

# Ecommerce Analysis 2023-2024

Total Revenue

55.31M

Total Transactions

100K

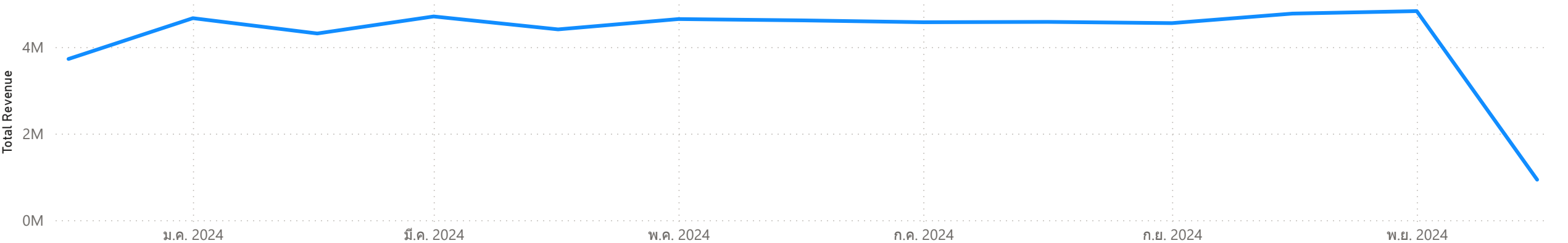
\$553.11

Average Order Value (AOV)

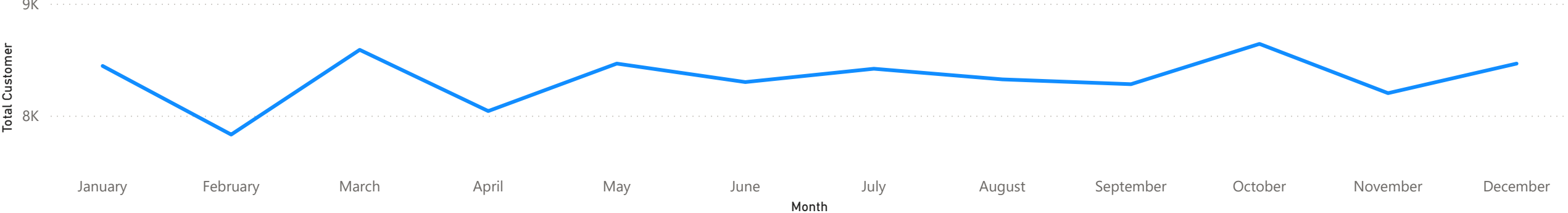
Highest Revenue Month

4.83M

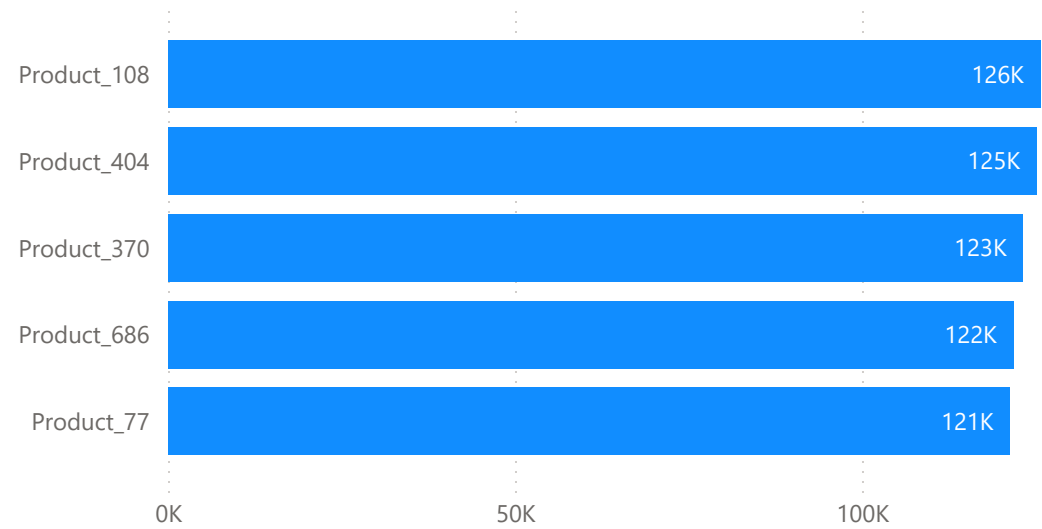
Monthly Revenue Trend



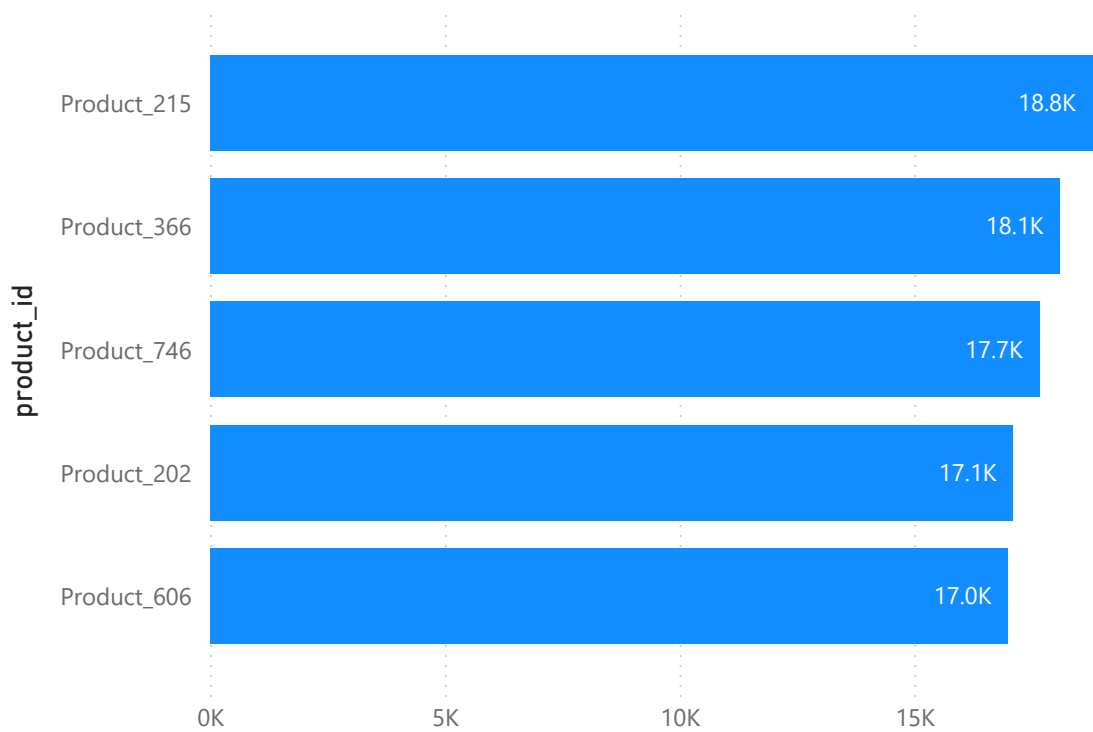
Monthly Customer Growth



Top 5 Products by Revenue



Top 5 Products by Units Sold



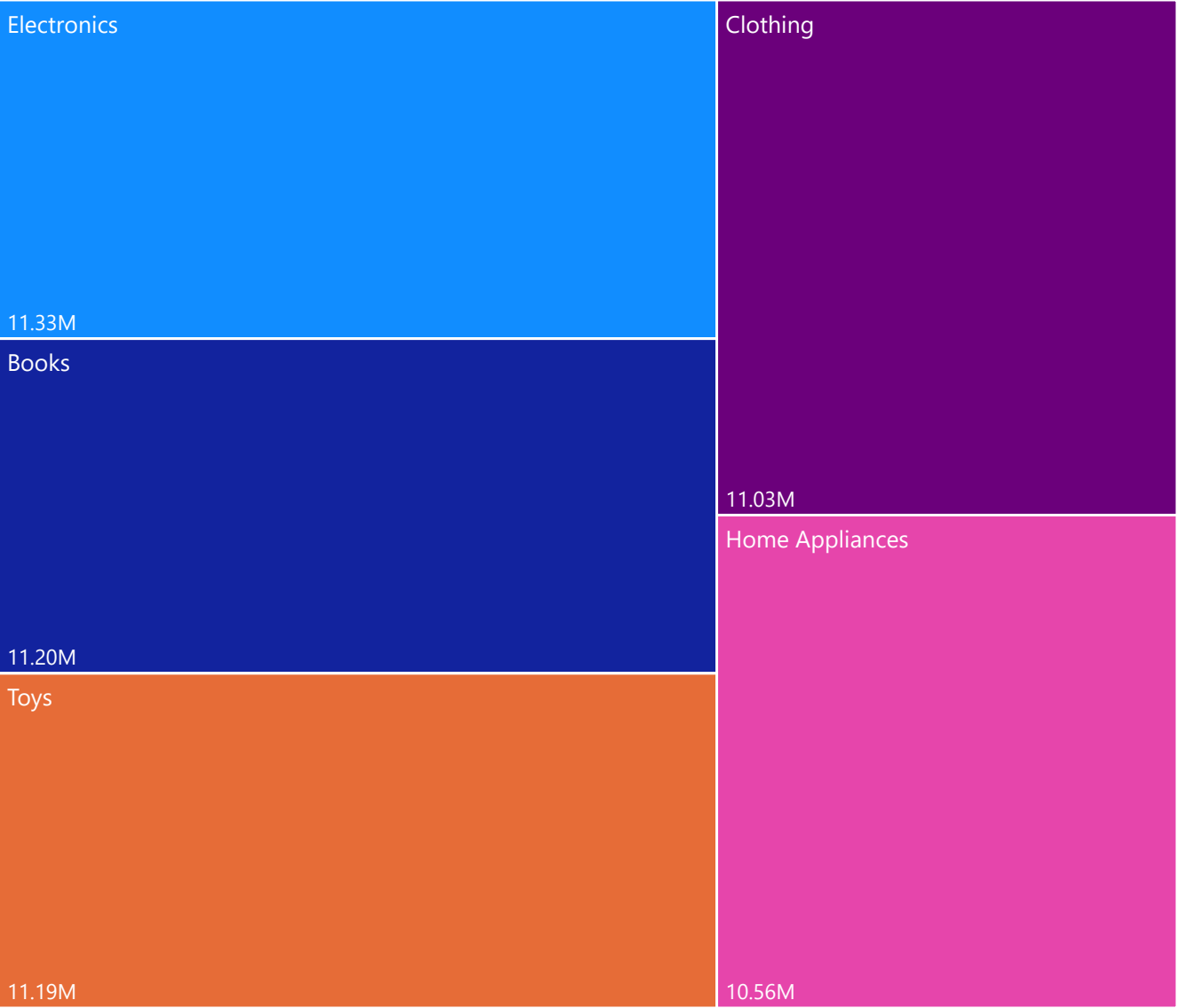
Highest Units Sold

18788

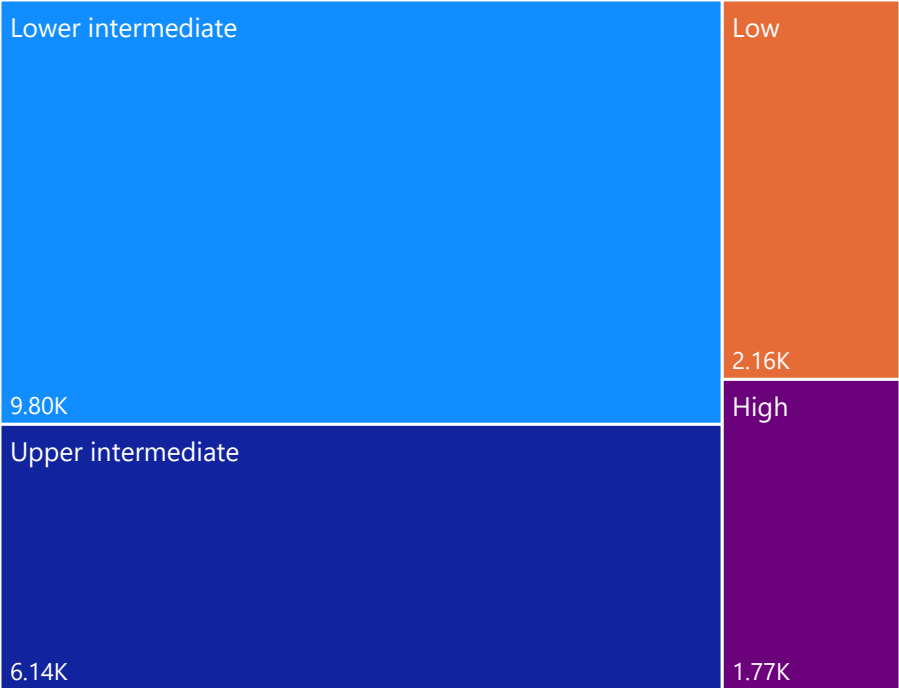
Top-Selling Product by Units Sold"

Product 215

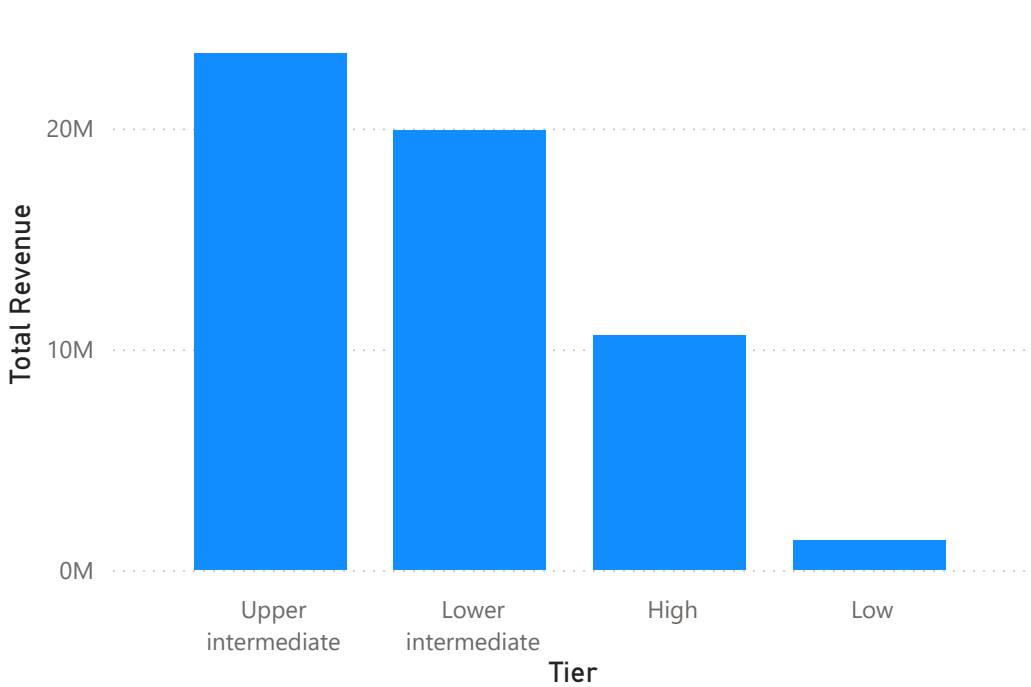
Product Popularity by Category



Customer Segmentation



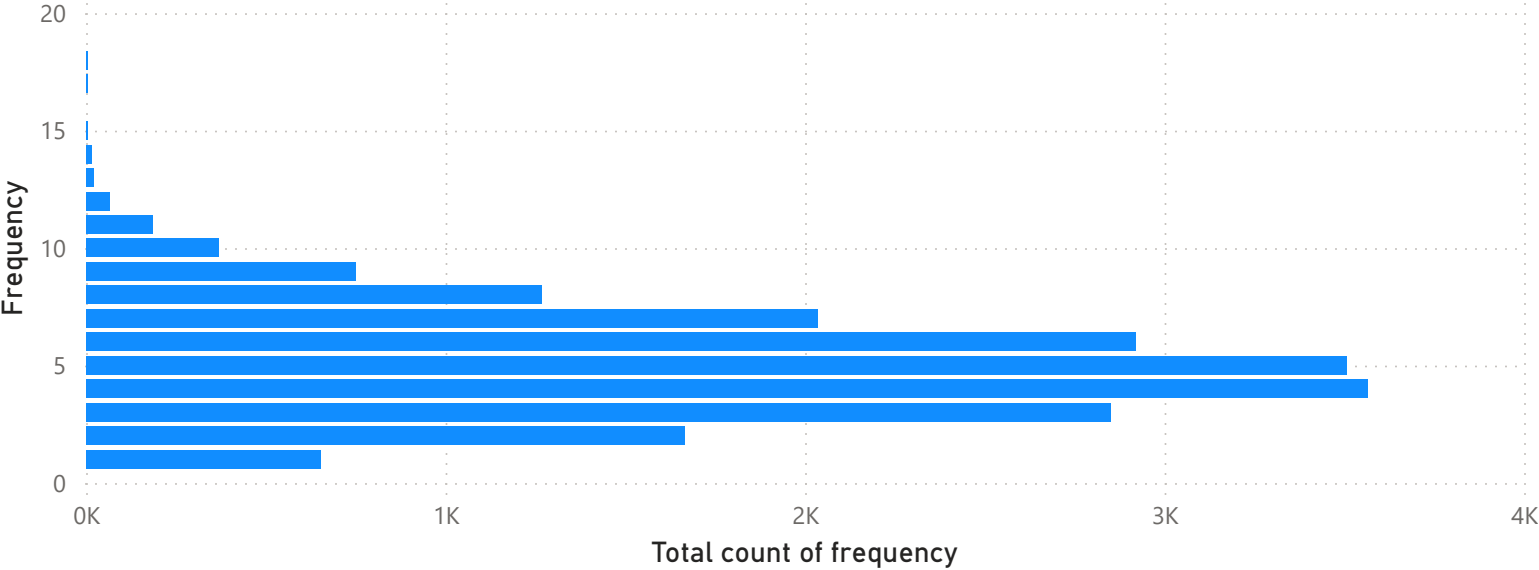
Revenue Per Customer Segment



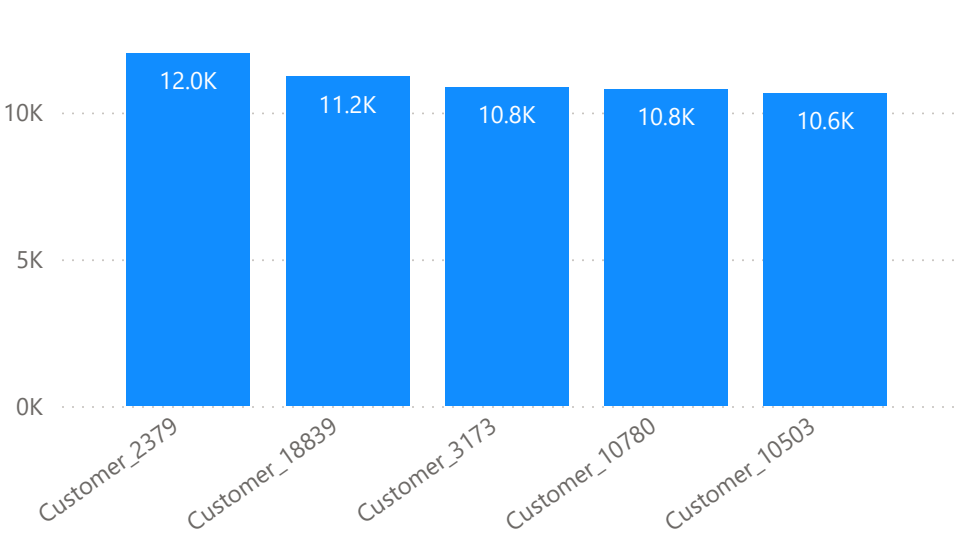
Customer Spending Segmentation

- Customers who spend **more than \$5000** are considered **'High'** spenders.
- Customers who spend **between \$3000 and \$4999** are classified as **'Upper Intermediate'** spenders.
- Customers who spend **between \$1000 and \$2999** fall under **'Lower Intermediate'**.
- Customers who spend **less than \$999** are categorized as **'Low'** spenders.

Customer Purchase Frequency

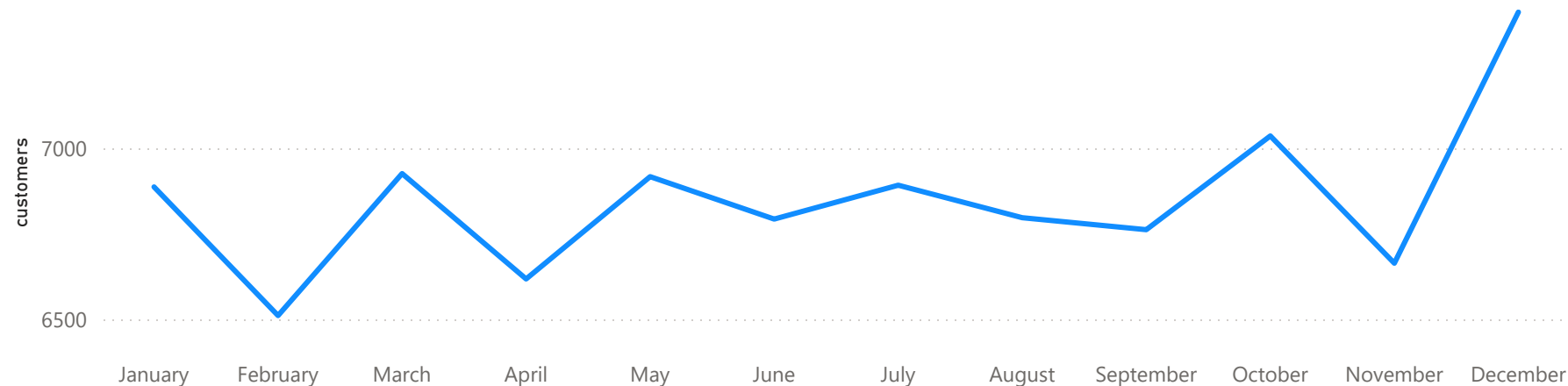


Top 5 Customers by Total Spend



### Customer Retention Rate

how many customers keep returning after their first purchase



### Average Days Between Purchases

55.71

Repeat Purchase Rate

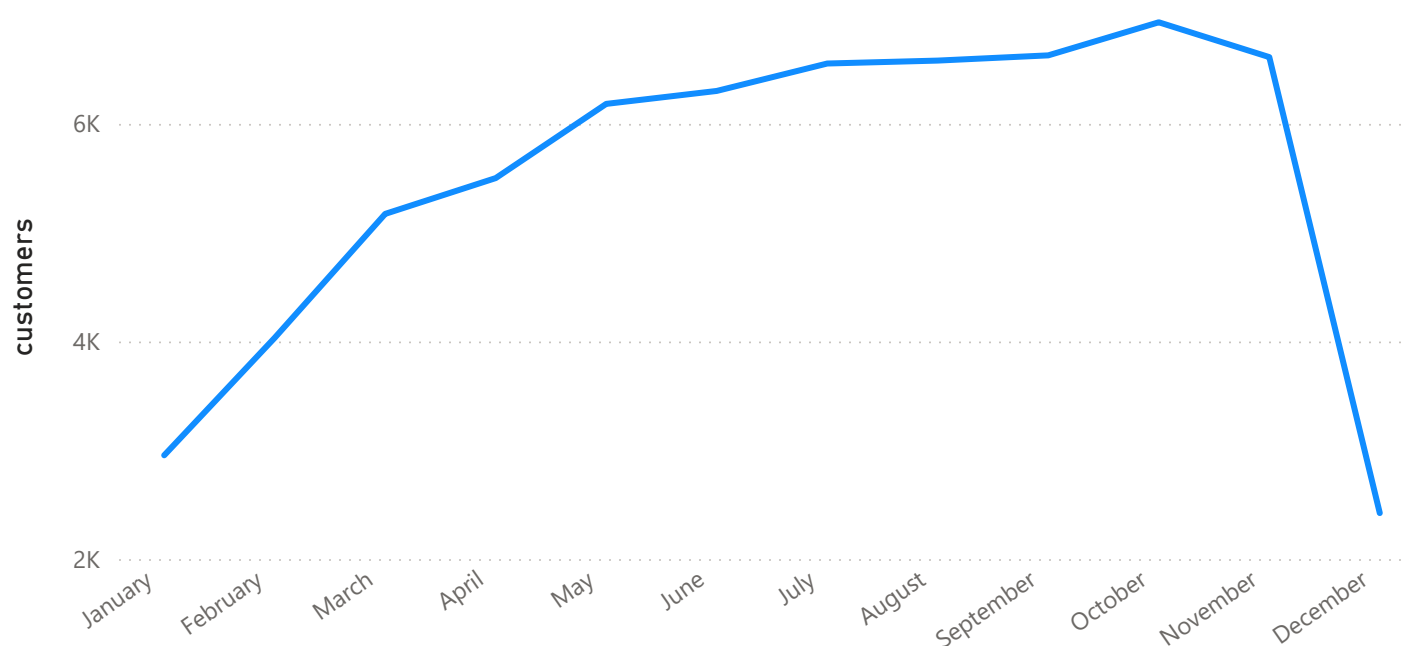
94.95

Total Repeat Customers

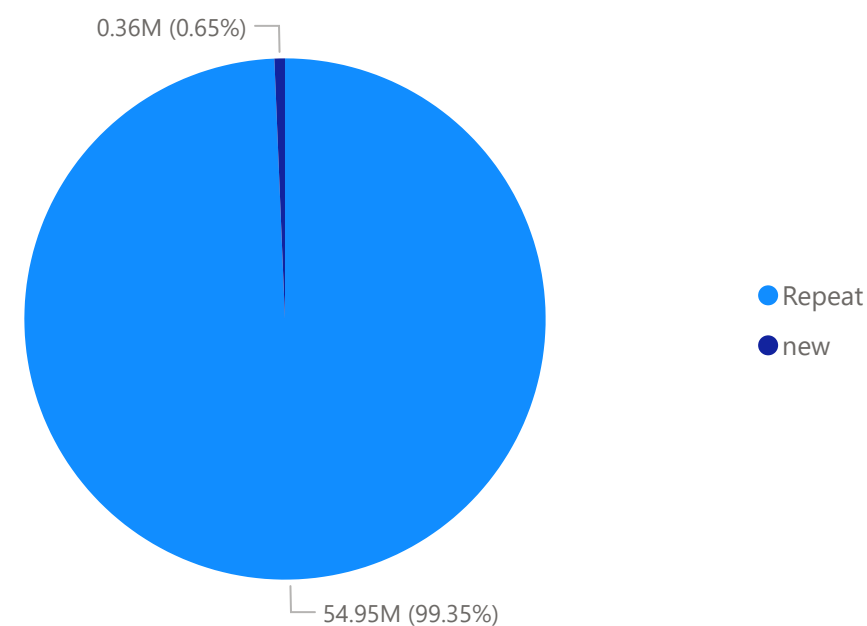
18861

### Repeat Customer Growth Over Time

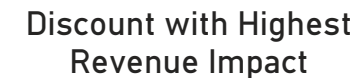
how repeat customers grow month by month



### New vs. Repeat Customer Revenue



● Total Revenue ● Total Orders

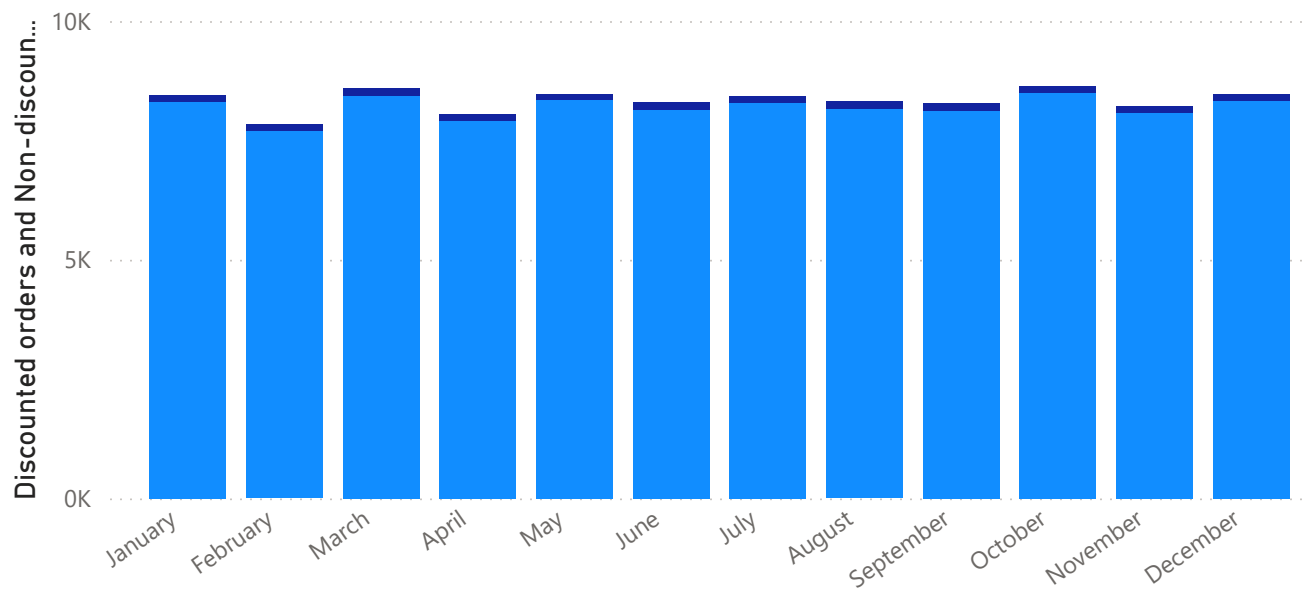


1 %

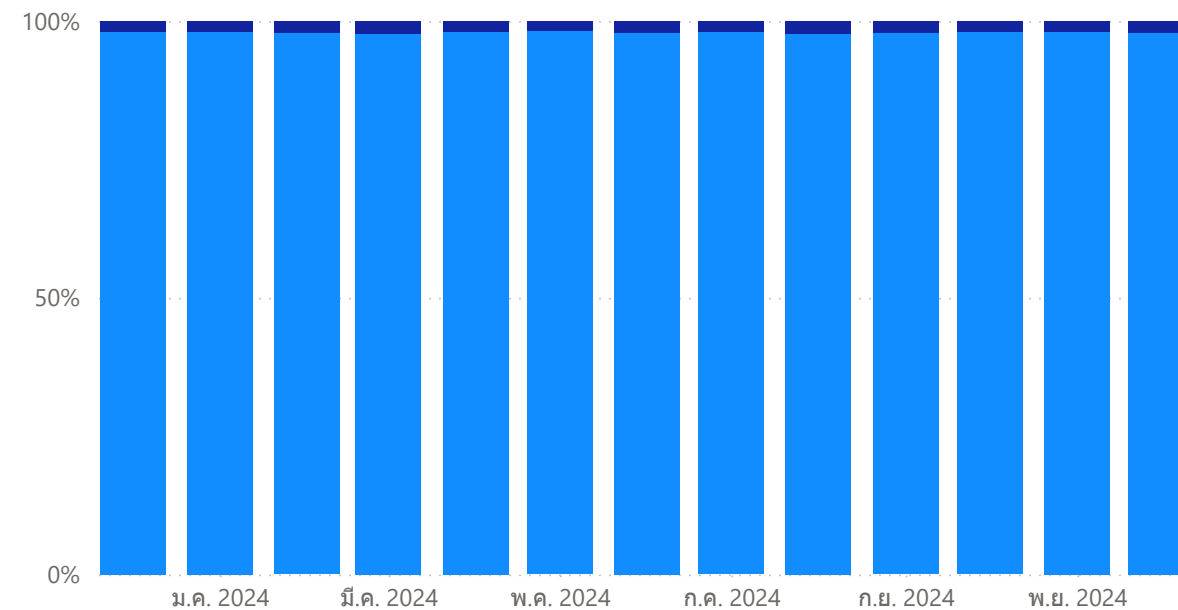
### Most Frequently Used Discount

4%

● Discounted orders ● Non-discounted orders



● Discounted revenue ● Non-discounted revenue



Top-Selling Product in Each Region

Product\_150

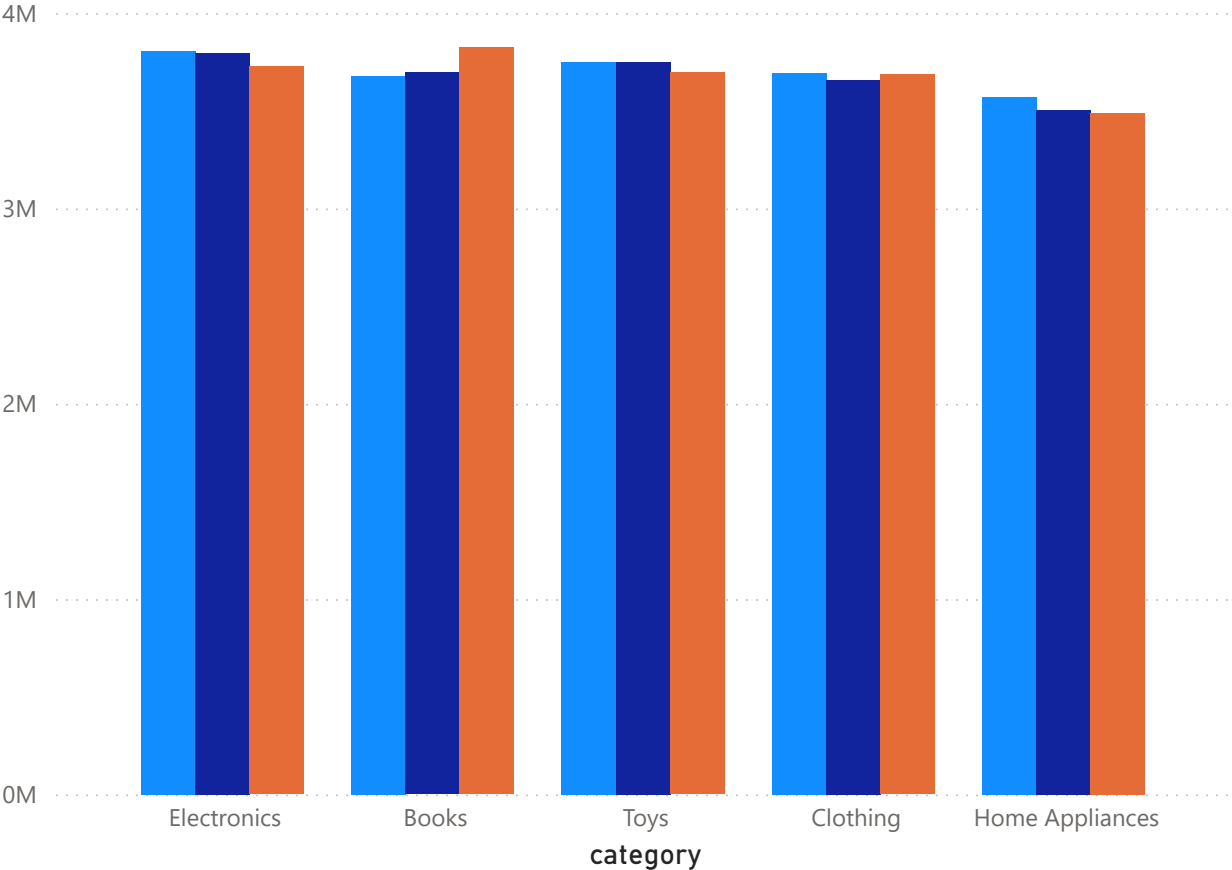
Revenue by Product

157.27K

- region
- Asia
- Europe
- North America

Revenue Breakdown by Region & Product Category

region Asia Europe North America



Total Revenue by Region

