

Account Performance Summary (Product X Channel)

channel_type

▼

region

▼

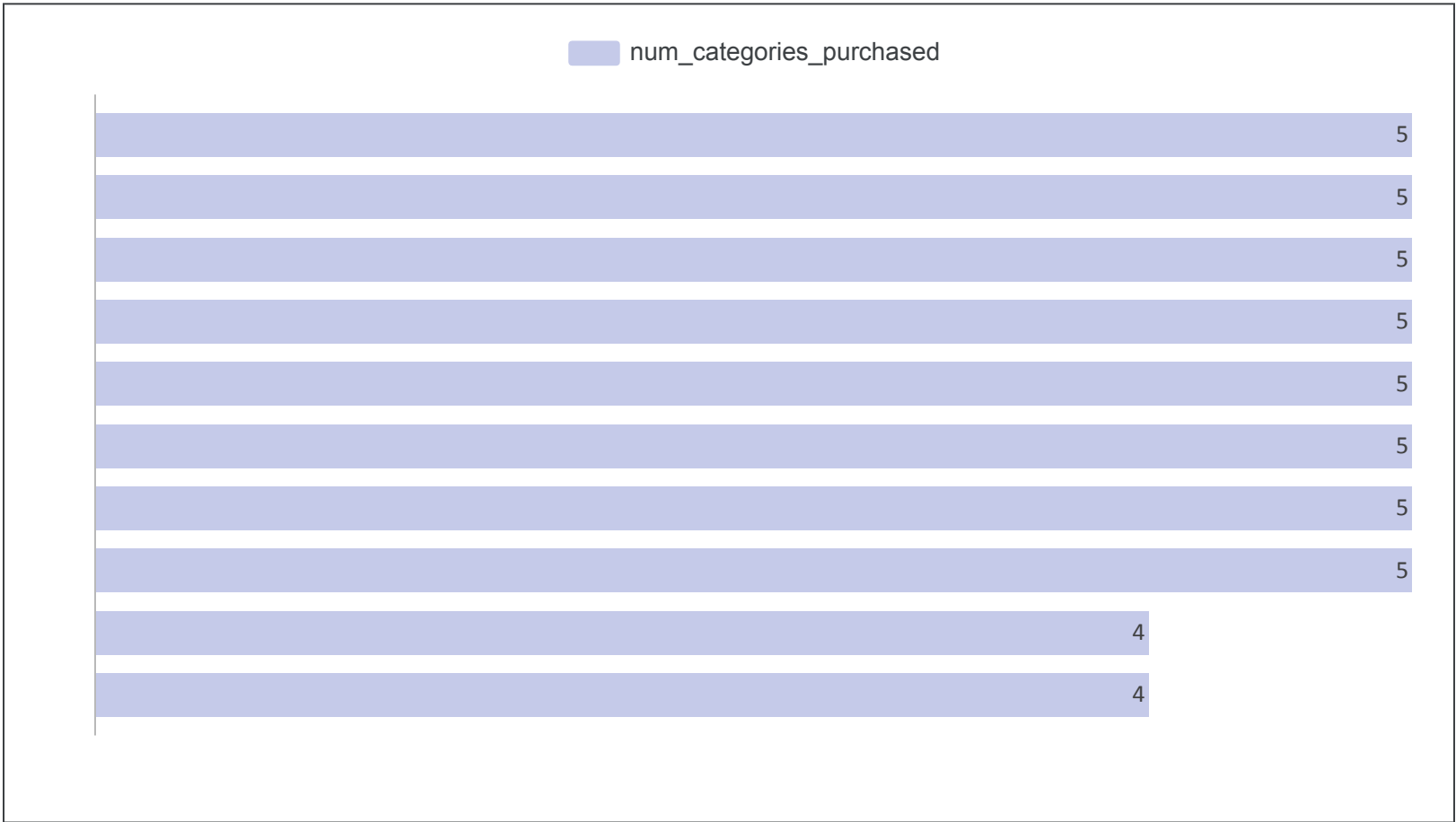
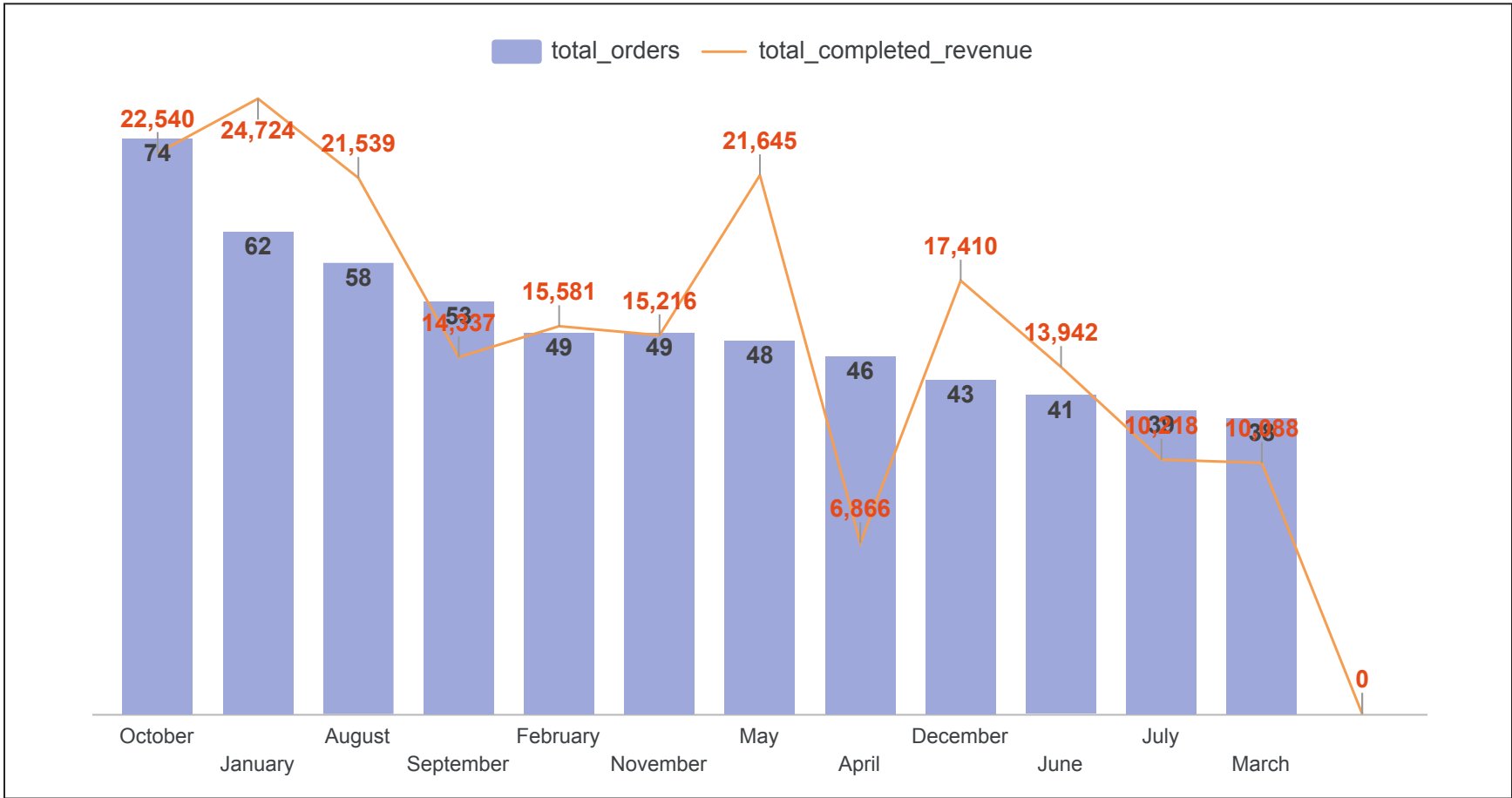
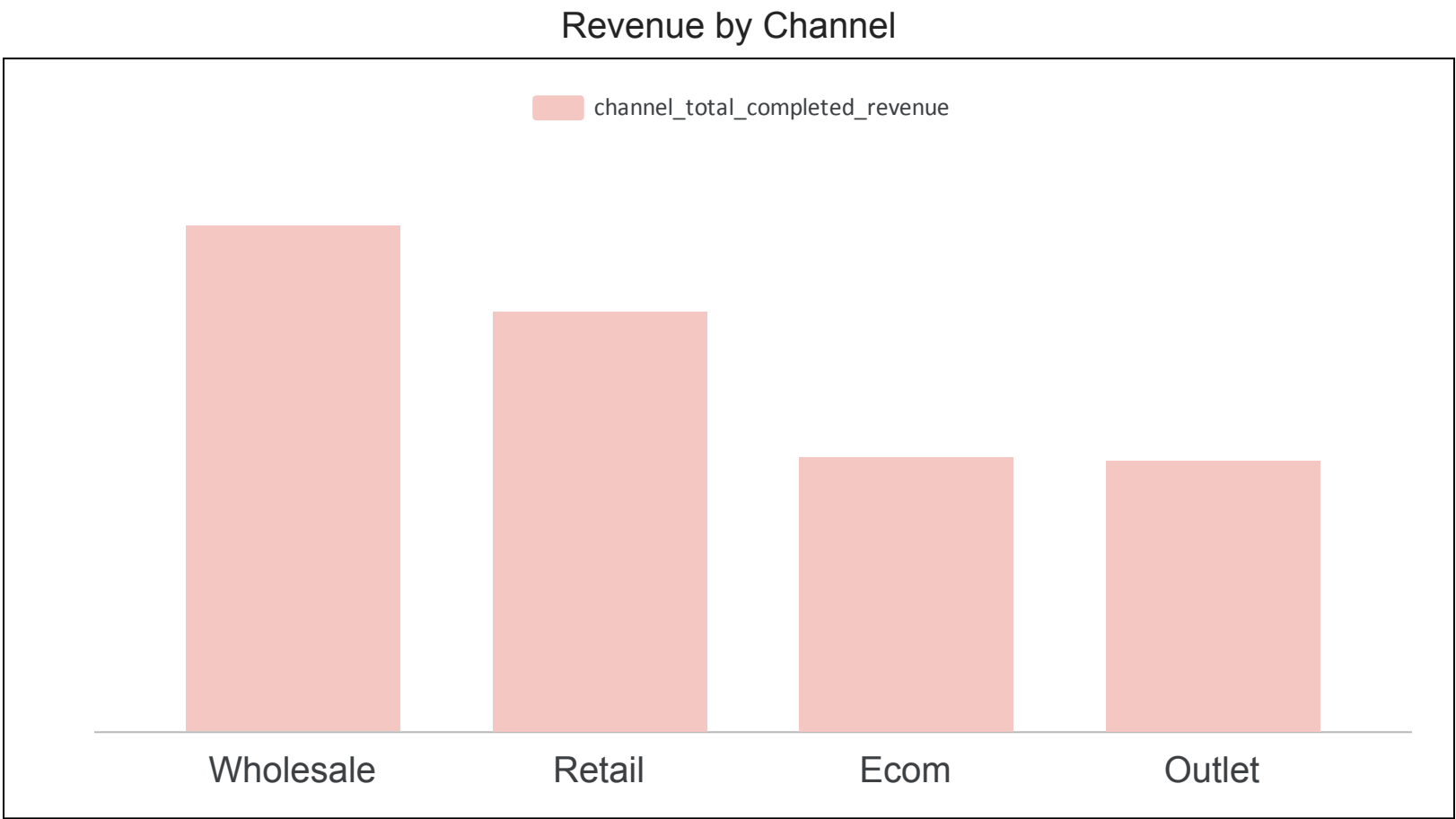
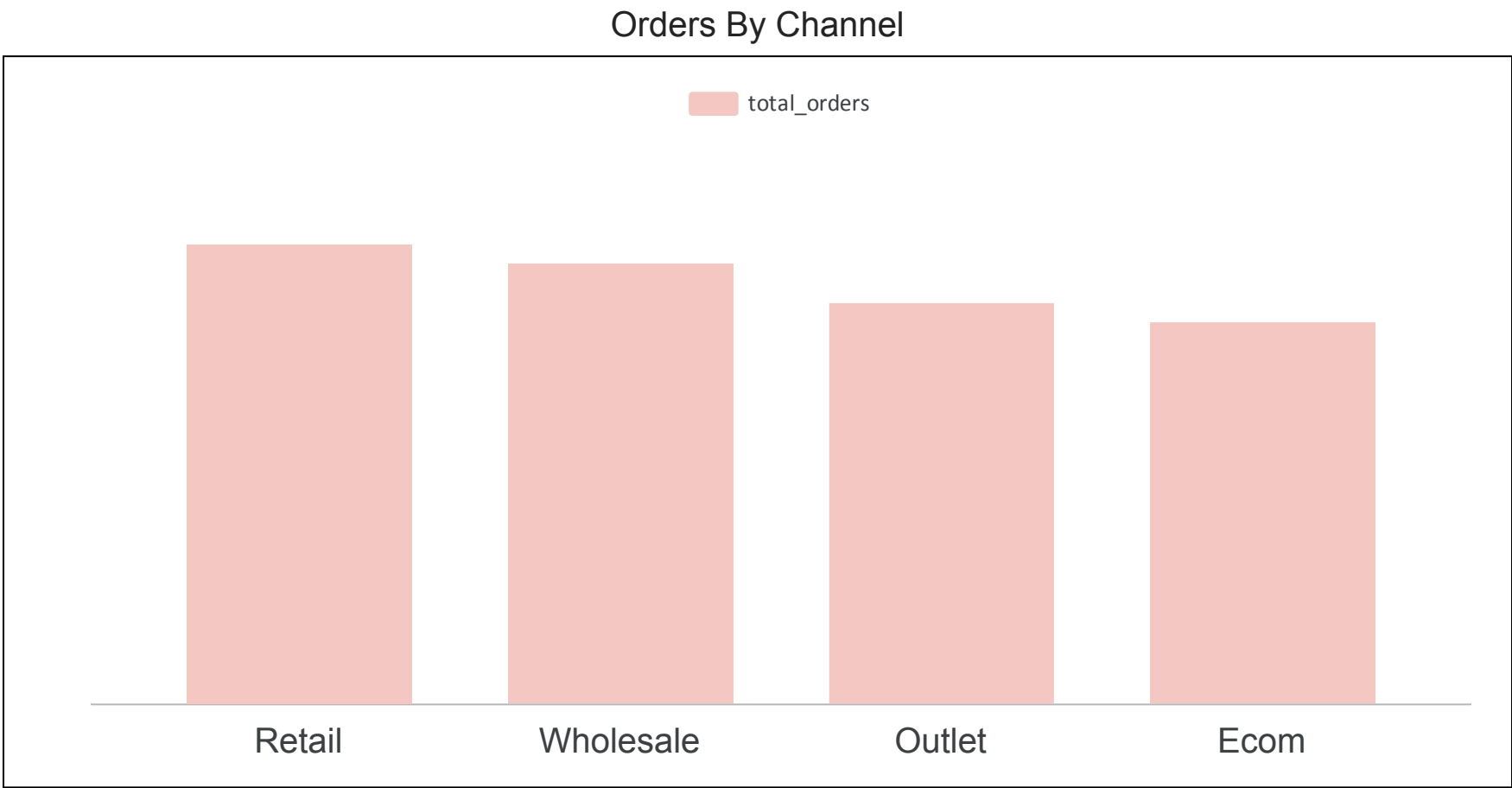
account_name

▼

most_recent_order_date

▼

Total Completed Revenue	total_orders	cancelled_orders	Avg Order Value (Channel)	Account Contribution to Channel
194,105	600	204	399,909	4



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_reve...	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	3.2K	4	0.1	0.8	171.3K

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Product Category Performance

product_category

channel_type

Total Revenue

194,105

Total Orders

204

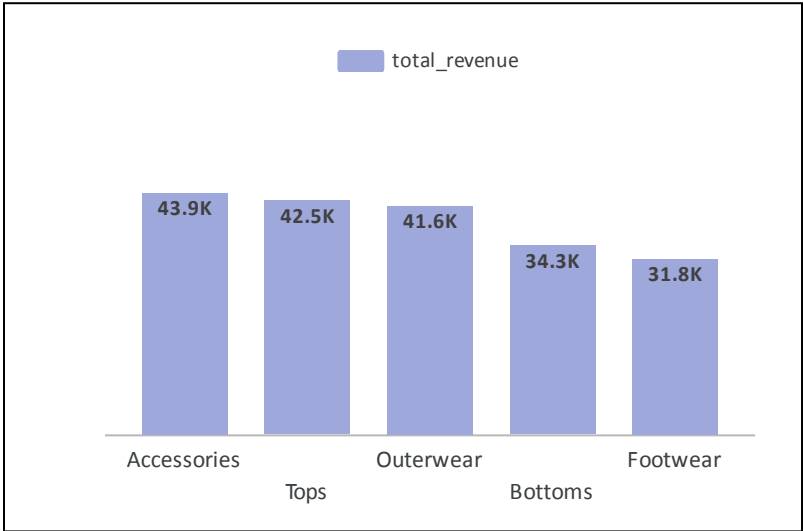
Avg Price

4,745

Revenue Contribution %

100

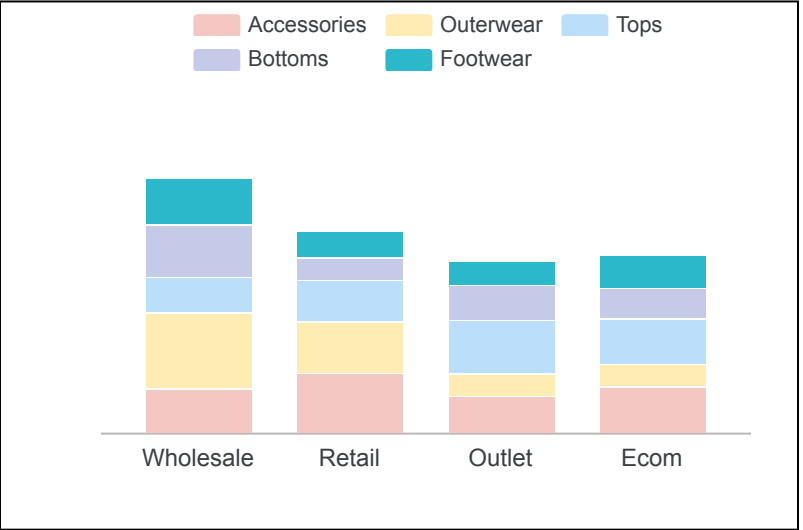
Category Revenue



Category × Channel Performance

channel_type / pct_of_channel_revenue					
product_category	Wholesale	Retail	Outlet	Ecom	Grand total
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



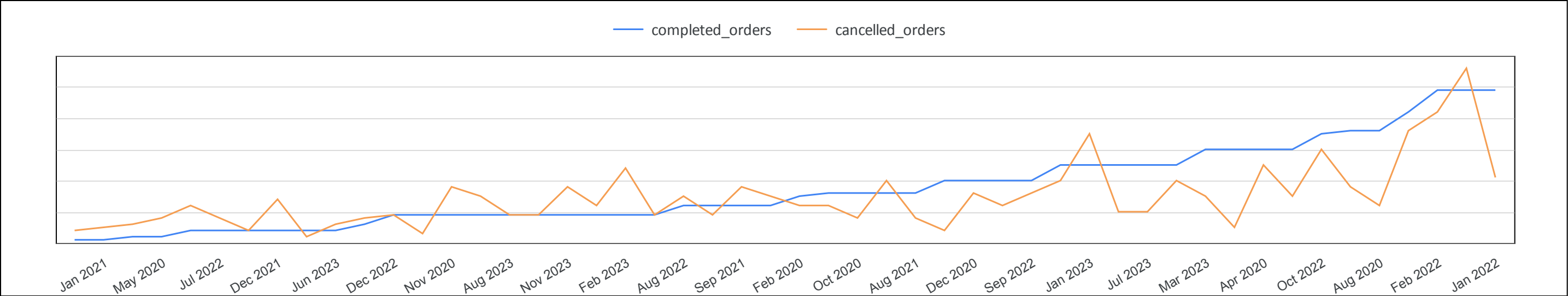
Category Performance Details

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

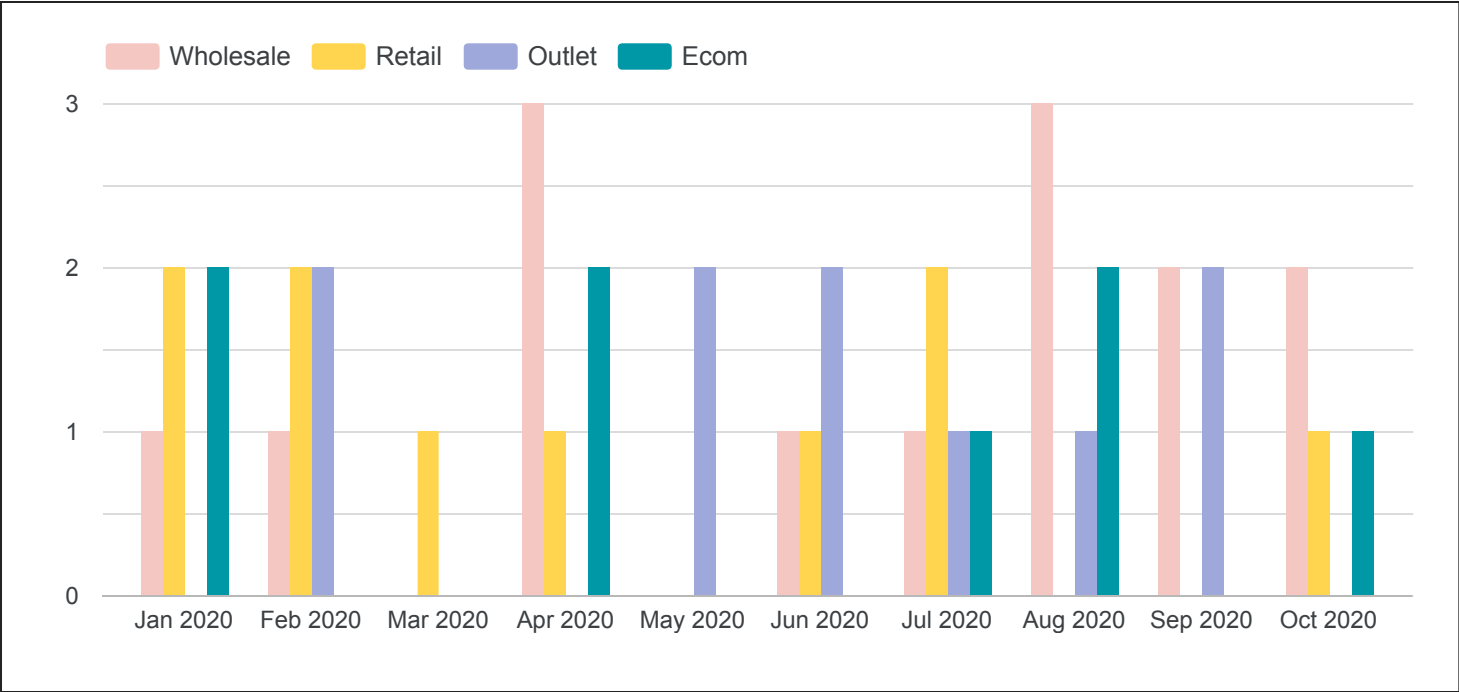
Apparel Order Health & Seasonal Analysis

completed_orders	cancelled_orders	cancel_rate	active_partners
874	738	82.36	203

Completed vs Cancelled Orders Over Time



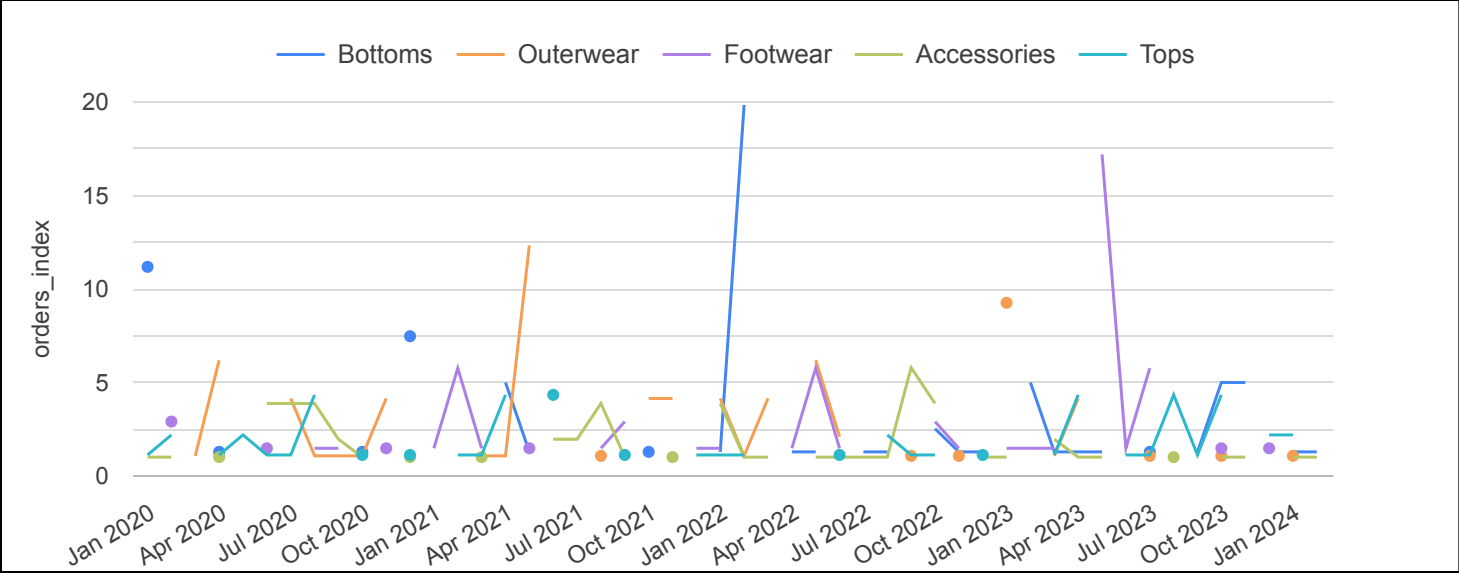
Monthly Orders by Channel



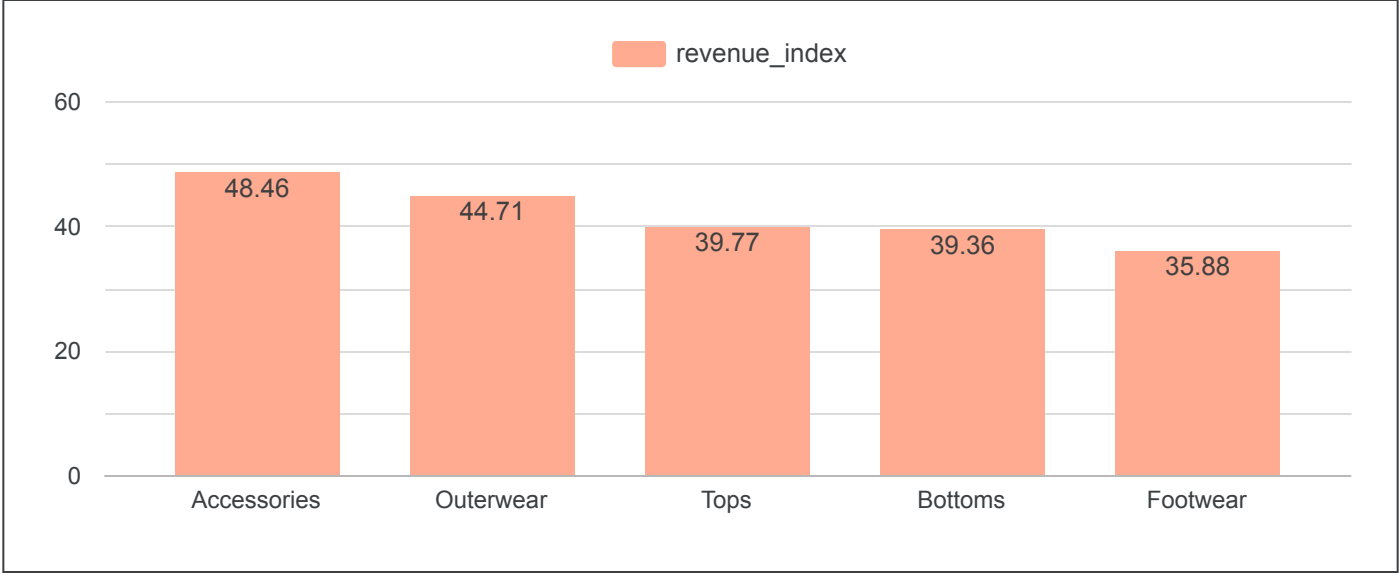
Revenue Per Active Partner

order_month (Date) / avg_revenue_per_active_partner						
product_category	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 202	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

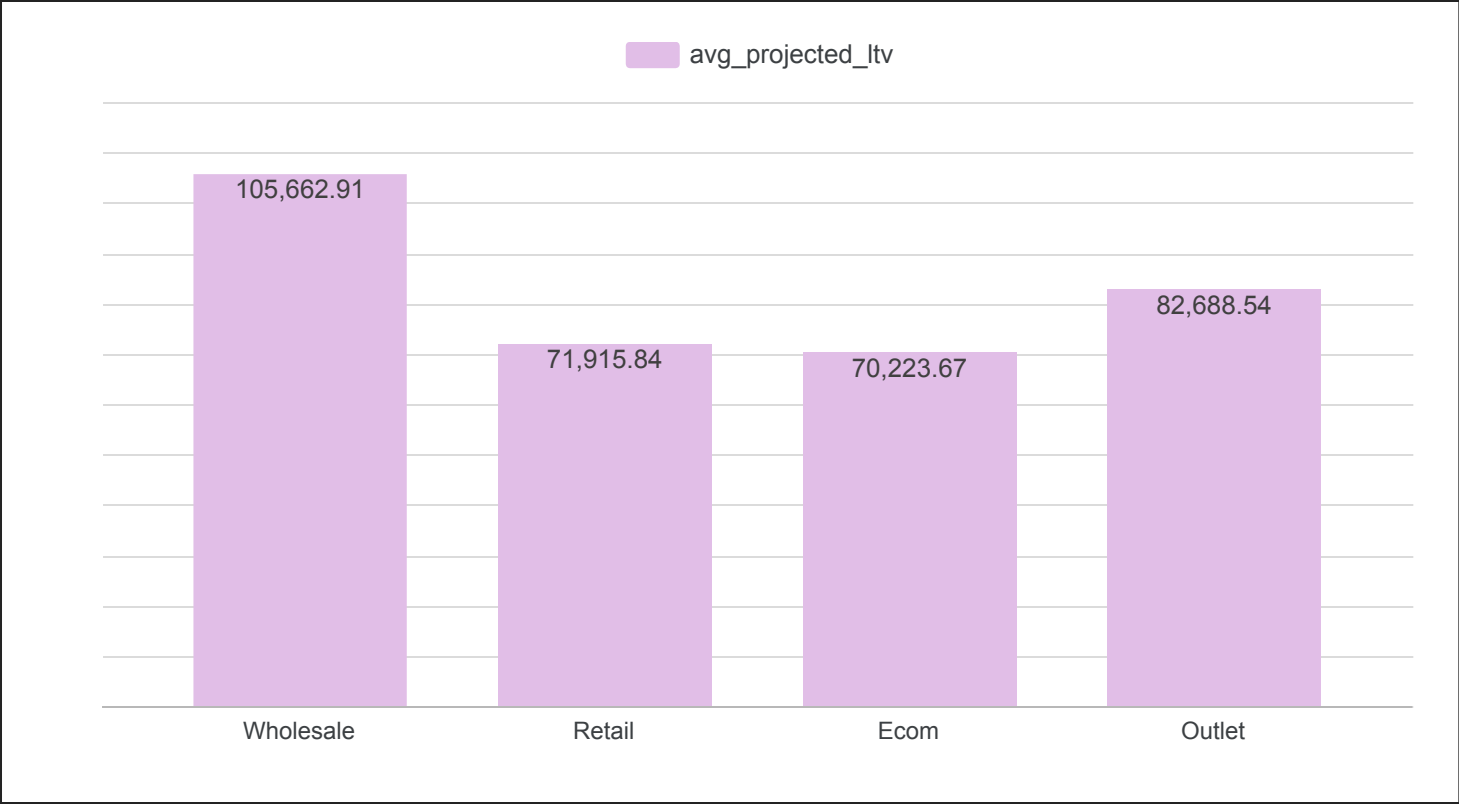
Seasonal Order Index (per Category)



Revenue Index by Product Category



LTV by Channel



Monthly Revenue / Partner by Channel

