

Executive Overview

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[Product Name](#)
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Revenue
\$29,073,916.39

Profit
\$13,987,352.61

Margin
48.11%

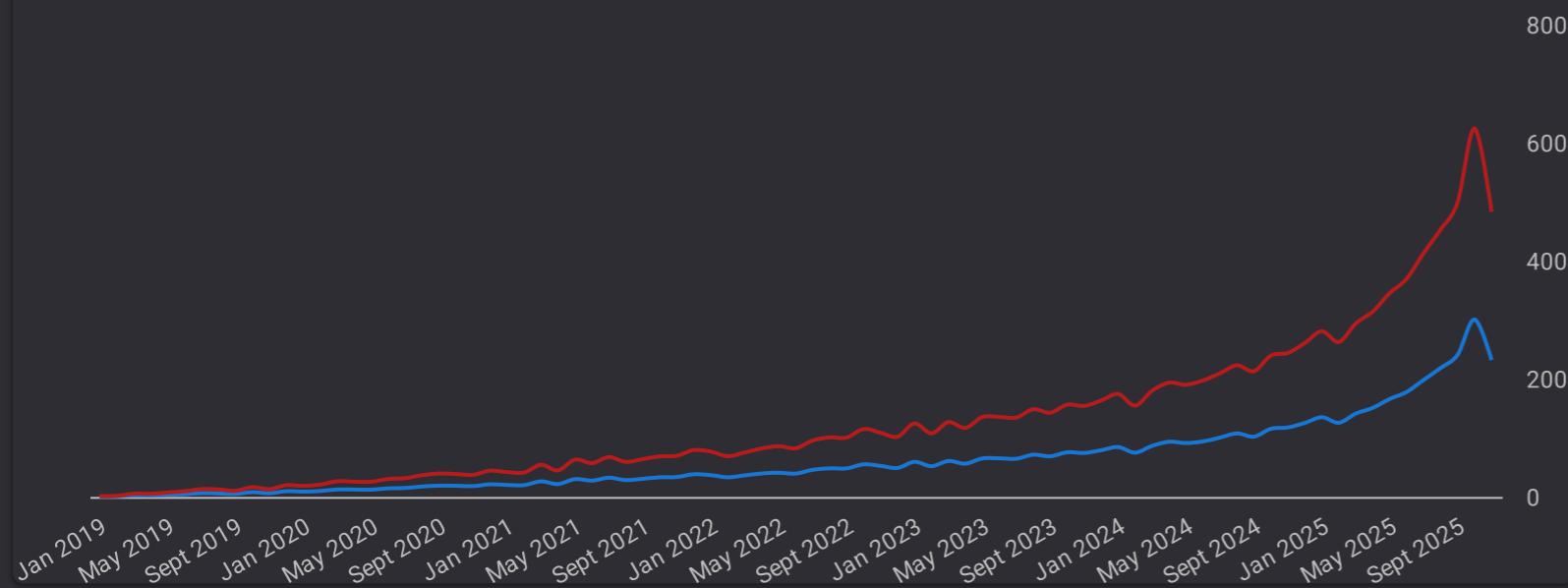
Average Order Value
254.24

Total User
100,000

Total Order
124,616

Revenue and Profit by Sold Date

Profit — Revenue



Margin Product Category

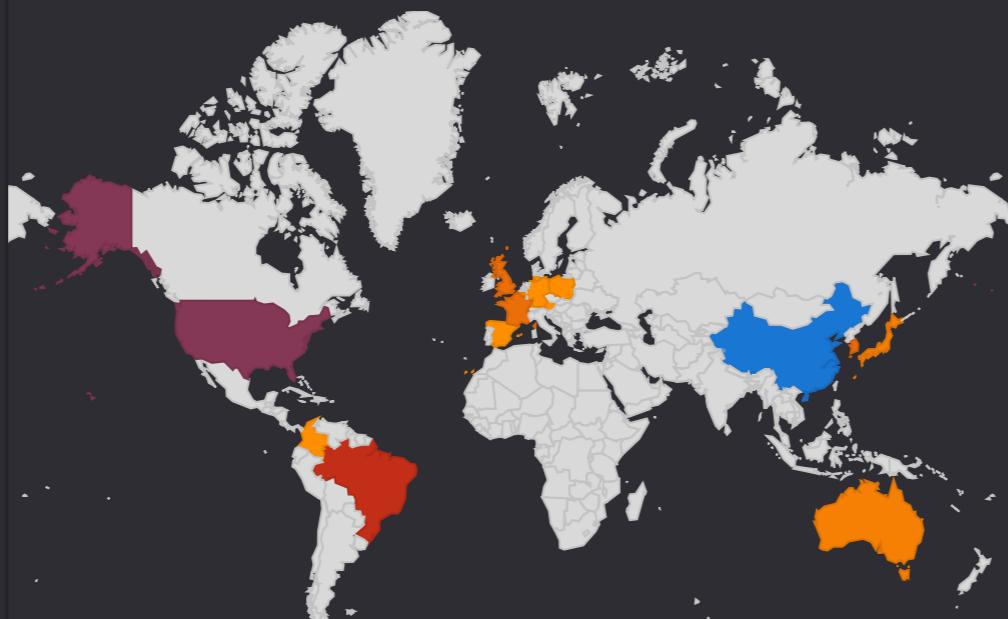
Margin

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

China United States

Brasil Fra... Unit... Ge...

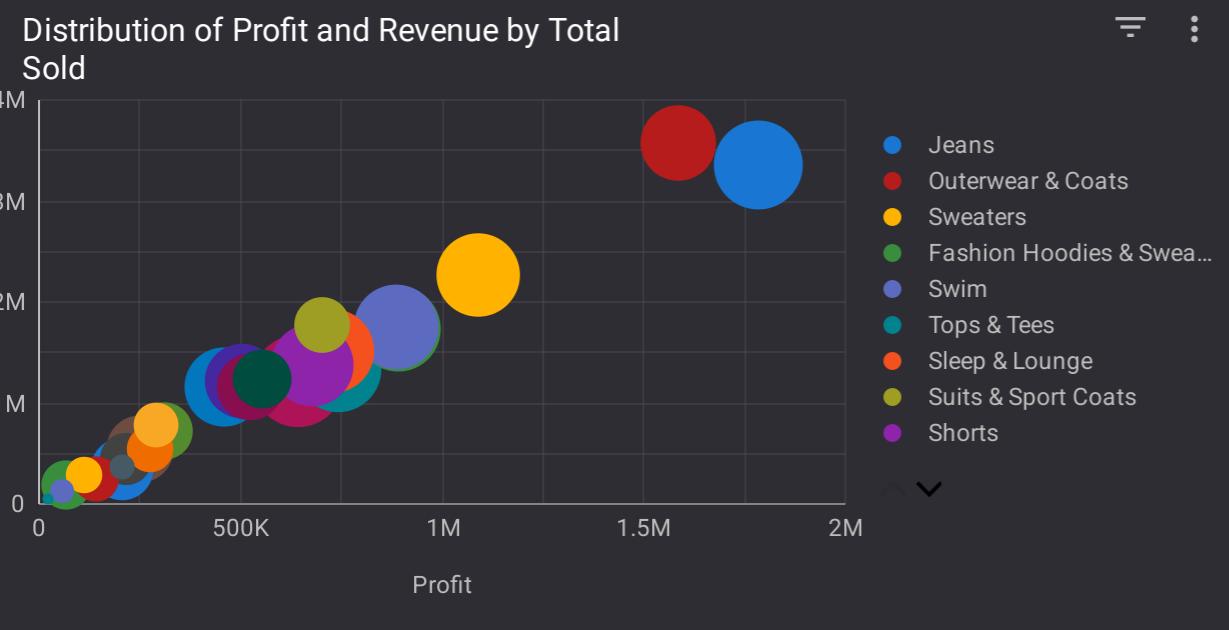
South Korea Spain Japan ...



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](#)
[Download](#)
[Category ▾](#)
[Product Name ▾](#)
[Select date range ▾](#)


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](#)[Download](#)[Category](#)[Product Name](#)[Select date range](#)

Gender

[A-Z](#)

F

50.1K

M

49.9K

Age

[A-Z](#)[Q](#)[F](#)

70	70
69	69
68	68
67	67
66	66

New Users
100,000

Customer Lifetime Value
3,561.7

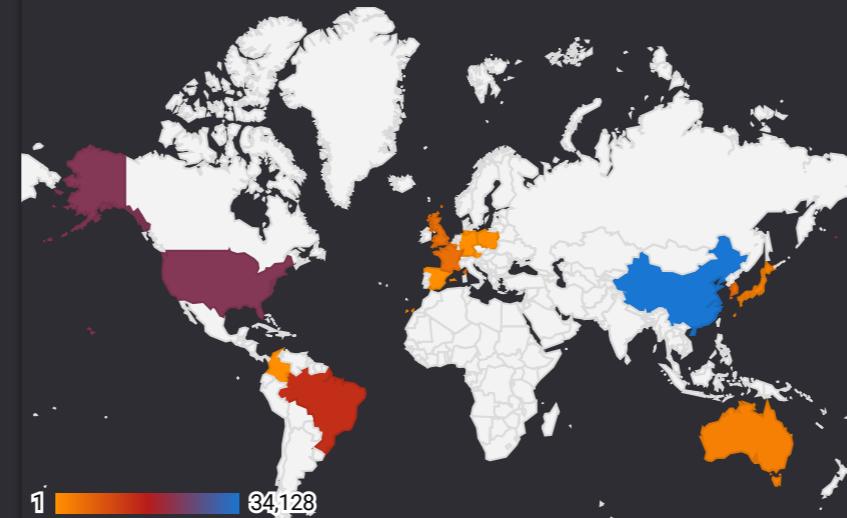
Traffic Source
Search

User by Traffic Source

[A-Z](#)■ Total User

Search	70.1K
Organic	15.1K
Facebook	5.9K
Email	4.9K
Display	4K

Users by Location

[↑](#)[↓](#)

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

[↑](#) [↓](#) | [Q](#) [F](#) [:](#)

14.8K

14.6K

14.4K

14.2K

14K

2019

2020

2021

2022

2023

2024

2025

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

— Avg. Time to Ship (Hours)



Top Returned Products

⋮

	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

1 - 100 / 22139



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

1 - 10 / 10



Order Status

AZ | @ | ⌂ | ⋮

● Shipped ● Complete ● Processing ● Cancelled ● Returned

