CATEGORY CUSTOMER ANALYSIS TOTAL REVENUE \$233.650.194.43 Revenue Per Month Revenue Per Age Revenue Per State Month of Month Age (bin) \$57.7M \$44.8M ND \$41.1M \$39.9M \$2.4M \$39.5M \$37.8M \$36.7M OR \$2.5M\$1.7M \$25.2M NE \$24.6M \$2.8M \$6.3M \$20.5M CO \$2.0M \$3.8M \$11.5M CA \$19.0M \$13.9M \$11.5M \$7.1M NM \$10.1M \$2.2M \$7.0M Nul May 2021 June 2021 March 2021 April 2021 August 2021 October 20.. ebruary 20. July 2021 \$15.5M \$3.7M 20-30 40-50 20-60 <20 © Mapbox © OSM **Quantity Discount Correlation** Revenue Percentage Per Region Revenue Per Category \$66.3M Mobiles & Tablets 9 17.60% \$15.0M Appliances \$15.0M 26.93% 0 300 Entertainment \$13.7M \$13.4M \$7.4M Others \$8.2M Qty Ordered \$4.3M Computing \$5.1M 0 200 0 0 Women's Fashion \$3.5M \$3.1M 0 00000 \$2.3M Men's Fashion \$2.5M 00 \$1.4M Superstore \$1.5M 100

38.37%

00

70

0

10

20

Discount Percent

\$23.6M

\$63.8M

Beauty & Grooming

Home & Livina

Categories

\$1.4M

\$0.8M

50M

Male Revenue

100M

\$1.3M

\$1.0M

OM

50M

Female Revenue

100M

17.10%