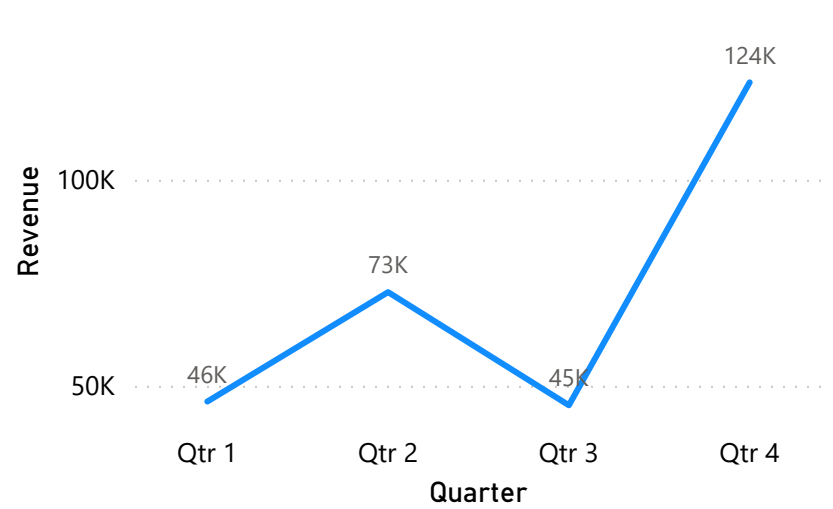
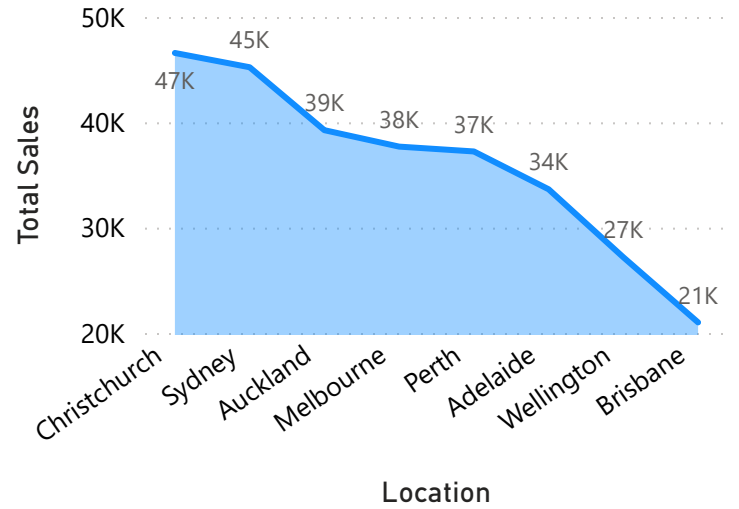


Quarterly Revenue Trends



Sales Growth By Location



Total Revenue

288K

Total Cost

272.64K

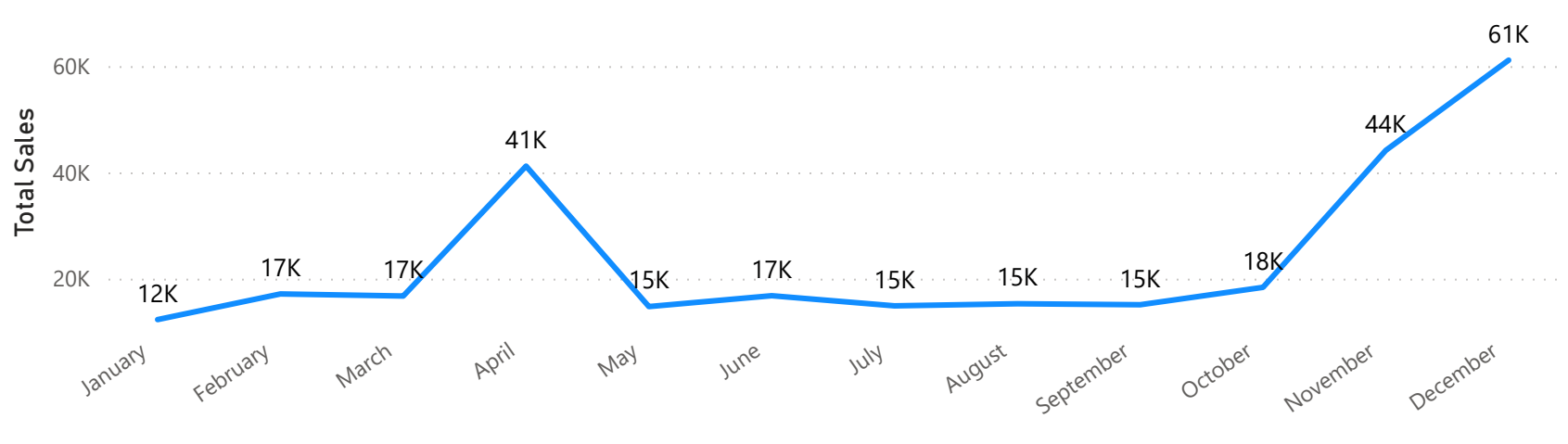
Profit Margin

15.20K

Profit Margins by Product



Hisstorical Sales Trend



Product Category

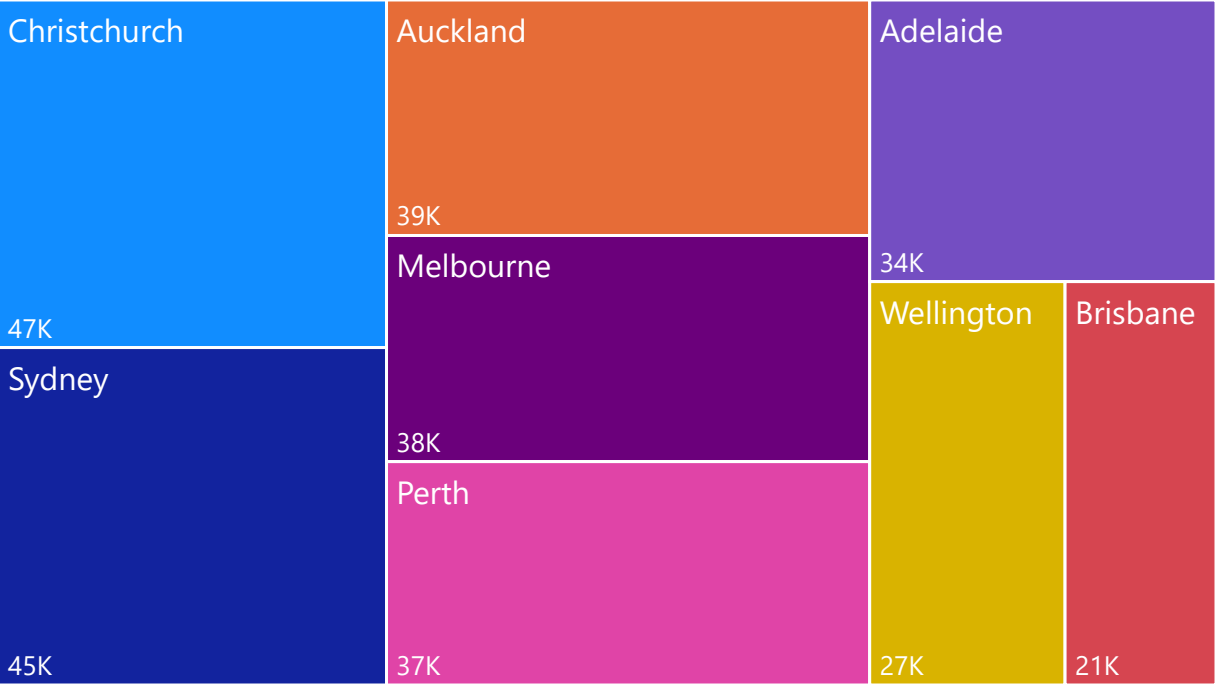
- ☐ Clothing & Accessories
- ☐ Cooking & Safety Equipment
- ☐ Tents & Sleeping Gear

Date Range

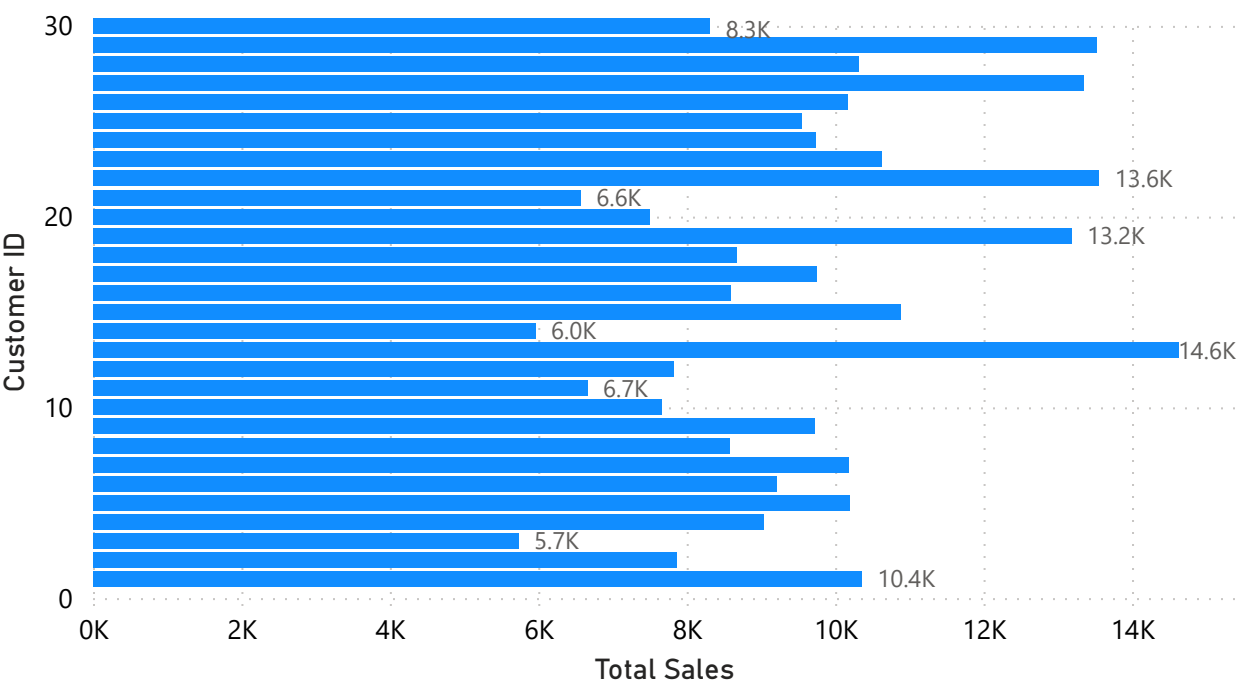
Lcoation

- ☐ Adelaide
- ☐ Auckland
- ☐ Brisbane

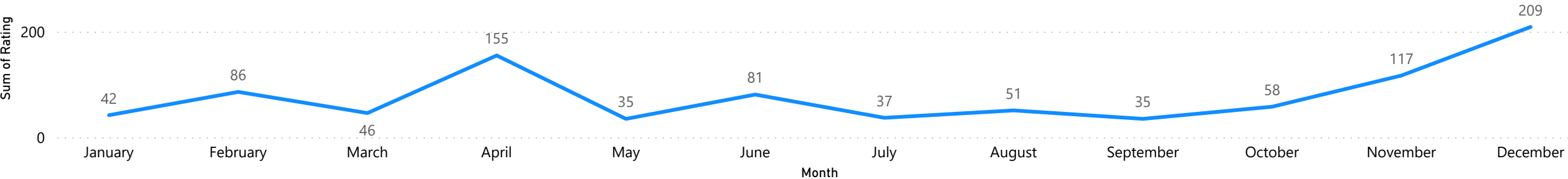
Profitability by Customer Segment (City)



Customer Lifetime Value



Customer Retention Rates



Product Category

- ☐ Clothing & Accessories
- ☐ Cooking & Safety Equipment
- ☐ Tents & Sleeping Gear

Date Range

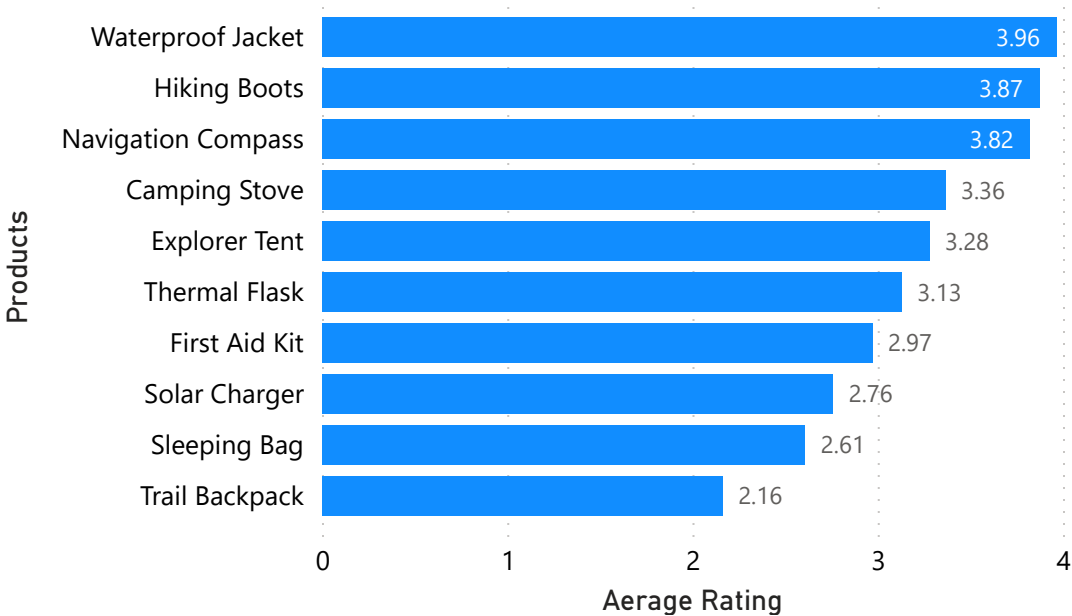
2/01/2023

28/12/2023

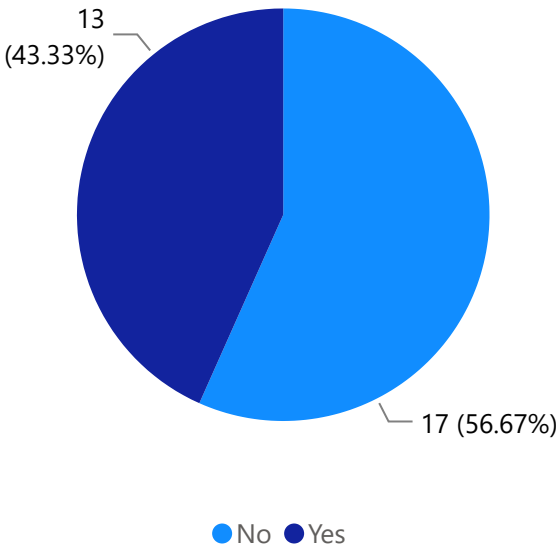
Location

- ☐ Adelaide
- ☐ Auckland
- ☐ Brisbane

## Recommendations for High-Quality Camping Gear



## Loyalty Program Participation



## Product Category

- ☐ Clothing & Accessories
- ☐ Cooking & Safety Equipment
- ☐ Tents & Sleeping Gear

## Date Range

2/01/2023



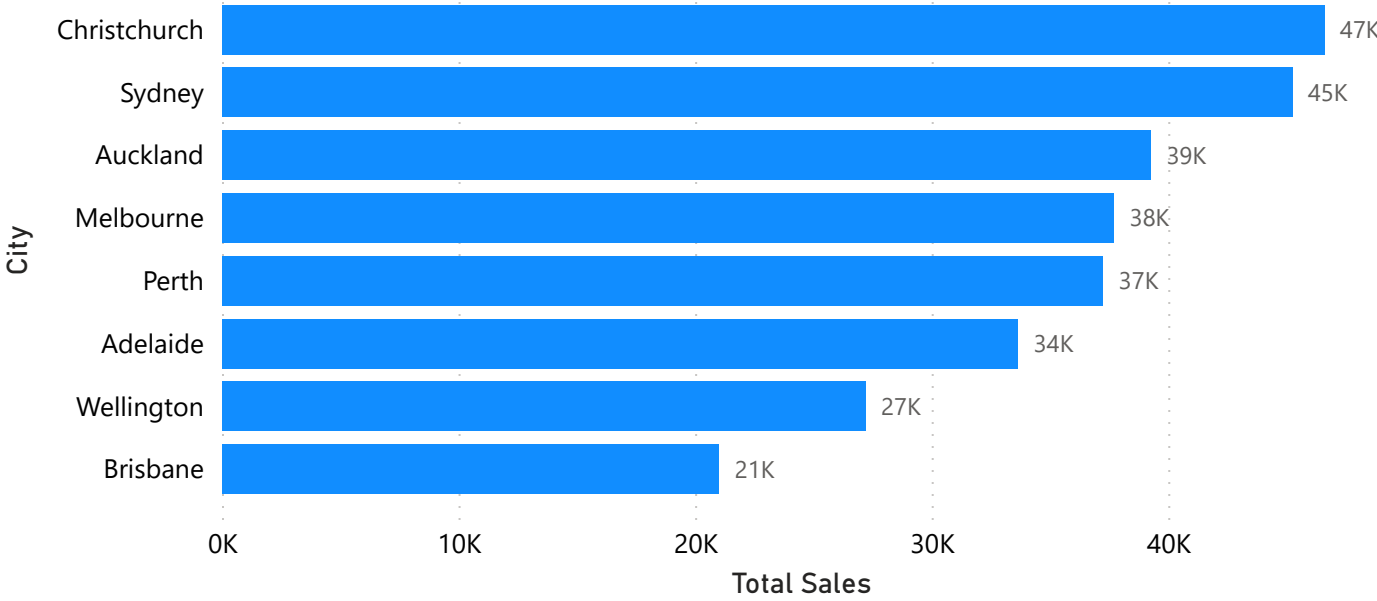
28/12/2023



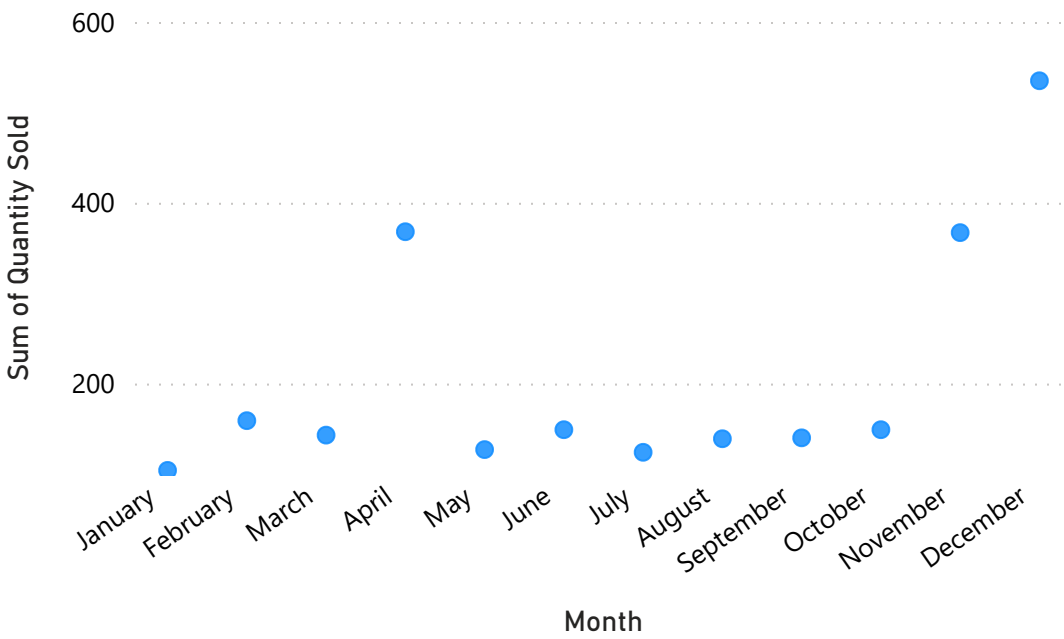
## Location

- ☐ Adelaide
- ☐ Auckland
- ☐ Brisbane

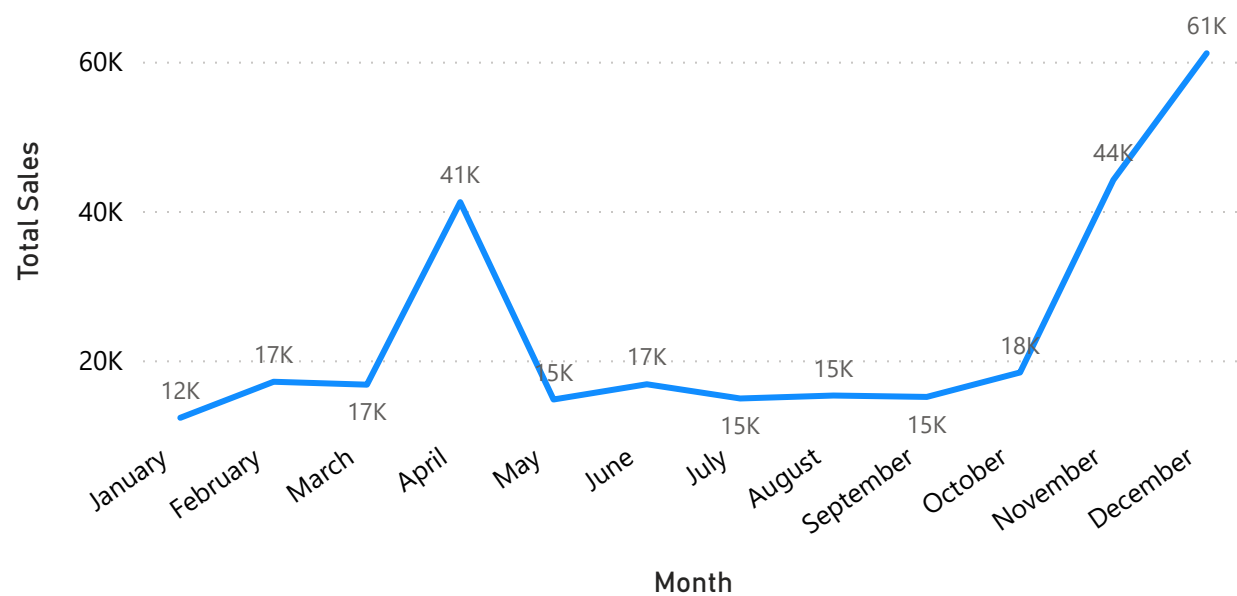
## Most Responsive Customer Segement



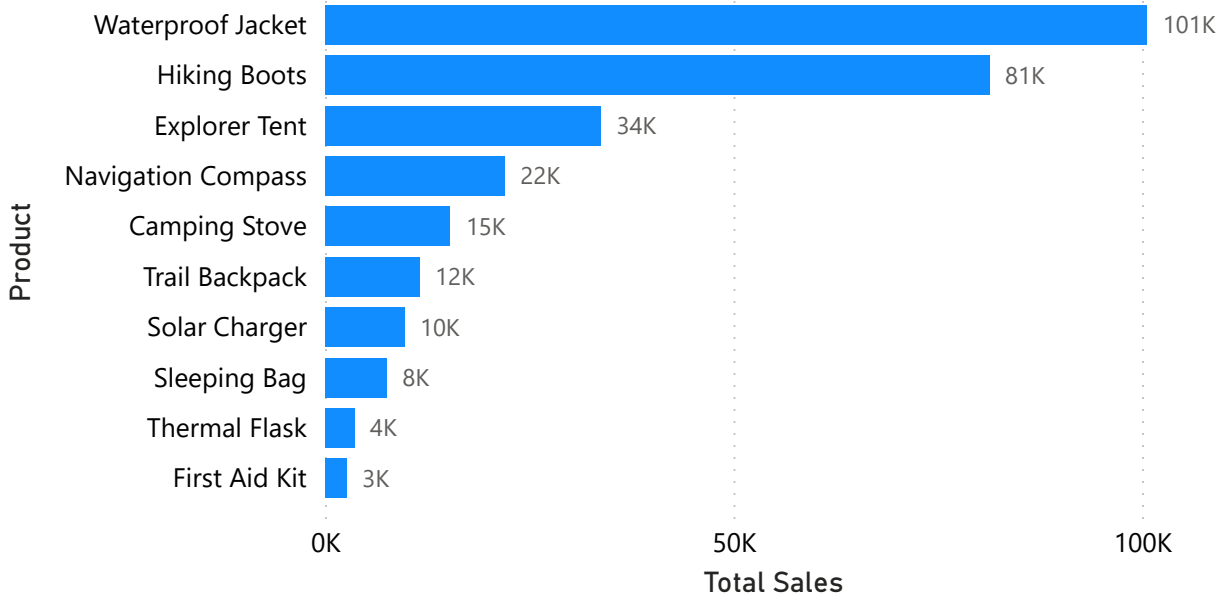
## Performance of Posts and Campaigns



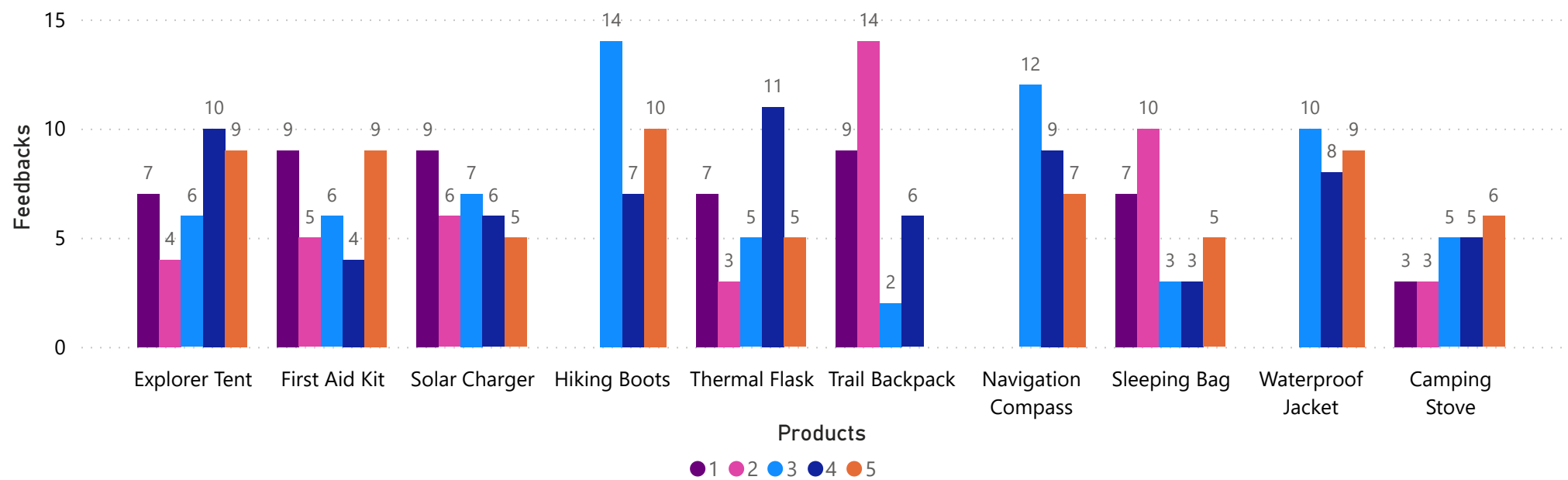
## Deals and Discounts on Camping Equipment



## Top Selling Products



## Feedback on Camping Products



## Product Category

- ☐ Clothing & Accessories
- ☐ Cooking & Safety Equipment
- ☐ Tents & Sleeping Gear

## Date Range

2/01/2023



28/12/2023



## Location

- ☐ Adelaide
- ☐ Auckland
- ☐ Brisbane