

Total Revenue

\$55.76M

Total Order Count

26.33K

Customer Count

15.27K

Total Profit

\$32.66M

What types of products does the company sell, and where are customers located?

Category

All

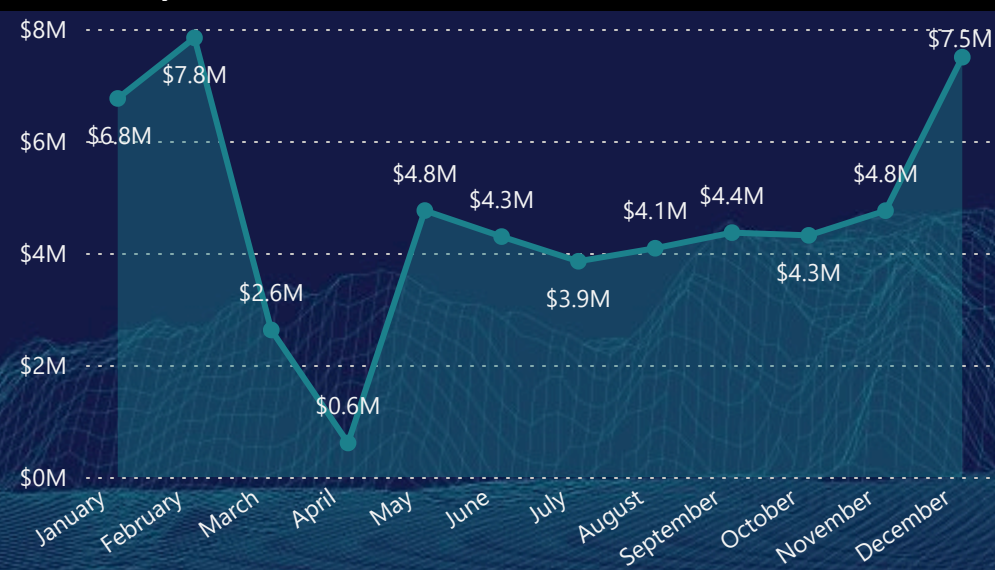
Brand

All

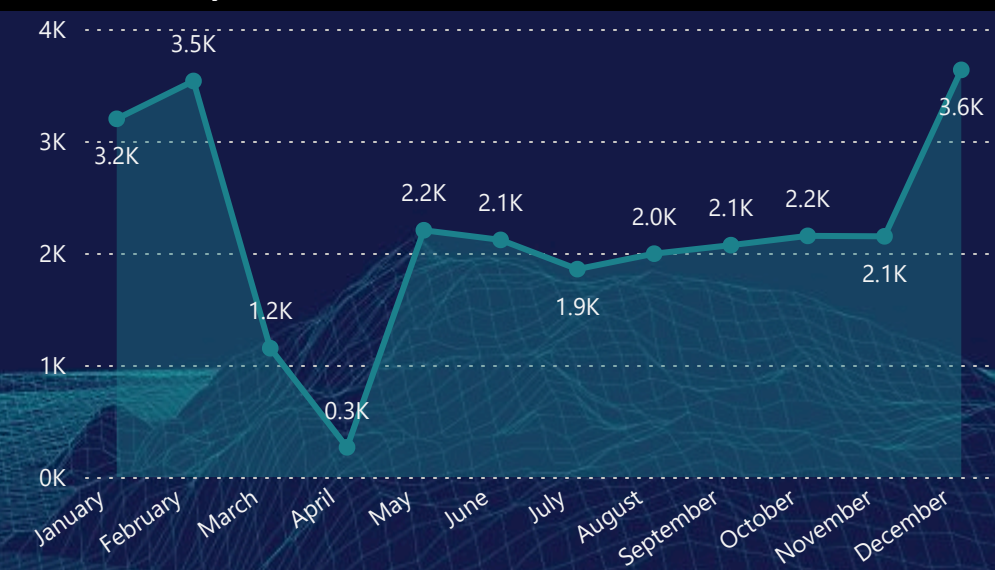
Customer Count per Country

Are there any seasonal patterns or trends for order volume or revenue?

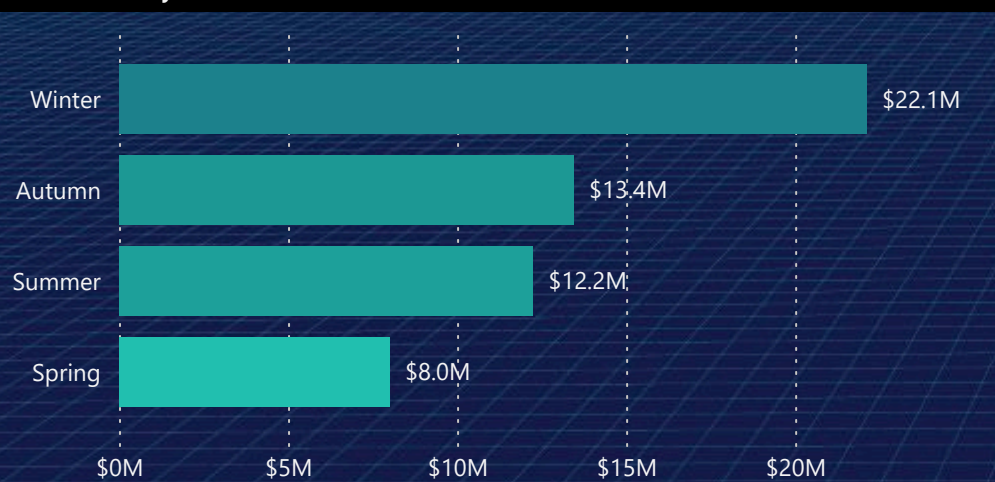
Revenue by Month



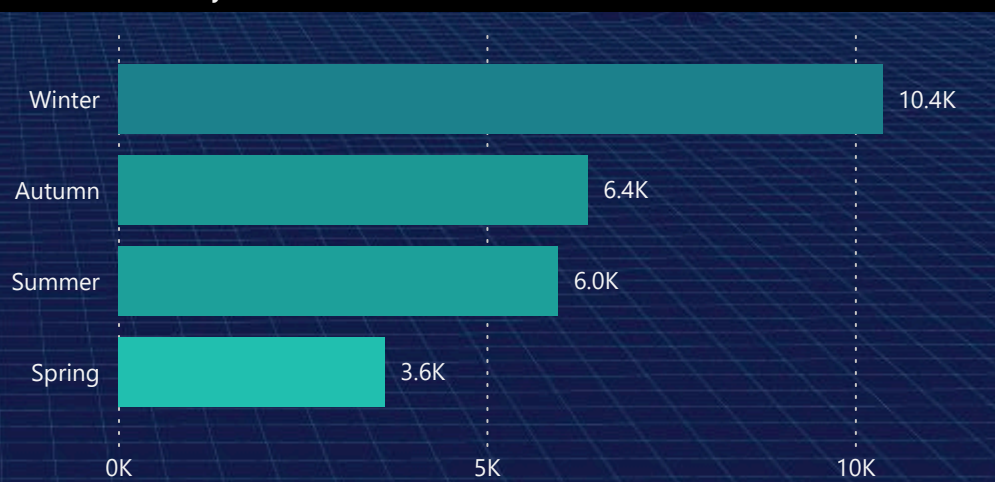
Order Count by Month



Revenue by Seasons



Order Count by Seasons

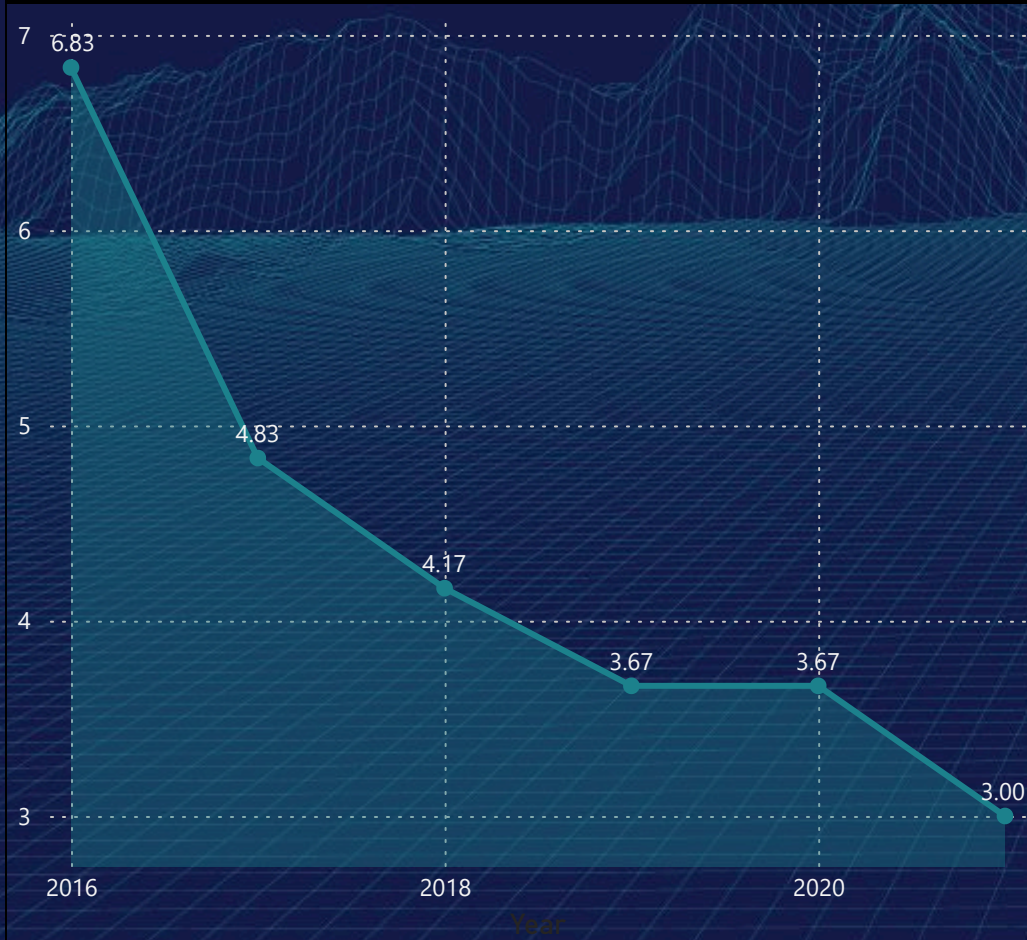


How long is the average delivery time in days? Has that changed over time?

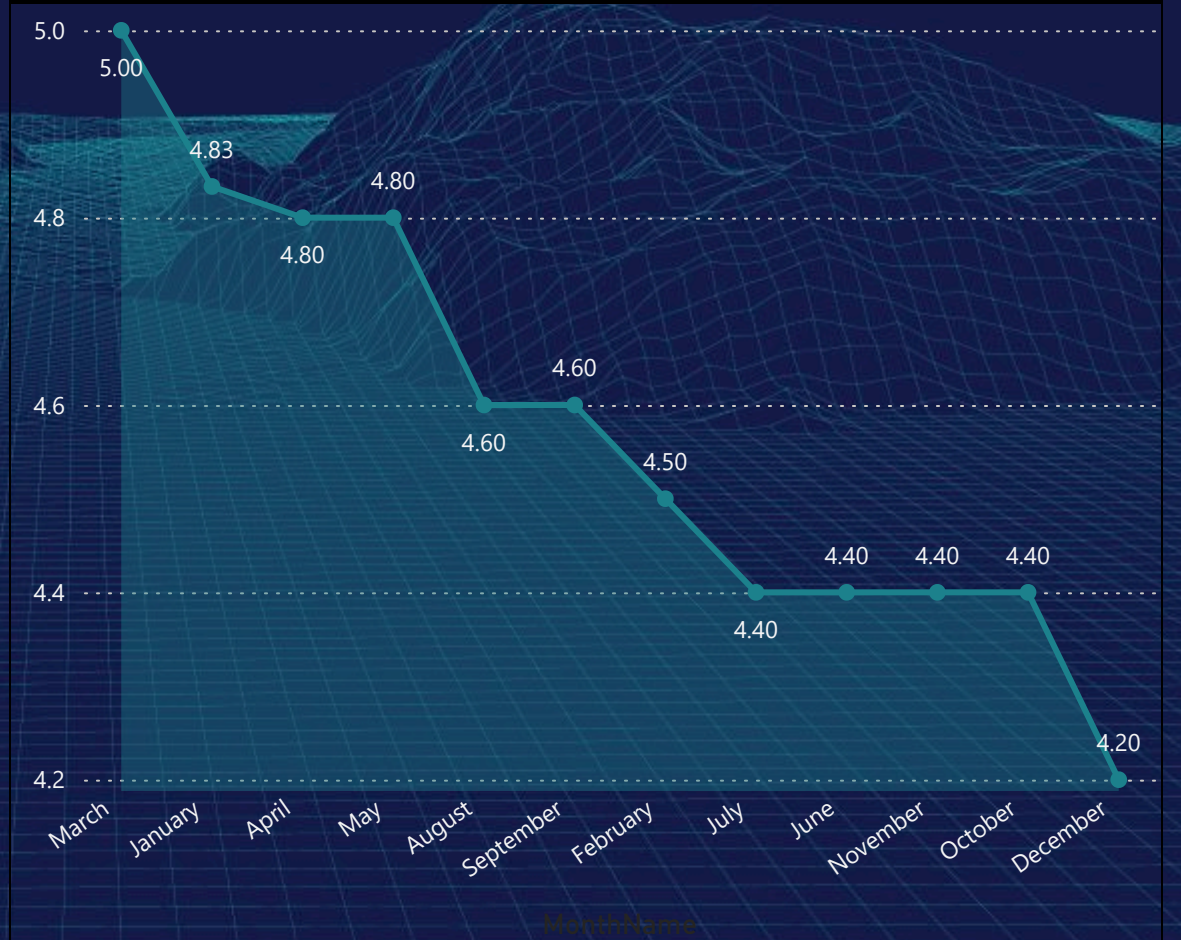
Average Delivery Days

4.58

Avg Delivery Time in Years



Avg Delivery Time in Months



1

2

3

4

Is there a difference in average order value (AOV) for online vs. in-store sales?

Country

All

State

All

\$2.14K

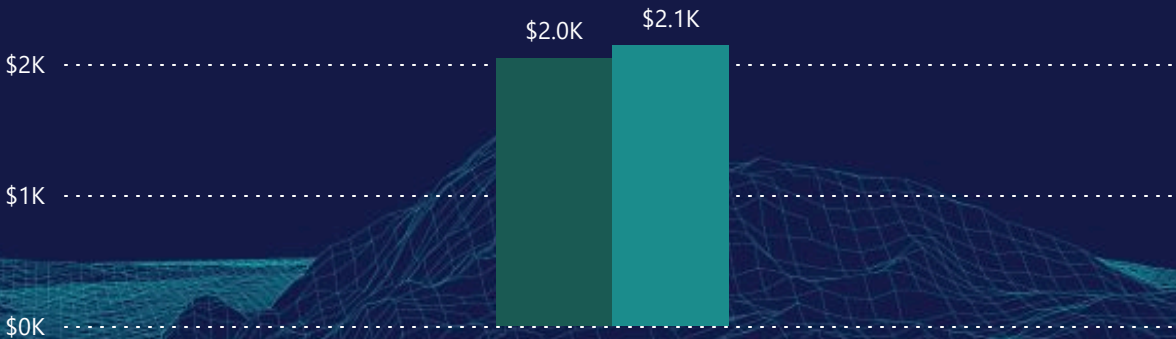
INSTORE AOV

\$2.04K

ONLINE AOV

ONLINE AOV and INSTORE AOV

● ONLINE AOV ● INSTORE AOV



AOV by State



AOV Map

