



2020	2021	2022	2023	2024
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OVERVIEW

SALES

CUSTOMERS

PRODUCTS

SHIPPING

INSIGHTS

Total Revenue

\$12.6M

Total Sales

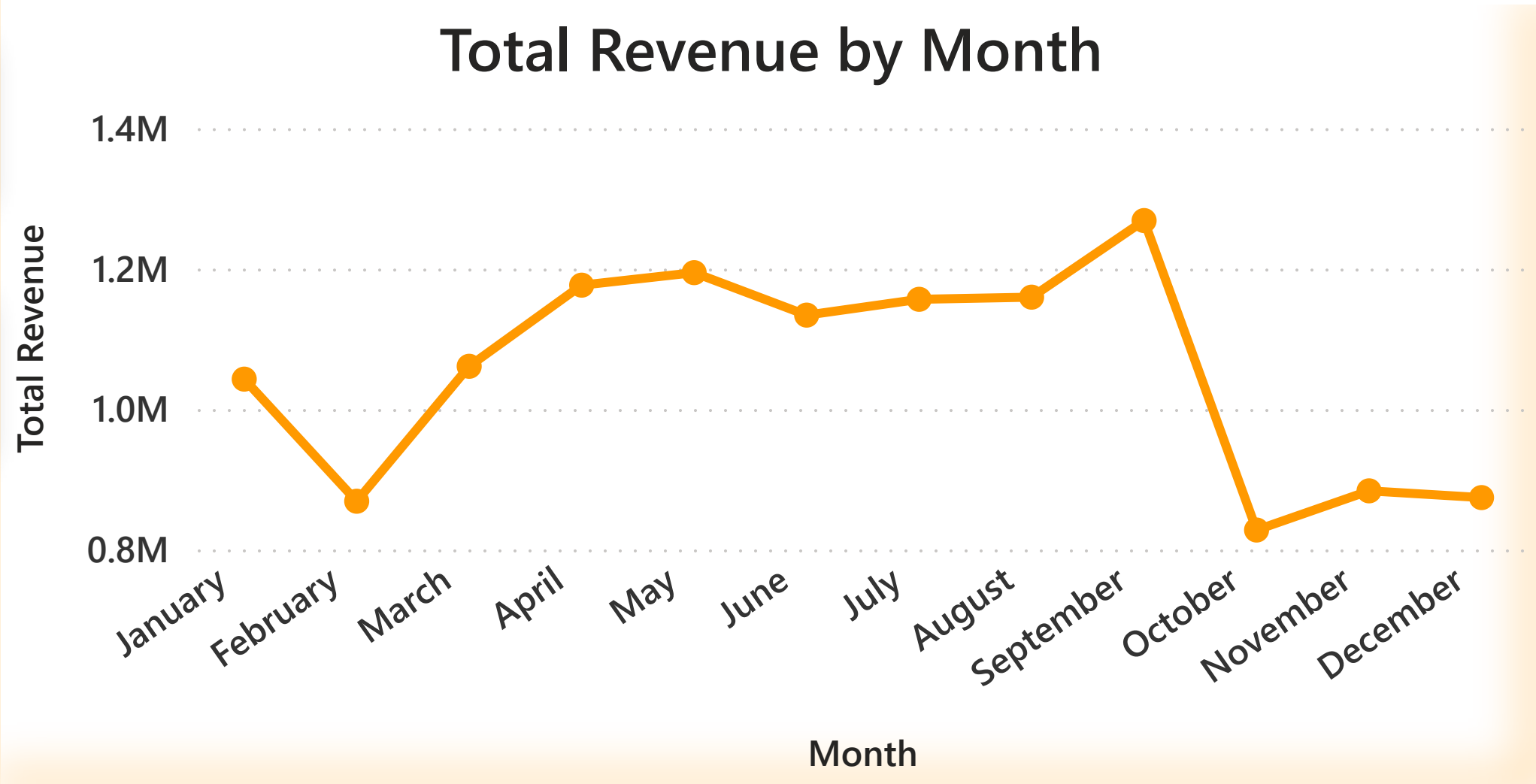
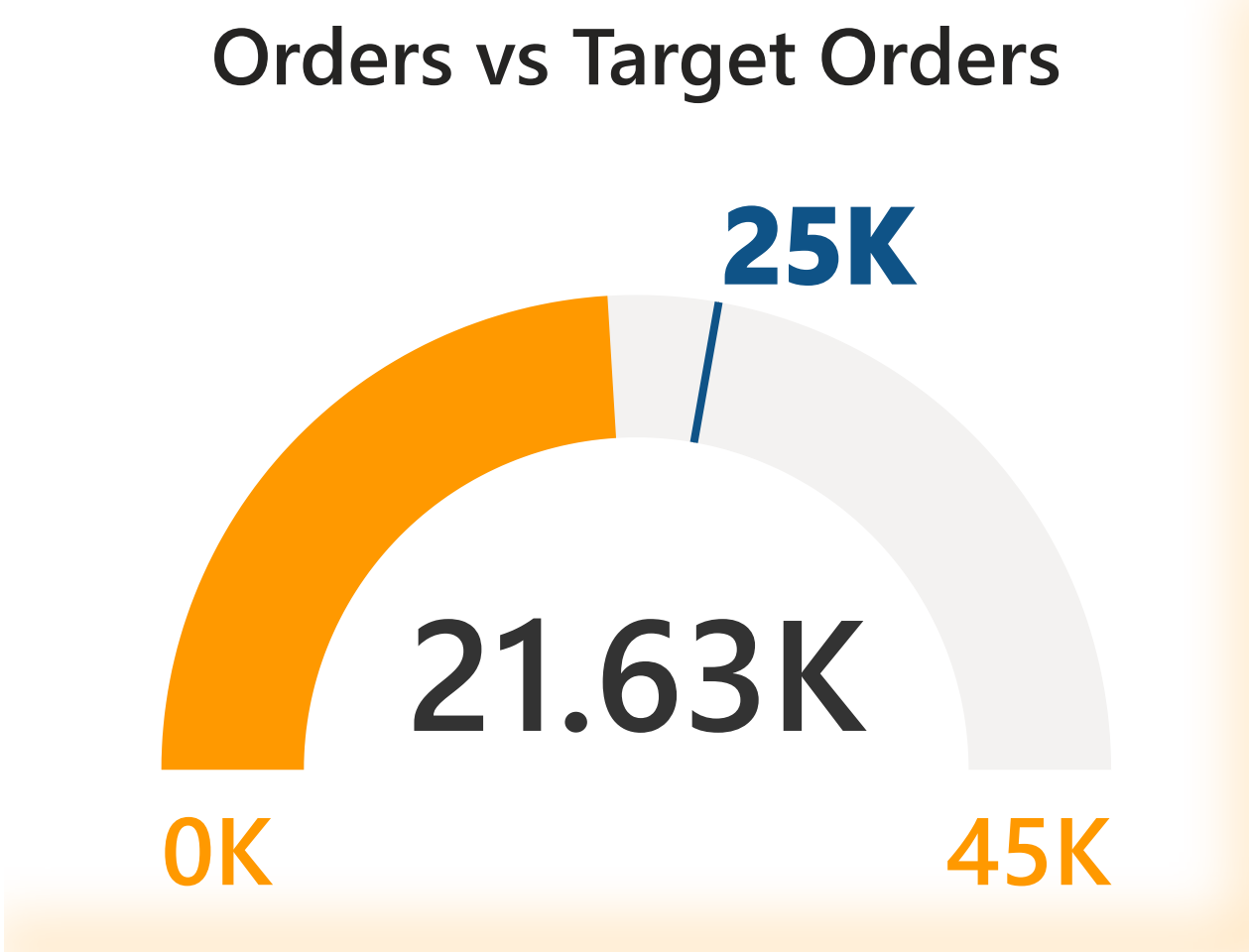
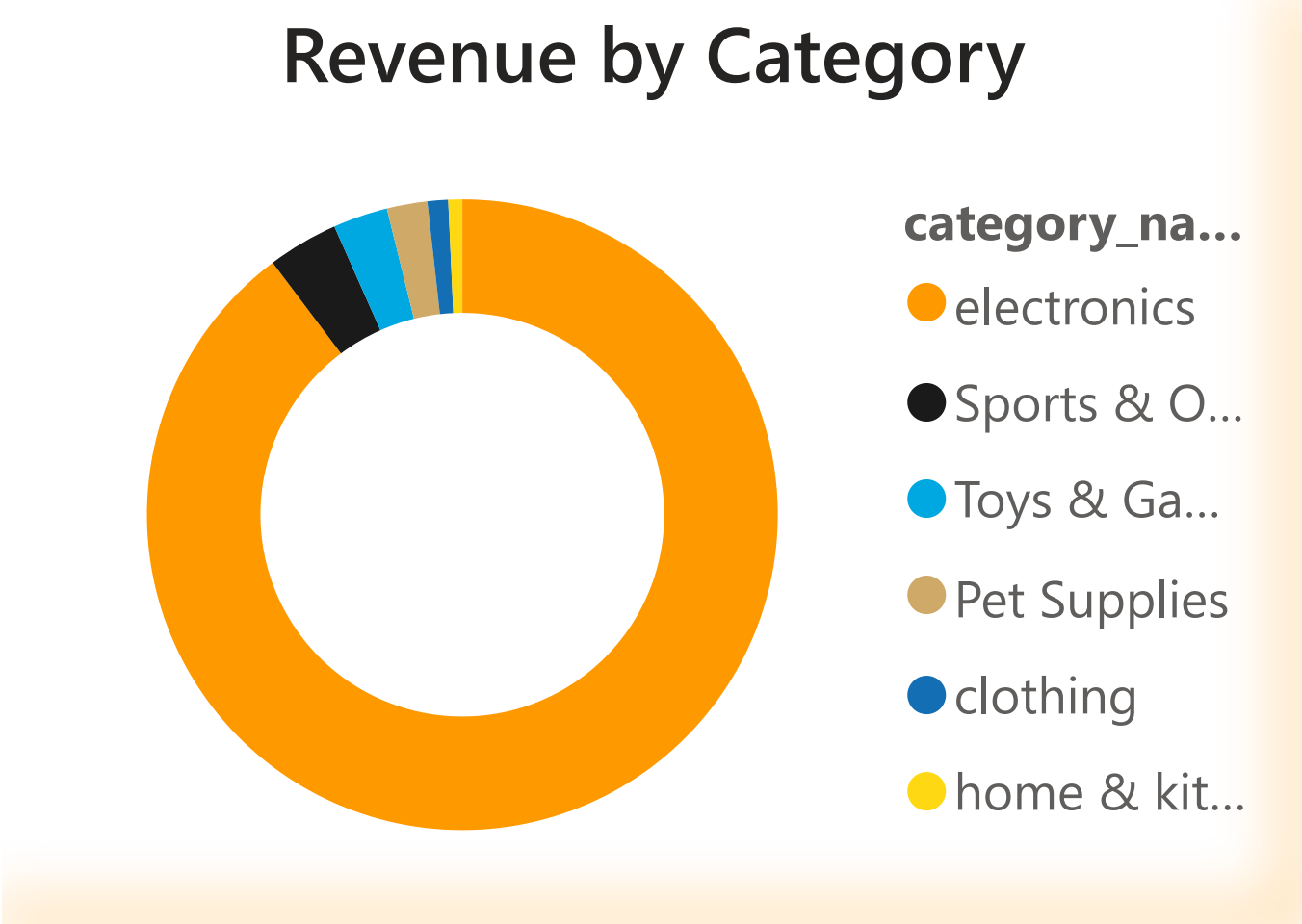
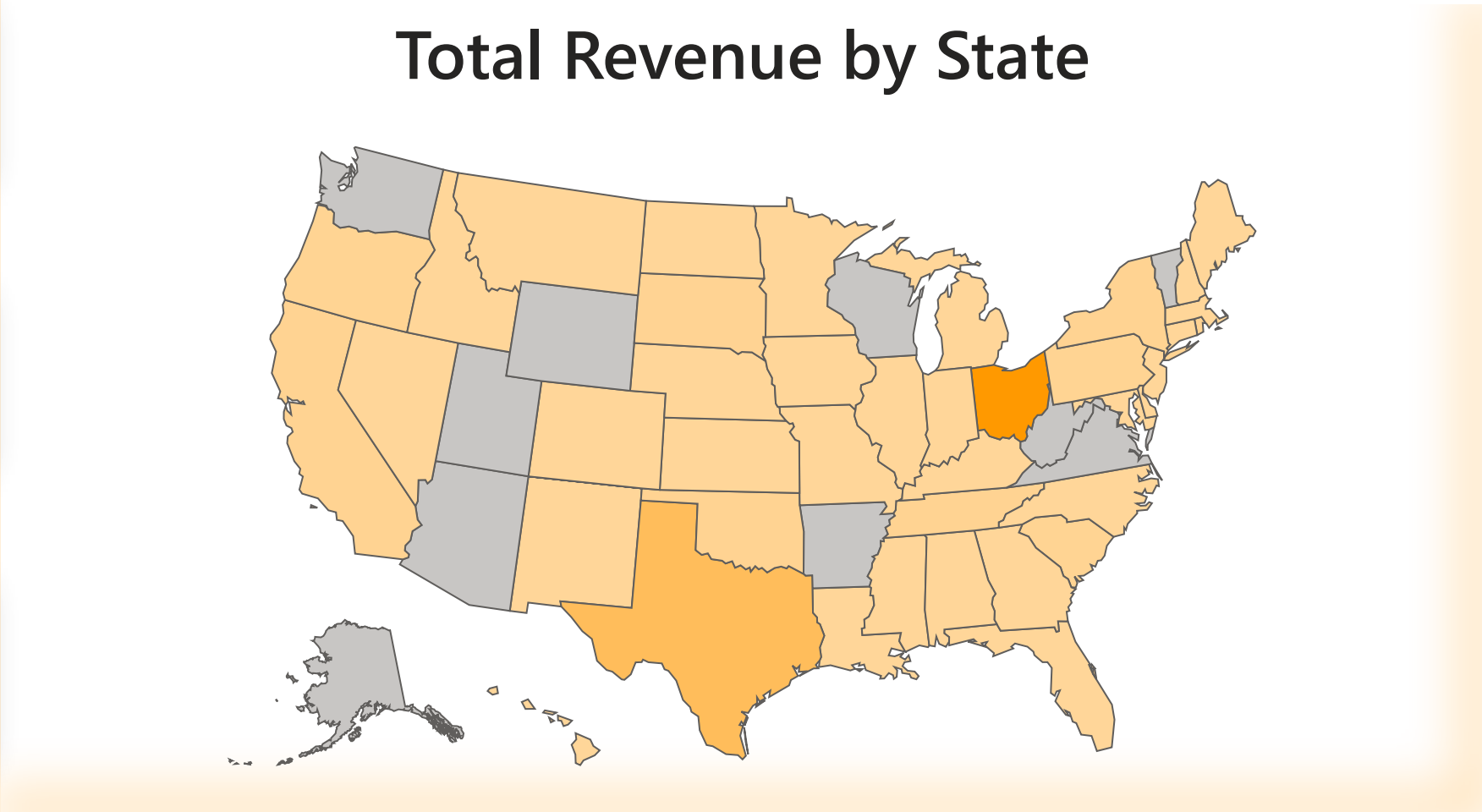
41.9K

AOV

\$58.46K

Total Profit

\$9.5M



product_name	Sum of Total_Sales	Sum of Total_Qu
Sony A7R IV Mirrorless Camera	155,099.53	
Dell XPS 17 Laptop	157,499.25	
Dell Alienware Aurora R13	177,499.29	
Canon EOS R6 Mirrorless Camera	144,999.42	
Canon EOS R5 Mirrorless Camera	222,299.43	
Apple MacBook Pro 16-inch (2021)	162,499.35	
Apple MacBook Pro 16-inch (2021)	162,499.35	
Total	2,259,391.51	



2020

2021

2022

2023

2024

Total Sales

12.64M

Total Orders

21.63K

Total Profit

\$9.53M

Profit Margin

7.54K%

OVERVIEW

SALES

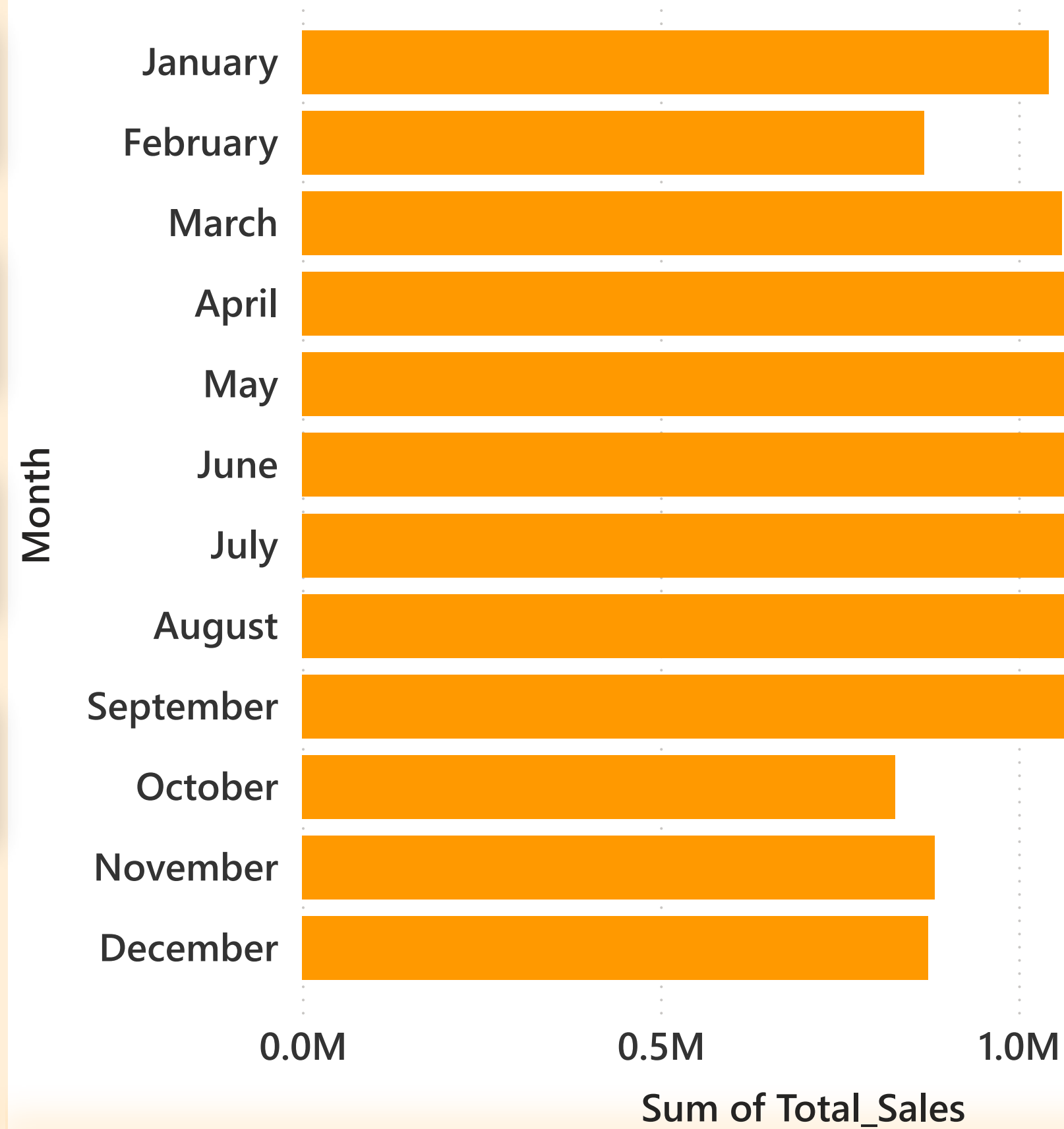
CUSTOMERS

PRODUCTS

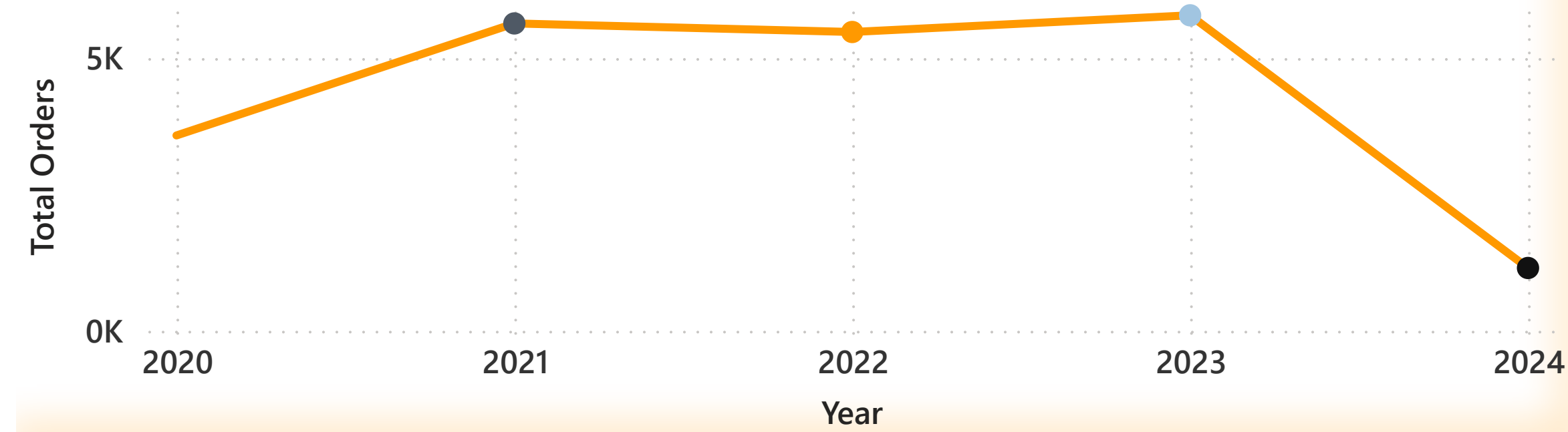
SHIPPING

INSIGHTS

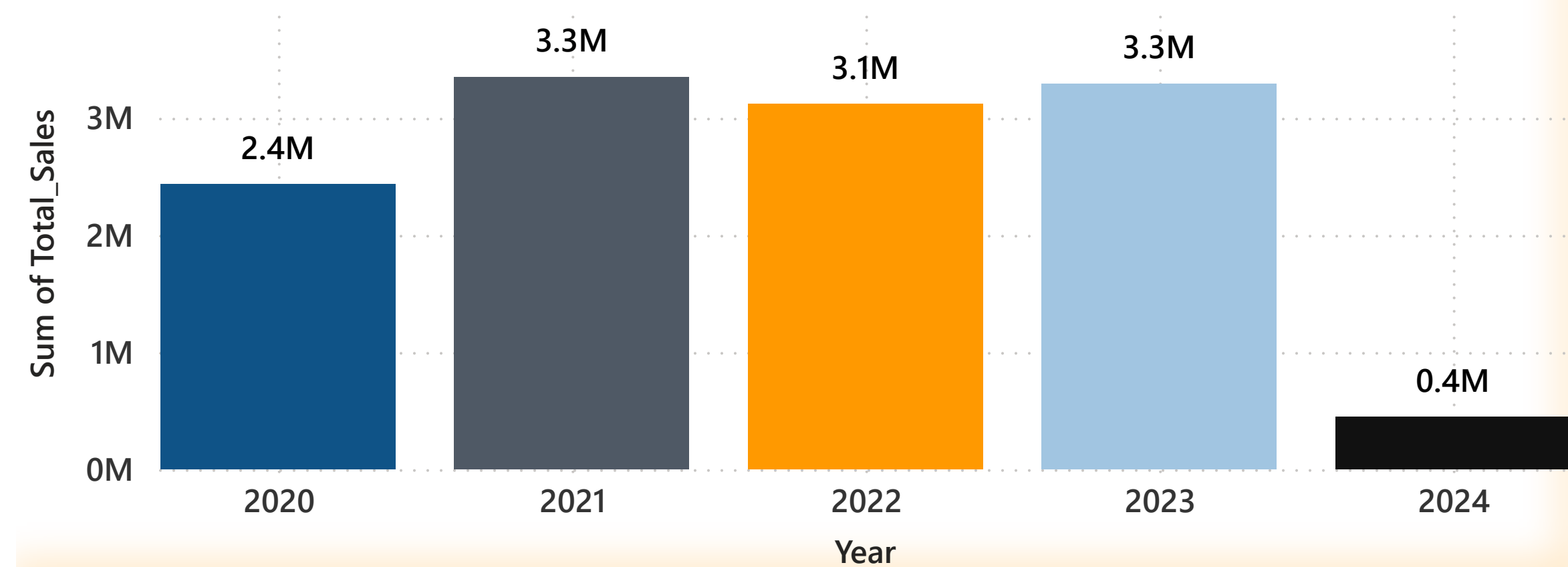
Total Sales by Month



Total Orders by Year



Total Sales by Year





2020	2021	2022	2023	2024
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OVERVIEW

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Maximum CLTV

\$89.03K

Total Customers

898

New Customers

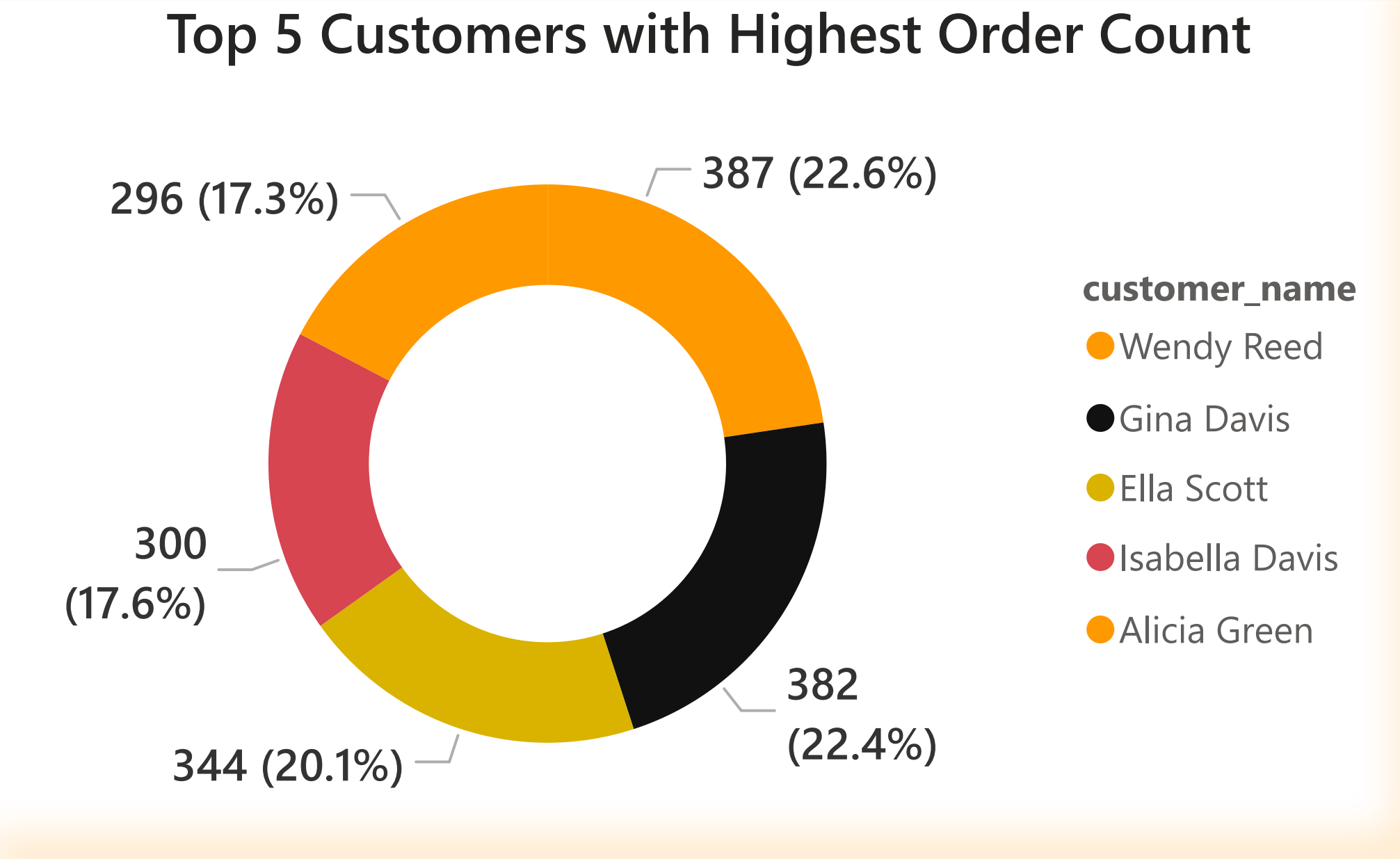
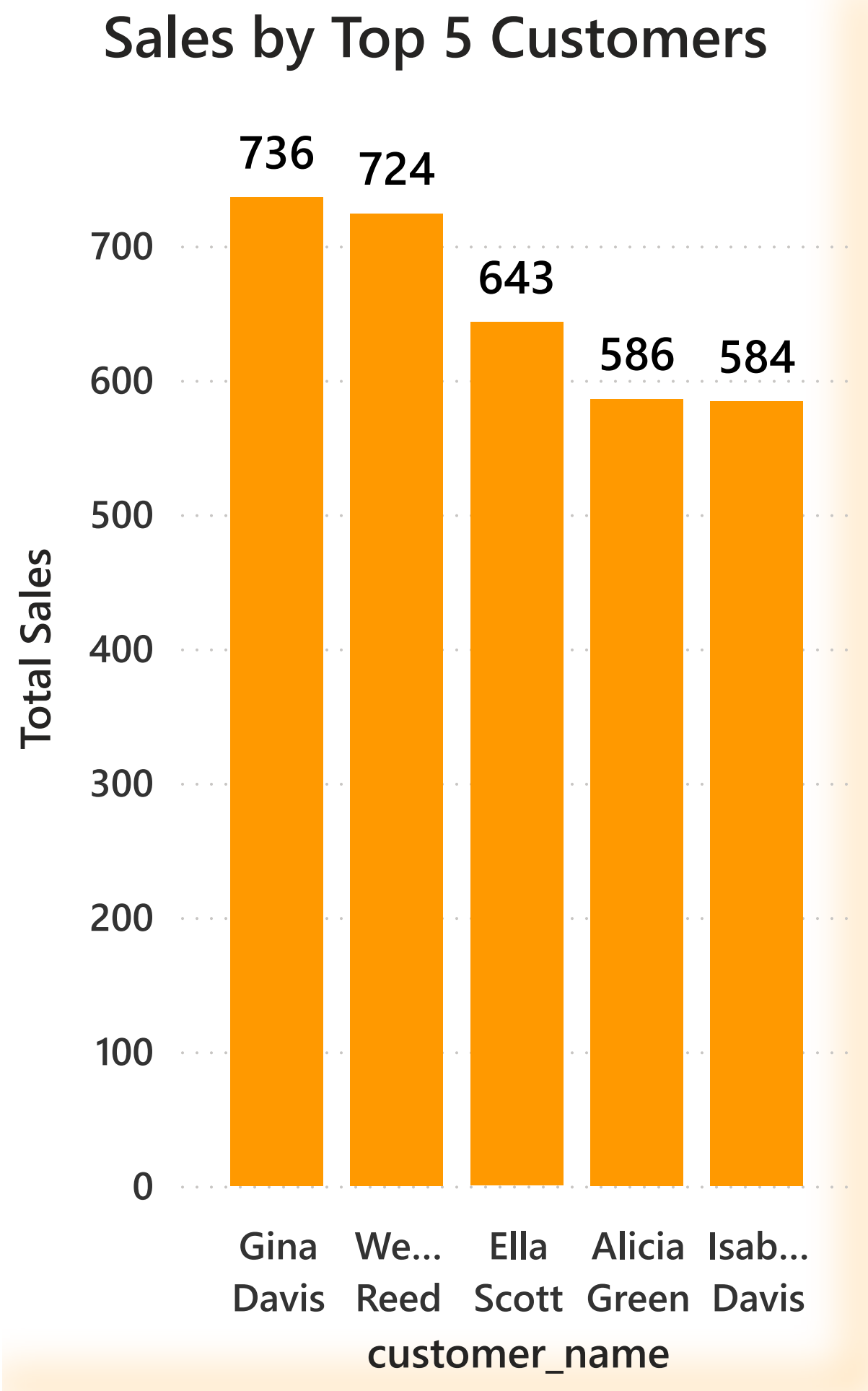
687

Returning Customers

211

Average Orders per Customer

24.09



customer_name	Sum of Total_Sales	Total Orders
Zackary Walker	37,167.29	84
Zackary Turner	3,289.89	6
Zackary Smith	60,186.72	114
Zackary Scott	22.99	1
Zackary Reed	774.96	2
Zackary Johnson	49,781.15	96
Zackary Harris	419.92	2
Zackary Green	1,698.84	8
Zackary Davis	134,519.19	199
Zackary Brooks	1,780.82	6
Zackary Adams	1,248.86	2
Total	12,644,870.42	21630



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OVERVIEW

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Average Return %

13.13%

Total Units Sold

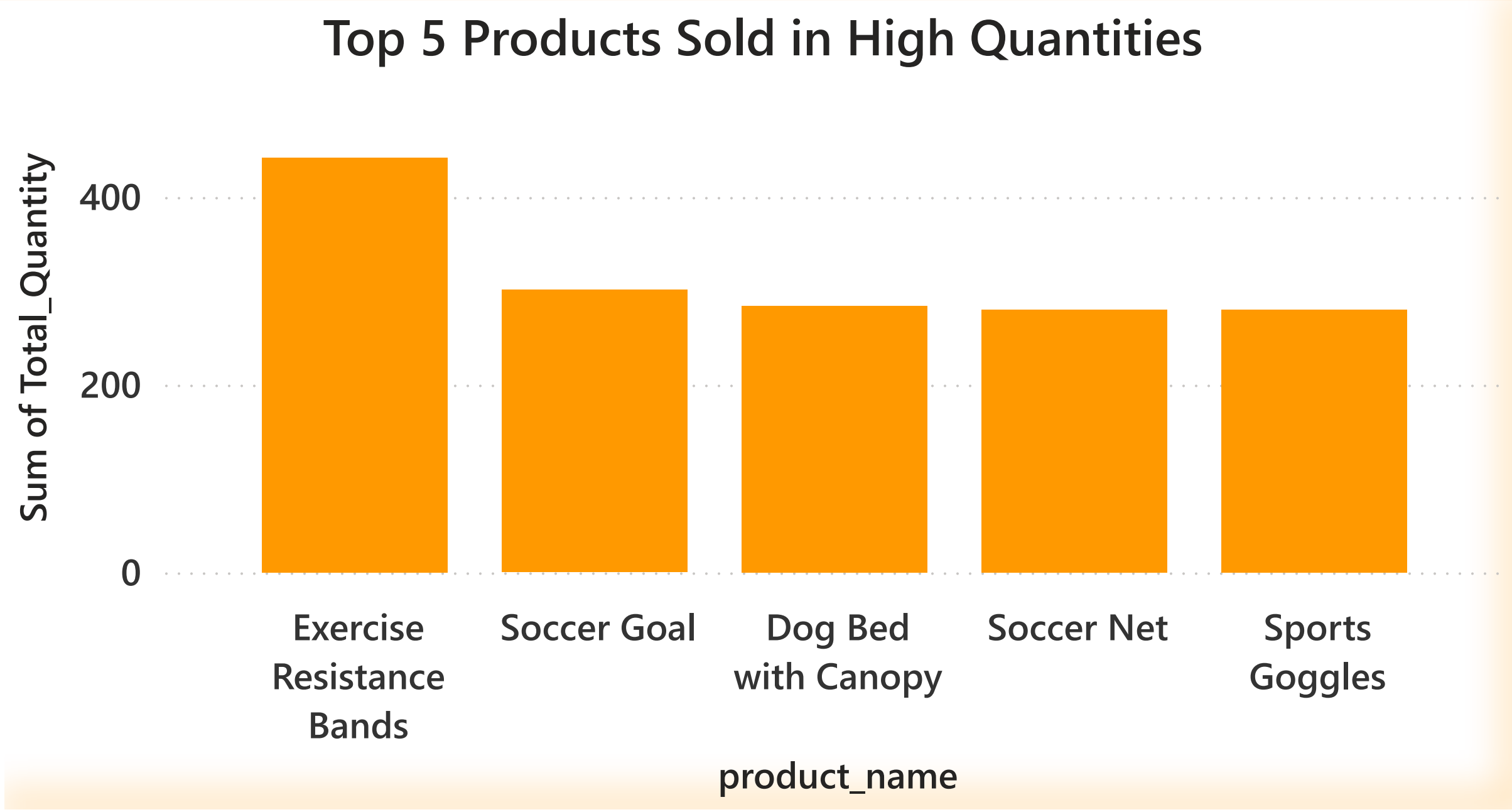
41.86K

Product Churn Rate

1.96%

Total Products

765



Top Performing Product

Apple iMac Pro(\$629,999)

product_name	Sum of Total_Sales	Profit Margin	Return %
4-Slice Toaster	1,679.72	0.66	
Acer Nitro 5 Gaming Laptop	54,999.50	0.71	0.05
Acer Predator Helios 300	64,399.54	0.88	0.22
Acer Predator X34 Monitor	38,499.65	0.76	0.15
Action Figures	574.77	0.89	0.17
Action Figures Set	7,047.65	0.87	0.21
Activity Center	16,237.97	0.95	0.16
Adjustable Cooling Rack	712.69	0.80	
Adjustable Measuring Cup	417.78	0.70	
Adjustable Rolling Pin	439.78	0.60	0.18
Total	12,644,870.42	0.75	0.13



OVERVIEW

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Pending Shipment %

2.26

Average Delivery Time
(days)

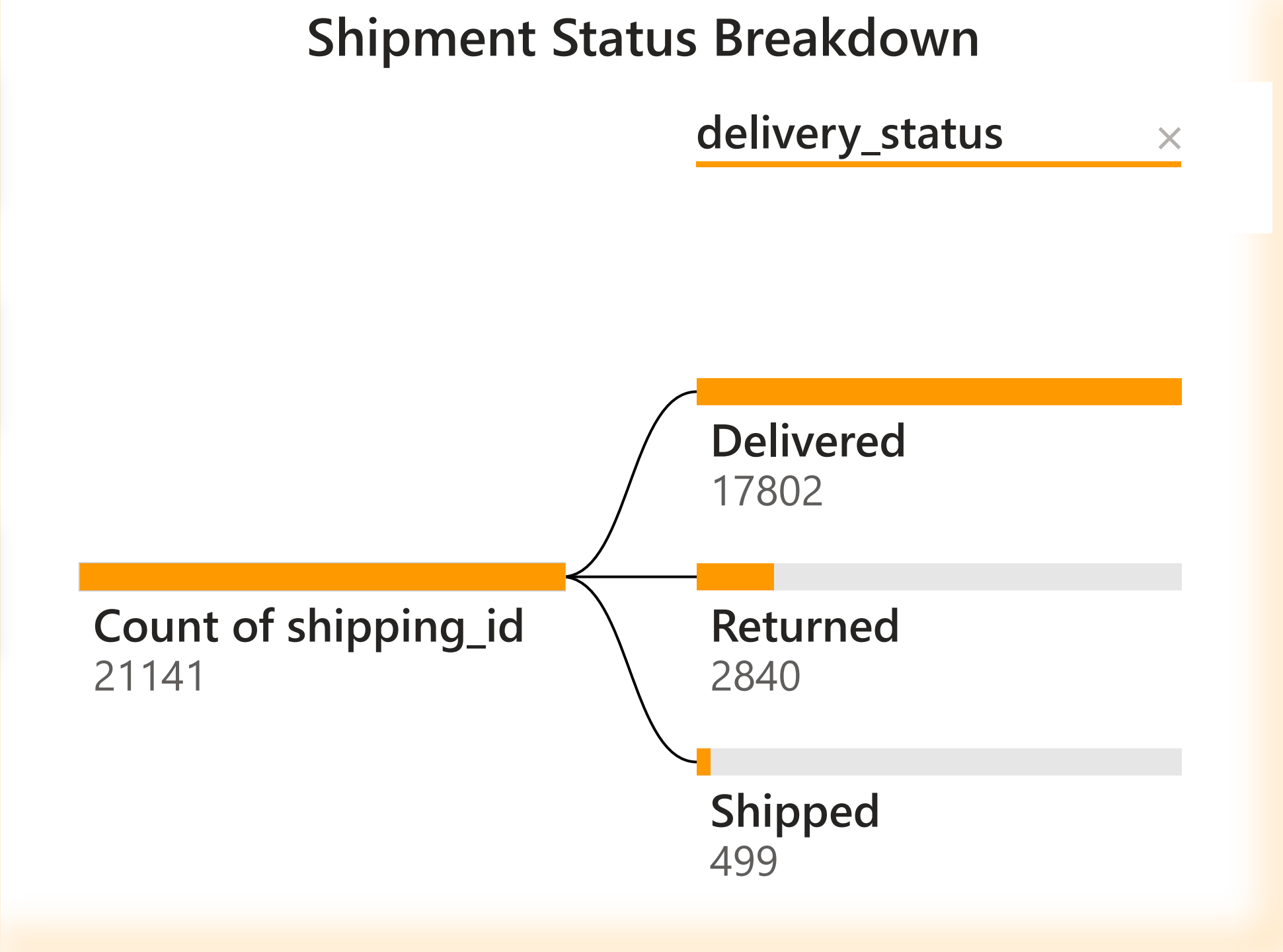
3

Average Return Time
(days)

10

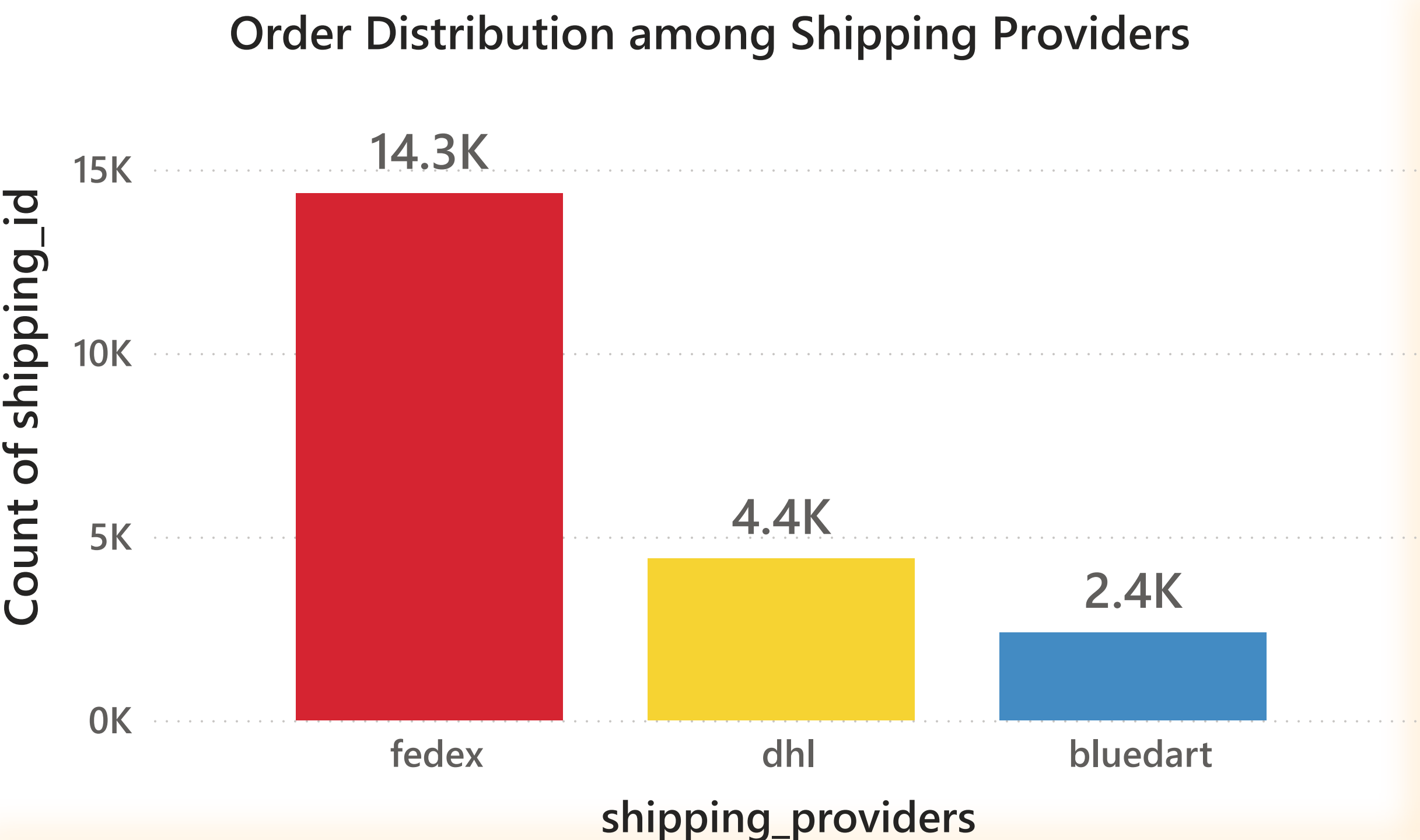
Shipping Delay
(days)

3



2020	2021	2022	2023	2024
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product_id	product_name	Sum of stock	Sum of warehouses
1	Apple AirPods 3rd Gen	41	
2	Apple AirPods Max	39	
3	Apple AirPods Pro	92	
4	Apple AirPods Pro 2nd Gen	57	
5	Apple AirPods Pro 2nd Generation	87	
6	Apple iMac 24-Inch	31	
7	Apple iMac 27-Inch Retina	87	
Total		39477	





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