

Executive Overview

Reset

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Category

Product Name

Select date range

Revenue

\$29,073,916.39

Profit

\$13,987,352.61

Margin

48.11%

Average Order Value

254.24

Total User

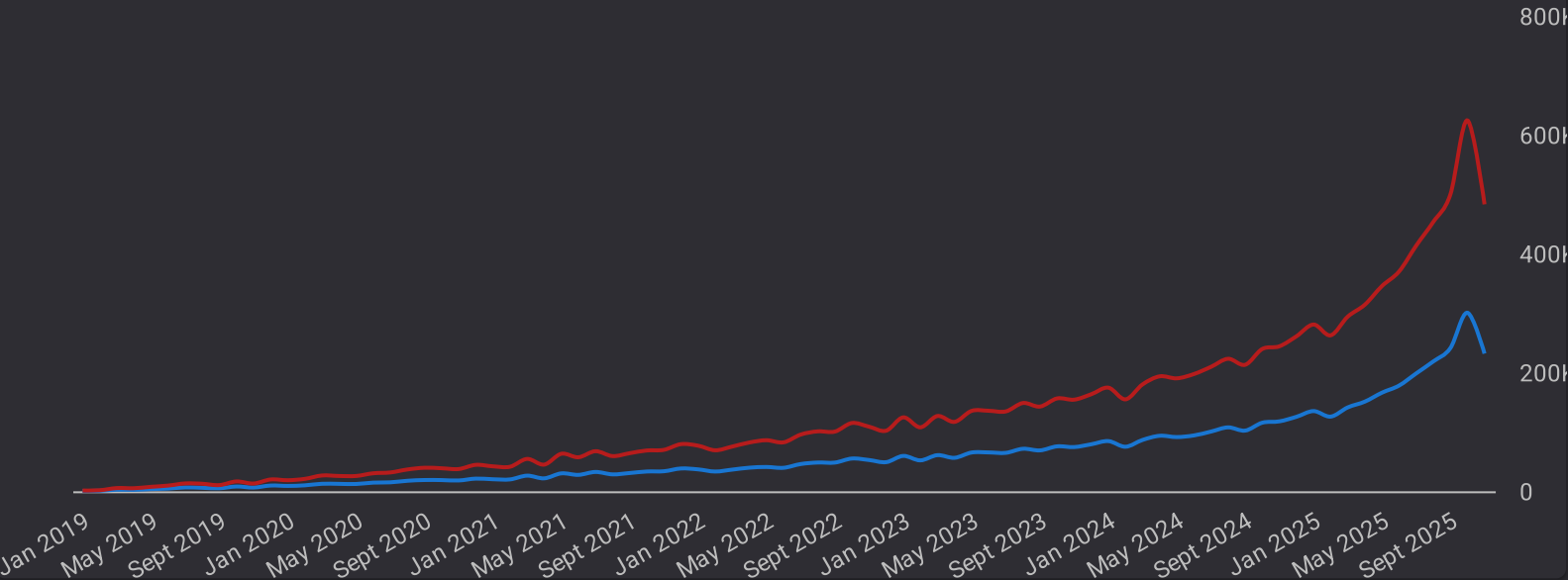
100,000

Total Order

124,616

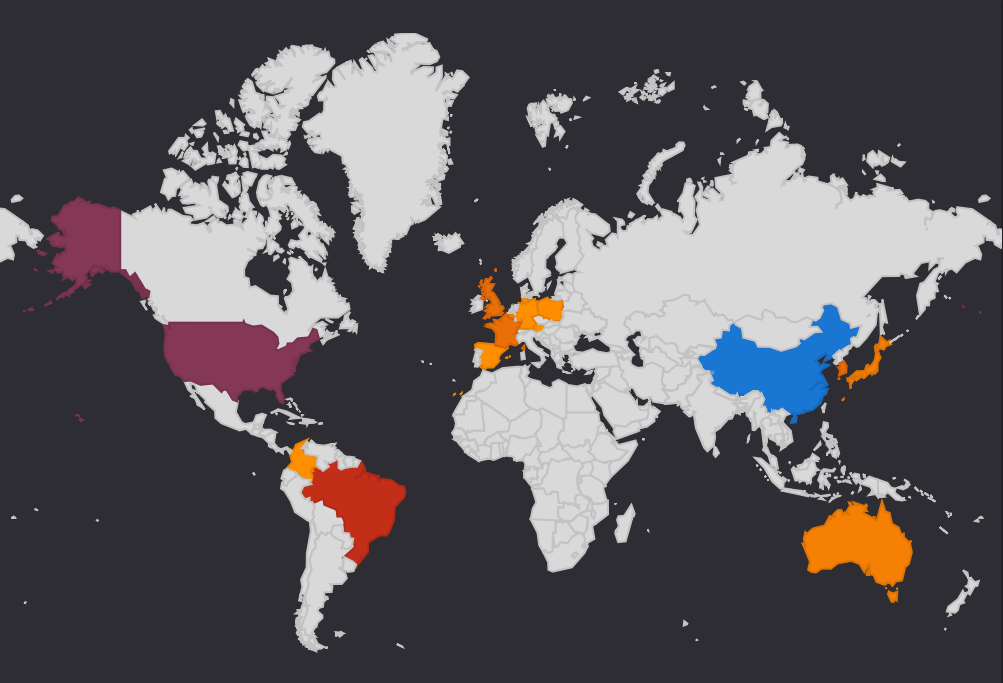
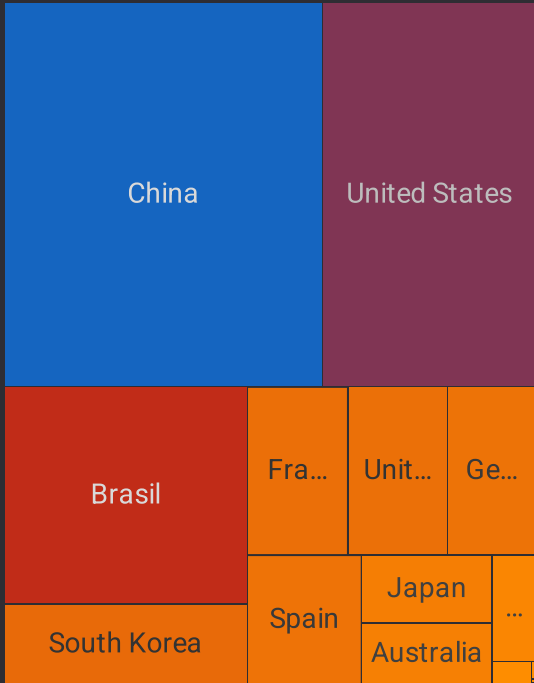
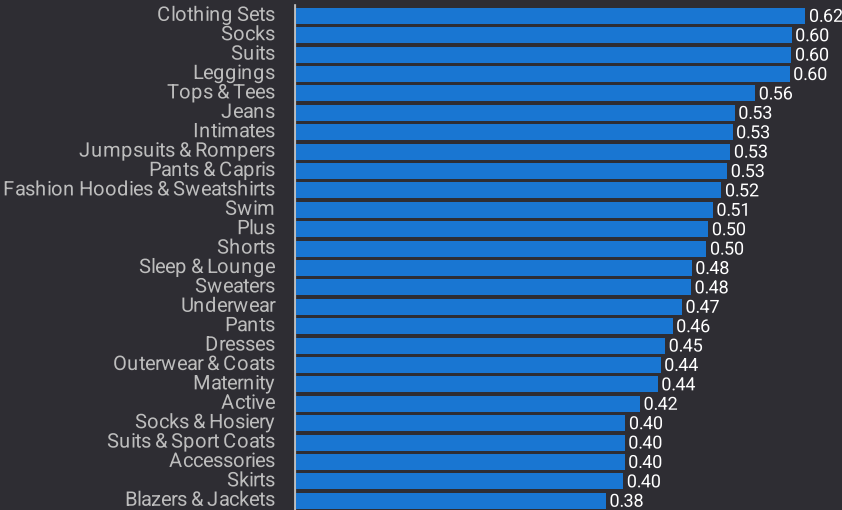
Revenue and Profit by Sold Date

Profit Revenue



Margin Product Category

Margin



Top 10 Product

	Name	Revenue	Profit	Margin
1.	The North Face Apex Bionic Soft S...	58,695	26,551.81	0.45
2.	The North Face Denali Down Wo...	41,538	19,065.94	0.46
3.	NIKE WOMEN'S PRO COMPRESSI...	31,605	15,929.82	0.5
4.	The North Face Nuptse 2 Jacket ...	26,187	10,658.11	0.41
5.	True Religion Women's Casey Stre...	25,715	12,548.92	0.49
6.	Diesel Men's Lophophora Leather ...	25,144	11,440.52	0.46
7.	Nike Jordan Retro 11 Bred Bootie ...	23,478	14,485.93	0.62
8.	Catherine Malandrino Women's S...	22,375	10,851.87	0.48
9.	Woolrich Arctic Parka DF	21,780	10,519.74	0.48
10.	adidas Women's adiFIT Slim Pant	20,769	8,639.9	0.42

# Product & Sales Analysis

Reset

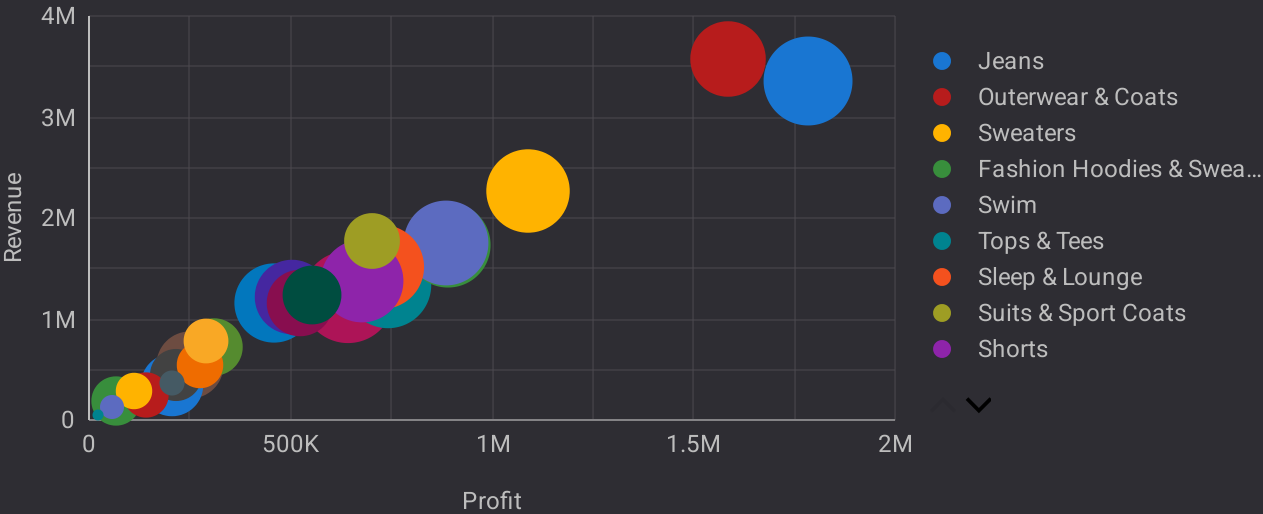
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Category ▾

Product Name ▾

Select date range ▾

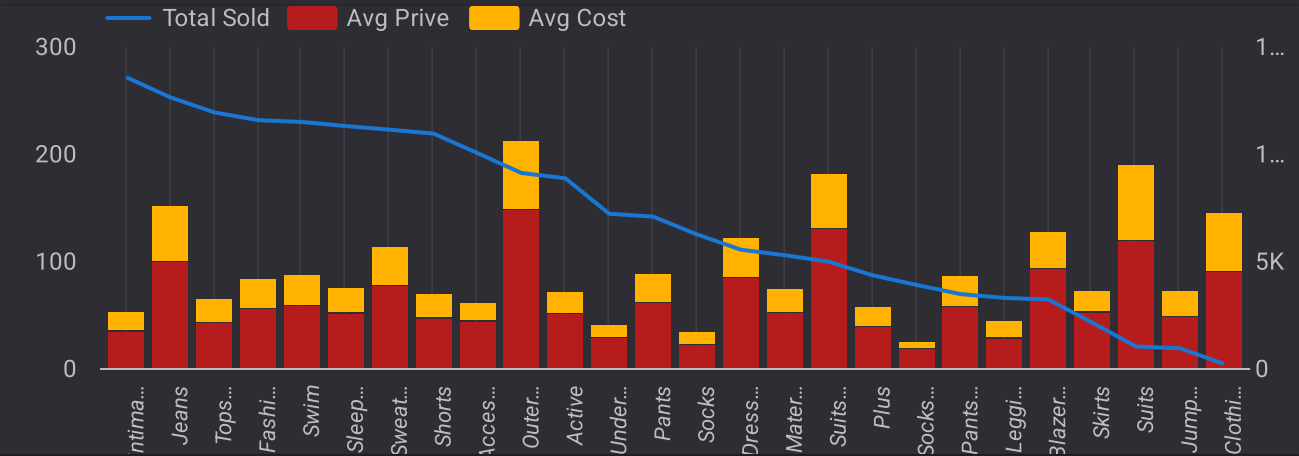
Distribution of Profit and Revenue by Total Sold



Total Sold  
180,782

Avg Price  
\$59.57

Avg Cost  
\$28.66



The Look E-Commerce Table

	Product Name	Product Categ...	Product Brand	Total Sold	Revenue	Profit	Margin ▾
1.	Wrangler Men's Premium Performance Cowboy Cut...	Jeans	Wrangler	45	2,105.28	1,152.6	24.64
2.	Lilly Pulitzer Women's Callahan Short	Shorts	Lilly Pulitzer	48	2,582.72	1,271.43	23.81
3.	Silver Jeans Men's Grayson Relaxed Fit Jean	Jeans	Silver Jeans	45	4,021	2,038.6	22.83
4.	7 For All Mankind Men's Standard Classic Straight L...	Jeans	7 For All Mankind	43	6,772	3,483.59	22.29
5.	KAMALIKULTURE Women's Long Sleeve Side Draped...	Dresses	KAMALIKULTURE	45	3,569.72	1,649.16	20.64
6.	HUGO BOSS Men's Bright Argyle Crew Sock	Socks	HUGO BOSS	32	312	181.45	18.61
7.	Wrangler Men's Original Cowboy Cut Relaxed Fit Je...	Jeans	Wrangler	35	1,473.02	781.35	18.52
8.	Polo Ralph Lauren Men's Sport 3-Pair Socks 10-13	Socks	Polo Ralph Lauren	30	540	329.94	18.33
9.	Hudson Women's Collin Skinny Jean	Jeans	Hudson	33	6,534	3,580.43	18.08

# Customer Deep Dive

Reset

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Category

Product Name

Select date range

Gender

AZ

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F

50.1K

M

49.9K

Age

AZ

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⋮

70

70

69

69

68

68

67

67

66

66

New Users

100,000

Customer Lifetime Value

3,561.7

Traffic Source

Search

User by Traffic Source

AZ

🔍

≡

⋮

Total User

Search

70.1K

Organic

15.1K

Facebook

5.9K

Email

4.9K

Display

4K

Users by Location

↑

↓

🔍

≡

⋮

1

34,128

Top Customers

≡

⋮

ID User

Revenue

Total Order

1.

43065

999

1

2.

43066

999

null

3.

58753

990

2

4.

38014

990

4

5.

58754

990

null

6.

38013

990

null

7.

38012

990

1

8.

73825

950

null

Total User Over Time

↑

↓

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⋮

14.8K

14.6K

14.4K

14.2K

14K

2019

2020

2021

2022

2023

2024

2025

# Order & Fulfillment Analysis

Reset

Download

Category

Product Name

Select date range

Total Order  
124,616

Orders Returned  
12,588

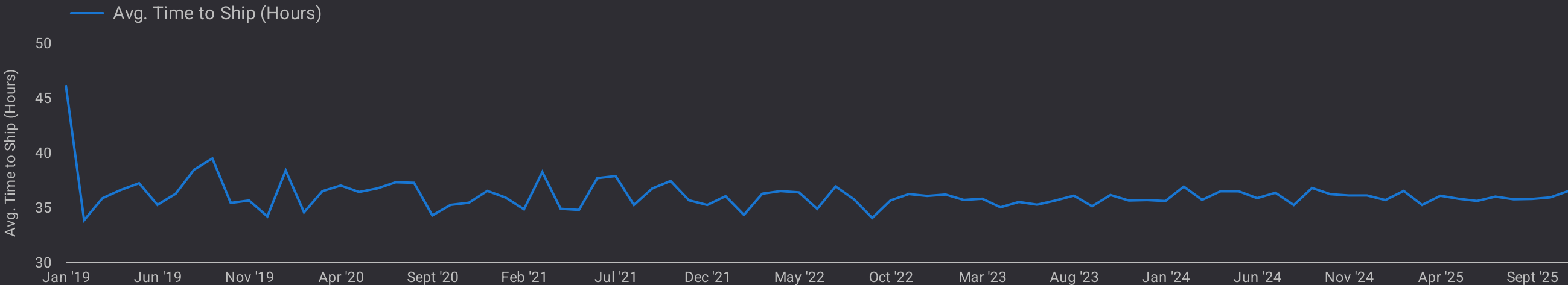
Return Rate  
10.10%

Avg. Time to Ship (Hours)  
35.92

Avg. Time to Deliver (Day)  
3.88

Shipping Time Trend

↑ ↓ | 🔍 ≡ ⋮



Top Returned Products

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	name	Orders Returned
1.	Alternative Women's Skinny Leg...	3
2.	7 For All Mankind Womens Roxa...	3
3.	Anna-Kaci S/M Fit Black Sheer L...	3
4.	Prego Maternity Swimsuit Stripe ...	3
5.	Calvin Klein Sportswear Men's F...	3
6.	Playboy Women's Hottie Sleep S...	3

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Orders by Distribution Center

≡ ⋮

	name	Total Order
1.	Savannah GA	3
2.	Mobile AL	2
3.	Los Angeles CA	2
4.	Chicago IL	1
5.	Houston TX	1
6.	Philadelphia PA	1

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Order Status

⤴ 🔍 ≡ ⋮

● Shipped ● Complete ● Processing ● Cancelled ● Returned

