

Sales Performance

Revenue

\$32M

Unit Sold

5000

AOV

6,423

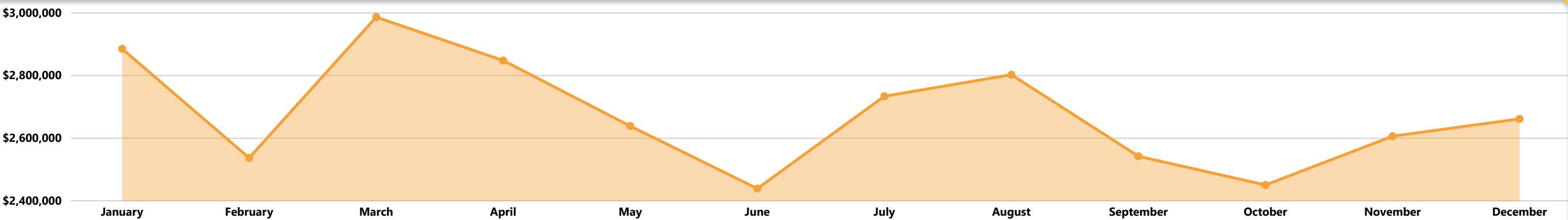
CAGR

-1.53%

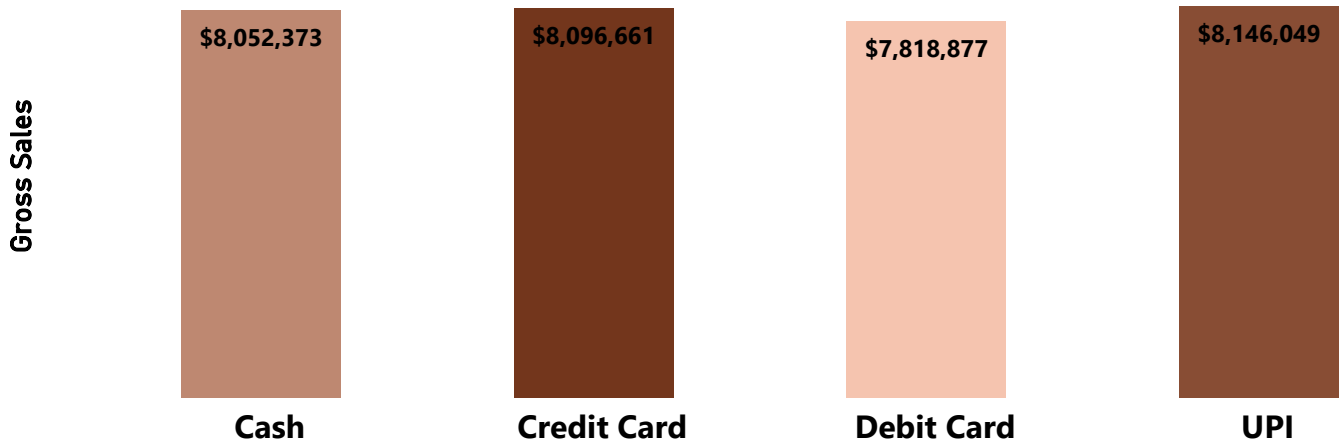
Monthly Sales

Quartely Sales

Yearly Sales



Sales by Payment Method



Sales by Day & Month

Month	Fri	Mon	Sat	Sun	Thu	Tue	Wed
January							
February							
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							

Customer Analytics Overview

Filter 0

Customers

5

RCR

0%

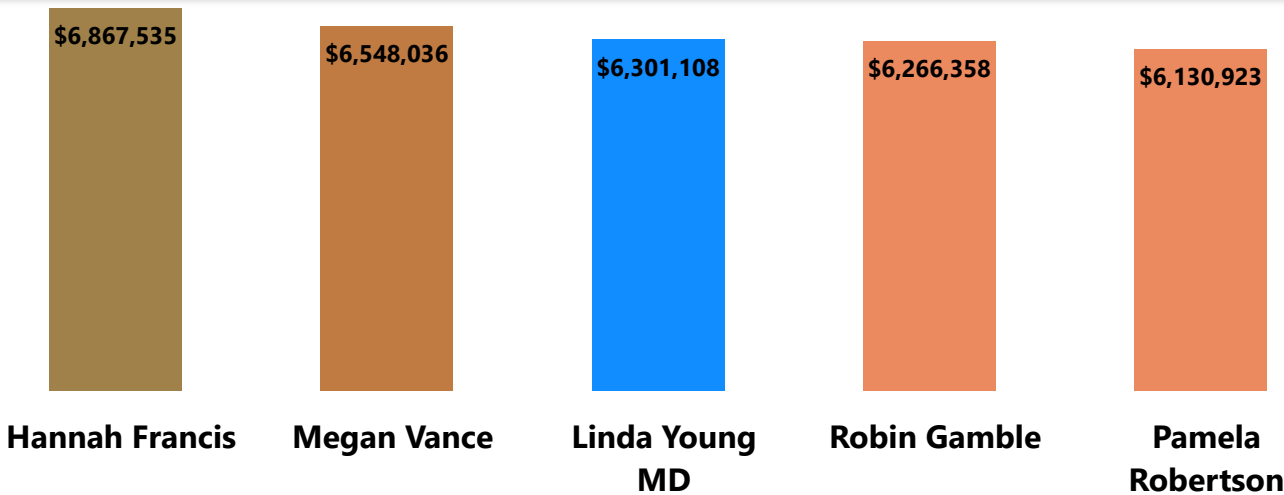
CLV

₹ 642,279.20

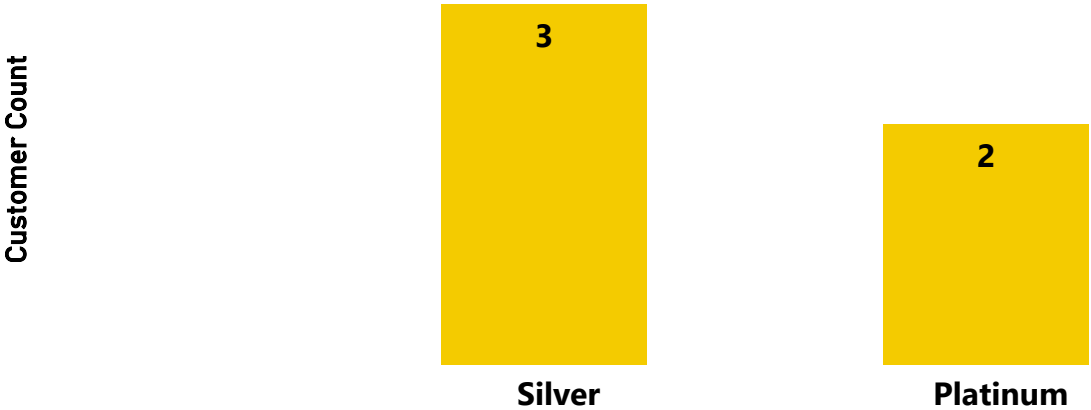
Avg Spend

₹ 6,422.79

Total Spend

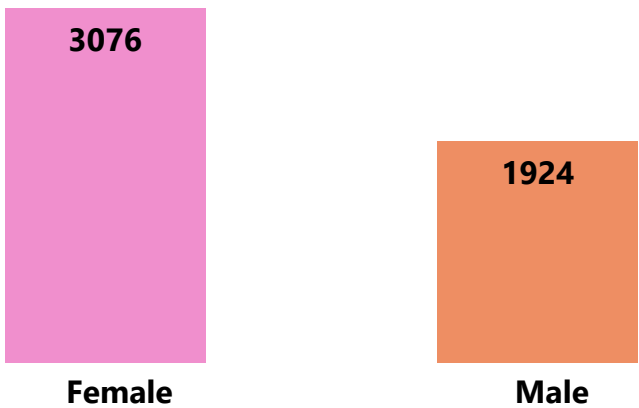


Membership Distribution

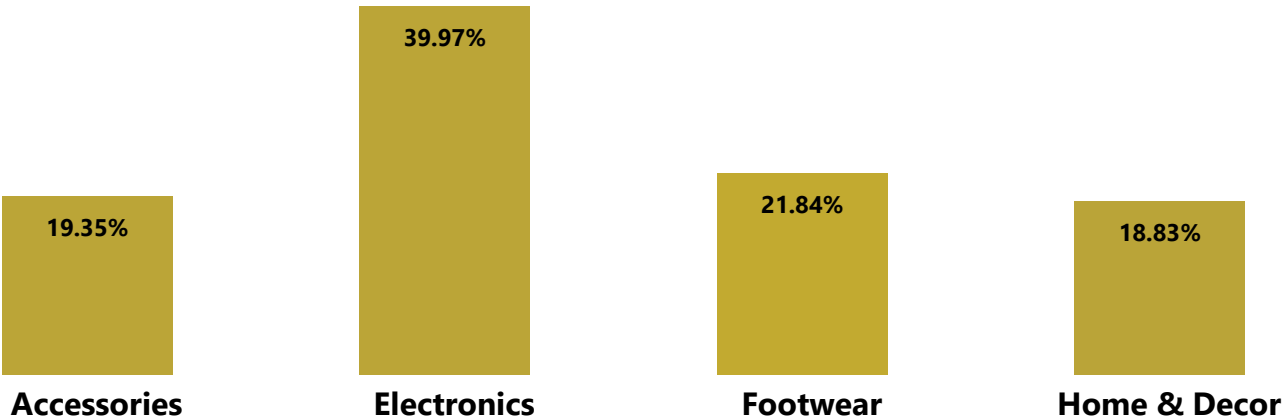


Orders by Gender

Gross Orders



Sales Contribution



Product & Inventory Overview

Products in Stock

469

Stock Reorder Alert

Sufficient

Best Selling Category

Electronics

Profit Margin

82.72%

Low Stock Products

product_name	Sum of stock_available	Sum of reorder_level
Bluetooth Speaker	48	14
Coffee Mug	21	15
Laptop Stand	192	15
Running Shoes	188	14
Total	469	68

Cost Price vs Selling Price

category	Cost Price	Selling Price
Accessories	700	999
Electronics	500	798
Footwear	900	1299
Home & Decor	100	150

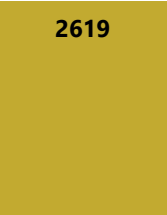
Filter by Brand

- ☐ Generic
- ☐ HP
- ☐ Nike
- ☐ Samsung
- ☐ Sony

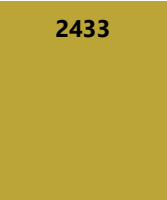
Best Selling Products



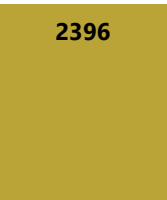
Electronics



Footwear



Accessories



Home & Decor

Sales by Category

Electronics	Footwear	Home & Decor
\$12,835,835	\$7,014,614	\$6,048,579
	Accessories	
	\$6,214,932	

Employee & Supplier Overview

Total Employees

5

Total Suppliers

5

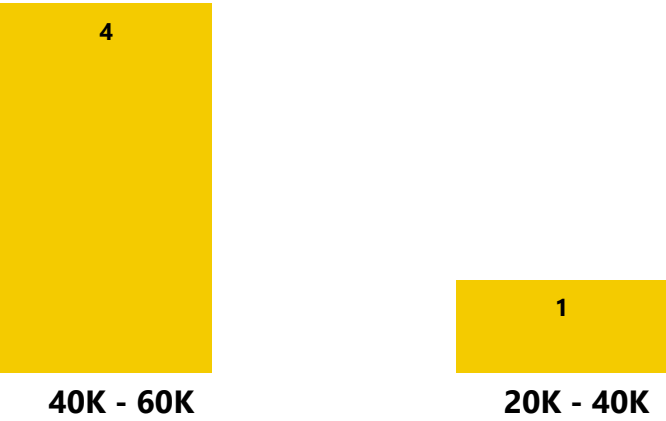
Avg Employee Salary

\$44,077.4

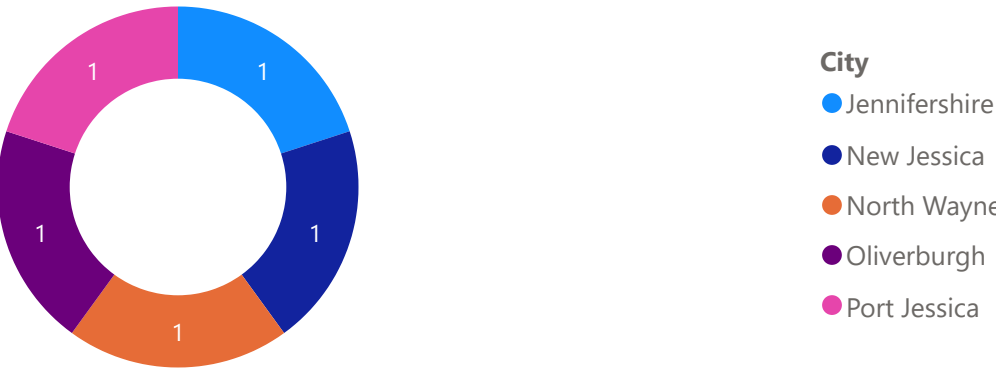
Avg Sales per Employee

6,422,792.00

Employee Salary Distribution



Supplier Count by City



Employee Details

Name	Salary	Joining Date
Courtney Wilson	43350	Monday, January 31, 2022
Daisy Sweeney	47886	Wednesday, January 31, 2024
Jamie Hernandez	58030	Tuesday, January 31, 2023
Leon Vincent	25375	Sunday, July 31, 2022
Mark Adams	45746	Monday, July 31, 2023

Filter by City

- ☐ Jennifershire
- ☐ New Jessica
- ☐ North Wayne
- ☐ Oliverburgh
- ☐ Port Jessica

Filter by Role

- ☐ Cashier
- ☐ Sales Associate
- ☐ Store Manager

Returns & Refunds Overview

Total Refund Amount

\$1,240,633

Return Rate

10%

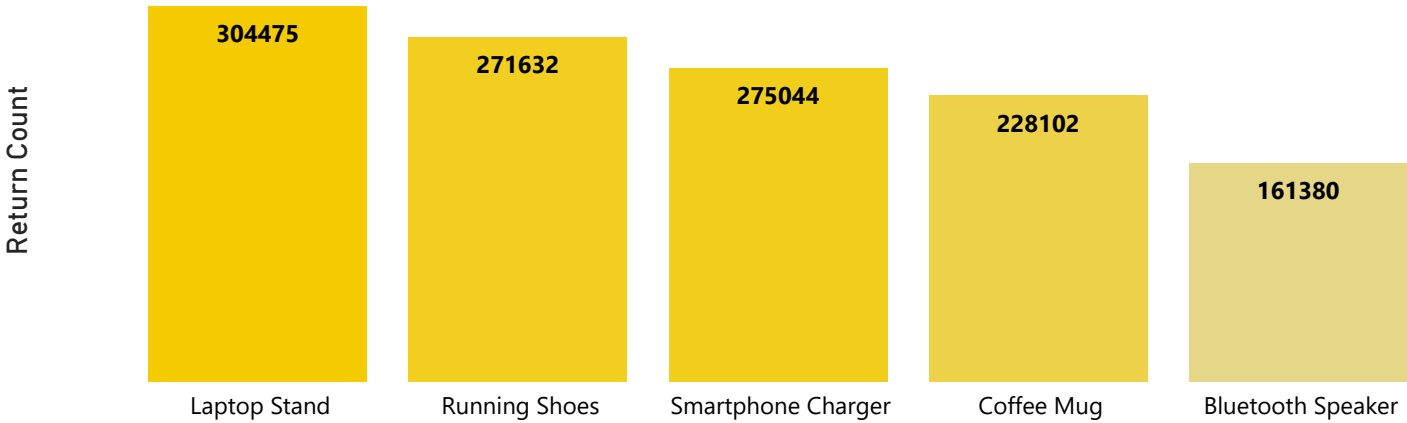
Most Returned Product

Laptop Stand - 122

Refund Impact on Sales

3.86%

Returns by Product



Refunds by Payment Method



Employee Return Reasons & Refund Details

Product Name	Refund Amount	Return Reason	Return Orders Count
Bluetooth Speaker	66463	Damaged	26
Bluetooth Speaker	82793	Defective	34
Bluetooth Speaker	86576	Not as Expected	35
Bluetooth Speaker	78477	Wrong Size	26
Coffee Mug	50816	Damaged	25

Filter by City

- ☐ Jennifershire
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- ☐ Oliverburgh
- ☐ Port Jessica

Filter by Brand

- ☐ Generic
- ☐ HP
- ☐ Nike
- ☐ Samsung
- ☐ Sony