

Executive Overview

Reset

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Category ▾

Product Name ▾

Select date range ▾

Revenue

\$29,026,530.95

Profit

\$13,962,569.16

Margin

48.10%

Average Order Value

254.2

Total User

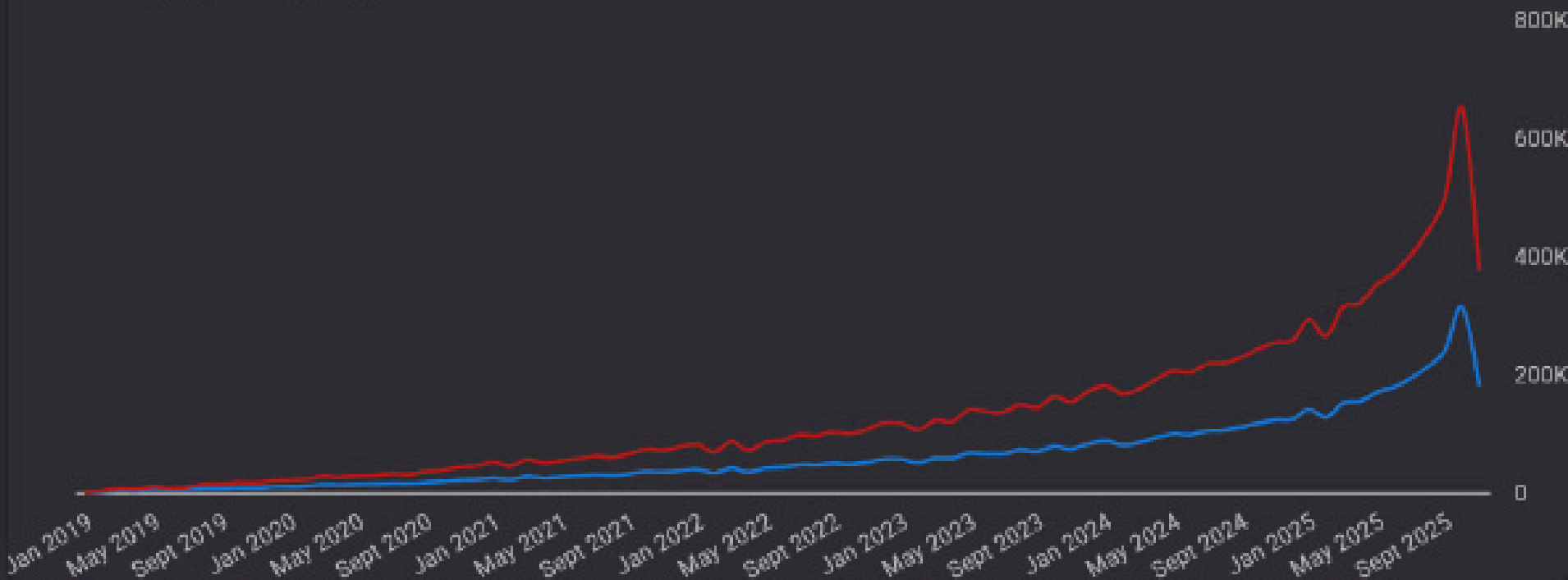
100,000

Total Order

124,684

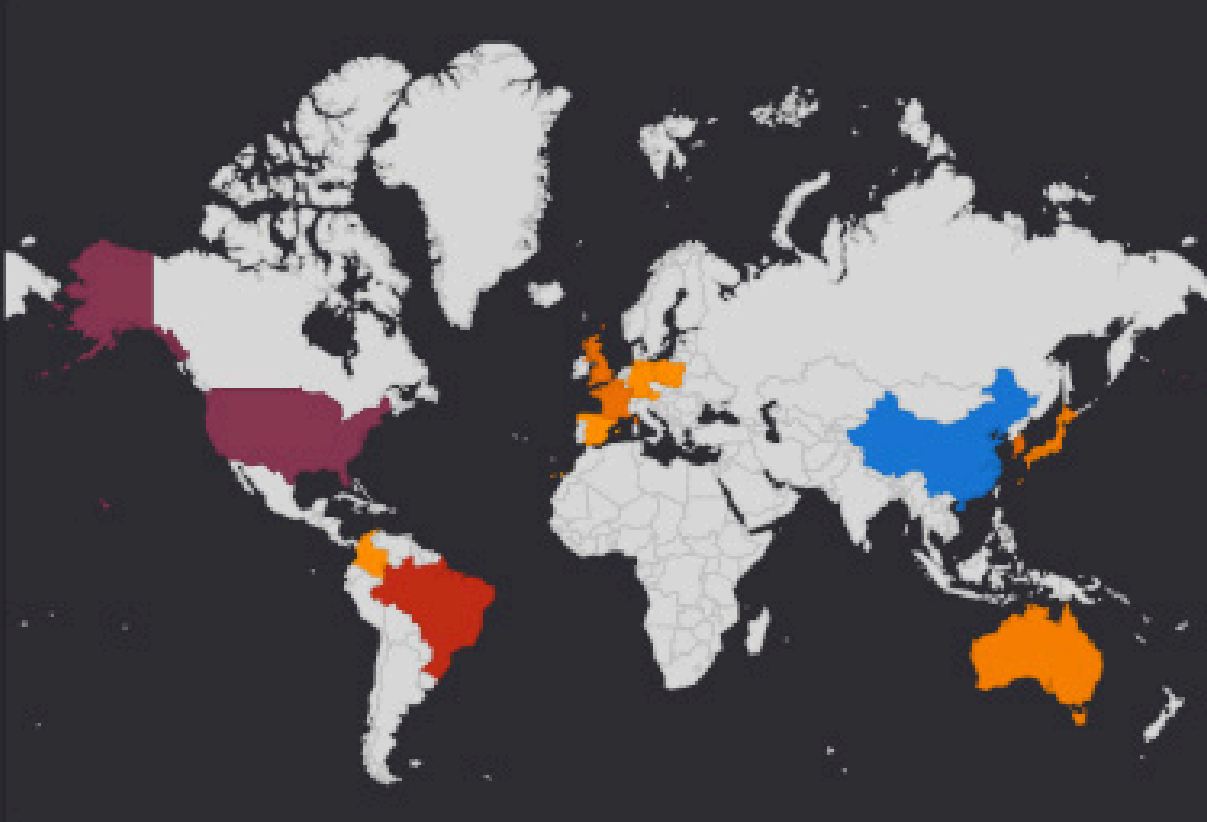
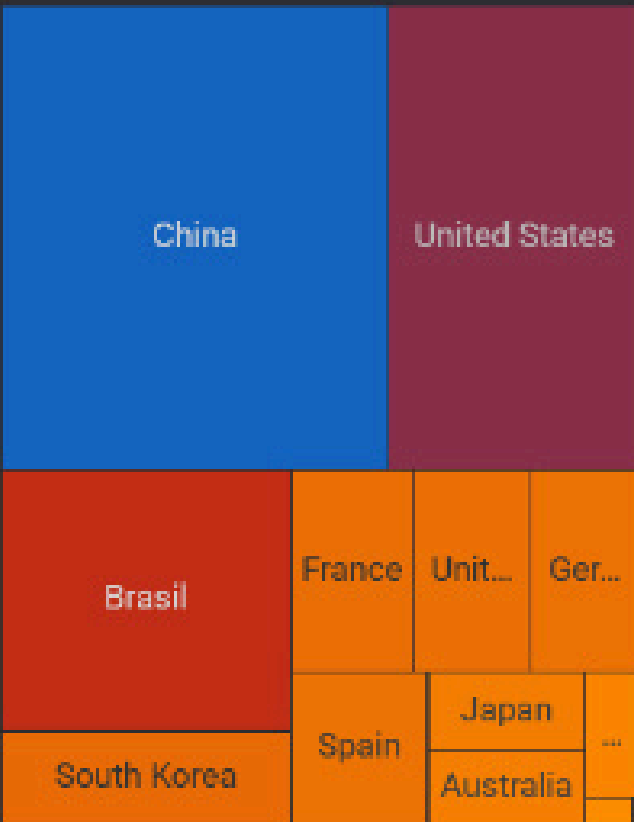
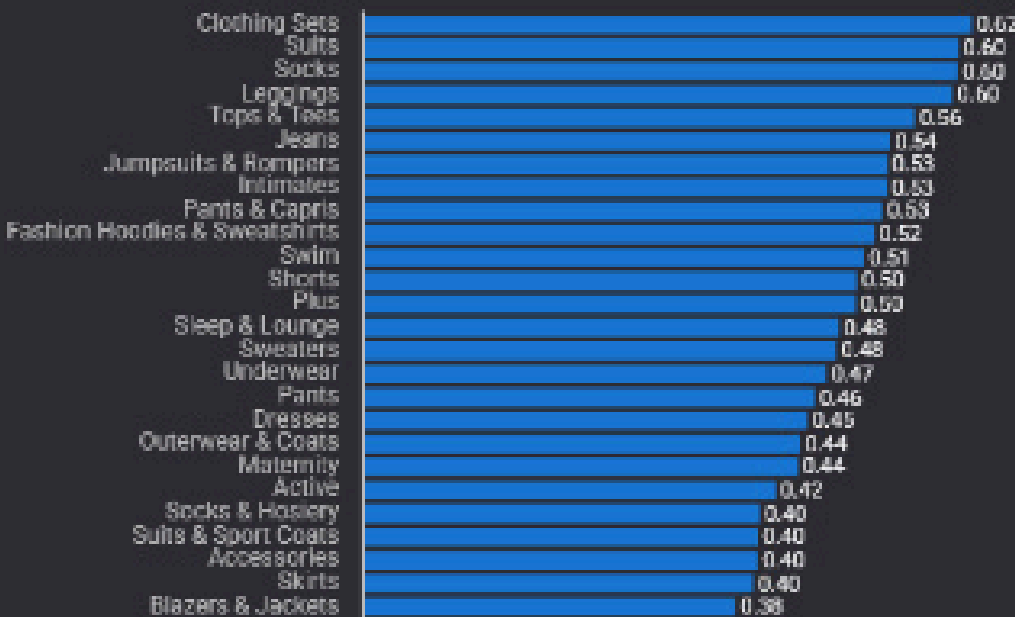
Revenue and Profit by Sold Date

— Profit — Revenue



Margin Product Category

Margin



Top 10 Product

	Name	Revenue ▾	Profit	Margin
1.	NIKE WOMEN'S PRO COMPRESSI...	56,889	27,865.68	0.49
2.	The North Face Apex Bionic Soft S...	38,829	18,640.63	0.48
3.	AIR JORDAN DOMINATE SHORTS ...	29,799	14,988.9	0.5
4.	Canada Goose Women's Mystique	27,750	12,633.75	0.46
5.	Quiksilver Men's Rockefeller Walks...	27,090	14,168.07	0.52
6.	ASCIS Cushion Low Socks (Pack o...	23,478	9,719.89	0.41
7.	The North Face Apex Bionic Mens ...	22,575	10,497.38	0.47
8.	Nobis Yatesy Parka	21,850	8,783.7	0.4
9.	JORDAN DURASHEEN SHORT ME...	21,672	8,885.52	0.41
10.	True Religion Men's Ricky Straight ...	21,346.3	11,572.18	0.54

Product & Sales Analysis

Reset

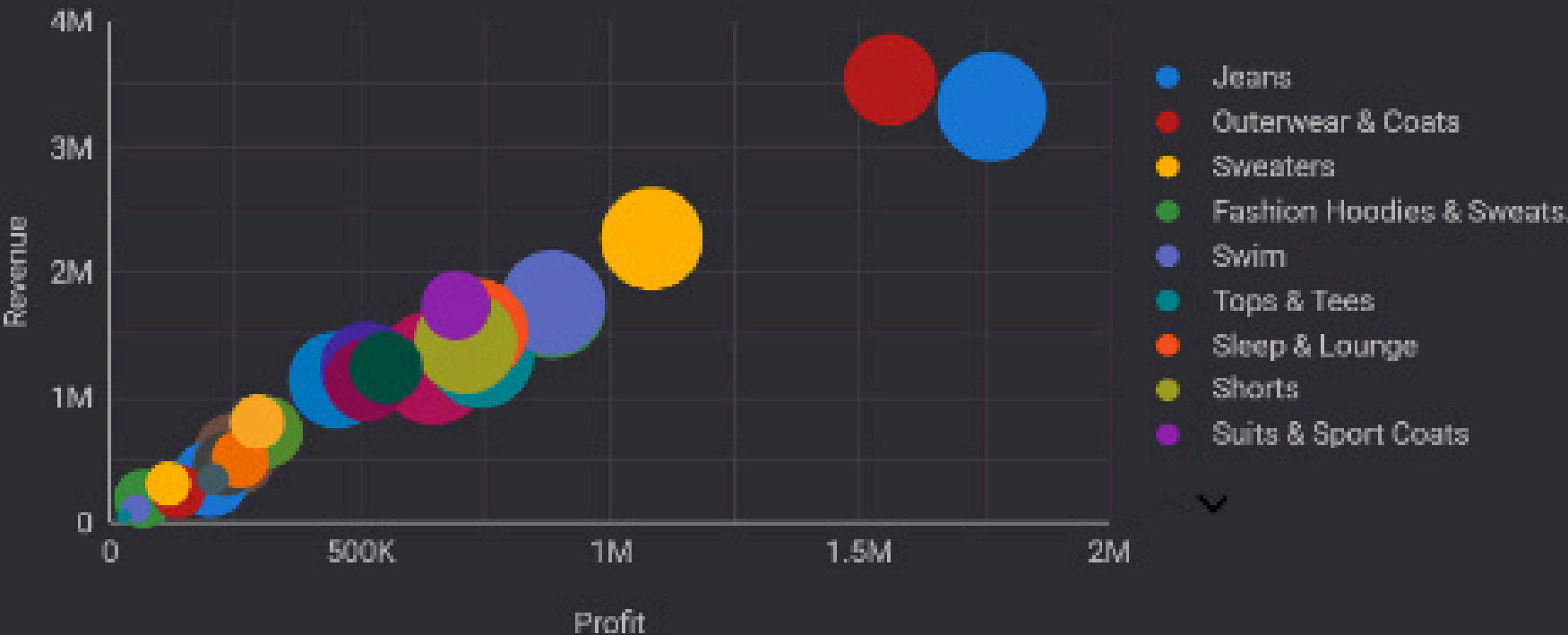
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Category

Product Name

Select date range

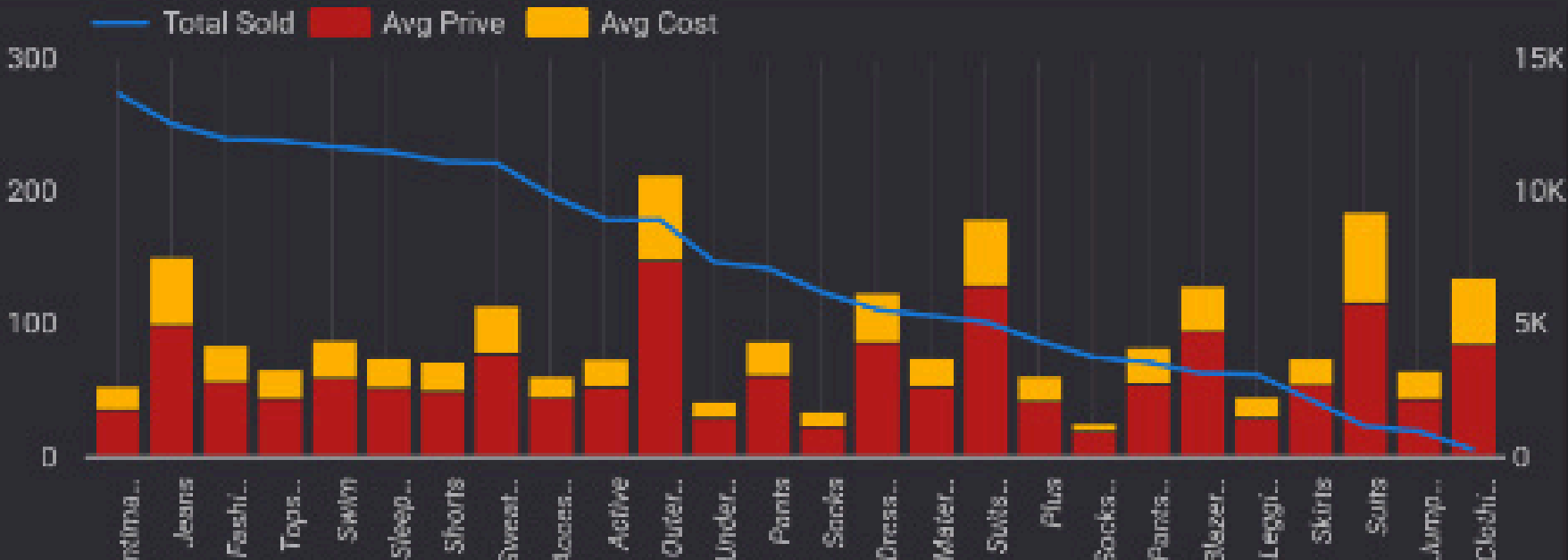
Distribution of Profit and Revenue by Total Sold



Total Sold
181,249

Avg Price
\$59.41

Avg Cost
\$28.58



The Look E-Commerce Table

	Product Name	Product Categ...	Produc t Brand	Total Sold	Revenue	Profit	Margin
1.	Wrangler Men's Premium Performance Cowboy Cut ...	Jeans	Wrangler	73	3,568.02	1,973.25	40.36
2.	Wrangler Men's Rugged Wear Classic Fit Jean	Jeans	Wrangler	38	1,618.62	887.71	20.94
3.	New Men's Sexy Center Patch Bikini Swimsuit 3G by ...	Swim	Gregg Homme	32	422.8	259.5	19.64
4.	Fred Perry Men's V-Neck Sweater	Sweaters	Fred Perry	38	3,226.6	1,664.23	19.58
5.	Wrangler Men's Genuine Tampa Cargo Short	Shorts	Wrangler	40	1,339.67	658.08	19.57
6.	True Religion Men's Ricky Straight Jean	Jeans	True Religion	36	7,751.85	4,205.36	19.52
7.	Oneill Men's Grinder Ue Boardshort	Swim	O'Neill	31	1,418.55	864.44	19
8.	7 For All Mankind Men's Standard Classic Straight L...	Jeans	7 For All Mankind	35	4,932	2,603.1	18.56
9.	Original Penguin Men's Printed Volley Swim Trunk	Swim	Original Penguin	30	1,812.98	1,103.56	18.33

Customer Deep Dive

Reset

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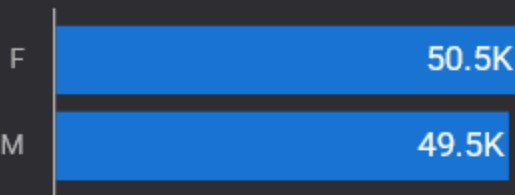
Category ▾

Product Name ▾

Select date range ▾

Gender

A-Z | [Filter] | [More]



Age

A-Z | [Filter] | [More]



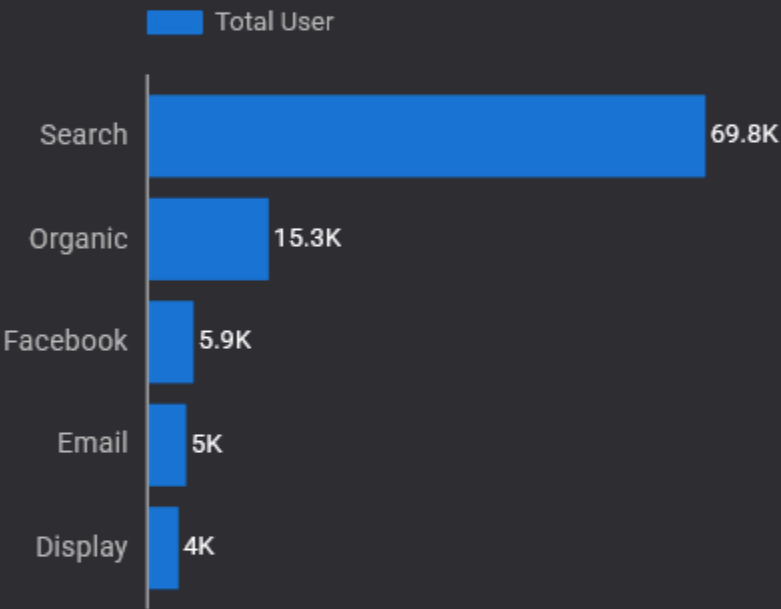
New Users
100,000

Customer Lifetime Value
3,413.24

Traffic Source
Search

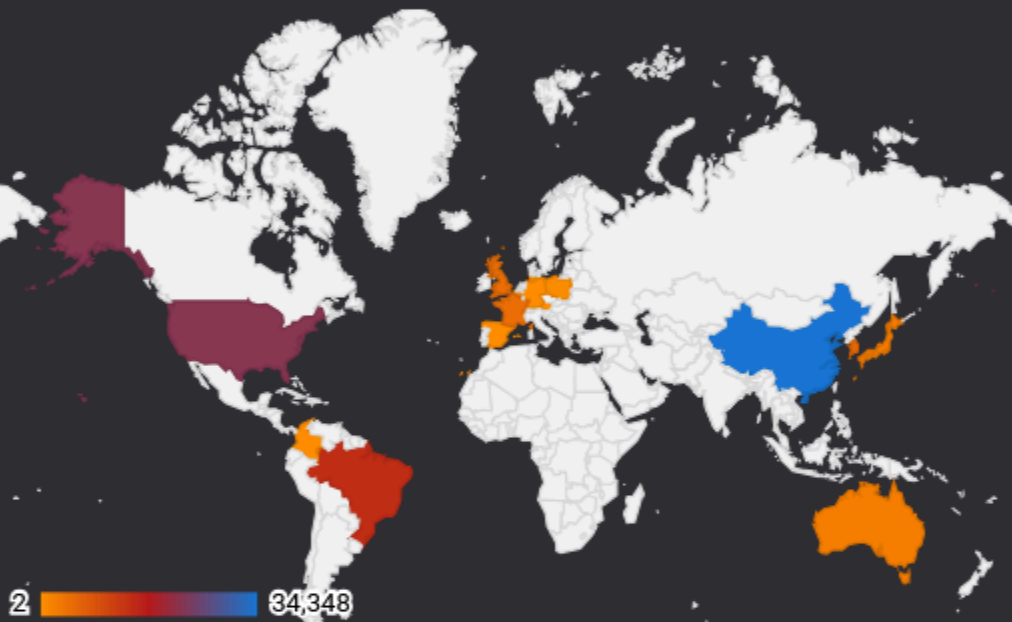
User by Traffic Source

A-Z | [Filter] | [More]



Users by Location

↑ ↓ | [Filter] | [More]



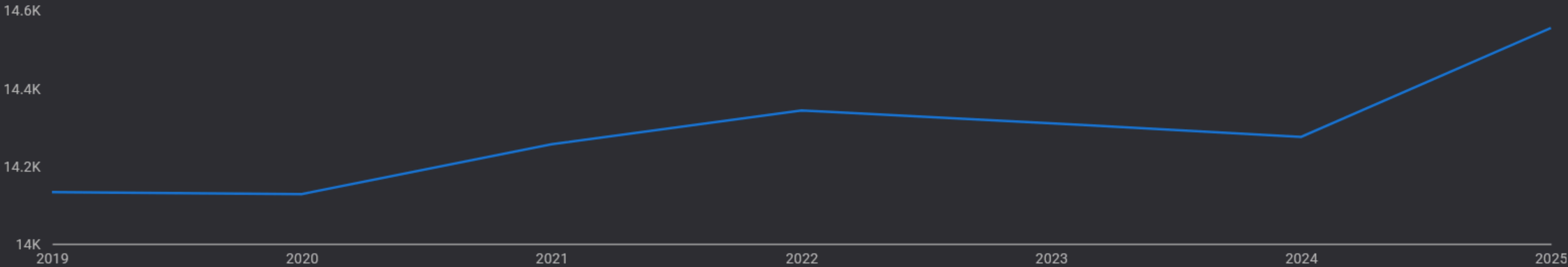
Top Customers

[Filter] | [More]

	ID User	Revenue ▾	Total Order
1.	19714	999	1
2.	19716	999	1
3.	19715	999	1
4.	55187	990	null
5.	55186	990	null
6.	55185	990	2
7.	23366	950	1
8.	23365	950	2

Total User Over Time

↑ ↓ | [Filter] | [More]



Order & Fulfillment Analysis

Reset

Download

Category

Product Name

Select date range

Total Order
124,684

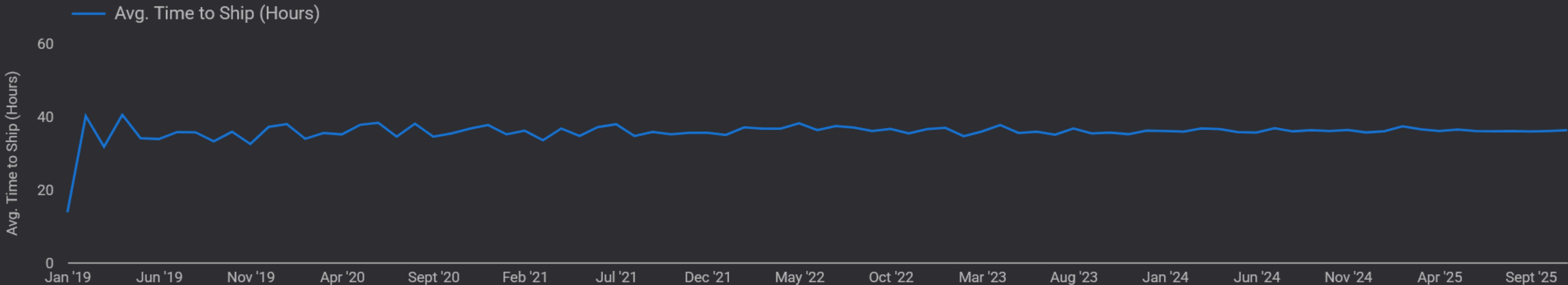
Orders Returned
12,553

Return Rate
10.07%

Avg. Time to Ship (Hours)
36.04

Avg. Time to Deliver (Day)
3.89

Shipping Time Trend



Top Returned Products

	name	Orders Returned
1.	Roxy Juniors Glacial Zip Front Ho...	3
2.	G-Star Men's CL Hooded Long Sl...	3
3.	Patty Women Comfy Black Hoodi...	3
4.	Tri-Mountain Women's Fashionab...	3
5.	Men's Fleece Hooded Bathrobe	3
6.	Nautica Men's Engineered Stripe ...	3

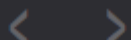
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Orders by Distribution Center

	name	Total Order
1.	Savannah GA	3
2.	Houston TX	2
3.	Charleston SC	2
4.	Port Authority of New York/New Jersey NY/...	2
5.	Philadelphia PA	1
6.	Memphis TN	1

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Order Status

Shipped Complete Processing Cancelled Returned

