Executive Summary

Overall sales and business performance at a glance.

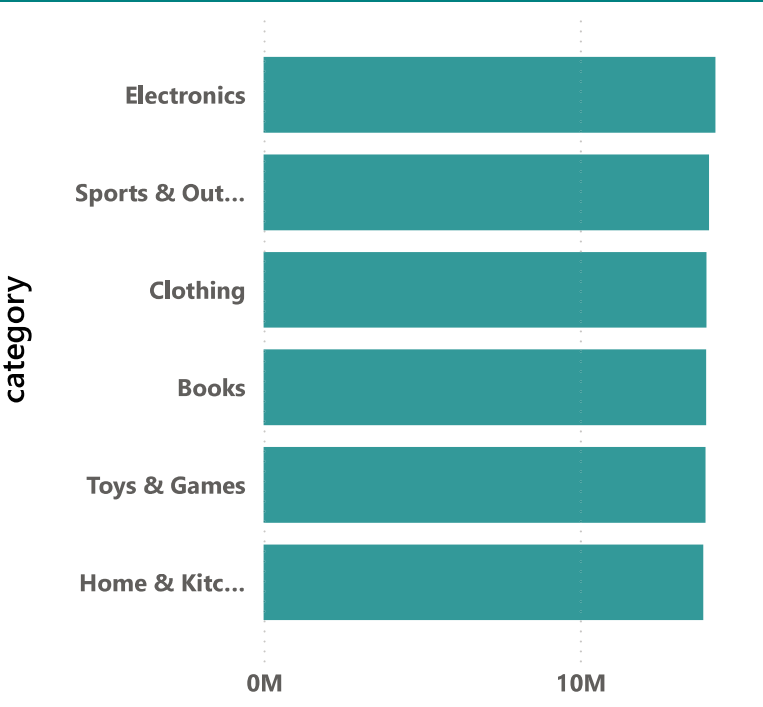| 84.24M	100K	300K	6.78M	842.38
Total Sales	**Total Orders**	**Total Quantity**	**Total Discount**	**AOV**

Monthly Sales Trend
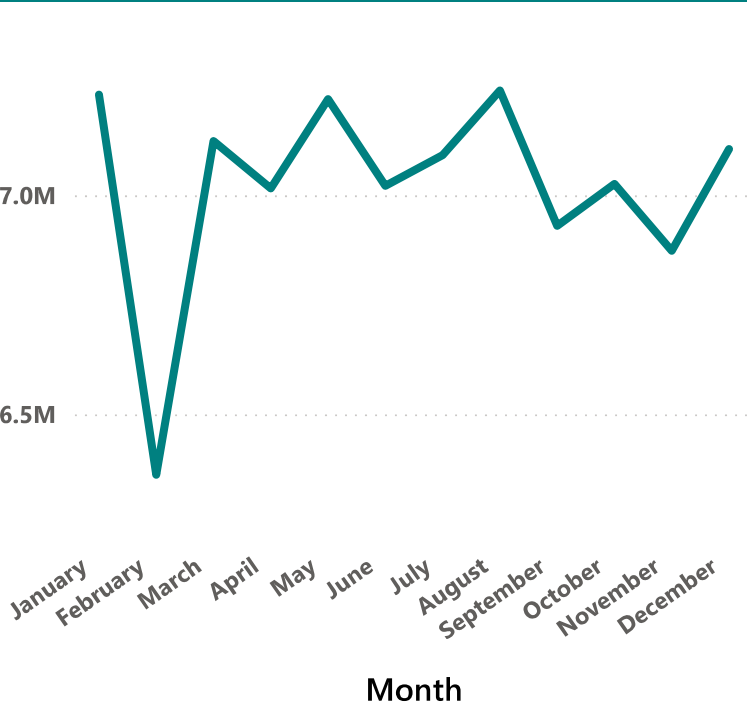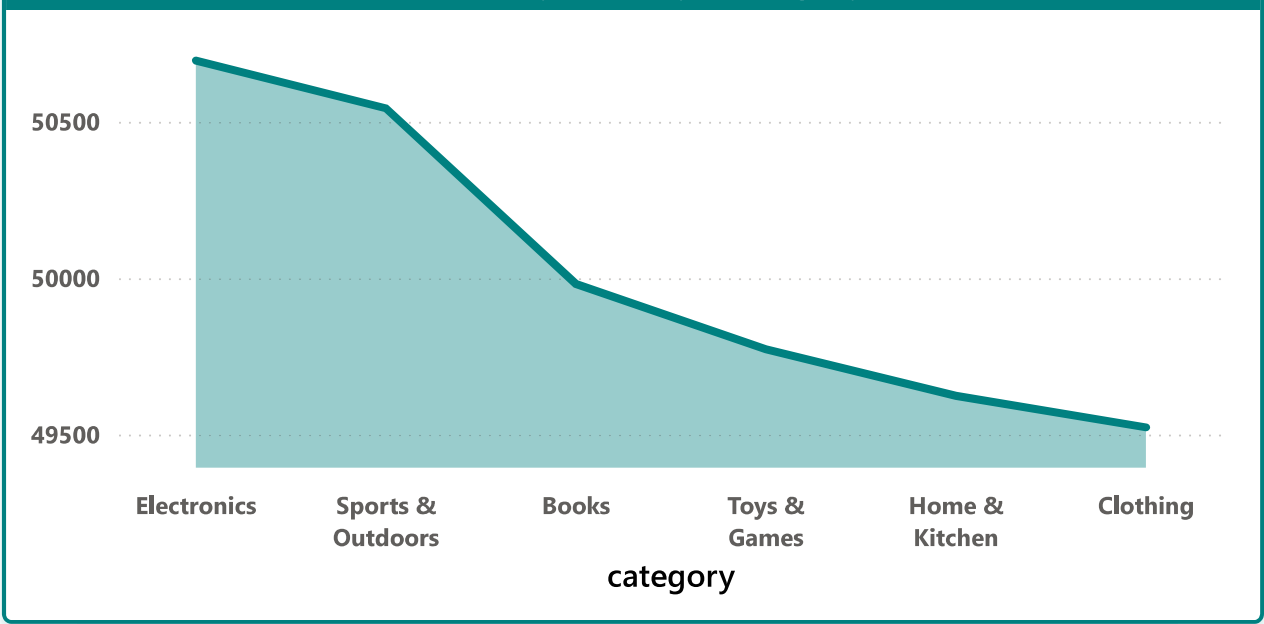

Category-wise Revenue

Order Status Breakdown

Credit Card — 29.46M (34.98%)
Debit Card — 17.02M (20.2%)
UPI — 12.75M (15.14%)
Amazon Pay — 12.57M (14.9...)
Net Banking — 8.3M (9.85%)
Cash on Deliv...
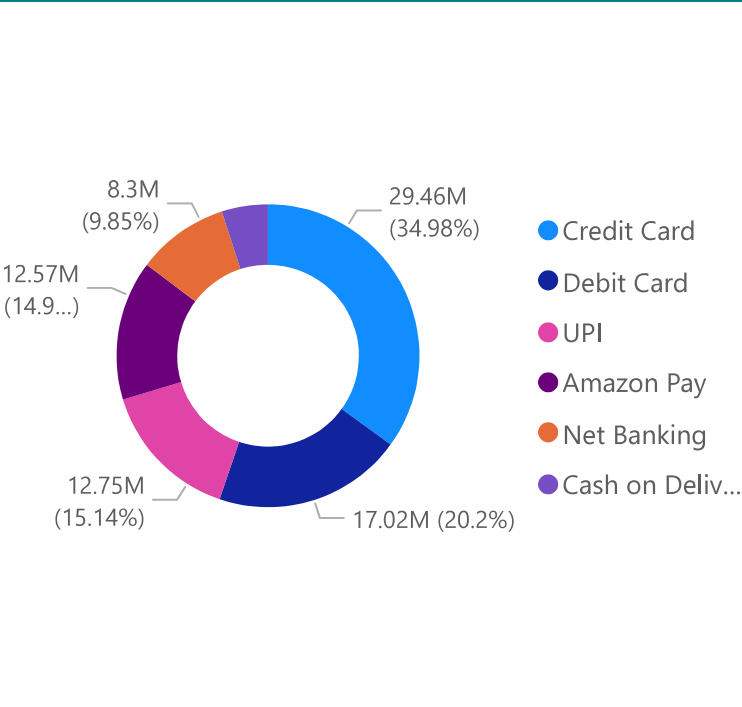
Top 10 Selling Products

Product	
Memory Card 128GB	
LED Desk Lamp	
Mechanical Keyboard	
Electric Kettle	
Smartwatch	
Gaming Mouse	
Water Bottle	
Dress Shirt	
Kids Toy Car	
Jeans	

productname

0.0M 0.5M 1.0M 1.5M 2.0M

Price Vs Quantity

● 4K Monitor ● Action Ca... ● Air Fryer ● Backpack ● Bluetoot... ● Board G... ● Car Char... ▶

6400
6200
6000
5800
5600

295   300   305   310

Average of unitprice
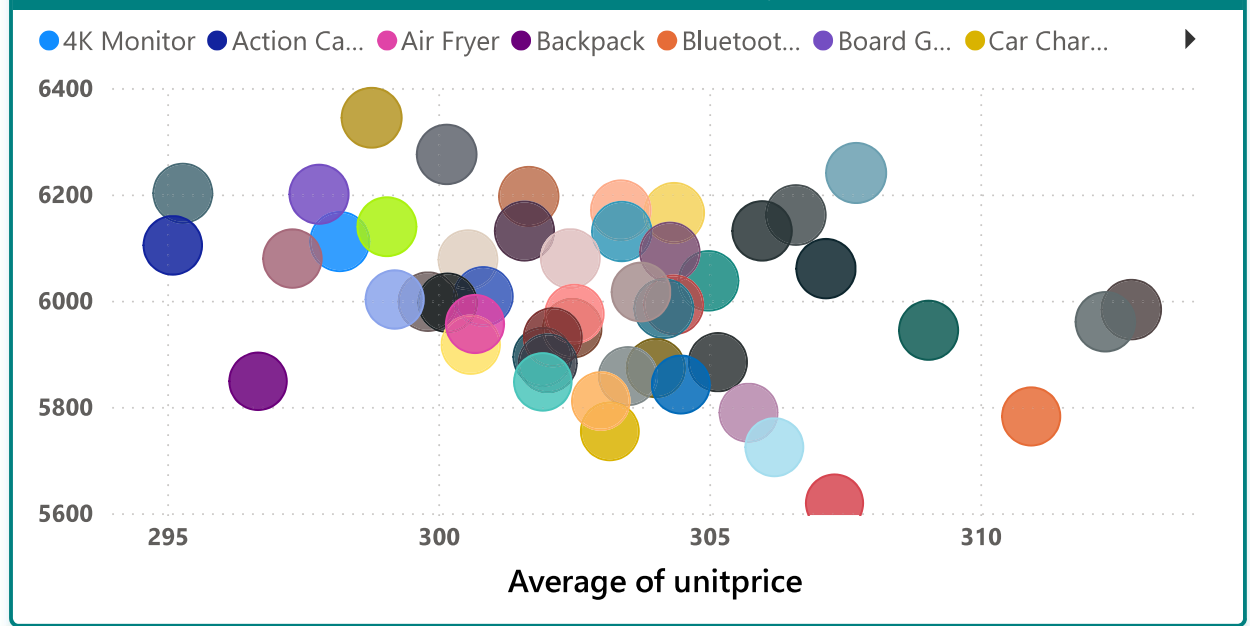
Quantity sold by Category

50500
50000
49500

Electronics   Sports &   Books   Toys &   Home &   Clothing
               Outdoors   Games   Kitchen

category

Total Sales by Brand

Brand	Sales
CoreTech	8.6M
KiddoFun	8.6M
ReadMore	8.5M
UrbanStyle	8.5M
Zenith	8.5M
Apex	8.4M
NexPro	8.3M
FitLife	8.3M
BrightLux	8.3M
HomeEase	8.3M

brand

0M   2M   4M   6M   8M
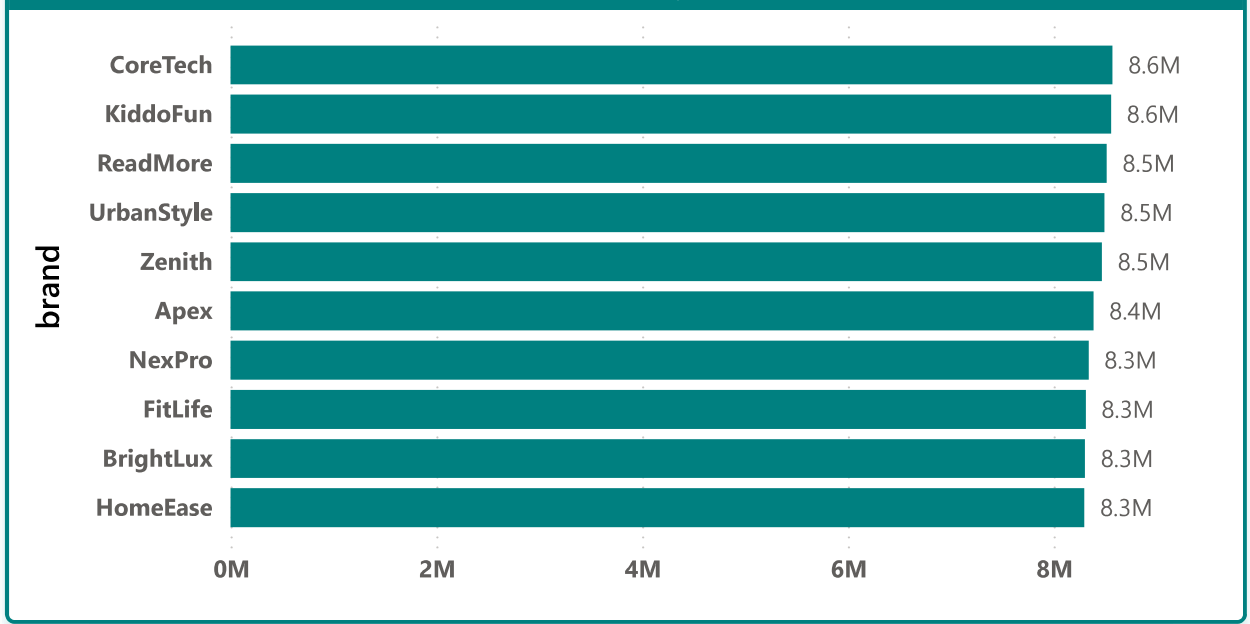
Geographic Analysis of Total Sales

Esri, TomTom, FAO, NOAA, USGS — Powered by Esri
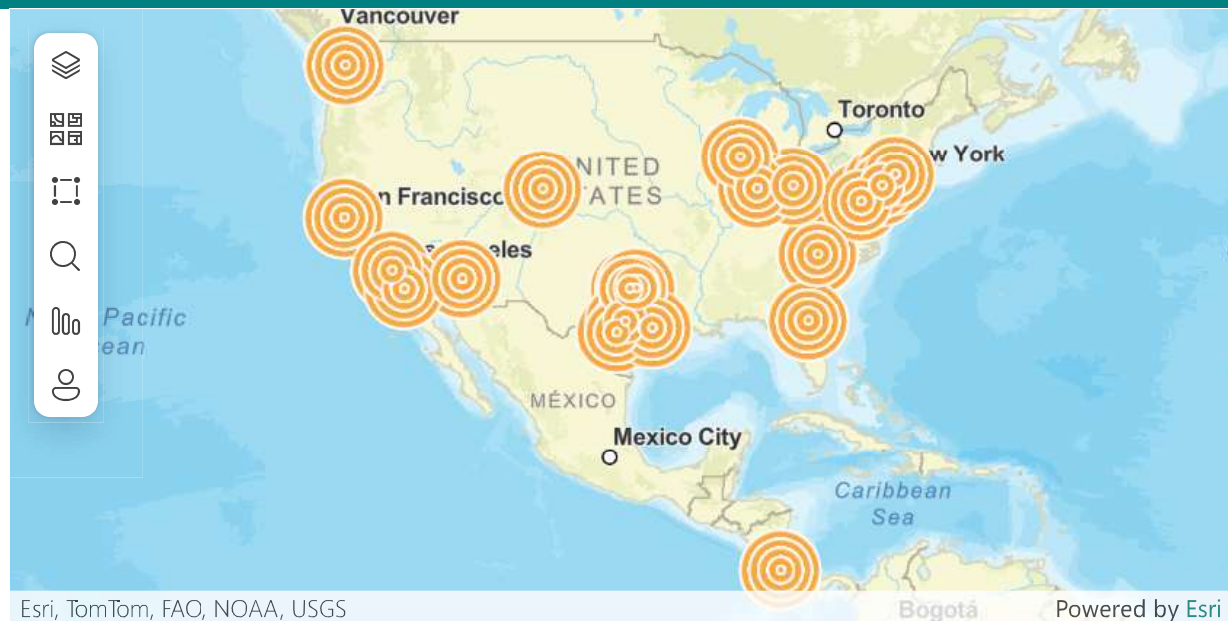
Sales Influencers Analysis

Key influencers   Top segments

What influences Total Sales to [Increase ▾] ?

When...   ....the average of Total Sales increases by

Sum of quantity goes up 122.65   → 33.25K

Sum of discount_amount goes up 4518.49   → 4.07K

← On average when Sum of quantity increases, Total Sales also increases.

Total Sales: 1.4M, 1.2M
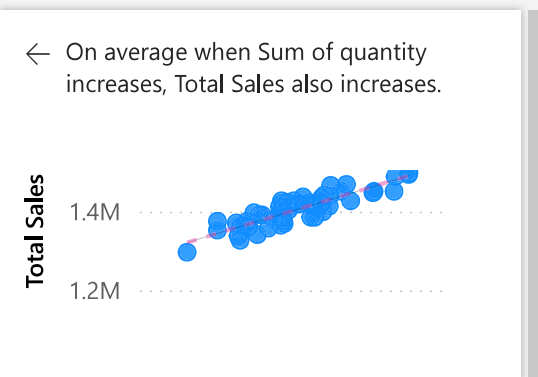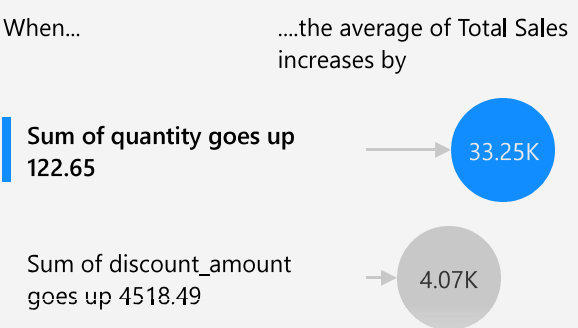
Revenue Breakdown by Geography and Customer

country	city	category	brand	customername
United States	Indianapolis	Clothing	ReadMore	

United States 5,89,94,016.27	San Jose 29,80,571.13	Electronics 5,20,331.76	**ReadMore** 70,840.68	**Arjun Verma** 4,302.46
India 1,27,28,255.01	**Indianapolis** 29,78,151.88	**Clothing** 5,12,193.99	HomeEase 57,672.46	Rohit Gupta 4,052.42
Canada 48,85,633.08	Denver 29,72,087.17	Books 5,07,717.01	BrightLux 52,289.05	Simran Joshi 3,617.88

Total Sales 8,42,38,093.80