

Executive Overview

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[Category](#)
[Product Name](#)
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Revenue
\$29,026,530.95

Profit
\$13,962,569.16

Margin
48.10%

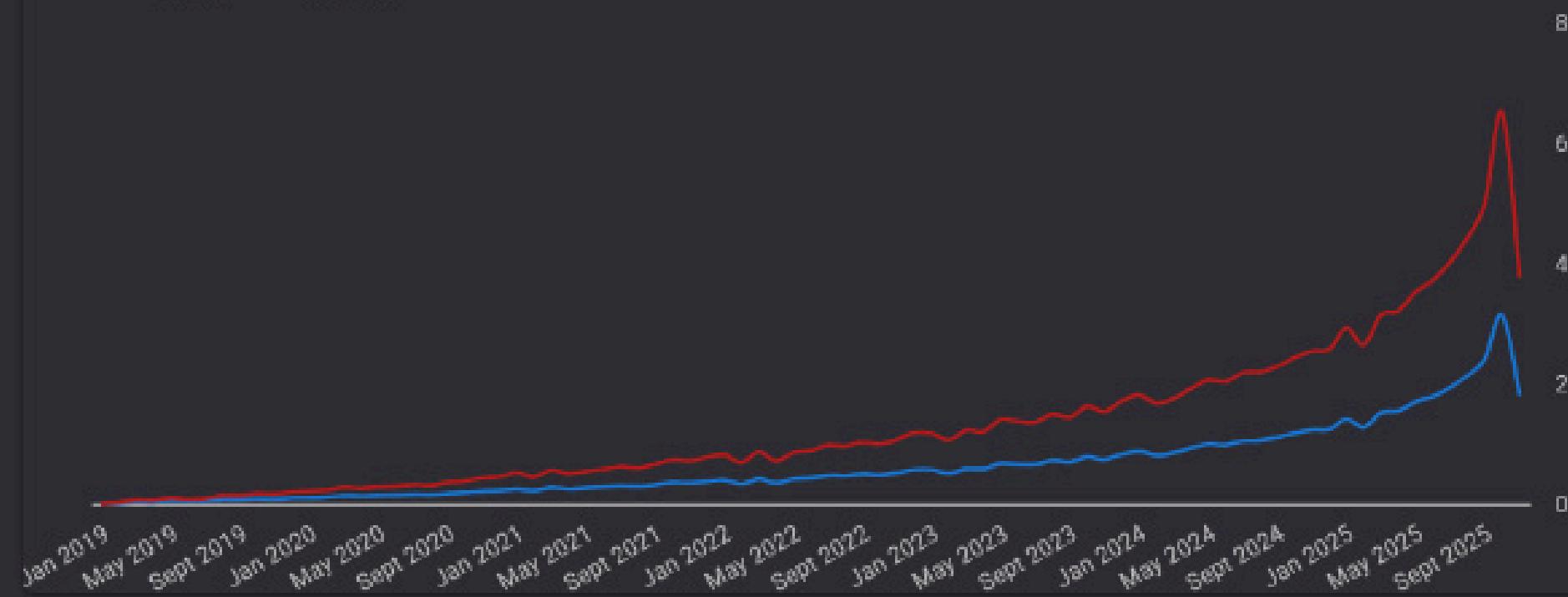
Average Order Value
254.2

Total User
100,000

Total Order
124,684

Revenue and Profit by Sold Date

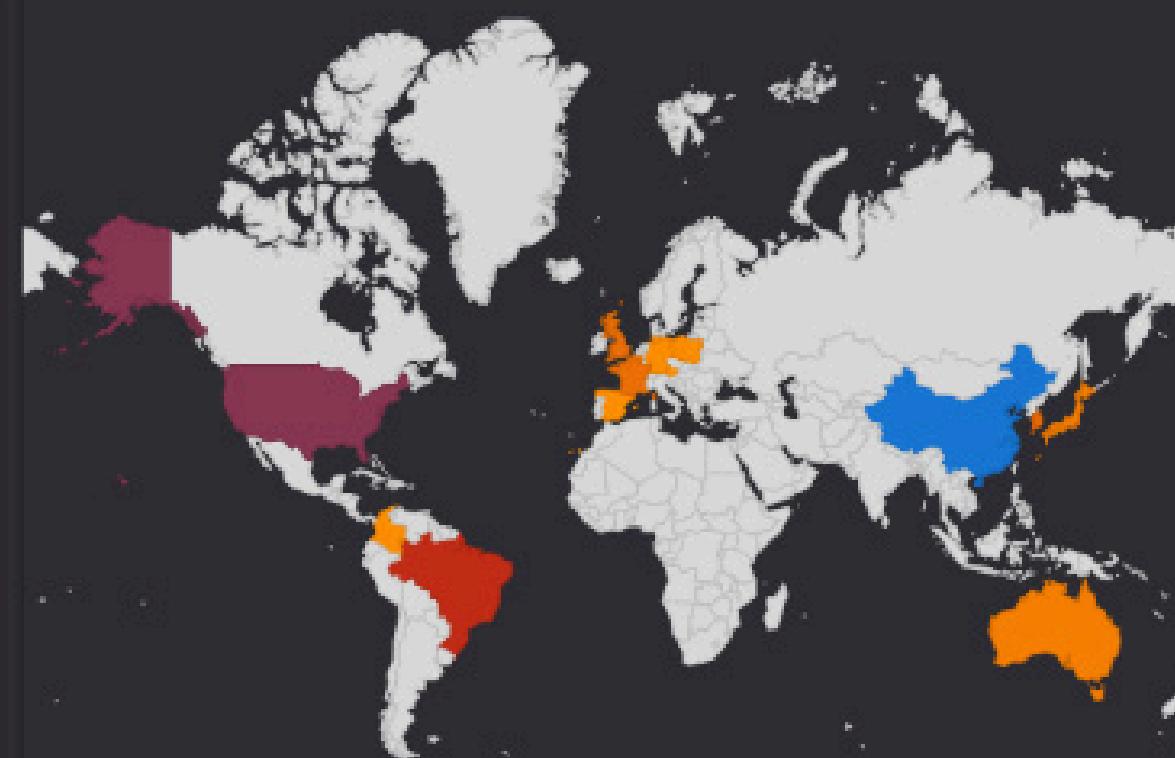
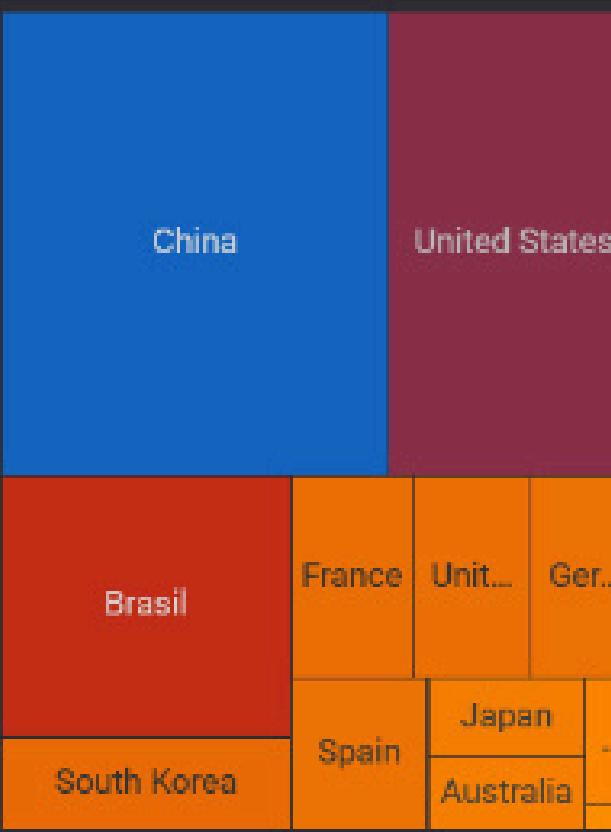
Profit — Revenue



Margin Product Category

Margin

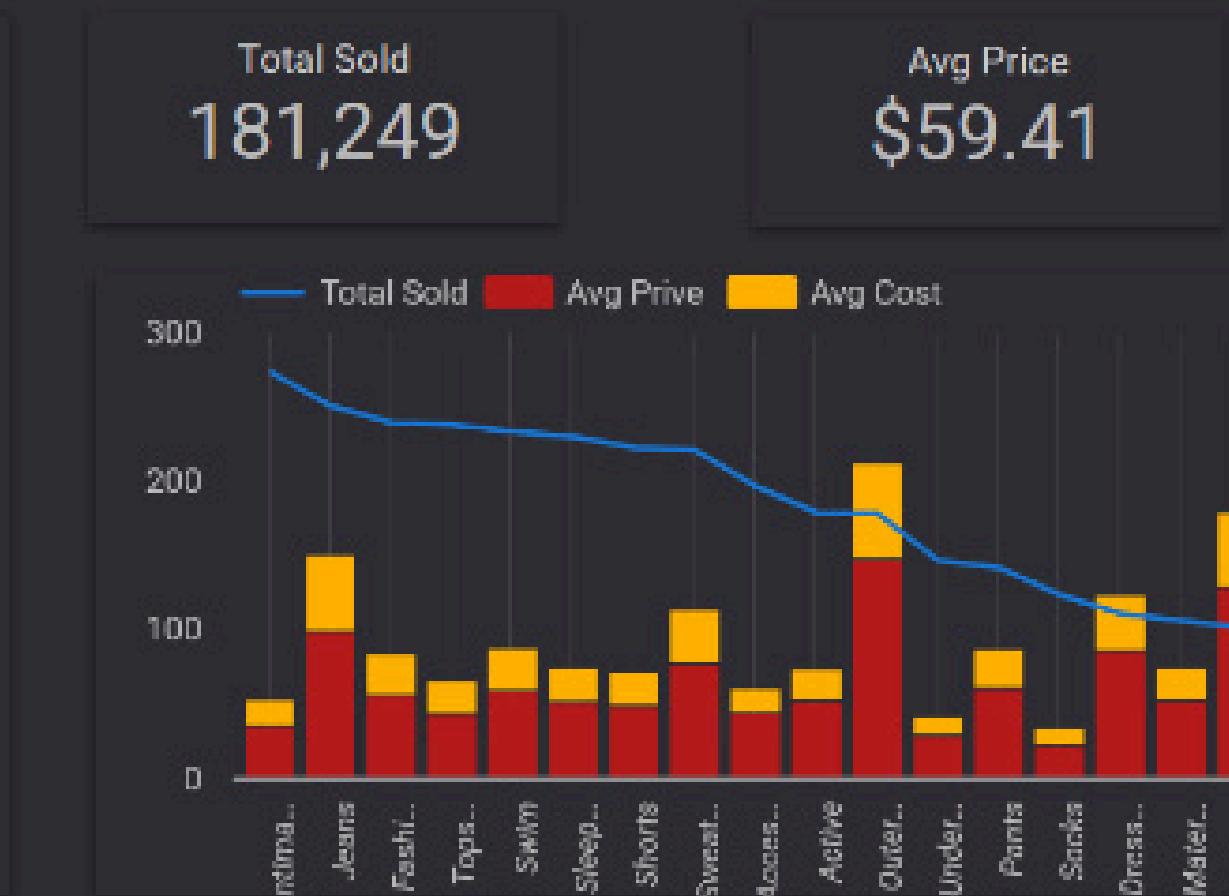
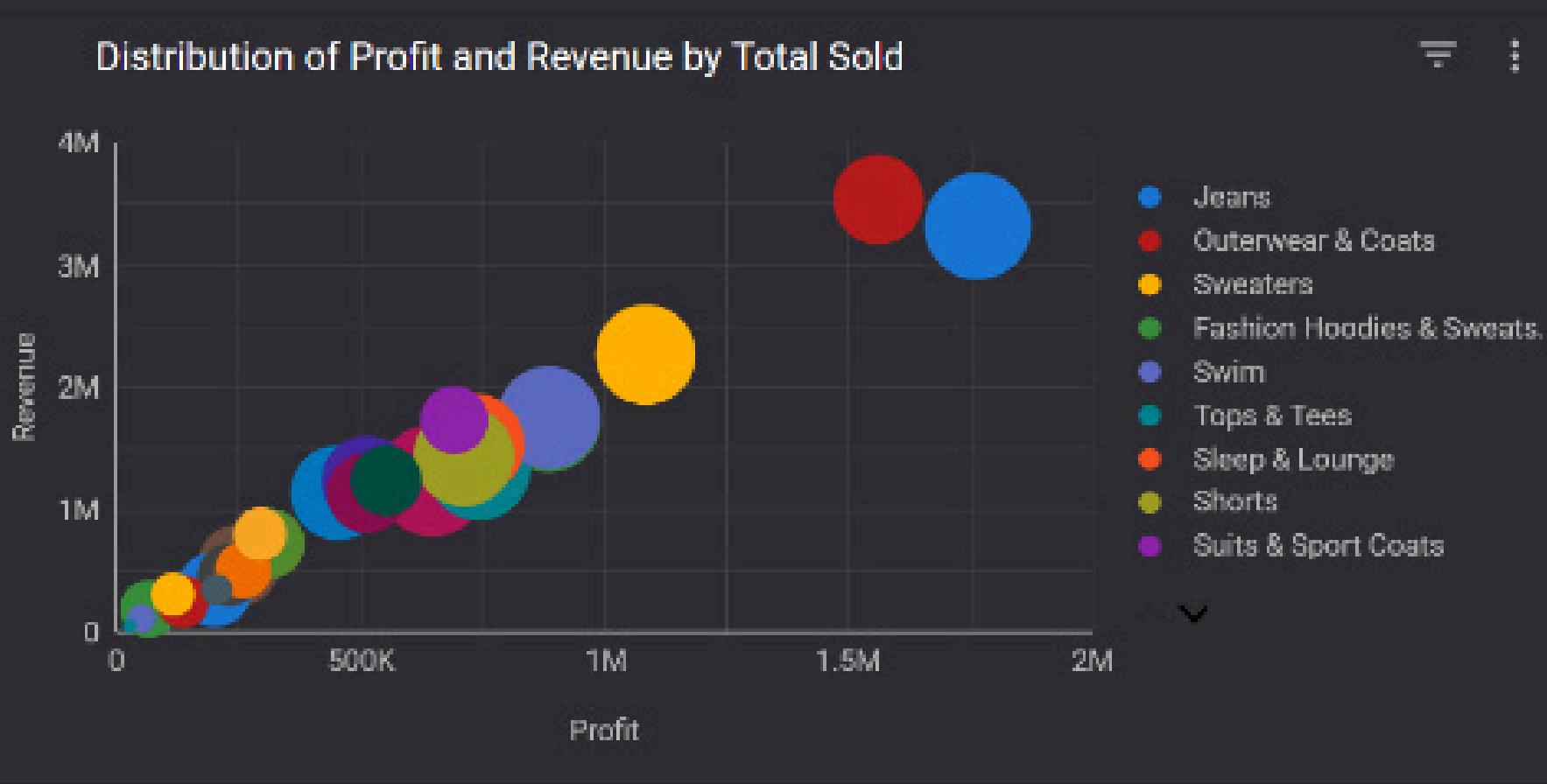
Clothing Sets	0.62
Suits	0.60
Socks	0.60
Leggings	0.60
Tops & Tees	0.56
Jeans	0.54
Jumpsuits & Rompers	0.53
Intimates	0.53
Pants & Capris	0.53
Fashion Hoodies & Sweatshirts	0.52
Swim	0.51
Shorts	0.50
Plus	0.50
Sleep & Lounge	0.48
Sweaters	0.48
Underwear	0.47
Pants	0.47
Dresses	0.46
Outerwear & Coats	0.45
Maternity	0.44
Active	0.44
Socks & Hosiery	0.42
Suits & Sport Coats	0.40
Accessories	0.40
Skirts	0.40
Blazers & Jackets	0.38



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	8,895.52	0.41
10. True Religion Men's Ricky Straight ...	21,346.3	11,572.18	0.54

Product & Sales Analysis

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The Look E-Commerce Table

Product Name	Product Category	Product 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	897.71	20.94
3. New Men's Sexy Center Patch Bikini Swimsuit 30 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. O'Neill 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 Valley Swim Trunk	Swim	Original Penguin	30	1,812.98	1,103.56	18.33

Customer Deep Dive

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Gender

AZ



:

Age

AZ



:

:

F

50.5K

M

49.5K

70	70
69	69
68	68
67	67
66	66

New Users

100,000

Customer Lifetime Value

3,413.24

Traffic Source

Search

User by Traffic Source

AZ



:

:

Search

69.8K

Organic

15.3K

Facebook

5.9K

Email

5K

Display

4K

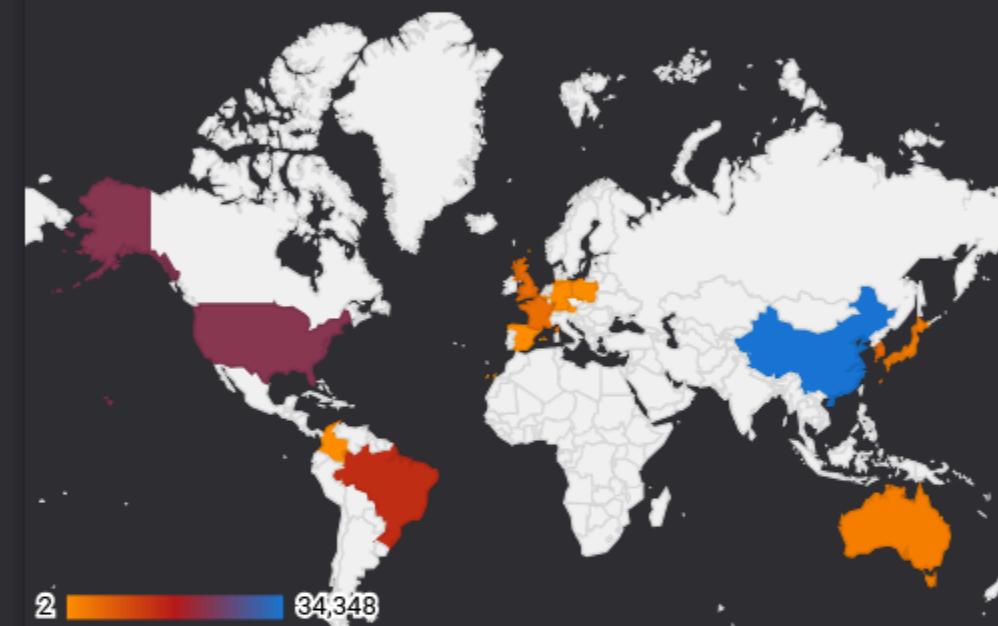
Users by Location

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Top Customers

:

:

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

↑ ↓ | Q = :

14.6K

14.4K

14.2K

14K

2020

2021

2022

2023

2024

2025

Order & Fulfillment Analysis

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Total Order
124,684

Orders Returned
12,553

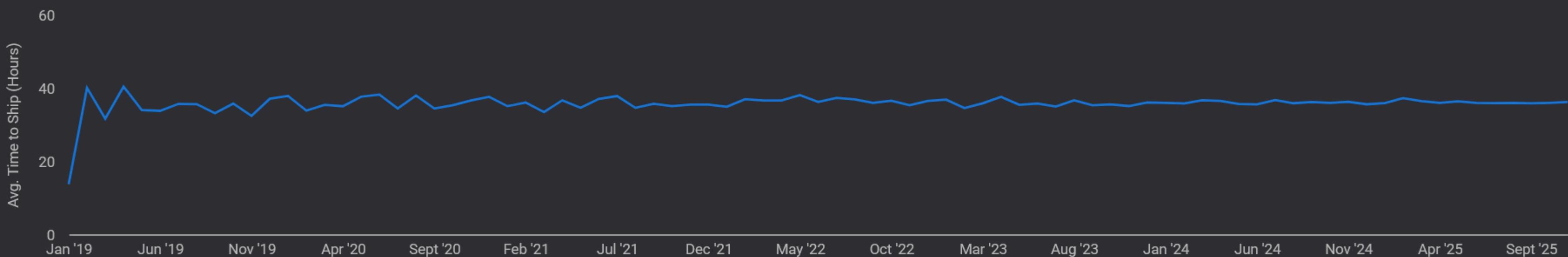
Return Rate
10.07%

Avg. Time to Ship (Hours)
36.04

Avg. Time to Deliver (Day)
3.89

Shipping Time Trend

— Avg. Time to Ship (Hours)



Top Returned Products

[A-Z](#) | [Q](#) | [=](#) | [:](#)

	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

[A-Z](#) | [Q](#) | [=](#) | [:](#)

	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

[A-Z](#) | [Q](#) | [=](#) | [:](#)

● Shipped
 ● Complete
 ● Processing
 ● Cancelled
 ● Returned

