E-Commerce performance analysis

255M Total Sales	**28K** Total Orders	**9K** Average order value	**10K** Customers served	**32M** last_3_months_sales

Monthly Sales Performance: Year-over-Year Comparison

● 2023 ● 2024 ● 2025

Jan 10.7M / 10.8M
Feb 9.9M / 9.8M
Mar 10.8M / 10.2M
Apr 9.3M / 10.4M
May 11.3M / 11.4M
Jun 10.3M / 10.1M
Jul 11.8M / 9.5M
Aug 11.3M / 10.9M
Sept 10.9M
Oct 10.8M / 10.6M
Nov 11.0M / 10.8M
Dec 11.0M / 10.6M

Category's sales

- Clothing 207K
- Books 169K
- Food & Groceries 167K
- Toys & Games 161K
- Pet Su... 158K
- Accessories 139K
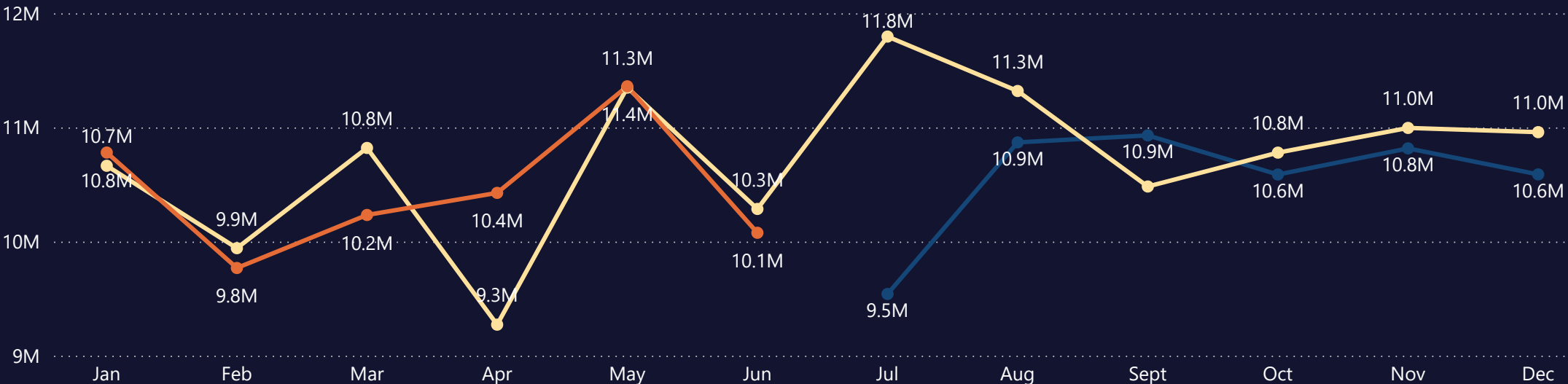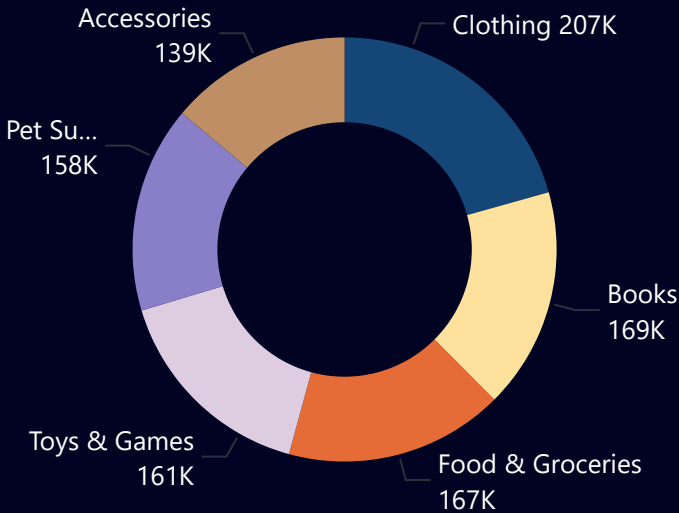
Top loyal customers

● 2023 ● 2024 ● 2025

Customer	2023	2024	2025
Marshal	118K	46K	116K
Darryl	98K	70K	96K
Olimpia	71K	96K	75K
Locke	18K	126K	96K
Wynn	77K	121K	41K
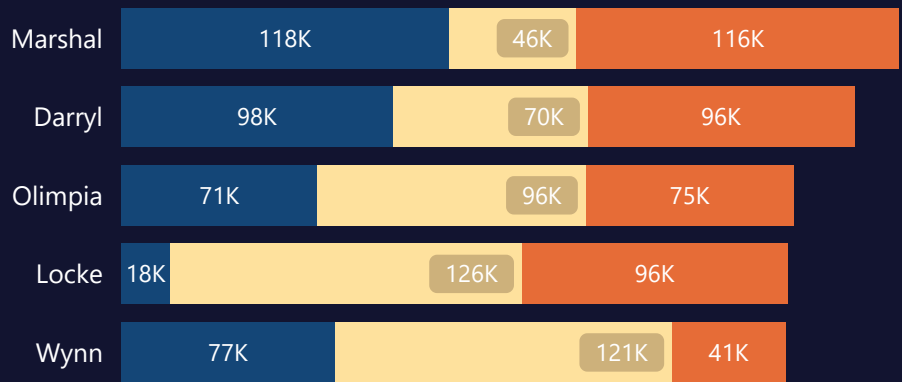
## Top International markets by Categories distribution

● Accessories ● Beauty & Personal Care ● Books ● Clothing ● Food & Groceries ● Sports & Outdoors
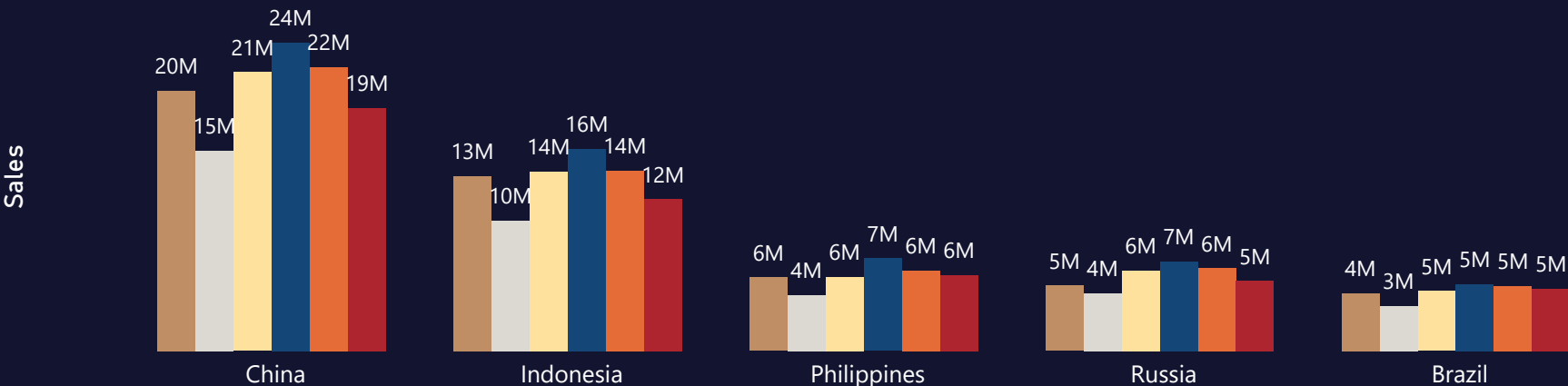
	Accessories	Beauty & Personal Care	Books	Clothing	Food & Groceries	Sports & Outdoors
China	20M	15M	21M	24M	22M	19M
Indonesia	13M	10M	14M	16M	14M	12M
Philippines	6M	4M	6M	7M	6M	6M
Russia	5M	4M	6M	7M	6M	5M
Brazil	4M	3M	5M	5M	5M	5M

E-Commerce performance analysis

2M	23K	151	12
Total sold quantity	Sum of StockQuantity	Count of ProductName	Count of CategoryName

Sales Breakdown - Where is our Money coming from?!!

💡 CategoryName ✕	💡 Country ✕	💡 ProductName ✕
Clothing	China	

Clothing
131,164,616.54

Toys & Games
128,311,812.94

Food & Groceries
118,675,543.04

Books
116,551,355.31

Sum of TotalAmount
254,632,855.32

Pet Supplies
116,085,752.94

Accessories
107,829,850.77

Electronics
105,044,544.04

Sports & Outdoors
102,117,732.28

China
23,776,575.43

Indonesia
15,600,780.92

Philippines
7,143,400.16

Russia
6,892,138.62

Brazil
5,155,101.28

Portugal
4,264,788.72

France
4,243,642.34

Poland
4,071,039.52

Fashionable Fanny Pack
3,485,387.16

Lentil Pasta
2,628,840.43

Yoga Wheel
2,181,467.76

Garden Vegetable Soup
1,986,461.46

Coconut Milk
1,972,806.24

Athletic Sports Bra
1,958,199.43

Cucumber Relish
1,927,859.50

Raspberry Lemonade Mix
1,895,651.99

Best sellers

ProductName	Sum of Quantity
⊞ Athletic Sports Bra	23564
⊞ Sweet Potato and Chickpea Bowl	23359
⊞ Fashionable Fanny Pack	23301
⊞ Home Delivery Food Journal	23041
Total	**116201**

Least Selling Products

ProductName	Sum of Quantity
⊞ Scent Diffuser Oil	10274
⊞ Magnetic Spice Containers	10344
⊞ Asian Noodle Salad Kit	10352
⊞ Organic Whole Wheat Flour	10381
Total	**51756**

Low-Stock Alert

ProductName	Sum of StockQuantity
Organic Coconut Flakes	2
Maple Bacon Jerky	3
Organic Green Apples	4
Coconut Milk	5
Lentil Pasta	5
Sporty Leggings	5
Savory Breakfast Sausage	8
Laptop X200	10
Electric Heating Pad	13
Total	**99**