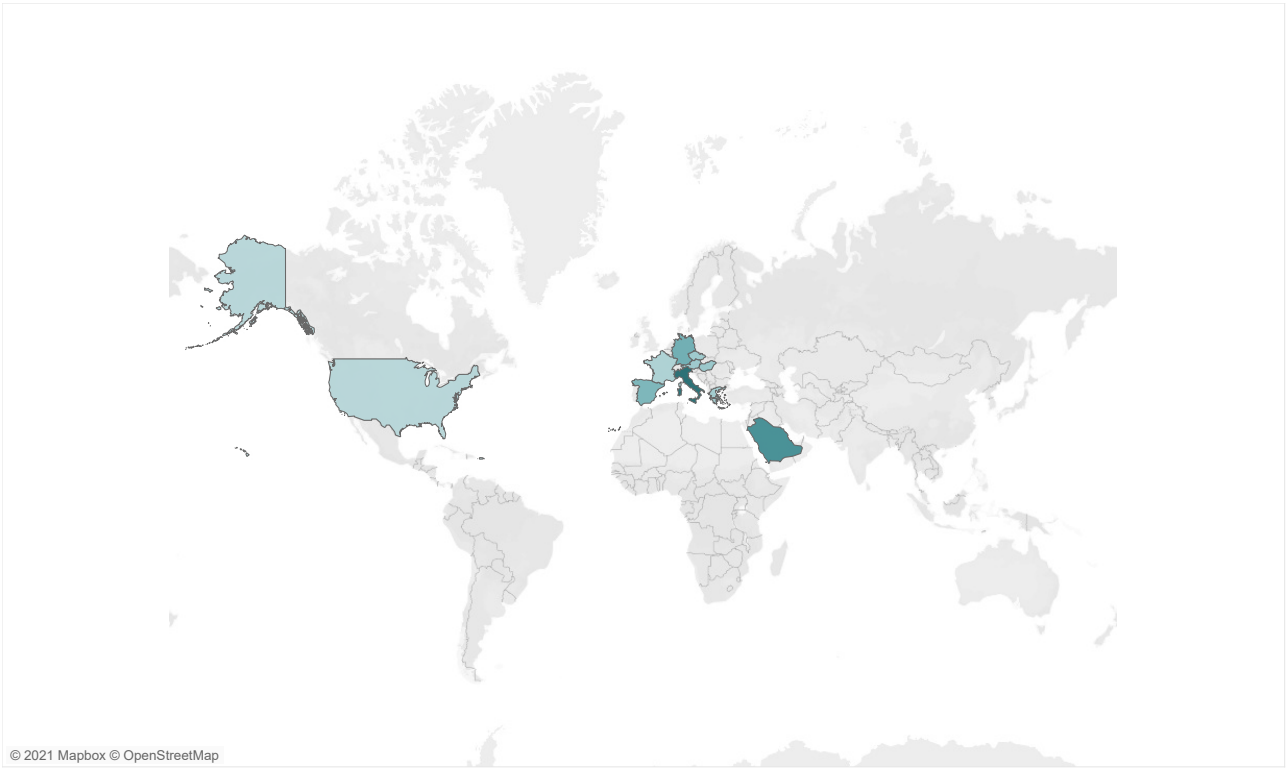
Company KPIs

	Year	
	2019	2020
Distinct count of Order ID	2,569	3,007
Total order value	$129,378,727.00	$335,131,050.00
Discount	$8,273,970.40	$18,478,976.85
Net Sales	$121,104,756.60	$316,652,073.15
Line SKU Production Cost	$39,131,543.01	$100,529,626.43
Gross Profit	$81,973,213.59	$216,122,446.72
%GP	67.69%	68.25%
Avg. Consumer LTV	$400.46	$445.85
AOV	$379.76	$392.36

%GP, AOV, Avg. Consumer LTV, Discount, Gross Profit, Line SKU Production Cost, Net Sales, distinct count of Order ID and Total order value broken down by Year. The data is filtered on Country, which keeps 10 of 10 members.

Sales by Country



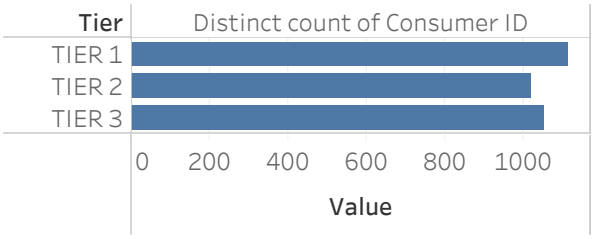
Map based on Longitude (generated) and Latitude (generated). Color shows count of Consumer ID. Details are shown for Country. The view is filtered on Country, which keeps 10 of 10 members.

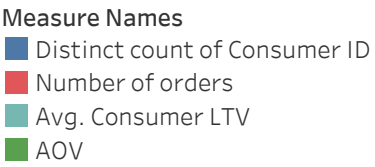
Customer KPIs

	Tier		
	TIER 1	TIER 2	TIER 3
Distinct count of Consumer ID	1,115	1,021	1,051
% of Total %Customers along Table (Across)	33.36%	32.61%	34.03%
Number of orders	523,422	395,573	406,778
Avg. Consumer LTV	789	320	192
AOV	395	387	384
Purchase Frequency	1	1	1

Distinct count of Consumer ID, % of Total %Customers along Table (Across), Number of orders, Avg. Consumer LTV, AOV and Purchase Frequency broken down by Tier.

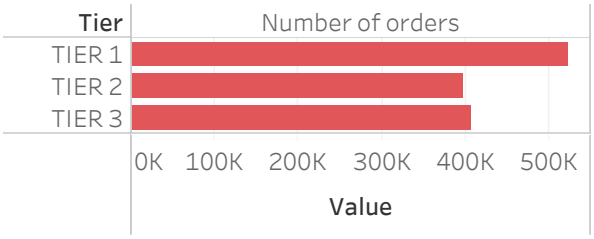
Consumer Bar Chart

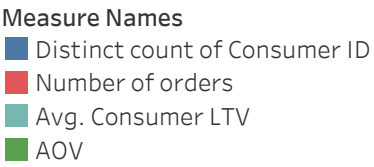




Distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV for each Tier. Color shows details about distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV.

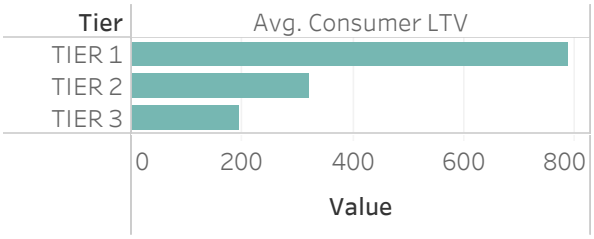
Consumer Bar Chart





Distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV for each Tier. Color shows details about distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV.

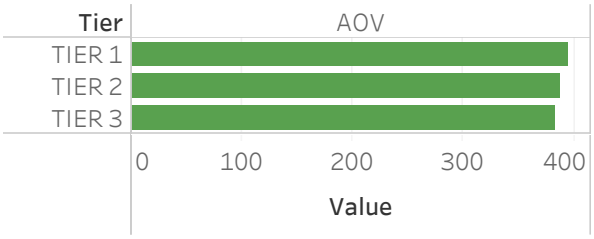
Consumer Bar Chart

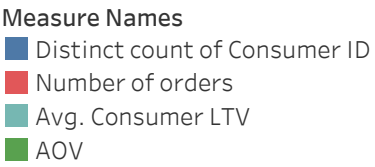


Measure Names
- Distinct count of Consumer ID
- Number of orders
- Avg. Consumer LTV
- AOV

Distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV for each Tier. Color shows details about distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV.

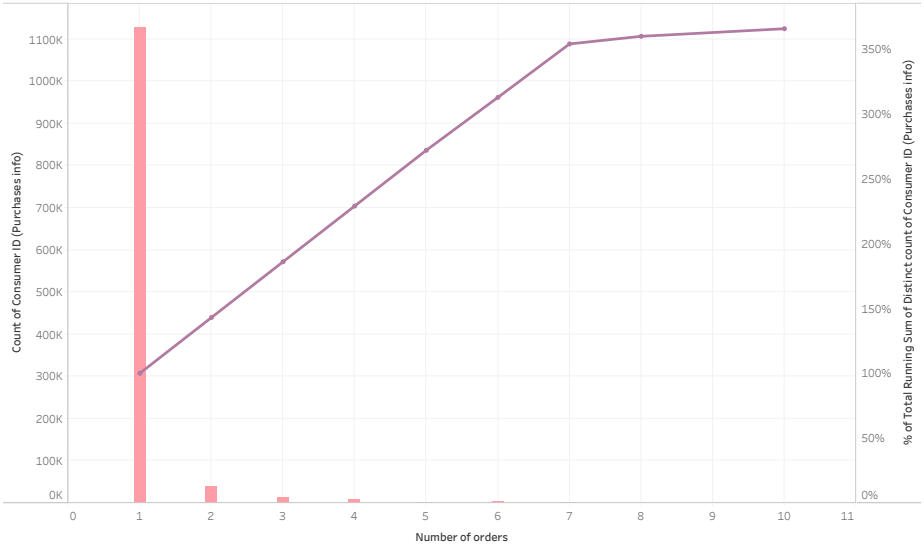
Consumer Bar Chart





Distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV for each Tier. Color shows details about distinct count of Consumer ID, Number of orders, Avg. Consumer LTV and AOV.

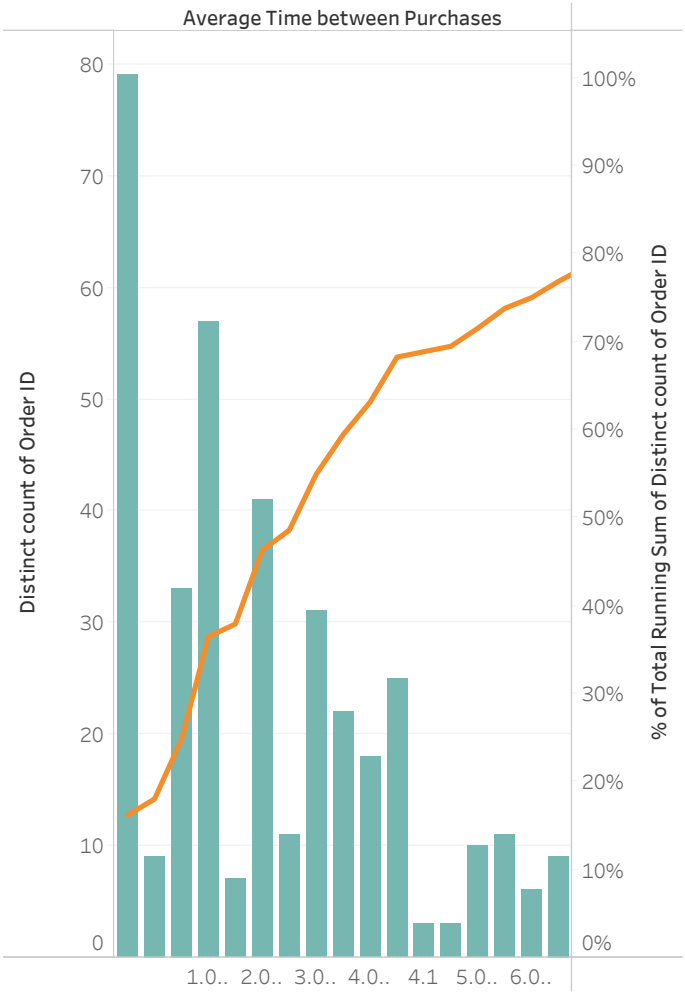
Frequency Curve



Measure Names
- % of Total Running Sum of Distinct count of Consumer ID (Purchases info) along Table (Across)
- Count of Consumer ID (Purchases info)

The trends of count of Consumer ID (Purchases info) and % of Total Running Sum of Distinct count of Consumer ID (Purchases info) along Table (Across) for Number of orders. Color shows details about count of Consumer ID (Purchases info) and % of Total Running Sum of Distinct count of Consumer ID (Purchases info) along Table (Across).

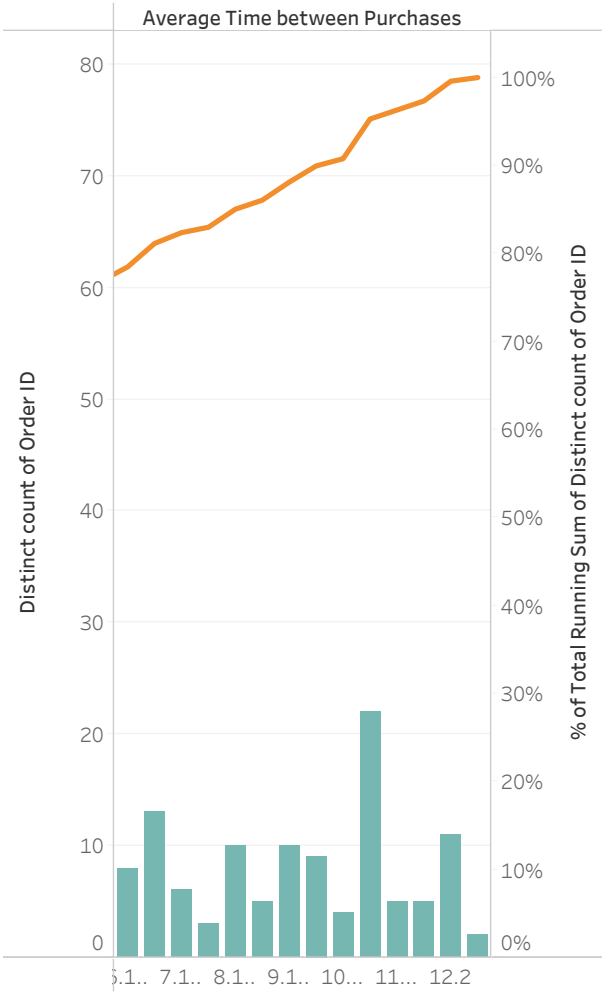
Repurchase Curve



Measure Names
- % of Total Running Sum of Distinct count of Order ID along Table (Across)
- Distinct count of Order ID

The trends of distinct count of Order ID and % of Total Running Sum of Distinct count of Order ID along Table (Across) for Average Time between Purchases. Color shows details about distinct count of Order ID and % of Total Running Sum of Distinct count of Order ID along Table (Across). The view is filtered on Average Time between Purchases, which excludes Null.

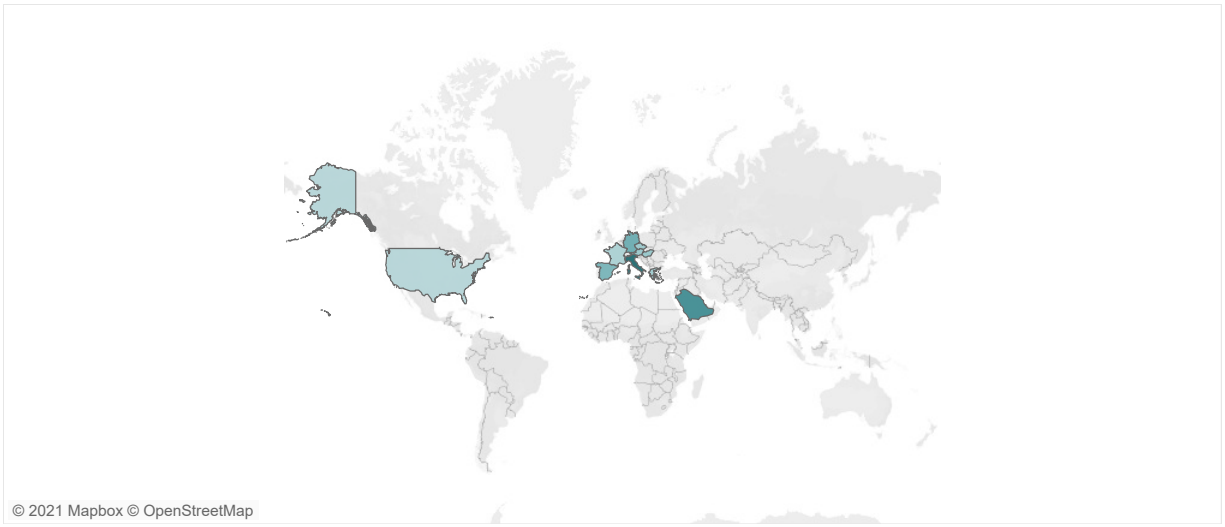
Repurchase Curve



Measure Names
- % of Total Running Sum of Distinct count of Order ID along Table (Across)
- Distinct count of Order ID

The trends of distinct count of Order ID and % of Total Running Sum of Distinct count of Order ID along Table (Across) for Average Time between Purchases. Color shows details about distinct count of Order ID and % of Total Running Sum of Distinct count of Order ID along Table (Across). The view is filtered on Average Time between Purchases, which excludes Null.

Sales by Country



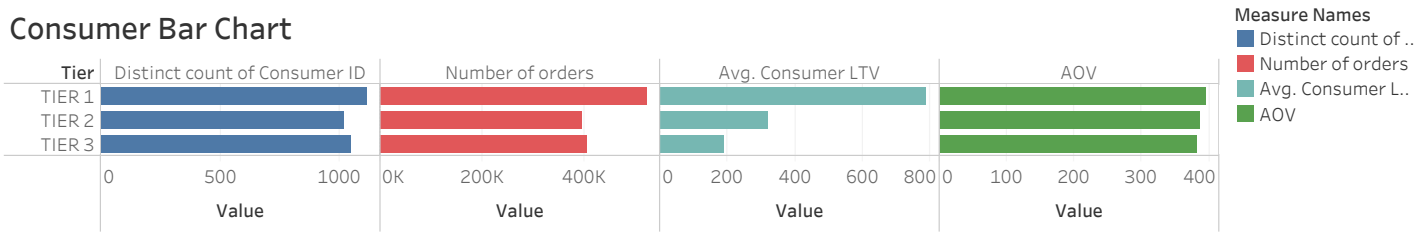
Count of Consumer ID
0 50,000

Country
- Austria
- Czech Republic
- France
- Germany
- Greece
- Hungary
- Italy
- Saudi Arabia
- Spain
- USA

Company KPIs

	Year	
	2019	2020
Distinct count of Order ID	2,569	3,007
Total order value	$129,378,727.00	$335,131,050.00
Discount	$8,273,970.40	$18,478,976.85
Net Sales	$121,104,756.60	$316,652,073.15
Line SKU Production Cost	$39,131,543.01	$100,529,626.43
Gross Profit	$81,973,213.59	$216,122,446.72
%GP	67.69%	68.25%
Avg. Consumer LTV	$400.46	$445.85
AOV	$379.76	$392.36

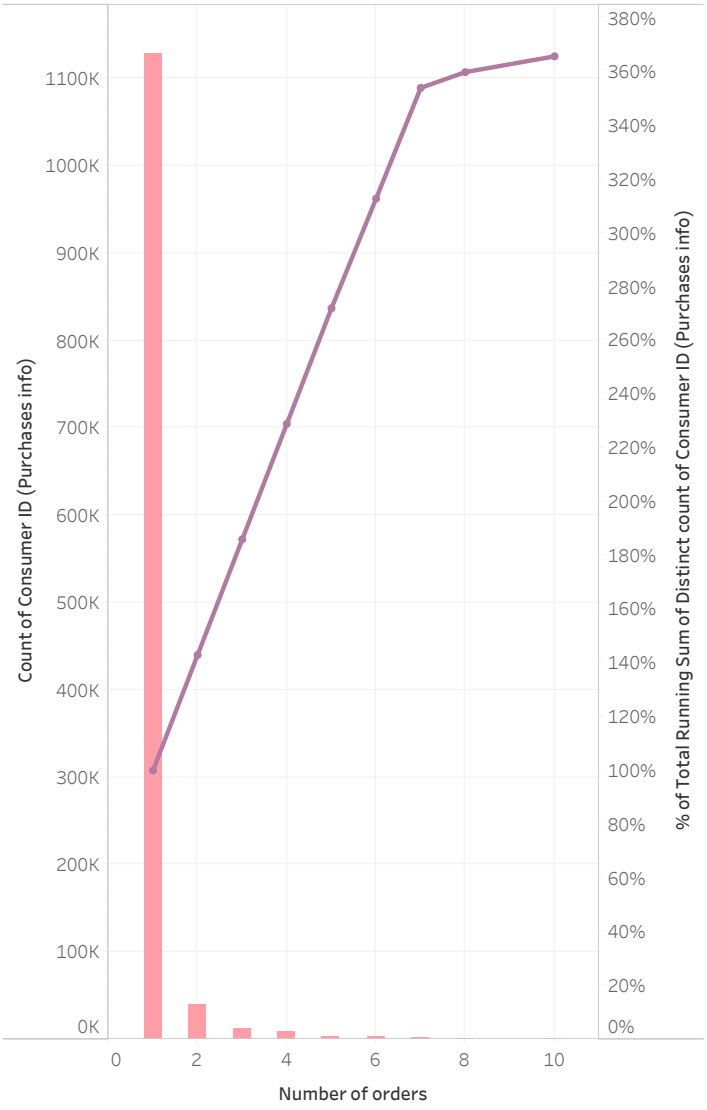
Consumer Bar Chart



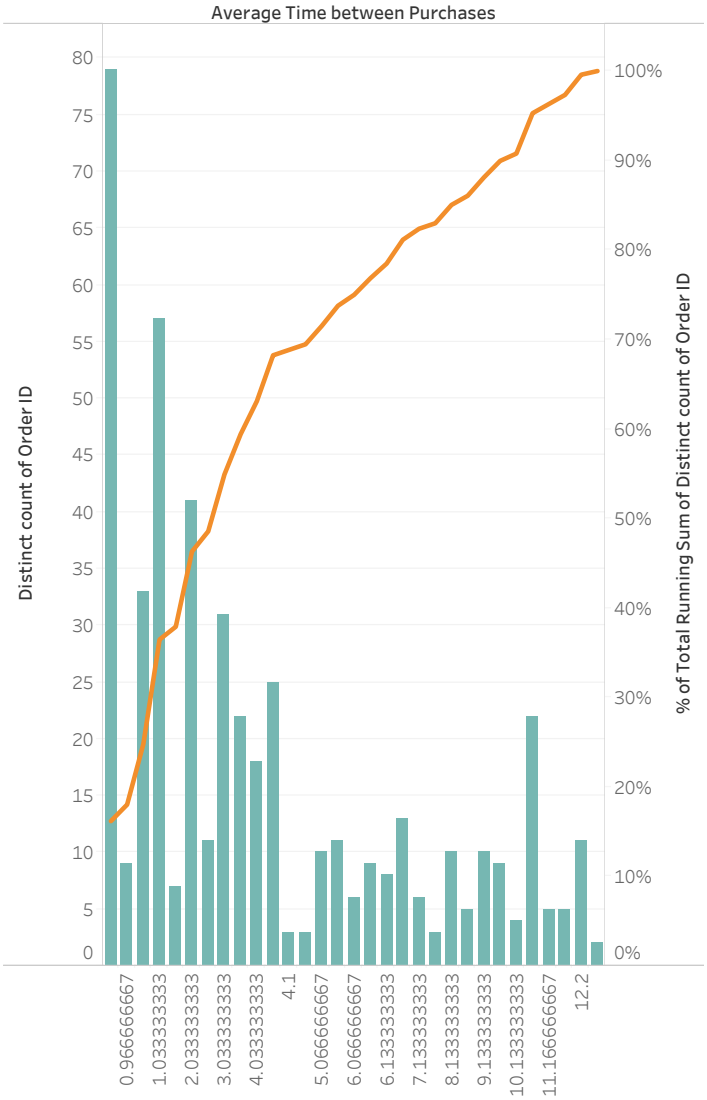
Customer KPIs

	Tier		
	TIER 1	TIER 2	TIER 3
Distinct count of Consumer ID	1,115	1,021	1,051
% of Total %Customers along Table (Across)	33.36%	32.61%	34.03%
Number of orders	523,422	395,573	406,778
Avg. Consumer LTV	789	320	192
AOV	395	387	384
Purchase Frequency	1	1	1

Frequency Curve



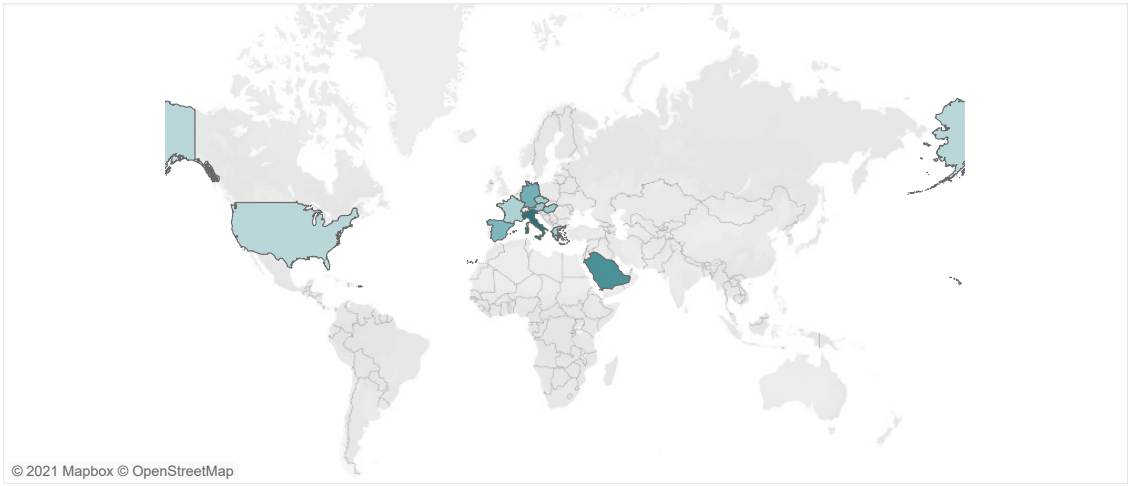
Repurchase Curve



Fashion Analytics Story

Company KPIs | Consumer Engagement | Customer Lifecycle

Sales by Country



Count of Consumer ID
0 50,000

Country
- Austria
- Czech Republic
- France
- Germany
- Greece
- Hungary
- Italy
- Saudi Arabia
- Spain
- USA

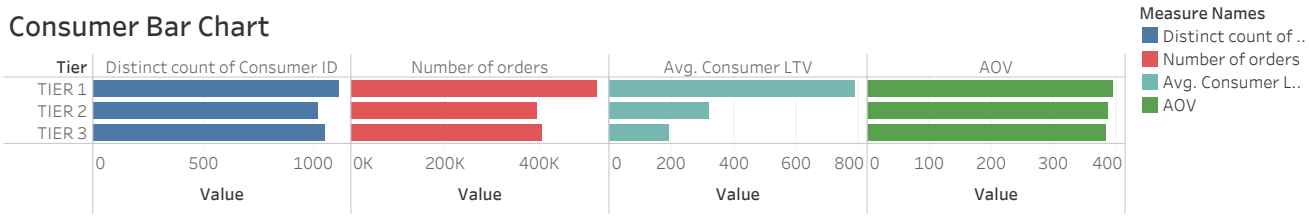
Company KPIs

	Year	
	2019	2020
Distinct count of Order ID	2,569	3,007
Total order value	$129,378,727.00	$335,131,050.00
Discount	$8,273,970.40	$18,478,976.85
Net Sales	$121,104,756.60	$316,652,073.15
Line SKU Production Cost	$39,131,543.01	$100,529,626.43
Gross Profit	$81,973,213.59	$216,122,446.72
%GP	67.69%	68.25%
Avg. Consumer LTV	$400.46	$445.85
AOV	$379.76	$392.36

Fashion Analytics Story

Company KPIs | Consumer Engagement | Customer Lifecycle

Consumer Bar Chart



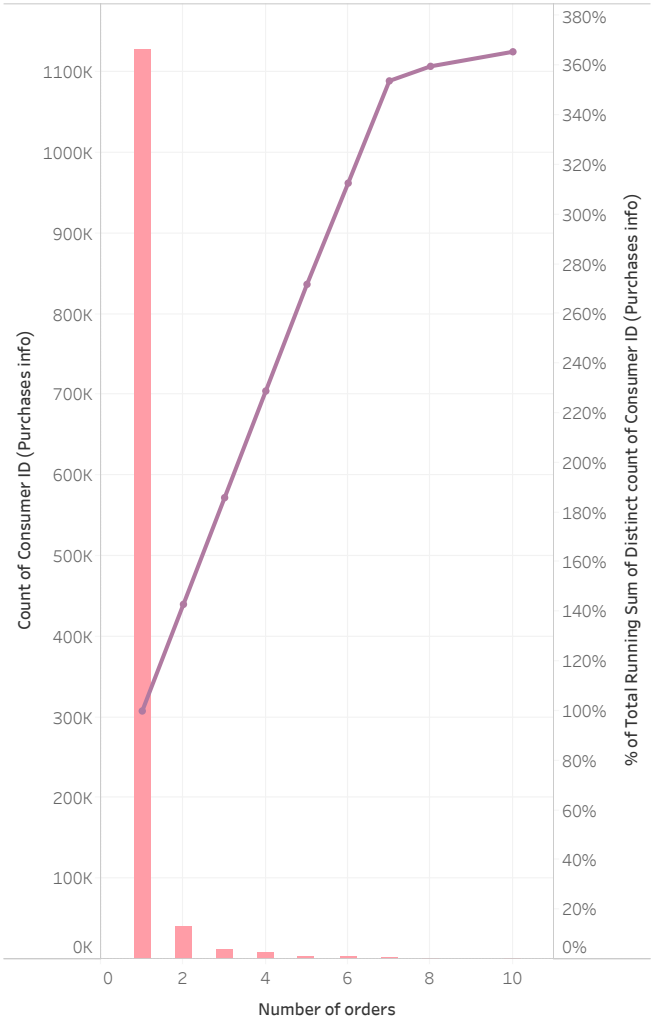
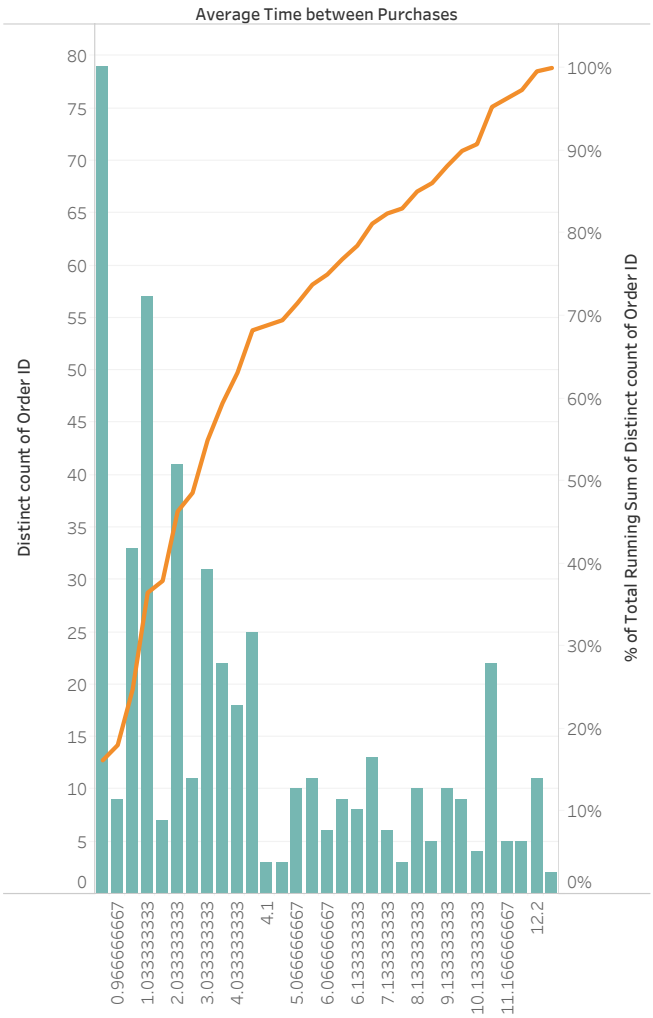
Customer KPIs

	Tier		
	TIER 1	TIER 2	TIER 3
Distinct count of Consumer ID	1,115	1,021	1,051
% of Total %Customers along Table (Across)	33.36%	32.61%	34.03%
Number of orders	523,422	395,573	406,778
Avg. Consumer LTV	789	320	192
AOV	395	387	384
Purchase Frequency	1	1	1

Fashion Analytics Story

Company KPIs | Consumer Engagement | Customer Lifecycle

Frequency Curve



Repurchase Curve