



OVERVIEW

SALES

CUSTOMER

PRODUCT

LOGISTICS

INSIGHTS

Total Revenue
\$12.64M

Profit Margin
75.36%

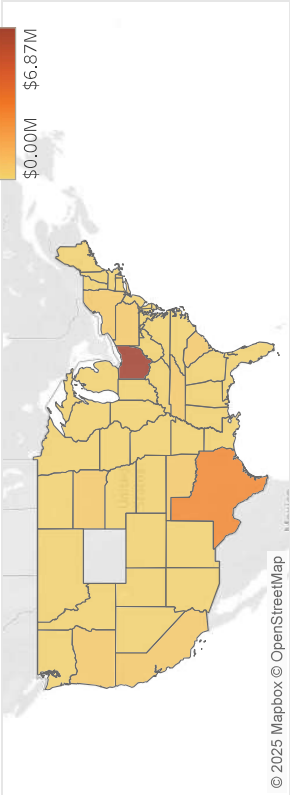
Avg Order Value
\$584.60

Total Orders
21,630

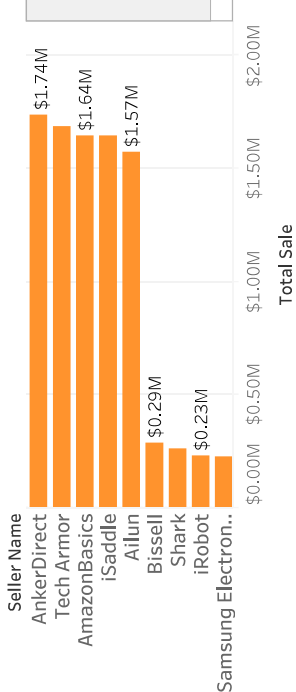
Total Revenue by products

Product Name	Quantity	Total Sale
Apple iMac Pro	126	629,999
Apple iMac 27-Inch Retina	129	232,199
Canon EOS R5 Mirrorless Camera	57	222,299
Apple iMac 24-Inch	146	189,799
Apple MacBook Pro 16-inch	75	187,499
Dell Alienware Aurora R13	71	177,499
Apple MacBook Pro 16-inch (2021)	65	162,499
Dell XPS 17 Laptop	75	157,499
Sony A7R IV Mirrorless Camera	47	155,100
Canon EOS R6 Mirrorless Camera	58	144,999
Apple MacBook Pro 14-inch	72	143,999
Sony A7S III Mirrorless Camera	38	133,000
Dell Alienware x17 Gaming Laptop	63	132,299

Total Revenue by State



Total Revenue by Top 10 Sellers



Total Revenue by Category

Category Name	Total Sale
electronics	\$11,346.71K
Sports & Outdoors	\$457.46K
Toys & Games	\$354.17K
Pet Supplies	\$262.48K
clothing	\$133.78K
home & kitchen	\$90.28K



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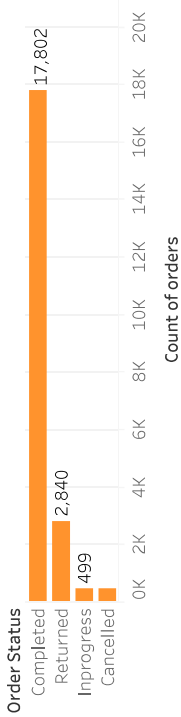
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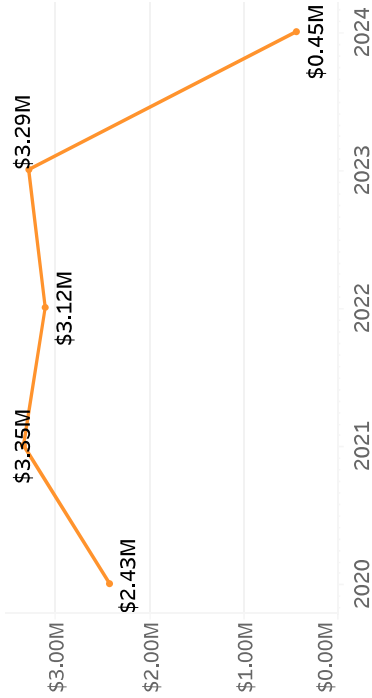
Total Orders
21,630

Profit Margin
75.36 %

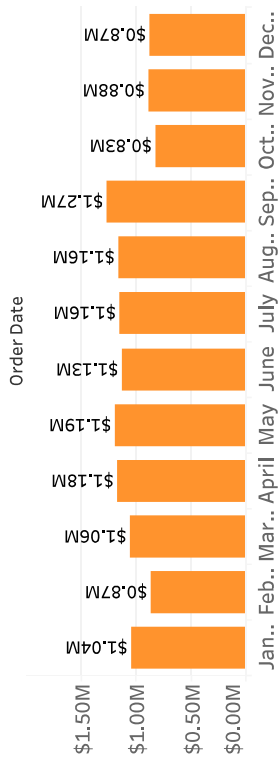
Total orders by order status



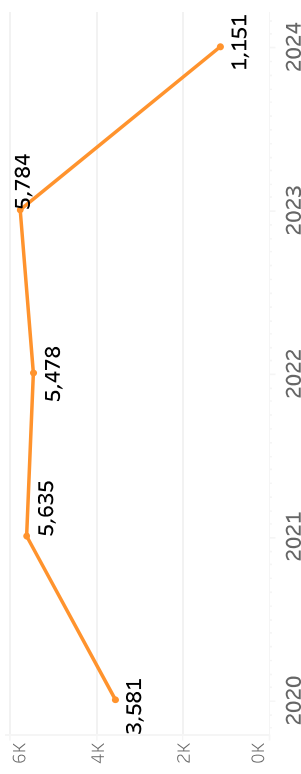
Total Sales by Year



Total Sales by Month



Total Orders by Year





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Maximum CLTV

\$89,029

Returning Customers

30

New Customers

657

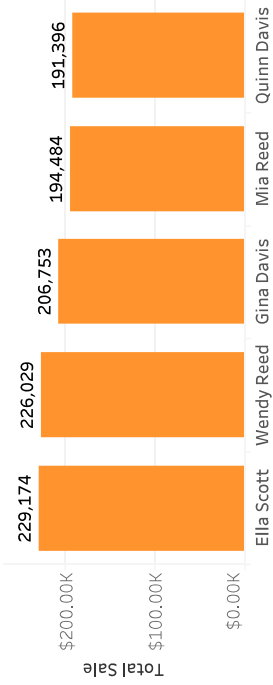
Total Customers

898

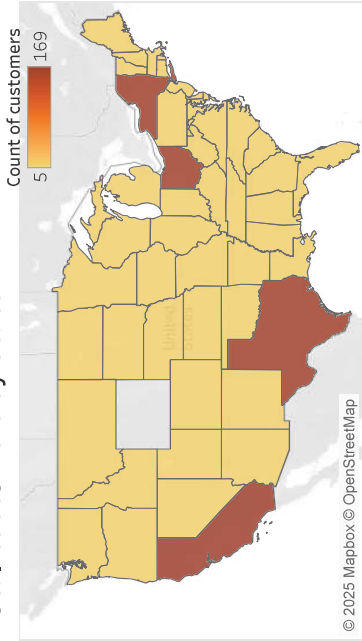
Avg Orders per Customer

31.48

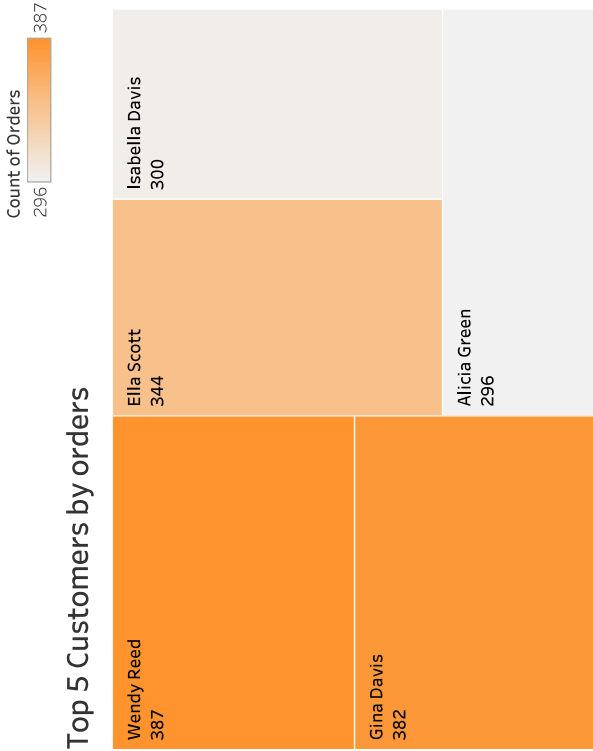
Top 5 Customers by Sales



Total Customers by State



Top 5 Customers by orders





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Total Products
765

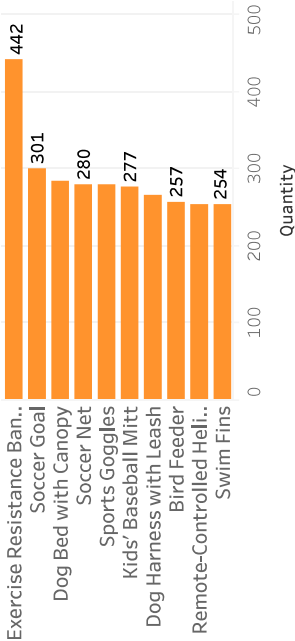
Apple iMac Pro
Best Performing Product
\$629,998.74

Avg Return Rate
13.13%

Total Units Sold
41.86K

20202021202220232024

Top 10 Products Sold in Quantities



Product Name	Total Revenue	Profit Margin
Apple iMac Pro	\$630.00K	92
Apple iMac 27-Inch Retina	\$232.20K	82
Canon EOS R5 Mirrorless Camera	\$222.30K	66
Apple iMac 24-Inch	\$189.80K	55
Apple MacBook Pro 16-inch	\$187.50K	81
Dell Alienware Aurora R13	\$177.50K	79
Apple MacBook Pro 16-inch (2021)	\$162.50K	82
Dell XPS 17 Laptop	\$157.50K	89
Sony A7R IV Mirrorless Camera	\$155.10K	64
Canon EOS R6 Mirrorless Camera	\$145.00K	93
Apple MacBook Pro 14-inch	\$144.00K	84
Sony A7S III Mirrorless Camera	\$133.00K	62
Dell Alienware x17 Gaming Laptop	\$132.30K	70
Dell G5 Gaming Desktop	\$114.00K	74
Apple iPad Air (5th Gen)	\$109.90K	78
Canon RF 70-200mm f/2.8L IS USM Lens	\$105.30K	84
Samsung Galaxy Z Fold 5	\$100.80K	55
Apple MacBook Air M2	\$100.10K	70
HP Elite Dragonfly Laptop	\$100.00K	63



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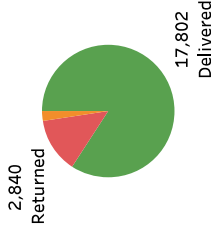
Avg Return Time
(Days)
10

Shipping Delay
(Days)
3

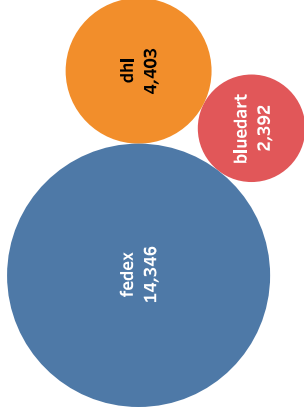
Avg Delivery Time
(Days)
3

20202021202220232024

Shipping Status Breakdown



Order distribution among Shipping providers



Product Id (Products)	Product Name	Last Stock Date
765	Golf Cart	1/1/2022
11	Apple iPad Air (5th Gen)	1/3/2022
155	Bose 700 Noise Cancelling Headphones	1/4/2022
725	Cat Playhouse	1/5/2022
764	Exercise Roller	1/6/2022
514	Serving Tray	1/7/2022
226	Bose Home Speaker 500	1/8/2022
600	Folding Chair	1/8/2022
245	Sony RX100 VII Compact Camera	1/9/2022
324	Men's Cargo Pants	1/10/2022
458	Water Filter Pitcher	1/10/2022
21	Apple MacBook Air M1	1/11/2022
272	Razer Basilisk V3 Gaming Mouse	1/11/2022
712	Kid's Swing Set	1/11/2022
178	Roku Ultra 2022	1/12/2022
457	Espresso Machine	1/12/2022
643	Sand Box	1/12/2022
628	Running Watch	1/13/2022
145	Western Digital My Book 8TB External HD	1/14/2022
627	Hiking Poles	1/15/2022
306	Canon EOS 6D Mark II Camera Kit	1/18/2022
544	Pan Protector	1/18/2022
292	Sony A9 II Mirrorless Camera	1/19/2022
674	Kids' Tent	1/20/2022
224	LG UltraGear 38GN950 Monitor	1/22/2022
430	Women's Faux Fur Coat	1/22/2022
36	Apple Watch Series 7	1/23/2022
126	LG Gram 17 Laptop	1/24/2022
713	Skateboard Deck	1/24/2022
86	Samsung 32-Inch Curved UHD Monitor	1/25/2022
537	Spice Grinder	1/25/2022



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Payment Success rate
84.61%

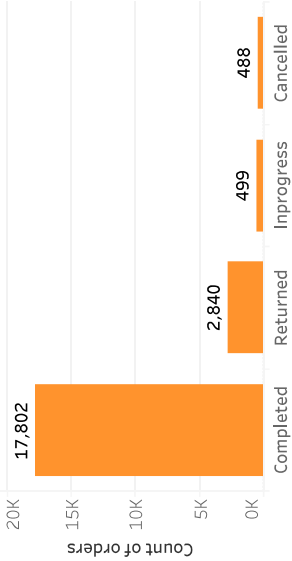
Successful Orders
82.30%

Inactive Sellers
52

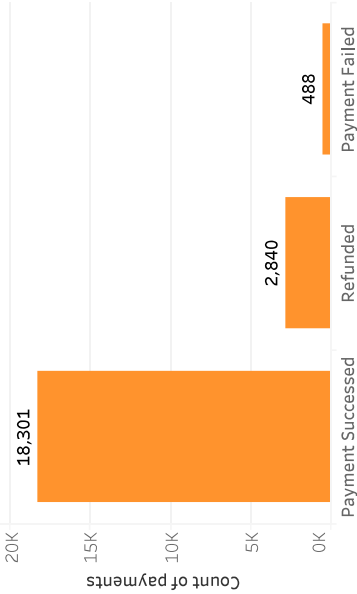
Returned Orders
2,840

2020	2021	2022	2023	2024
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Order Status Breakdown



Payment Status Overview



Cancelled Orders by month

