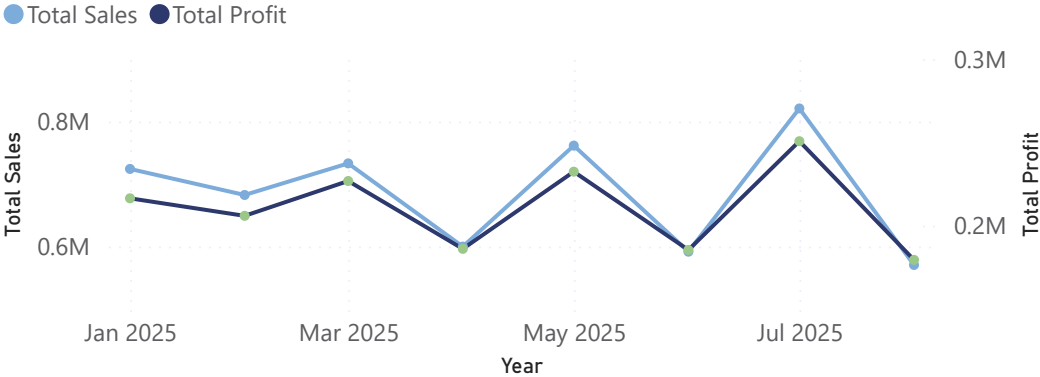
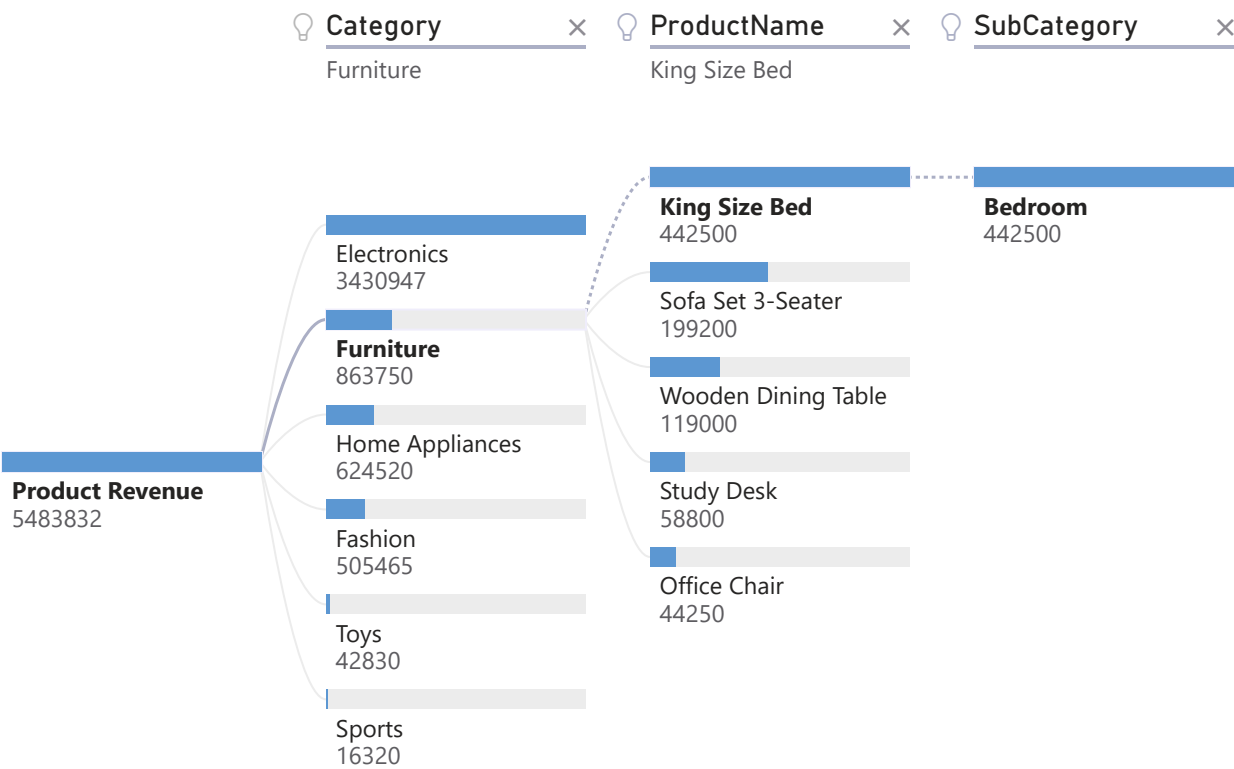




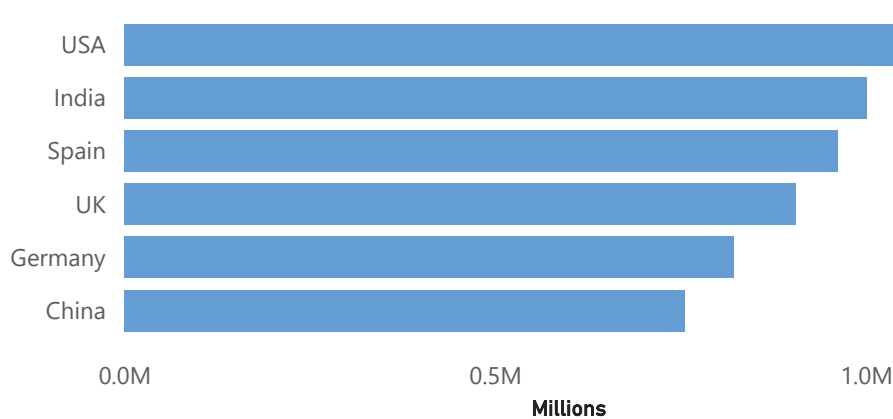
How is Revenue Trending Over Time?



What are our Top sold Category, Sub-category & Product?



Which Countries Have the Highest Revenue?



5M

Product Revenue

10K

Total Units Sold

2K

Total Orders

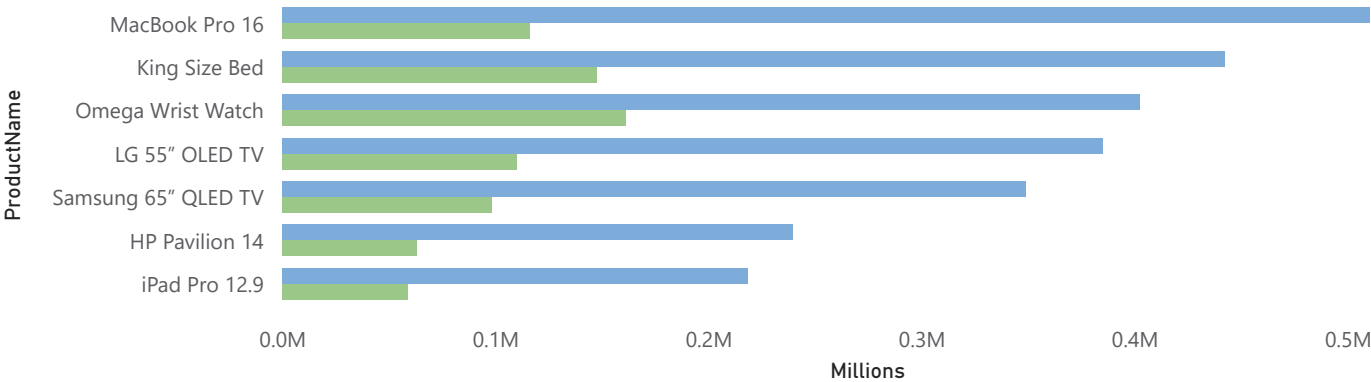
166

UnitsReturned

2M

Product Profit

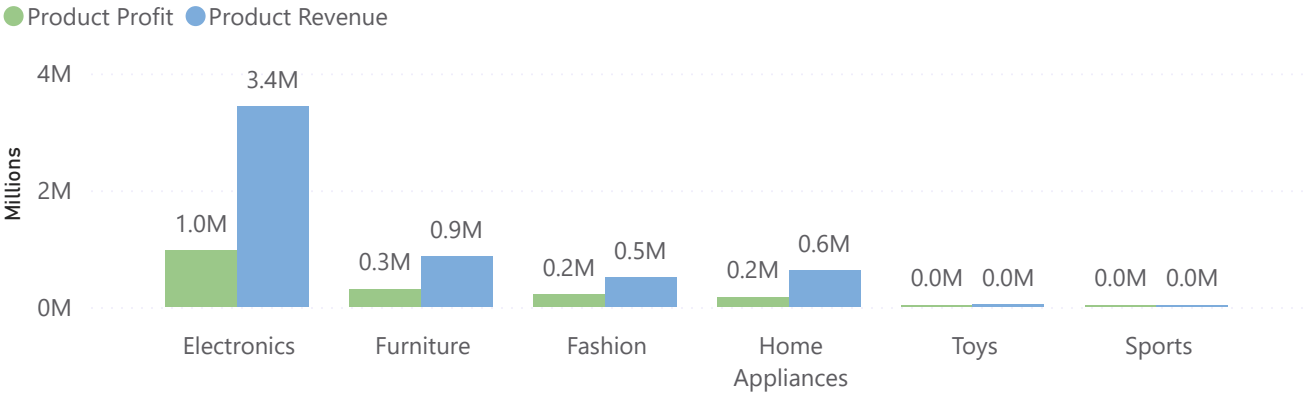
Which are our top products by revenue & profit?



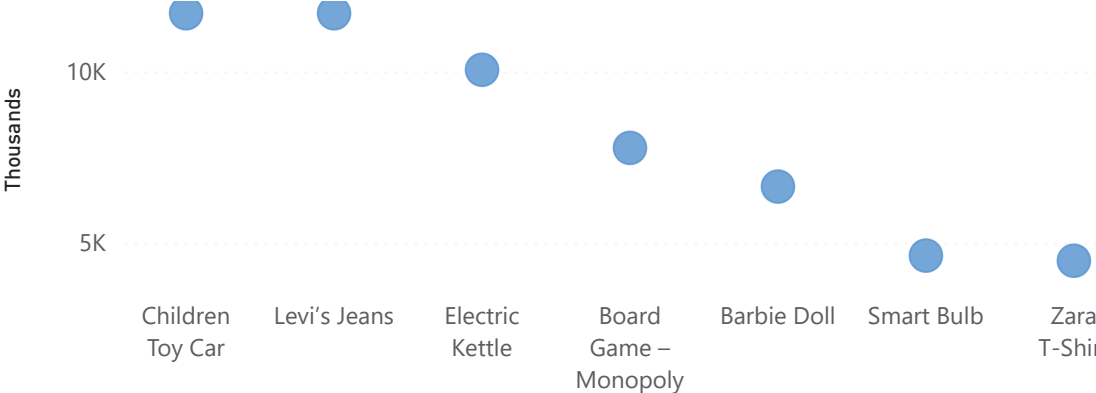
Which Products Have the Highest Returns?

ProductName	Total Units Sold	Product Profit	ReturnPercentage
Children Toy Car	195	5850	4.62
Omega Wrist Watch	161	161000	3.73
Dell Inspiron 15	172	51600	3.49
Nike Air Zoom	201	12060	3.48
Sony PlayStation 5	176	26400	3.41

Which categories are the most profitable?



Which Products are Underperforming in Sales?



E-SHOP ANALYTICS DASHBOARD

2023

2024

2025

5M

Total Sales

2M

Total Profit

2K

Total Orders

3.32K

AvgOrderValue

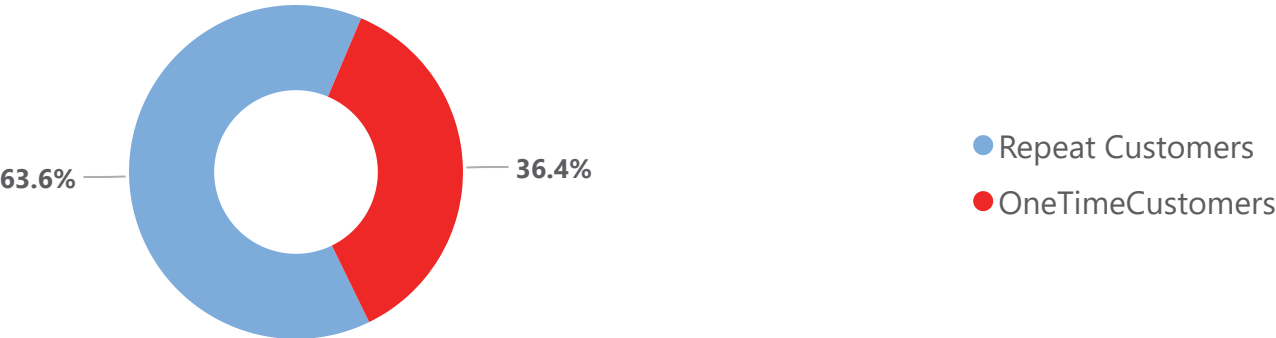
794

Monthly Customers

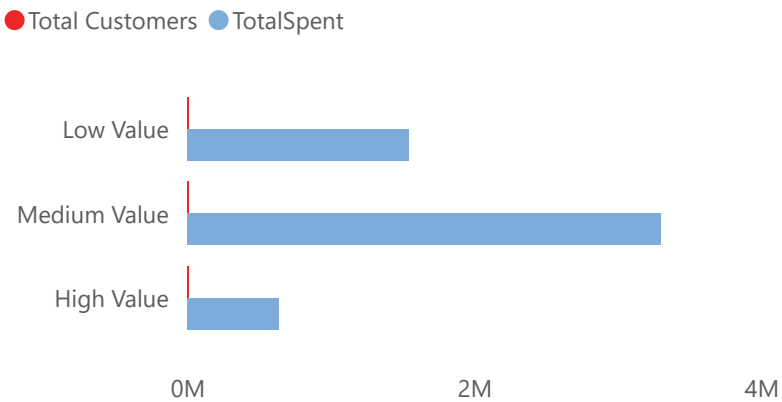
505

Repeat Customers

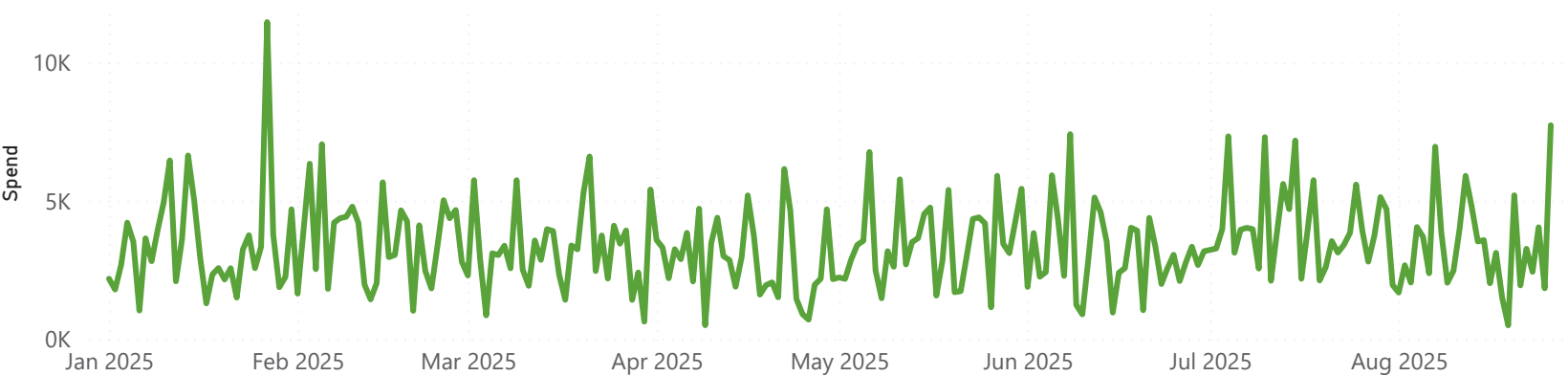
What is Customer Retention vs One-Time (%)?



What Customers are High, Medium, and Low Value?



How is Customer Lifetime Value (CLV) Trending Over Time?



Who are the Top 10 Revenue-Generating Customers?

CustomerName	TotalSpent	Total Orders	AvgOrderValue
Isabella Khan	56125	14	4,008.93
Isabella Garcia	51780	6	8,630.00
Linda Patel	49350	11	4,486.36
David Martinez	48918	8	6,114.75
John Roy	48612	6	8,102.00
Krishna Johnson	48306	5	9,661.20
Xiang Martinez	45120	10	4,512.00
Robert Sharma	44776	8	5,597.00

5M

Total Sales

2M

Total Profit

2K

Total Orders

3.32K

AvgOrderValue

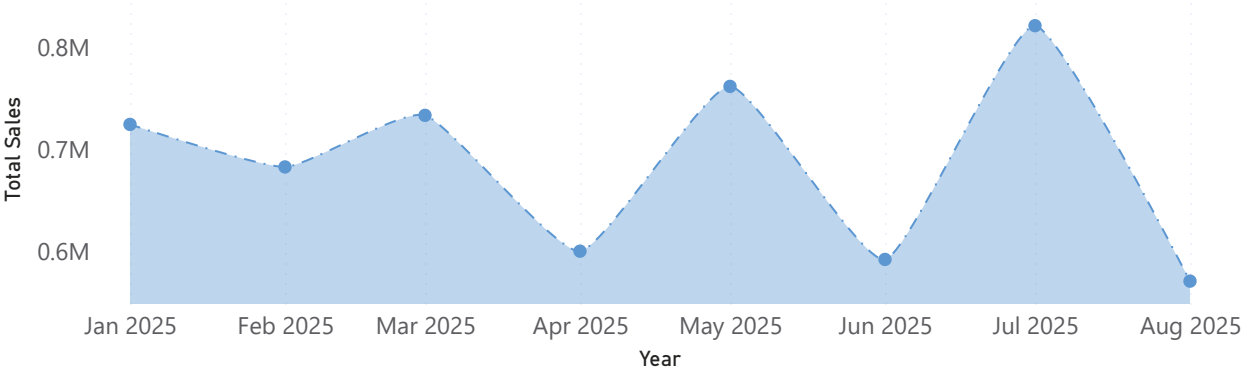
794

Monthly Customers

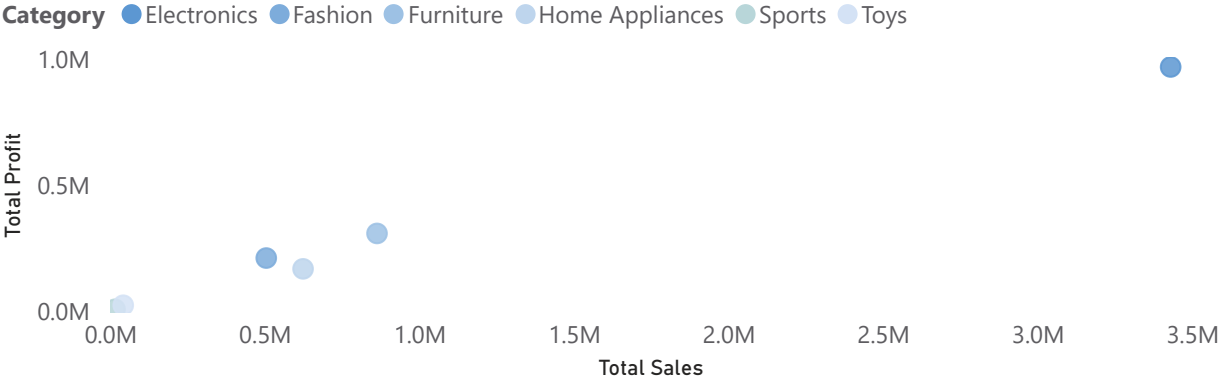
6

Total Countries

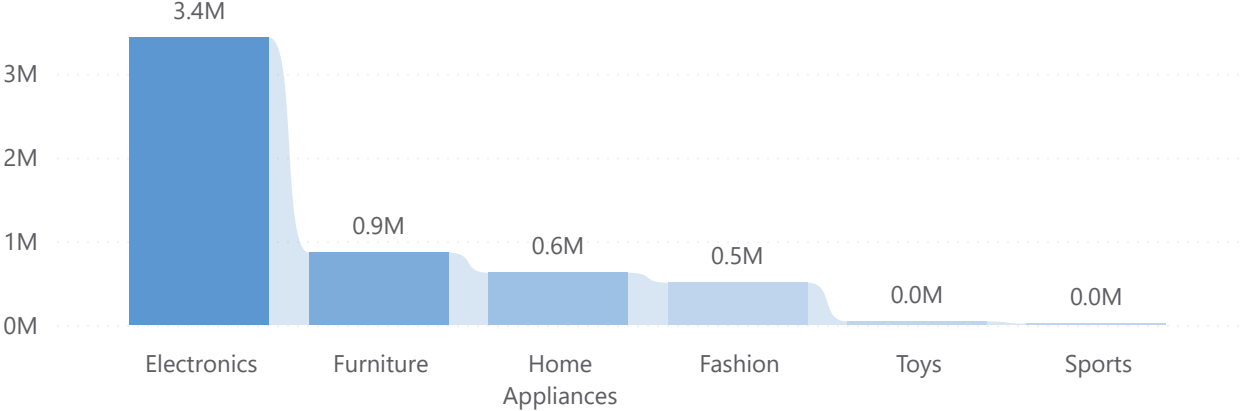
How is Revenue Trending Over Time?



What are the Total Sales and Total Profit by Category?



Which category has the highest sales?



Which category has the highest profit?

