



\$4.97M

Total Sales

26K

Sum of total\_orders

268

Distinct Products Ordered

\$994.5

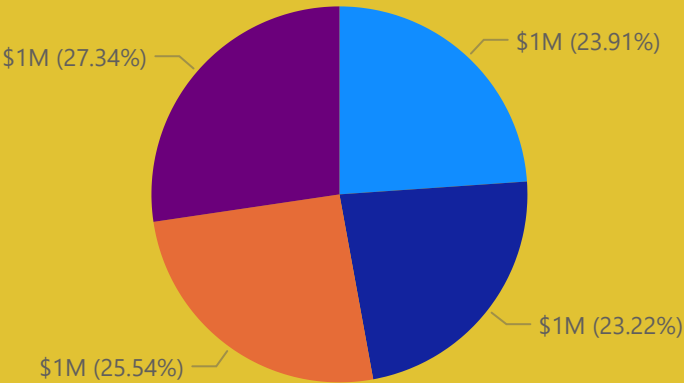
Avg Sales

3.3

Avg Rating

Revenue Distribution by Customer Segmentation

customer\_seg... Inactive New Premium Regular



Campaign Performance: Spend vs. Revenue

campaign_name	Sum of spend	Sum of revenue_generated
Referral Program	\$1,818,025.51	\$3,691,382.6
New User Discount	\$1,833,454.81	\$3,603,860.17
Email Campaign	\$1,810,729.67	\$3,601,785.22
Category Promotion	\$1,850,583	\$3,582,455.37
Weekend Special	\$1,799,611.29	\$3,571,451.83
Flash Sale	\$1,831,687.82	\$3,556,087.02
App Push Notification	\$1,788,989.2	\$3,554,370
Membership Drive	\$1,790,069.8	\$3,524,951.25
Festival Offer	\$1,796,687.14	\$3,507,063.91
Total	\$16,319,838.24	\$32,193,407.37

product\_na...

All

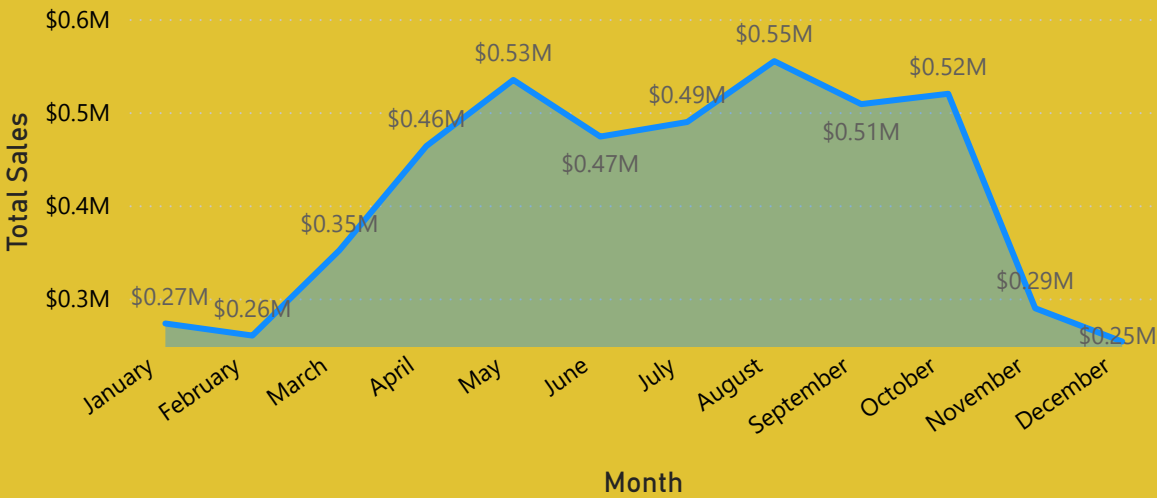
area

All

Top 10 Selling Product

product_name	Total Sales
Vitamins	\$260,822
Toilet Cleaner	\$199,837
Pet Treats	\$252,007
Onions	\$138,858
Dish Soap	\$184,441
Cough Syrup	\$203,570
Cat Food	\$166,596
Bread	\$184,851
Baby Wipes	\$158,768
Baby Food	\$137,443
Total	\$1,887,195

Monthly Sales



Total Revenue by category

