

Sales Analysis

(Overview)

Year

All

Continent

All

Gender

All

Time Hierarchy

All

Sales
\$25M

Profit
\$10M

Orders
25K

Profit Margin
41.97%

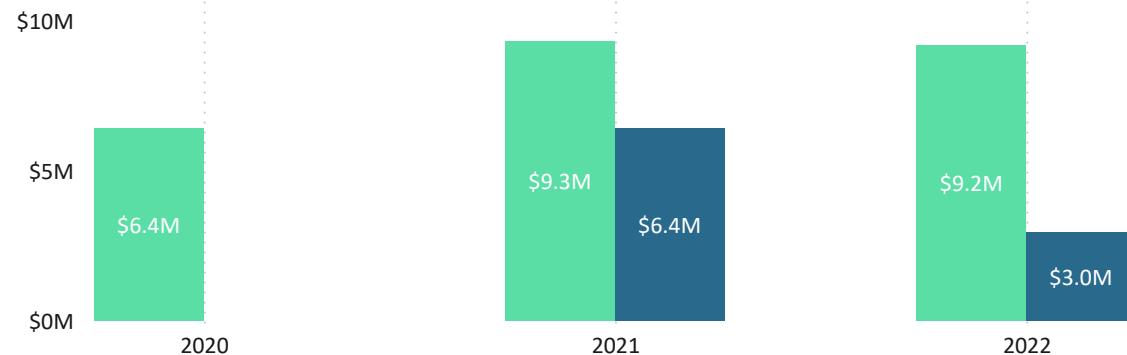
Avg Selling Price
\$296

Top Products M...

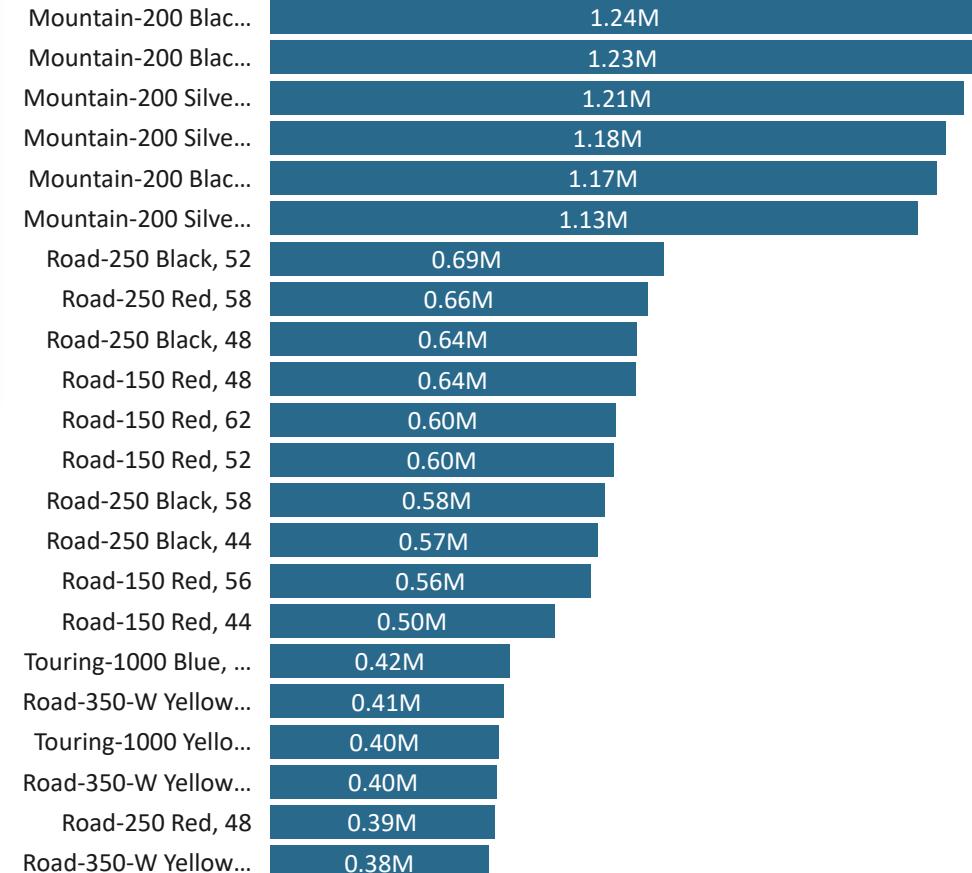
All

Current Sales and Previous Sales by Year

● Current Sales ● Previous Sales

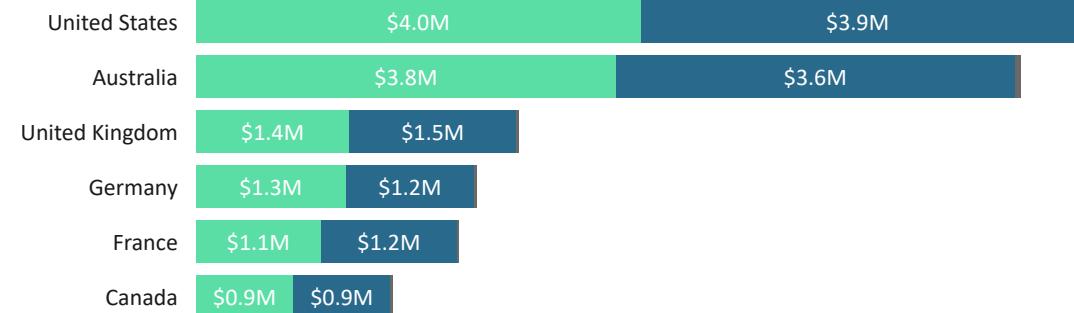


Top Products by Sales/Orders/Profit/Quantity



Top Countries By Orders

● F ● M ● NA



Customer Analysis

Year

All

Continent

All

Gender

All

Customers
18K

Ordered(Cust)
17K

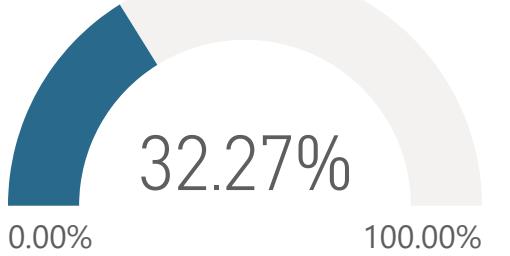
Unordered(Cust)
732

Repeat Customers
6K

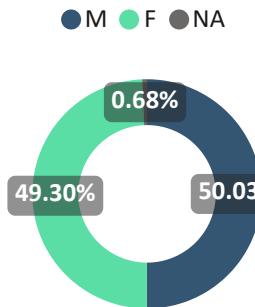
New Customers
12K

ARPC
1.43K

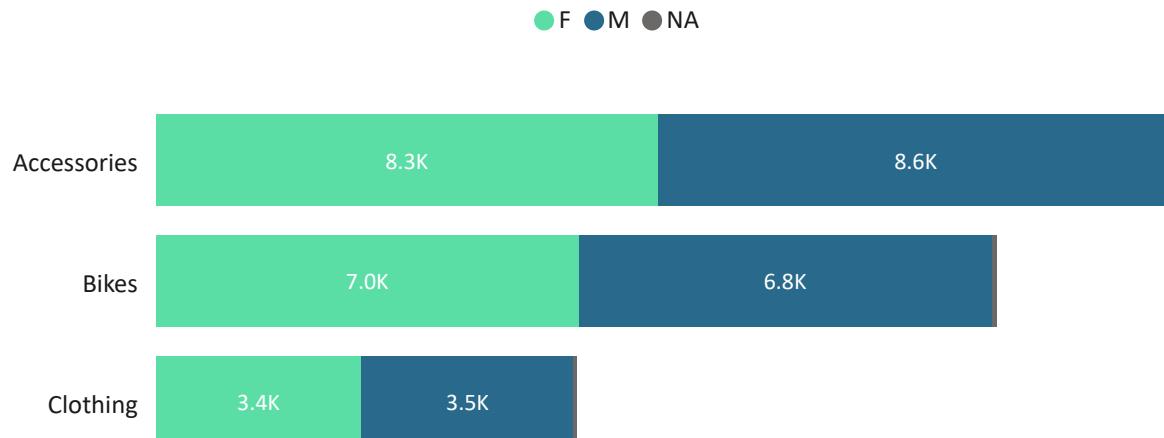
Customers Retention %



Orders By Gender



Orders By Product Category & Gender



Top 20 Customers

Full Name	Total Orders	Total Profit	Total Sales
JORDAN TURNER	9	\$7K	\$16K
MAURICE SHAN	6	\$5K	\$12K
JANET MUNOZ	6	\$5K	\$12K
LISA CAI	7	\$5K	\$11K
LACEY ZHENG	7	\$5K	\$11K
FRANKLIN XU	6	\$5K	\$11K
LARRY MUNOZ	7	\$5K	\$11K
KATE ANAND	4	\$4K	\$10K
LARRY VAZQUEZ	4	\$4K	\$10K
ARIANA GRAY	6	\$4K	\$10K
CLARENCE GAO	4	\$4K	\$10K
AARON WRIGHT	4	\$4K	\$10K
ETHAN BRYANT	4	\$4K	\$10K
MARCO LOPEZ	6	\$4K	\$10K
BONNIE NATH	4	\$4K	\$10K
RICKY VAZQUEZ	4	\$4K	\$10K
CLARENCE ANAND	4	\$4K	\$10K
DEANNA PEREZ	4	\$4K	\$10K
DESIREE DOMINGUEZ	4	\$4K	\$10K
JASMINE STEWART	4	\$4K	\$10K
Total	104	\$90K	\$216K

Orders Analysis

Year

All

Continent

All

Gender

All

Total Orders
25K

Quantity Sold
84K

Quantity Returned
1.8K

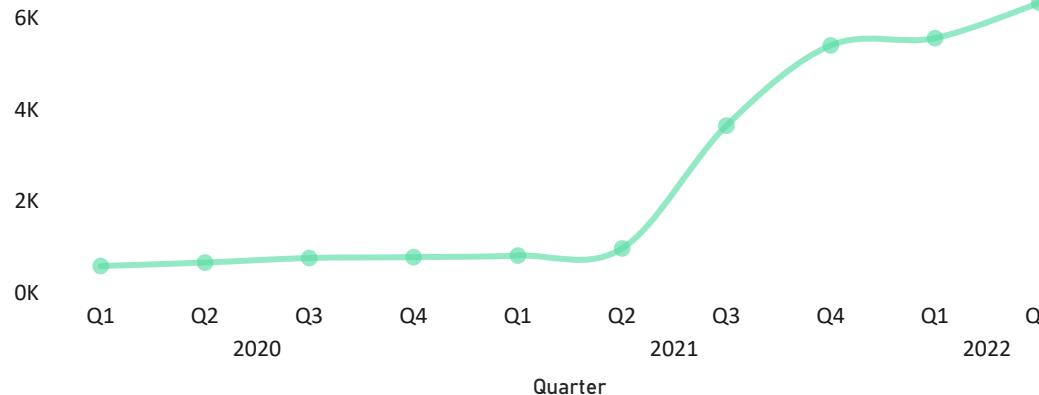
Avg Order Value
\$990

Return Rate
2.17%

Time Hierarchy

All

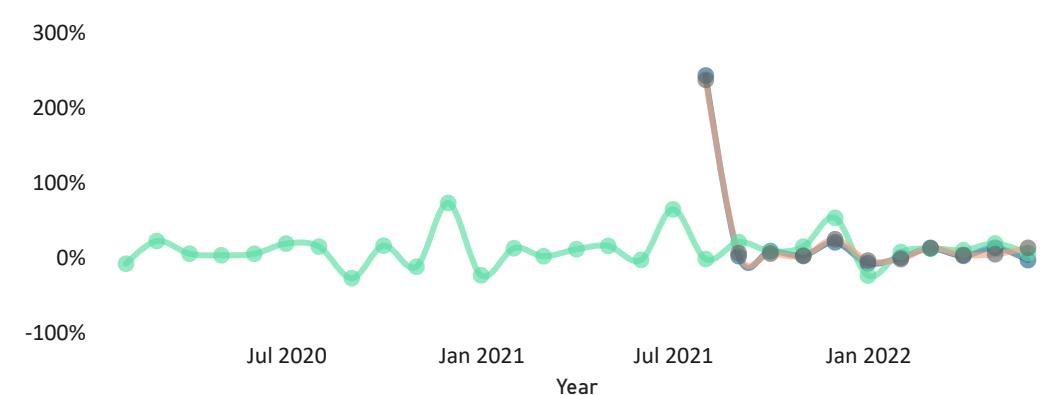
Orders Trend by Year & Quarter



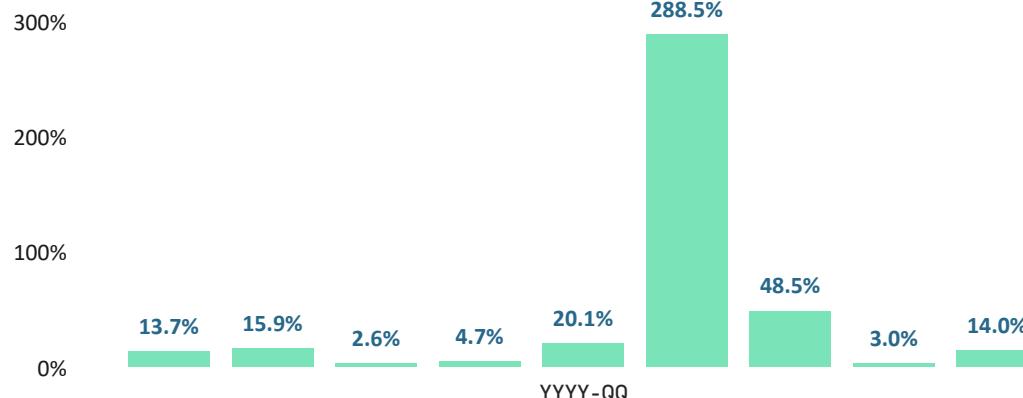
Orders Trend by Year, Quarter, Month and CategoryName



● Accessories ● Bikes ● Clothing



Q-O-Q Change in Orders



Orders Return Rate Trend

