

Total Sales

\$226.24K

Sales LY

\$165.80K

Change %

36.45%

Total Cost

\$177.84K

Cost LY

\$132.73K

Change %

33.99%

Total Profit

\$48.40K

Profit LY

\$33.07K

Change %

46.34%

Total Profit %

27.21%

Profit % LY

24.92%

Change %

9.21%



Total Sales By Product Class

Product Class	Total Sales	TS - Diff
Deluxe	\$13,526.50	
Elite	\$74,508.00	155.86%
Premium	\$98,094.50	-12.85%
Standard	\$40,108.25	66.34%
Total	\$2,26,237.25	36.45%

Total Sales By Geographic Region

Geographic Region	Total Sales	TS - Diff
America	\$77,718.75	39.96%
Asia	\$24,713.00	-58.29%
Europe	\$88,029.25	225.34%
Oceania	\$35,776.25	49.32%
Total	\$2,26,237.25	36.45%

1643

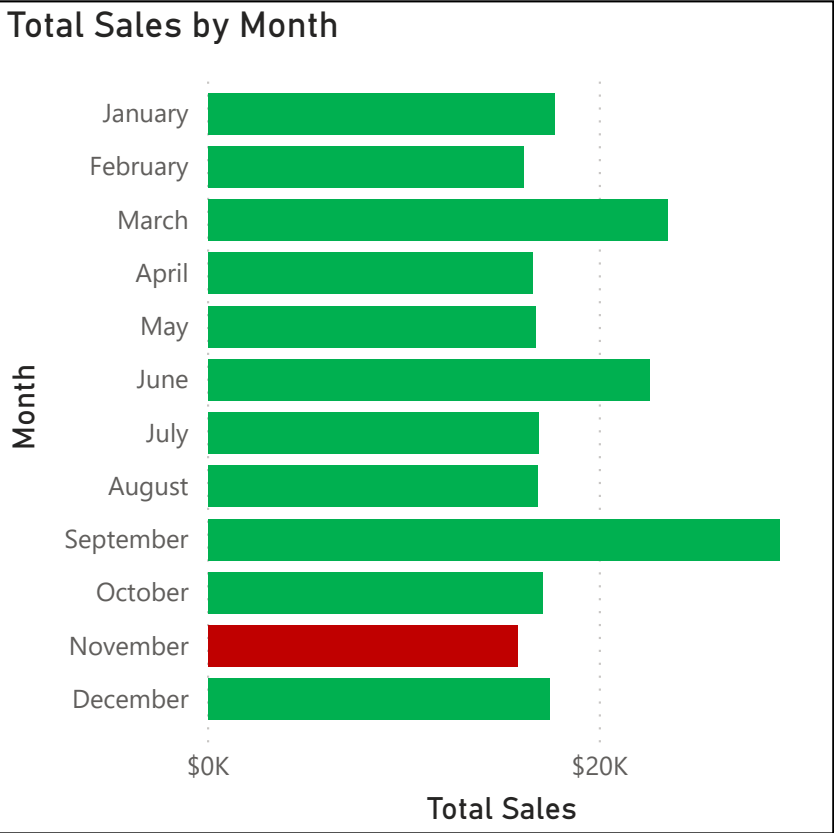
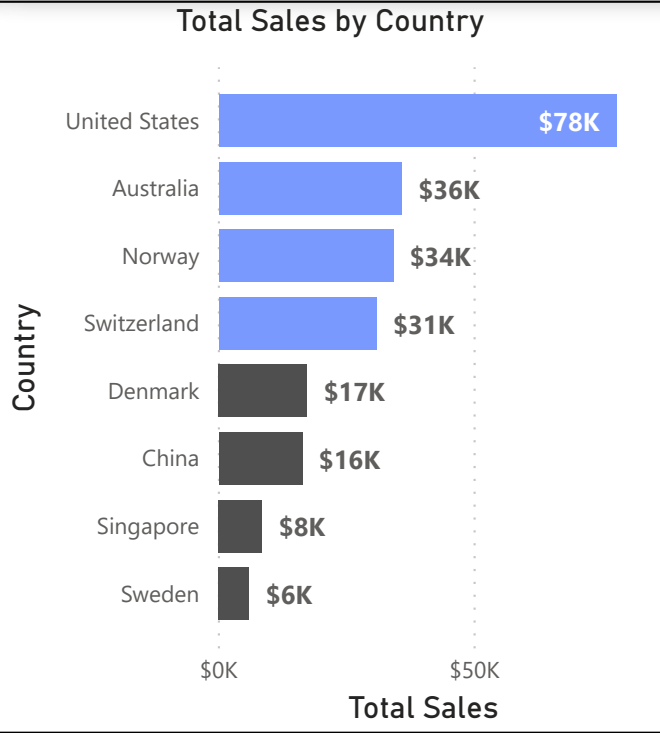
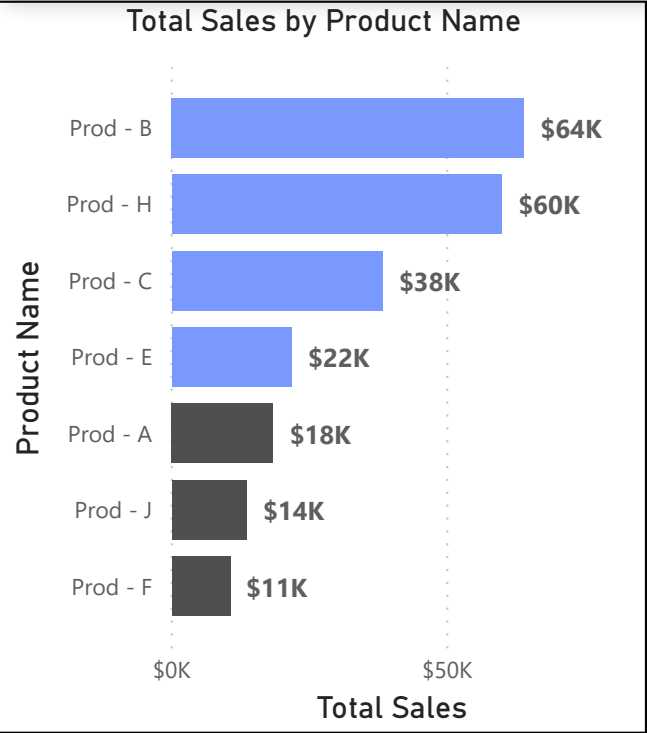
Total Coustomers

New Customers

1156

New Customers

487



Based on Discount Type

Discount Type	Total Sales
Clearance Sale	\$69,450.00
Coupons Sale	\$24,900.75
Flash Sale	\$27,566.25
No Discount	\$97,830.00
Total	\$2,26,237.25

Based on Brand Name

Brand Name	Total Sales
Brand C	\$98,094.50
Brand B	\$88,034.50
Brand A	\$40,108.25
Total	\$2,26,237.25

TopN

☐ 3

☒ 4

☐ 5

☐ 6

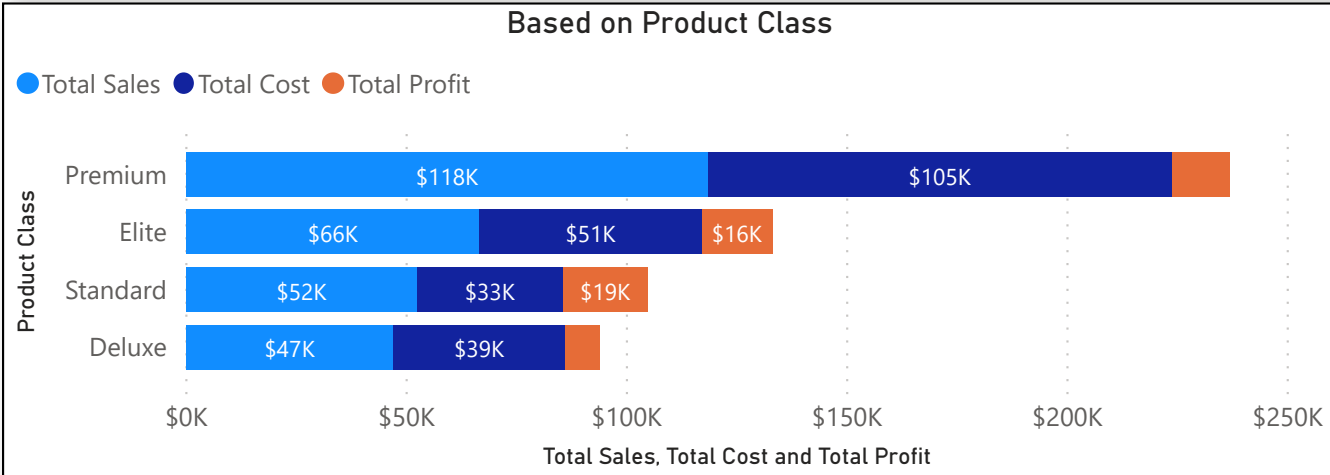
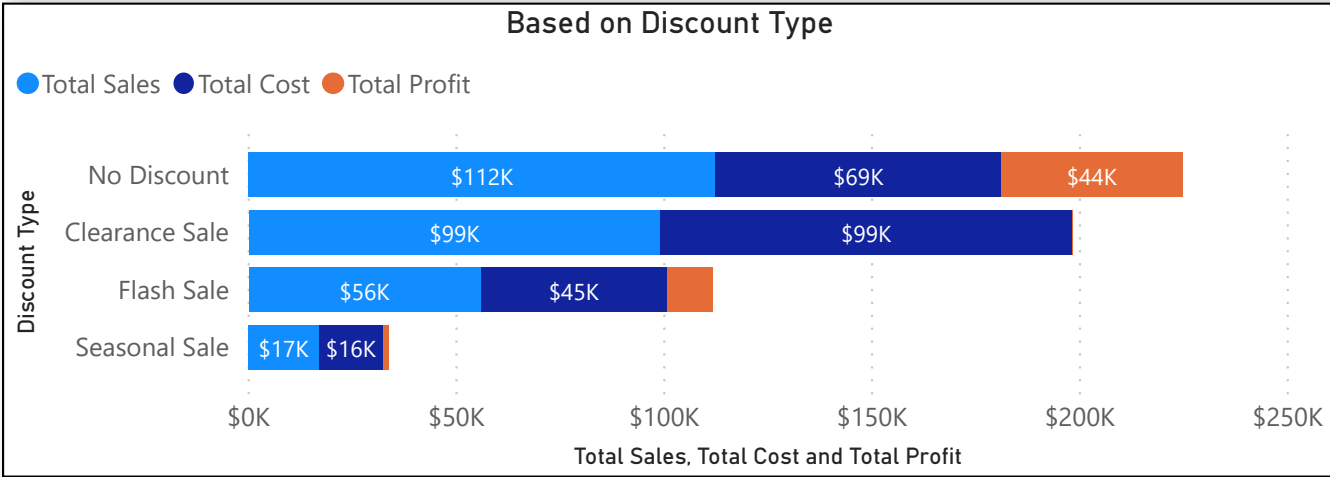
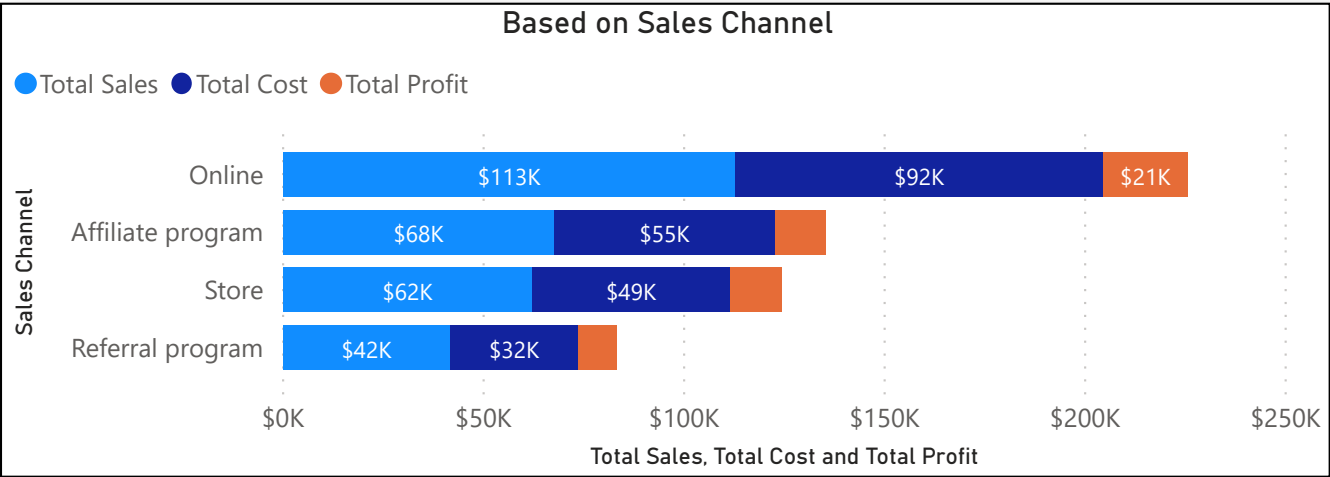
Year

☐ 2017

☒ 2018

☐ 2019

☐ 2020



Based on product Category

Products Category	Total Sales	Total Profit	Total Profit %
Baseball Shoes	\$18,575.25	\$7,595.25	69.17%
Formal Shoes	\$58,711.50	\$14,511.50	32.83%
Gym Shoes	\$37,089.00	\$10,189.00	37.88%
Hiking Shoes	\$4,320.00	\$1,920.00	80.00%
Indoor Shoes	\$42,055.75	(\$1,144.25)	-2.65%
Jogging shoes	\$22,700.50	\$7,670.50	51.03%
Soccer Shoes	\$25,036.00	\$1,916.00	8.29%
Sports Shoes	\$75,654.75	\$13,284.75	21.30%
Total	\$2,84,142.75	\$55,942.75	24.51%

Based on product Category

Products Category	Quantity
Baseball Shoes	1222
Formal Shoes	1986
Gym Shoes	1435
Hiking Shoes	407
Indoor Shoes	1396
Jogging shoes	1344
Soccer Shoes	1146
Sports Shoes	2901
Total	11837

Based on Discount Type

Product Class	Clearance Sale	Flash Sale	No Discount	Seasonal Sale	Total
Deluxe	\$17,652.00	\$9,562.50	\$16,540.00	\$3,198.00	\$46,952.50
Baseball Shoes	\$2,496.00	\$780.00	\$2,600.00	\$591.50	\$6,467.50
Prod - J	\$2,496.00	\$780.00	\$2,600.00	\$591.50	\$6,467.50
Formal Shoes	\$5,712.00	\$3,465.00	\$5,180.00	\$1,092.00	\$15,449.00
Prod - O	\$5,712.00	\$3,465.00	\$5,180.00	\$1,092.00	\$15,449.00
Soccer Shoes	\$9,444.00	\$5,317.50	\$8,760.00	\$1,514.50	\$25,036.00
Prod - P	\$5,670.00	\$3,150.00	\$5,700.00	\$1,072.50	\$15,592.50
Prod - T	\$3,774.00	\$2,167.50	\$3,060.00	\$442.00	\$9,443.50
Elite	\$23,982.00	\$12,217.50	\$26,200.00	\$4,095.00	\$66,494.50
Formal Shoes	\$15,150.00	\$7,687.50	\$17,500.00	\$2,925.00	\$43,262.50
Prod - Q	\$15,150.00	\$7,687.50	\$17,500.00	\$2,925.00	\$43,262.50
Sports Shoes	\$8,832.00	\$4,530.00	\$8,700.00	\$1,170.00	\$23,232.00
Total	\$99,078.00	\$55,818.75	\$1,12,385.00	\$16,861.00	\$2,84,142.75

Geographic Region

Africa	America	Asia	Europe	Oceania
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Year

2017	2018	2019	2020
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Sales Count

2.28K

Rating Count

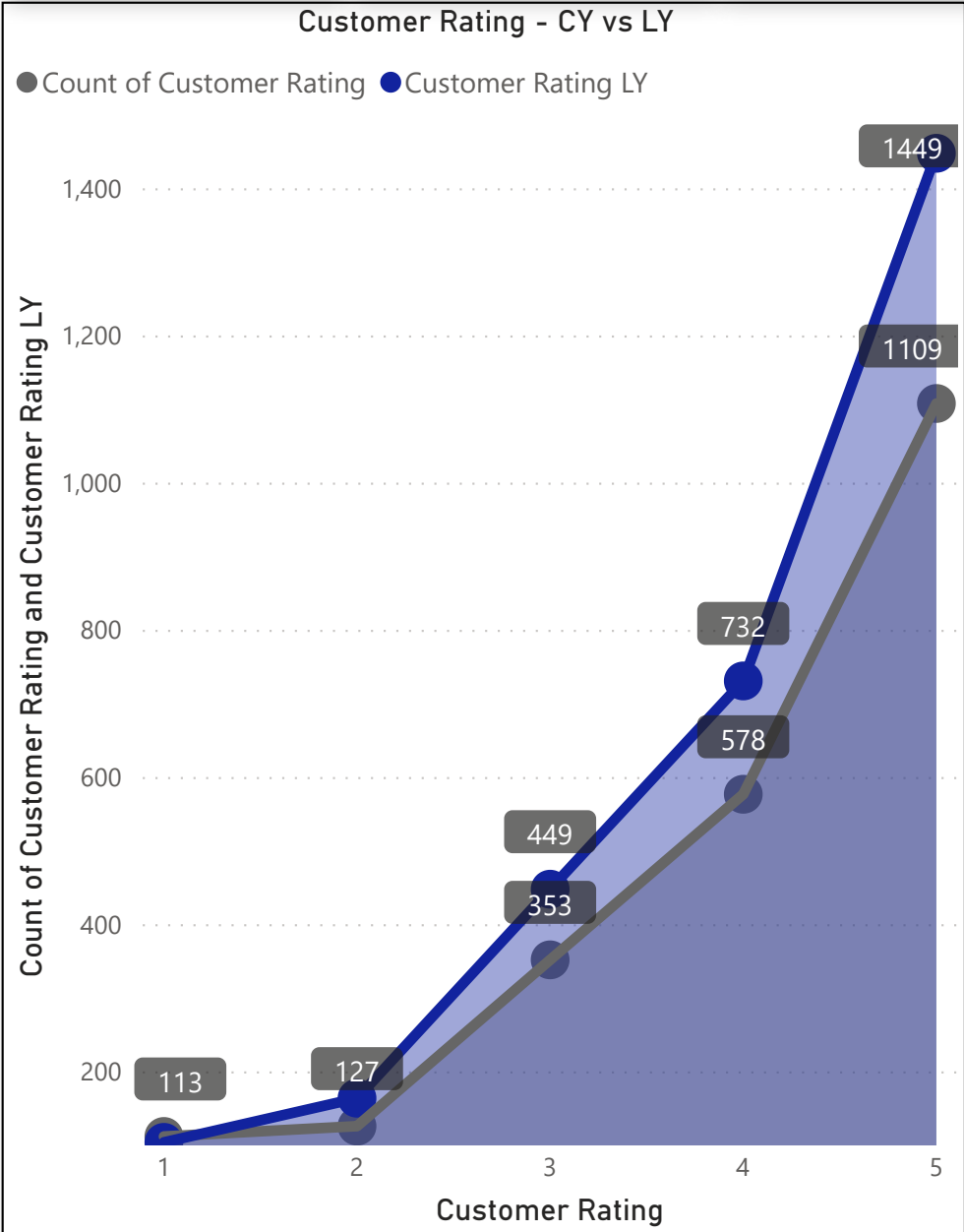
2.28K

Count of rating

2900

YoY % Diff

-21.38%



Based on Customer Rating						
Complaints Reason	1	2	3	4	5	Total
Customer Care Issue	4	13				17
Delivery Issue	36	30				66
Got a Better Offer	8	7				15
No Complaints			353	578	1109	2040
Packaging Issue	31	35				66
Products Damaged	18	25				43
Quality Issue	16	17				33
Total	113	127	353	578	1109	2280

Customer Rating based on Products						
Product Name	1	2	3	4	5	Total
Prod - A	9	7	25	36	87	164
Prod - B	2	1	16	13	37	69
Prod - C	9	21	37	68	134	269
Prod - E	2	9	12	18	39	80
Prod - F	1	7	12	19	28	67
Prod - G	14	6	29	40	99	188
Prod - H	18	12	41	76	123	270
Prod - I	5	13	28	47	81	174
Prod - J	7	6	11	16	27	67
Prod - L	3	4	9	21	43	80
Prod - O	6	6	19	43	76	150
Prod - P	8	6	25	27	74	140
Prod - Q	14	9	35	67	105	230
Prod - R	10	11	24	53	80	178
Prod - S	4	6	15	16	37	78
Prod - T	1	3	15	18	39	76
Total	113	127	353	578	1109	2280

Customer Rating based on Product class						
Product Class	1	2	3	4	5	Total
Deluxe	22	21	70	104	216	433
Elite	17	17	63	99	170	366
Premium	45	45	122	200	393	805
Standard	29	44	98	175	330	676
Total	113	127	353	578	1109	2280

Customer Rating based on Country						
Country	1	2	3	4	5	Total
Australia	3	2	13	20	32	70
China	15	14	35	62	119	245
Denmark	18	23	61	82	133	317
France	6	5	25	50	94	180
Germany	8	6	5	24	37	80
Hong Kong		2	9	18	26	55
Netherlands	26	31	88	129	297	571
Total	113	127	353	578	1109	2280

Customer Rating based on Geographic						
Geographic Region	1	2	3	4	5	Total
America	15	14	47	58	128	262
Asia	20	27	72	115	239	473
Europe	75	84	221	385	710	1475
Oceania	3	2	13	20	32	70
Total	113	127	353	578	1109	2280

Year

2017

2018

2019

2020