Sales & Profit Analysis-eCommerce Platform

Select all | 2016 | 2017

Select all | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

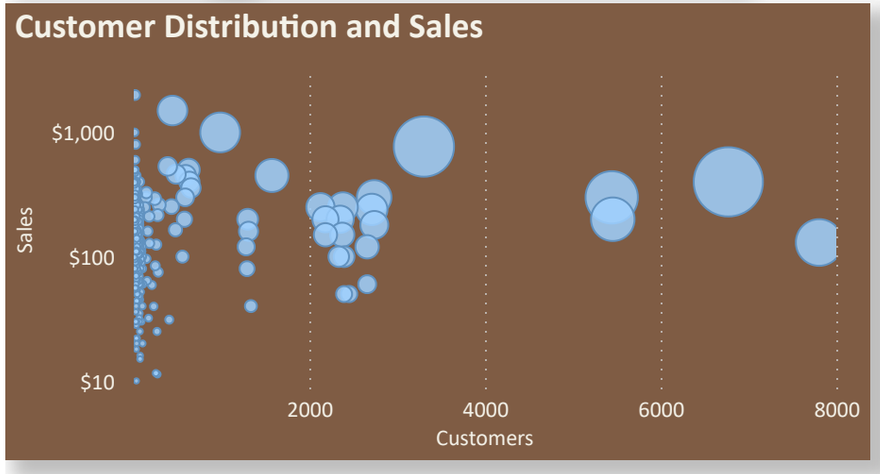
Market: All

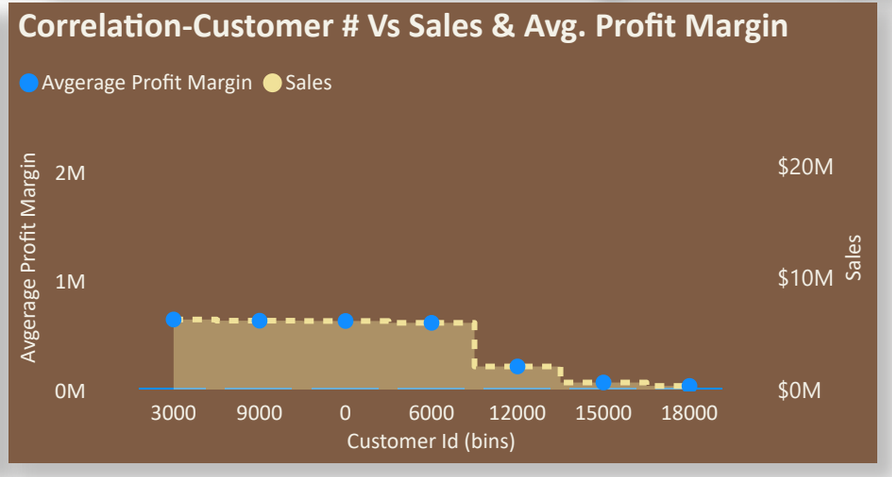
Customer Segment: All

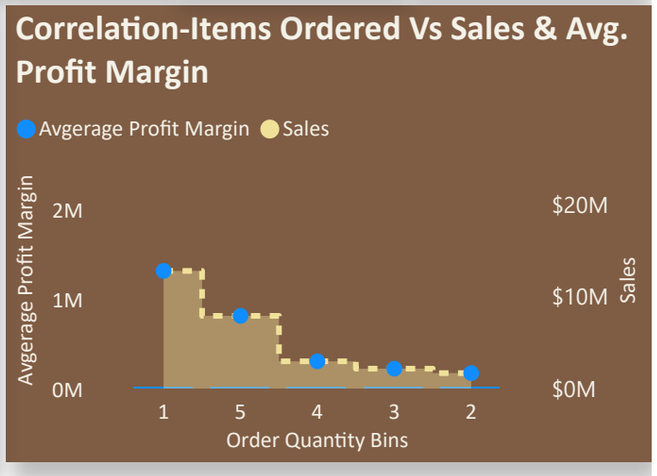
Order Region: All

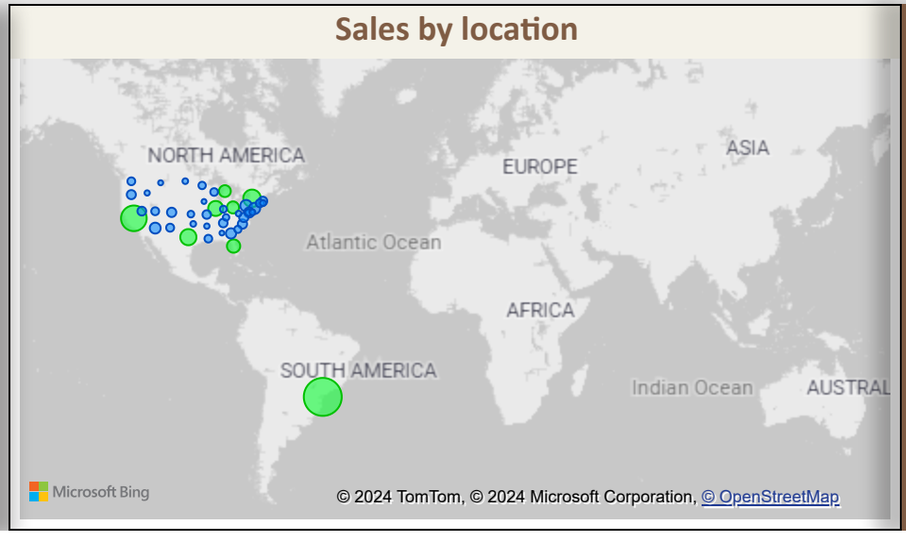
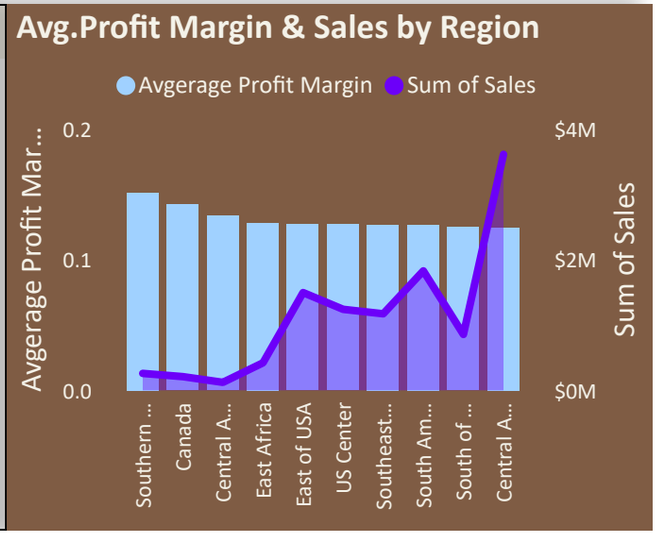
Category Name: All

$27.54M	$2.61M	295K	42725	10.9%	$507.12
Total Sales	Total Profit	Total Items Ordered	Unique Orders	Avg. Profit Margin	Avg Price per Order







Top 10 highest selling categories

Category Name	Sales	Profit	Profit Margin	Unique Orders
Cleats	$2.83M	$314.42K	16.10%	12972
Men's Footwear	$1.86M	$202.80K	14.26%	12078
Women's Apparel	$2.01M	$230.82K	13.83%	11391
Indoor/Outdoor Games	$1.83M	$204.56K	12.65%	10563
Fishing	$4.43M	$496.21K	11.35%	9689
Water Sports	$2.45M	$211.38K	9.65%	8725
Camping & Hiking	$3.14M	$261.90K	7.98%	7884
Cardio Equipment	$4.78M	$245.43K	7.63%	7103
Shop By Sport	$0.83M	$77.90K	6.12%	6376
Computers	$0.66M	$69.66K	0.43%	442
Total	**$24.82M**	**$2,315.06K**	**100.00%**	**36312**