

R

RANDOM RETAIL TRACK

Summary

Segment

Location

Product

Reset

Year(s)

All

Continent(s)

All

Gender

All

Latest Month Rev

\$515K

\$506.98K

Latest Month Order

242

256

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

USA

Onl

GBR

DEU

AUS

NLD

CAN

ITA

FRA

42.94%

8.58%

7.99%

6.77%

5.28%

2.54%

1.96%

Revenue Trending

Total Revenue

Total Orders

Category Sales

Computers	\$19.1M
Home Appliances	\$10.7M
Cameras and camcorders	\$6.5M
Cell phones	\$6.1M
TV and Video	\$5.9M
Audio	\$3.1M
Music, Movies and Audio Books	\$3.1M
Games and Toys	\$0.7M

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Year(s)

All

Platform(s)

All

Latest Year Rev

\$55M

\$54.33M

Latest Year Order

26K

26K

Latest Year Profit

\$32.3M

\$31.67M

Category

Total Revenue

Gross Margin

YoY Growth

Age Group

0-25

25-45

45-60

60--

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

Digital SLR Cameras

Projectors & Screens

Monitors

Refrigerators

Camcorders

Televisions

Coffee Machines

MP4&MP3

Printers, Scanners & Fax

Lamps

Microphones

Washers & Dryers

Water Heaters

Car Video

Laptops

Home Theater System

VCD & DVD

Fans

Smart phones & PDAs

Boxed Games

Recording

Touch Screen Phones

Download Games

Desktops

Movie DVD

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 Wiecek	\$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

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Latest Month Order

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Location Sales

Toronto	\$0.79M
New York	\$0.49M
Los Angeles	\$0.47M
Philadelphia	\$0.38M
Houston	\$0.37M
Chicago	\$0.36M
Montreal	\$0.35M
Dallas	\$0.30M
Calgary	\$0.28M
Ottawa	\$0.27M
Vancouver	\$0.25M
Atlanta	\$0.24M
Portland	\$0.23M

Online vs. Offline Trending

Rev per Order (avg)

Platform

Offline

Online

Delivery Details

No. of Orders

Delivery Time (avg)

R

RANDOM RETAIL TRACK

Summary

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Product

Reset

1/1/2016

2/1/2021

Category

All

Subcategory

All

Brand

All

Product Key

All

Price Adjustment (%)

-0.20

Adjusted Profit

Total Profit

Brand's Rank Trending

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)



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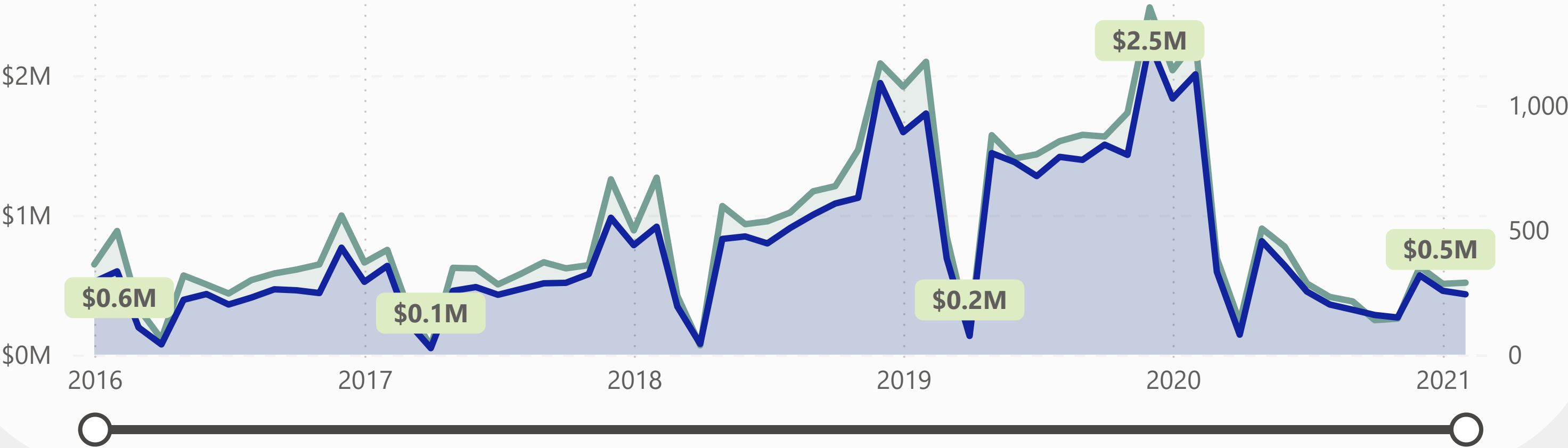
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\$43,918,096

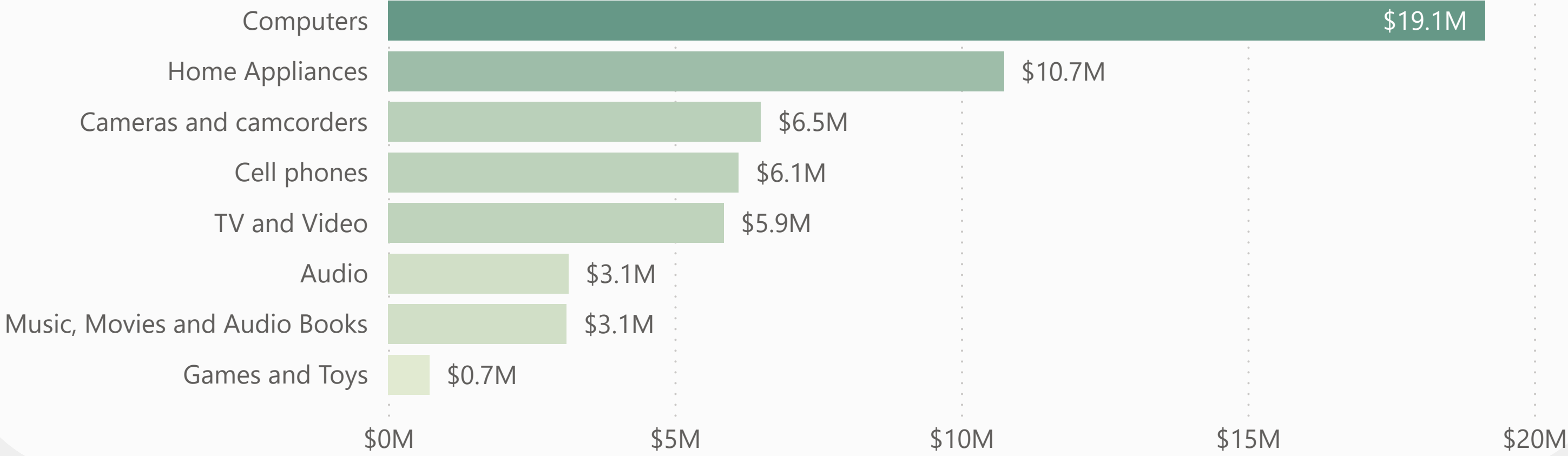
20,746

Revenue Trending

Total Revenue Total Orders



Category Sales



USA

Onl

GBR

DEU

7.99%

6.77%

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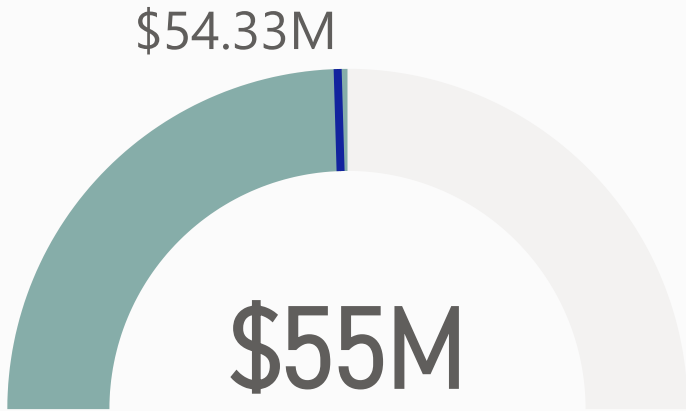
Year(s)

All

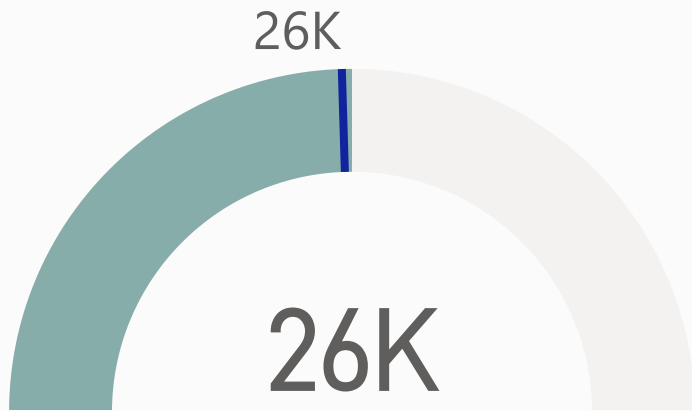
Platform(s)

All

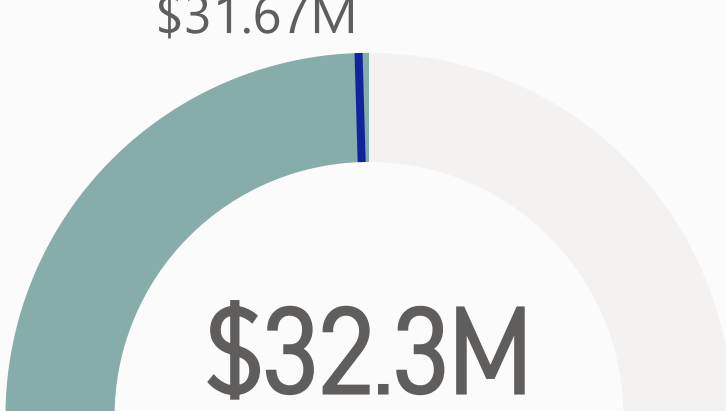
Latest Year Rev



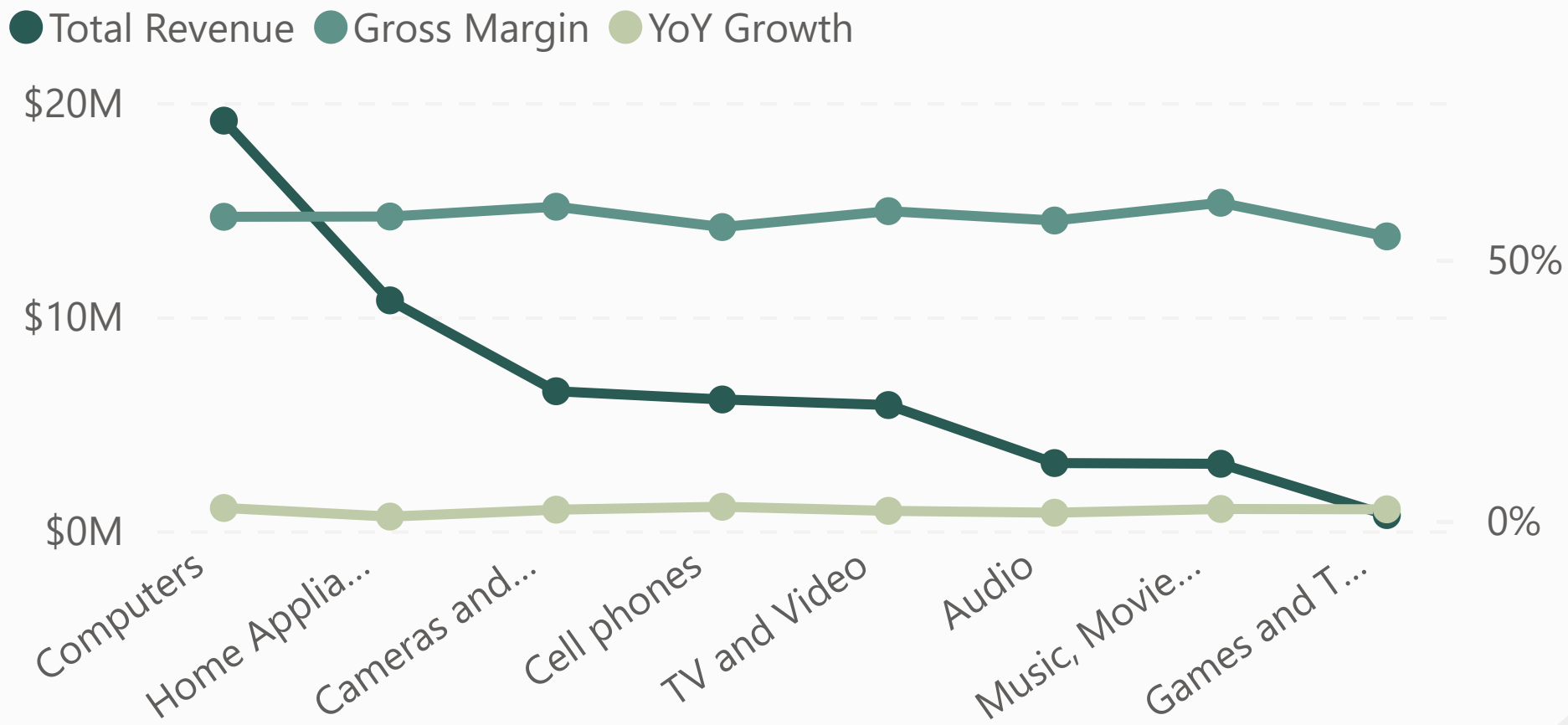
Latest Year Order



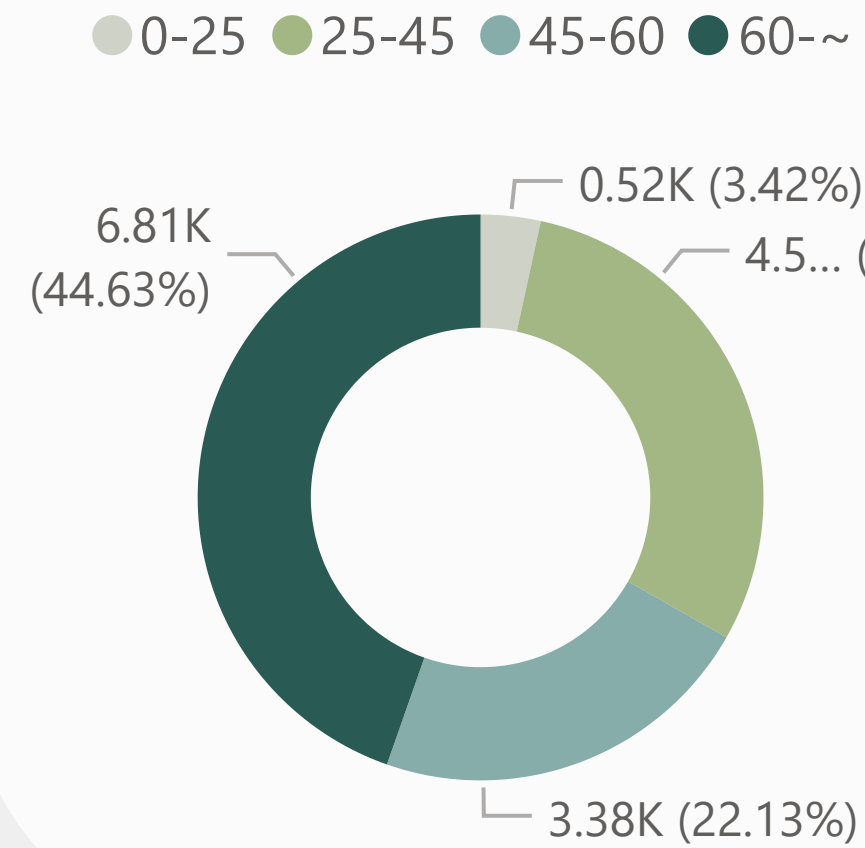
Latest Year Profit



Category



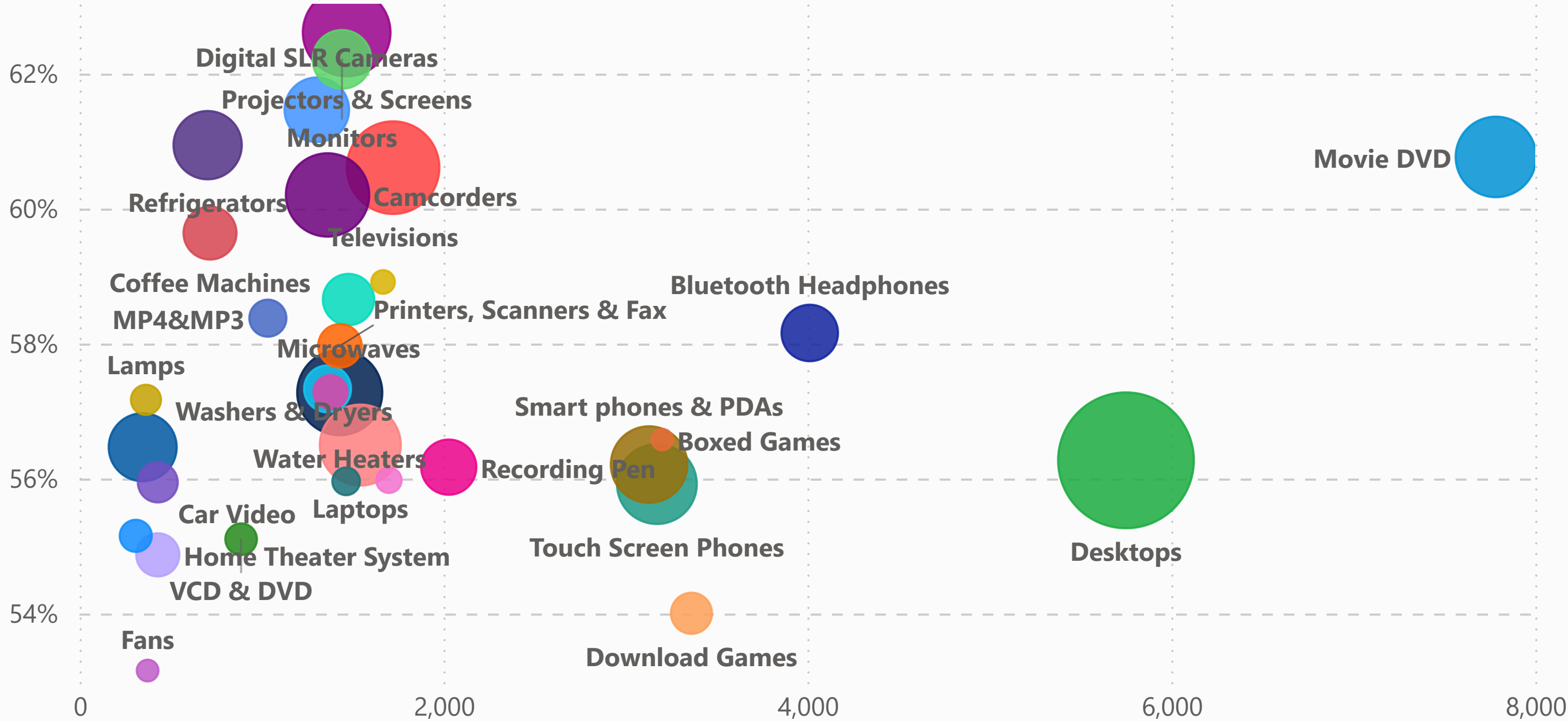
Age Group



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Sub Category



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Location

Product



Reset

1/1/2016

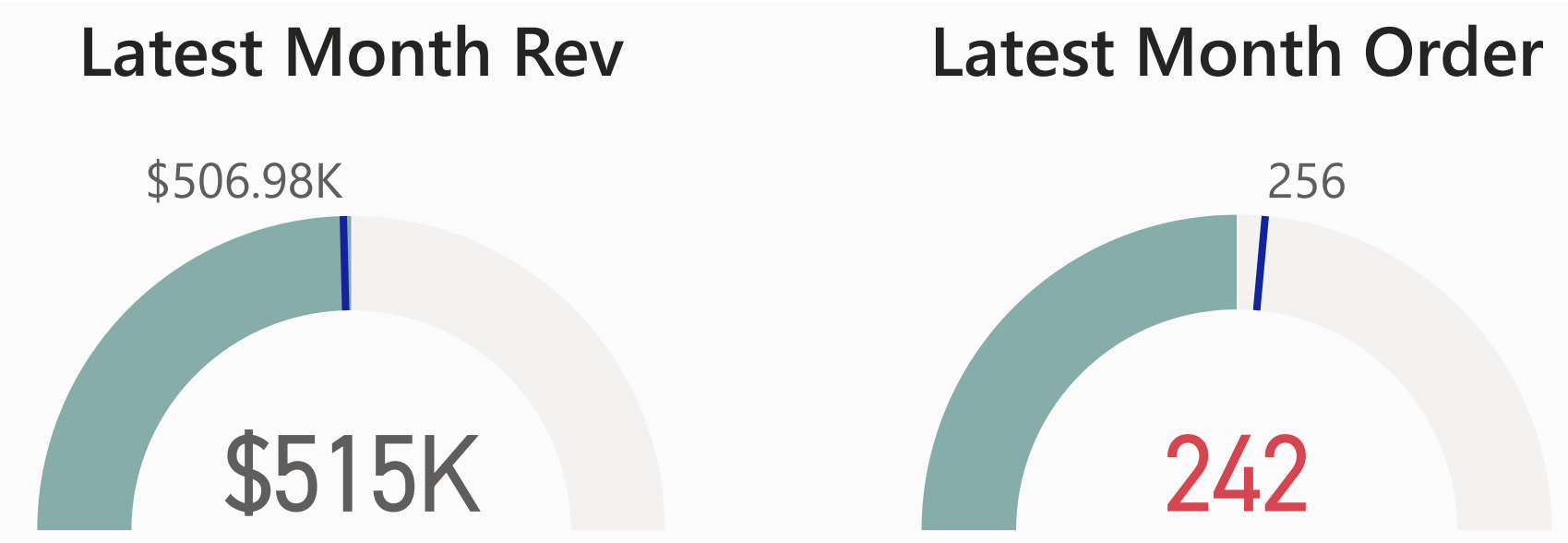
2/1/2021

Continent(s)

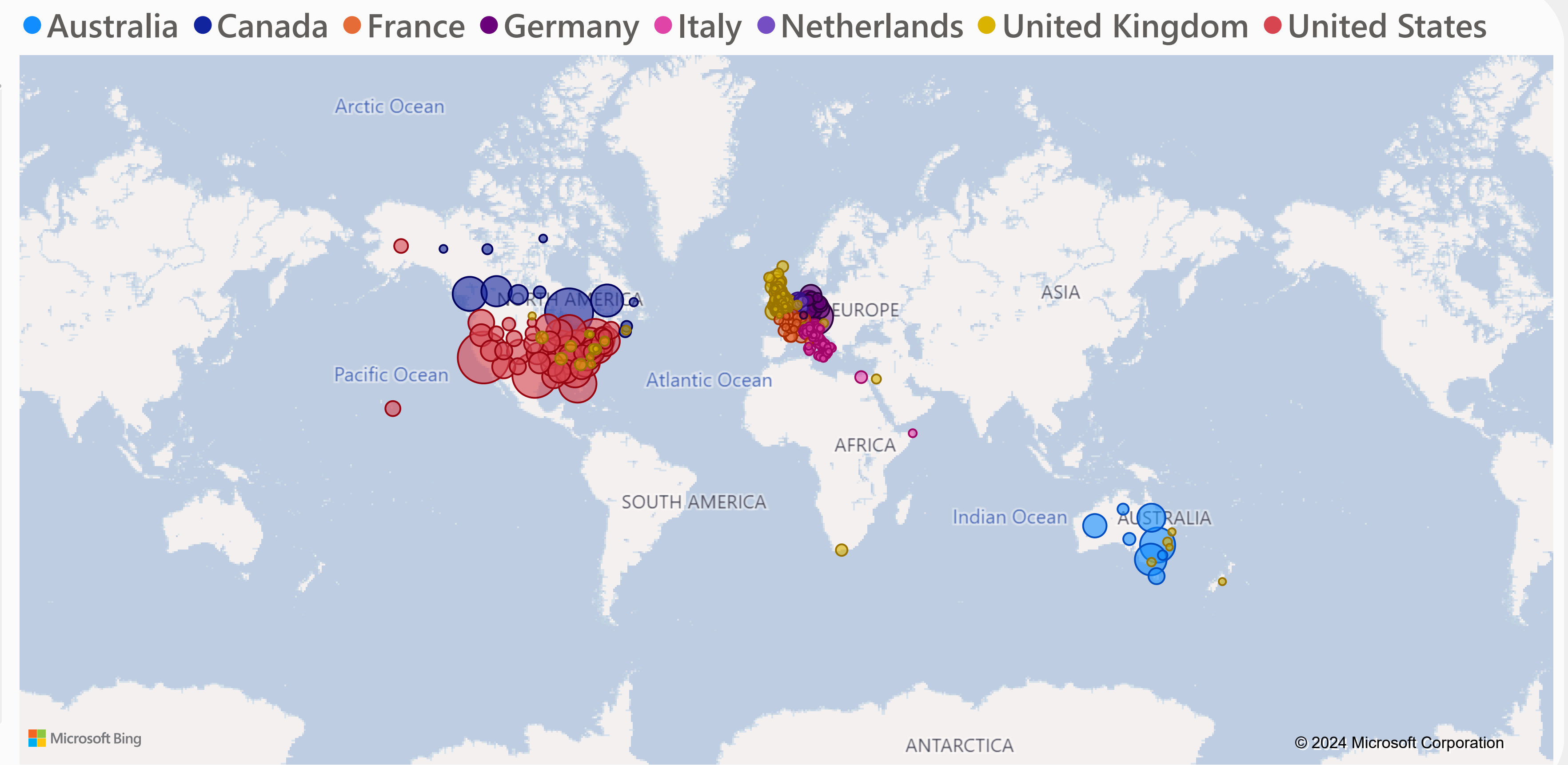
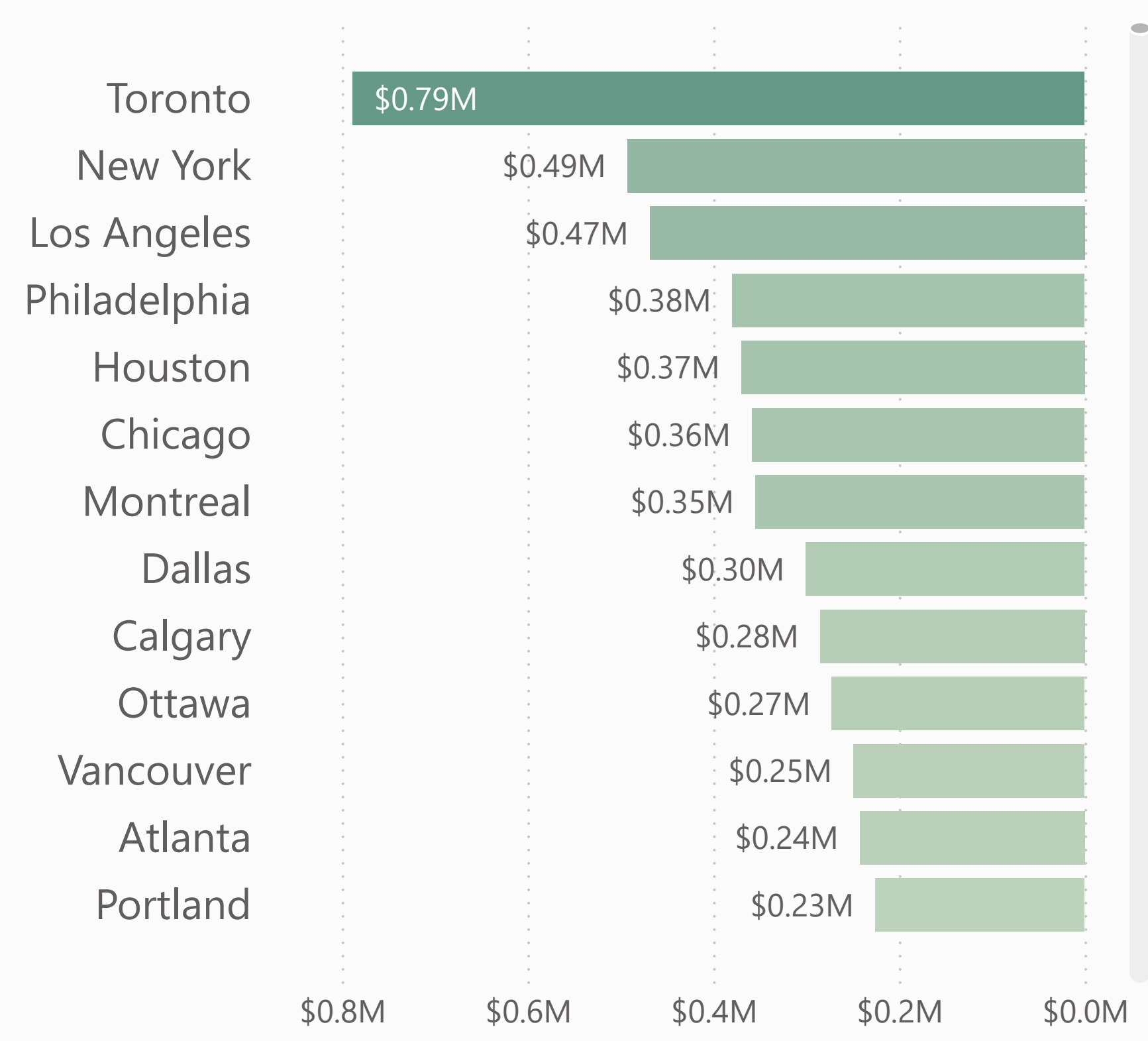
All

Country

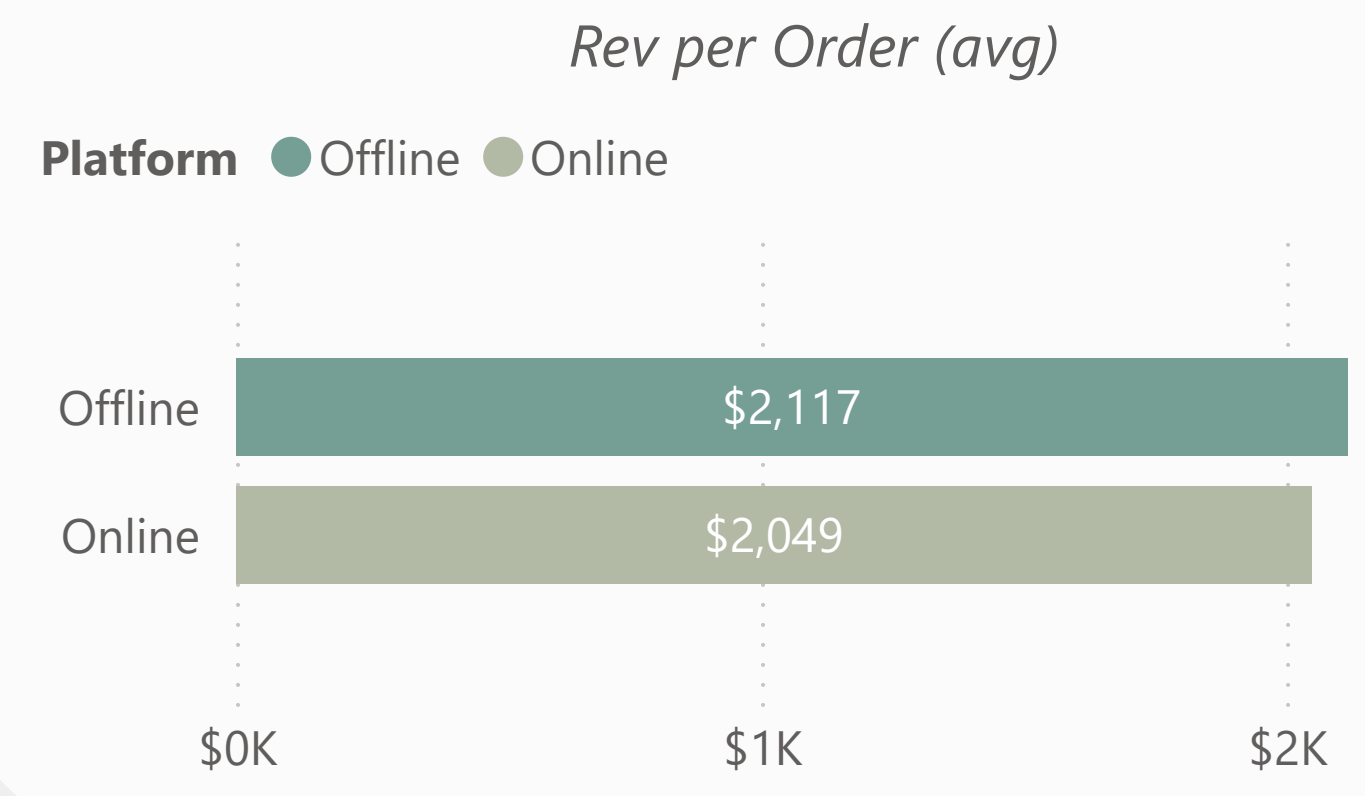
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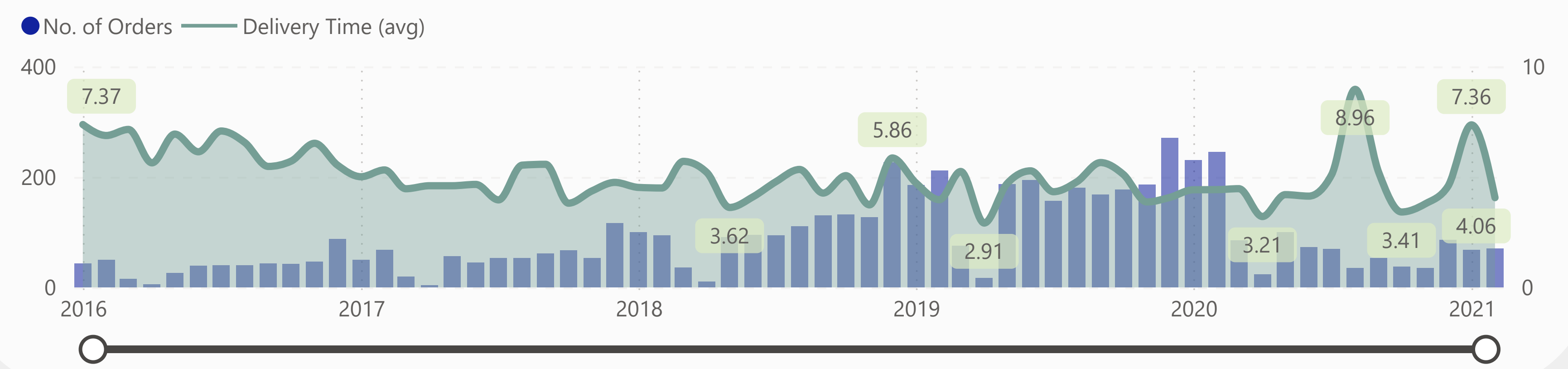
Location Sales



Online vs. Offline Trending



Delivery Details





Summary

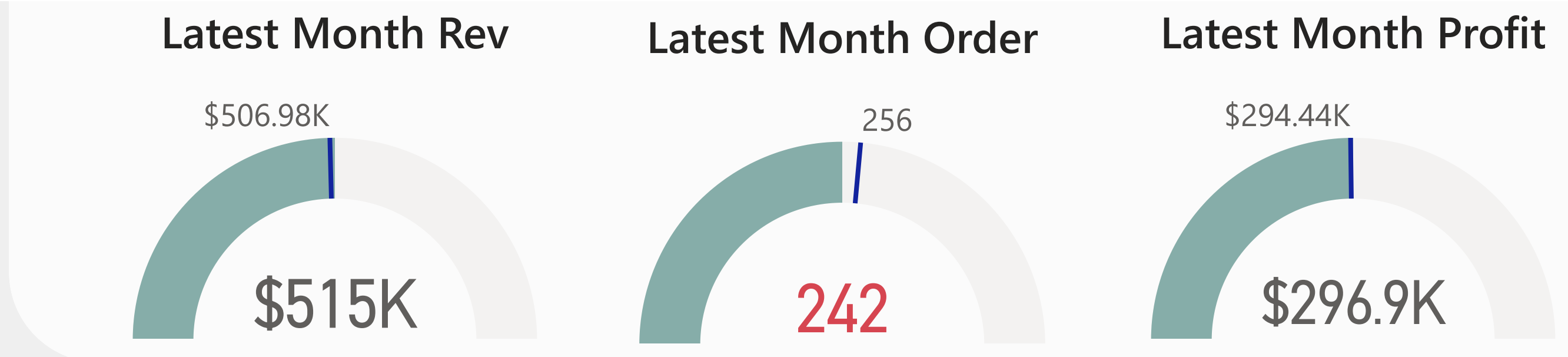
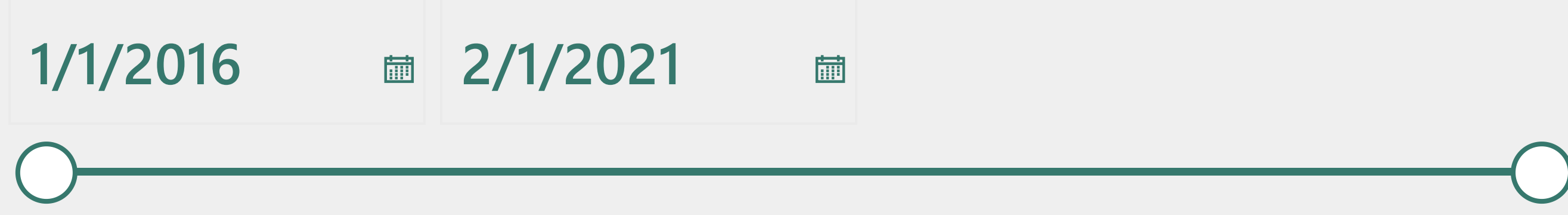
Segment

Location

Product



Reset

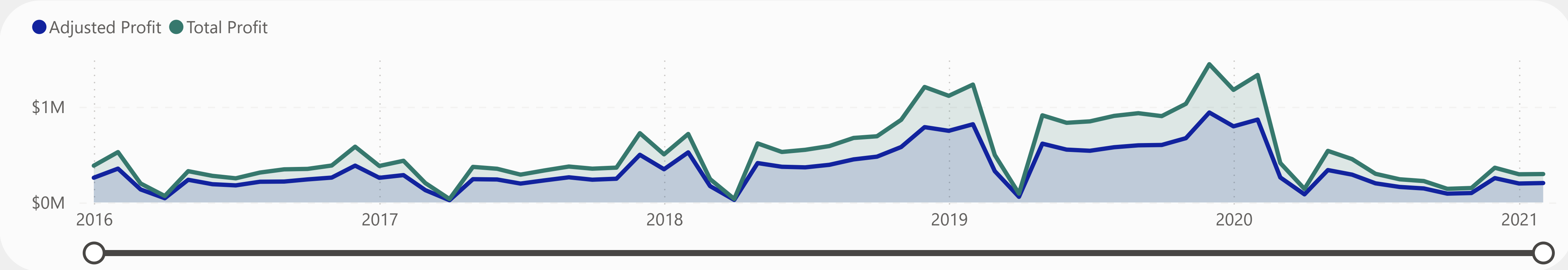


Category Subcategory Brand Product Key

All All All All

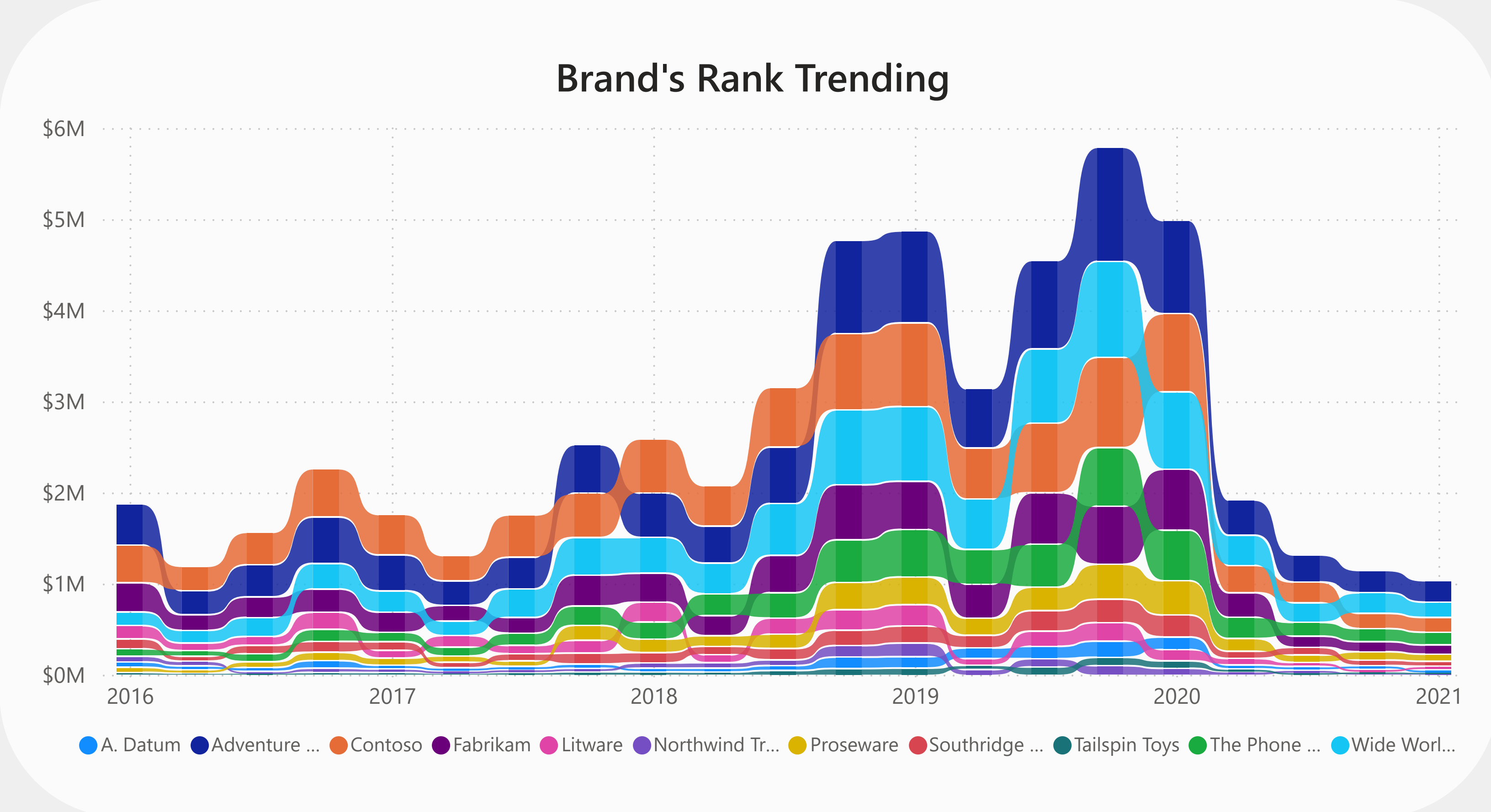
Price Adjustment (%)

-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)