ECOMMERCE SALES DASHBOARD| YTD SALES ANALYSIS

Sales
$14.11M
▲ **5.04% vs PY**

$0.87M

Profit
$1.30M
▼ **-0.46% vs PY**

$0.09M

Order Quantity
#157,978
▲ **15.02% vs PY**

#8.01K

Market Share by Sales

Pacific Asia 8.32%
USCA 0.21%
Africa 2.25%
Europe 43.37%
LATAM 45.86%

YTD Sales $14.11M

Category wise YTD vs PYTD

Category	Sales	Change
Cardio Equipment	$2.34M	▼ -4.05%
Fishing	$1.90M	▼ -24.98%
Camping & Hiking	$1.66M	▲ 12.55%
Water Sports	$1.34M	▲ 21.10%
Cleats	$1.20M	▼ -26.34%
Women's Apparel	$0.86M	▼ -24.51%
Men's Footwear	$0.80M	▼ -25.18%
Indoor/Outdoor Ga..	$0.78M	▼ -26.21%
Computers	$0.66M	No Sales in PY
Shop By Sport	$0.37M	▼ -20.70%

Sales margin
- 🟩 Greater than PY
- 🟥 Less than PY
- 🟦 No Sales in PY

Market wise Customer Acquisition per month

- 🟦 Africa
- 🟧 Europe
- 🟥 LATAM
- 🟩 Pacific Asia
- 🟩 USCA

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec