

Account Performance Summary (Product X Channel)

channel_type

region

account_name

most_recent_order_date

Total Completed Revenue
194,105

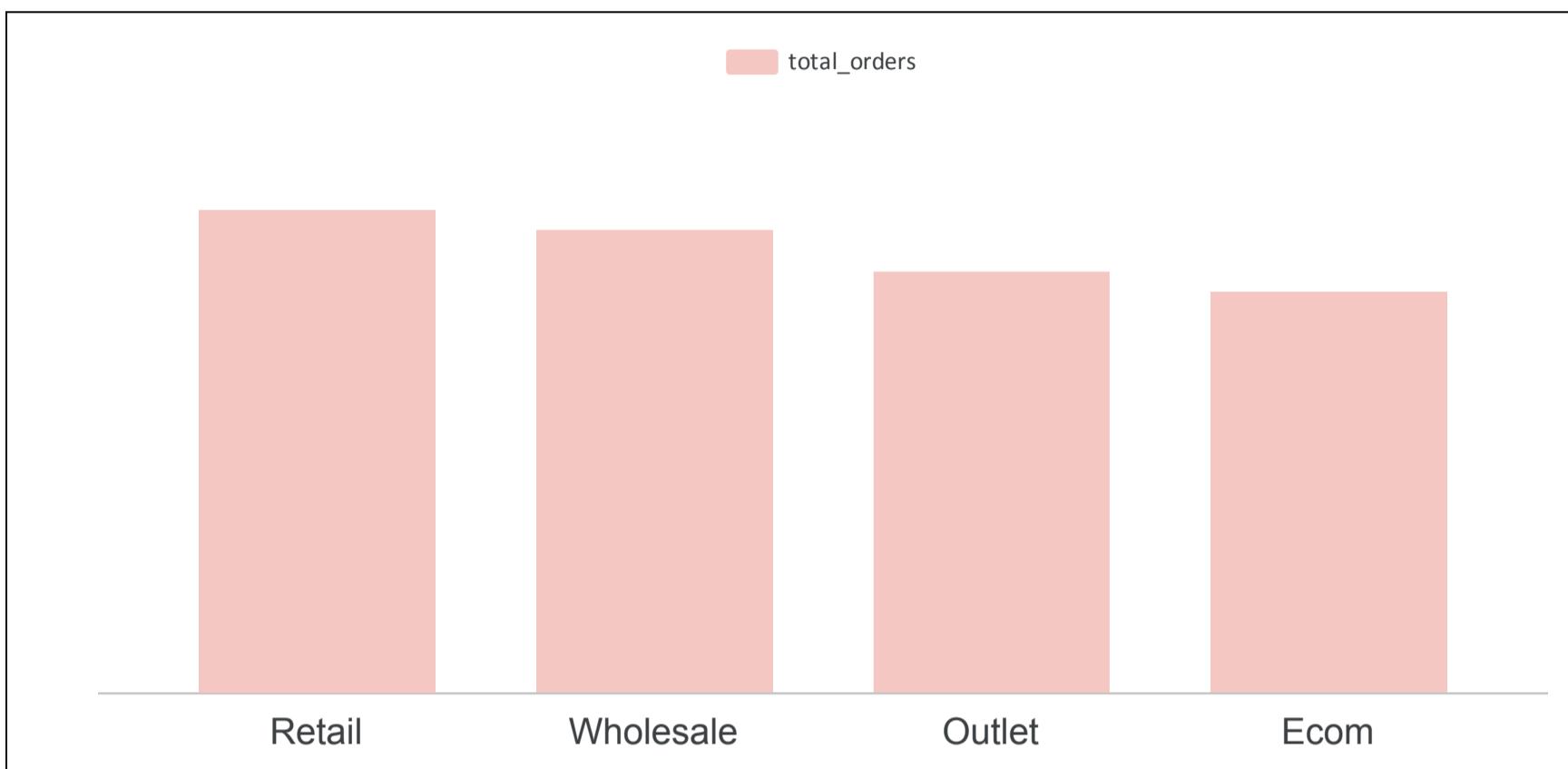
total_orders
600

cancelled_orders
204

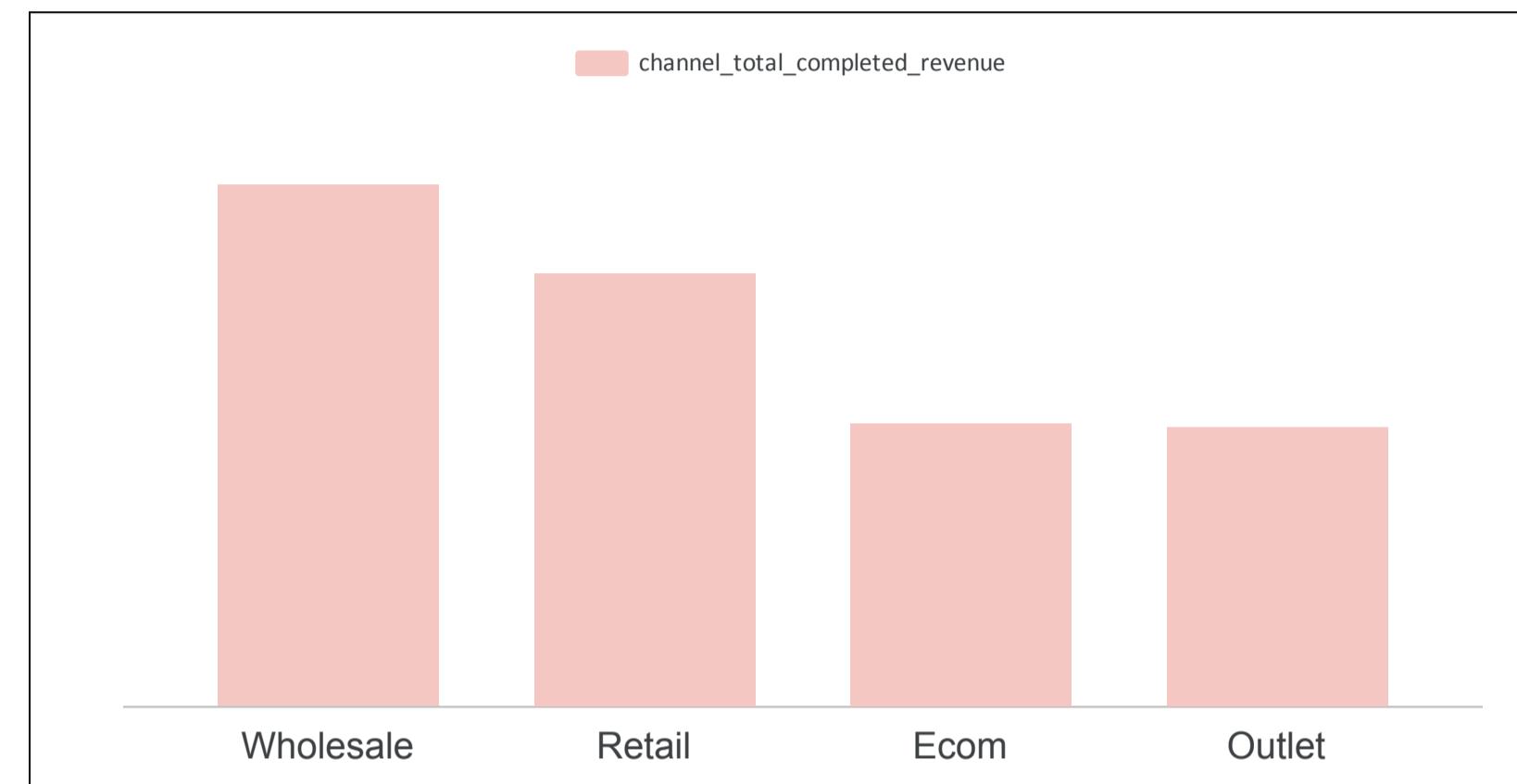
Avg Order Value (Channel)
399,909

Account Contribution to Channel
4

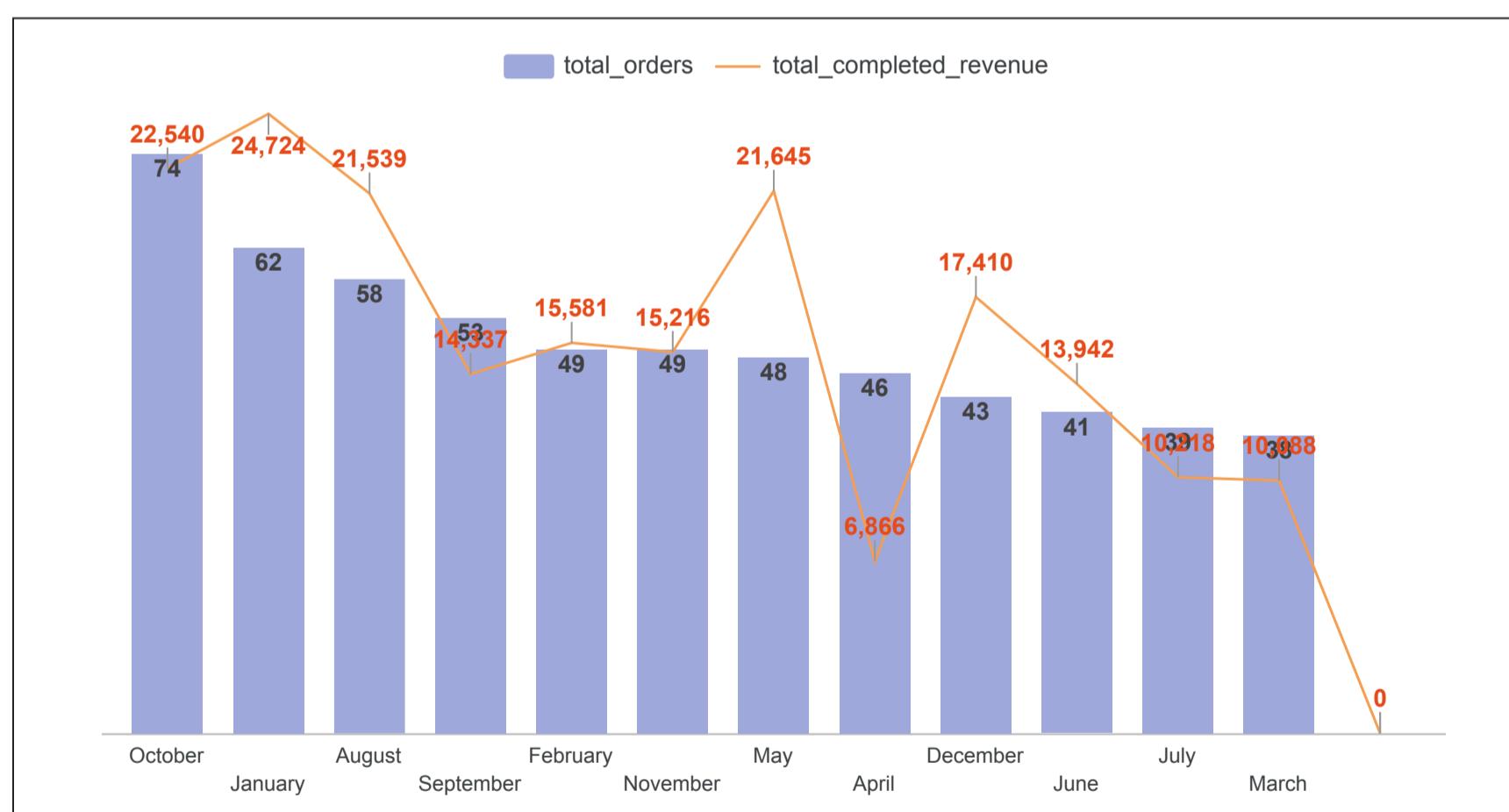
Orders By Channel



Revenue by Channel



Orders & Revenue Trend



Categories Purchased By Account



Partner Performance Details

account_id	account_name	channel_type	total_orders	cancelled_orders	total_completed_revenue	num_categories_purchas...	pct_of_channel_rev...	channel_pct_of_total_rev...	channel_total_completed_reve...	
1.	A0101	ApparelPartner_101	Outlet	5	0	5.1K	3	0.1	0.6	124K
2.	A0045	ApparelPartner_45	Outlet	5	1	4.5K	3	0.1	0.6	124K
3.	A0008	ApparelPartner_8	Ecom	8	3	4.1K	4	0.1	0.9	171.3K
4.	A0080	ApparelPartner_80	Ecom	7	1	4K	4	0.1	0.9	171.3K
5.	A0142	ApparelPartner_142	Ecom	5	0	3.9K	2	0.1	0.4	85.6K
6.	A0115	ApparelPartner_115	Retail	5	0	4.2K	4	0.1	1	193.9K
7.	A0132	ApparelPartner_132	Wholesale	6	1	5.2K	3	0.1	1	184.4K
8.	A0049	ApparelPartner_49	Outlet	7	3	3.4K	4	0.1	0.9	165.4K
9.	A0010	ApparelPartner_10	Retail	3	0	3.9K	3	0.1	0.7	145.4K
10.	A0100	ApparelPartner_100	Ecom	6	2	2.2K	4	0.1	0.9	171.3K

Product Category Performance

product_category ▾

channel_type ▾

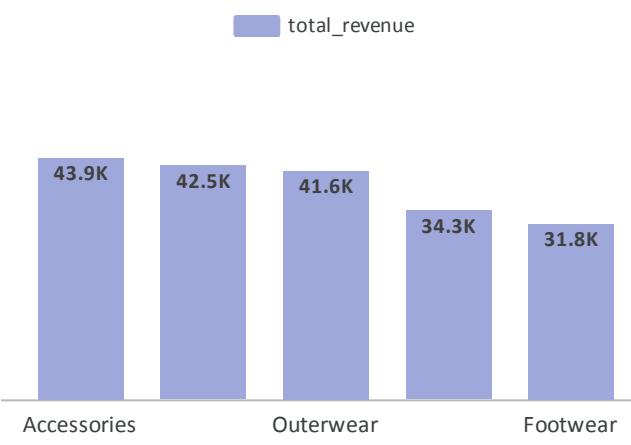
Total Revenue
194,105

Total Orders
204

Avg Price
4,745

Revenue Contribution %
100

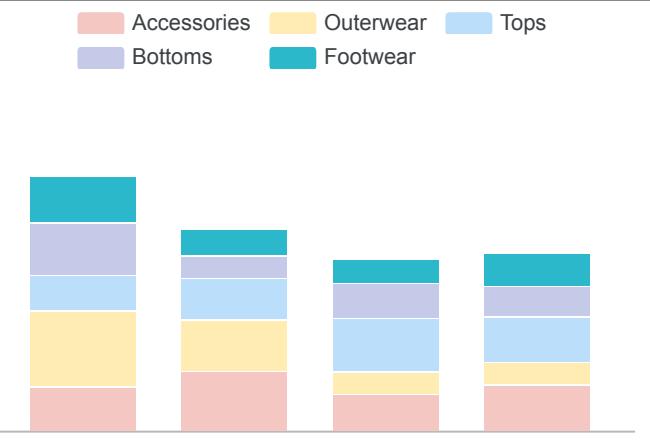
Category Revenue



Category × Channel Performance

product_category	channel_type / pct_of_channel_revenue					Grand total
	Wholesale	Retail	Outlet	Ecom		
Tops	14.1	20.5	31.1	25.7	91.5	
Outerwear	29.8	25.7	13.1	12.6	81.1	
Footwear	18.4	13.3	14.4	19	65.1	
Bottoms	20.8	11.4	20.7	17.4	70.3	
Accessories	16.9	29.1	20.7	25.3	92	
Grand total	100	100	100	100	400	

Channel Performance Breakdown



Category Performance Details

product_category	total_revenue	total_orders	avg_price	pct_revenue_contribution
1.. Accessories	43,875.81	46	953.82	22.6
2.. Tops	42,505.03	42	1,012.02	21.9
3.. Outerwear	41,562.32	43	966.57	21.41
4.. Bottoms	34,327.78	38	903.36	17.69
5.. Footwear	31,834.26	35	909.55	16.4

Apparel Order Health & Seasonal Analysis

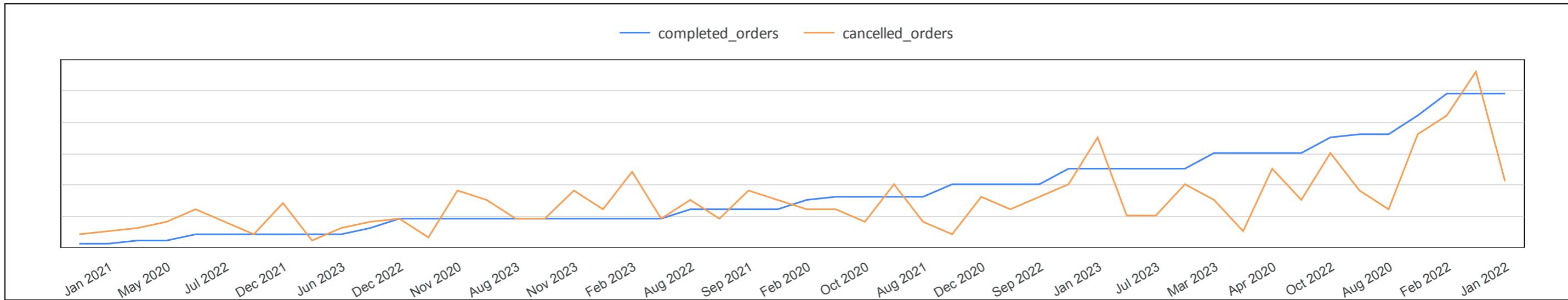
completed_orders
874

cancelled_orders
738

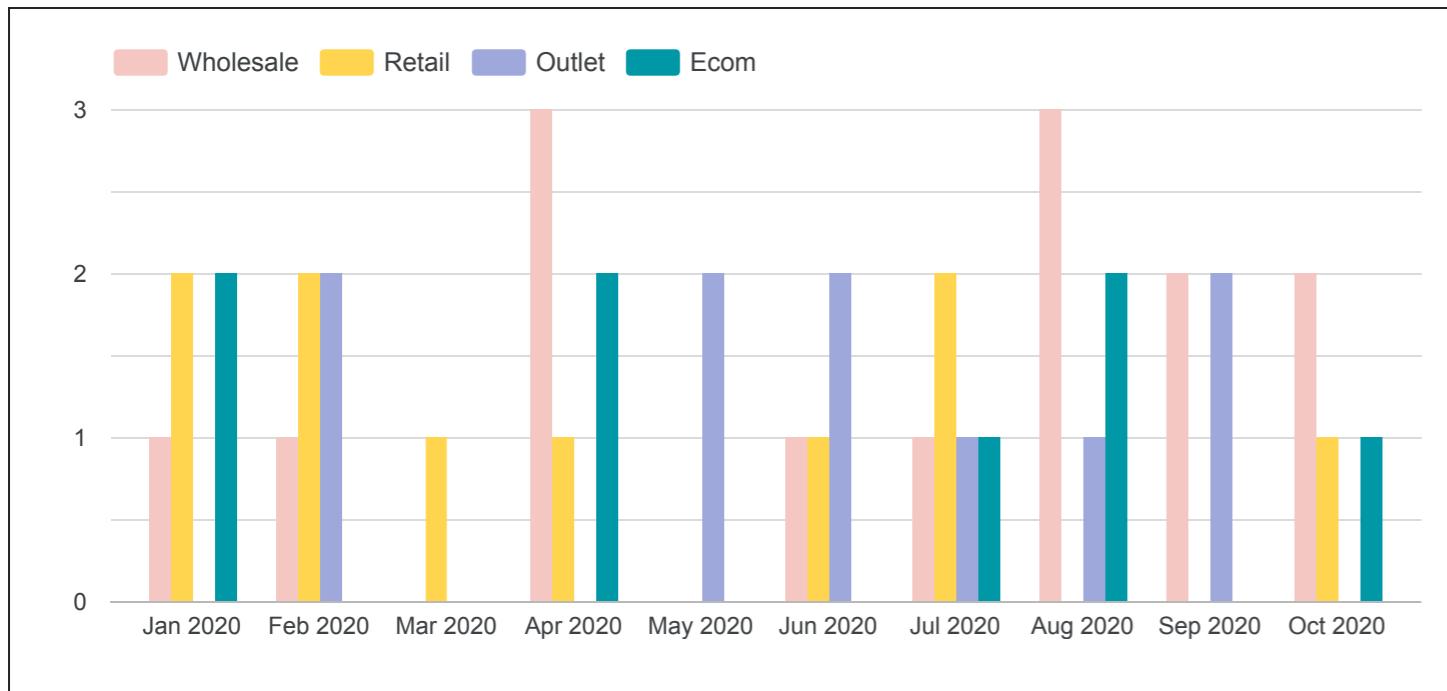
cancel_rate
82.36

active_partners
203

Completed vs Cancelled Orders Over Time



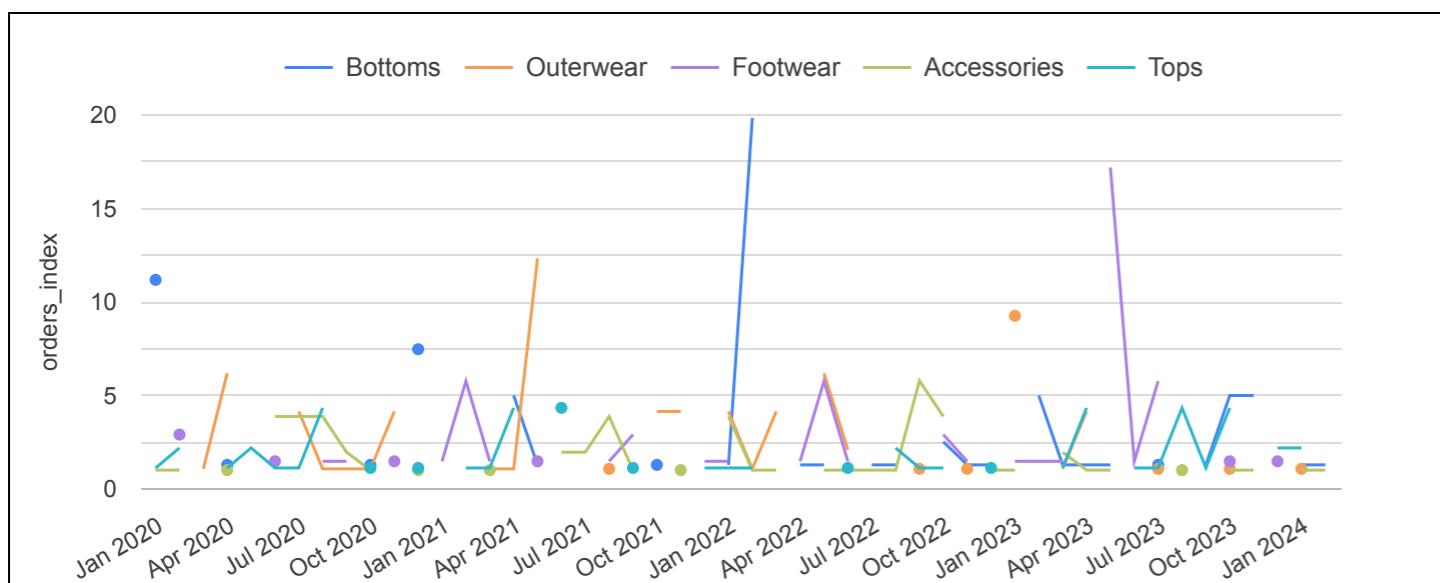
Monthly Orders by Channel



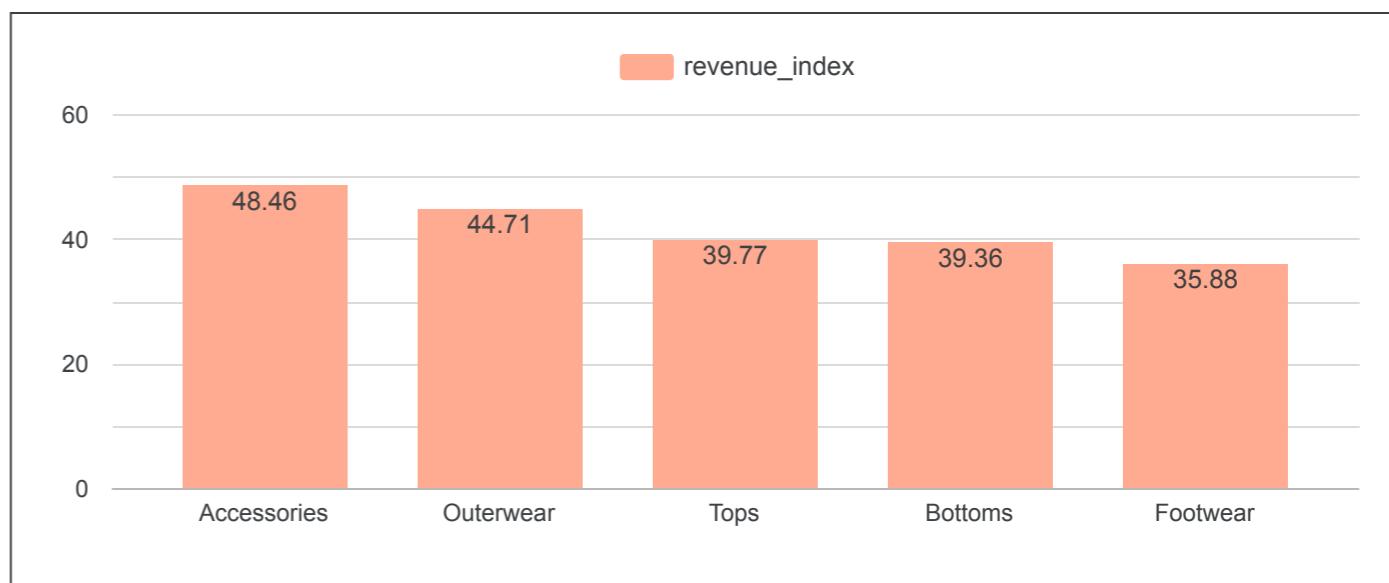
Revenue Per Active Partner

product_category	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Grand t...
Accessories	1,164.55	911.9	-	745.73		38,897.67
Tops	870.47	1,197.09	-	505.59	1,106.3	38,870.43
Outerwear	-	-	-	717.1	581.83	38,147.96
Bottoms	1,728.57	-	-	-	1,248.42	32,927.01
Footwear	-	205.66	-	-	-	28,666.77
Grand total	3,763.59	2,314.65	717.1	3,081.57	1,106.3	177,509.83

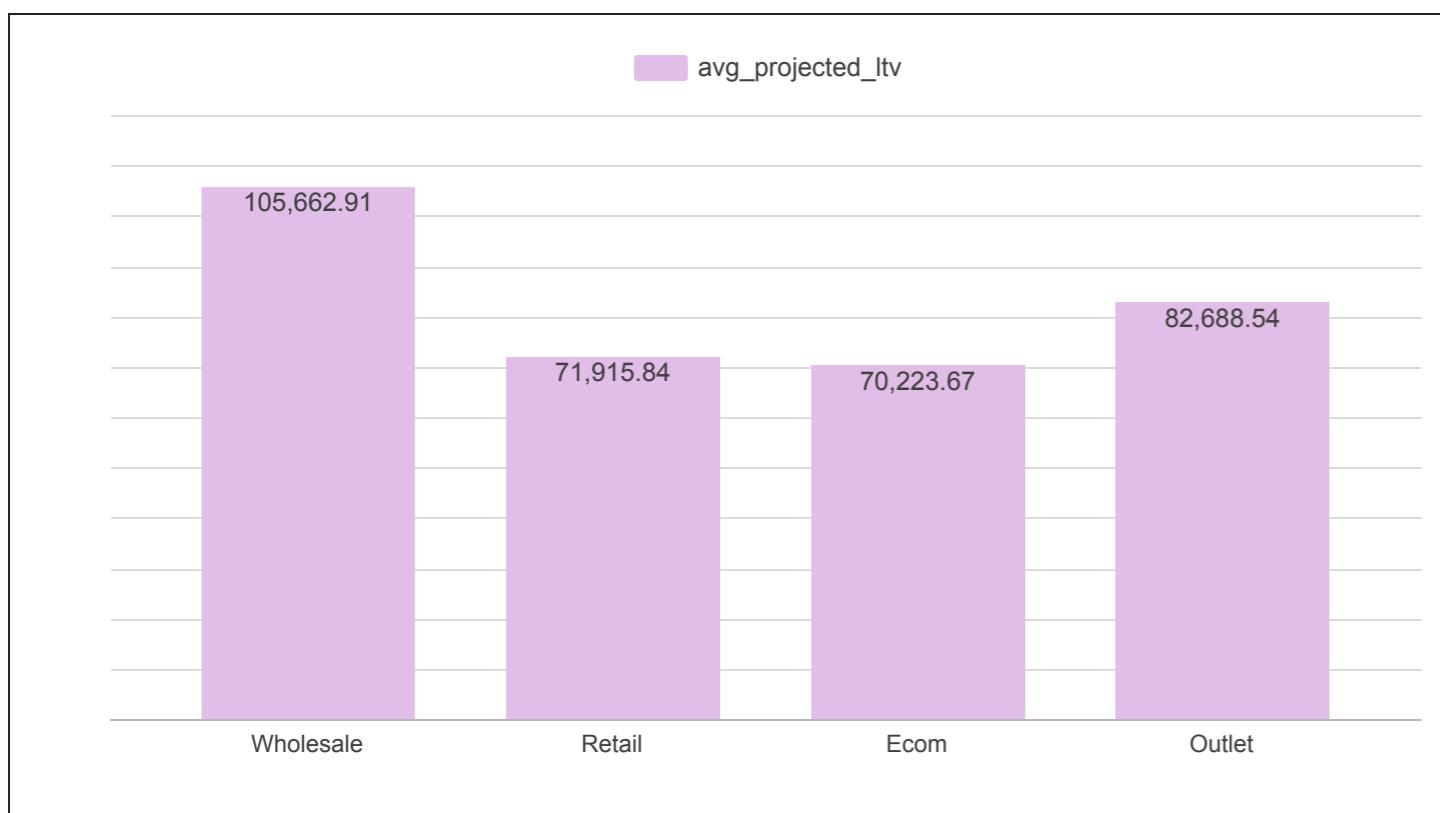
Seasonal Order Index (per Category)



Revenue Index by Product Category



LTV by Channel



Monthly Revenue / Partner by Channel

