



SALES PERFORMANCE OVERVIEW

Total Revenue
\$55.35M

YOY ▲ 12.29%

Total Profit
\$32.26M

YOY ▲ 12.40%

Total Order Quantity
198K

YOY ▲ 12.63%

AVG Order Quantity
279.89

OVERVIEW

CUSTOMER

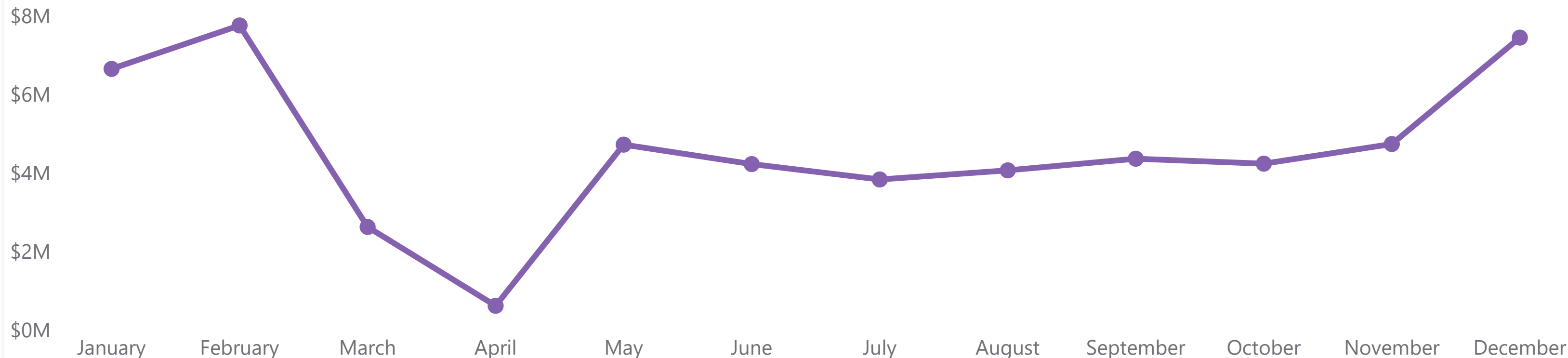
PRODUCTS



Revenue

Order Quantity

Monthly Trend



6

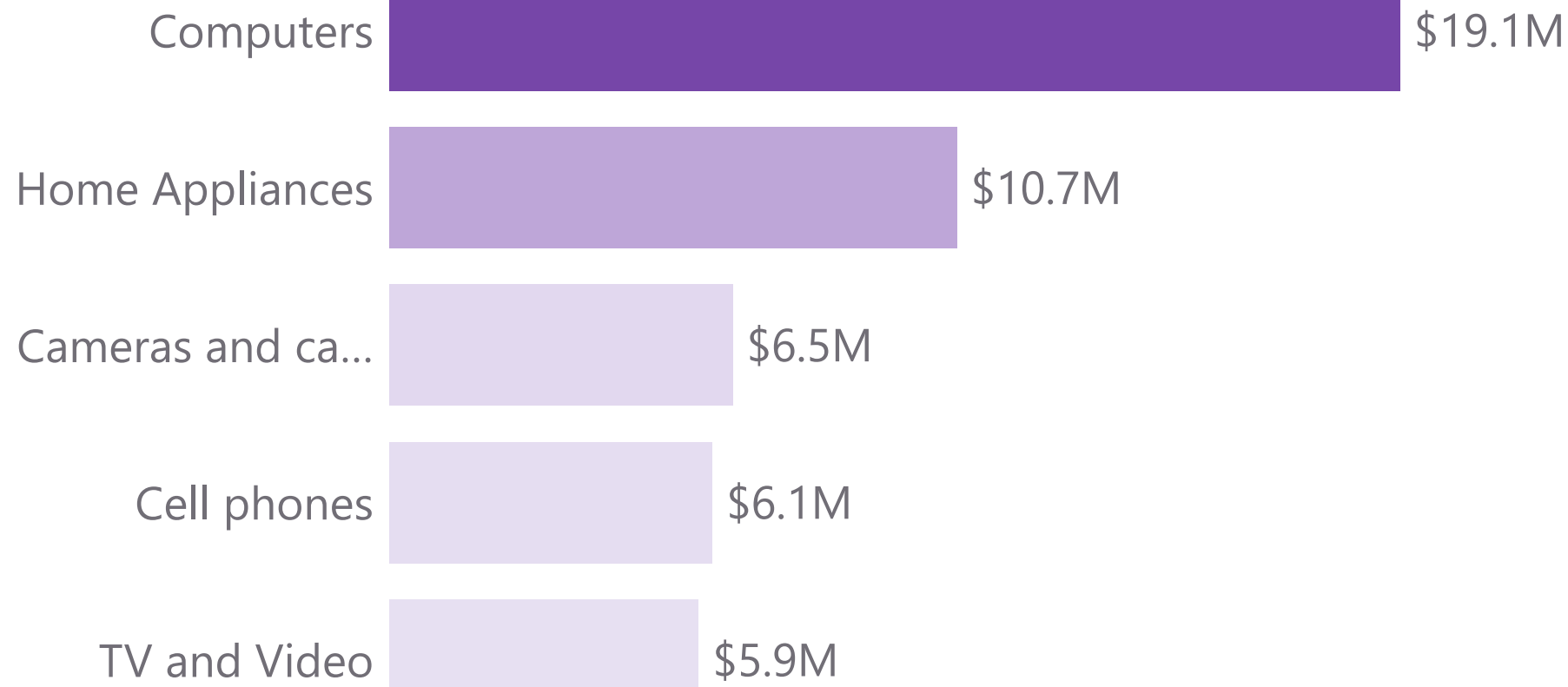
Order Qty

Revenue

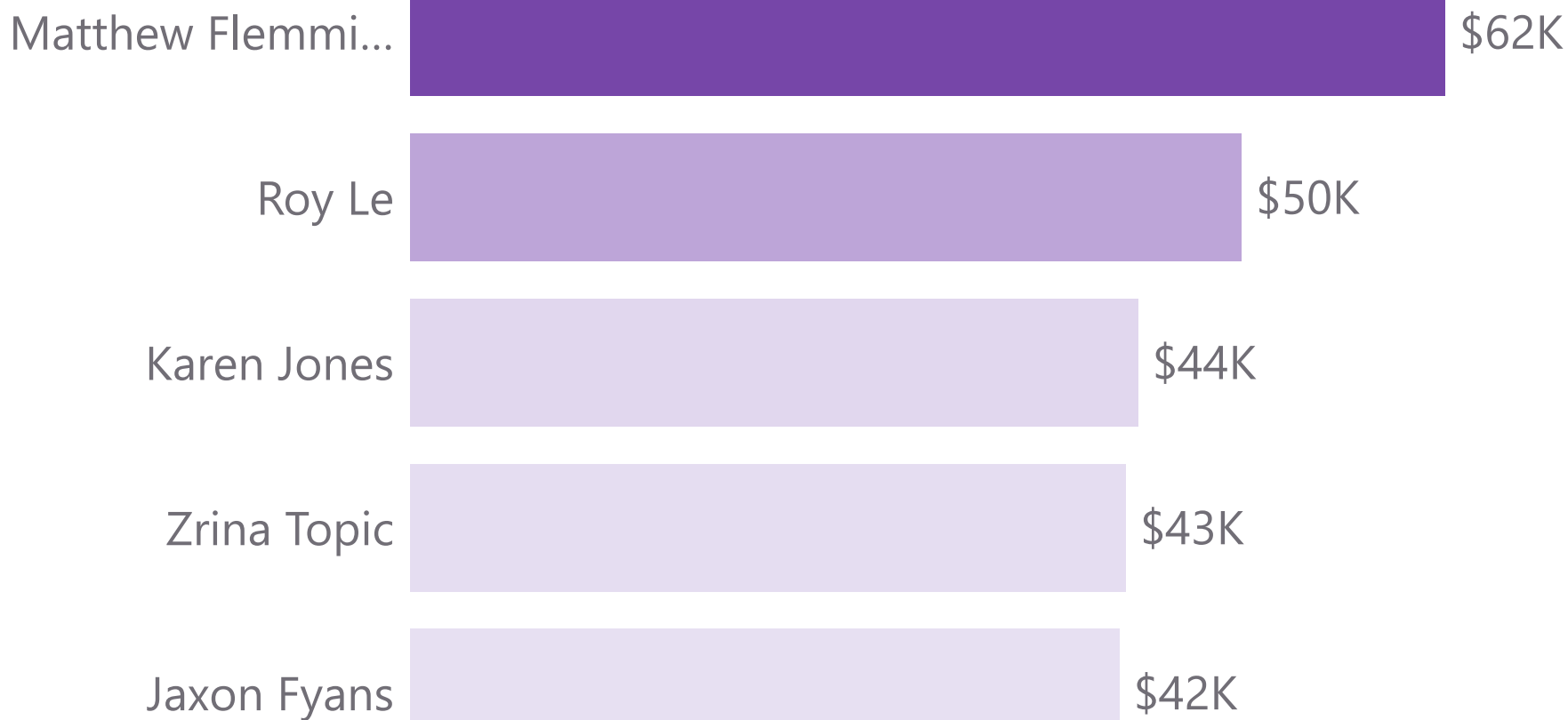
Revenue by Location



Top 5 Revenue By Category



Top 5 Revenue By Customers





CUSTOMER DEMOGRAPHICS

Total Customers

15K

Cus. Retention Rate

47.62%

Top Customer
Country

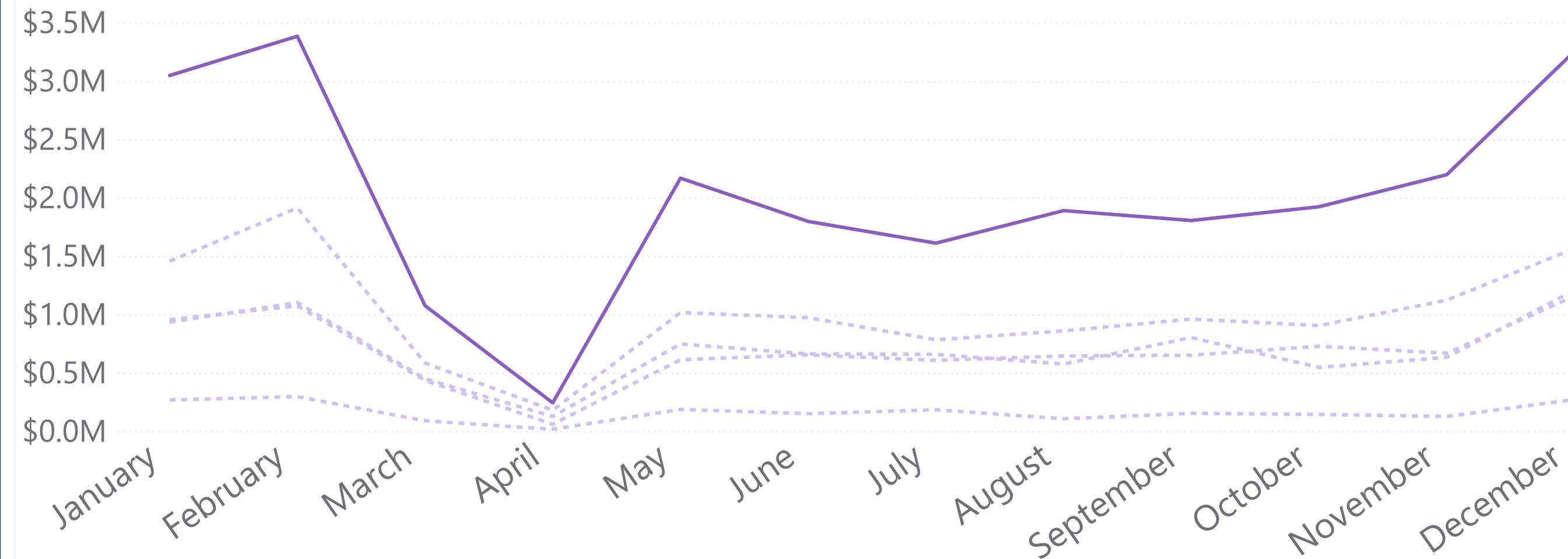
United States

Revenue

Order Quantity

Monthly Trend

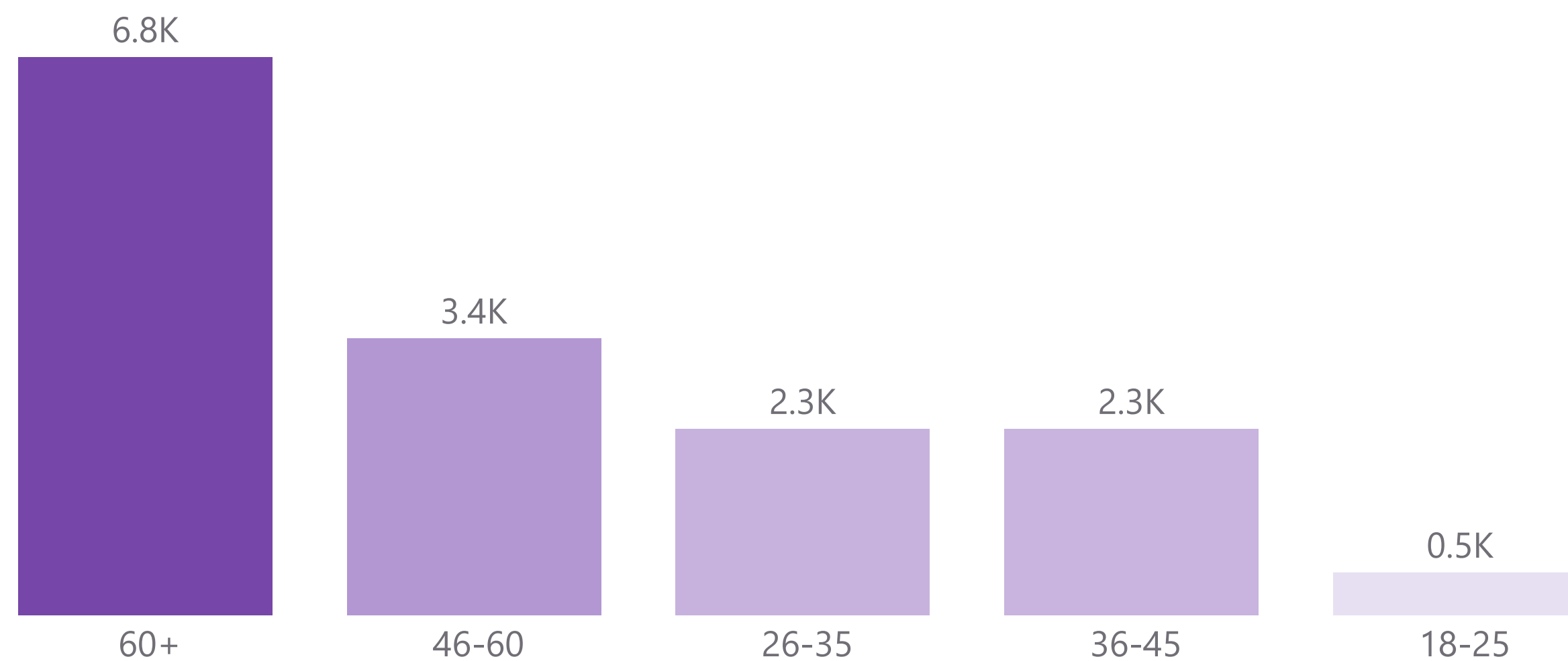
● 18-25 ● 26-35 ● 36-45 ● 46-60 ● 60+



Revenue by Gender



Total Customers by Age Group



Country

Female

Male

Country	Female	Male
Australia	\$1,801,296.9	\$1,978,418.88
Canada	\$3,095,113.36	\$3,121,256.97
France	\$693,075.78	\$643,806.64
Germany	\$2,430,772.17	\$2,344,653.97
Italy	\$1,104,534.26	\$1,084,436.37
Netherlands	\$863,923.12	\$867,013.26

OVERVIEW

PRODUCTS





PRODUCT PERFORMANCE

Total Product

2517

Total Orders

26K

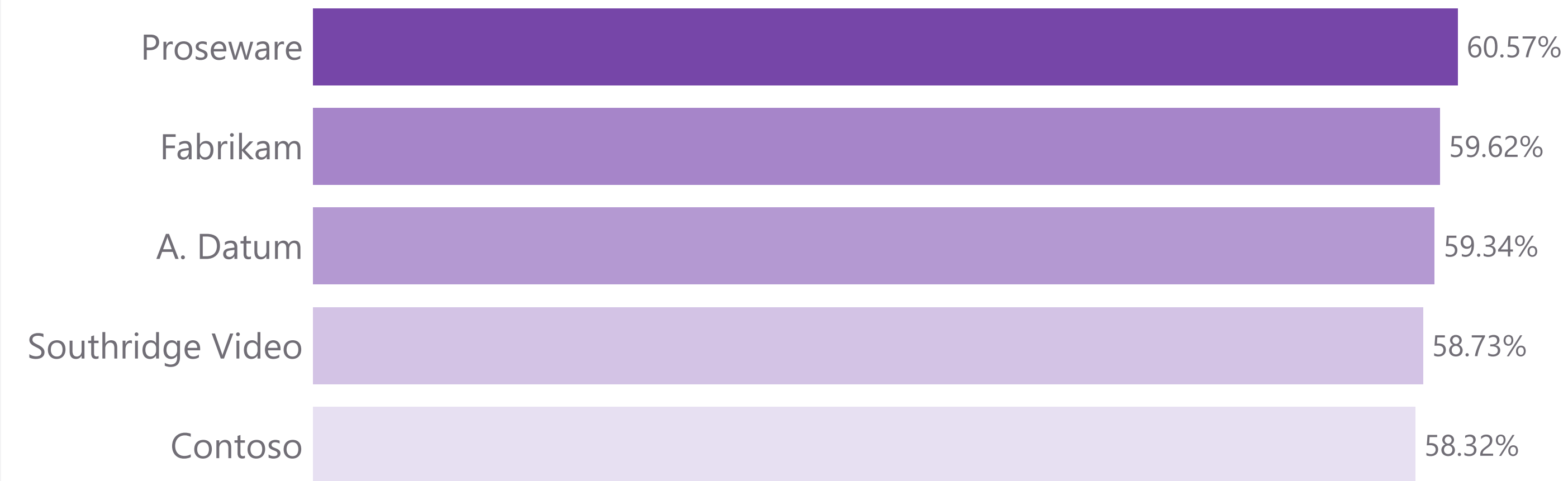
Profit Margin %

58.28%

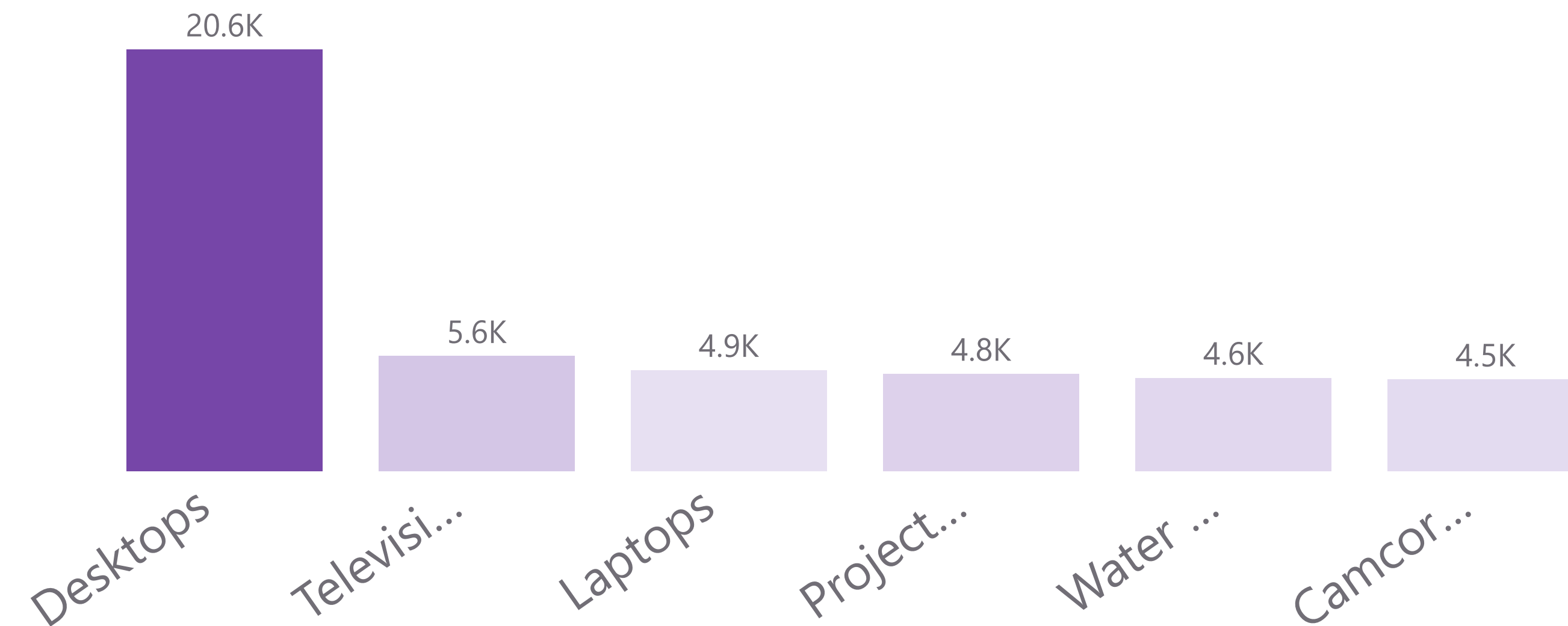
Revenue

Order Quantity

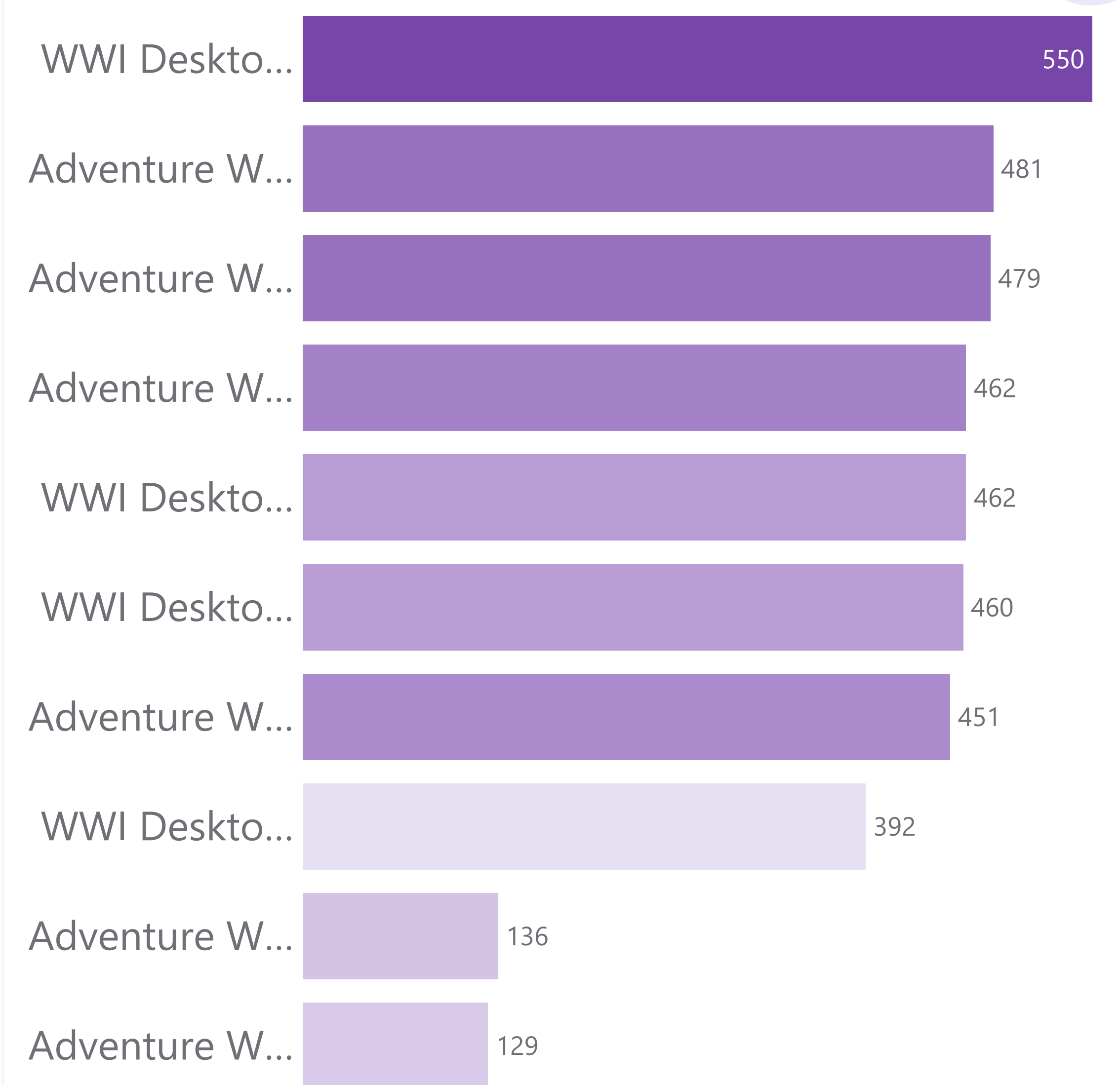
Profit Margin (%) by Brand



Top 6 By Category



Order Quantity by Product Name



OVERVIEW

CUSTOMER

