

28.86M

Total Revenue

14.43K

Average Order Value (AOV)

0.30

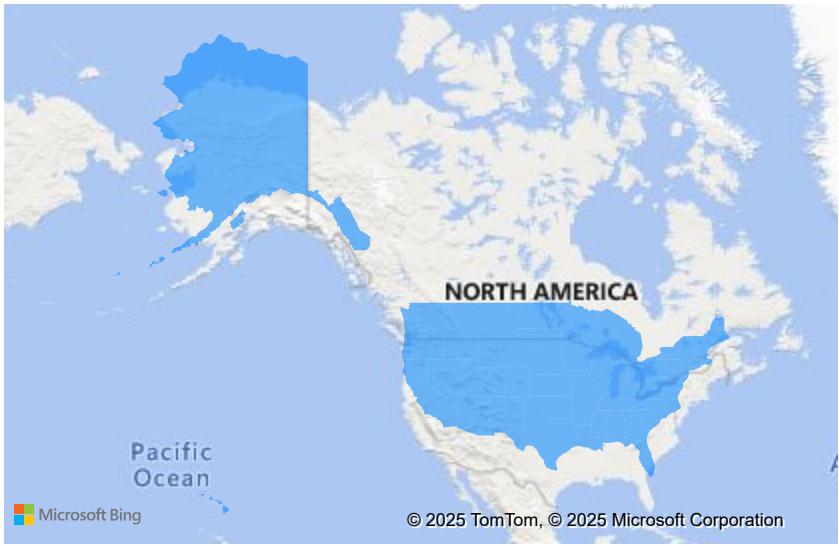
Profit Margin %

2000

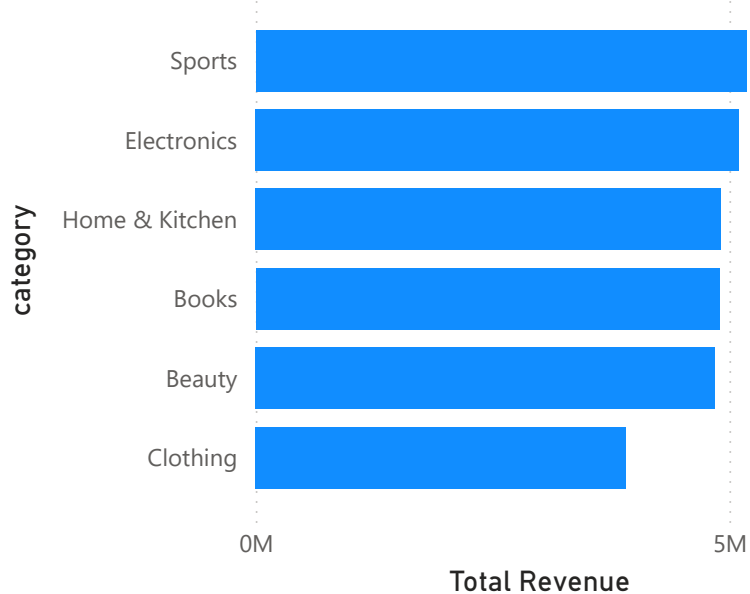
Total Transactions

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Sales by Region



Top Categories



Year

- > ○ 2023
> ○ 2024

category

- ☐ Beauty
☐ Books
☐ Clothing
☐ Electronics
☐ Home & Kitc...
☐ Sports

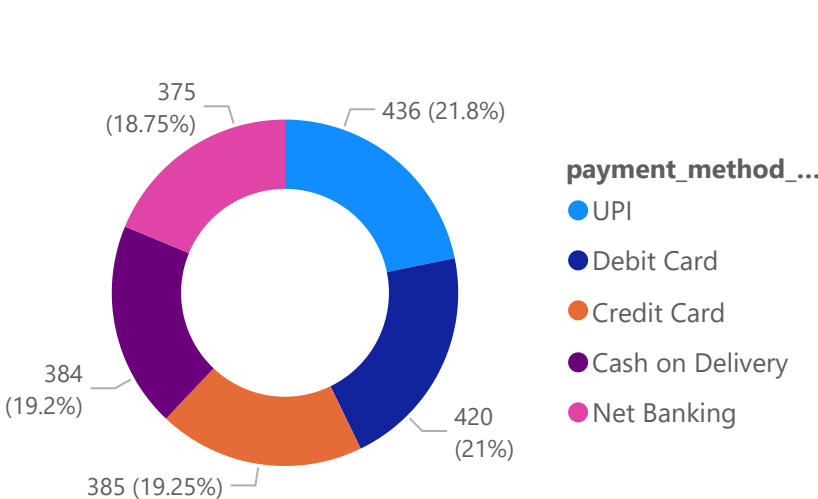
payment_method_name

- ☐ Cash on Deliv...
☐ Credit Card
☐ Debit Card
☐ Net Banking
☐ UPI

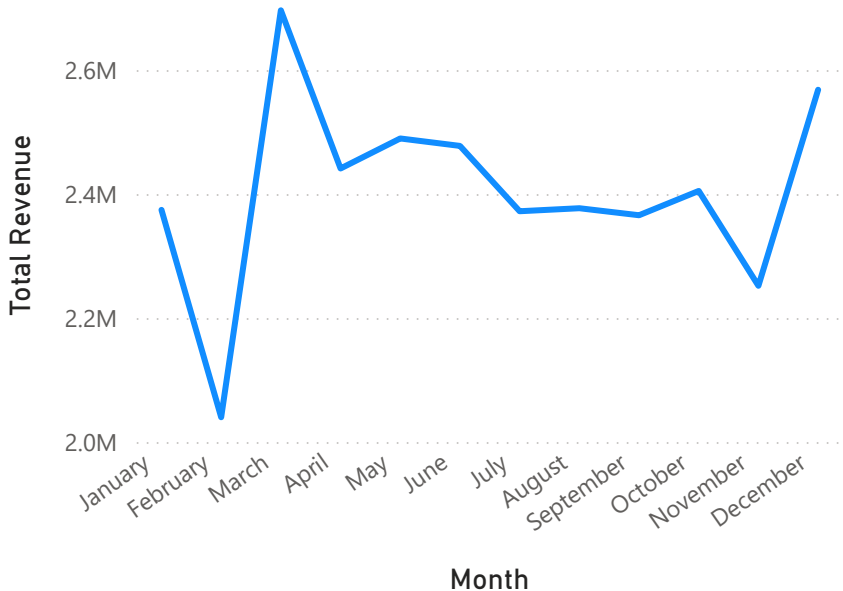
state

- ☐ Alabama
☐ Alaska
☐ Arizona
☐ Arkansas
☐ California
☐ Colorado
☐ Connecticut
☐ Delaware

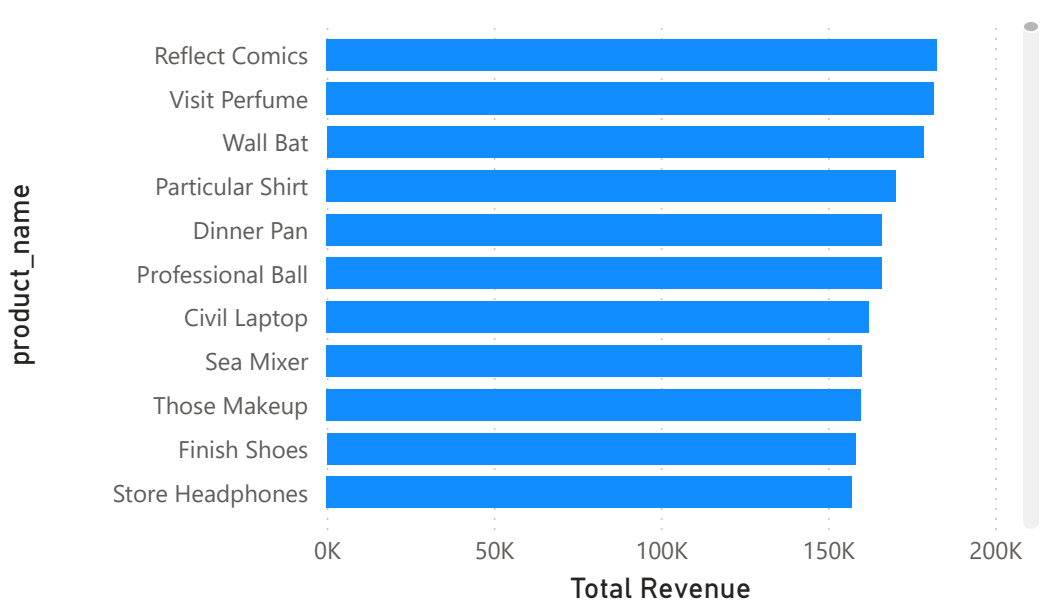
Payment Methods



Monthly Revenue Trend



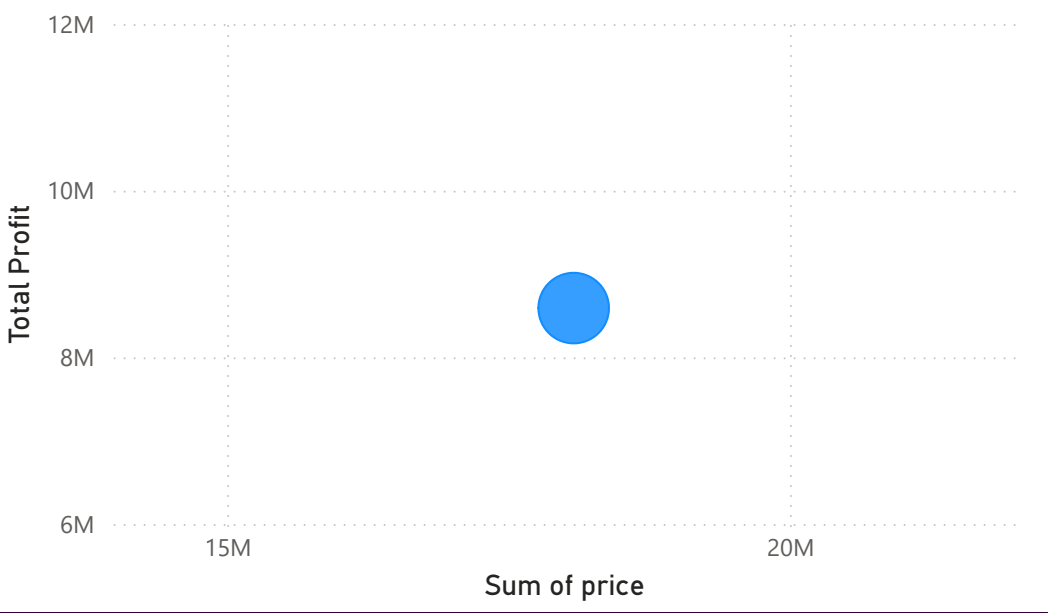
Top 10 Products



Categories & Sub-categories



Price vs Profit Analysis



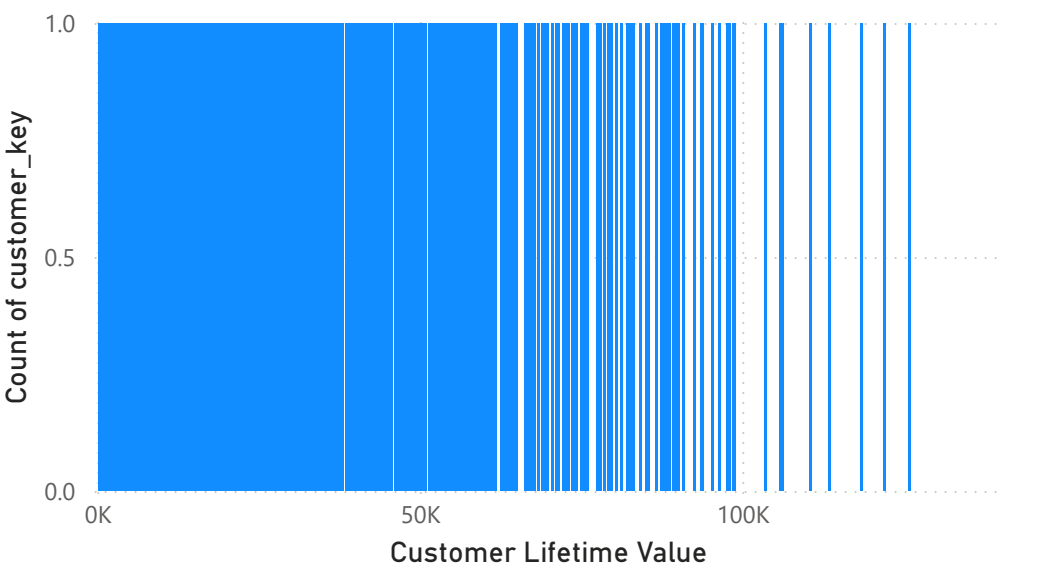
Product Metrics Table

product_name	Sum of quantity	Total Revenue	Total Profit
Ability Laptop	21	82,627.56	23,668.38
Accept Headphones	33	73,378.21	11,384.08
Admit Jeans	28	70,076.08	17,433.28
Affect Education	44	91,926.49	31,902.57
After Headphones	9	21,918.37	4,931.86
Again Pan	21	60,766.26	27,058.74
Agency Bat	22	93,360.19	26,567.97
Agent Shoes	21	26,995.62	8,295.33
Ago Jeans	12	50,755.39	6,534.19
Agreement Ball	14	13,332.79	4,433.69
Air Laptop	36	77,504.05	14,721.13
Air Vacuum	19	18,115.01	6,117.65
All China	18	44,811.68	14,373.34
Total	11776	2,88,58,845.27	85,90,981.90

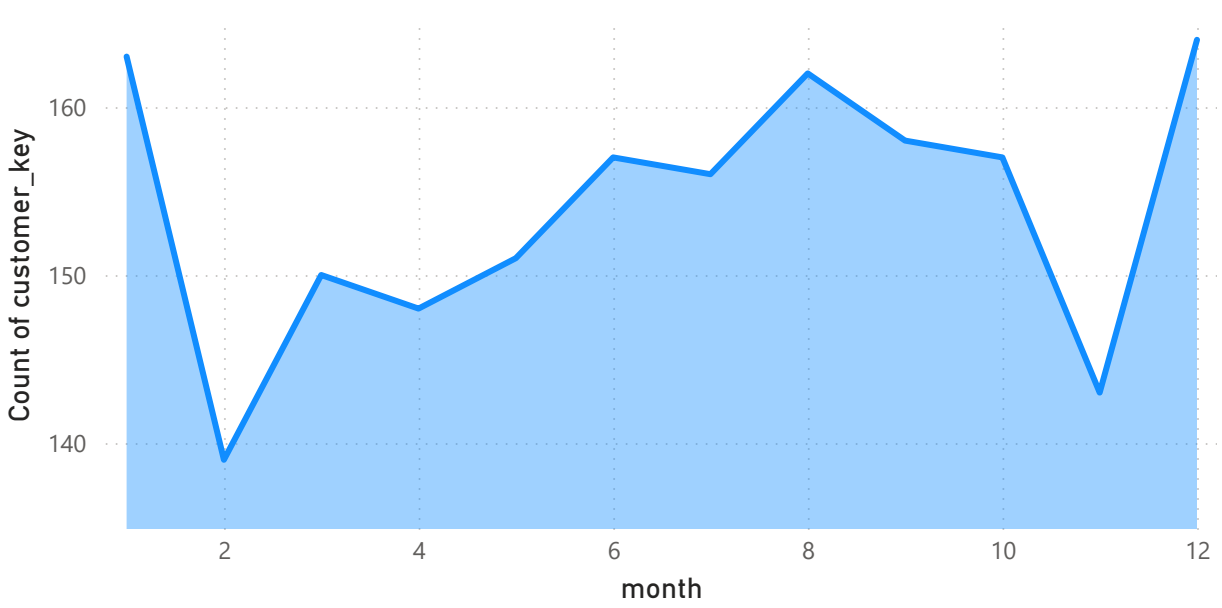
Top 10 Customers (Lifetime Value)

customer_id	Customer Lifetime Value	Transactions per Customer	Average Order Value (AOV)
⊕ CUST0001	48,597.35	3	16,199.12
⊕ CUST0003	19,404.97	1	19,404.97
⊕ CUST0004	43,264.26	4	10,816.07
⊕ CUST0006	38,016.44	3	12,672.15
⊕ CUST0007	37,125.42	2	18,562.71
⊕ CUST0008	54,492.33	3	18,164.11
⊕ CUST0010	50,082.75	4	12,520.69
⊕ CUST0011	93,602.89	5	18,720.58
⊕ CUST0013	42,808.33	4	10,702.08
⊕ CUST0014	17,194.85	2	8,597.43
⊕ CUST0015	32,372.66	3	10,790.89
⊕ CUST0016	41,207.28	2	20,603.64
Total	2,88,58,845.27	2000	14,429.42

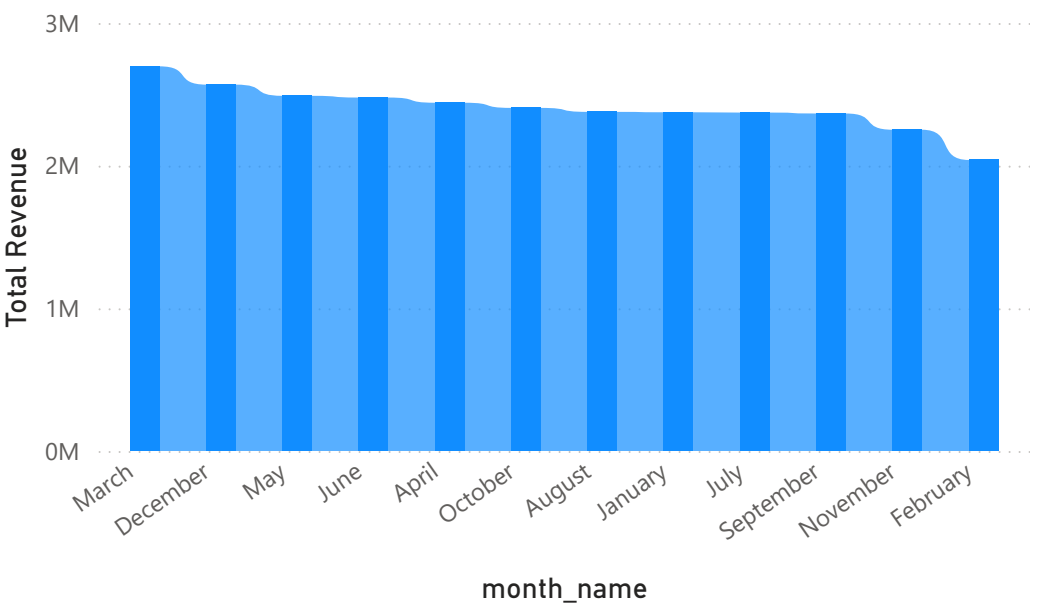
Customer Keys



Customer Acquisition



Customer Purchase Patterns

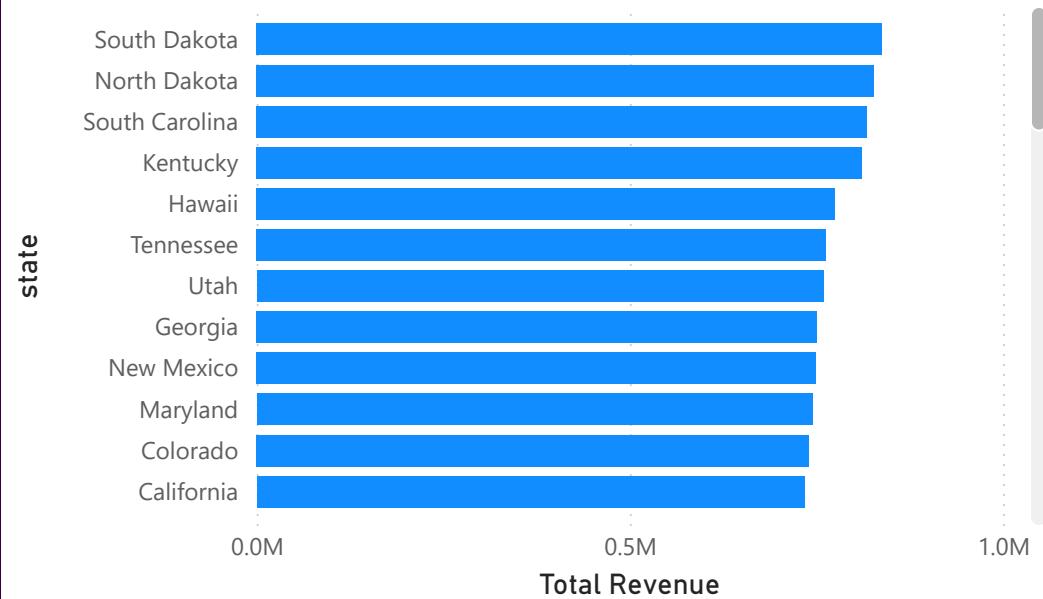


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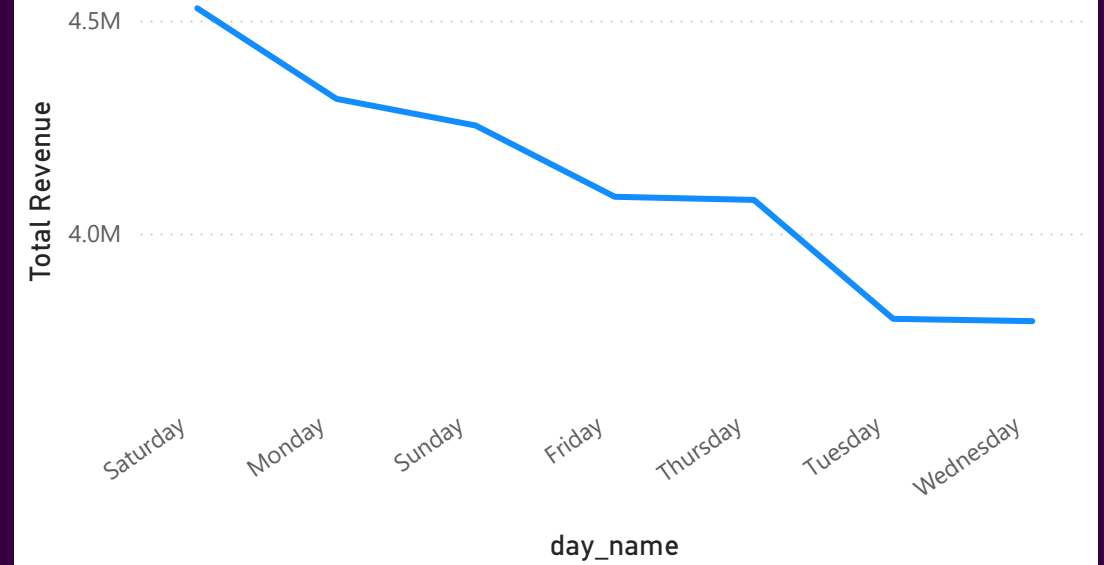
State-wise Revenue



Top 10 States



Day of Week Analysis



Category Revenue Trend

