Yearly Sales Report

KPI Summary
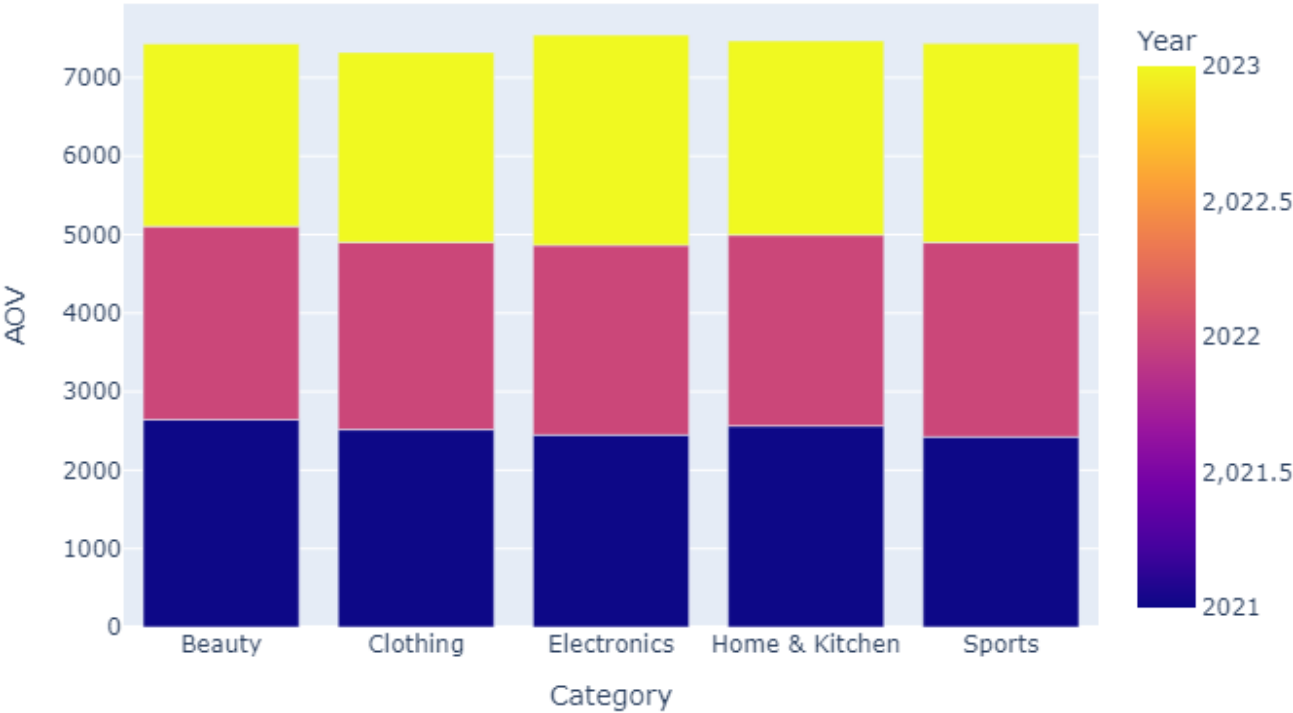
Year	Category	Total Sales	Orders	Marketing Spend	ROMS	AOV
2021	Beauty	911,634.23	345	455,817.11	2.00	2642.4
2021	Clothing	898,342.08	357	449,171.04	2.00	2516.3
2021	Electronics	785,761.20	321	392,880.60	2.00	2447.8
2021	Home & Kitchen	887,070.02	346	443,535.01	2.00	2563.7
2021	Sports	777,868.05	321	388,934.03	2.00	2423.2
2022	Beauty	842,910.47	342	421,455.23	2.00	2464.6
2022	Clothing	840,193.41	352	420,096.71	2.00	2386.9
2022	Electronics	819,758.19	339	409,879.10	2.00	2418.1
2022	Home & Kitchen	829,137.53	341	414,568.77	2.00	2431.4
2022	Sports	789,823.92	319	394,911.96	2.00	2475.9
2023	Beauty	767,318.55	330	383,659.28	2.00	2325.2
2023	Clothing	803,032.32	332	401,516.16	2.00	2418.7
2023	Electronics	902,195.14	337	451,097.57	2.00	2677.1
2023	Home & Kitchen	796,509.71	322	398,254.85	2.00	2473.6
2023	Sports	751,412.42	296	375,706.21	2.00	2538.5

Yearly Sales Report

Total Sales per Category (Yearly)
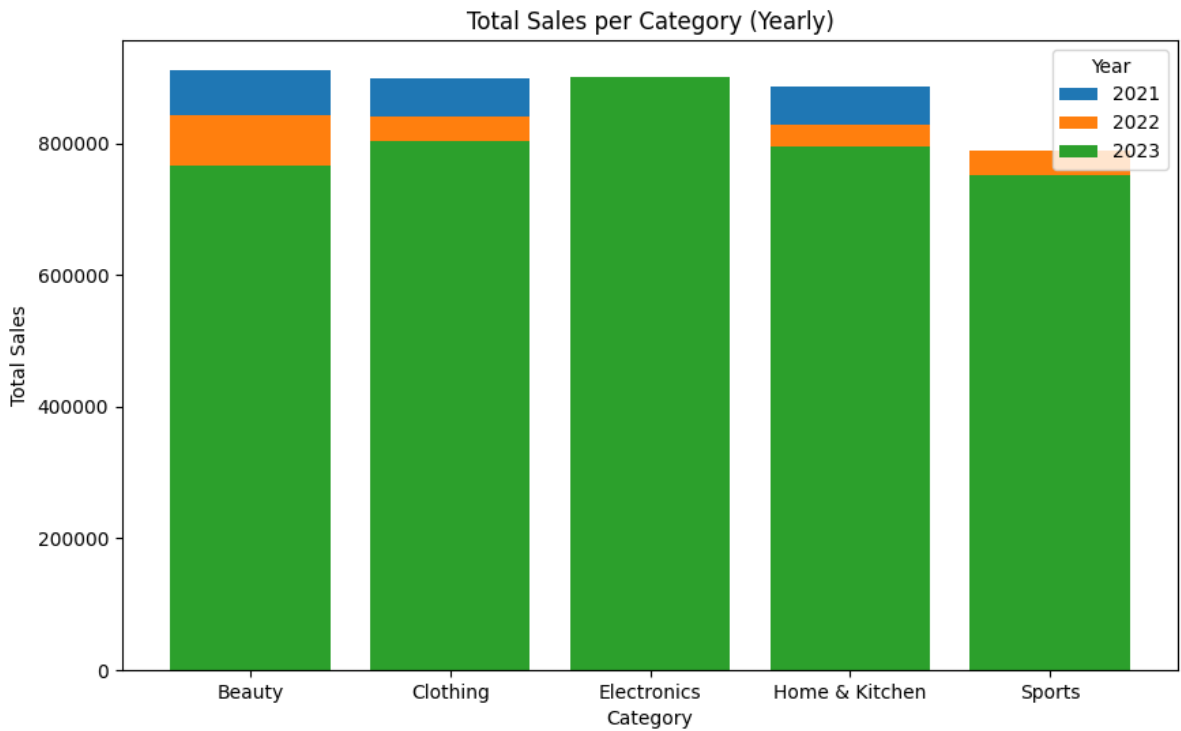
Yearly Sales Report

Average Order Value (AOV) per Category (Yearly)

Yearly Sales Report

ROMS (Return on Marketing Spend) per Category (Yearly)