

Total Sales \$
16.29M

Total Units sold
222K

Avg sales per order
157.68

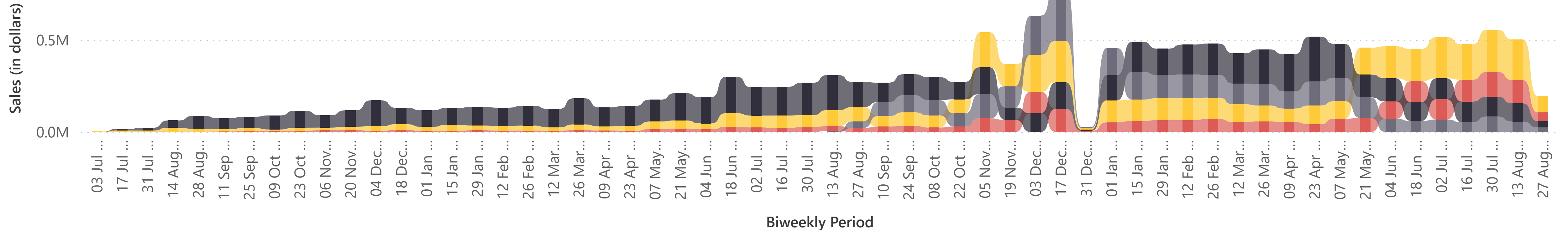
Avg Units per order
2.15

Total No. of Orders
103.32K

Total Unique Customers
103.32K

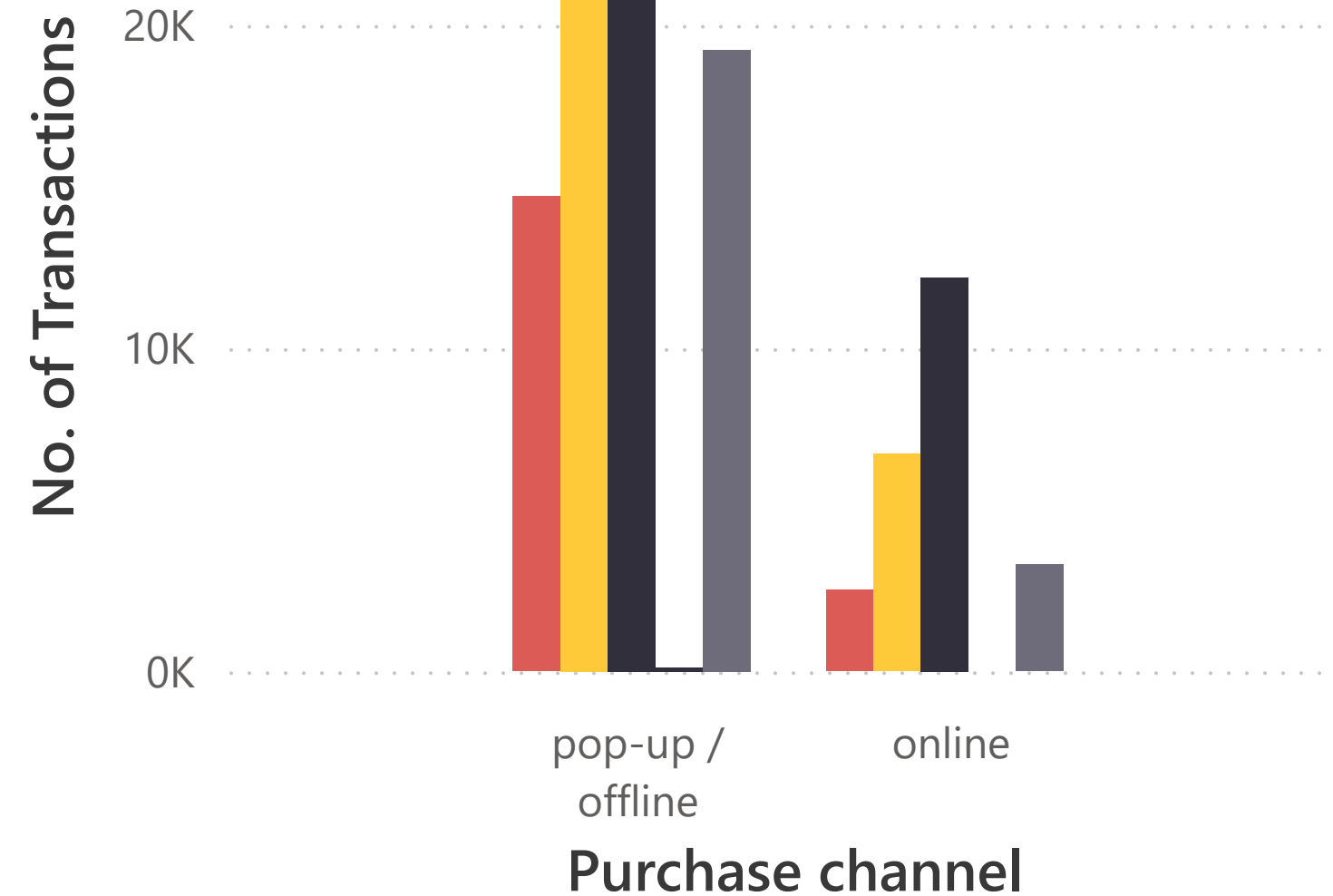
Total sales by Biweekly Period

Device ● android ● ios ● pc ● unknown ● webapp

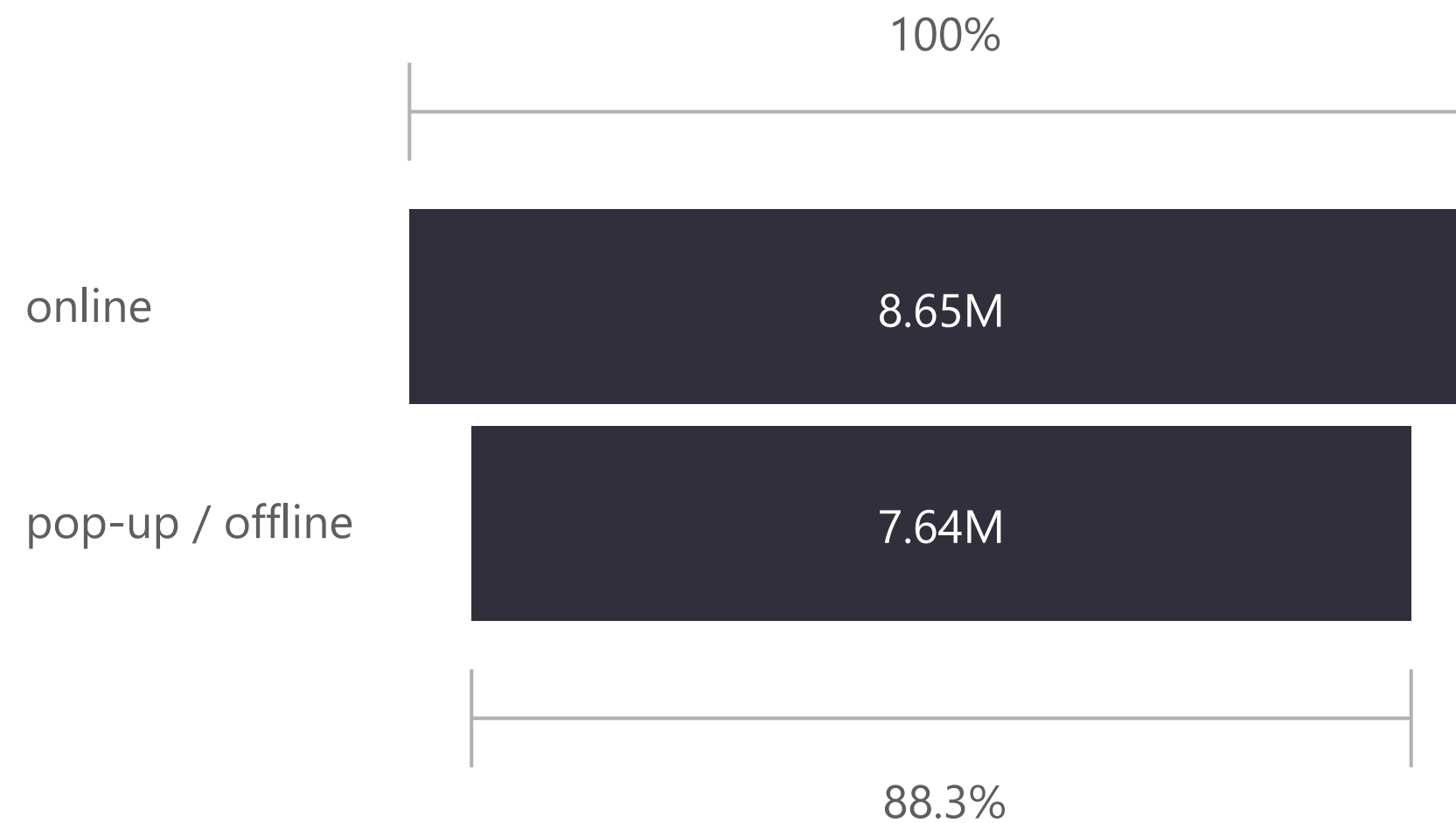


Total Transactions by Purchase channel

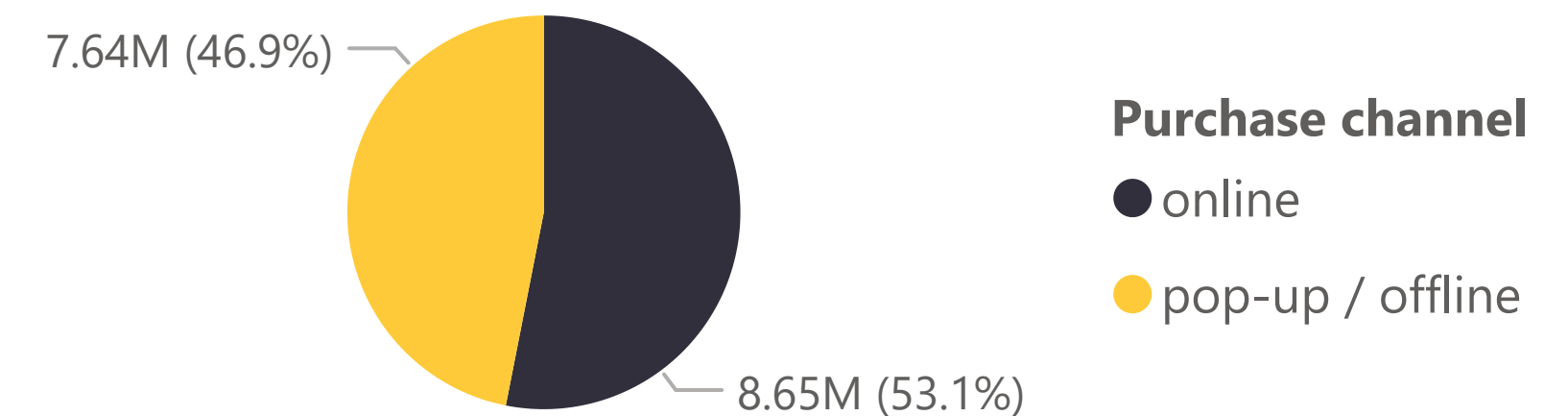
Device ● android ● ios ● pc ● unknown ● webapp



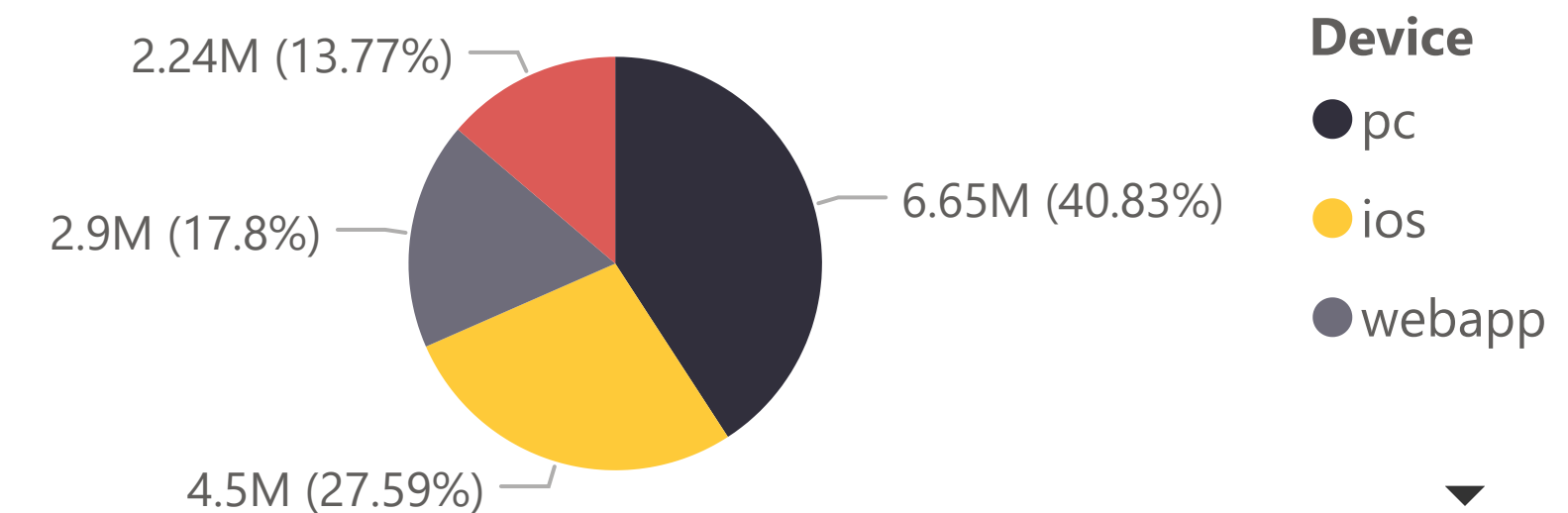
Sales (dollars) by Purchase channel



Sales by Purchase channel



Sales by Device

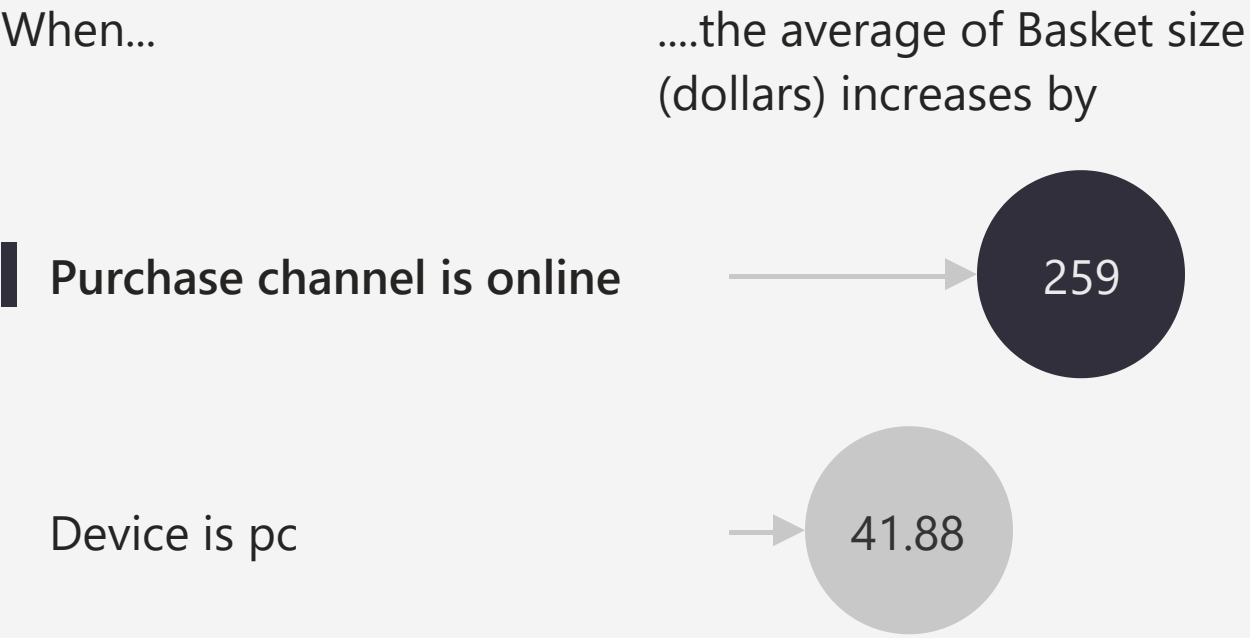




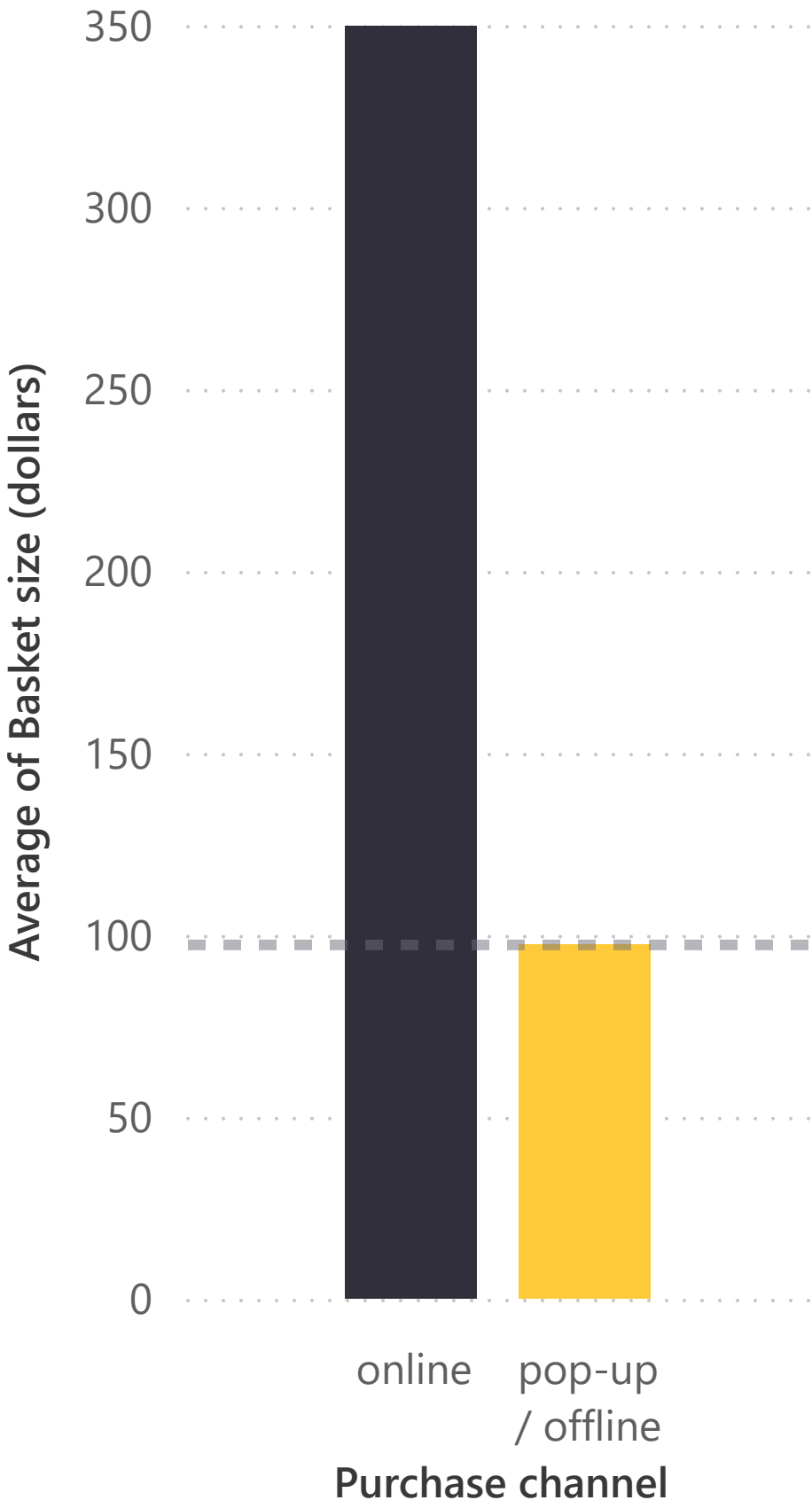
What influences Basket size (dollars) to

Increase

?



← Basket size (dollars) is more likely to increase when Purchase channel is online than otherwise (on average).



☐ Only show values that are influencers

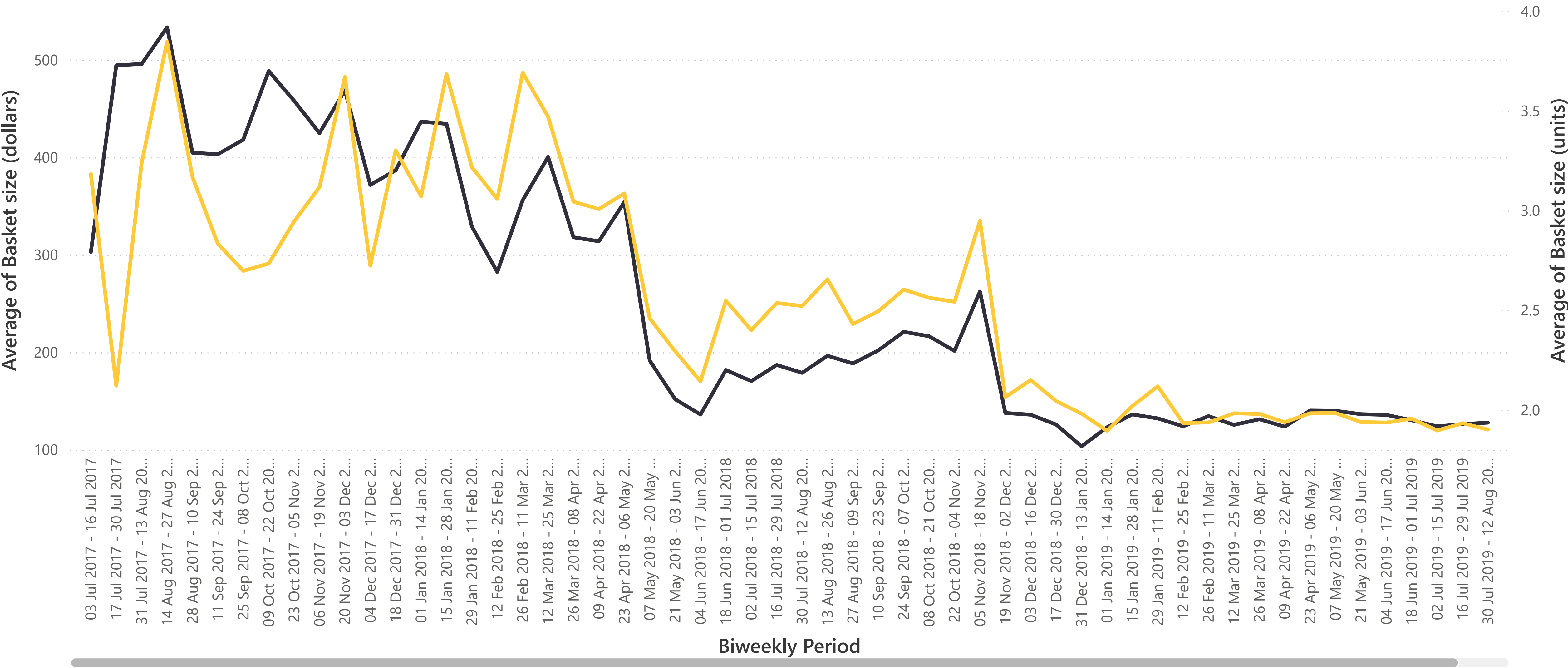
Purchase channel

online

pop-up / offline

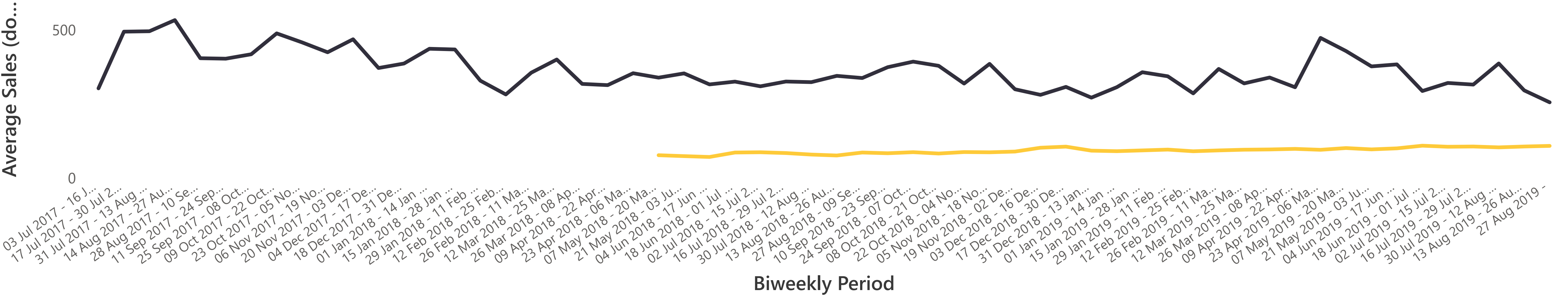
Average of Basket size (dollars) and Average of Basket size (units) by Biweekly Period

● Average of Basket size (dollars) ● Average of Basket size (units)



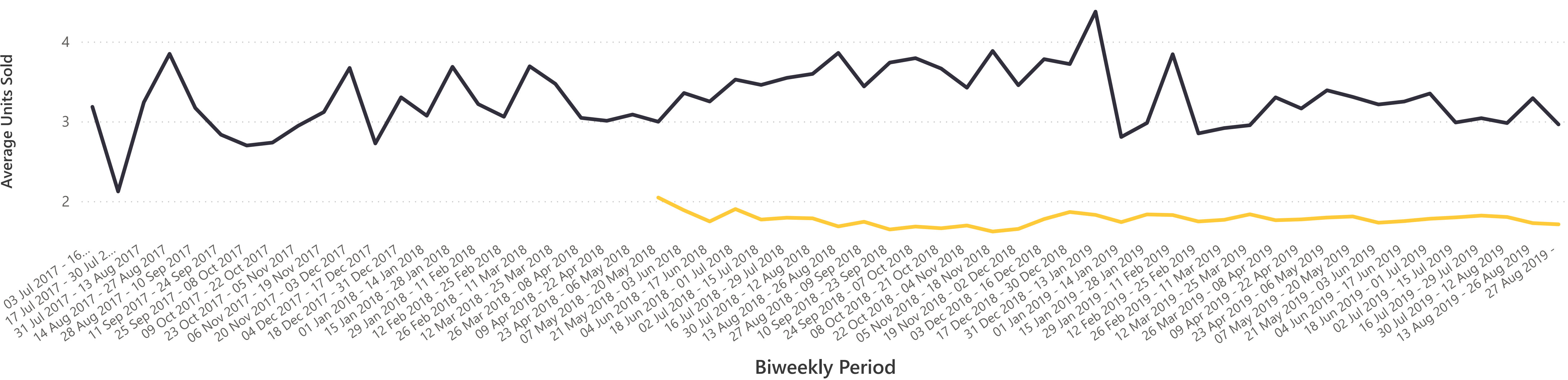
Biweekly Average Sales

Purchase channel ●online ●pop-up / offline

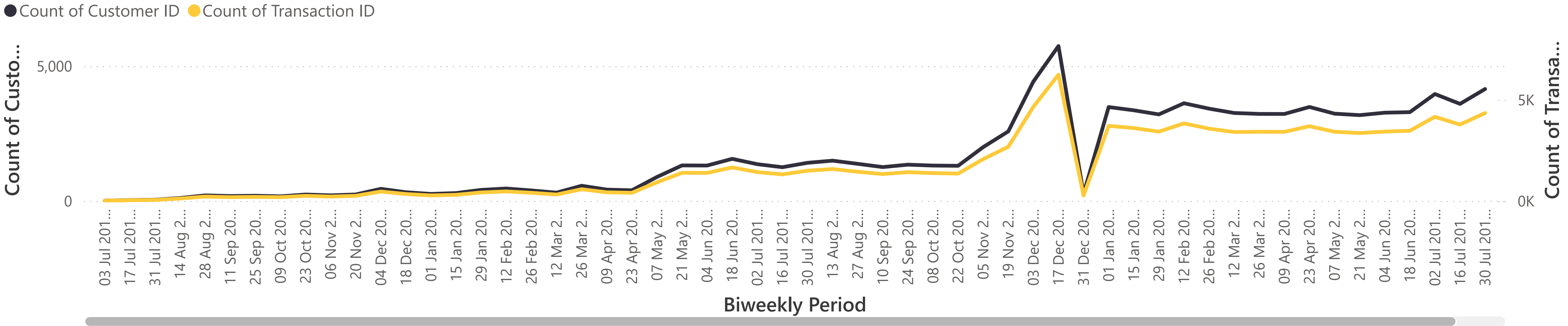


Biweekly Average No. of Units Sold

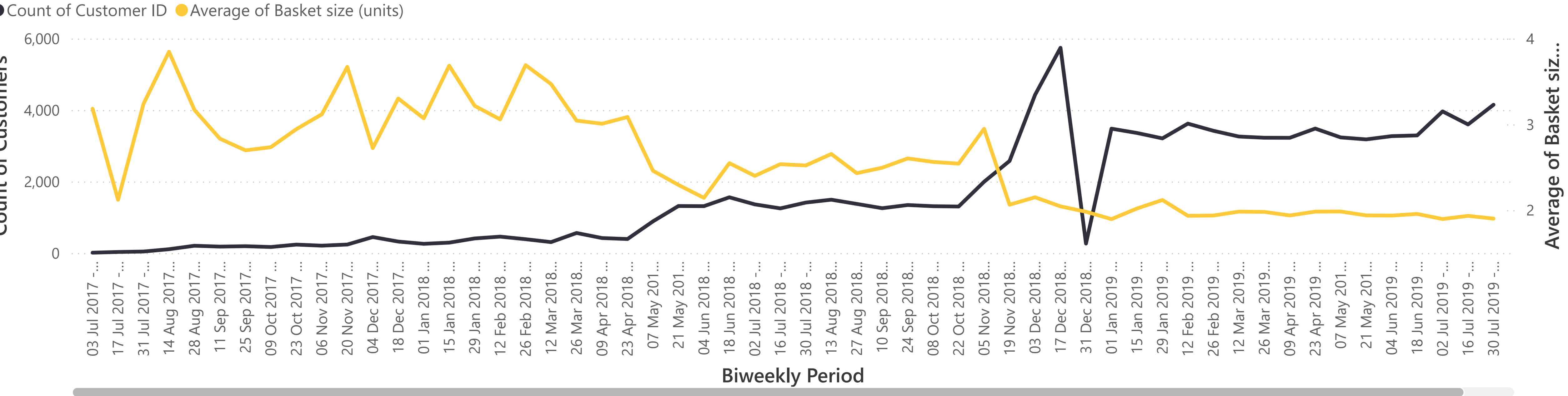
Purchase channel ●online ●pop-up / offline



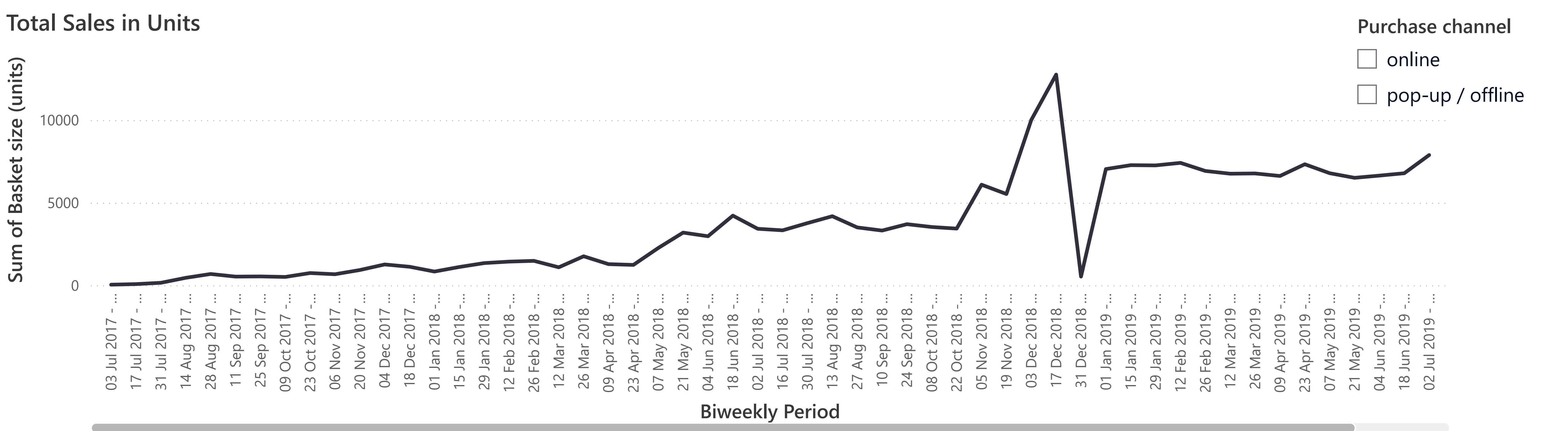
Count of Customer ID and Count of Transaction ID by Biweekly Period



Customer Vs Basket



Year	Average of Basket size (dollars)	Average of Basket size (units)	Sum of Basket size (dollars)	Sum of Basket size (units)	Sales Growth %	AOV Growth %	Order Count Growth %
2017	425.08	3.05	1,065,259.50	7650			
2018	185.47	2.43	6,959,112.88	91175	553.28	-56.37	1,397.29
2019	130.62	1.95	8,266,406.49	123637	18.79	-29.57	68.67
Total	157.68	2.15	16,290,778.87	222462			



Sum of Basket size (units) by Biweekly Period

