



# E-COMMERCE ANALYTICS DASHBOARD

Last Updated: 2025-11-28

\$17.28M

Total Revenue

19K

Total Orders

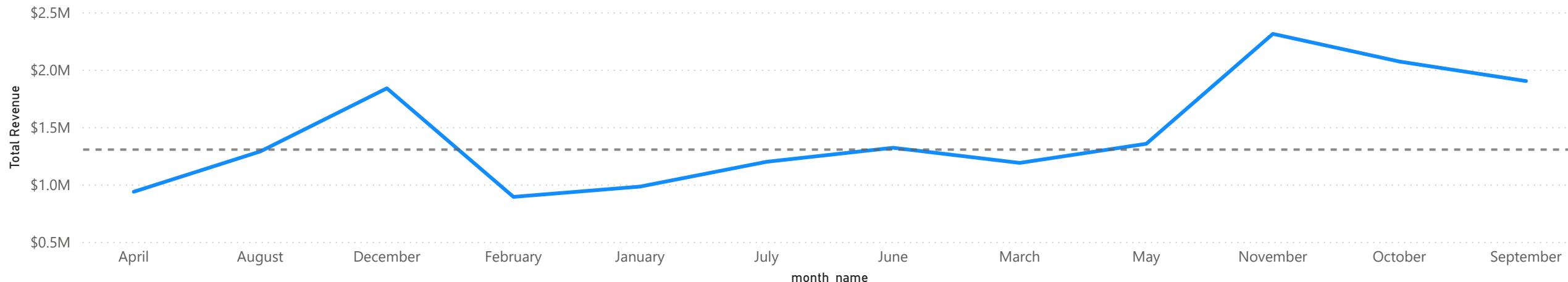
4337

Unique Customers

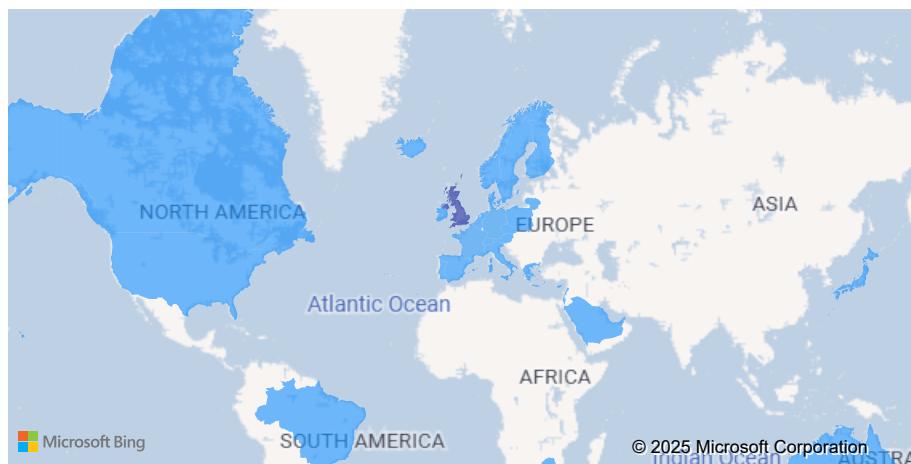
\$932.71

Average Order Value

## Monthly Revenue Trend



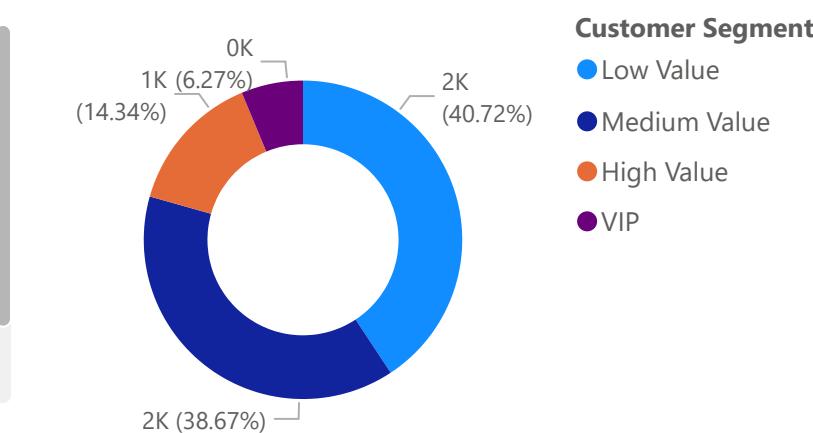
## Revenue by country



## Total 10 Products by Revenue



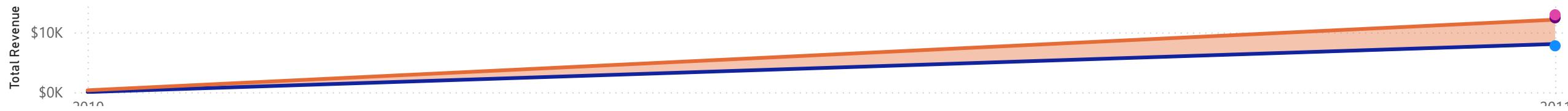
## Customers by Segment



Next

## Revenue Trend by Top 5 Products

description ● ZINC T-LIGHT HOLDER STARS SMALL ● ZINC TOP 2 DOOR WOODEN SHELF ● ZINC WILLIE WINKIE CANDLE STICK ● ZINC WIRE KITCHEN ORGANISER ● ZINC WIRE SWEETHEART LETTER TRAY

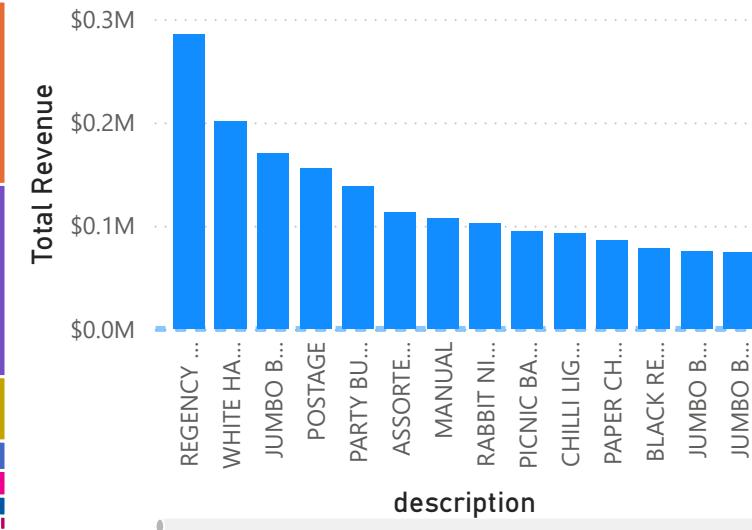


description	Total Revenue	Total Quantity	Total Orders	Revenue % of Total
10 COLOUR SPACEBOY PEN	\$10,418.34	12534	242	\$0.00
12 COLOURED PARTY BALLOONS	\$2,719.30	4178	139	\$0.00
12 DAISY PEGS IN WOOD BOX	\$1,062.60	644	62	\$0.00
12 EGG HOUSE PAINTED WOOD	\$2,850.54	222	64	\$0.00
12 HANGING EGGS HAND PAINTED	\$166.40	80	7	\$0.00
12 IVORY ROSE PEG PLACE SETTINGS	\$1,872.50	1498	91	\$0.00
12 MESSAGE CARDS WITH ENVELOPES	\$5,157.30	3242	187	\$0.00
12 PENCIL SMALL TUBE WOODLAND	\$5,090.60	7996	276	\$0.00
12 PENCILS SMALL TUBE RED RETROSPOT	\$8,193.30	12786	307	\$0.00
12 PENCILS SMALL TUBE SKULL	\$0.161.10	12454	201	\$0.00
<b>Total</b>	<b>\$17,283,111.38</b>	<b>9993584</b>	<b>18530</b>	<b>\$1.00</b>

## Total Revenue by country



## Revenue Concentration (Pareto)



## Unique Customers by customer\_id

## Lifetime Value

1

280.21K

### Sum of Days Since Last Purchase and Sum of total\_orders by lifetime\_value



Month 15 Total

December	785380	785380
Total	785380	785380

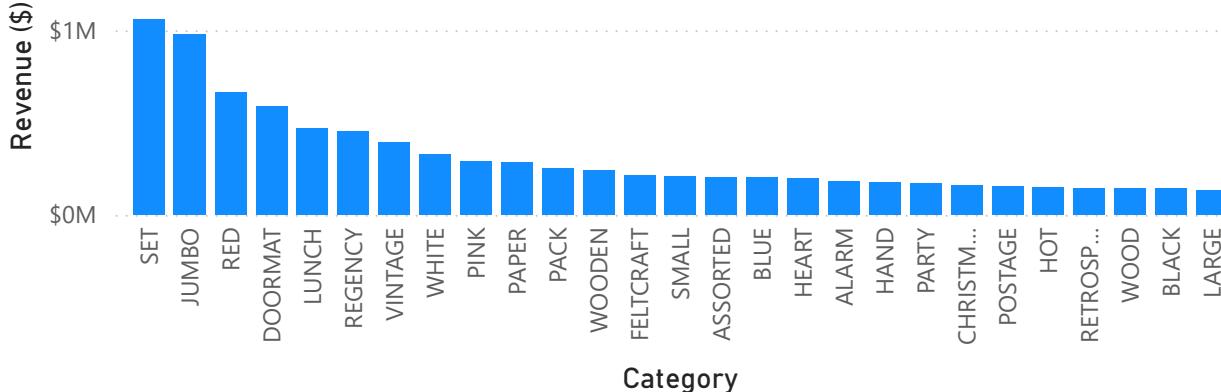
customer_id	country	Sum of lifetime_value	Sum of total_orders	Customer Segment
12748	United Kingdom	3,436,338.57	4825	VIP
12830	United Kingdom	3,436,338.57	4825	VIP
12839	United Kingdom	3,436,338.57	4825	VIP
12901	United Kingdom	3,436,338.57	4825	VIP
12921	United Kingdom	3,436,338.57	4825	VIP
12931	United Kingdom	3,436,338.57	4825	VIP
12939	United Kingdom	3,436,338.57	4825	VIP
12971	United Kingdom	3,436,338.57	4825	VIP
12980	United Kingdom	3,436,338.57	4825	VIP
12989	United Kingdom	3,436,338.57	4825	VIP
13001	United Kingdom	3,436,338.57	4825	VIP
<b>Total</b>		<b>4,544,998.23</b>	<b>5626</b>	



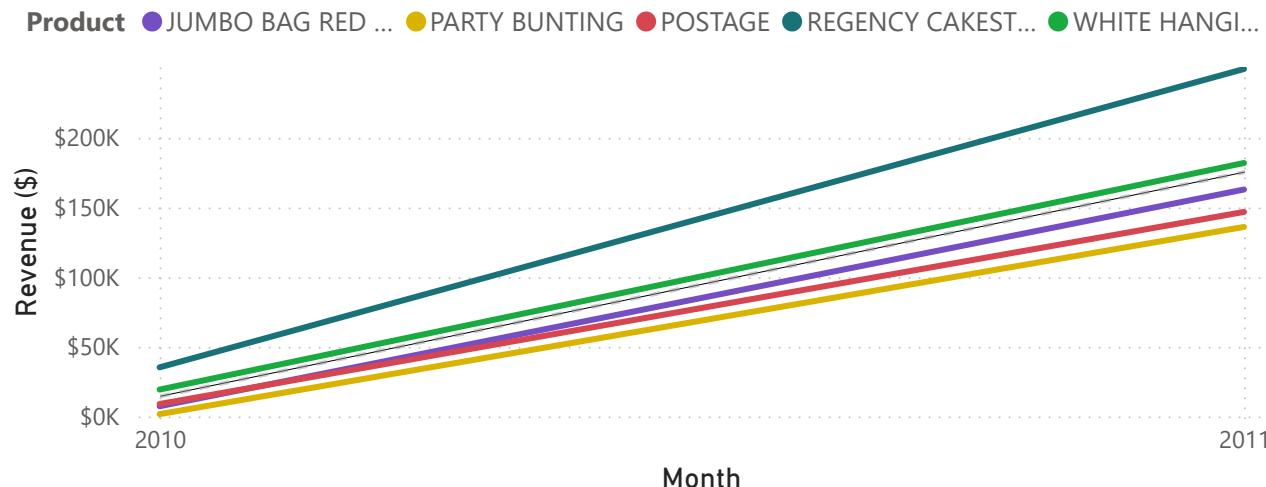
# Product Performance

full\_date  
Product Category

## Revenue by Product Category



## Top 5 Products: Revenue Trend



## Product Performance Details

description	Total Revenue	Total Quantity	Total Orders	Average Order Value	Monthly Revenue Sparkline
ASSORTED COLOUR BIRD ORNAMENT	\$112,826.06	70,526	1375	\$82.06	112,826.06
BLACK RECORD COVER FRAME	\$78,091.60	22,802	313	\$249.49	78,091.60
CHILLI LIGHTS	\$92,530.22	19,292	519	\$178.29	92,530.22
DOORMAT KEEP CALM AND COME IN	\$71,761.70	10,676	648	\$110.74	71,761.70
JAM MAKING SET WITH JARS	\$65,232.44	16,280	878	\$74.30	65,232.44
JUMBO BAG DOILEY PATTERNS	\$75,293.88	38,996	1080	\$69.72	75,293.88
JUMBO BAG PINK POLKADOT	\$74,508.72	40,296	871	\$85.54	74,508.72
JUMBO BAG RED RETROSPOT	\$170,081.08	92,156	1600	\$106.30	170,081.08
MANUAL	\$106,839.86	13,866	253	\$422.29	106,839.86
PAPER CHAIN KIT 50'S CHRISTMAS	\$85,168.26	31,182	980	\$86.91	85,168.26
PARTY BUNTING	\$137,570.46	30,558	1379	\$99.76	137,570.46
PICNIC BASKET WICKER SMALL	\$94,696.70	2,970	234	\$404.69	94,696.70
POSTAGE	\$155,607.92	6,240	1099	\$141.59	155,607.92
RABBIT NIGHT LIGHT	\$102,502.48	54,206	901	\$117.07	102,502.48
<b>Total</b>	<b>\$2,190,464.06</b>	<b>688,144</b>	<b>10759</b>	<b>\$203.59</b>	<b>2,190,464.06</b>

# Friday

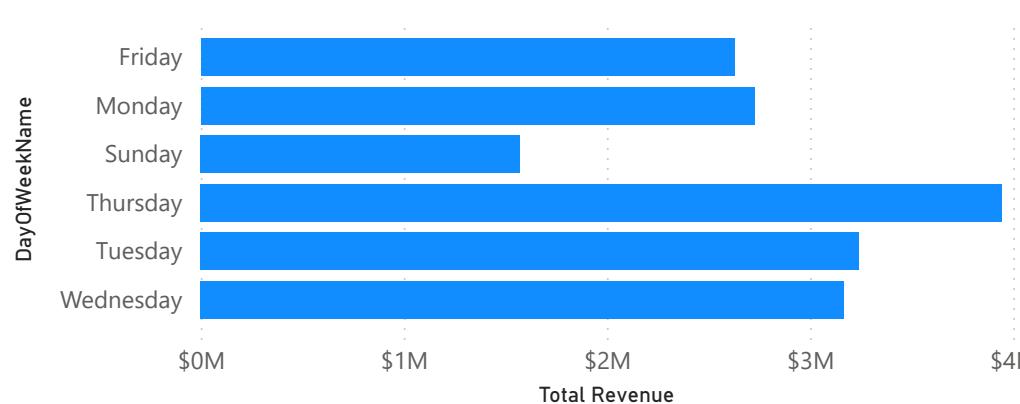
First Best Day

9.09

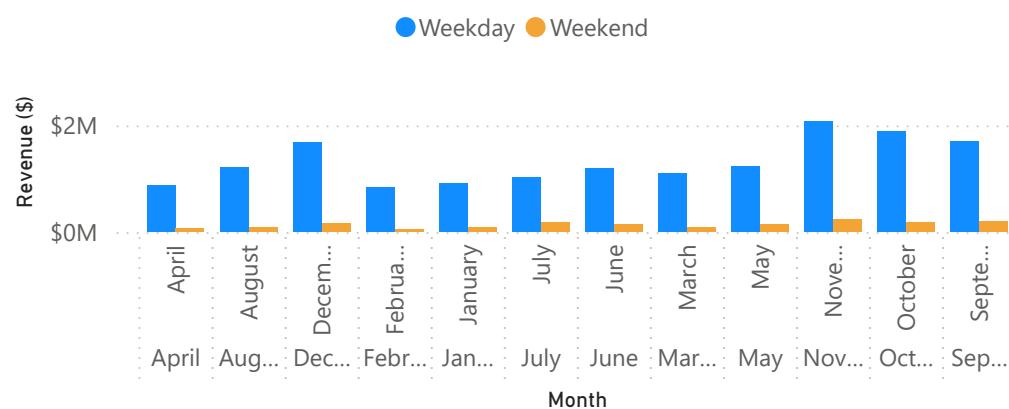
Weekend Revenue %

DayOfWeekName	6	7	8	9	10	11	12	13	14	15	16	17	18
Friday		\$34,569.76	\$105,313.22	\$255,814.46	\$365,743.20	\$333,093.26	\$459,384.78	\$333,935.62	\$318,811.20	\$273,727.86	\$87,951.28	\$59,942.32	\$
Monday		\$2,989.16	\$86,686.78	\$247,910.38	\$367,254.24	\$320,604.12	\$369,146.80	\$450,495.22	\$375,248.40	\$281,513.78	\$149,072.64	\$76,287.28	\$
Sunday				\$1,557.60	\$161,891.44	\$283,064.20	\$305,807.42	\$274,561.76	\$208,392.76	\$258,107.32	\$77,598.14	\$	\$
Thursday	\$8.50	\$13,767.42	\$135,688.50	\$268,173.48	\$547,153.82	\$341,194.00	\$570,931.94	\$392,225.32	\$401,880.32	\$459,055.30	\$276,490.02	\$228,549.62	\$
Tuesday		\$4,105.16	\$144,766.54	\$328,513.76	\$435,430.88	\$521,825.18	\$490,048.76	\$423,030.06	\$321,470.08	\$334,608.46	\$180,720.42	\$55,987.84	\$
<b>Total</b>	<b>\$8.50</b>	<b>\$62,118.42</b>	<b>\$563,995.58</b>	<b>\$1,347,845.48</b>	<b>\$2,364,167.98</b>	<b>\$2,202,355.20</b>	<b>\$2,747,390.78</b>	<b>\$2,337,448.40</b>	<b>\$1,983,985.64</b>	<b>\$1,927,119.36</b>	<b>\$934,761.12</b>	<b>\$467,623.18</b>	<b>\$</b>

## Revenue by Day & Hour



## Weekend vs Weekday Revenue



month_name	Total Revenue	Total Orders	Unique Customers	Average Order Value
April	\$936,748.66	1149	856	\$815.
August	\$1,288,102.08	1280	935	\$1,006.
December	\$1,838,287.14	2177	1264	\$844.
February	\$892,169.84	997	758	\$894.
January	\$981,835.42	986	740	\$995.
July	\$1,197,925.80	1331	949	\$900.
June	\$1,320,092.10	1393	991	\$947.
<b>Total</b>	<b>\$17,283,111.38</b>	<b>18530</b>	<b>4337</b>	<b>\$932.</b>

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## Data Freshness

ETL Pipeline Status

**X Very Stale (6 days)**

Data Freshness

**✓ Healthy**

Pipeline Status

## Data Quality Metrics

616,821,744...	(Blank)	0	7853800000.00%
Sum of Total Records	Null Records	Sum of Duplicate Re...	Sum of Data Quality %

## Database Table Sizes

