

# Retail Sales & Customer Insights Dashboard

\$18,809,217

Net Sales

3.63%

Return Rate

5773

ConvertedCustomer

\$3,258

AvgOrderPerCustomer

16.21%

RepeatRate

Year

All



Month

All



Country

All

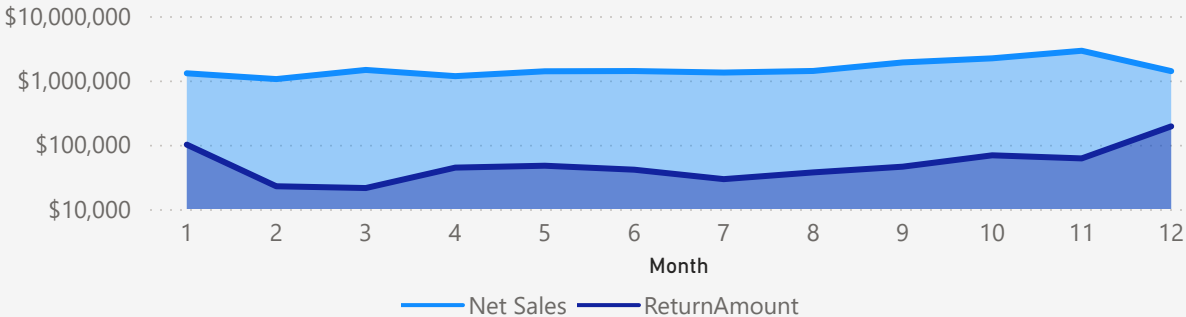


Category

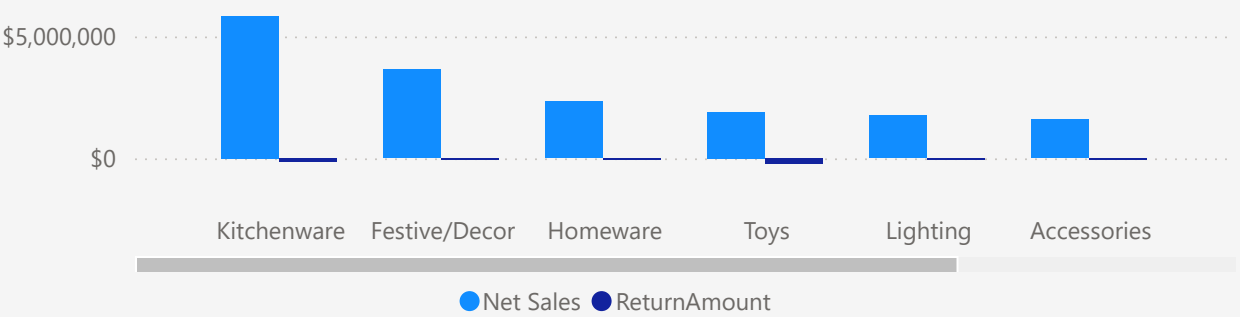
All



Net Sales and ReturnAmount by Month



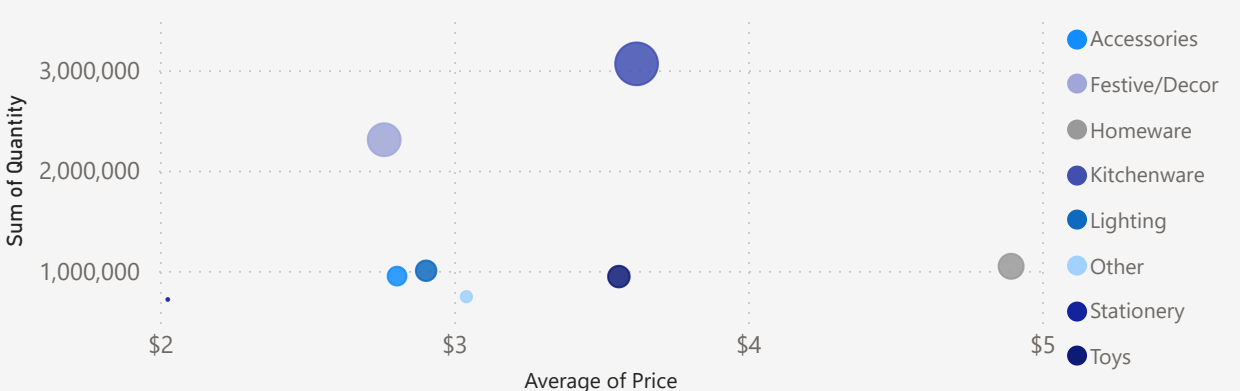
Net Sales and ReturnAmount by Category



Net Sales by Country

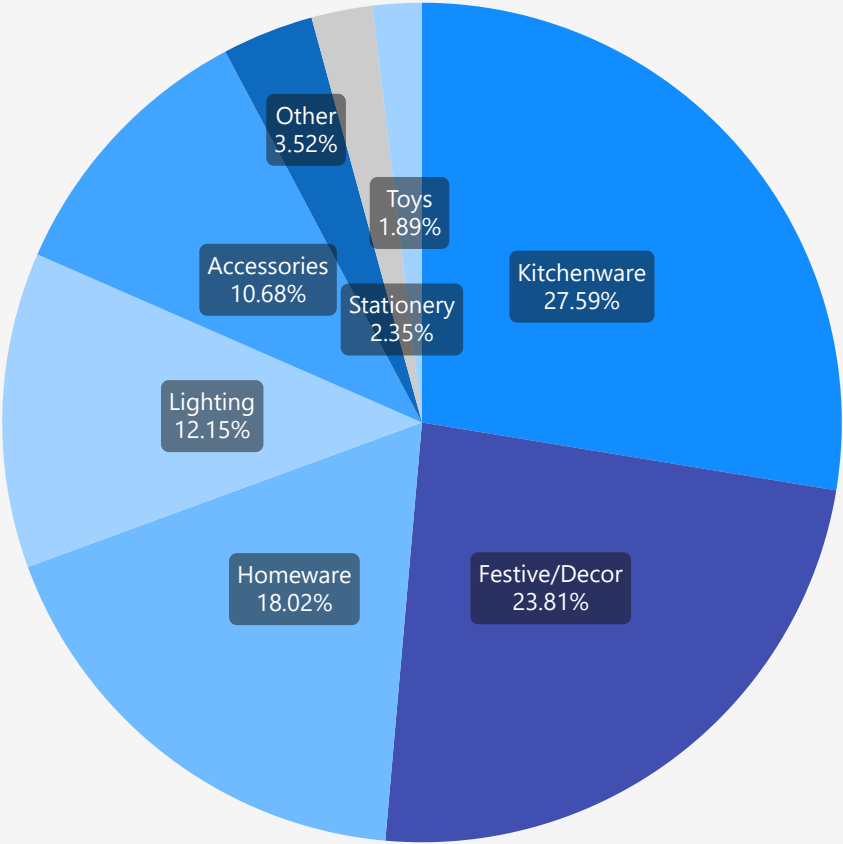


Sales Quantity & Average Price by Category





# Net Sales by Category



**Converted Customers** refers to the number of unique customers who completed at least one successful purchase (non-zero transaction).

**Average Order per Customer** shows the average total sales amount per customer, calculated by dividing Net Sales by the number of purchasing customers.

**Repeat Rate** is the percentage of customers who made two or more purchases (on different dates) within the last 60 days.