

29.16M

Total Revenue

2000

Total Transactions

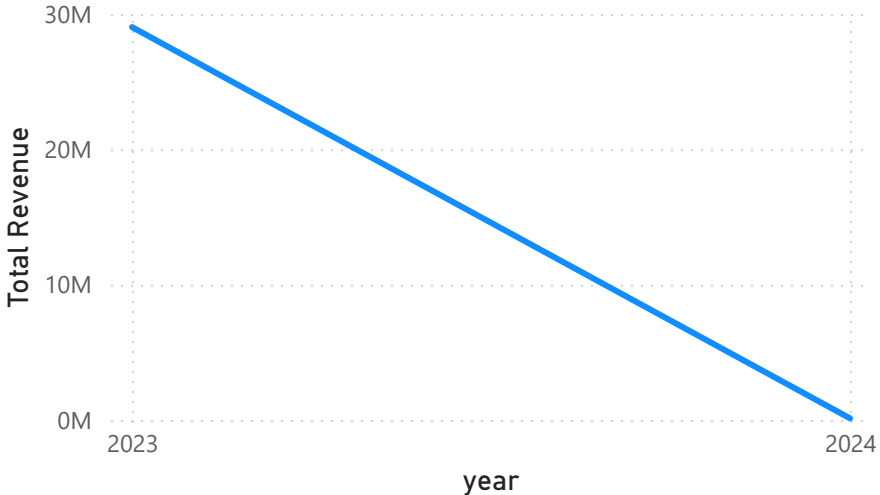
14.58K

Average Order Value (A...

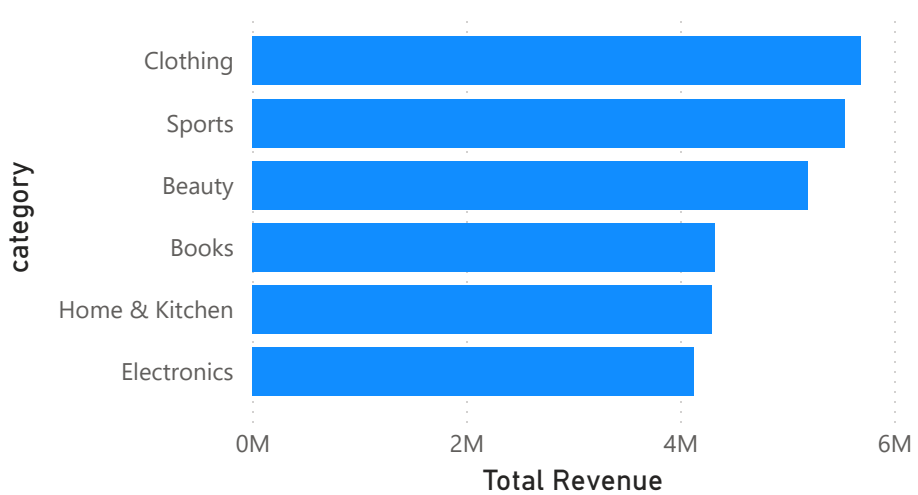
8.56M

Total Profit

Monthly Revenue Trend



Top Categories



year

☐ 2023

☐ 2024

state

☐ Alabama

☐ Alaska

☐ Arizona

☐ Arkansas

☐ California

☐ Colorado

☐ Connecticut

☐ Delaware

☐ Florida

☐ Georgia

☐ Hawaii

☐ Idaho

☐ Illinois

☐ Indiana

☐ Iowa

☐ Kansas

☐ Kentucky

☐ Louisiana

category

☐ Beauty

☐ Books

☐ Clothing

☐ Electronics

☐ Home & Kitc...

☐ Sports

payment\_method\_key

☐ 1

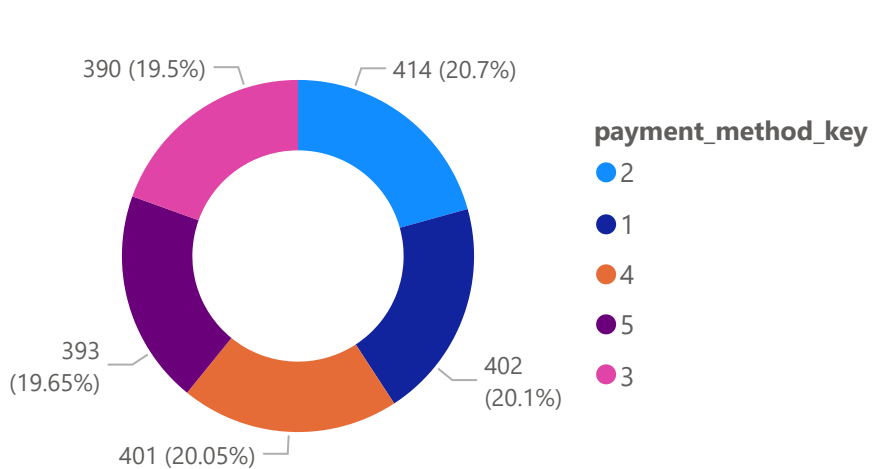
☐ 2

☐ 3

☐ 4

☐ 5

Payment Methods



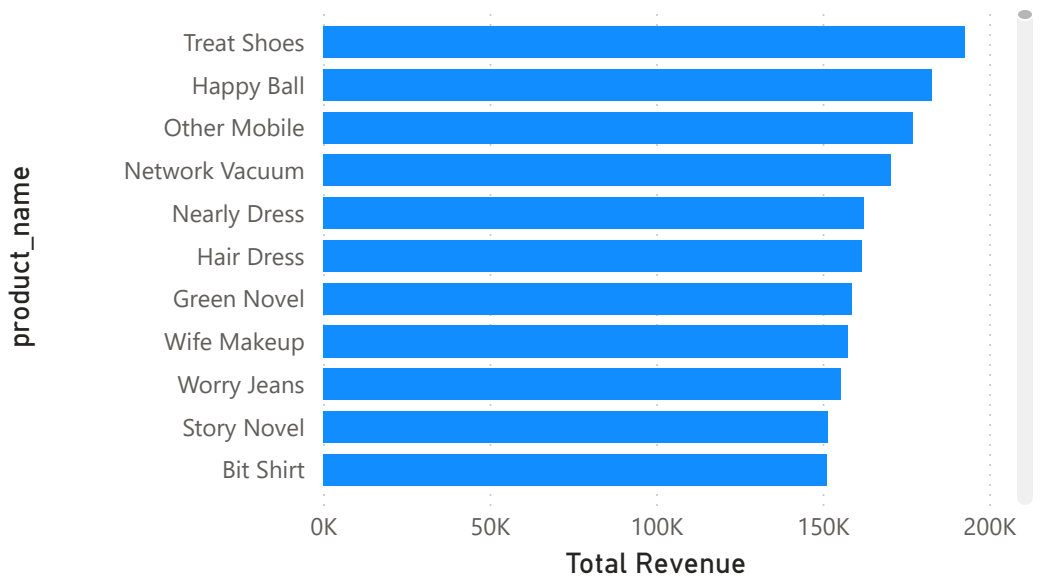
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Sales by Region

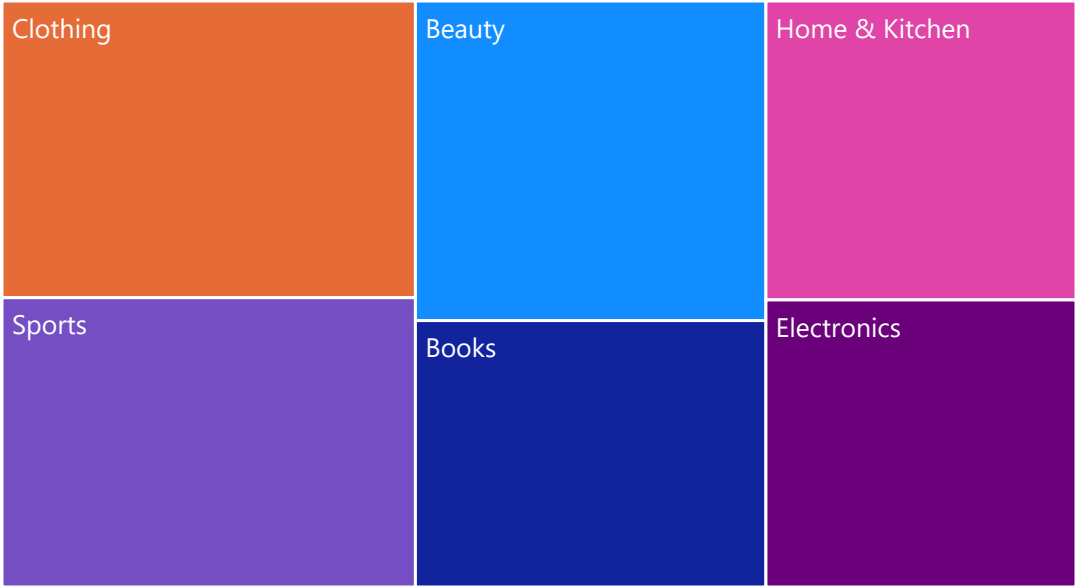
category ☒ Beauty ☒ Books ☒ Clothing ☒ Electroni... ☒ Home &... ☒ Sports



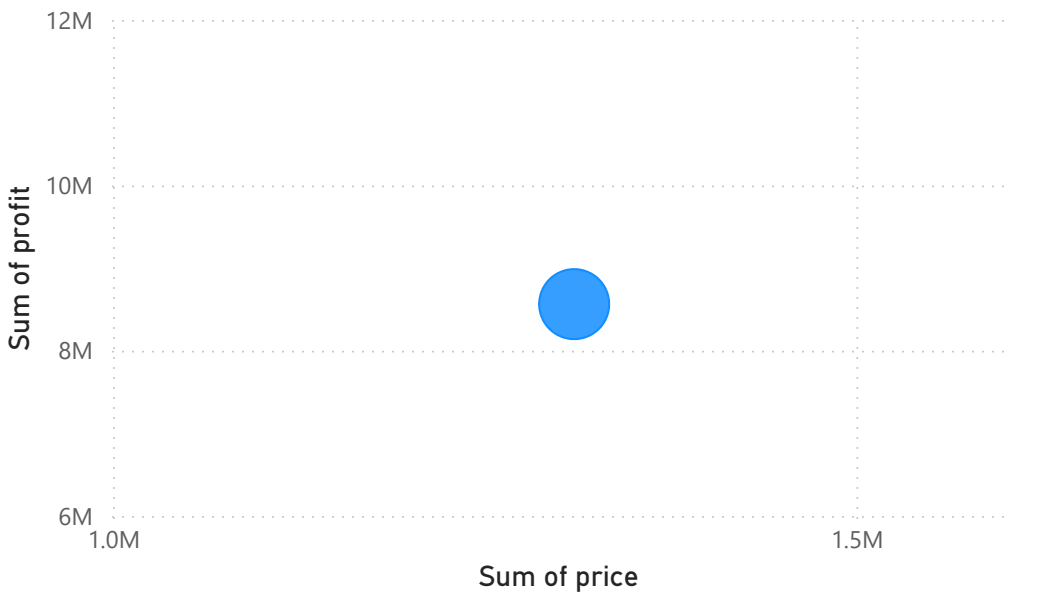
Top 10 Products



Categories & Sub-categories



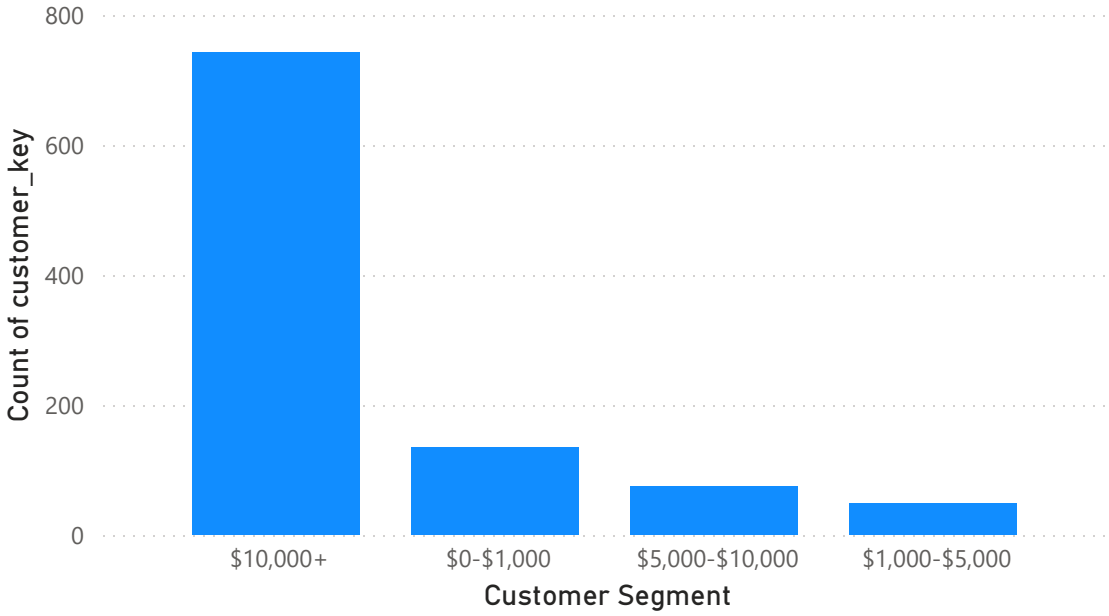
Price vs Profit Analysis



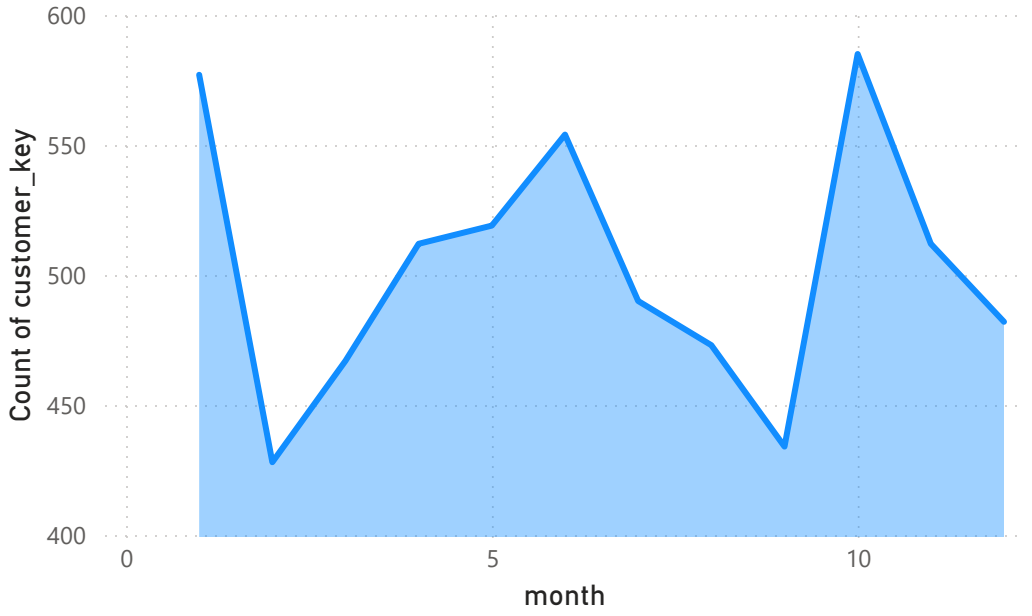
Product Metrics Table

product_name	Sum of quantity	Total Revenue	Total Profit
Able Pan	19	52,040.08	9,835.57
According Dress	34	28,237.26	9,919.76
According Headphones	43	1,14,225.96	34,416.24
According Shoes	38	65,456.31	28,918.55
Account Education	32	17,637.23	4,477.55
Activity Dress	13	34,322.10	13,096.74
Add Jeans	21	55,440.78	9,261.99
Address Mixer	27	98,205.51	38,177.76
Agency Shoes	33	1,12,476.97	23,074.36
Agent Novel	21	94,546.59	27,863.61
Ago Education	36	42,308.86	10,414.66
Agreement Mixer	26	1,17,167.08	39,881.04
Almost Dress	35	72,650.56	16,096.51
Total	12065	2,91,56,490.88	85,62,828.07

Customer Segments



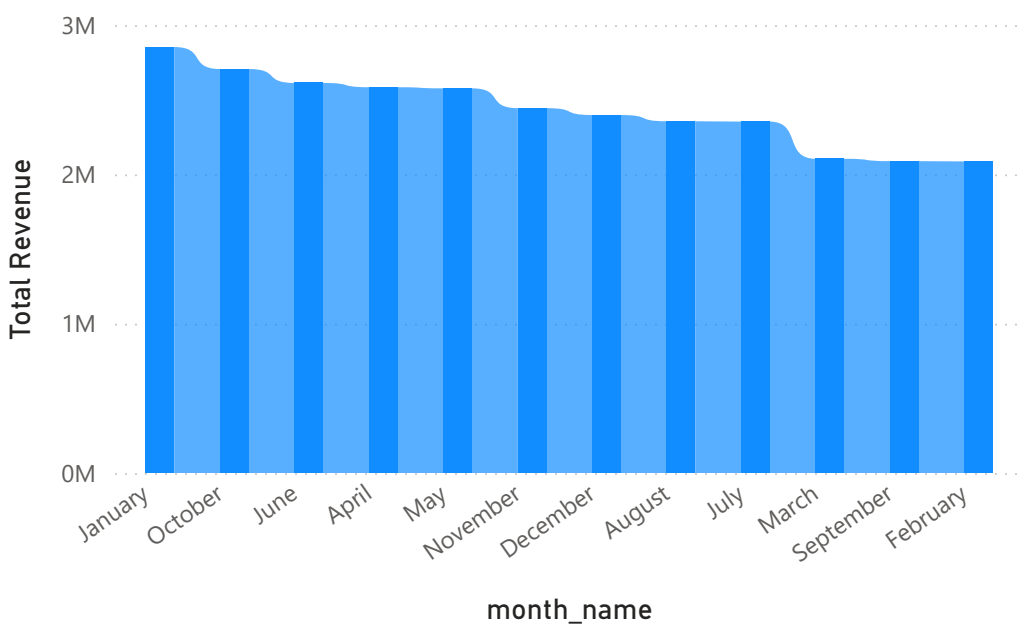
Customer Acquisition



Top 10 Customers (Lifetime Value)

customer_id	Customer Lifetime Value	Transactions per Customer	Average Order Value (A
CUST0001	30,971.22	3	10,323.74
CUST0002	26,249.93	3	8,749.98
CUST0003	3,991.86	1	3,991.86
CUST0004	12,025.96	2	6,012.98
CUST0006	19,666.46	1	19,666.46
CUST0007	16,462.54	1	16,462.54
CUST0008	19,824.54	1	19,824.54
CUST0009	22,694.70	1	22,694.70
CUST0010	12,510.15	1	12,510.15
CUST0011	8,622.69	1	8,622.69
CUST0012	56,183.81	3	18,727.94
CUST0014	67,199.27	5	13,439.85
CUST0016	8,102.42	2	4,051.21
Total	2,91,56,490.88	2000	14,578.00

Customer Purchase Patterns

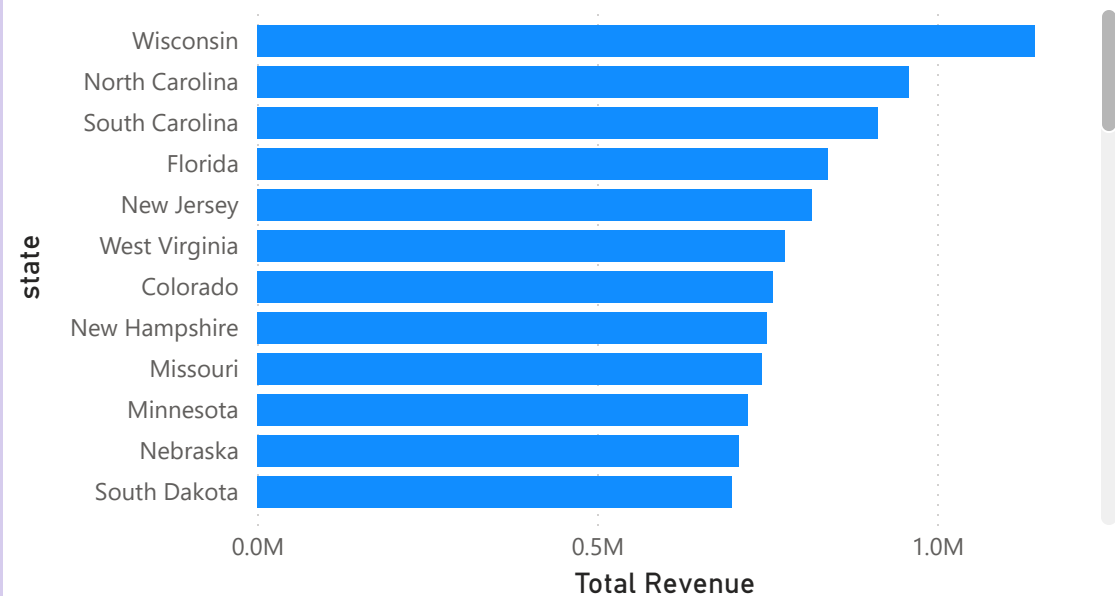


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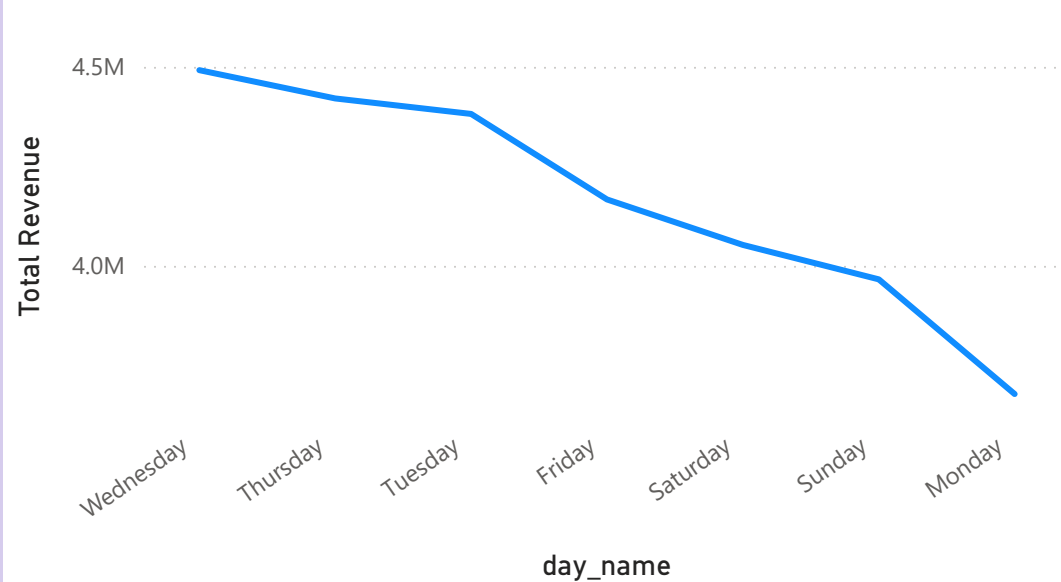
## State-wise Revenue



## Top 10 States



## Day of Week Analysis



## Category Revenue Trend

