

AS



331,964,935

Total Sales

47,556

Total Orders

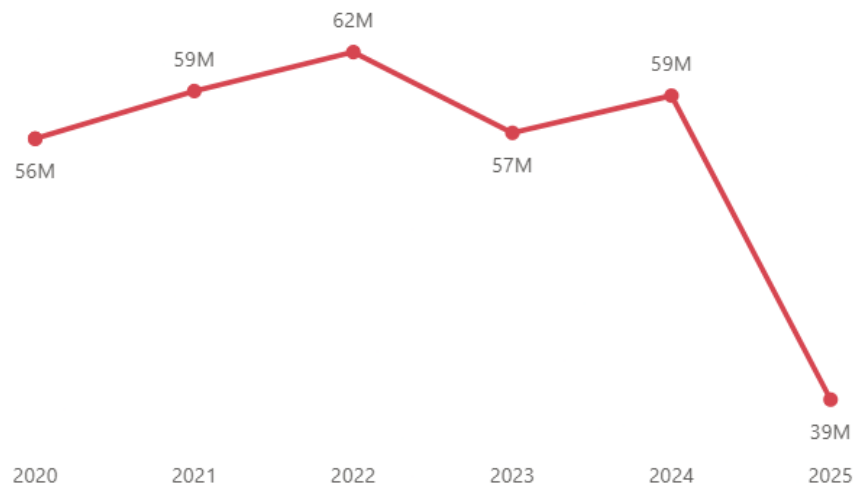
35,390

Total Customers

6,981

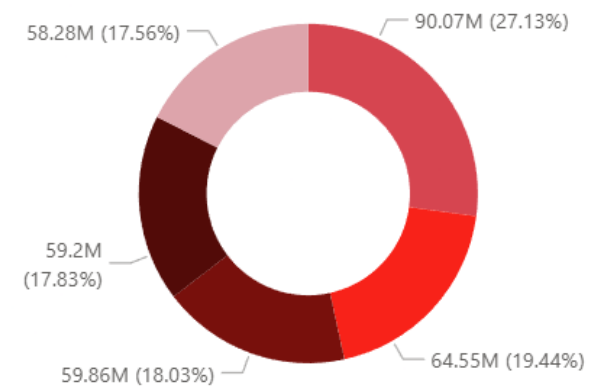
AVG Order Value

### Total Sales by Year

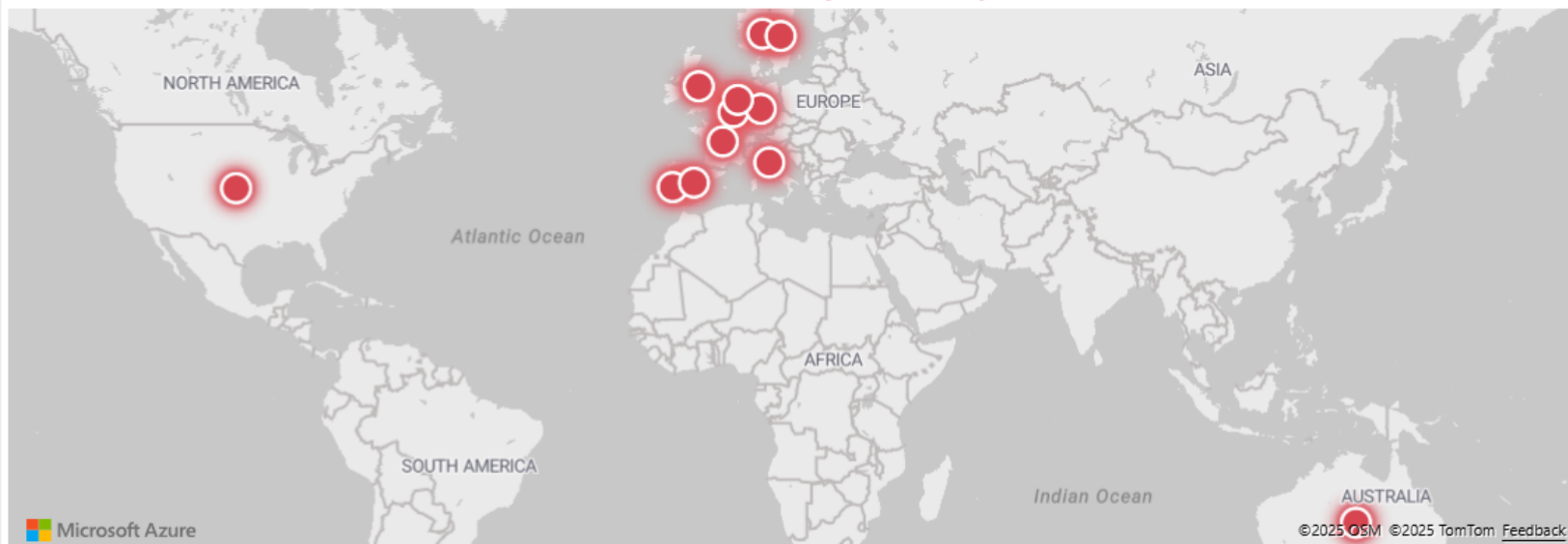


### Total Sales by Category

● Electronics ● Accessories ● Apparel ● Furniture ● Stationery



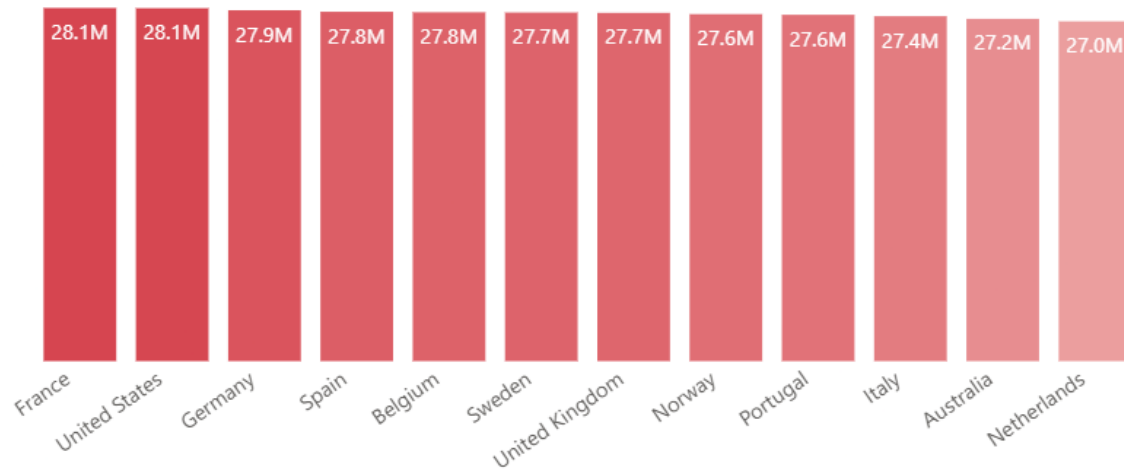
### Total Sales by Country



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## Total Sales by Country

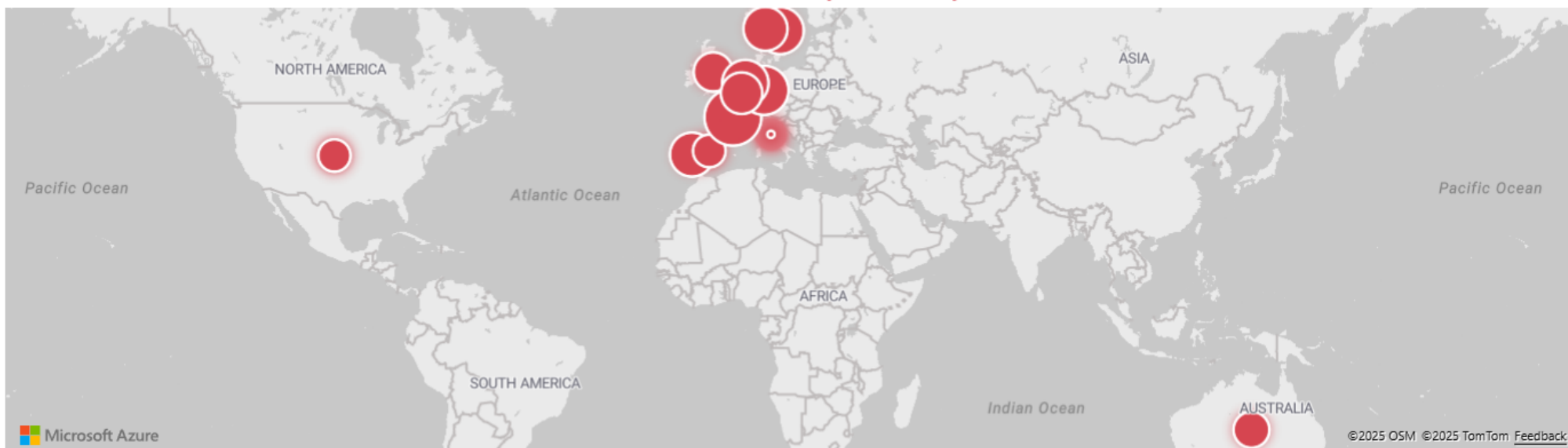


CustomerKey

#Orders

CustomerKey	#Orders
Unknown	3976
53125	6
44086	5
53121	5
63229	5
76858	5
78858	5
81631	5
91749	5
96367	5

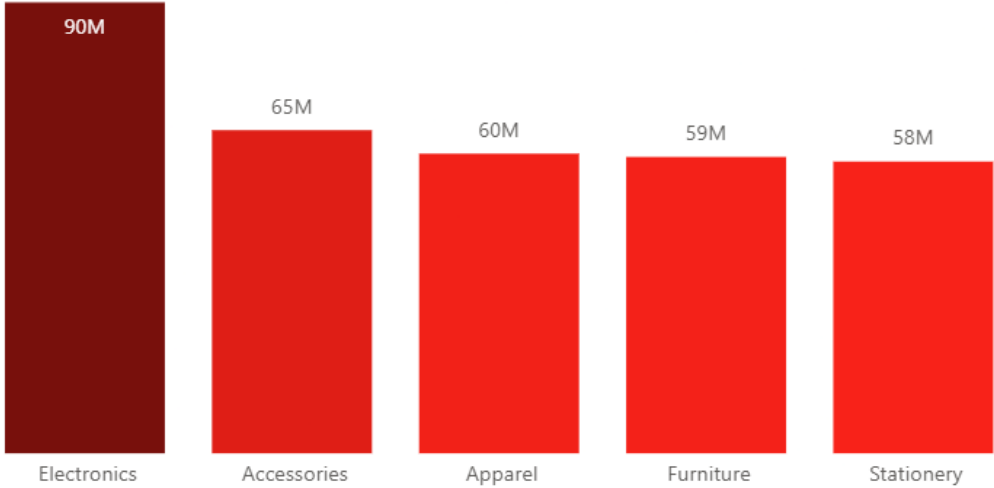
## #Customers by Country



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Total Sales by Category



Product Total Sales Sales% Total Units

USB Cable	32,772,018.44	9.87	679,556
White Mug	31,775,637.08	9.57	702,352
Backpack	30,934,918.08	9.32	723,620
Desk Lamp	30,746,331.88	9.26	718,120
Headphones	30,638,497.44	9.23	641,600
Blue Pen	30,194,993.40	9.10	650,940
Wireless Mouse	29,943,478.00	9.02	680,980
Wall Clock	29,492,531.16	8.88	691,436
T-shirt	28,925,871.12	8.71	685,264
Office Chair	28,457,438.56	8.57	705,936
Notebook	28,083,219.48	8.46	642,128

Total Sales by Product

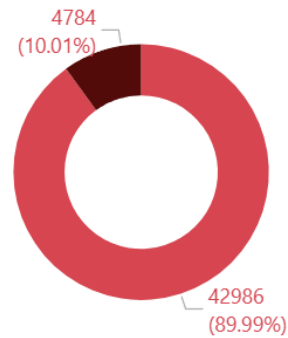
USB Cable	Backpack	Headphones	Wireless Mouse	T-shirt	Office Chair
32,772,018	30,934,918	30,638,497	29,943,478		
White Mug	Desk Lamp	Blue Pen	Wall Clock		
31,775,637	30,746,332	30,194,993	29,492,531	28,925,871	28,457,439
				Notebook	
				28,083,219	

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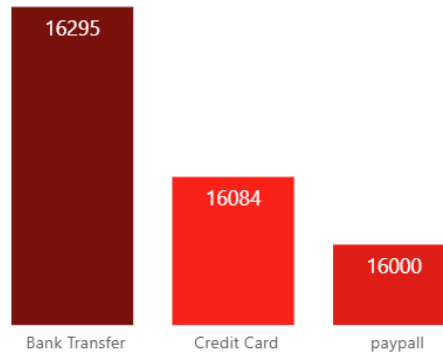


## #Orders by Return Status

● Not Returned ● Returned

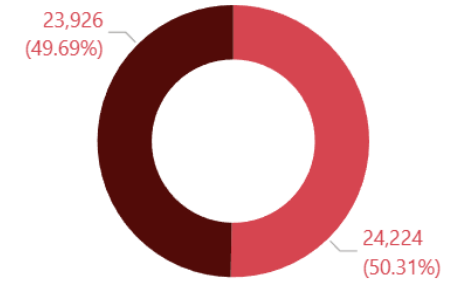


## #Orders by Payment Method



## #Orders by Sales Channel

● Online ● In-store



Sales Channel	Warehouse Location	Shipment Provider	Payment Method	Order Priority	Return Status	Total Orders
In-store	Amsterdam	DHL	paypal	High	Not Returned	559
In-store	Amsterdam	FedEx	paypal	High	Not Returned	559
In-store	Amsterdam	Royal Mail	paypal	High	Not Returned	559
In-store	Amsterdam	UPS	paypal	High	Not Returned	559
Online	Rome	DHL	Credit Card	Low	Not Returned	542
Online	Rome	FedEx	Credit Card	Low	Not Returned	542
Online	Rome	Royal Mail	Credit Card	Low	Not Returned	542
Online	Rome	UPS	Credit Card	Low	Not Returned	542
In-store	London	DHL	paypal	Low	Not Returned	541

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Category

All

Country

All

Sales Channel

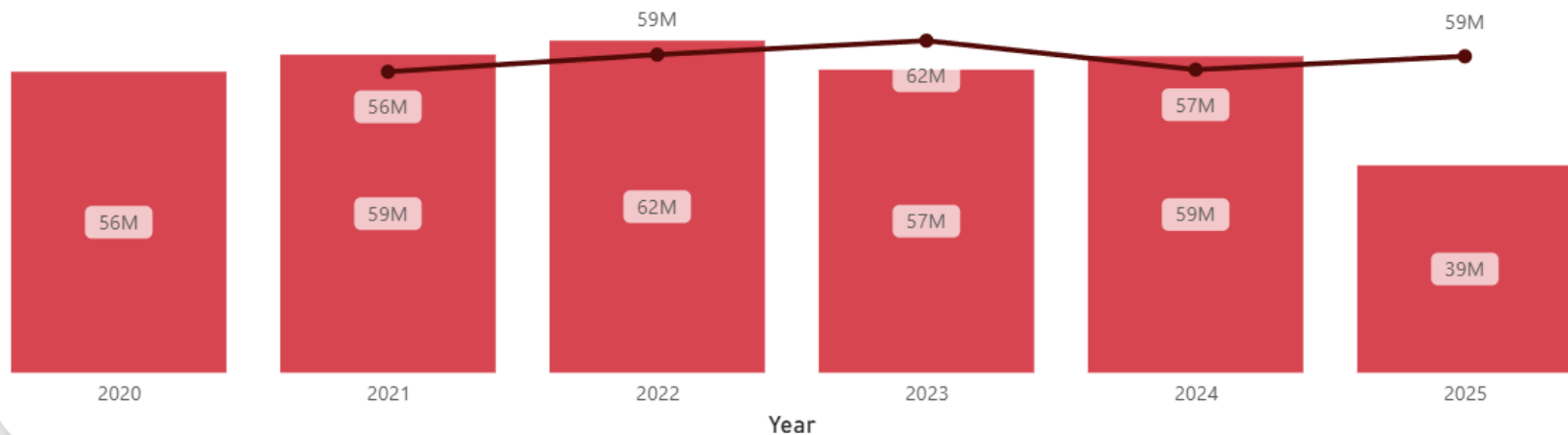
All

Month

All

## Current Sales and PY Sales

● Total Sales ● PY Sales



Year Product	2020			2021			2022			2023		
	Total Sales	PY Sales	Sales YoY %	Total Sales	PY Sales	Sales YoY %	Total Sales	PY Sales	Sales YoY %	Total Sales	PY Sales	Sales
Backpack	5,328,862.80		0.00%	5,502,587.28	5,328,863	3.26%	5,751,494.76	5,502,587	4.52%	5,477,862.04	5,751,495	-
Blue Pen	5,347,942.64		0.00%	5,317,263.76	5,347,943	-0.57%	5,254,775.16	5,317,264	-1.18%	5,423,120.84	5,254,775	-
Desk Lamp	3,997,107.44		0.00%	5,584,345.12	3,997,107	39.71%	5,551,100.44	5,584,345	-0.60%	5,903,007.44	5,551,100	-
Headphones	5,394,027.36		0.00%	5,328,082.12	5,394,027	-1.22%	6,005,561.84	5,328,082	12.72%	4,962,438.16	6,005,562	-1
Notebook	5,186,771.80		0.00%	5,200,671.32	5,186,772	0.27%	4,604,179.04	5,200,671	-11.47%	5,072,224.24	4,604,179	1
Office Chair	5,406,789.68		0.00%	4,827,060.84	5,406,790	-10.72%	5,214,210.36	4,827,061	8.02%	5,124,262.28	5,214,210	-
T-shirt	4,783,532.88		0.00%	5,092,451.92	4,783,533	6.46%	5,831,398.60	5,092,452	14.51%	4,800,422.88	5,831,399	-1
USB Cable	5,588,367.16		0.00%	6,451,728.56	5,588,367	15.45%	6,124,653.88	6,451,729	-5.07%	5,650,439.04	6,124,654	-
Wall Clock	5,004,617.24		0.00%	5,784,833.64	5,004,617	15.59%	5,677,510.76	5,784,834	-1.86%	4,616,649.56	5,677,511	-1
White Mug	4,971,258.04		0.00%	5,716,876.84	4,971,258	15.00%	6,493,156.12	5,716,877	13.58%	4,859,097.00	6,493,156	-2
Wireless Mouse	5,188,536.60		0.00%	4,583,609.36	5,188,537	-11.66%	5,491,703.00	4,583,609	19.81%	4,696,792.72	5,491,703	-1
Total	56,197,813.64		0.00%	59,389,510.76	56,197,814	5.68%	61,999,743.96	59,389,511	4.40%	56,586,316.20	61,999,744	-1