

Online Retail Performance & Customer Insights Dashboard

Trend-Analysis

2016

2017

2018

Trend-Analysis

Sales Performance

Customer Type

Month

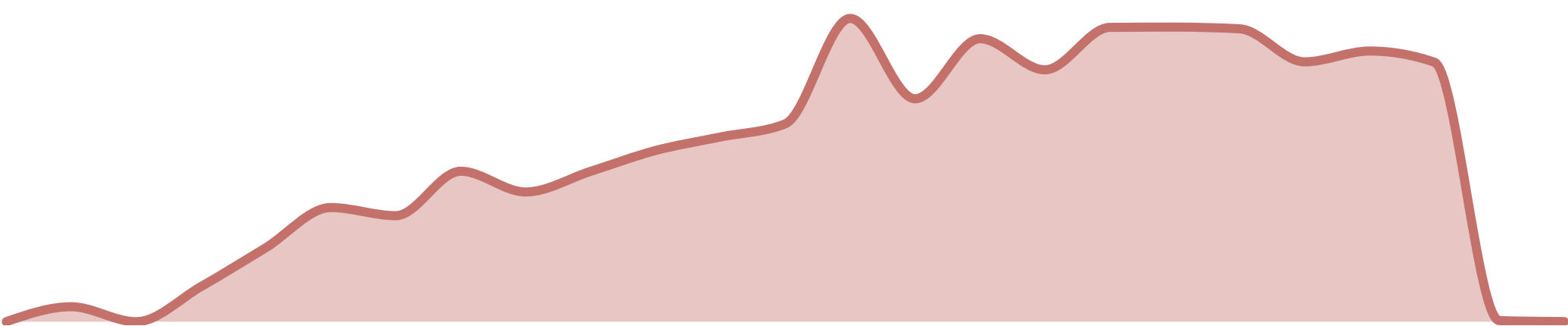
One-Time

Repeat

All

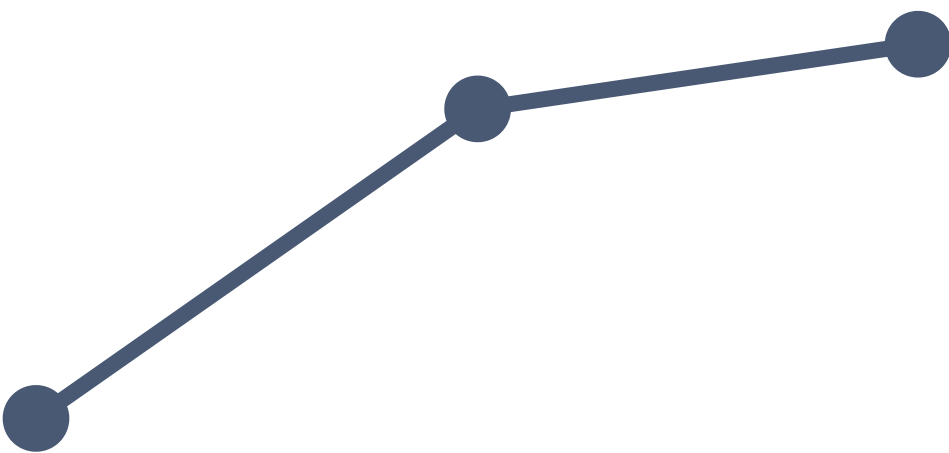
Total Revenue

16.01M



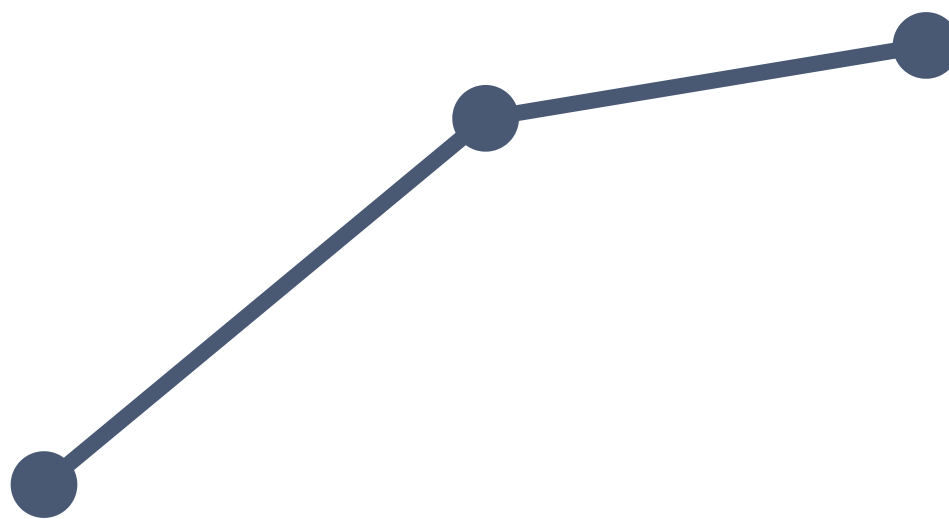
Total Orders

112.65K



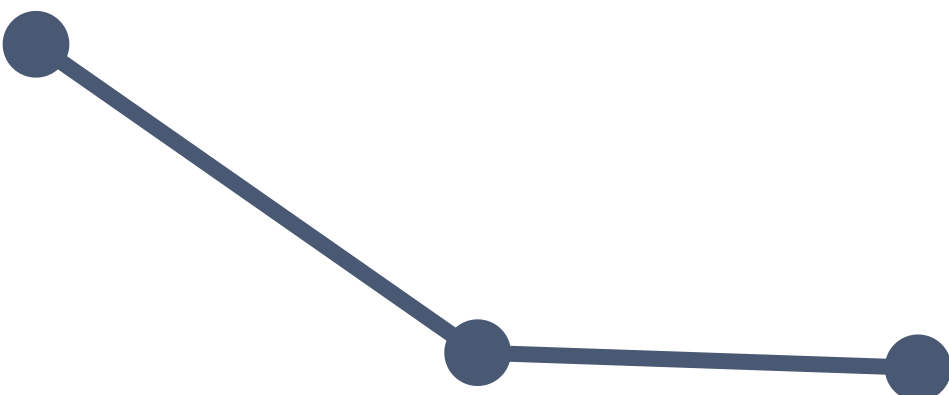
Unique Customers

99.44K



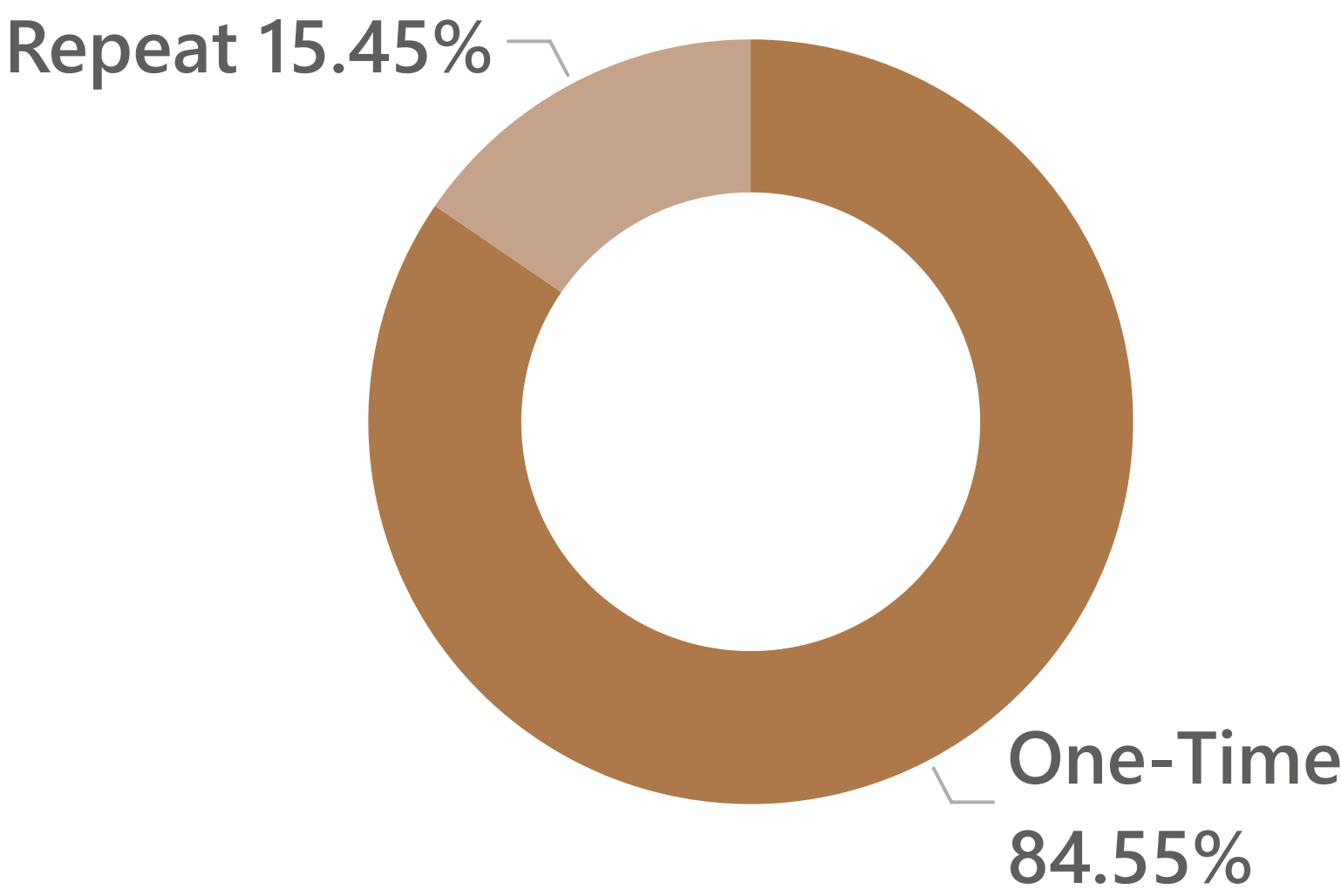
Avg Order Value

142.11



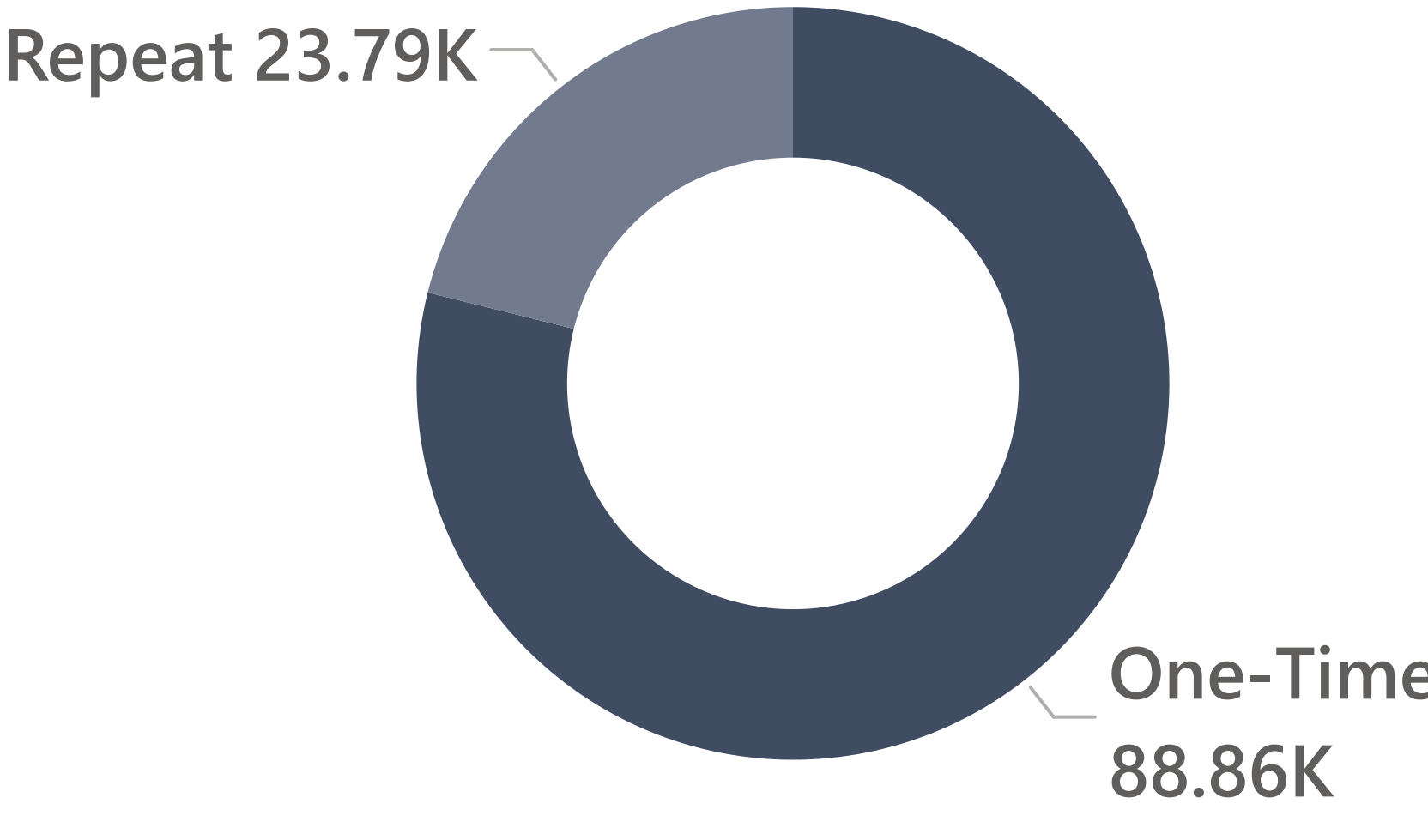
Total Revenue by CustomerType

CustomerType One-Time Repeat

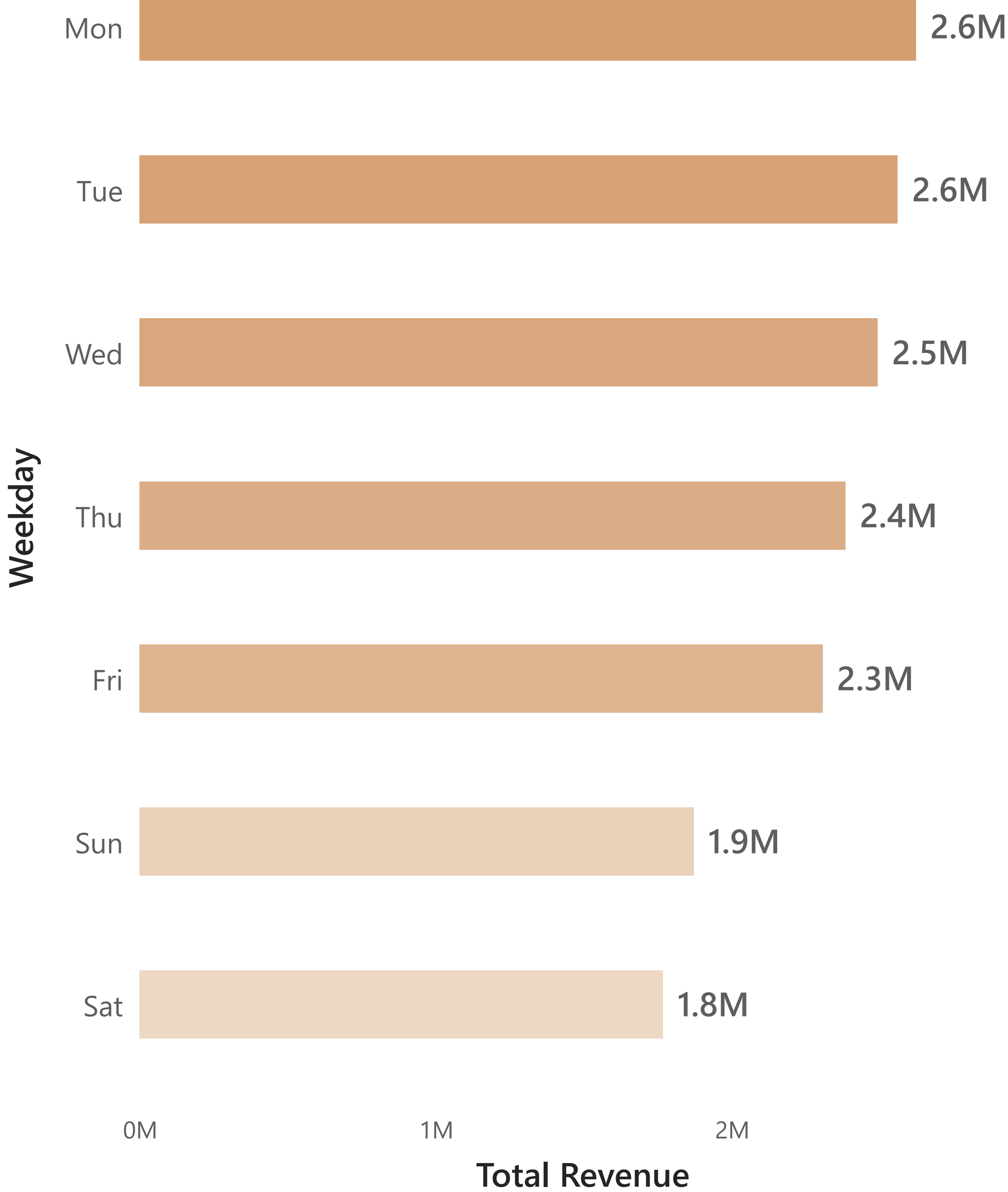


Total Orders by CustomerType

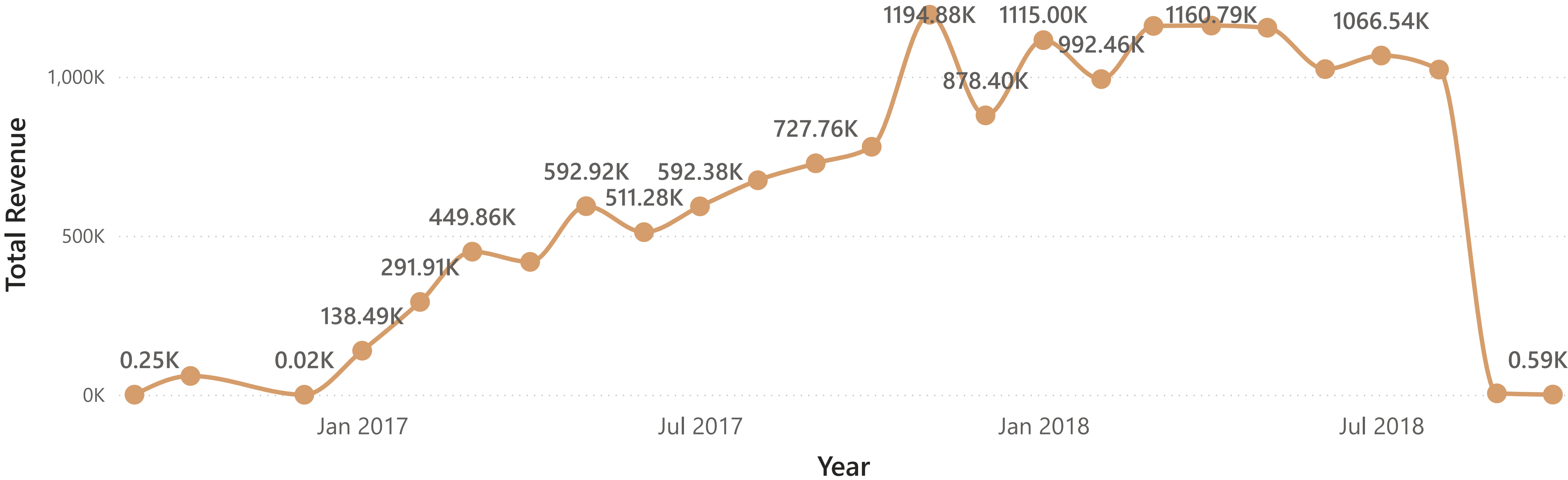
CustomerType One-Time Repeat



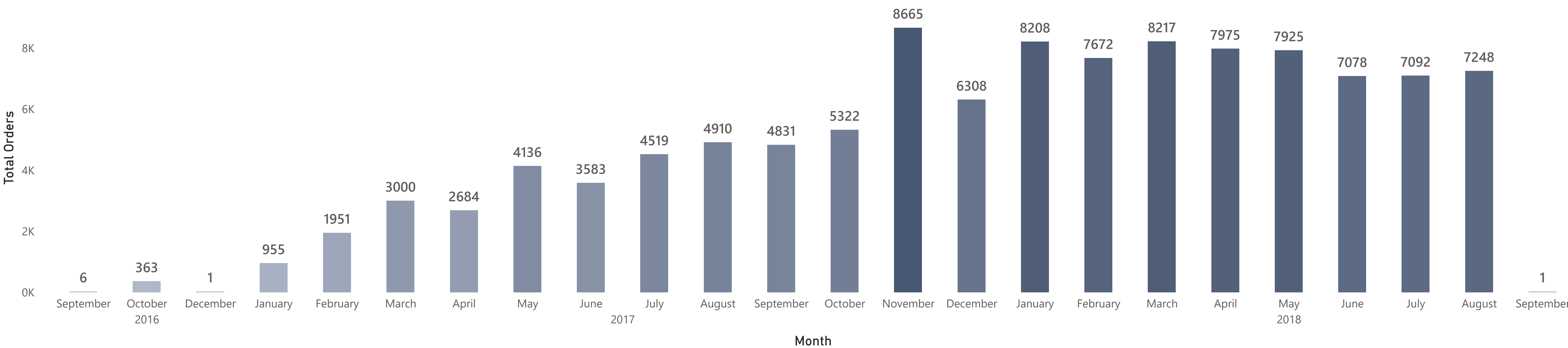
Total Revenue by Weekday



Total Revenue by Year and Month



Total Orders by Year and Month



Online Retail Performance & Customer Insights Dashboard

Sales Performance

2016

2017

2018

Customer Type

Month

Trend-Analysis

Sales
Performance

One-Time

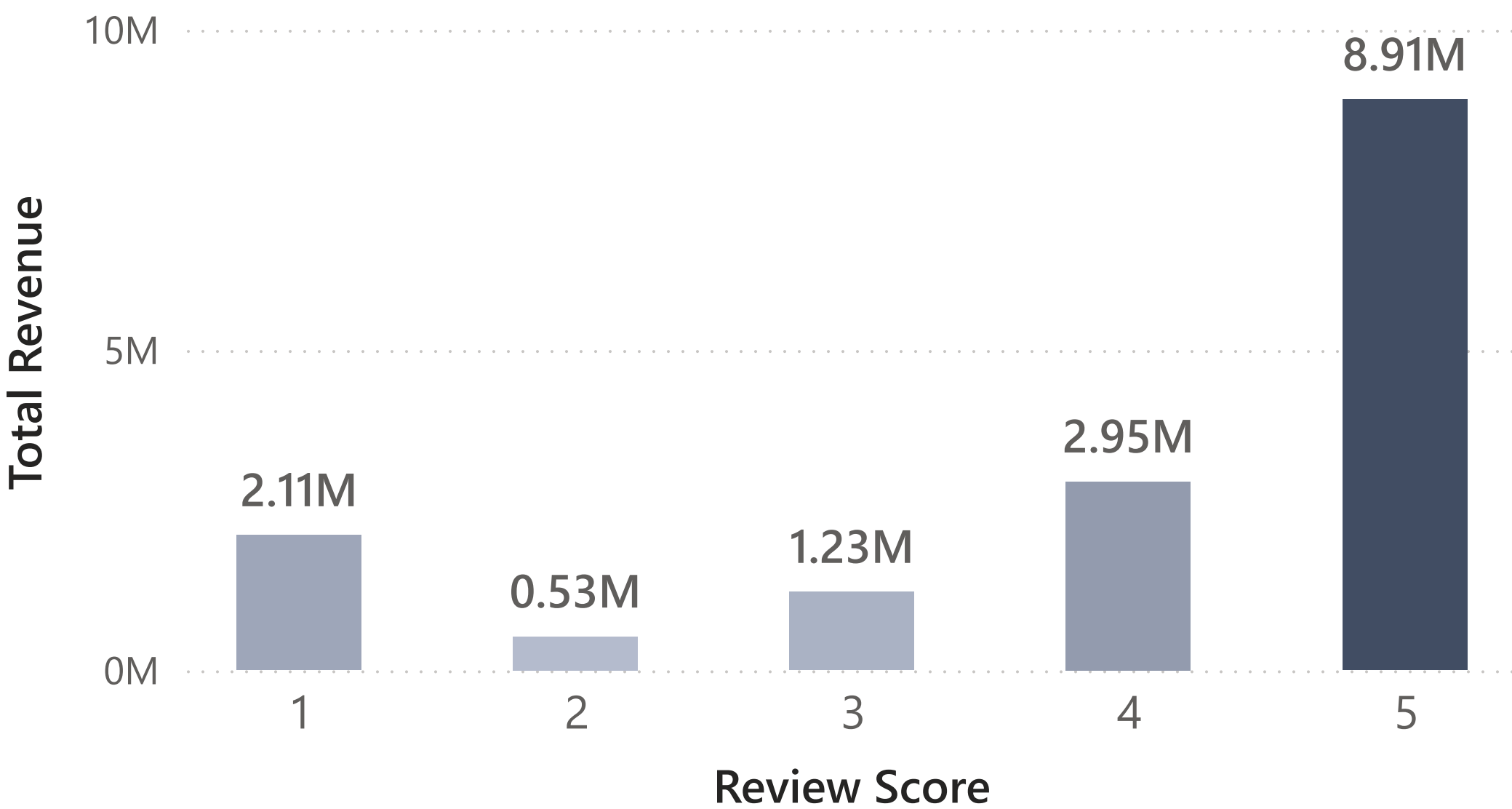
Repeat

All

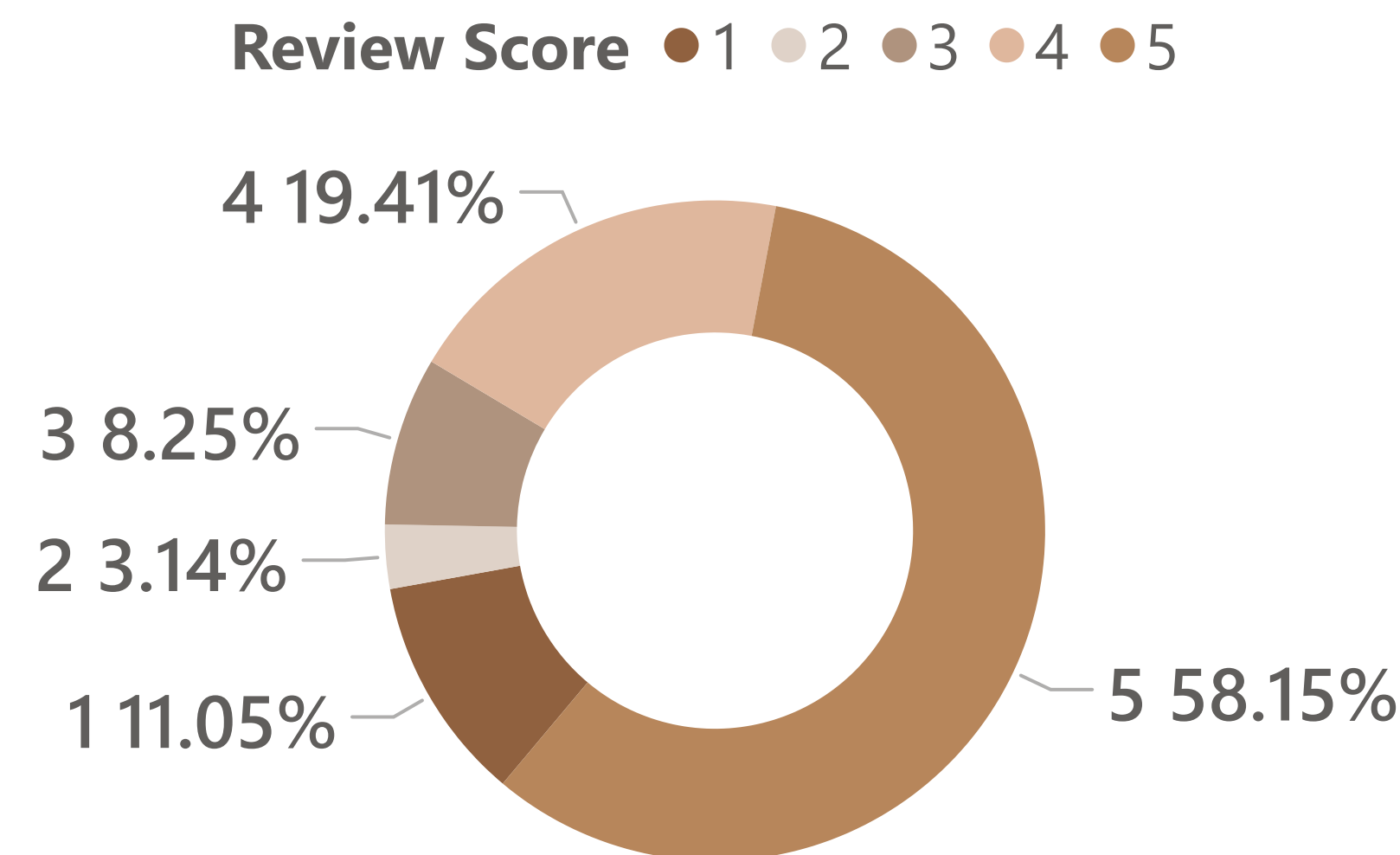
Avg Review Score

4.09

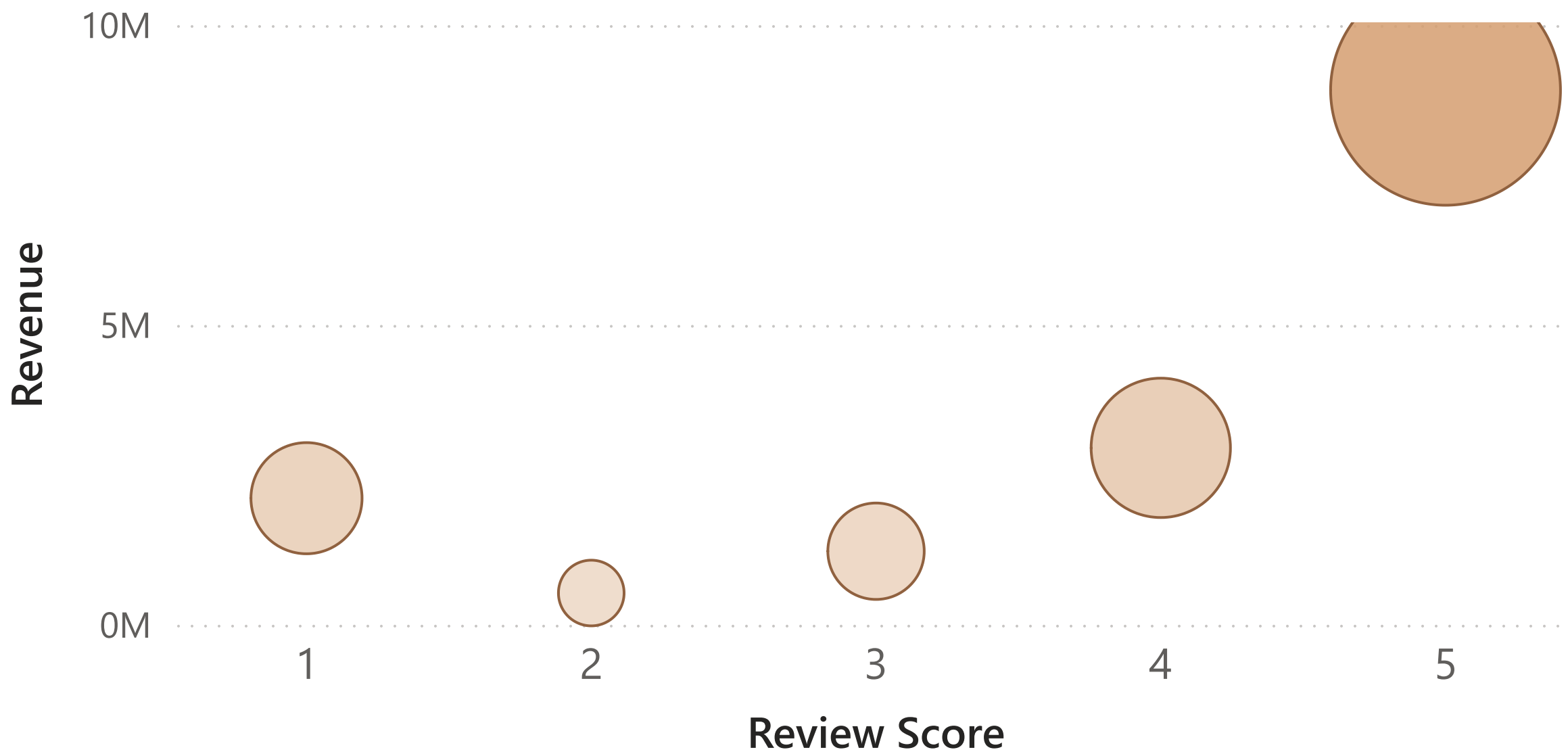
Total Revenue by Review Score



Total Orders by Review Score



Revenue and Orders per Review Score by Review Score

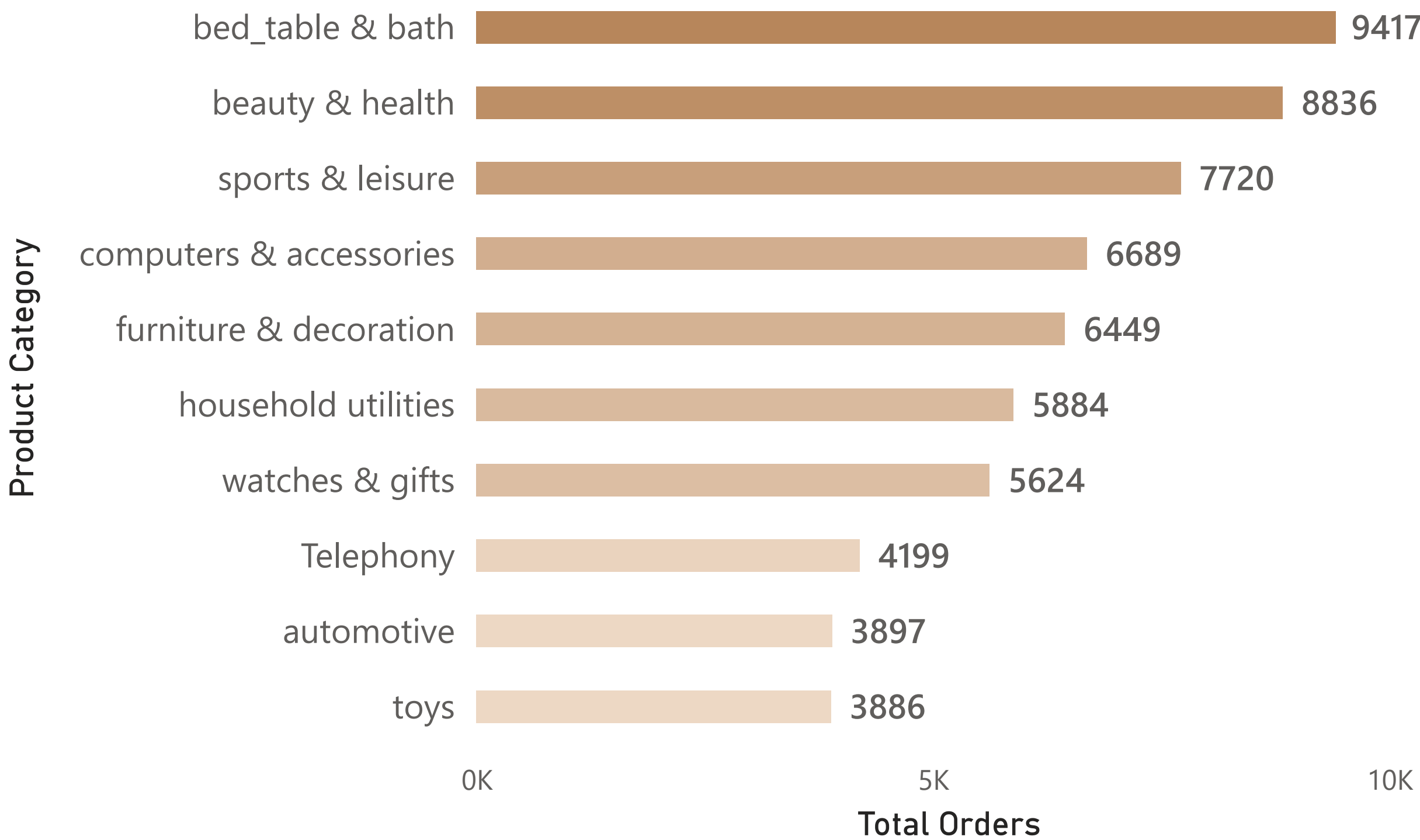


Top Category Revenue

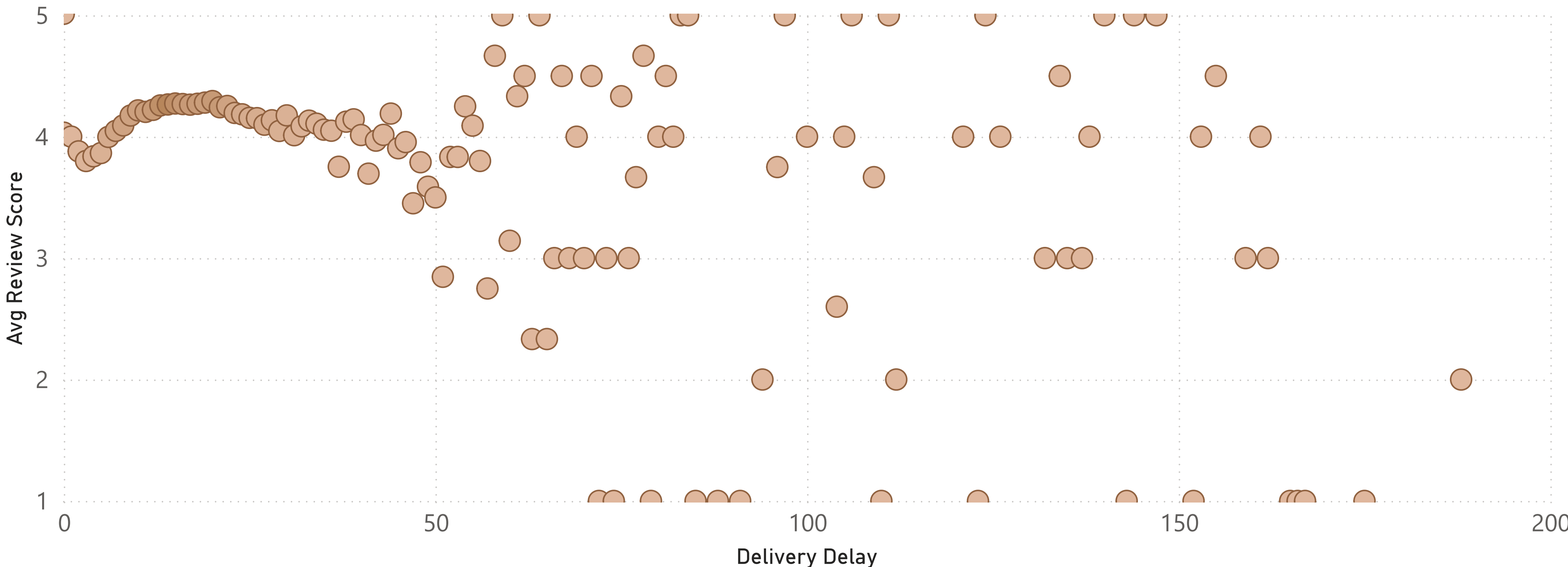
1.45M

beauty & health

Total Orders by Product Category



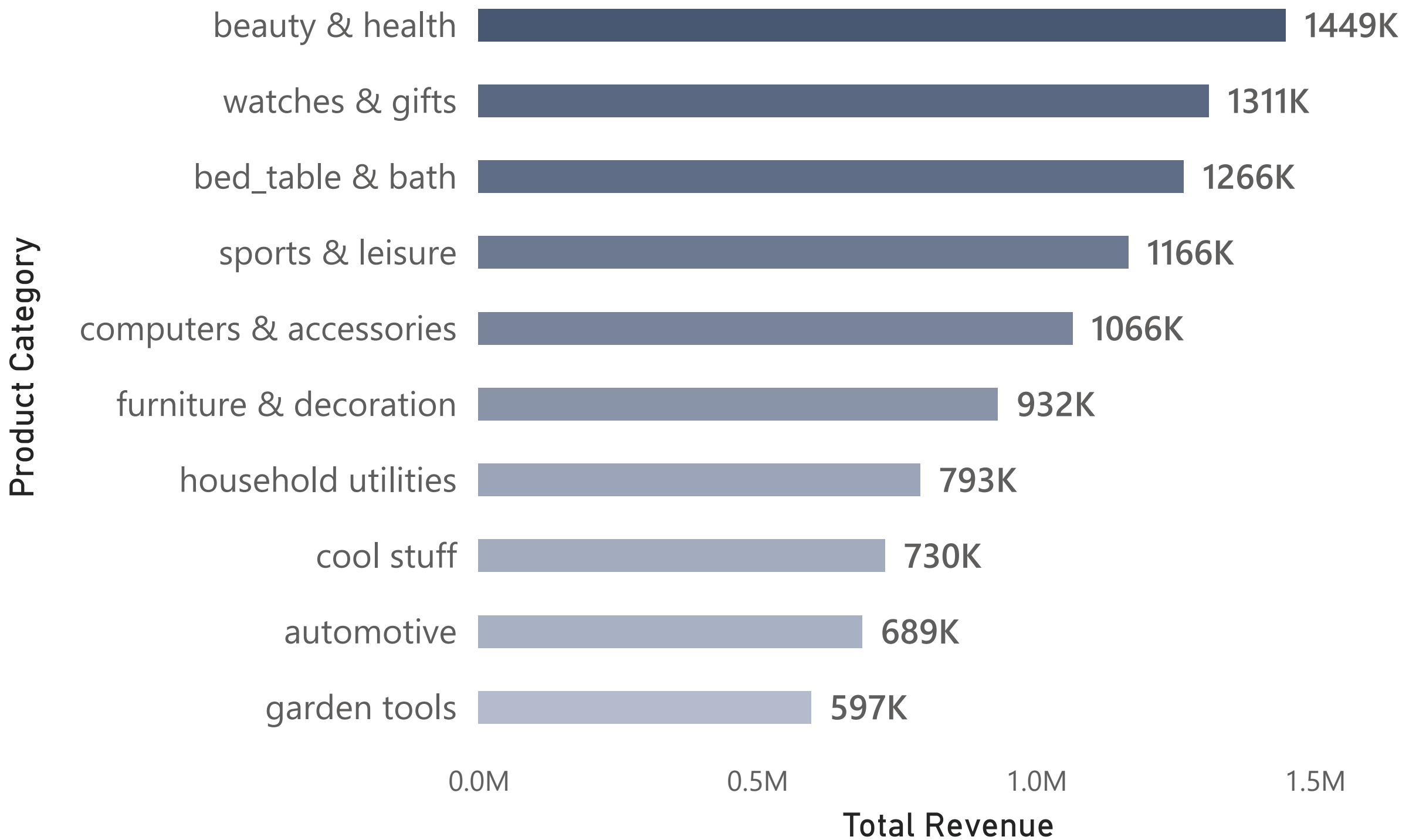
Avg Review Score by Delivery Delay



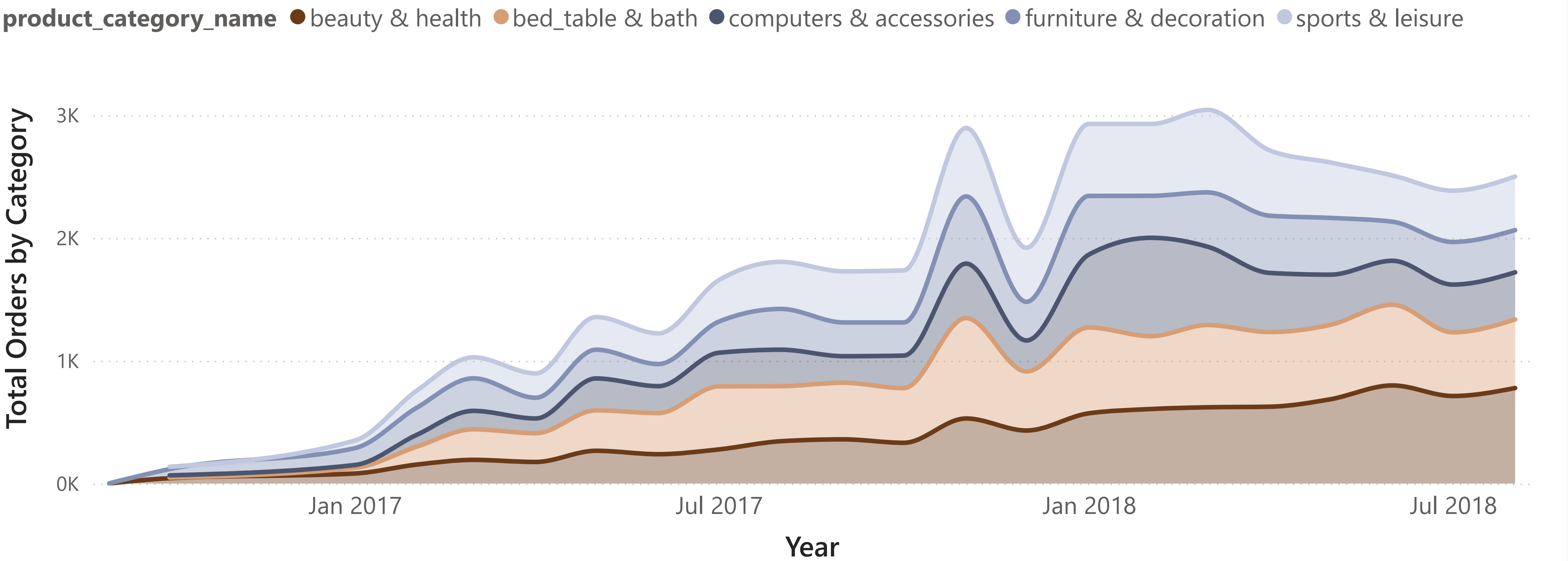
Avg Delivery Delay

13.32 Days

Total Revenue by Product Category



Products Popularity Over the Years



% Late Deliveries

84.5%