



# E-Commerce Dashboard

Last  
7D

MTD

Last  
3M

Last  
6M

Last  
9M

YTD

ALL

Country

Australia

Austria



Total Sales

\$ 8,911,399

6.9% | \$611,342

Return Rate & Amount

Real Transaction

18,532

👤 23.6% | 📦 3.4%

Transaction Rate per Customer & Tot...

Active Customers

4,373

⬆️ R 70.0% | ⬆️ One 30.0%

% of Active Customers by repetition

\$480.87

ave basket size

Units Sold

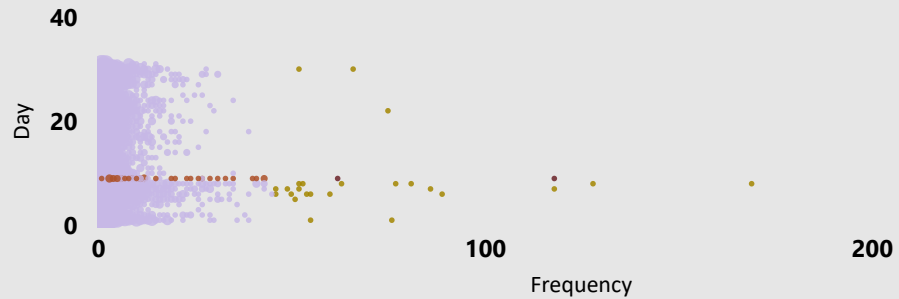
5,167,802

🟢 200 | ⬆️ 84.1%

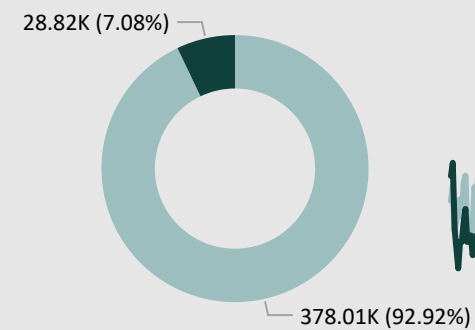
Units Sold per Order & Total Qty

## RFM Diagram

● Champion ● Lost customers ● Others ● Potential Loyalist



## No of Customers by Repetition



Repeat Buyer Flag

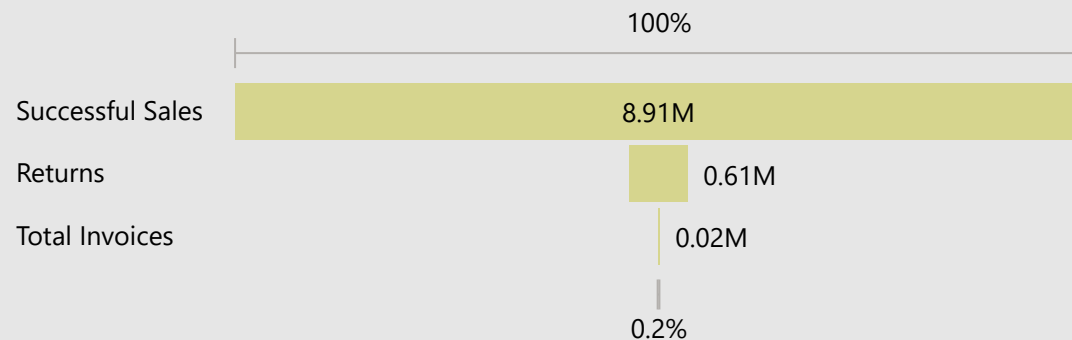
● Repeat

● One-Time

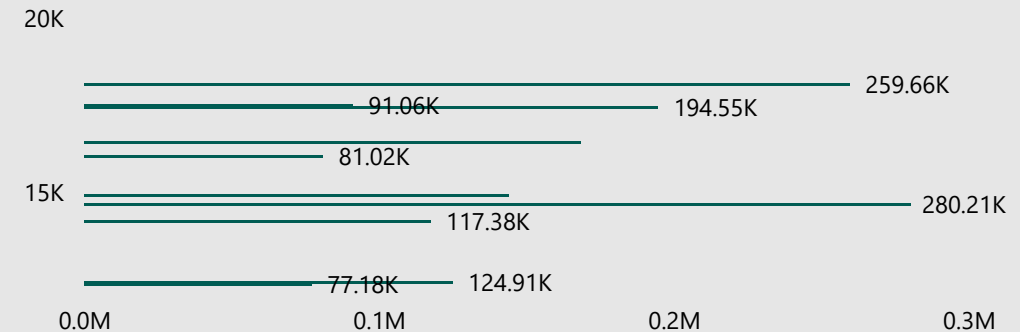
0.44M  
onetime sold

8.47M  
repeat sold

## Sold by Stages



## Top 10 Customers Based on Sales



17.26%  
top 10 customers

# Sales & Returned Products

Las...

MTD

Las...

Las...

Las...

YTD

ALL

## Country

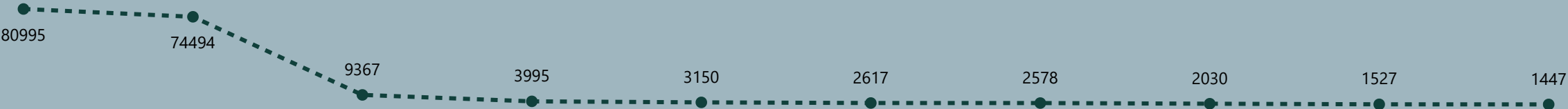
Australia

Austria

Bahrain



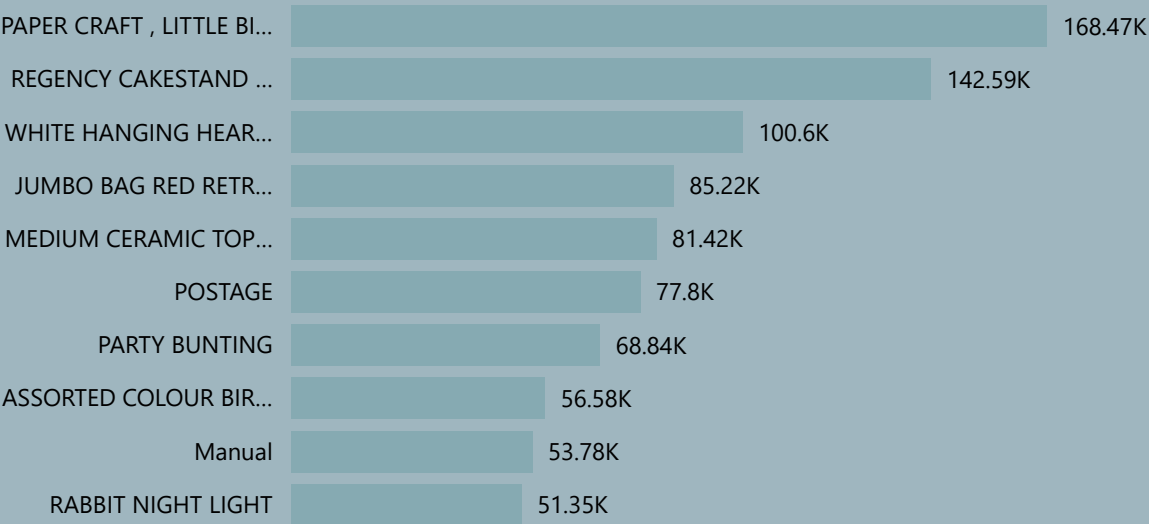
### Top 10 Qty of Returned Products



### Quantity Sold Over Time

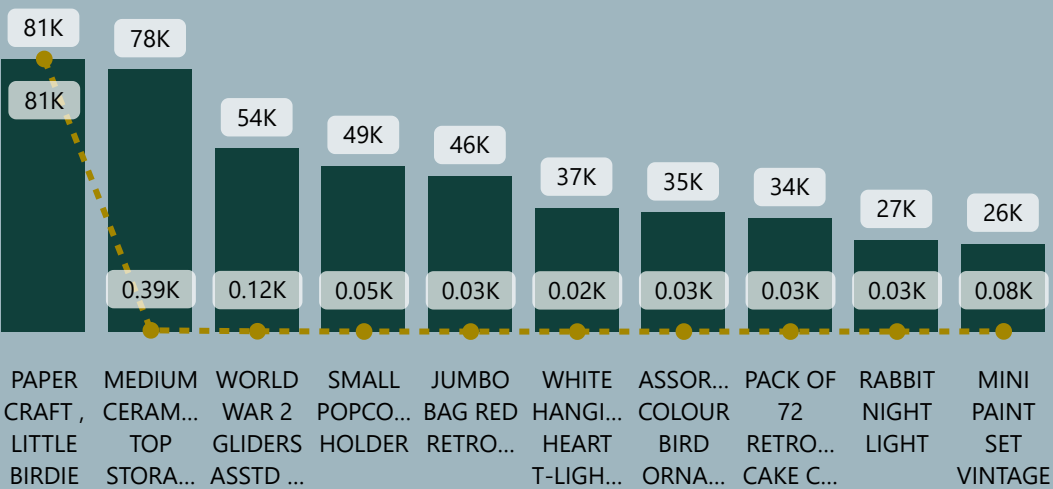


### Top 10 Sales of Sold Products



### Top 10 Qty of Sold Products by Total & Avg

● Qty of Realsale ● AVG of Qty



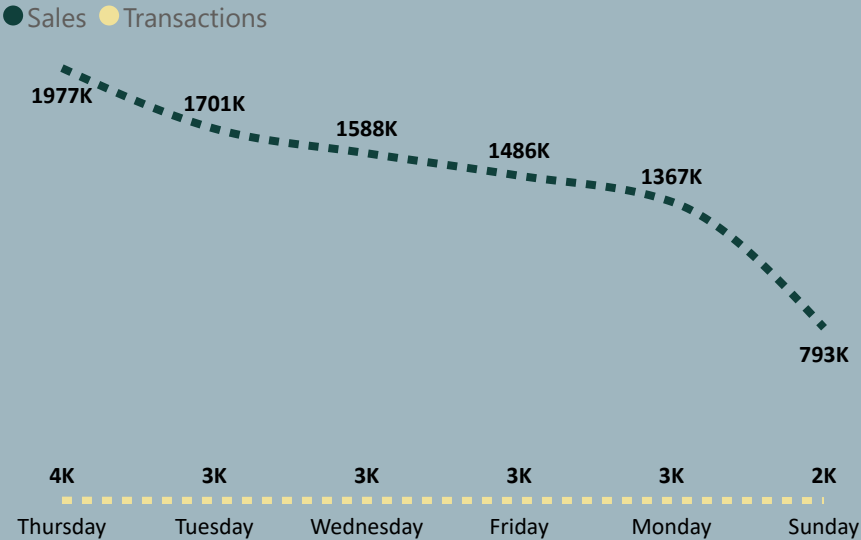
Quantity Sold Over Time

- Last 7D
- MTD
- Last 3M
- Last 6M
- Last 9M
- YTD

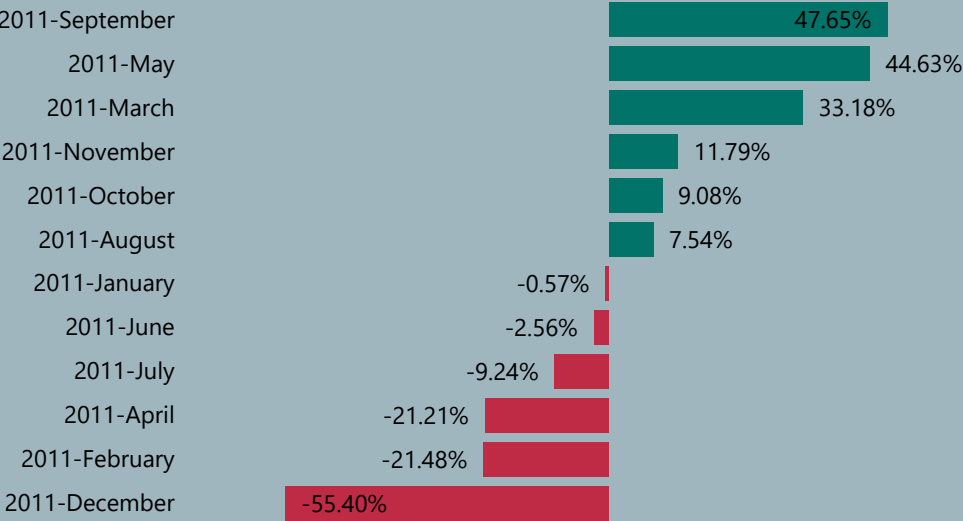
Country

Australia

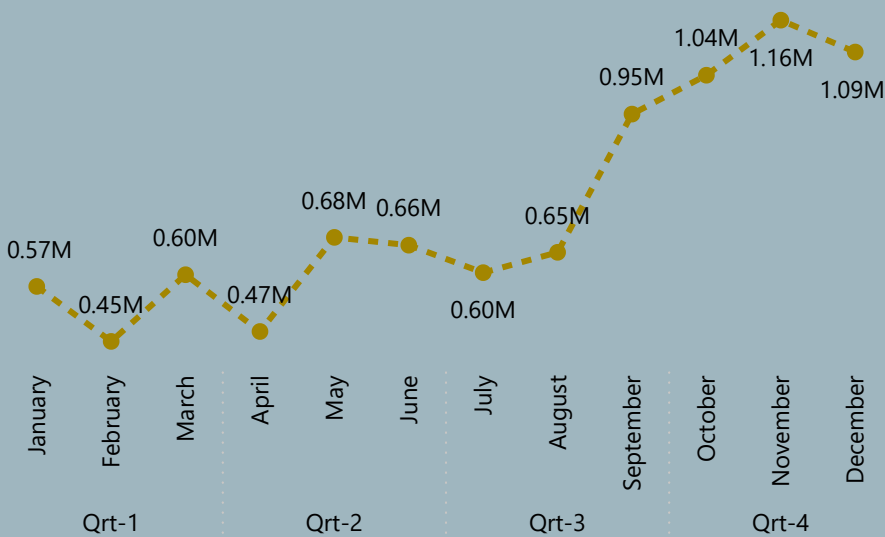
Total Sales and Transactions by Day



MoM Growth % by YearMonth



Cumulative Sales Over Time



Moving AVG 7 & 30 Days

