

SALES & PRODUCT PERFORMANCE

\$60.12M

Net Revenue

5,305,413

Net Quantity

\$62.78M

Gross Revenue

\$2.66M

Return Revenue

269,437 Units
4.8% Rate

Returned Units Metrics

Filter by Month-Year

All

Filter by Product

All

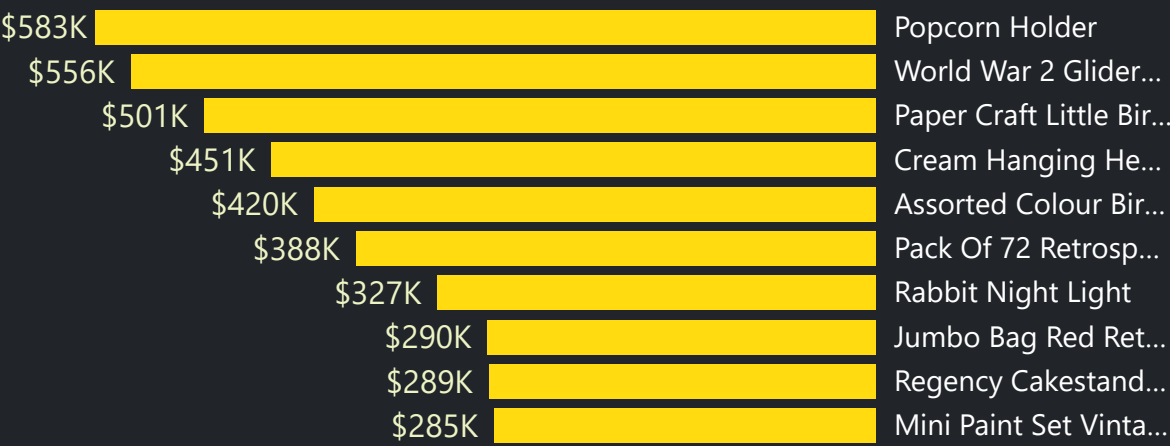
Filter by Country

All

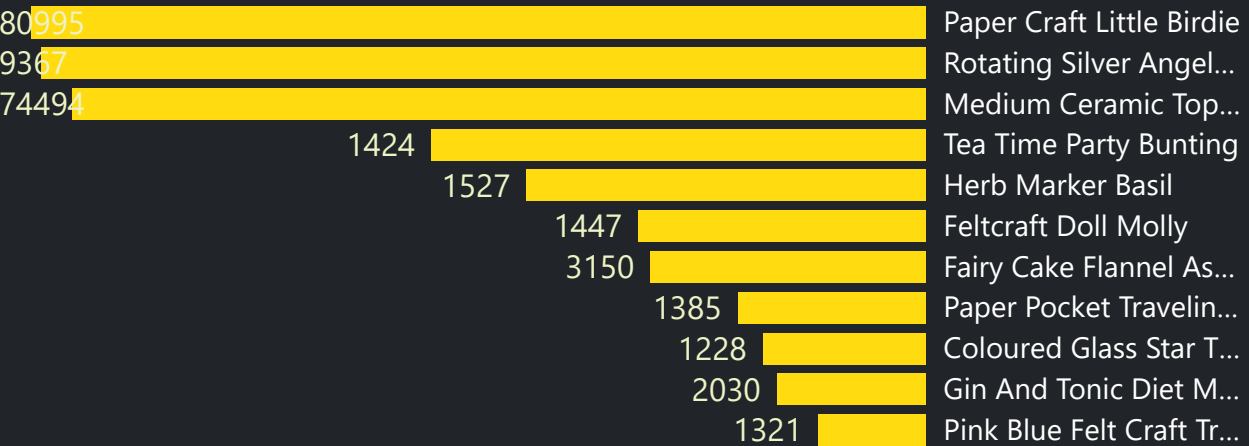
Filter by Customer

All

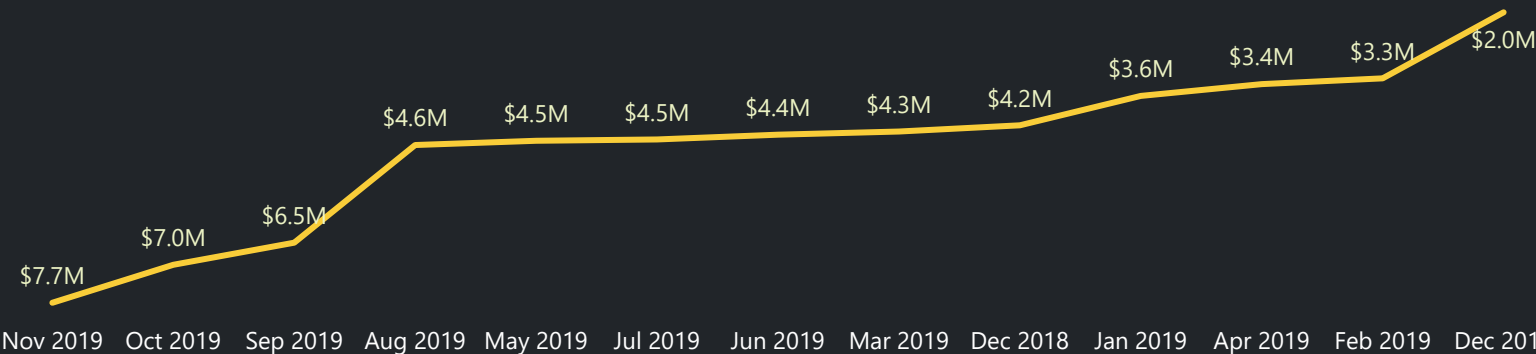
Top 10 Revenue-Generating Products



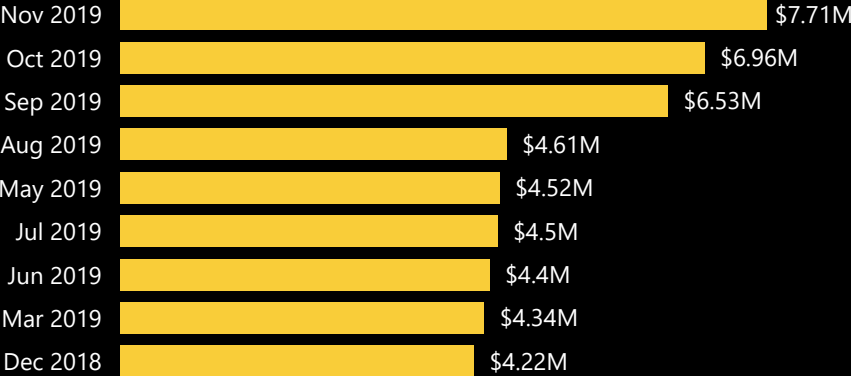
Products with Highest Return Rates



Monthly Sales Trend



Sales by Month – Peaks and Valleys



CUSTOMER OVERVIEW DASHBOARD

4,739

Total Customers

4,637

Repeat Buyers

97.85%

Retention Rate

\$12.69K

Avg Revenue Per Customer

Filter by Month-Year

All



Filter by Product

All



Filter by Country

All

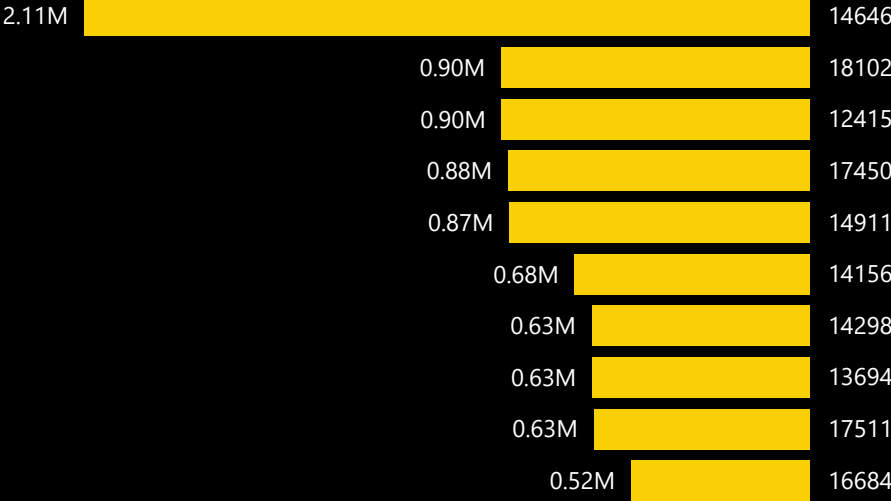


Filter by Customer

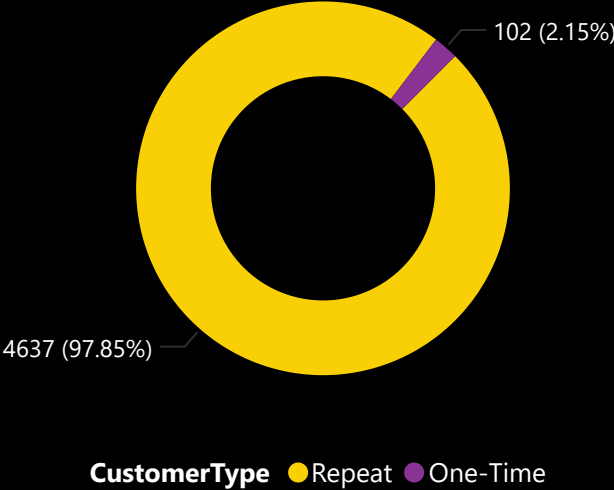
All



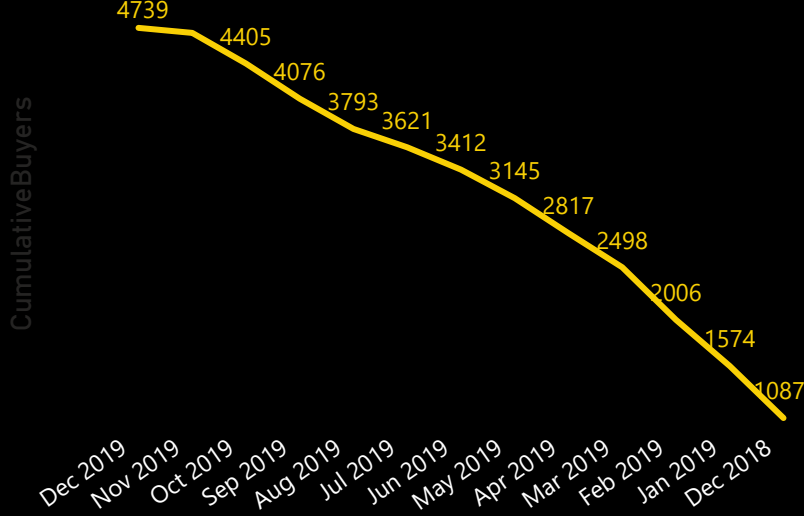
Top 10 Customers by Total Spend



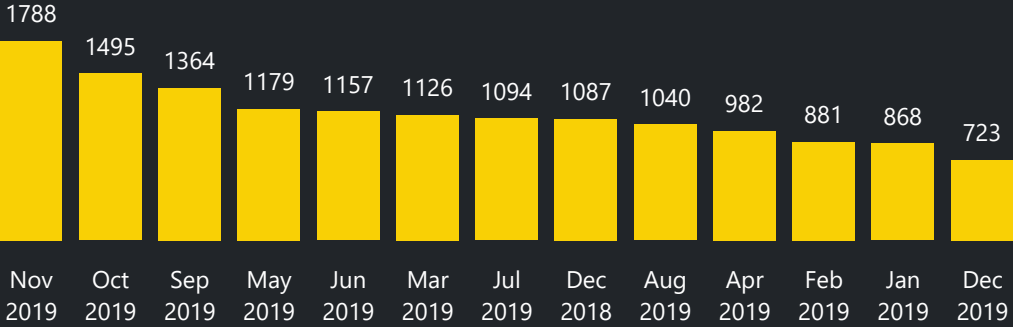
Repeat vs One-Time Buyers



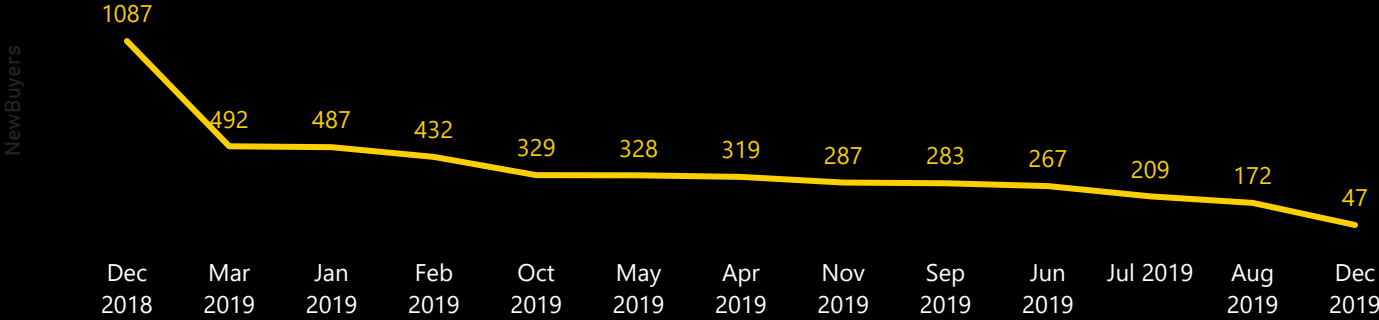
Cumulative Buyer Growth



Monthly Total Buyers



Monthly New Buyers



COUNTRY-LEVEL INSIGHTS DASHBOARD

\$22.14K
Top Country ATV

1.61%

Overall ReturnRateByCountry

29.63%

Top Country Return Rate

USA
TopReturnRateCountry

All

All

All

All

Top 10 Sales Distribution by Country

49.84M	United Kingdom
2.15M	Netherlands
1.66M	EIRE
1.35M	Germany
1.32M	France
0.99M	Australia
0.40M	Sweden
0.36M	Switzerland
0.28M	Japan
0.27M	Belgium

Highest Avg. Transaction Value (ATV) by Countries

Country	Highest Avg. Transaction Value (ATV)
Netherlands	\$22.14K
Australia	\$13.54K
Japan	\$10.90K
Sweden	\$9.66K
EIRE	\$5.00K
Switzerland	\$4.91K
France	\$2.84K
Belgium	\$2.38K
United Kingdom	\$2.38K
Germany	\$2.30K

Highest Return Rates by Countries

Country	Return Rate
USA	29.63%
Czech Republic	14.29%
Saudi Arabia	10.00%
Malta	9.40%
Japan	9.16%
Italy	5.60%
Australia	4.29%
Germany	4.08%
EIRE	3.00%
Sweden	2.16%

Top 5 Countries by Revenue: Monthly Performance

● Australia ● EIRE ● France ● Germany ● Japan ● Netherlands ● Norway ● Sweden ● United Kingdom

Net Revenue

Nov 2019 Oct 2019 Sep 2019 Aug 2019 May 2019 Jul 2019 Jun 2019 Mar 2019 Dec 2018 Jan 2019 Apr 2019 Feb 2019 Dec 2019

OPERATIONAL INSIGHTS DASHBOARD

\$583.08K

Top Revenue

Popcorn Holder

Top Revenue Product

\$660.62

PremiumLowSales

Vintage Blue
Kitchen Cabinet

PremiumLowSalesProduct

56,431

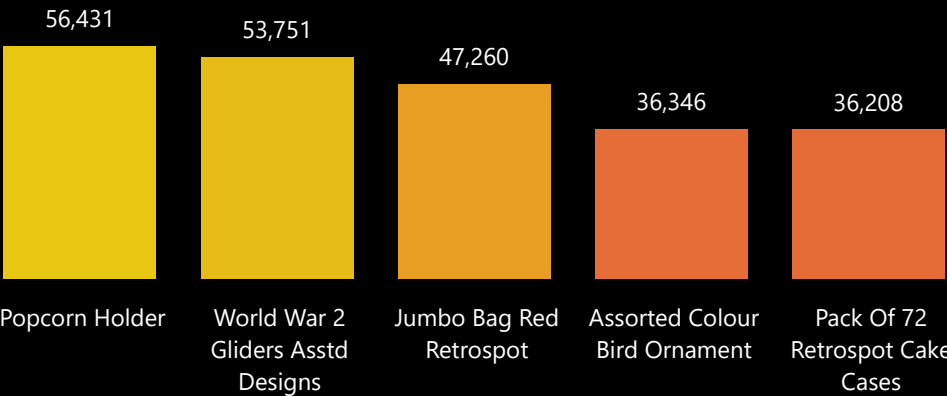
Top Quantity

Popcorn Holder

Top Quantity Product

Top 5 Products by Net Quantity Sold

Net Quantity 36.21K 56.43K



Bottom 5 Products by Net Quantity Sold

Net Quantity -200 -6



Filter by

Product

All

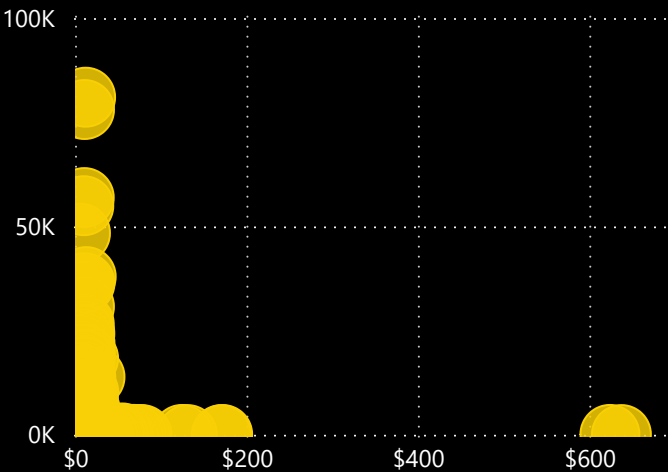
Country

All

Date

All

Sales Volume vs. Unit Price with Revenue Impact



Low Sales Volume but High Unit Prices

product_name	Max Price	Net Quantity
Vintage Red Kitchen Cabinet	\$660.62	50
Vintage Blue Kitchen Cabinet	\$660.62	20
Sweetheart Cream Steel Table Rect	\$112.71	27
Rustic Seventeen Drawer Sideboard	\$179.37	32
Regency Mirror With Shutters	\$179.37	10
Love Seat Antique White Metal	\$210.12	54
Hall Cabinet With 3 Drawers	\$112.75	76
Cinderella Chandelier	\$112.71	150
Chest Natural Wood 20 Drawers	\$138.38	24
Total	\$660.62	443

Unusual Purchase-Return Behaviour

customer_no	product_name	Sale Quantity	Return Quantity
16446	Paper Craft Little Birdie	80995	-80995
12346	Medium Ceramic Top Storage Jar	74215	-74215
15749	Fairy Cake Flannel Assorted Colour	6228	-3114
15749	Gin And Tonic Diet Metal Sign	4000	-2000
15749	Cream Hanging Heart T-Light Holder	3860	-1930
16938	Herb Marker Basil	1530	-1515
Total		185900	-168761