

TotalRevenue

Total Number Of Orders

Total Customers

AverageOrderValue(AOV)

Estimated Gross Profit

Repeat Customer Rate

9,75M

26K

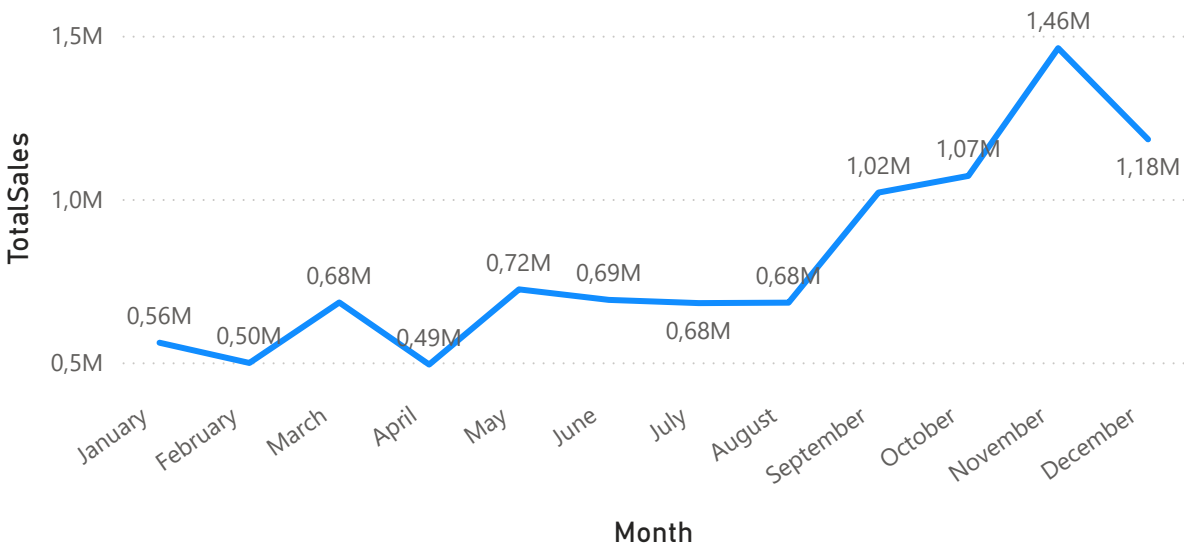
4373

376,36 €

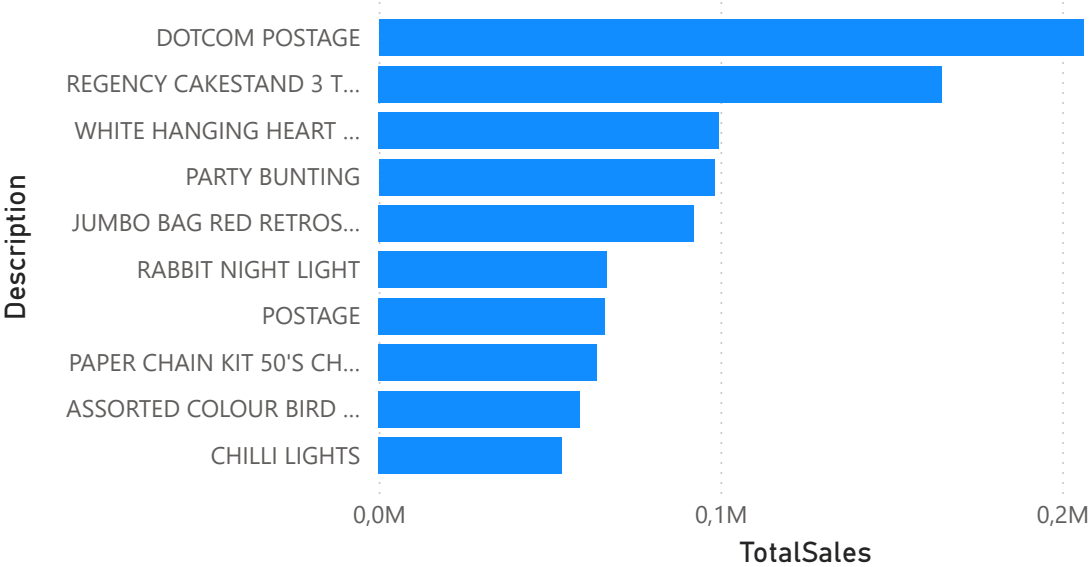
2,92M€

70,0 %

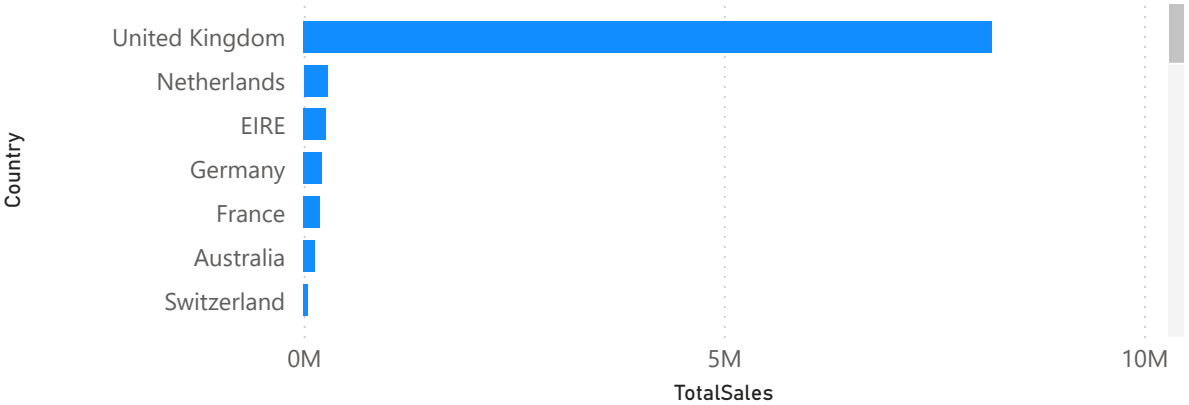
Total Sales Over Time



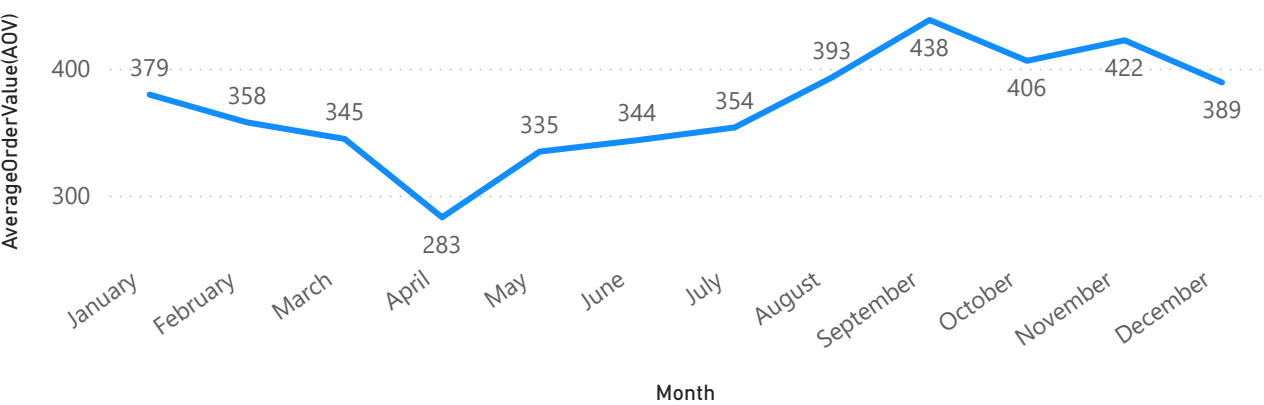
Top 10 Products by Sales



Total Sales Distribution By Country



AverageOrderValue(AOV) Over Time



Total Product Revenue

Total Units Sold

AveragePricePerUnit

UniqueProductSold

Products Returned

Product Return Rate

9,75M€

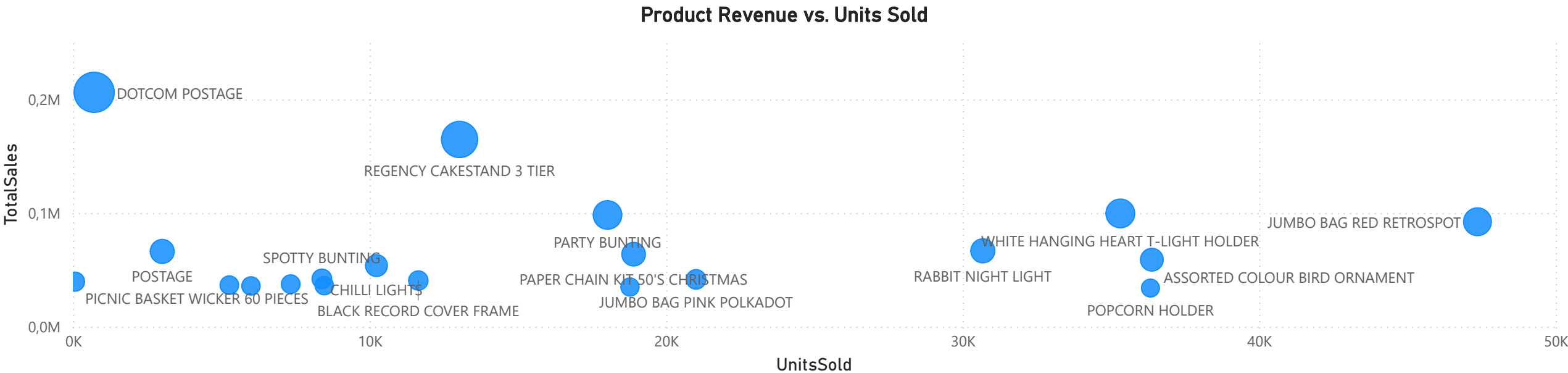
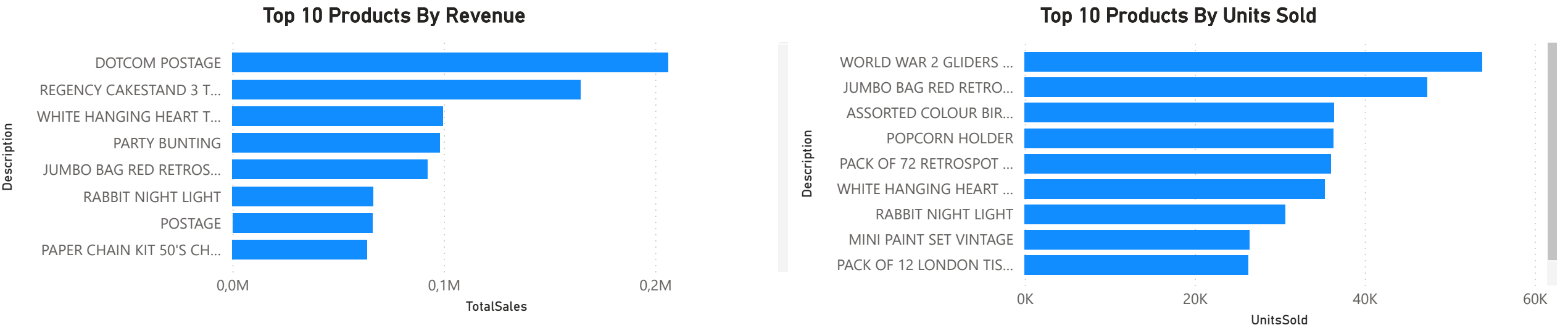
5M

1,88 €

4197

485K

9,36 %



Customer Distribution Top 3 Countries



Total Customers

4373

Repeat Customer Rate

70,0 %

Top 10 Customer Revenue

2,76M

Repeat Customers

3060

TotalRevenue

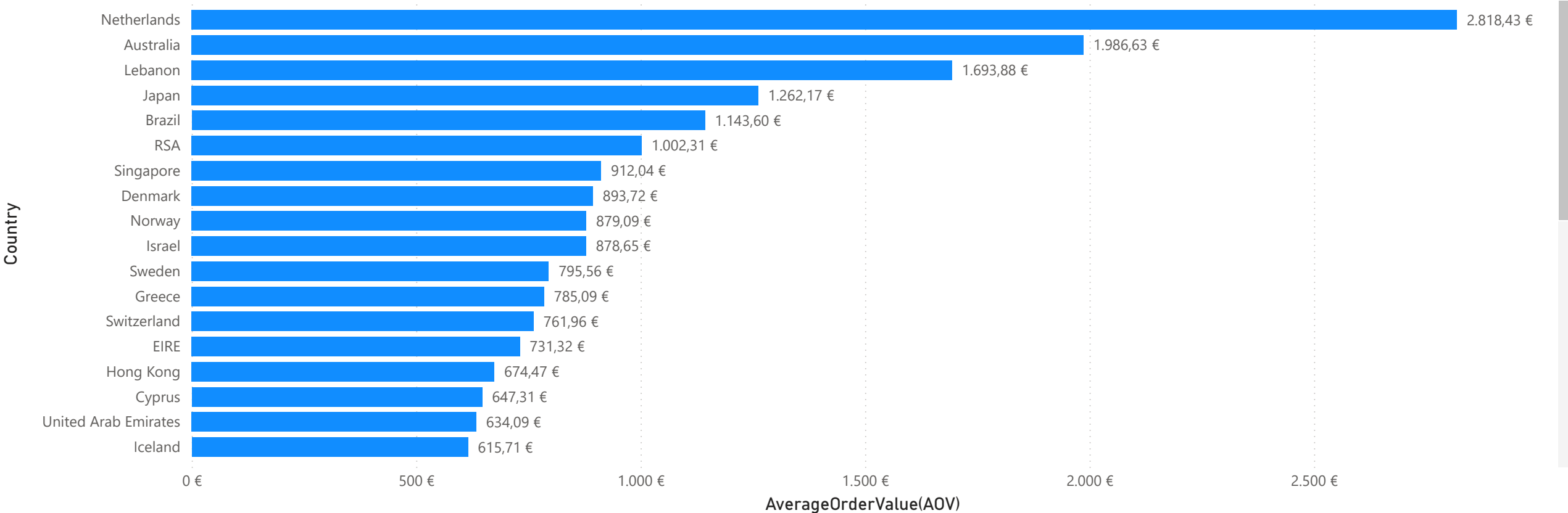
9,75...

Average Order Per Customer

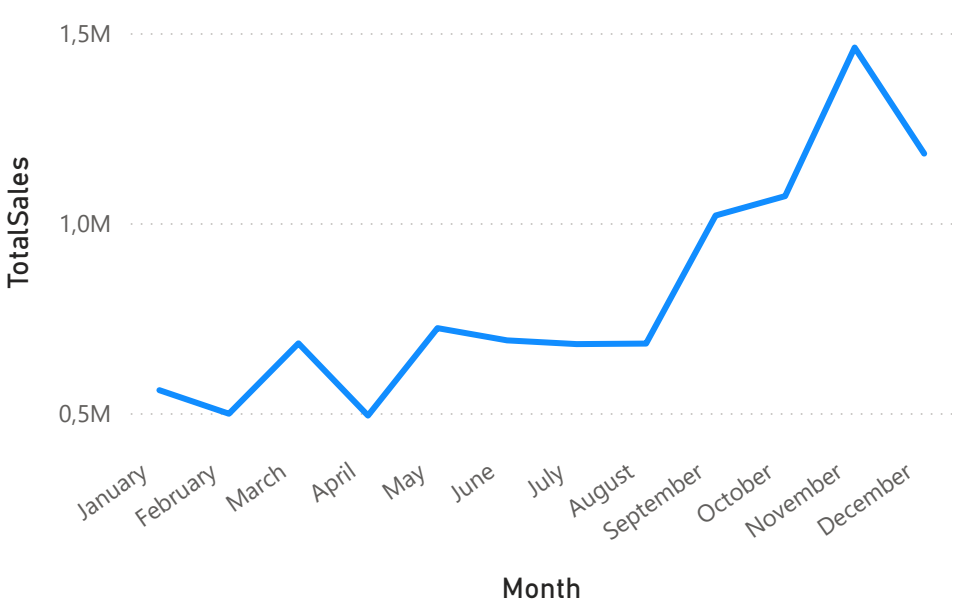
2,23K

CustomerID	TotalSales
	1.447.682,12
12415	123.725,45
13694	62.653,10
14156	113.384,14
14646	279.489,02
14911	132.572,62
16684	65.892,08
17450	187.482,17
17511	88.125,38
18102	256.438,49
Total	2.757.444,57

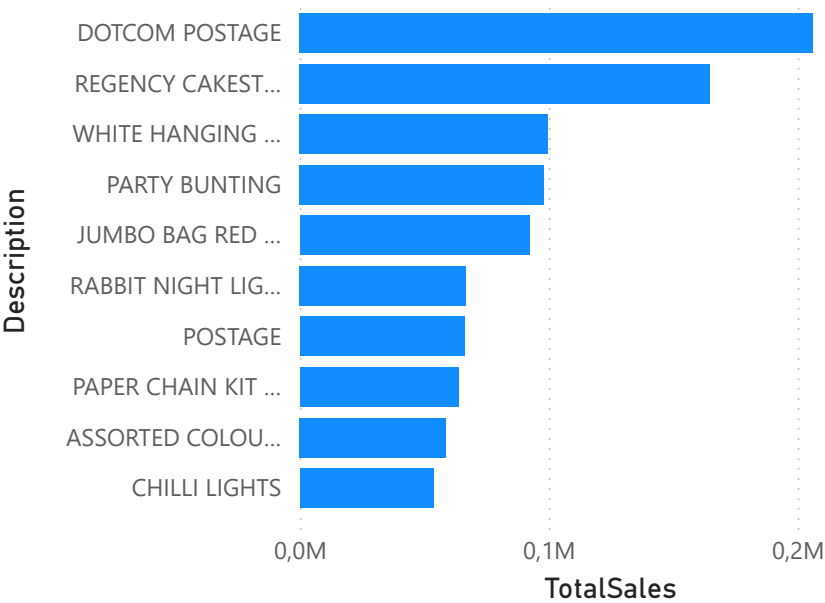
AverageOrderValue(AOV) by Country



Total Sales Over Time (Monthly)



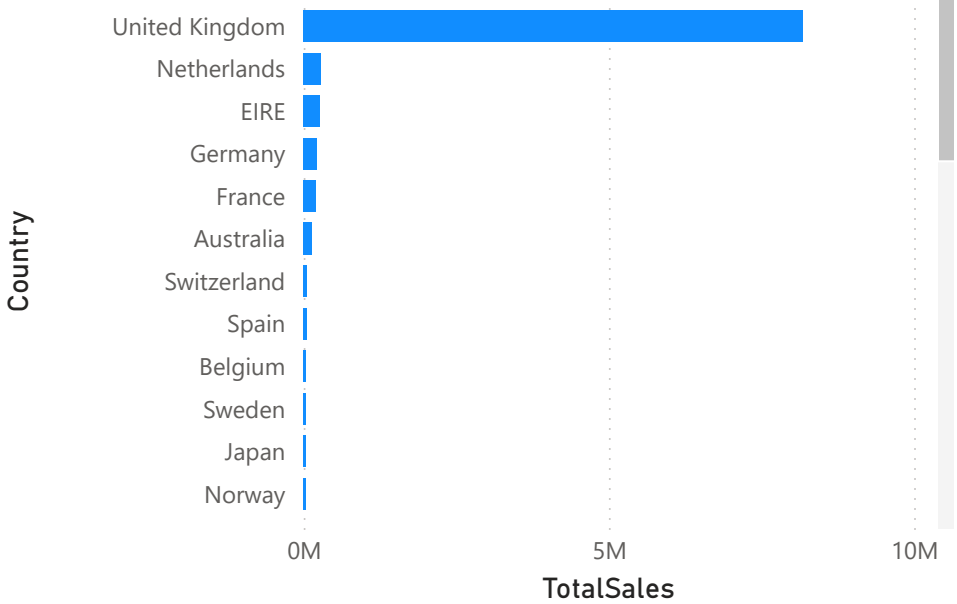
Total Sales By Product



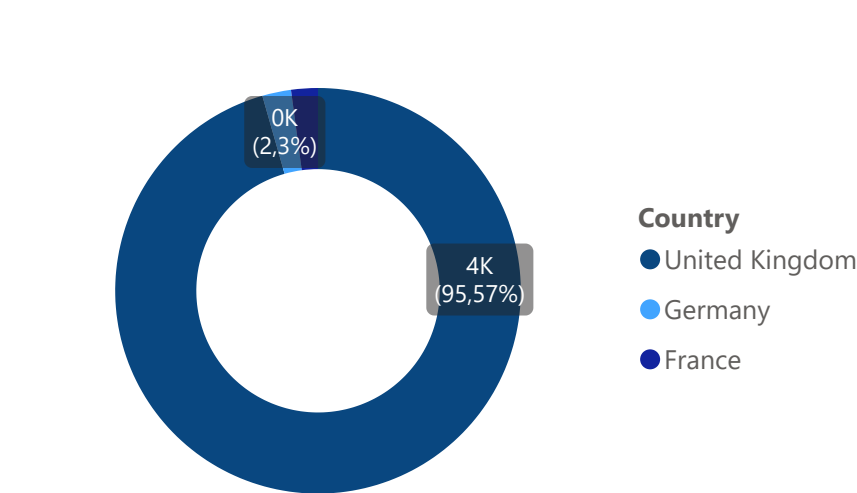
376,36 €

AverageOrderValue(AOV)

Total Sales by Country

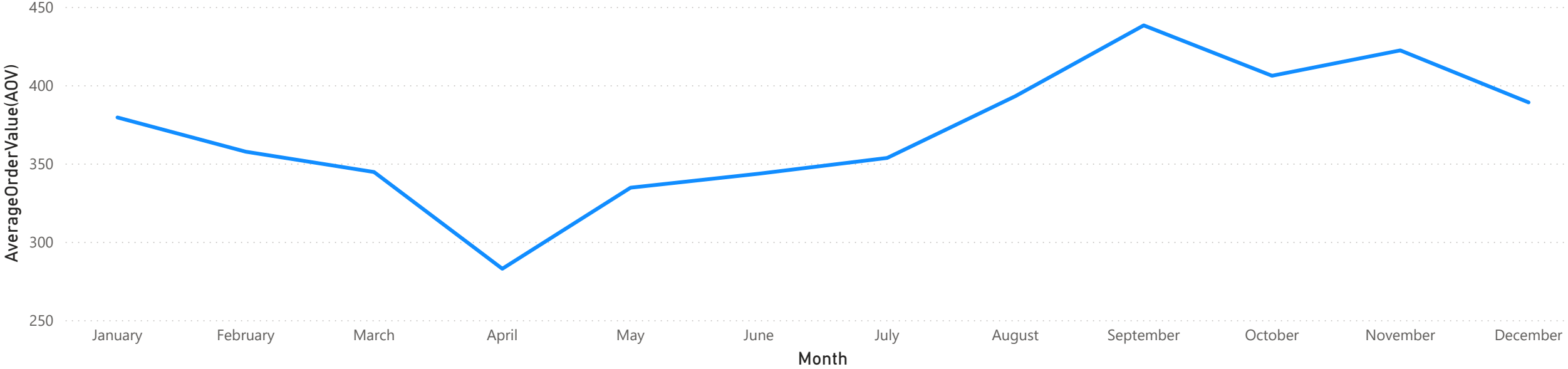


Customer Distribution Top 3 Countries



DayOfWeek	6	7	8
Friday		17.234,99 €	52.5
Monday		1.494,58 €	44.1
Sunday			
Thursday	-497,35 €	6.883,71 €	67.4
Tuesday		2.052,58 €	72.0
Wednesday		3.343,46 €	45.6
Total	-497,35 €	31.009,32 €	281.84

AverageOrderValue(AOV) Over Time



DayOfWeek	6	7	8	9	10	11	12	13	14	15	16	17	18
Friday		17.234,99 €	52.535,93 €	156.027,38 €	218.996,46 €	204.561,93 €	216.329,81 €	191.801,50 €	201.975,47 €	151.121,19 €	77.650,47 €	53.557,38 €	-1.57
Monday		1.494,58 €	44.131,38 €	157.754,86 €	211.801,81 €	146.367,10 €	182.514,50 €	186.010,28 €	206.932,59 €	155.770,49 €	115.701,40 €	178.091,05 €	2.03
Sunday				749,65 €	80.005,02 €	148.138,91 €	152.125,94 €	146.580,53 €	108.870,88 €	129.582,91 €	39.625,05 €		
Thursday	-497,35 €	6.883,71 €	67.470,19 €	163.746,98 €	298.075,32 €	173.365,04 €	279.380,92 €	185.844,25 €	205.637,73 €	257.689,60 €	190.630,21 €	115.785,13 €	122.64
Tuesday		2.052,58 €	72.014,48 €	187.773,53 €	257.224,03 €	263.375,53 €	239.669,17 €	239.347,83 €	188.509,54 €	266.657,58 €	181.245,64 €	50.842,90 €	17.46
Wednesday		3.343,46 €	45.688,88 €	100.681,65 €	262.953,88 €	211.629,41 €	292.463,95 €	227.921,98 €	183.286,69 €	228.636,51 €	124.288,05 €	37.167,65 €	
Total	-497,35 €	31.009,32 €	281.840,86 €	766.734,05 €	1.329.056,52 €	1.147.437,92 €	1.362.484,29 €	1.177.506,37 €	1.095.212,90 €	1.189.458,28 €	729.140,82 €	435.444,11 €	140.574