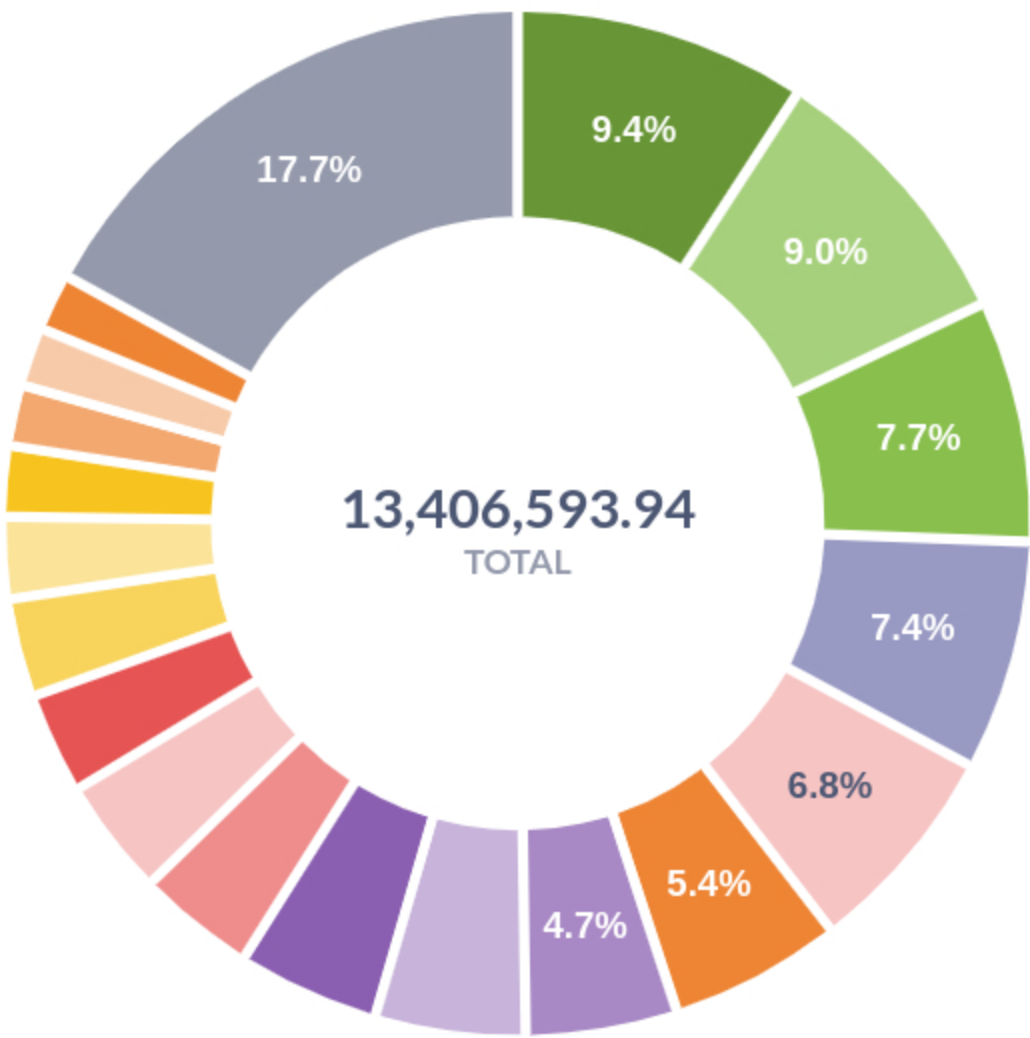


Product & Category Insights

Product Category Revenue Breakdown

What percentage of total revenue does each product category contribute?

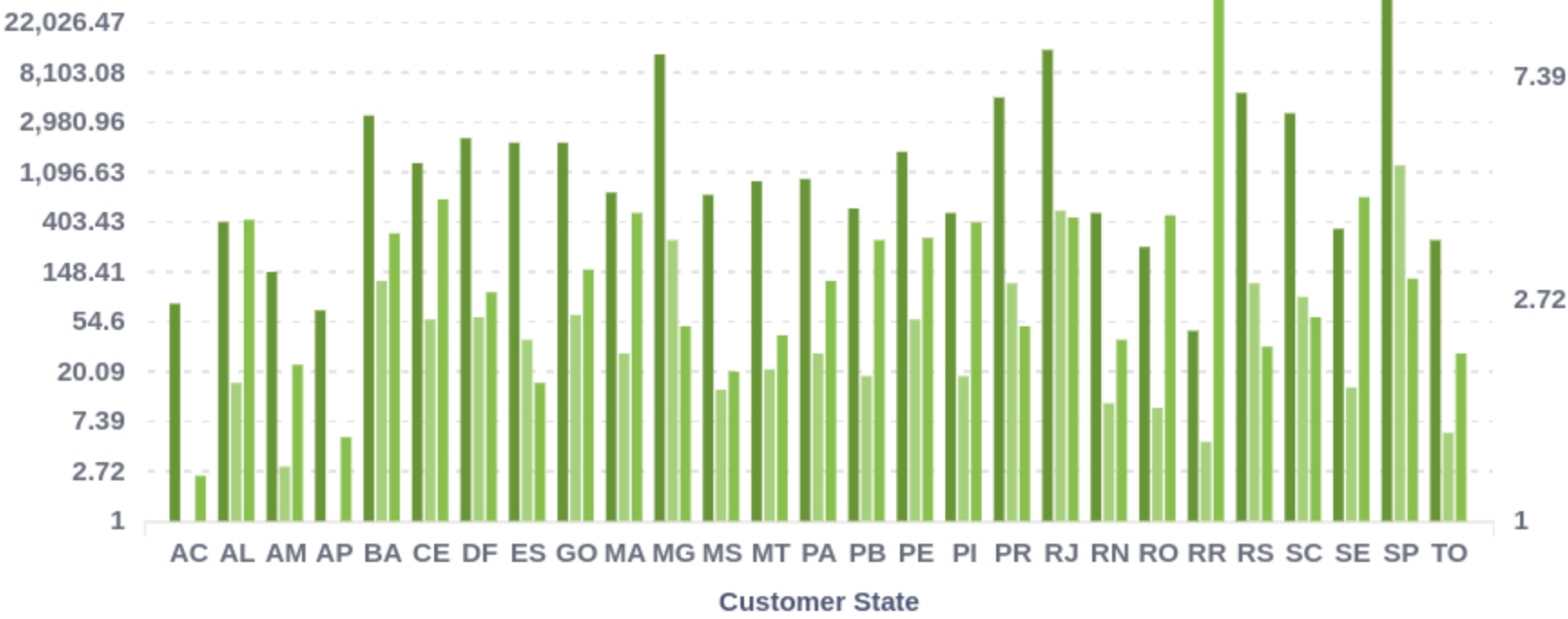
- health\_beauty
- watches\_gifts
- bed\_bath\_table
- sports\_leisure
- computers\_accessories
- furniture\_decor
- cool\_stuff
- housewares
- auto
- garden\_tools
- toys
- baby
- perfumery
- telephony
- office\_furniture
- stationery
- computers
- pet\_shop
- Other



Customer churn

Which states have the highest churn, and what might be causing it?

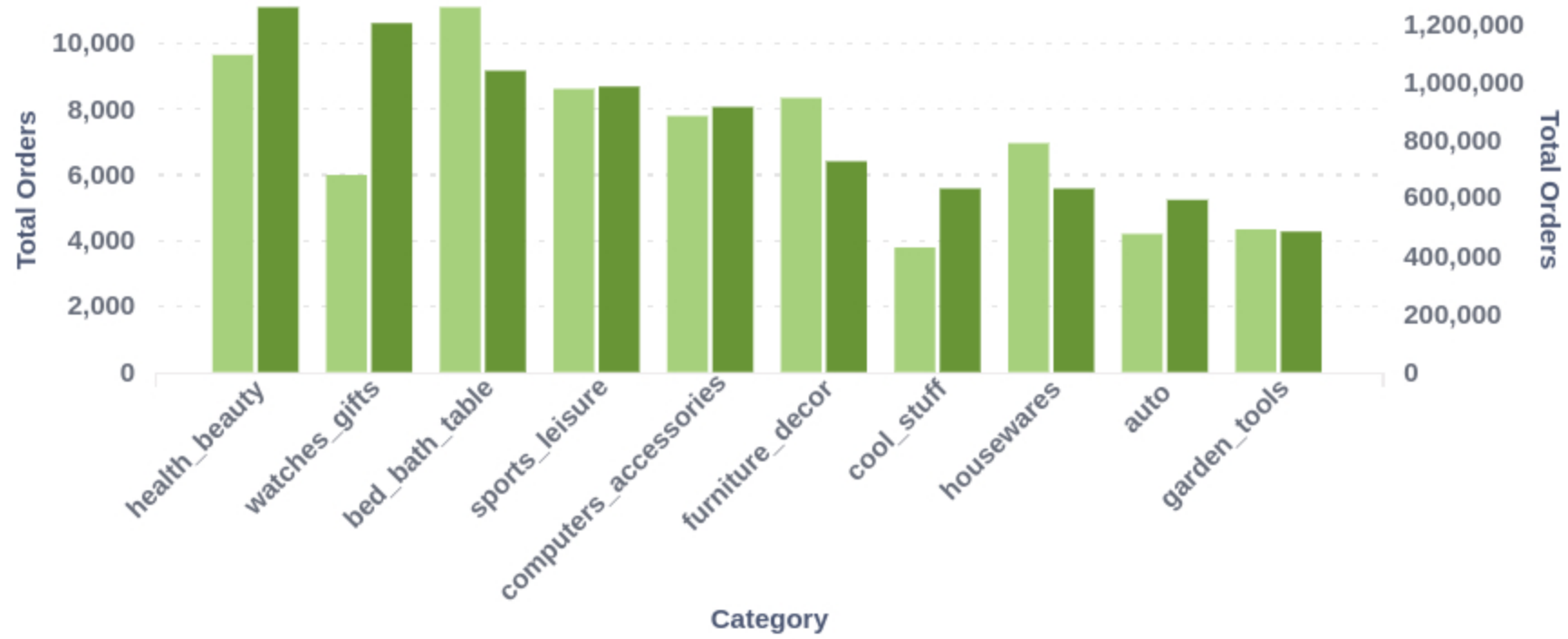
- total\_customers
- churned\_customers
- churn\_rate



Top 10 Product Categories – Sales & Order Volume

Is there a strong correlation between order volume and revenue?

- total\_orders
- total\_sales



Price Distribution by Category

How does item price distribution vary across categories?

