ECOMMERCE SALES DASHBOARD | YTD SALES ANALYSIS

Market
All

Customer Segment
All

Sales
$14.11M
▲ 5.04% vs PY

$0.87M

Profit
$1.30M
▼ -0.46% vs PY

$0.09M

Order Quantity
157,978
▲ 15.02% vs PY

#8.01K

Market Share by Sales

Pacific Asia 8.32%
Africa 2.25%
Europe 43.37%
LATAM 45.86%

YTD Sales $14.11M

Category wise YTD vs PYTD Sales

Category	Change
Cardio Equipment	▼ -4.05%
Fishing	▼ -24.98%
Camping & Hiking	▲ 12.55%
Water Sports	▲ 21.10%
Cleats	▼ -26.34%
Women's Apparel	▼ -24.51%
Men's Footwear	▼ -25.18%
Indoor/Outdoor Games	▼ -26.21%
Computers	No Sales in PY
Shop By Sport	▼ -20.70%

Sales Margin
- Greater than PY
- Less than PY
- No sales in PY

Market wise Customer Acquistion per month

Africa Europe LATAM Pacific Asia USCA

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec