

Merchandise Sales | Overview

Good Morning! Here's the report! I refreshed at 1/7/2025 10:58:30 ...

All

Apr

Total Sales

\$71,638

vs PM ↓ -2.3%

Total Orders

620

vs PM ↓ -5.6%

Avg. Order Value

\$116

vs PM ↑ 3.6%

Shipping Cost

\$9,420

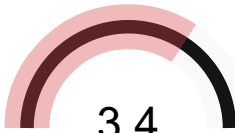
vs PM ↑ 0.1%

International Sales

\$33,106

vs PM ↑ 2.3%

Avg. Rating



Overview

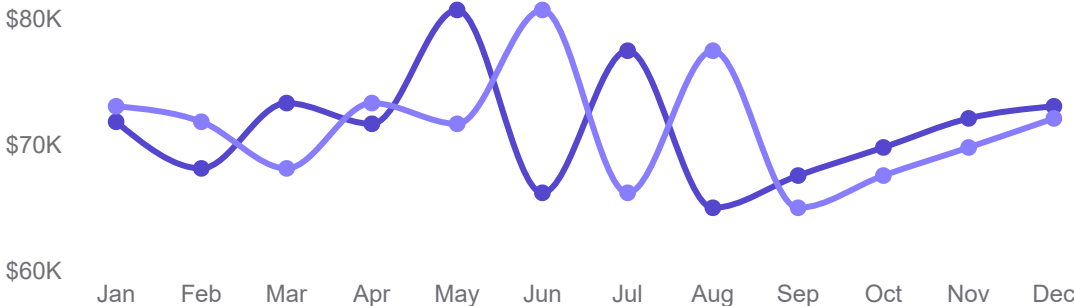
Sales

Customer

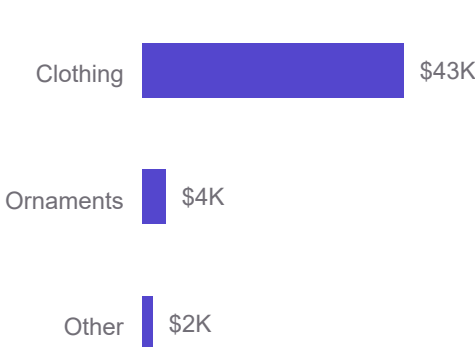
Shipping

Monthly Trend for Sales

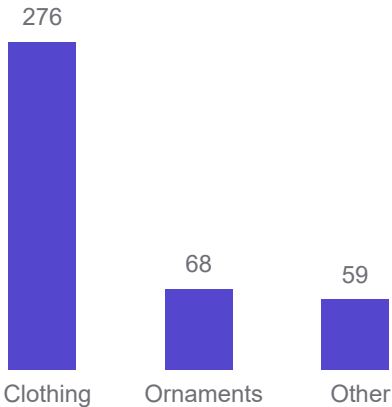
● Total Sales ● PM Sales



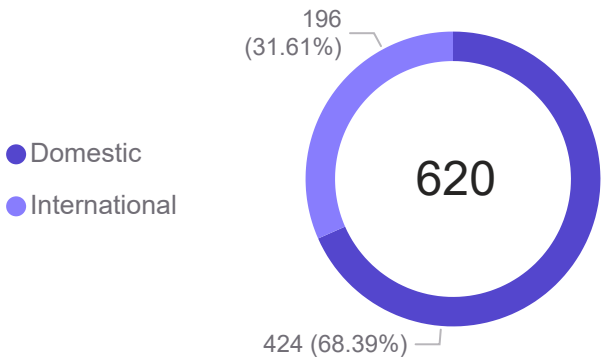
Sales by Product Category



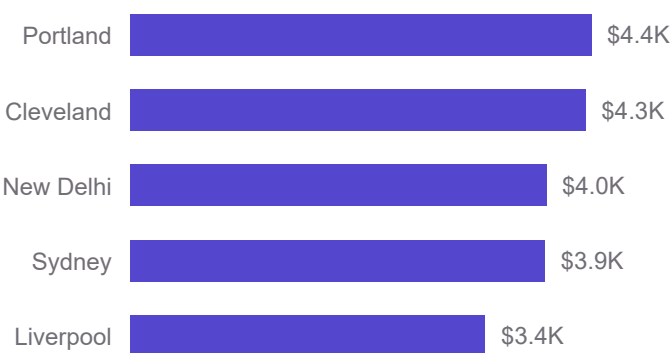
Orders by Product Category



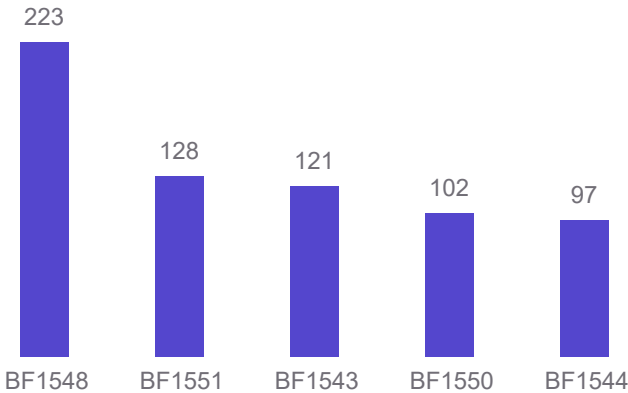
Orders by Shipping Type



Top 5 Cities by Sales



Top 5 Products by Quantity



Merchandise Sales | Sales Performance

Total Sales

\$71,638

vs PM ↓ -2.3%

International Sales

\$33,106

vs PM ↑ 2.3%

Quantity Sold

1,008

vs PM ↓ -6%

Total Orders

620

vs PM ↓ -5.6%

Avg. Order Value

\$116

vs PM ↑ 3.6%

Overview

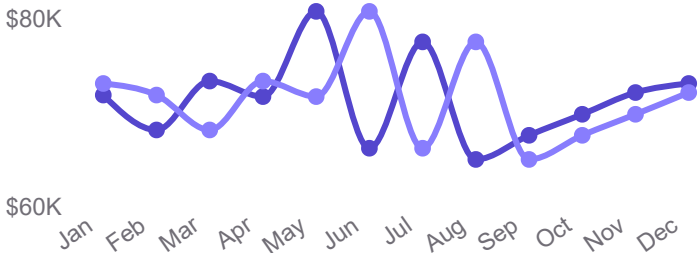
Sales

Customer

Shipping

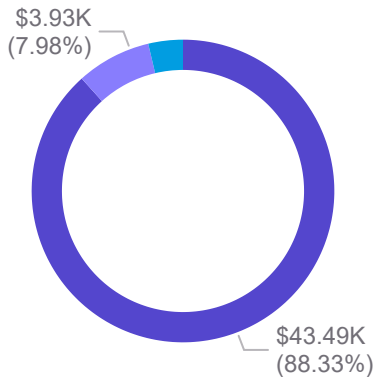
Monthly Trend for Sales

● Total Sales ● PM Sales

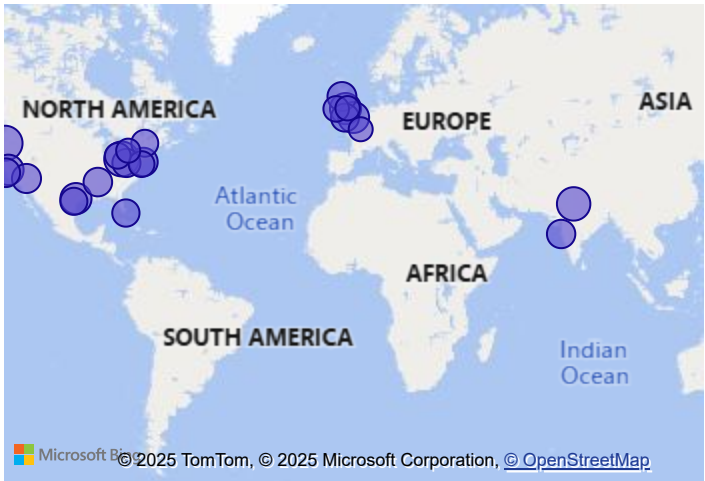


Sales by Product Category

● Clothing
● Ornaments
● Other

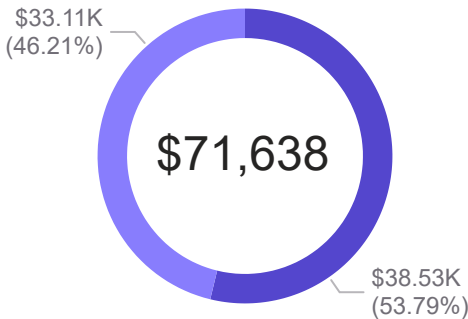


Sales by Location

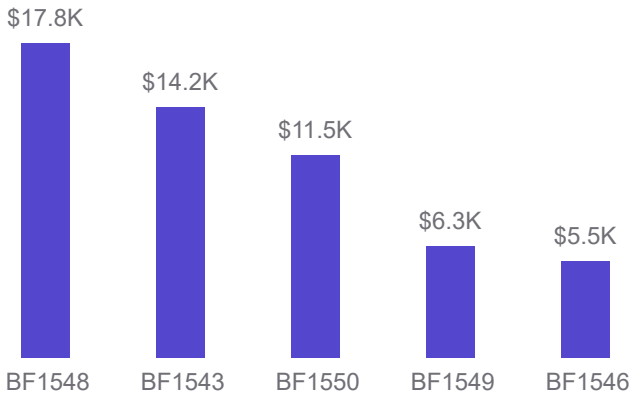


Sales by Shipping Type

● Domestic
● International



Top 5 Products by Sales



Cities	Total Sales	PM Sales	Trend
Toronto	\$1,866	\$3,129	↓ -40.4%
Sydney	\$3,949	\$3,145	↑ 25.6%
San Francisco	\$2,793	\$4,159	↓ -32.8%
San Antonio	\$2,462	\$3,594	↓ -31.5%
Sacramento	\$3,200	\$3,545	↓ -9.7%
Portland	\$4,389	\$3,124	↑ 40.5%
Pittsburgh	\$2,682	\$2,622	↑ 2.3%
Paris	\$1,861	\$1,863	↓ -0.1%
New York	\$2,747	\$3,925	↓ -30%
New Jersey	\$2,202	\$3,133	↓ -29.7%
New Delhi	\$3,960	\$2,521	↑ 57.1%
Mumbai	\$2,736	\$3,481	↓ 21.1%

Merchandise Sales | Customer Demographics

All

Apr

Total Sales

\$71,638

vs PM ↓ -2.3%

Sales (Male)

\$50,358

vs PM ↓ -2.7%

Sales (Female)

\$21,280

vs PM ↓ -1.2%

Sales % by Male

70%



Sales % by Female

30%



Overview

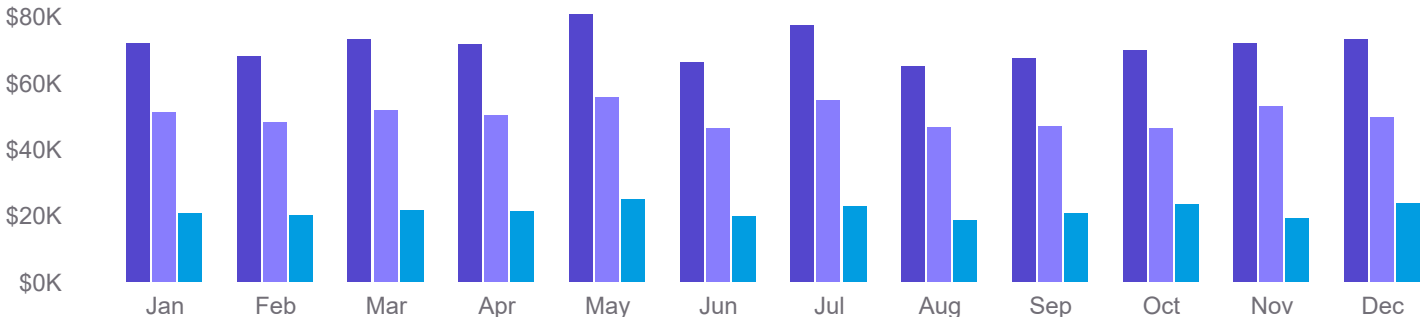
Sales

Customer

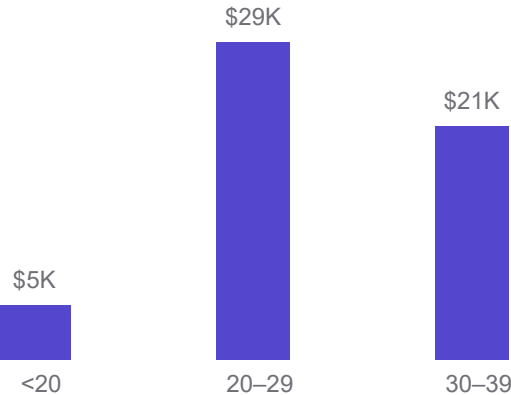
Shipping

Monthly Trend for Sales

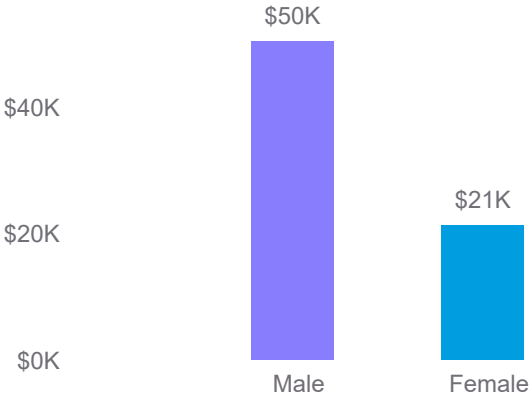
● Total Sales ● Males ● Female



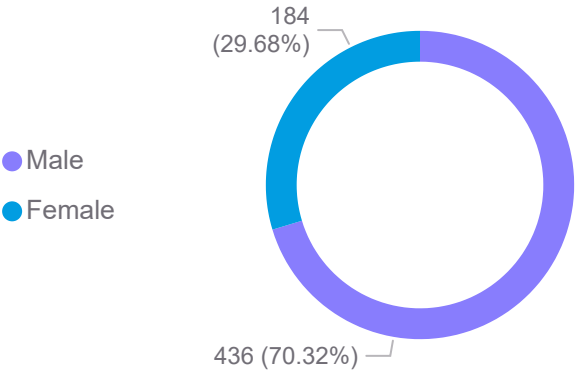
Sales by Age Group



Sales by Gender



Orders by Gender



Sales Details

Location	Age Group	Quantity	Sales	Trend
Austin	30-39	12	\$641	↓ -35.4%
Cardiff	30-39	14	\$1,475	↑ 137.9%
Cleveland	30-39	33	\$2,449	↑ 139.9%
Detroit	30-39	17	\$1,078	↑ 30.2%
Dublin	30-39	6	\$748	↓ -41.1%
Glasgow	30-39	10	\$961	↓ -8.4%
Las Vegas	30-39	19	\$1,301	↑ 13.1%
Liverpool	30-39	8	\$860	↓ -27%
London	30-39	11	\$1,078	↑ 140.6%
Manchester	30-39	7	\$784	↓ -29.9%

Merchandise Sales | Shipping & Delivery Analysis

Total Sales

\$71,638

vs PM ↓ -2.3%

Total Shipping Cost

\$9,420

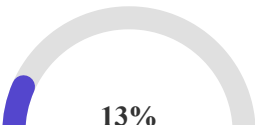
vs PM ↑ 0.1%

Total Orders

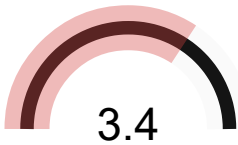
620

vs PM ↓ -5.6%

Shipping Cost to Sales %



Avg. Rating



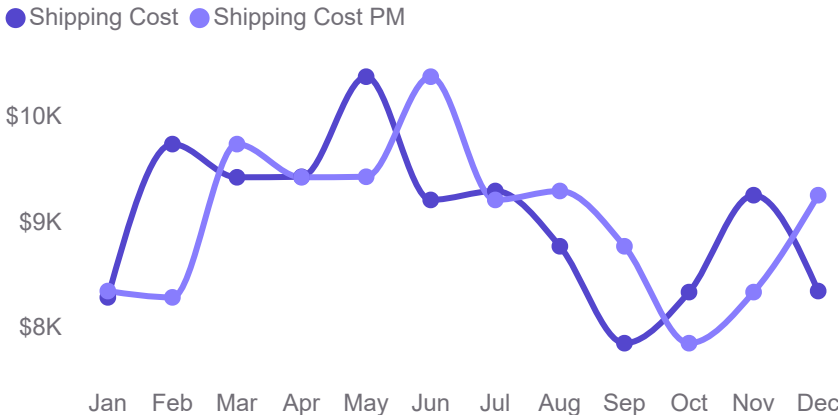
Overview

Sales

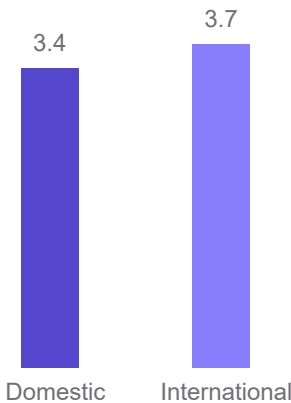
Customer

Shipping

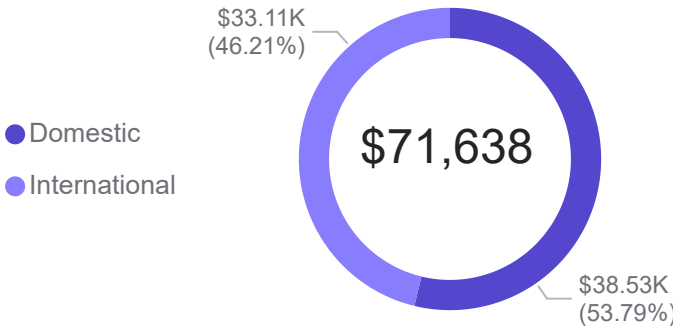
Shipping Cost Over Time



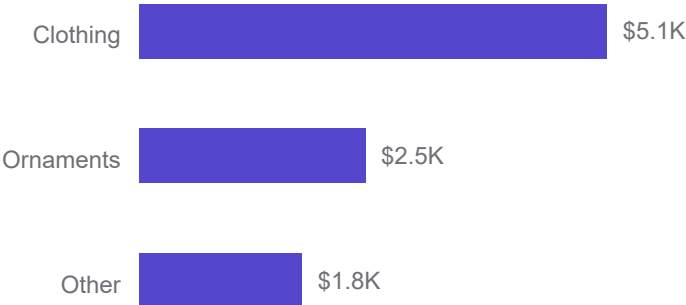
Avg. Rating by Shipping Type



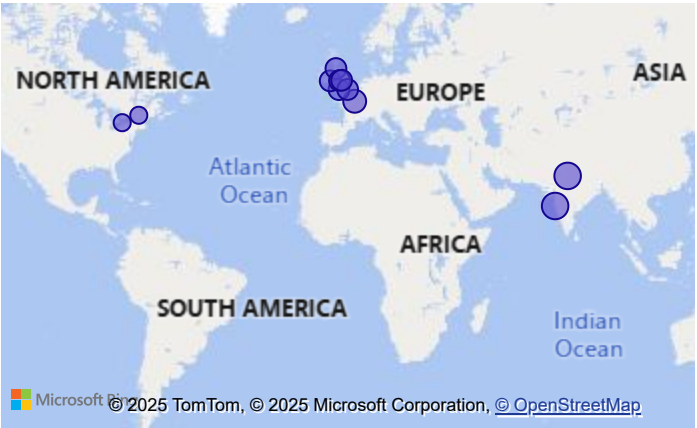
Sales Distribution by Shipping Type



Shipping Charges by Product Category



Regional Sales & Shipping Insights



Orders Details

Order ID	Category	Shipping Type	Rating
199945	Clothing	Domestic	5.0
199798	Other	Domestic	4.0
199713	Clothing	International	5.0
199654	Clothing	International	1.0
199642	Ornaments	Domestic	2.0
199620	Clothing	Domestic	3.0
199394	Clothing	Domestic	4.0
199228	Ornaments	Domestic	3.0
199088	Clothing	Domestic	3.0
198934	Ornaments	Domestic	1.0
198768	Ornaments	International	2.0
198700	Other	Domestic	5.0