

DataMart Analysis

Total Sales

19bn

Total Transactions

506M

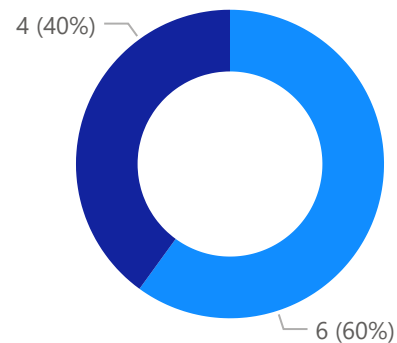
Average of Retail Percentage

96.94

Average of Shopify Percentage

3.06

Sales by platform

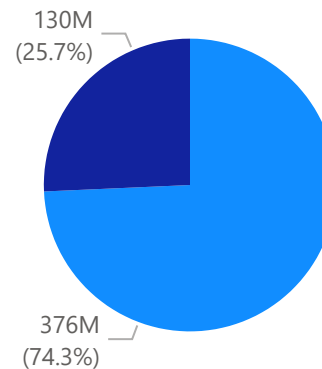


platform

● Retail

● Shopify

Total Transactions by calendar_year

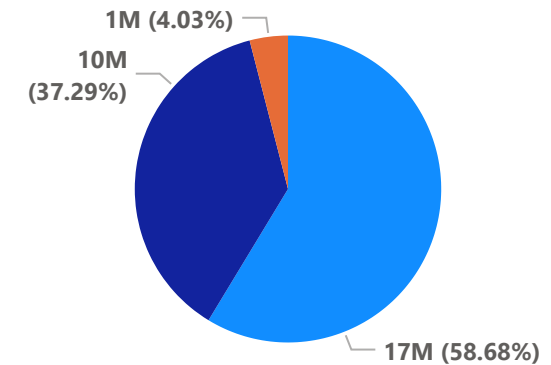


calendar_year

● 2020

● 2019

Total Sales by Customers Type



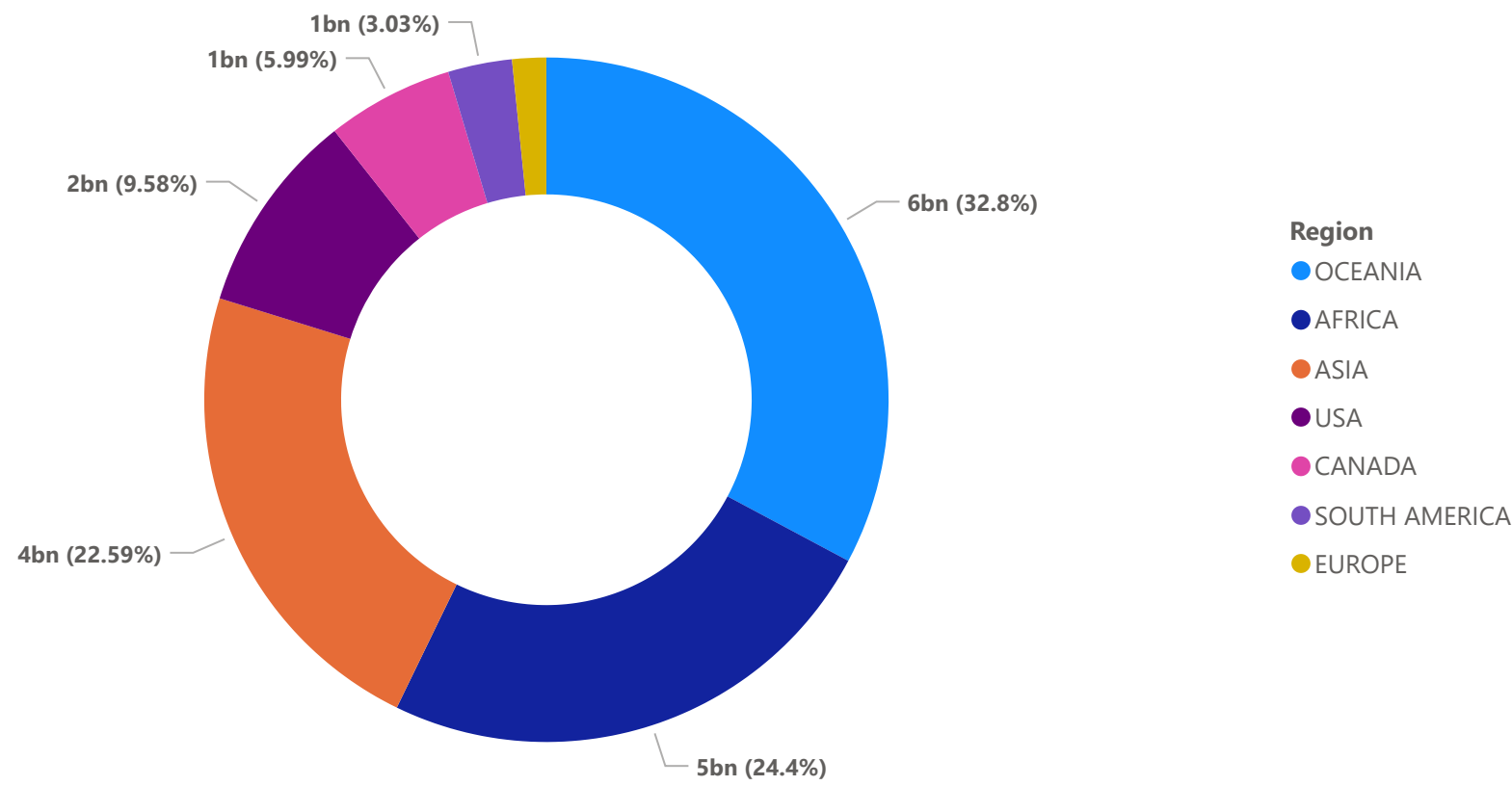
Customers Type

● Guest

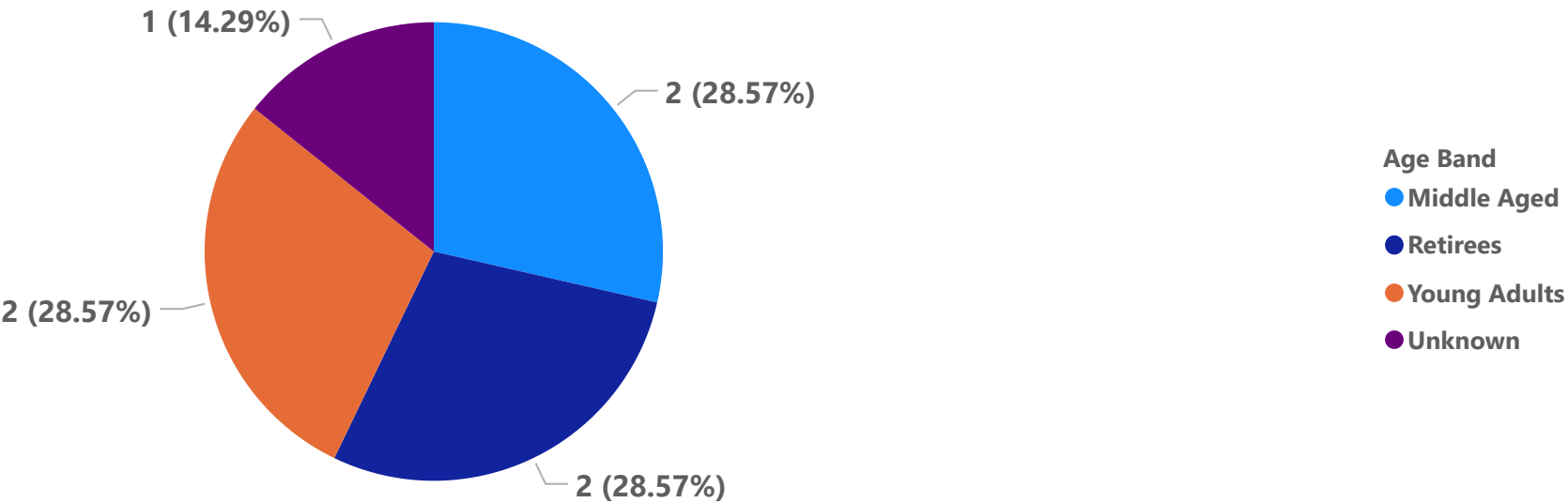
● New

● Existing

Total Sales by Region



Graph of Demographic by Age Band



Total Transactions by Platform

