

# UPPUTHOLLA'S ECOMMERCE SALES DASHBOARD

Category

All

Years

2023

2024

2025

Total Revenue

\$46.6M

Total Quantity

3727

AOV

358.97K

Top Category

Home:19.7%

Amount Returned

\$44.8M

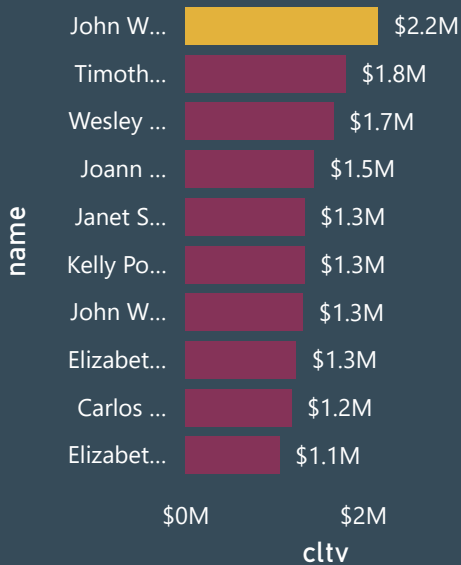
Amount Cancelled

\$36.3M

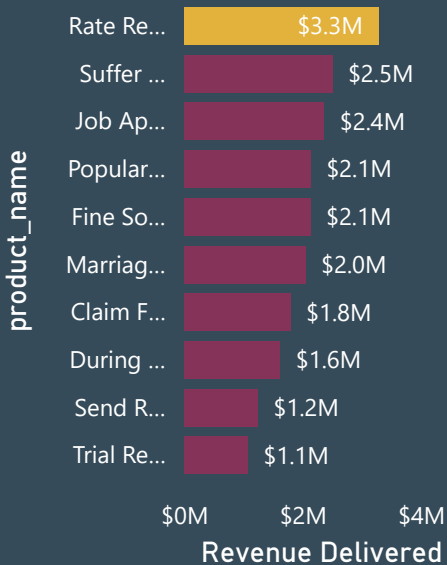
Amount Loss

\$12.9M

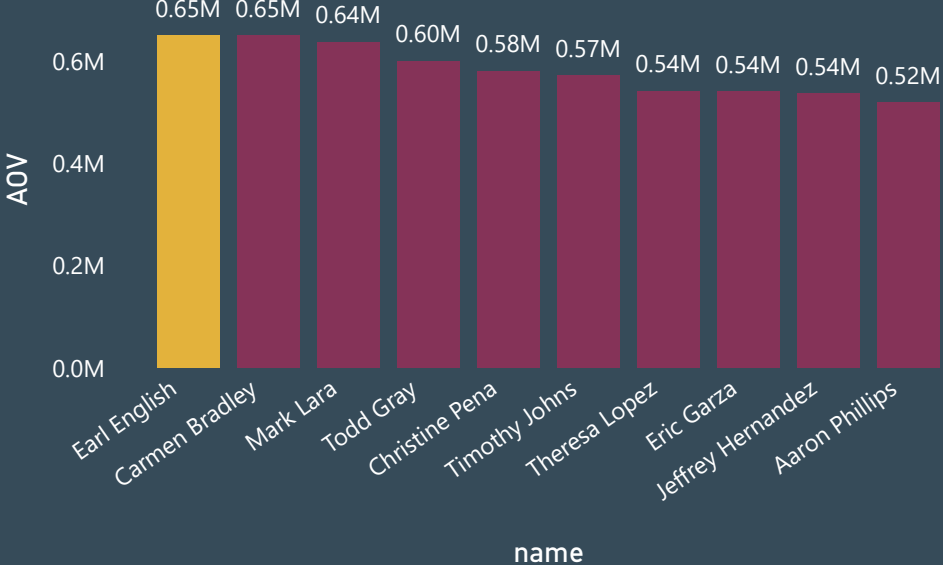
## CLTV



## REVENUE BY PRODUCT

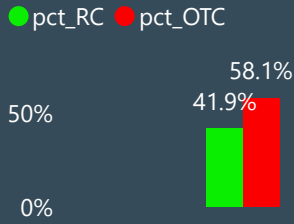


## AOV BY CUSTOMERS

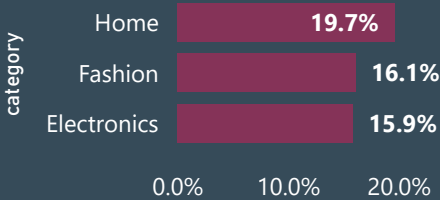


**CLTV** - CUSTOMERS LIFE TIME VALUE  
**RC** - REPEATED CUSTOMERS  
**OTC** - ONE TIME CUSTOMERS  
**AOV** - AVERAGE ORDER VALUE  
**T3** - TOP THREE  
**D** - DELIVERED  
**R** - RETUENED  
**C** - CANCELLED

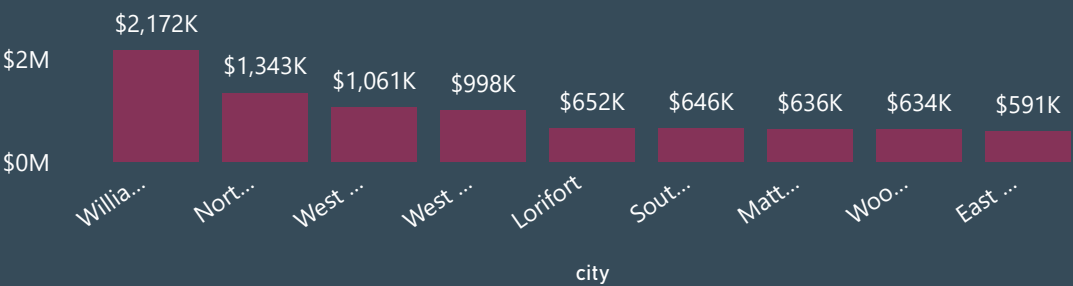
## PERCENT OF RC AND OTC



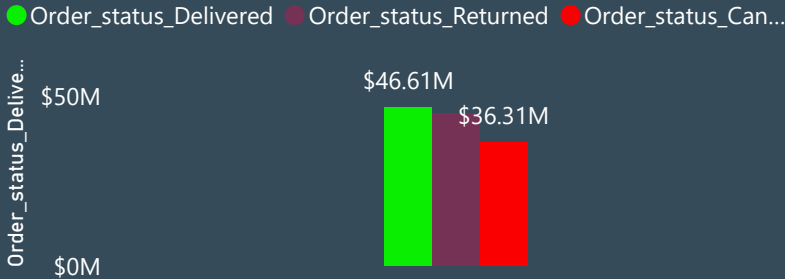
## REVENUE % BY T3\_CATEGORY



## REVENUE BY CITY



## REVENUE BY D,R,C



Payment Status

Failed

Success

Product Name

All

Payment Method

All

Years

2023

2024

2025

Total Revenue

\$46.6M

Total Quantity

3727

AOV

359.0K

Top Category

Home:19.7%

Delivered Orders

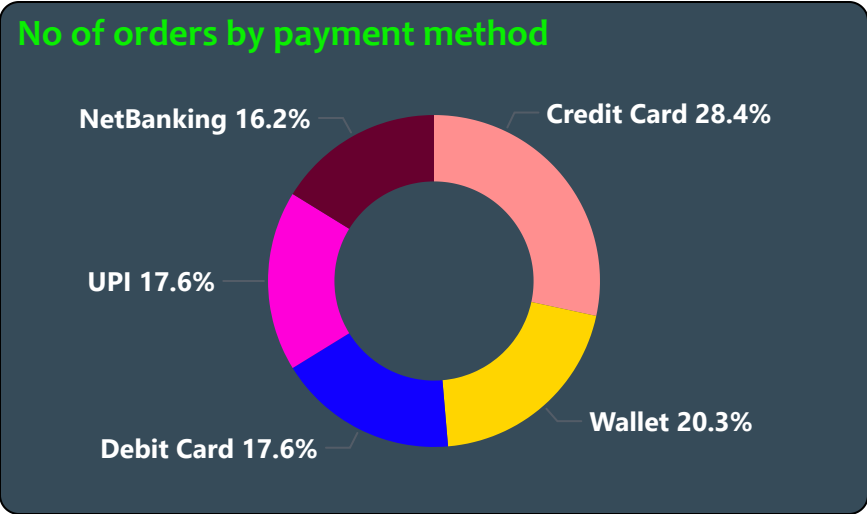
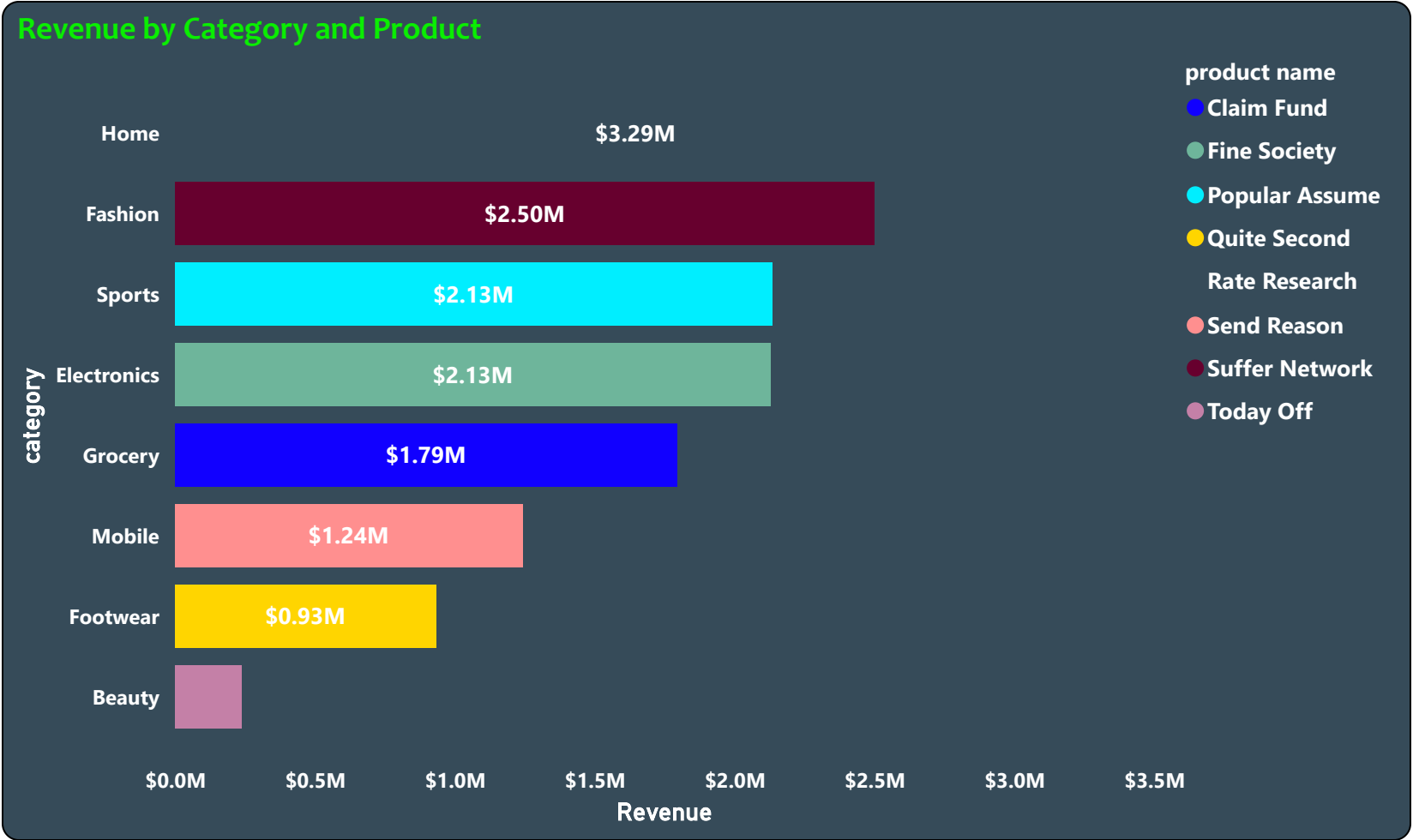
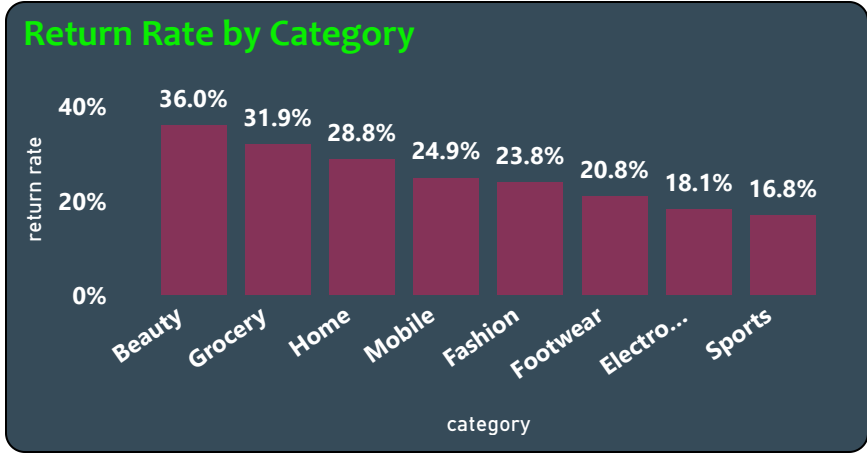
305

Returned Orders

318

Cancelled Orders

270



Payment Status

Failed

Success

Product Name

All

Payment Method

All

Years

2023

2024

2025

Total Revenue	Total Quantity	AOV	TY Revenue	LY Revenue	LLY Revenue	Amount Loss
\$46.6M	3727	359.0K	17.7M	23.1M	5.8M	\$12.9M

