

thelook e-commerce

customer profile

Gender

☐ F

☐ M

Average age

41

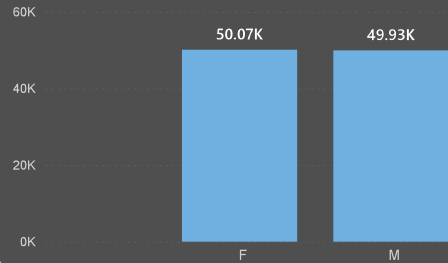
Total customers

100K

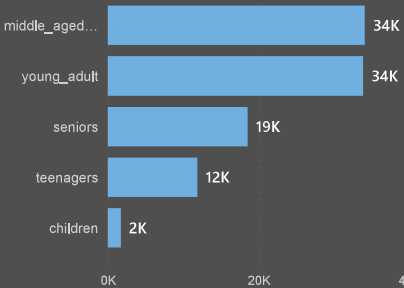
Total revenue

\$20.27M

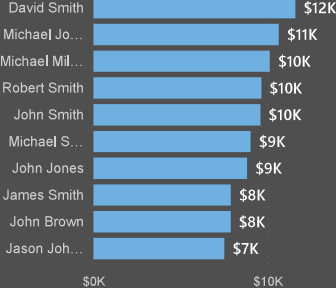
Gender



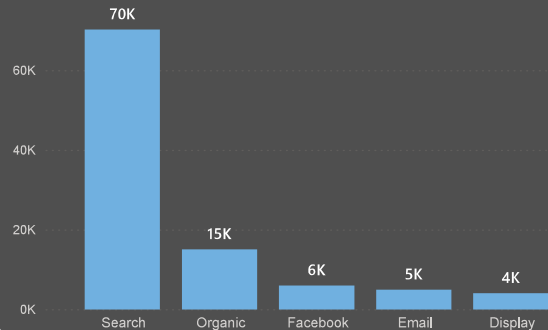
Age group



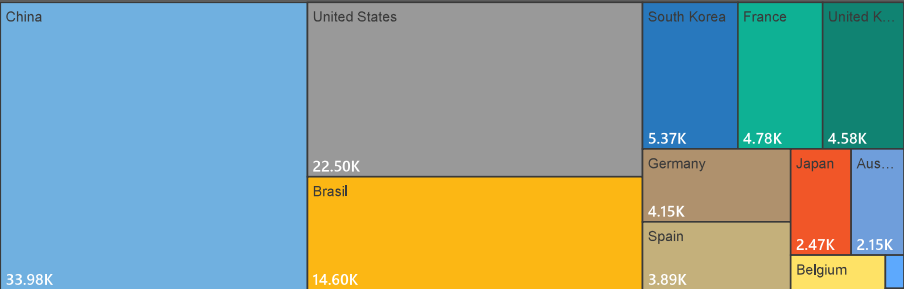
Top 10 customers



Customers by traffic_source



Customers by country



Sales

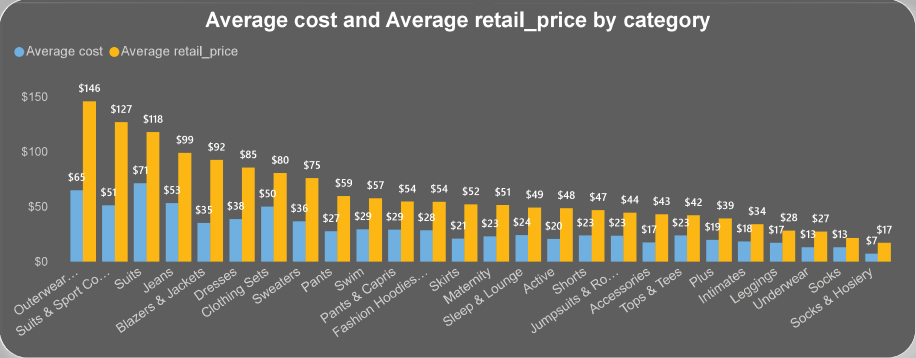
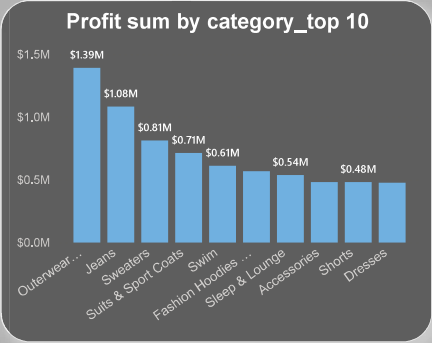
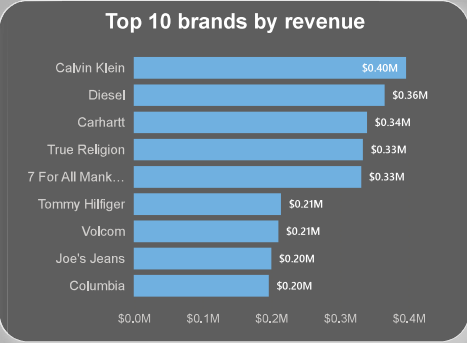
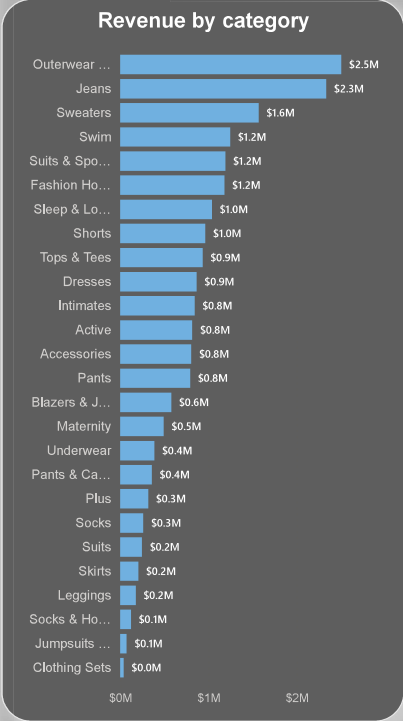
- Category
- ☐ Accessories
 - ☐ Active
 - ☐ Blazers & Jackets
 - ☐ Clothing Sets
 - ☐ Dresses
 - ☐ Fashion Hoodies & ...
 - ☐ Intimates
 - ☐ Jeans
 - ☐ Jumpsuits & Rompers
 - ☐ Leggings
 - ☐ Maternity
 - ☐ Outerwear & Coats
 - ☐ Pants
 - ☐ Pants & Capris
 - ☐ Plus
 - ☐ Shorts
 - ☐ Skirts
 - ☐ Sleep & Lounge
 - ☐ Socks
 - ☐ Socks & Hosiery
 - ☐ Suits
 - ☐ Suits & Sport Coats
 - ☐ Sweaters
 - ☐ Swim
 - ☐ Tops & Tees
 - ☐ Underwear

Gross revenue
\$20.27M

Production cost
\$9.76M

Gross profit
\$10.51M

Total orders
124.34K



Return Rate

Revenue lost
1.97M

Total num of returned items
33K

Returned orders
12.33K

Total customers
11.67K

Department

☐ Men

☐ Women

Age classification

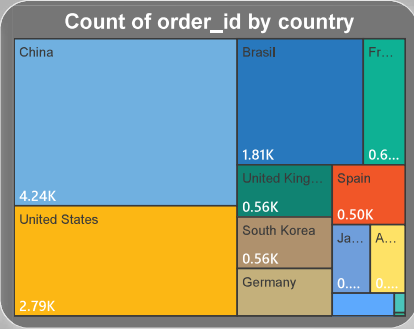
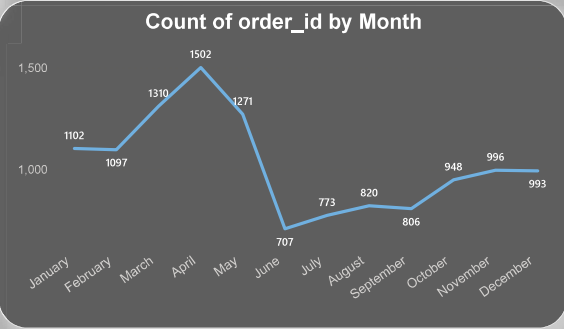
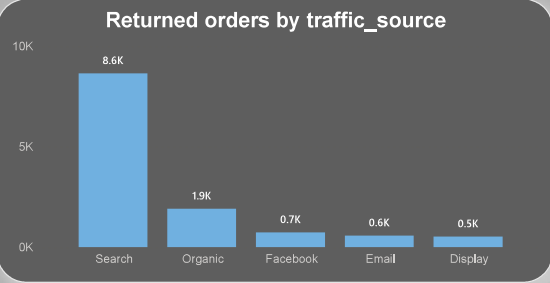
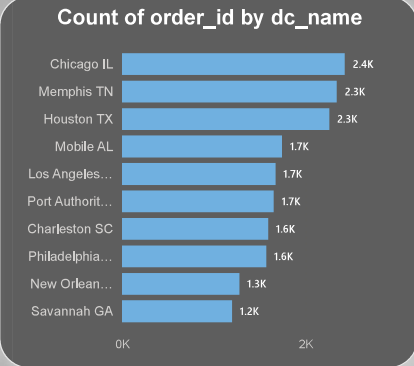
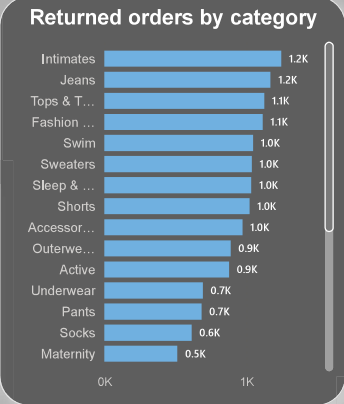
☐ a.children

☐ b.teenager

☐ c.young_adult

☐ d.middle_aged_adult

☐ e.seniors



Stock management

Total orders
124.34K

Total number of items
341K

Average waiting days from order to delivery
2.94

- ☐ Accessories
- ☐ Active
- ☐ Blazers & Jackets
- ☐ Clothing Sets
- ☐ Dresses
- ☐ Fashion Hoodies & Sweats...
- ☐ Intimates
- ☐ Jeans
- ☐ Jumpsuits & Rompers
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