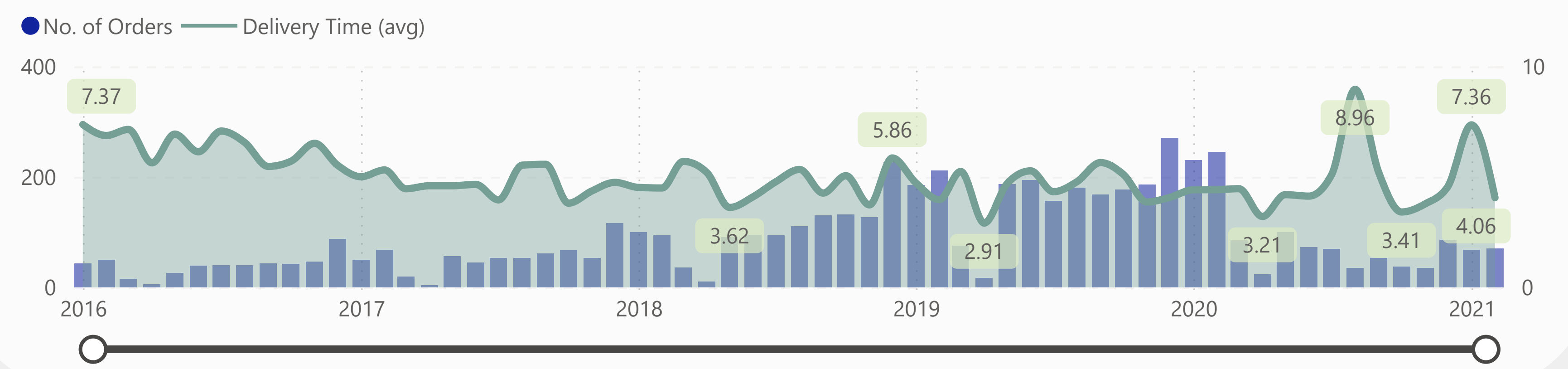
Location Sales



Online vs. Offline Trending



Delivery Details





Summary

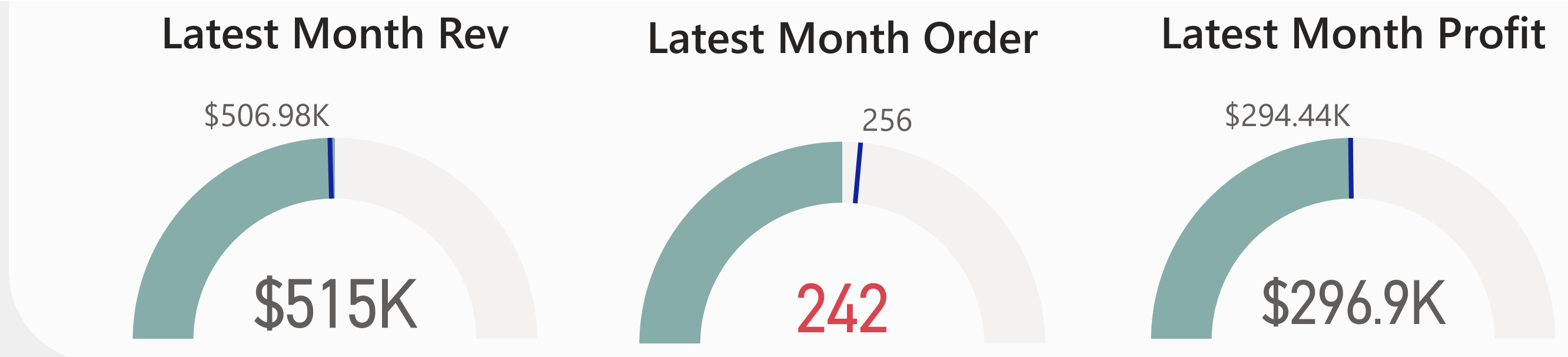
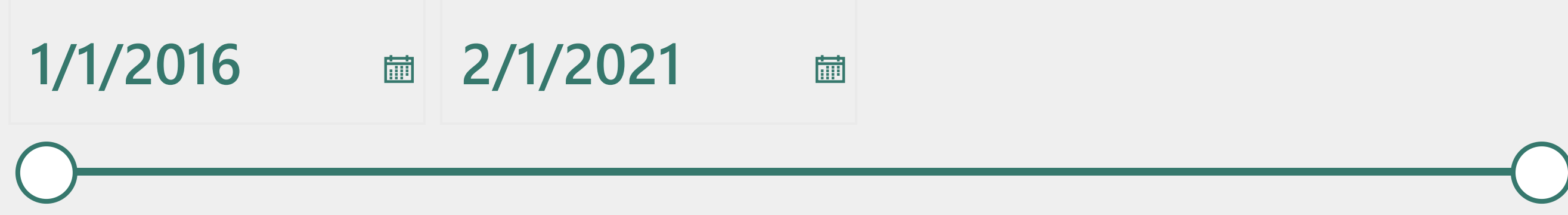
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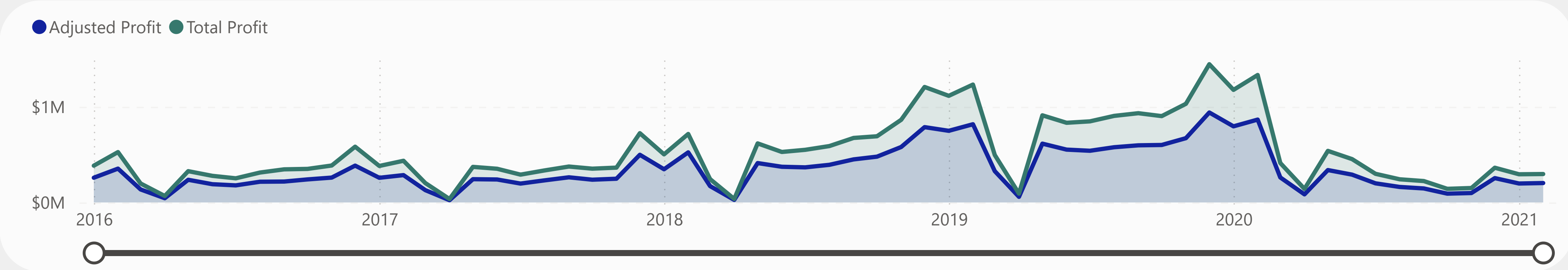


Category Subcategory Brand Product Key

All All All All

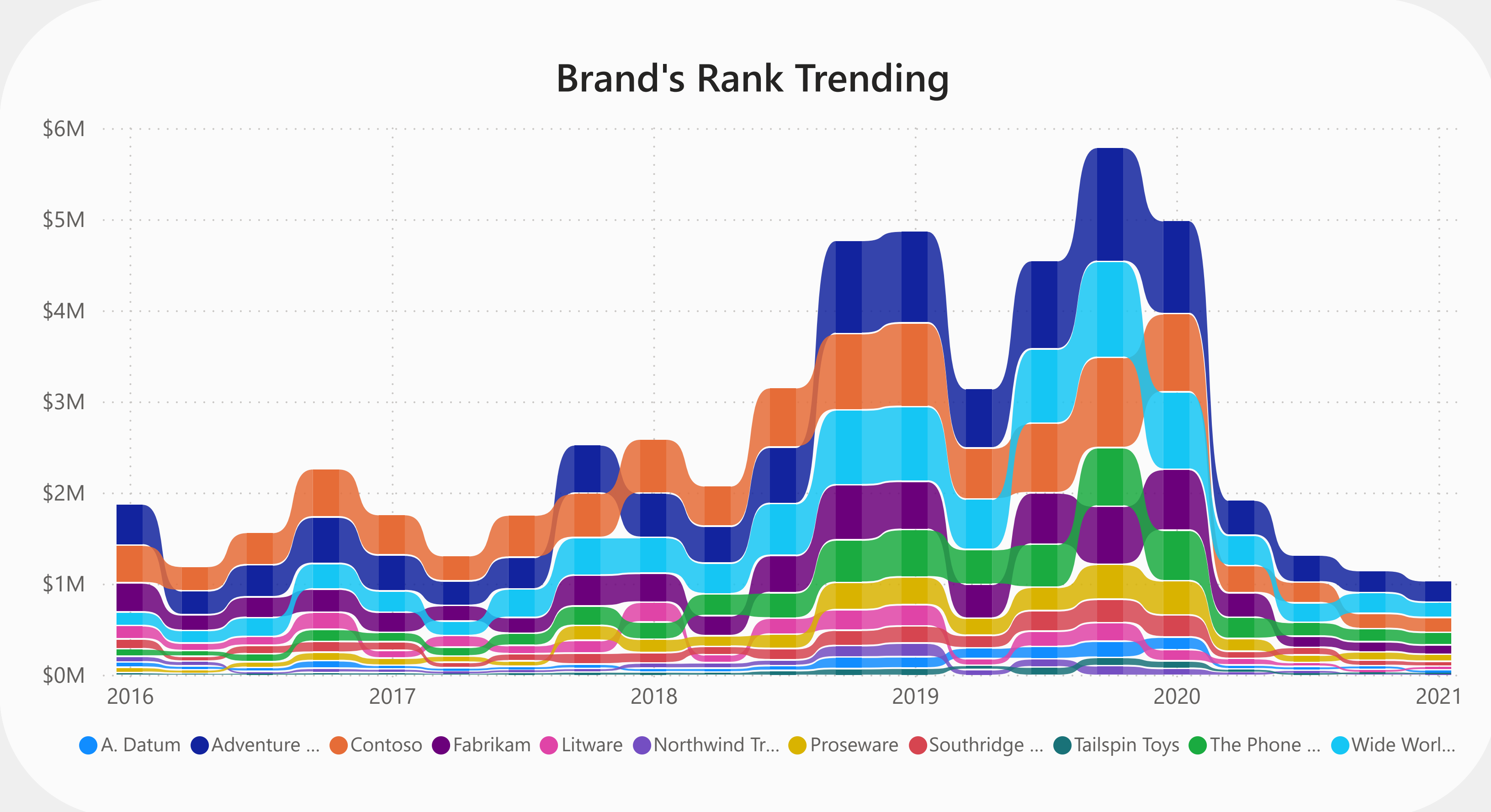
Price Adjustment (%)

-0.20



Metrics Selection

- ☐ Total Orders
- ☒ Total Revenue
- ☐ Total Profit
- ☐ MoM Growth



Best Seller

Computers  
**Category**  
Desktops  
**Sub Category**  
Wide World Importers  
**Brand**  
WWI Desktop PC2.33 X2...  
**Product name**  
1  
**Colors**  
\$304.48  
**Unit Cost (avg)**  
\$919  
**Unit Price (avg)**