

PrimaryLevel

SecondaryLevel

TertiaryLevel

NewSource

ShipCountry

AcctMgr

Type

SubSource

SKU

Orders

IncludeRefunds

Total Orders
194.7K

↑ 1.7%

OrderQty
430.0K

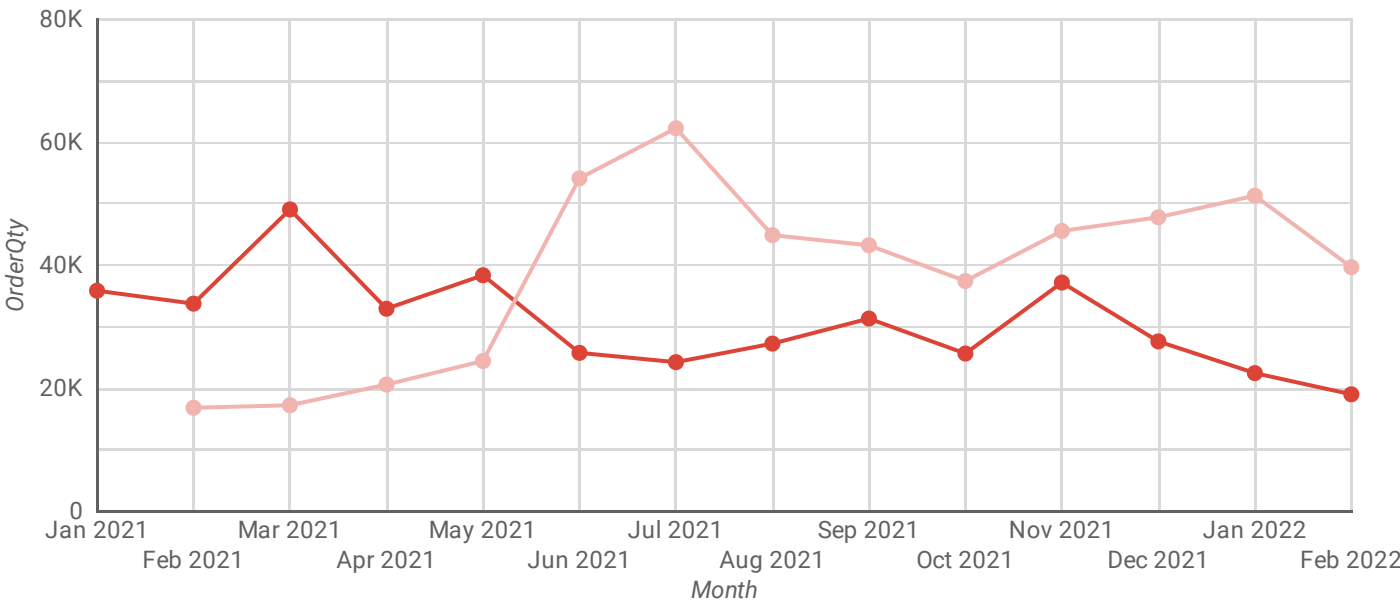
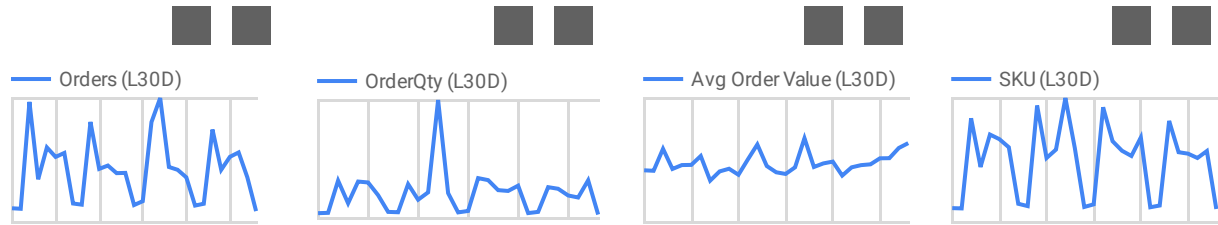
↓ -18.1%

Avg Order Value
£21.04

↓ -20.0%

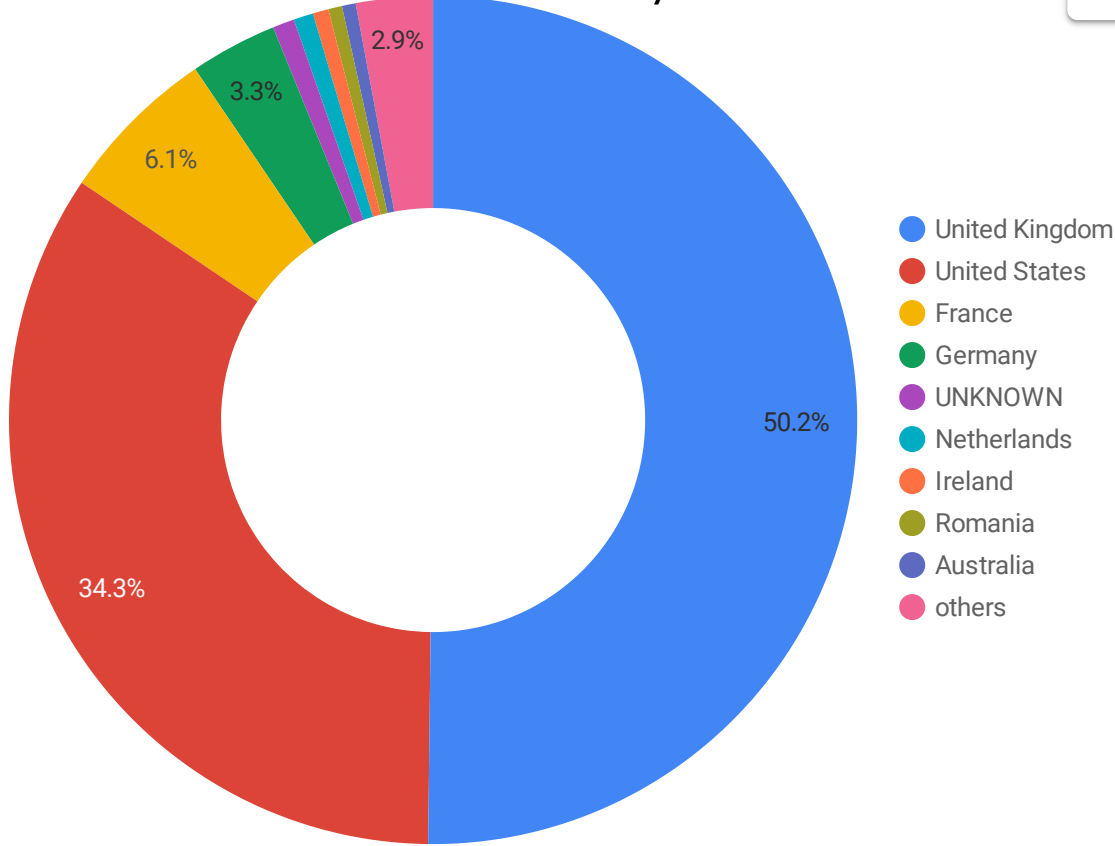
SKU
3.8K

↑ 21.5%



% of Revenue Contribution by Each Market

IncludeRefunds



Revenue

IncludeRefunds

Total Rev
£4.10M

↓ -18.7%

Avg Monthly Rev
£296.77K

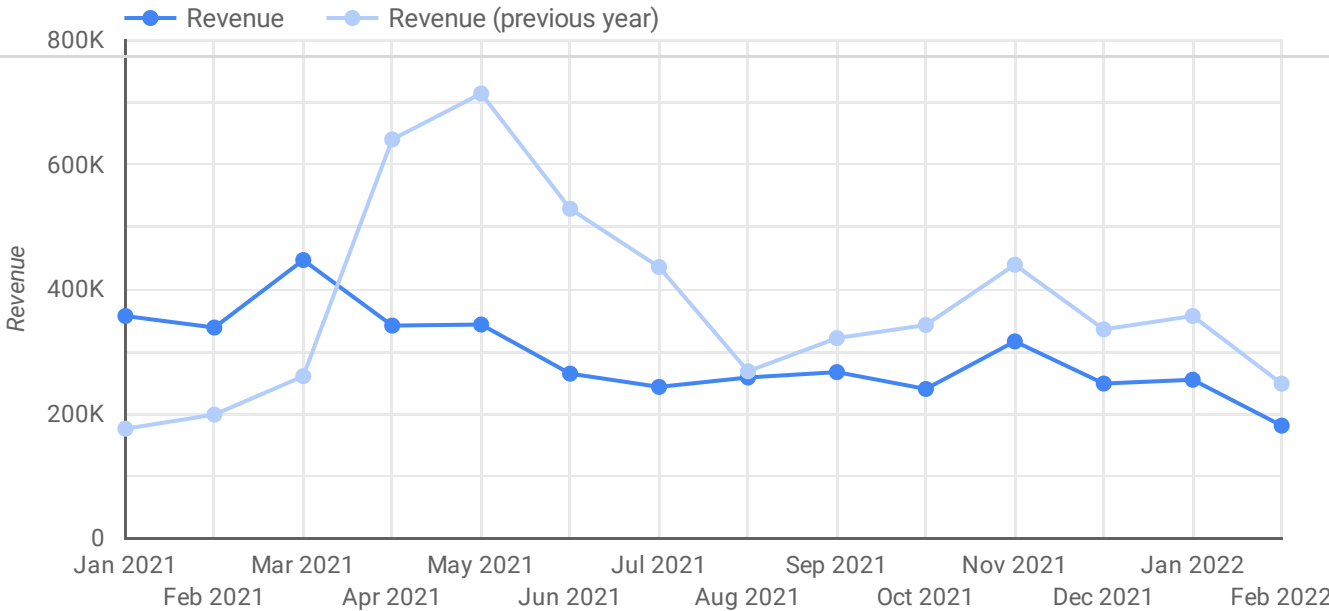
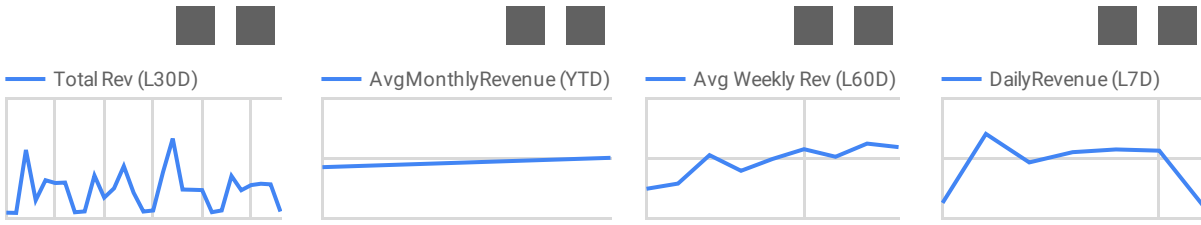
↓ -18.5%

Avg Weekly Rev
£69.25K

↓ -18.5%

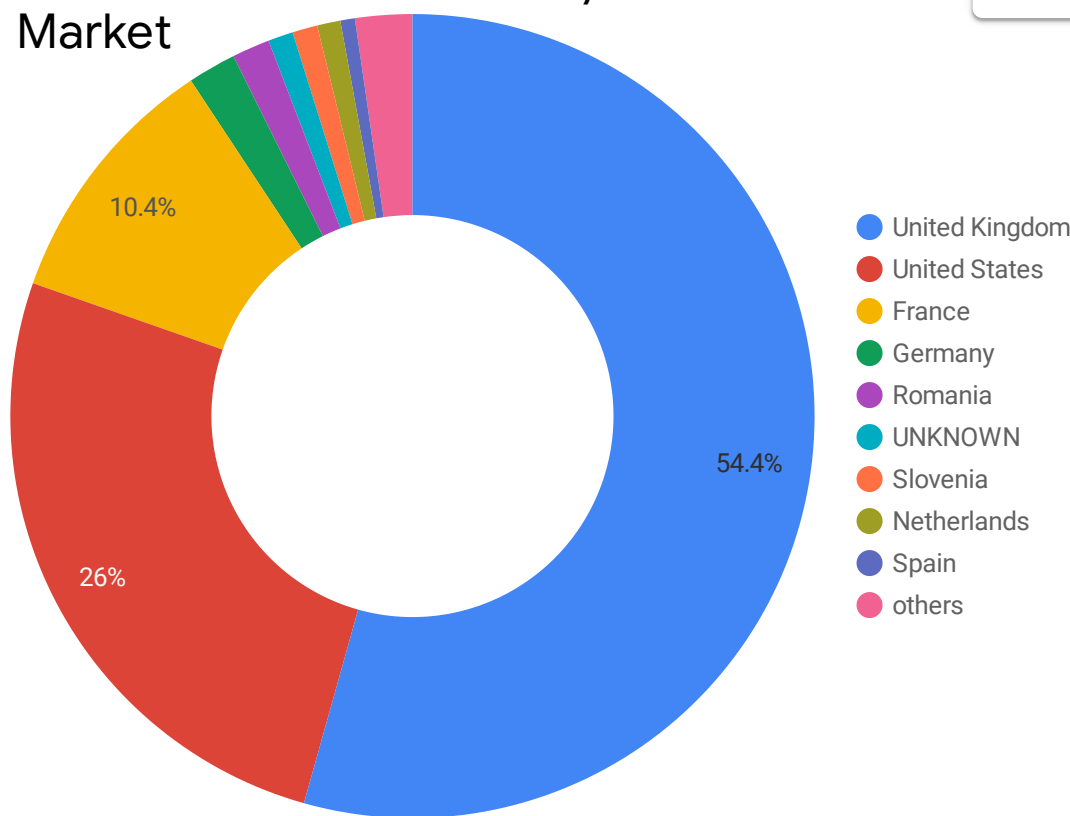
Avg Daily Rev
£9.89K

↓ -18.5%



% of Order Contribution by Each Market

IncludeRefunds



Contribution by Each Market

IncludeRefunds

ShipCountry	Total Ordered SKUs	Refunds	Revenue	Total Orders
United Kingdom	212,858	758	1,918,063.87	113,903.0
United States	111,517	98	1,396,168.95	54,432.0
France	44,364	23	246,741.13	11,634.0
Germany	8,187	25	131,935.99	5,923.0
Romania	6,533	1	21,498.68	10.0
Slovenia	4,334	0	13,809.87	25.0
UNKNOWN	4,223	2	33,433.78	141.0
Netherlands	4,025	0	30,613.50	381.0
Spain	2,479	1	20,865.91	1,633.0
Italy	2,120	2	18,931.20	692.0
Ireland	1,867	16	23,923.93	1,228.0
Switzerland	1,711	1	9,499.31	32.0
Belgium	1,087	2	10,639.59	589.0

PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

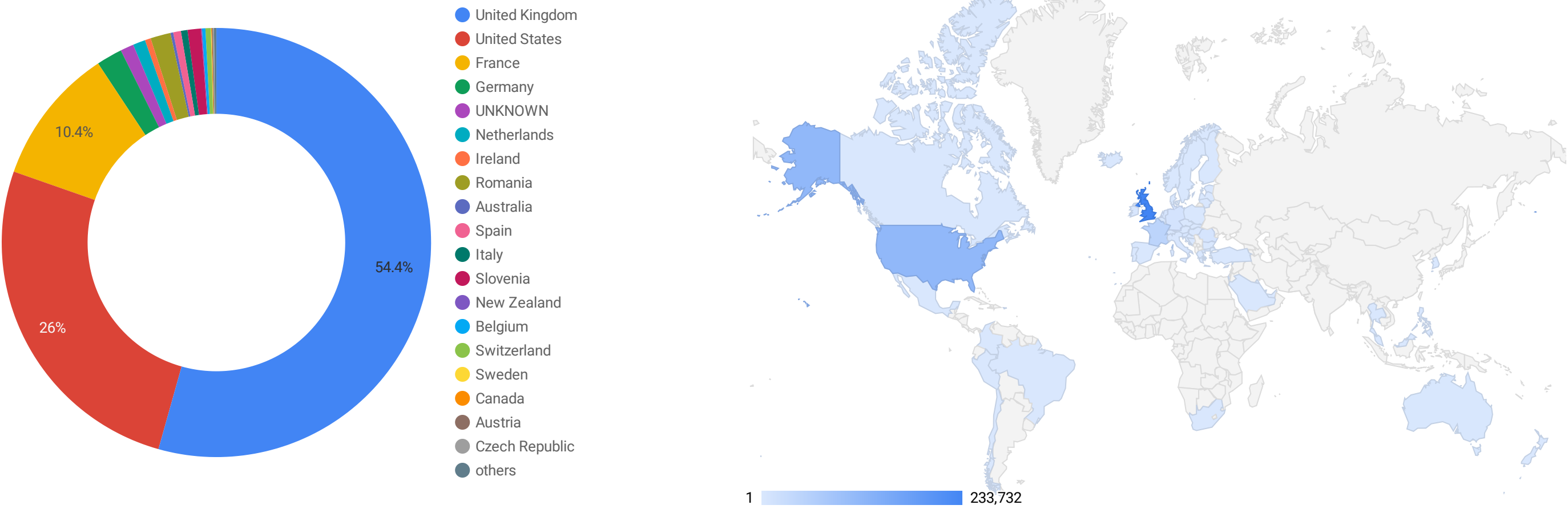
AcctMgr

Type

NewSource

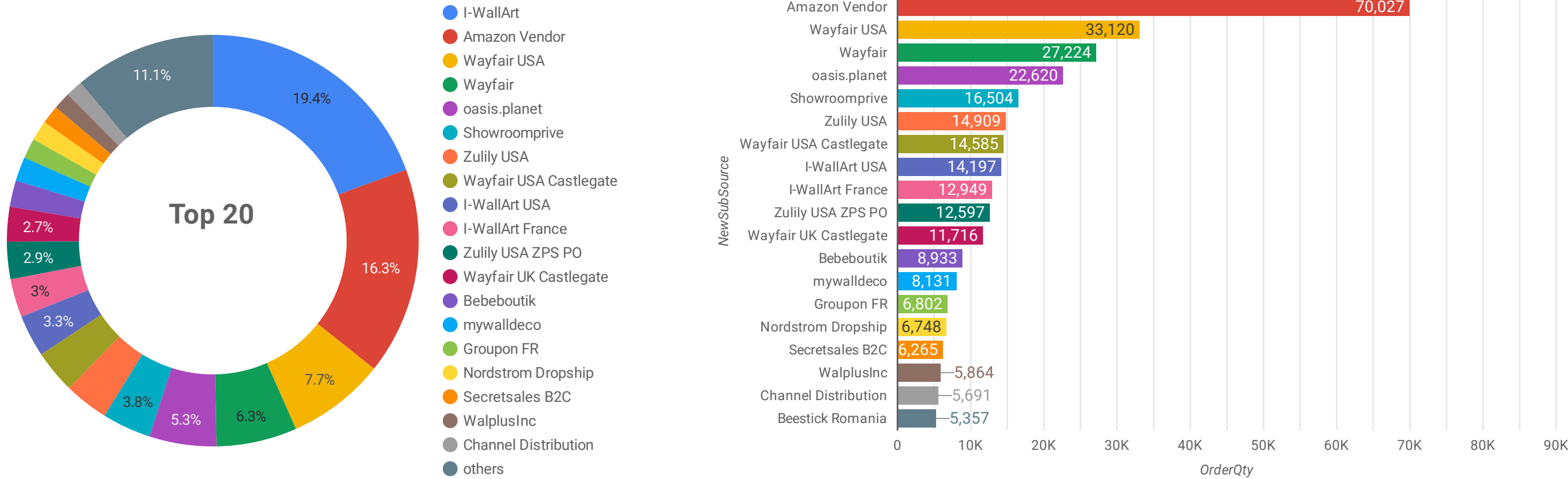
SubSource

Overview by Shipping Country



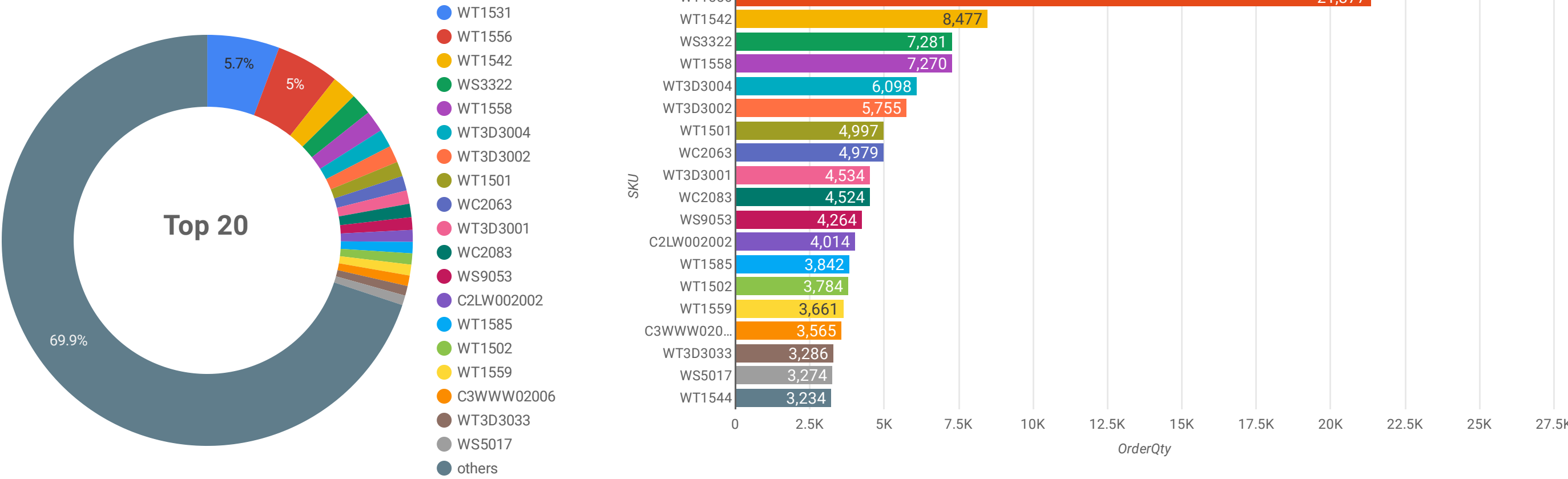
	ShipCountry	Customers	% Δ	Orders	% Δ	OrderValue	% Δ	Avg. Order Value	% Δ	OrderQty	% Δ	Avg. Units/Customer	% Δ
1.	United Kingdom	65,534	-46.7% ↓	115,861	-11.3% ↓	2,055,349.05	-29.8% ↓	£16.08	-8.9% ↓	233,732	-23.0% ↓	3.57	44.4% ↑
2.	United States	37,868	8.0% ↑	54,594	32.7% ↑	1,403,406.94	34.9% ↑	£21.70	3.1% ↑	111,853	25.3% ↑	2.95	16.0% ↑
3.	France	5,471	-65.3% ↓	11,700	7.2% ↑	248,342.49	-42.2% ↓	£17.63	-43.0% ↓	44,512	-24.7% ↓	8.14	117.0% ↑
4.	Germany	3,843	-62.3% ↓	5,987	-45.6% ↓	136,129.70	-36.2% ↓	£22.29	21.1% ↑	8,352	-45.8% ↓	2.17	43.7% ↑
5.	Romania	5	-37.5% ↓	11	-73.8% ↓	21,517.96	-68.0% ↓	£46.08	88.7% ↑	6,534	-67.9% ↓	1,306.8	-48.7% ↓
6.	UNKNOWN	14	-90.8% ↓	143	-20.6% ↓	34,052.73	21.9% ↑	£41.89	20.4% ↑	4,337	-34.4% ↓	309.79	611.8% ↑
7.	Slovenia	6	-40.0% ↓	25	25.0% ↑	13,809.87	12.5% ↑	£17.11	-4.7% ↓	4,334	2.1% ↑	722.33	70.1% ↑
8.	Netherlands	177	-82.5% ↓	384	-37.7% ↓	30,673.25	-59.3% ↓	£37.82	-22.4% ↓	4,031	-59.6% ↓	22.77	131.0% ↑
9.	Spain	476	-95.1% ↓	1,653	-57.0% ↓	21,141.65	-87.4% ↓	£12.62	-69.8% ↓	2,508	-83.8% ↓	5.27	232.2% ↑
10.	Italy	31	-64.7% ↓	605	-78.1% ↓	10,050.06	-70.2% ↓	£10.00	-5.7% ↓	3,136	-61.8% ↓	26.05	607.0% ↑
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Overview by Sub Source



	NewSubSource	Customers	% Δ	Orders	% Δ	OrderValue	% Δ	Avg. Order Value	% Δ	OrderQty	% Δ	Avg. Units/Customer	% Δ
1.	I-WallArt	17,211	-59.5% ↓	54,101.00	-7.0% ↓	725,093.21	-41.1% ↓	£13.26	-13.5% ↓	83,426	-25.4% ↓	4.85	84.1% ↑
2.	Amazon Vendor	38	18.8% ↑	3,046.00	62.8% ↑	421,762.60	60.2% ↑	£49.87	5.2% ↑	70,027	76.1% ↑	1,842.82	48.3% ↑
3.	Wayfair USA	14,280	-16.0% ↓	18,070.00	-14.6% ↓	342,151.06	9.3% ↑	£17.98	31.3% ↑	33,120	16.2% ↑	2.32	38.4% ↑
4.	Wayfair USA Cas...	7,826	44.1% ↑	10,263.00	65.2% ↑	329,667.28	38.4% ↑	£31.98	-16.5% ↓	14,585	124.2% ↑	1.86	55.6% ↑
5.	I-WallArt USA	2,134	4,750.0% ↑	8,759.00	264.0% ↑	222,443.01	379.8% ↑	£25.09	32.2% ↑	14,197	295.7% ↑	6.65	-91.8% ↓
6.	Wayfair UK Castl...	9,068	-39.0% ↓	9,816.00	-38.4% ↓	221,111.08	-31.7% ↓	£22.33	14.0% ↑	11,716	-39.0% ↓	1.29	-0.1% ↓
7.	oasis.planet	12,354	-21.4% ↓	15,270.00	61.6% ↑	202,108.75	-32.9% ↓	£12.69	-58.2% ↓	22,620	-2.6% ↓	1.83	23.8% ↑
8.	Wayfair	18,118	-43.1% ↓	19,933.00	-43.7% ↓	200,651.70	-43.5% ↓	£8.71	0.2% ↑	27,224	-44.6% ↓	1.5	-2.5% ↓
9.	I-WallArt France	2,096	844.1% ↑	7,740.00	82.2% ↑	110,574.63	80.0% ↑	£14.22	-0.3% ↓	12,949	108.7% ↑	6.18	-77.9% ↓
10.	Secretsales B2C	3,719	45.0% ↑	4,141.00	46.6% ↑	107,096.48	39.5% ↑	£20.34	-5.3% ↓	6,265	48.0% ↑	1.68	2.1% ↑
11.	mywaldeco	5,648	-33.4% ↓	6,459.00	75.6% ↑	106,945.34	-26.7% ↓	£16.02	-58.6% ↓	8,131	-36.6% ↓	1.44	-4.8% ↓
12.	WalplusInc	3,323	332,200... ↑	4,740.00	5,610.8% ↑	106,517.02	3,263.5% ↑	£22.10	-40.0% ↓	5,864	3,611.4% ↑	1.76	-98.9% ↓
13.	Zulily USA	1	-50.0% ↓	389.00	168.3% ↑	85,044.79	-25.2% ↓	£20.18	-38.7% ↓	14,909	-21.7% ↓	14,909	56.7% ↑
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Overview by SKU



	SKU	Customers	% Δ	Orders	% Δ	OrderValue	% Δ	Avg. Order Value	% Δ	OrderQty	% Δ	Units/Customer	% Δ
1.	WC2063	4,039	-27.5% ↓	4,951.00	-19.5% ↓	176,965.84	-24.1% ↓	£35.74	-5.7% ↓	4,979	-20.4% ↓	1.23	9.7% ↑
2.	WT1531	4,538	-8.6% ↓	13,297.00	49.3% ↑	163,828.71	2.7% ↑	£12.32	-13.1% ↓	24,455	-4.7% ↓	5.39	4.3% ↑
3.	WC2083	3,811	-11.8% ↓	4,433.00	-6.2% ↓	106,287.41	-8.4% ↓	£23.98	-2.2% ↓	4,524	-6.1% ↓	1.19	6.5% ↑
4.	WT3D3002	991	42.4% ↑	2,899.00	89.5% ↑	97,627.38	55.3% ↑	£33.68	-13.6% ↓	5,755	43.8% ↑	5.81	1.0% ↑
5.	WT3D3004	1,008	-7.9% ↓	2,049.00	25.9% ↑	88,919.82	30.5% ↑	£43.40	6.2% ↑	6,098	34.9% ↑	6.05	46.6% ↑
6.	WT1556	1,155	113.1% ↑	2,054.00	46.3% ↑	88,565.68	252.0% ↑	£43.12	140.6% ↑	21,377	275.2% ↑	18.51	76.1% ↑
7.	WC2064	1,498	-8.4% ↓	1,873.00	5.8% ↑	88,369.26	-10.9% ↓	£47.18	-15.7% ↓	1,879	5.1% ↑	1.25	14.8% ↑
8.	WT3D3001	862	74.5% ↑	2,143.00	105.9% ↑	69,558.43	47.4% ↑	£32.46	-27.4% ↓	4,534	52.7% ↑	5.26	-12.5% ↓
9.	WC2053	1,472	55.9% ↑	2,138.00	45.9% ↑	67,448.13	43.0% ↑	£31.55	-1.0% ↓	2,330	10.6% ↑	1.58	-29.1% ↓
10.	WT3D3003	558	152.5% ↑	1,739.00	225.7% ↑	60,143.45	236.2% ↑	£34.59	3.6% ↑	3,018	163.8% ↑	5.41	4.5% ↑
11.	WT3D3033	495	753.4% ↑	1,575.00	254.7% ↑	52,267.98	298.6% ↑	£33.19	12.4% ↑	3,286	309.2% ↑	6.64	-52.1% ↓
12.	C3WWW02006	919	-32.0% ↓	2,040.00	28.9% ↑	47,838.51	-40.9% ↓	£23.45	-53.5% ↓	3,565	-35.3% ↓	3.88	-4.7% ↓
13.	WC2054	924	4.3% ↑	1,519.00	15.8% ↑	47,194.57	7.4% ↑	£31.07	-6.6% ↓	1,720	-6.3% ↓	1.86	-10.2% ↓
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PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

AcctMgr

Type

NewSource

SubSource

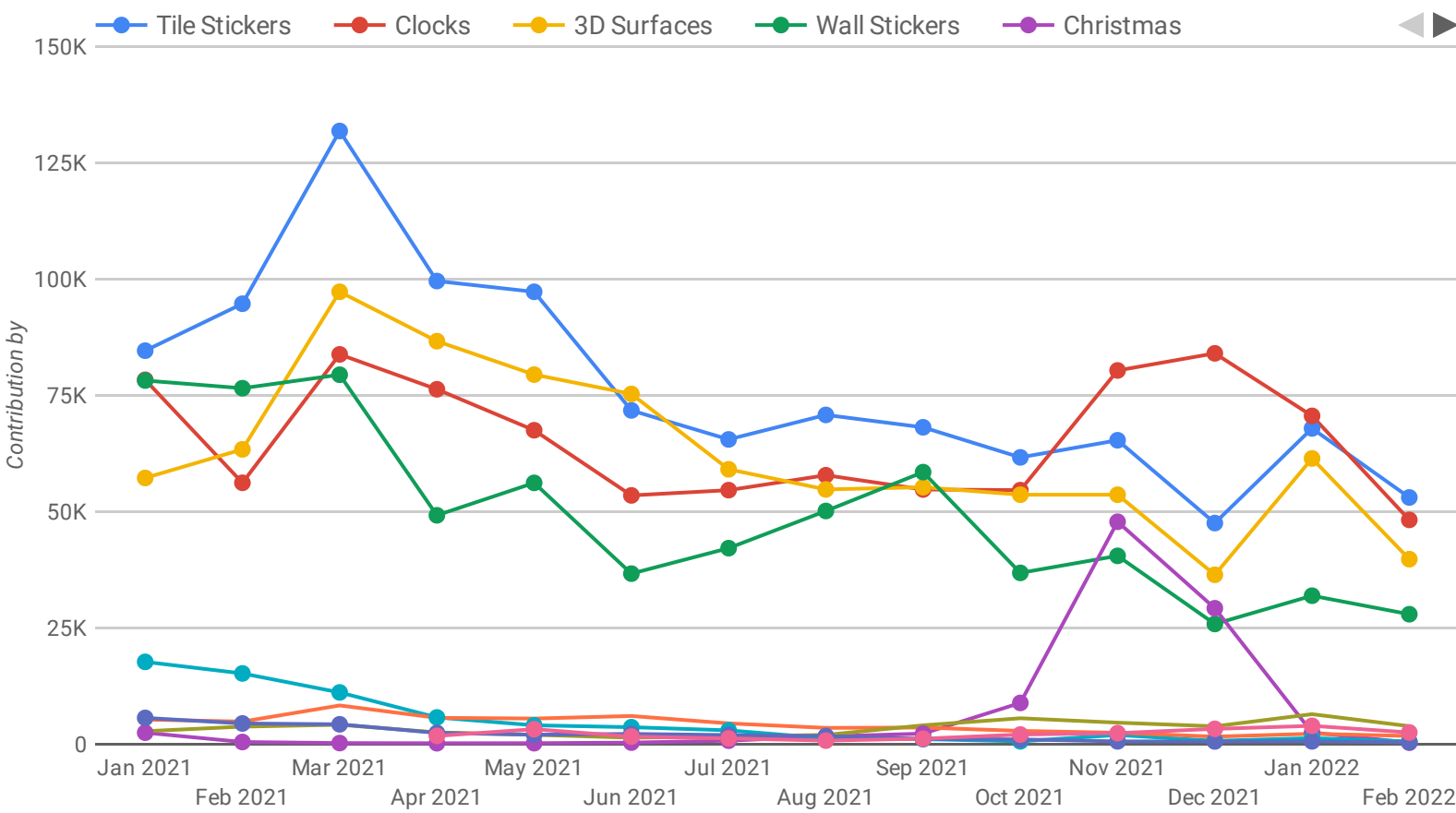
Contribution w.r.t Secondary Level

	SecondaryLevel	OrderQty	OrderValue
1.	Tile Stickers	167,203	1,079,112.74
2.	Wall Stickers	114,487	689,518.11
3.	3D Surfaces	47,720	872,801.25
4.	Clocks	34,943	920,117.74
5.	Christmas	23,448	97,005.38
6.	Mirrors	5,388	48,369.24
7.	Floor Decor	4,215	57,834.41
8.	Accessories	2,351	28,749.98
9.	null	2,196	9,692.71
10.	Home Office	1,832	23,715.85
11.	Indoor Furniture	1,792	67,634.5
12.	Nitrile Gloves	1,528	22,262.52
13.	Wall Mural	375	10,824.89
14.	Mirror	219	992.91

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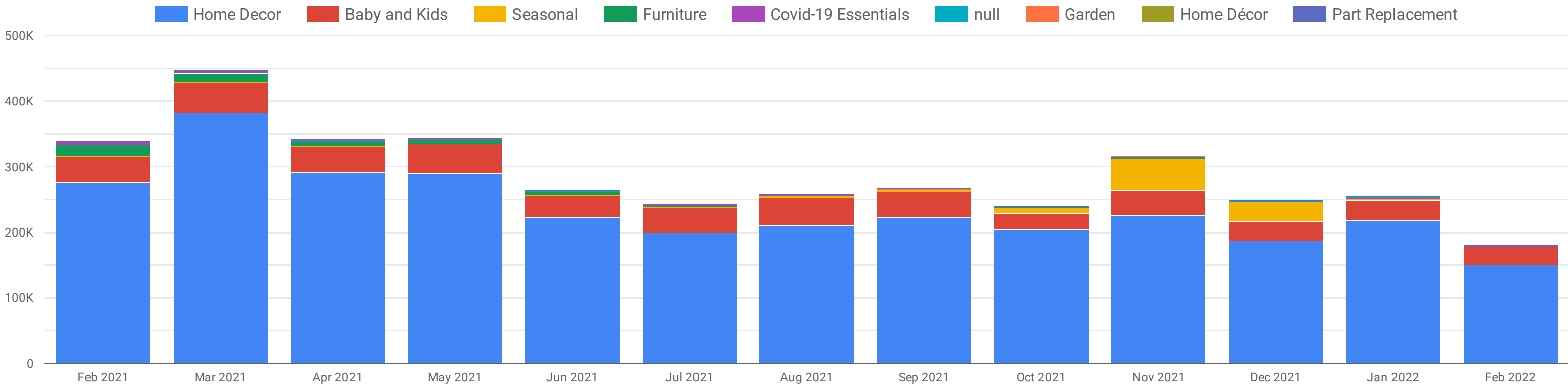
Month wise Contribution by Secondary Level

Contribution: Revenue



Month wise Contribution by Primary Level

Contribution: Revenue



Primary & Secondary level breakdown

PrimaryLevel	SecondaryLevel	Total Orders	SKUs	Revenue	OrderQty	Refunds
Home Decor	Tile Stickers	70,344	979	1,079,047.53	167,201	11,336
	3D Surfaces	22,812	273	872,801.25	47,720	1,353
	Clocks	25,074	121	645,516.66	27,122	364
	Wall Stickers	30,218	928	437,418.16	69,449	6,867
	Floor Decor	2,165	89	57,834.41	4,215	208
	Mirrors	3,563	86	48,055.72	5,362	151
	Accessories	1,710	102	27,998.73	2,188	47
	Home Office	996	55	23,715.85	1,832	38
	Wall Mural	227	82	10,824.89	375	4
	Furniture Wrap	114	44	1,377.44	158	7
	Mirror	140	7	992.91	219	1
Baby and Kids	Clocks	7,637	23	274,601.08	7,821	30
	Wall Stickers	19,345	423	252,099.95	45,038	741
	Accessories	23	5	506.14	24	-
Seasonal	Christmas	11,125	210	97,005.38	23,448	263
Furniture	Indoor Furniture	1,810	312	67,634.5	1,792	155
	Outdoor Furniture	27	6	3,665.49	29	-
Covid-19 Essentials	Nitrile Gloves	1,203	10	22,262.52	1,528	36
	Latex Gloves	56	5	569.04	68	1
	Disposable Masks	45	1	173.97	53	-
	Masks	59	1	151.06	73	-
null	null	1,048	33	9,692.71	2,196	202
Grand total		194,656	3,833	3,938,706.59	408,226	21,817

Secondary & Tertiary level breakdown

SecondaryLevel	TertiaryLevel	Total Orders	SKUs	Revenue	OrderQty	Refunds
Tile Stickers	6 inches	62,209	649	934,393.98	146,384	10,509
	4 inches	4,551	115	60,422.61	11,070	188
	10+ inches	1,144	89	30,039.28	1,766	176
	8 inches	1,497	71	29,285.34	3,945	7
	12 inches	1,574	55	24,906.32	4,036	456
	3D Glossy Tiles	2	2	65.21	2	0
Clocks	Oversized Clocks	18,053	21	583,894.51	18,227	77
	Cuckoo Clocks	6,765	14	222,595.46	7,577	171
	Wall Clocks	4,195	51	49,372.65	5,222	67
	Peel and Stick Clocks	1,979	22	24,783.22	2,023	25
	Oversized Clock	614	11	19,335.22	631	1
	MDF Clock	723	17	10,980.8	798	45
	Wall Clock	281	3	5,831.26	290	0
	Cuckoo	102	1	2,417.79	96	7
	Peel and Stick Clock	77	4	906.83	79	1
3D Surfaces	Light Colour	11,471	56	411,435.02	25,367	832
	Dark Colour	8,320	39	291,483.65	16,709	252
	Wall Panels	1,273	71	83,276.39	2,021	131
	3D Glossy Tiles	977	75	46,642.72	1,362	28
	Mixed Colour	785	6	27,120.69	1,743	43
	Wall 3D Panels	264	26	12,842.79	518	67
Wall Stickers	Baby and Kids Stickers	16,420	176	211,672.8	35,229	634
Grand total		194,656	3,833	3,938,706.59	408,226	21,817

PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

AcctMgr

Type

NewSource

SubSource

Contribution w.r.t Sub Source

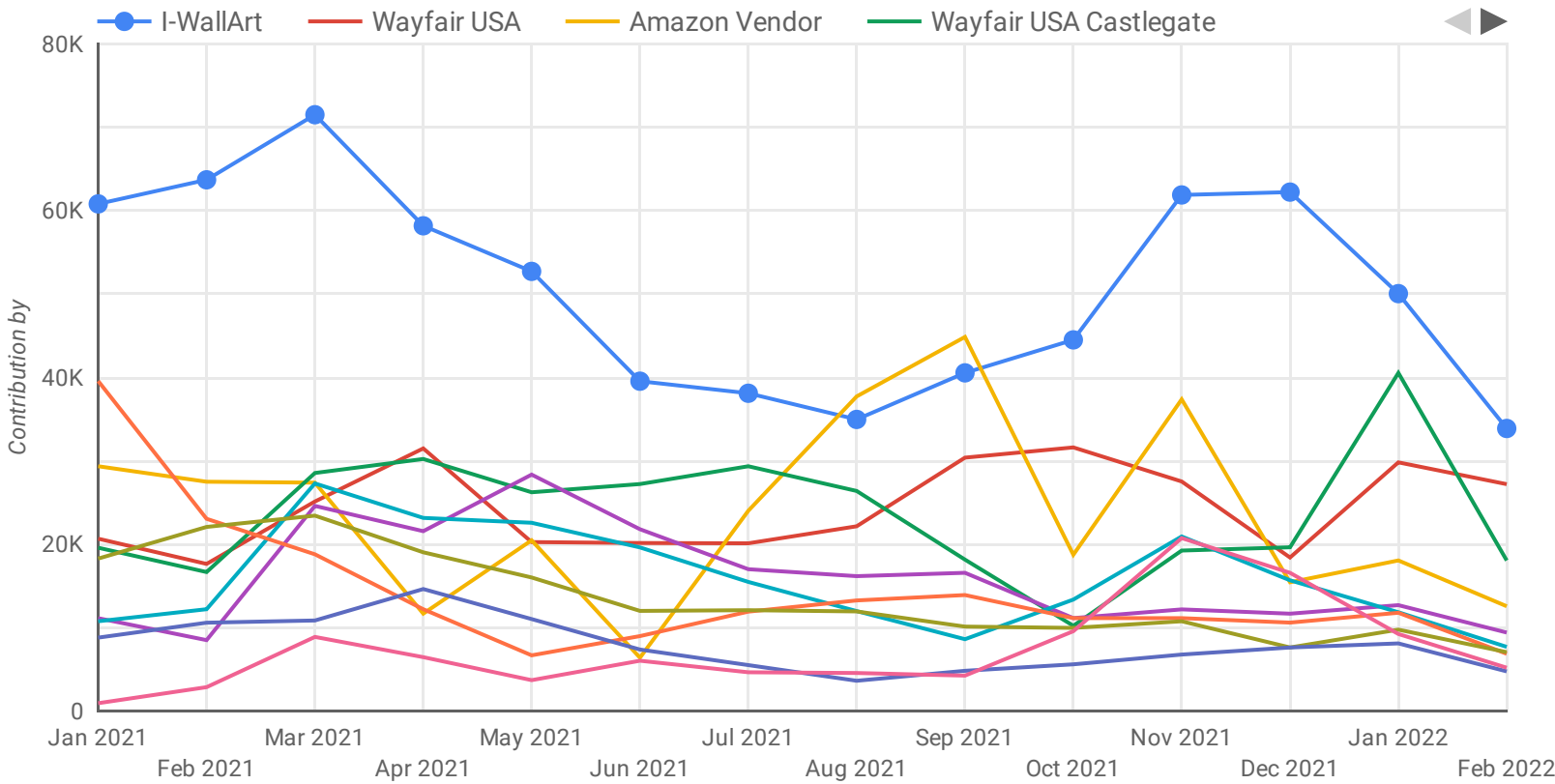
Contribution: Revenue

	NewSubSource	Contribution by
1.	I-WallArt	712,245.3
2.	Wayfair USA	342,151.06
3.	Amazon Vendor	331,152.06
4.	Wayfair USA Castlegate	329,667.28
5.	I-WallArt USA	222,423.39
6.	Wayfair UK Castlegate	220,818.69
7.	Wayfair	199,508.63
8.	oasis.planet	189,779.9
9.	I-WallArt France	109,705.86
10.	WalplusInc	103,260.72
11.	Secretsales B2C	100,620.11
12.	mywalldeco	100,524.63
13.	Zulily USA	84,470.08
14.	Overstock	69,966.02

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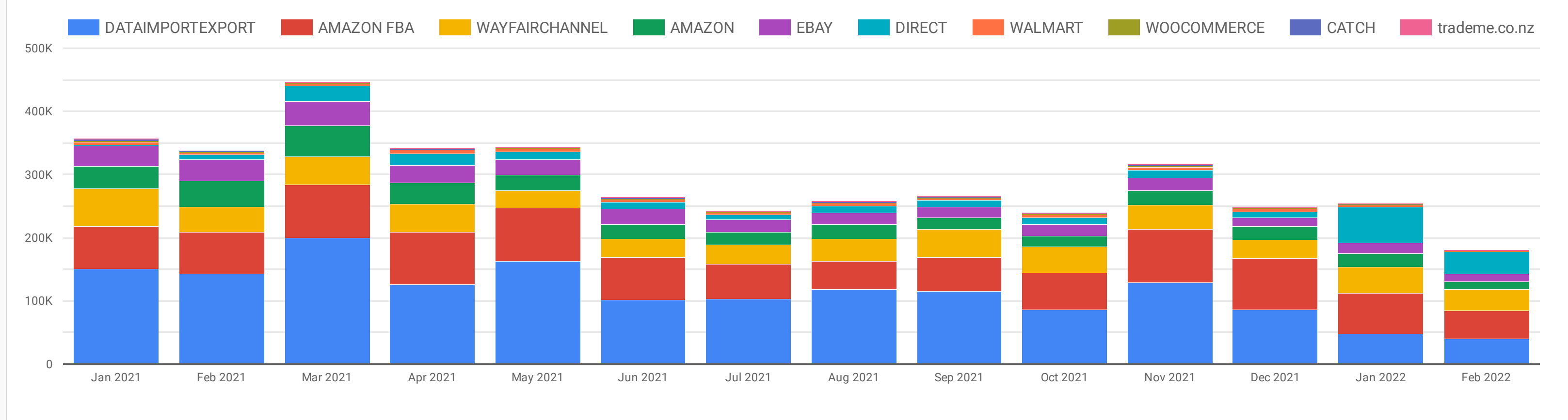
Month wise Contribution by Sub Source

Contribution: Revenue



Month wise Contribution by Source

Contribution: Revenue



Source & Sub Source level breakdown

NewSource	NewSubSource	Orders	OrderQty	OrderValue	Refunds	Returns	Cancels	Resends	Exchange
AMAZON FBA	I-WallArt	42,276	66,708	520,535.6	-	-	-	36	1
	I-WallArt USA	8,733	14,167	222,152.21	-	-	-	-	-
	I-WallArt France	7,165	12,104	97,928	-	-	-	-	-
	WalplusInc	2,916	3,390	39,892.26	-	-	-	4	-
	I-WallArt Germany	1,573	2,409	27,871.09	-	-	-	-	-
	I-WallArt Spain	1,157	1,725	15,096.75	-	-	-	-	-
	I-WallArt Italy	843	1,049	10,289.42	-	-	-	-	-
	I-WallArt Netherlands	128	203	3,072.44	-	-	-	-	-
	I-WallArt Sweden	13	14	303.29	-	-	-	-	-
DATAIMPORTEXP	Wayfair UK Castlegate	9,400	11,234	210,393.83	-	1	-	15	-
	Wayfair USA Castleg...	8,829	12,519	271,440.78	-	-	-	-	-
	Nordstrom Dropship	4,460	6,748	62,309.51	-	-	-	-	-
	Groupon FR	4,185	6,796	54,511.96	-	53	-	6	-
	Amazon Vendor	3,046	70,027	421,762.6	-	17,688	-	-	-
	Etsy WCC	2,622	3,635	73,691.36	74	37	-	42	-
	Amazon Dropship	2,069	2,069	19,440.37	-	13	-	5	-
	Etsy HoneyBeShop	1,366	1,690	62,868.34	64	7	-	50	-
	Dunelm	1,181	1,694	27,594.29	-	3	-	1	-
	Secretsales B2C	860	1,268	23,858.48	-	66	-	14	-
	Groupon ES	476	747	5,728.84	-	27	-	-	-
	Groupon DE	450	581	4,706.35	-	7	-	-	-
	Walmart USA Deliverr	413	679	10,884.81	2	-	-	2	-
Grand total		194,656	430,043	4,095,446.51	1,614	19,099	0	1,098	6

PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

AcctMgr

Type

NewSource

SubSource

Top Performing SKUs

IncludeRefunds

	SKU	OrderQty	% Δ	Order Value	% Δ	Value Per Order	Δ	AvgUnitRate	Δ	Total Orders	Δ	L30D Total Orders	AvgQtyPerOrder	Δ	L30D AvgQtyPerOrder	AvgDaily Consumption	Δ	L30D AvgDaily Consumption
1.	WT1531	24.5K	-4.7%	163,828.71	2.7%	12.32	-5.59	6.7	0.48	13,297	4,389	1,244	1.84	-1.04	1.82	59.5	-2.75	75.34
2.	WT1556	21.4K	275.2%	88,565.68	252.0%	43.12	25.2	4.14	-0.27	2,054	650	174	10.41	6.35	2.28	65.98	38.45	16.04
3.	WT1542	8.5K	58.4%	42,436.66	22.8%	14.53	-14.29	5.01	-1.45	2,920	1,721	232	2.9	-1.56	4.24	22.61	8.48	34.04
4.	WS3322	7.3K	-20.8%	24,407.12	-22.6%	4.99	-1.41	3.35	-0.08	4,894	-38	50	1.49	-0.38	1.11	26.57	-6.15	2.45
5.	WT1558	7.3K	208.7%	35,705.59	212.1%	18.12	1.55	4.91	0.05	1,970	1,280	178	3.69	0.28	3.47	20.19	8.76	22.92
6.	WT3D3004	6.1K	34.9%	88,919.82	30.5%	43.4	1.51	14.58	-0.5	2,049	422	104	2.98	0.2	2.74	16.62	4.27	12.13
7.	WT3D3002	5.8K	43.8%	97,627.38	55.3%	33.68	-7.42	16.96	1.25	2,899	1,369	176	1.99	-0.63	1.82	14.14	3.35	11.25
8.	WT1501	5K	0.2%	31,894.07	-5.4%	11.52	-4.11	6.38	-0.38	2,768	612	137	1.81	-0.51	1.69	12.72	0.25	8.92
9.	WC2063	5K	-20.4%	176,965.84	-24.1%	35.74	-2.17	35.54	-1.72	4,951	-1,199	322	1.01	-0.01	1.01	19.92	1.01	20.31
10.	WT3D3001	4.5K	52.7%	69,558.43	47.4%	32.46	-12.87	15.34	-0.55	2,143	1,102	63	2.12	-0.74	2.49	11.66	2.77	7.6

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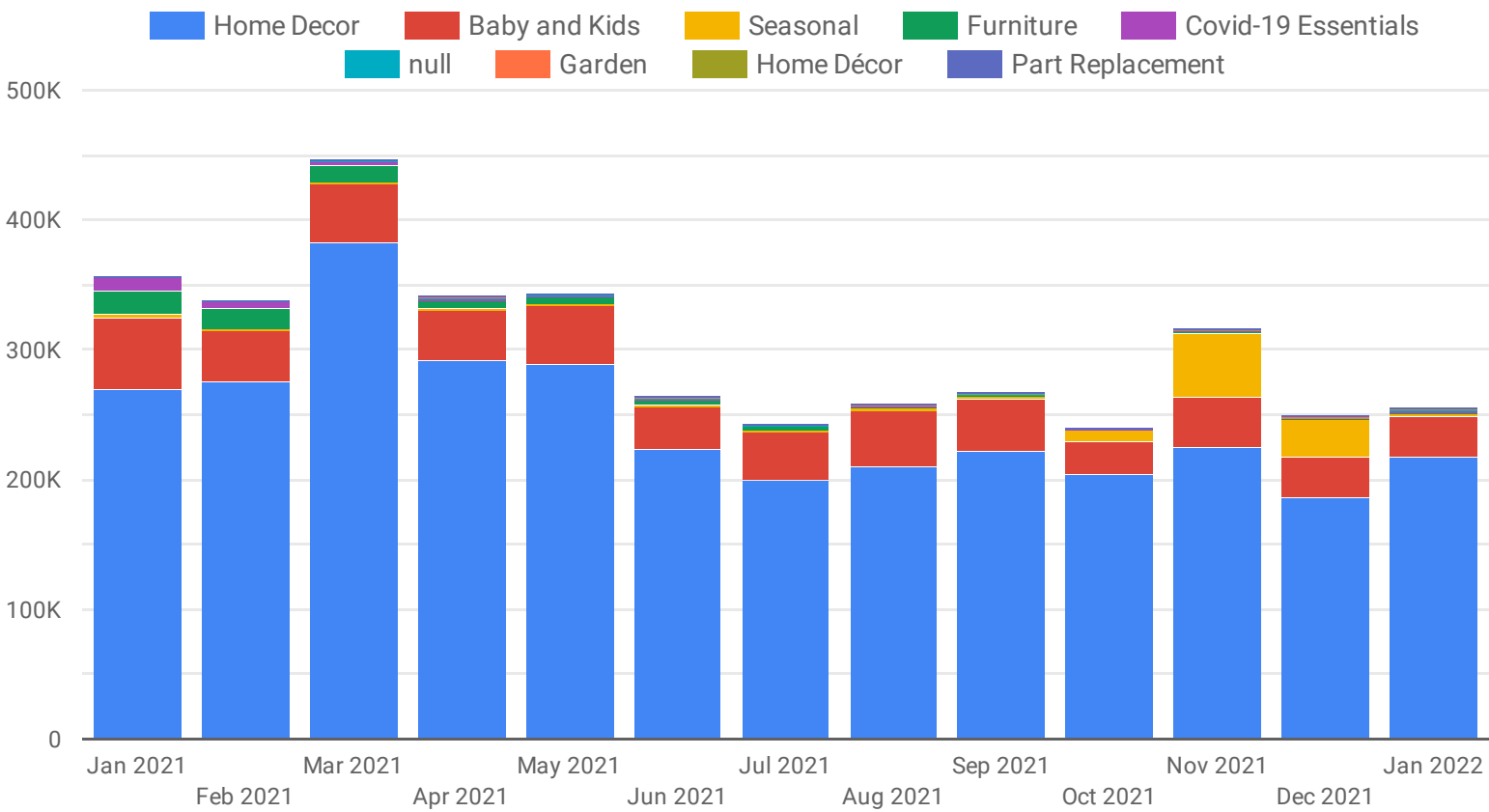
Top Performing SubSources

IncludeRefunds

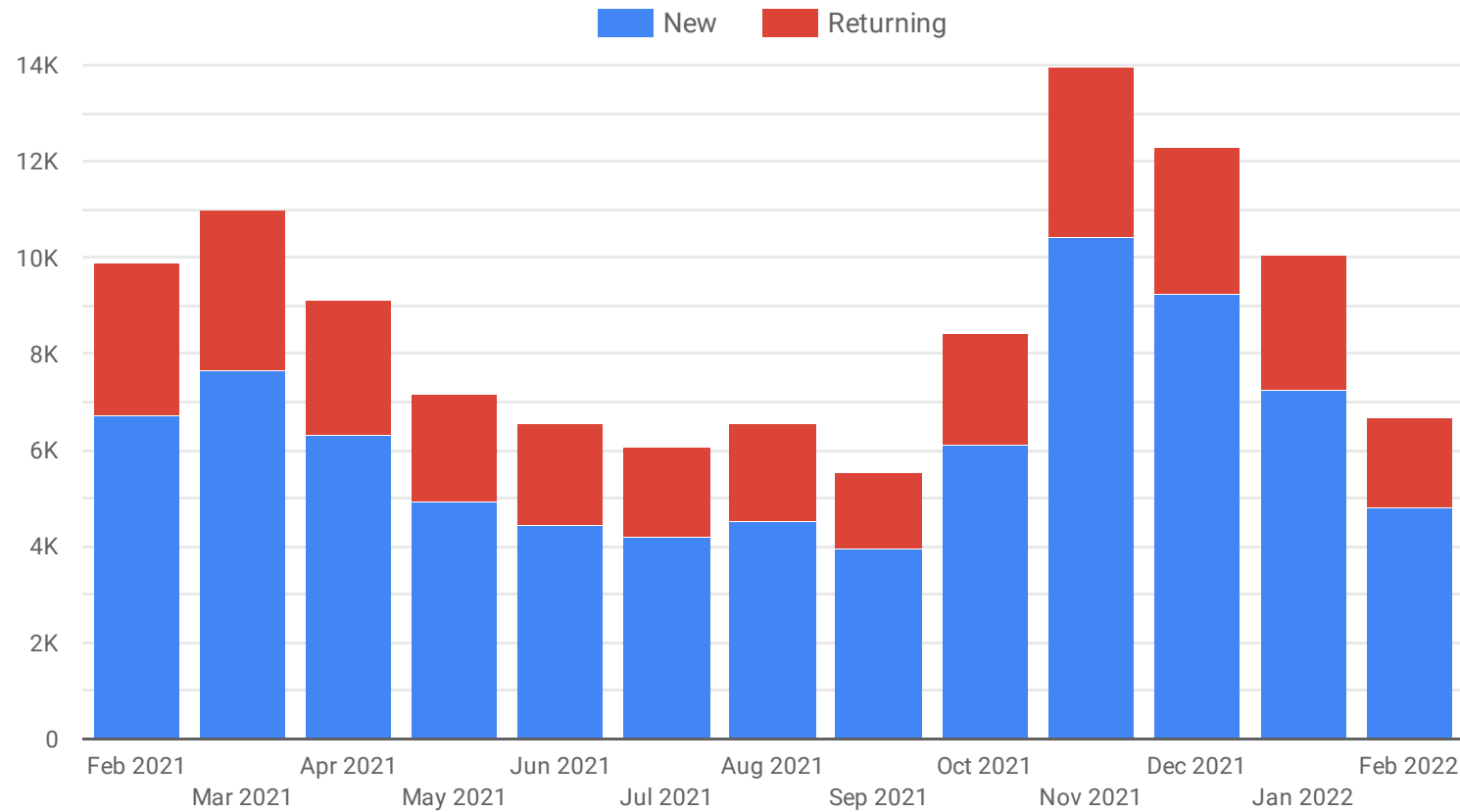
	SubSource	OrderQty	% Δ	Order Value	% Δ	Value Per Order	Δ	AvgUnitRate	Δ	Total Orders	Δ	L30D Total Orders	AvgQtyPerOrder	Δ	L30D AvgQtyPerOrder	AvgDaily Consumption	Δ	L30D Avg DailyConsumption
1.	I-WallArt	83.4K	-25.4%	725,093.21	-41.1%	13.4	-7.78	8.69	-2.32	54,101	-4,045	3,759	1.54	-0.38	1.62	202	-69.42	203.48
2.	Amazon Vendor	70K	76.1%	421,762.6	60.2%	138.46	-2.22	6.02	-0.6	3,046	1,175	218	22.99	1.74	14.54	547.09	198.31	352.63
3.	Wayfair USA	33.1K	16.2%	342,151.06	9.3%	18.93	4.15	10.33	-0.65	18,070	-3,101	1,591	1.83	0.49	1.92	110.4	31.02	139.81
4.	Wayfair	27.2K	-44.6%	200,651.7	-43.5%	10.07	0.03	7.37	0.13	19,933	-15,490	1,104	1.37	-0.02	1.41	94.53	-43.45	75.3
5.	oasis.planet	22.6K	-2.6%	202,108.75	-32.9%	13.24	-18.63	8.93	-4.03	15,270	5,821	838	1.48	-0.98	1.42	78.27	13.19	57.8
6.	Showroomprive	16.5K	15.4%	52,390.9	1.5%	13,097.73	-4,108.61	3.17	-0.43	4	1	1	4,126	-643	3,631	4,126	549.25	3,631
7.	Zulily USA	14.9K	-21.7%	85,044.79	-25.2%	218.62	-565.25	5.7	-0.27	389	244	50	38.33	-92.92	14.35	93.77	-115.36	41.35
8.	Wayfair USA Castlegate	14.6K	124.2%	329,667.28	38.4%	32.12	-6.21	22.6	-14	10,263	4,051	867	1.42	0.37	1.42	98.55	70.74	136.44
9.	I-WallArt USA	14.2K	295.7%	222,443.01	379.8%	25.4	6.13	15.67	2.75	8,759	6,353	466	1.62	0.13	1.58	34.38	19.04	24.69
10.	I-WallArt France	12.9K	108.7%	110,574.63	80.0%	14.29	-0.18	8.54	-1.36	7,740	3,493	607	1.67	0.21	1.67	31.43	11.28	33.9

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Order Categories



New and Returning Customers



PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

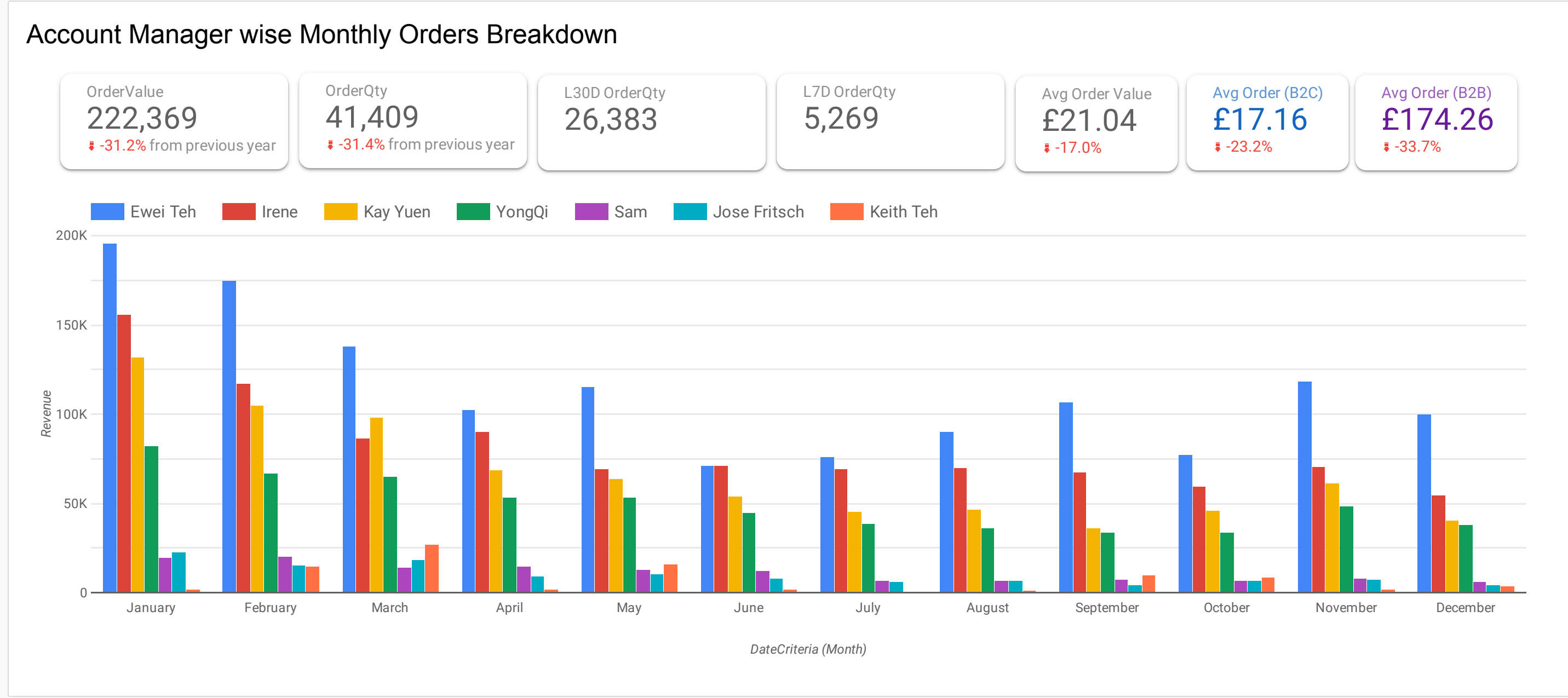
ShipCountry

AcctMgr

Type

NewSource

SubSource

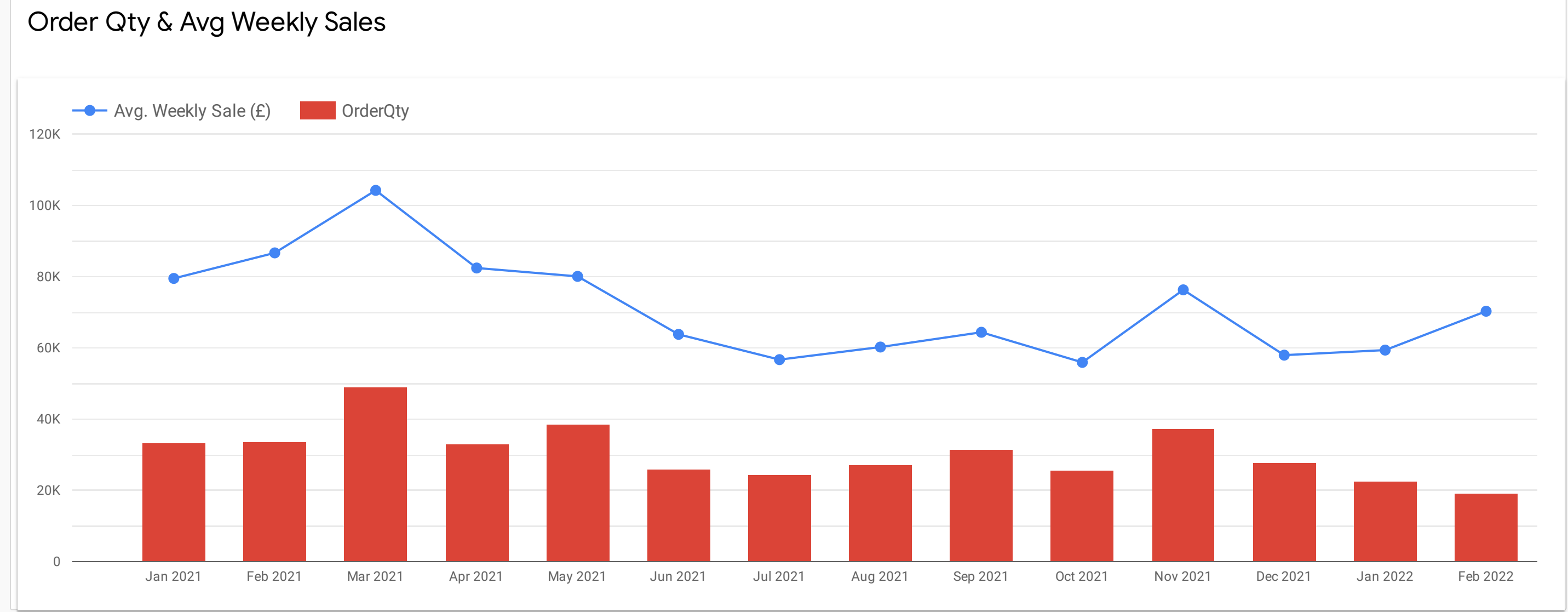
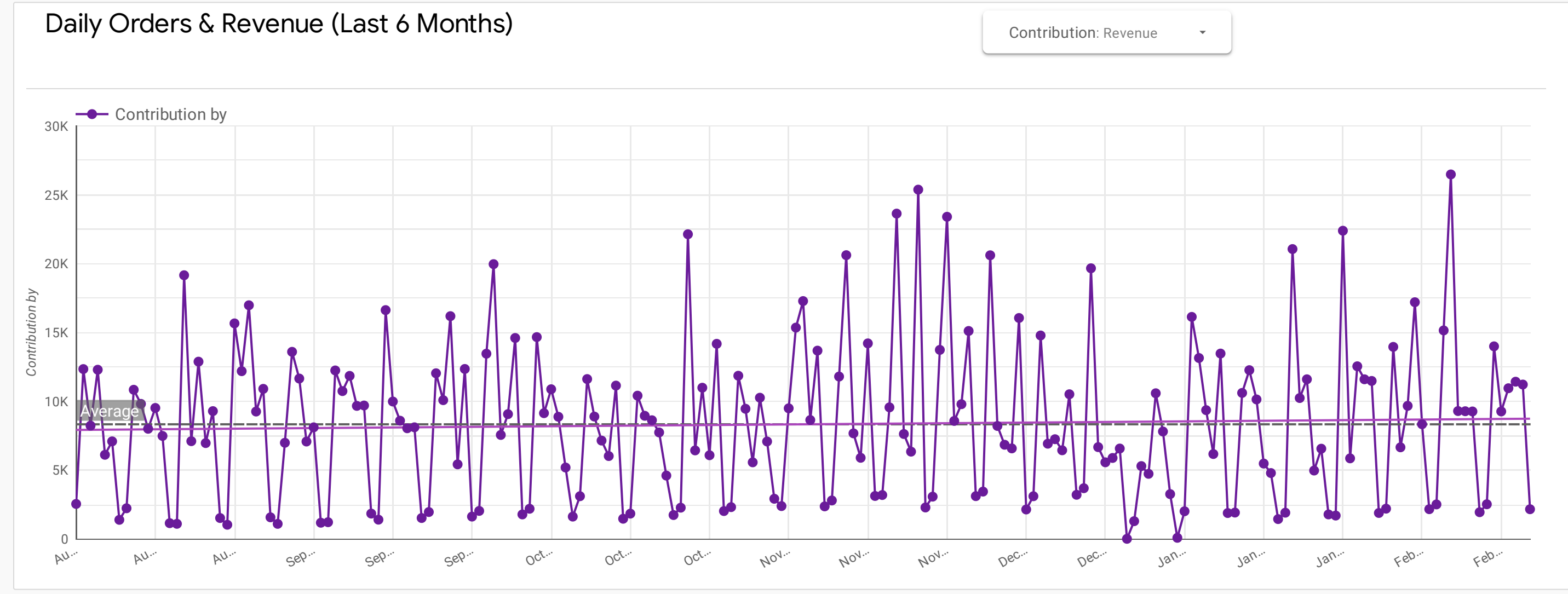
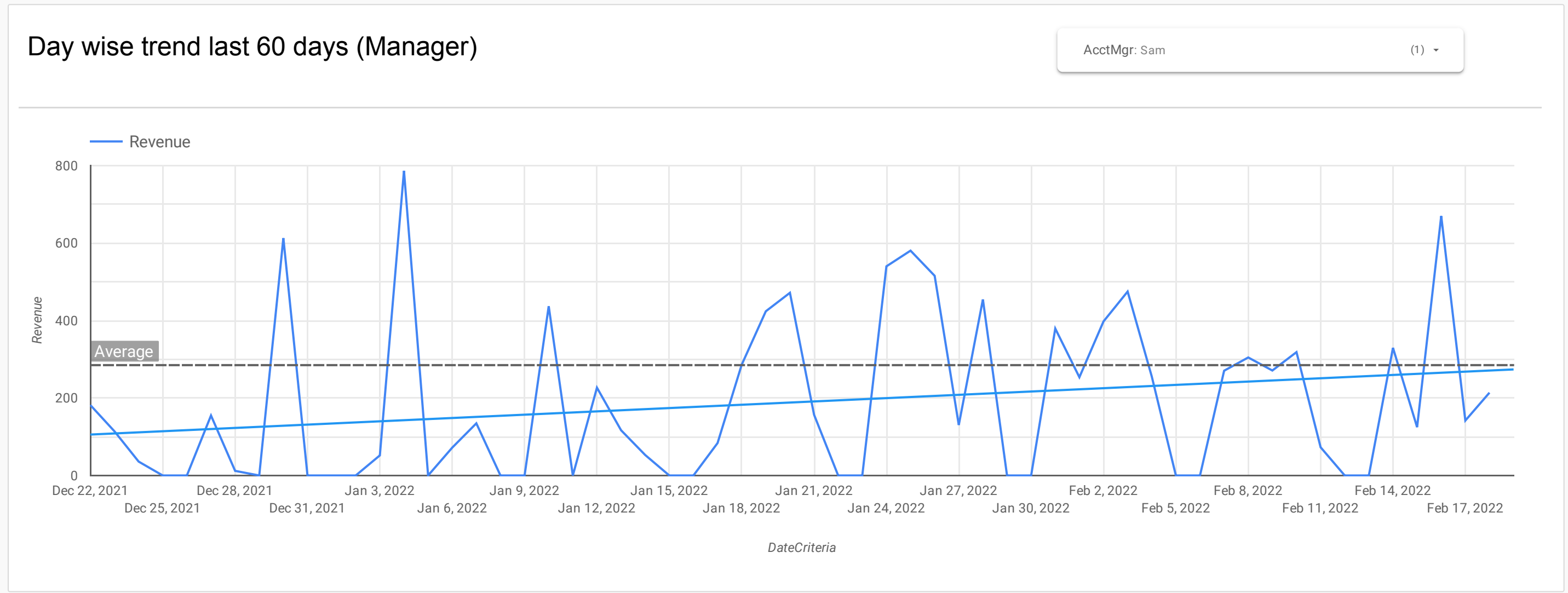


Account Manager wise Breakdown

IncludeRefunds

AcctMgr	Order Units	Revenue	Total Orders	Avg. Monthly Rev	Avg. Monthly Qty	L30D Rev	L30D Order Units
YongQi	45,473	594,384.94	30,701.00	43,071.4	3,295.14	38,009.9	2,500
Sam	5,505	136,840.7	4,092.00	10,012.7	402.8	6,854.8	237
Keith Teh	27,365	87,650.43	33.00	6,606.8	2,062.69	10,811.0	3,917
Kay Yuen	91,238	797,560.61	40,269.00	58,216.1	6,659.71	36,169.5	3,991
Jose Fritsch	14,053	119,621.58	2,304.00	8,774.2	1,030.78	4,474.6	458
Irene	70,445	980,825.55	45,480.00	71,593.1	5,141.97	88,853.8	5,447
Ewei Teh	175,172	1,366,211.16	71,462.00	99,240.5	12,724.36	83,398.4	10,467
null	792	12,351.54	315.00	910.4	58.38	5,253.2	247
Grand total	430,043	4,095,446.51	194,656.00	296,771.5	31,162.54	273,825.1	27,264

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PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

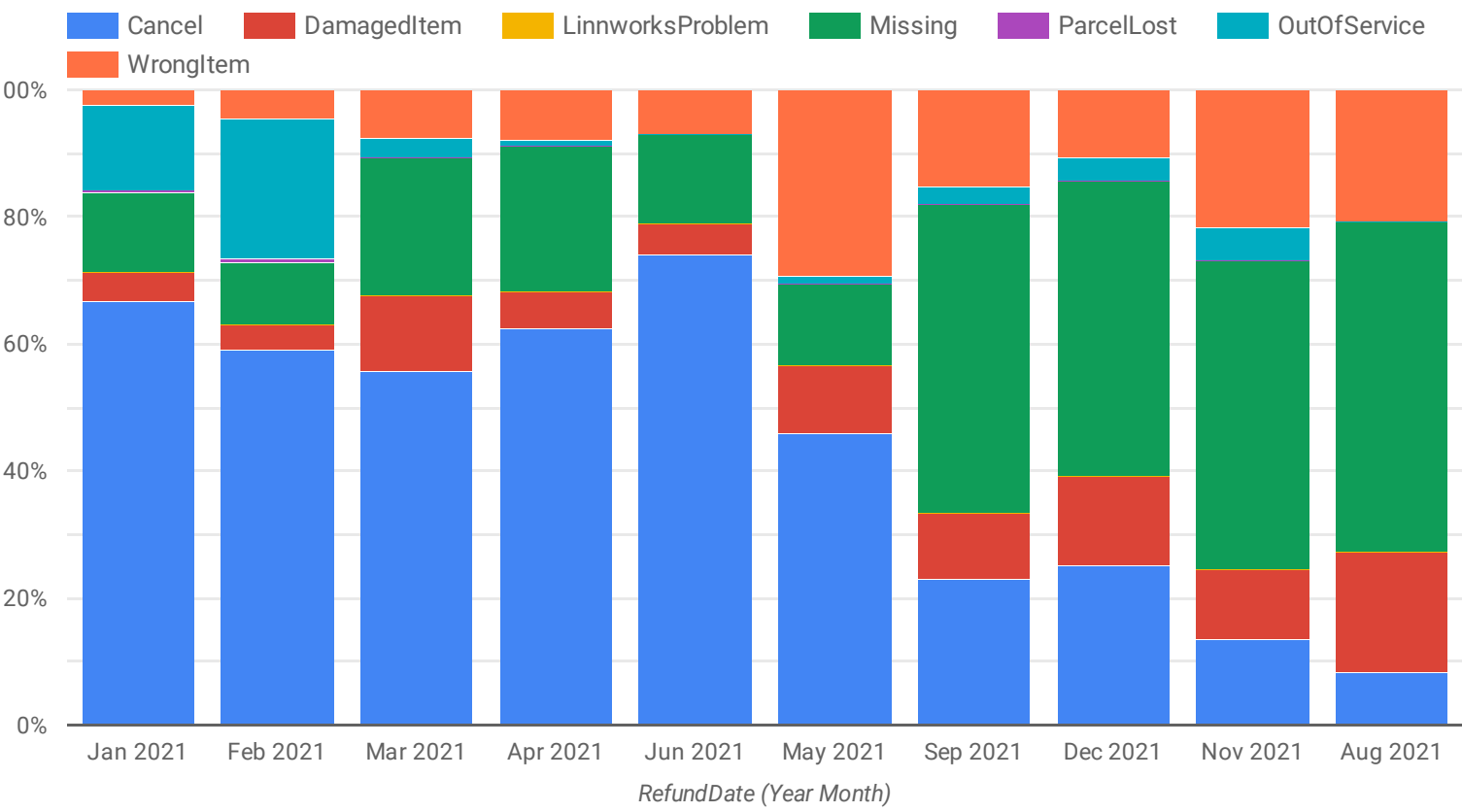
AcctMgr

Type

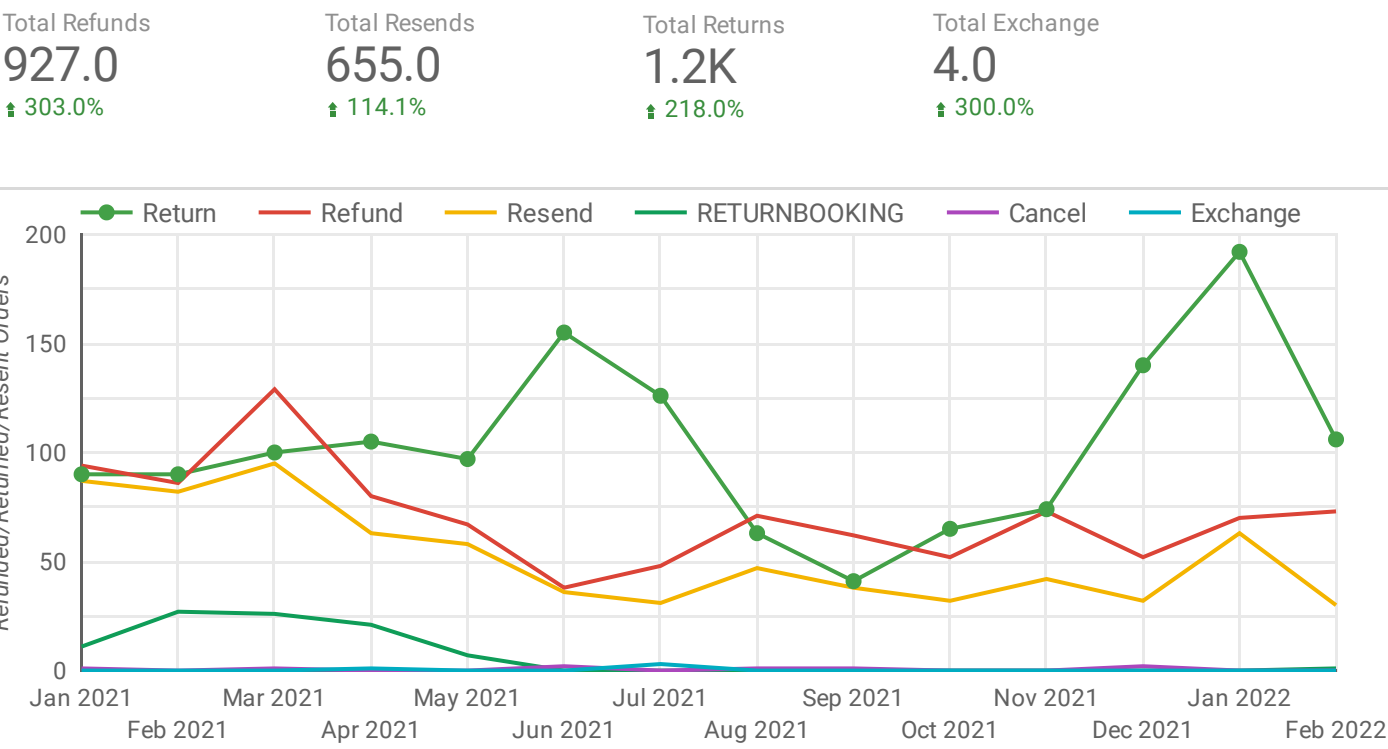
NewSource

SubSource

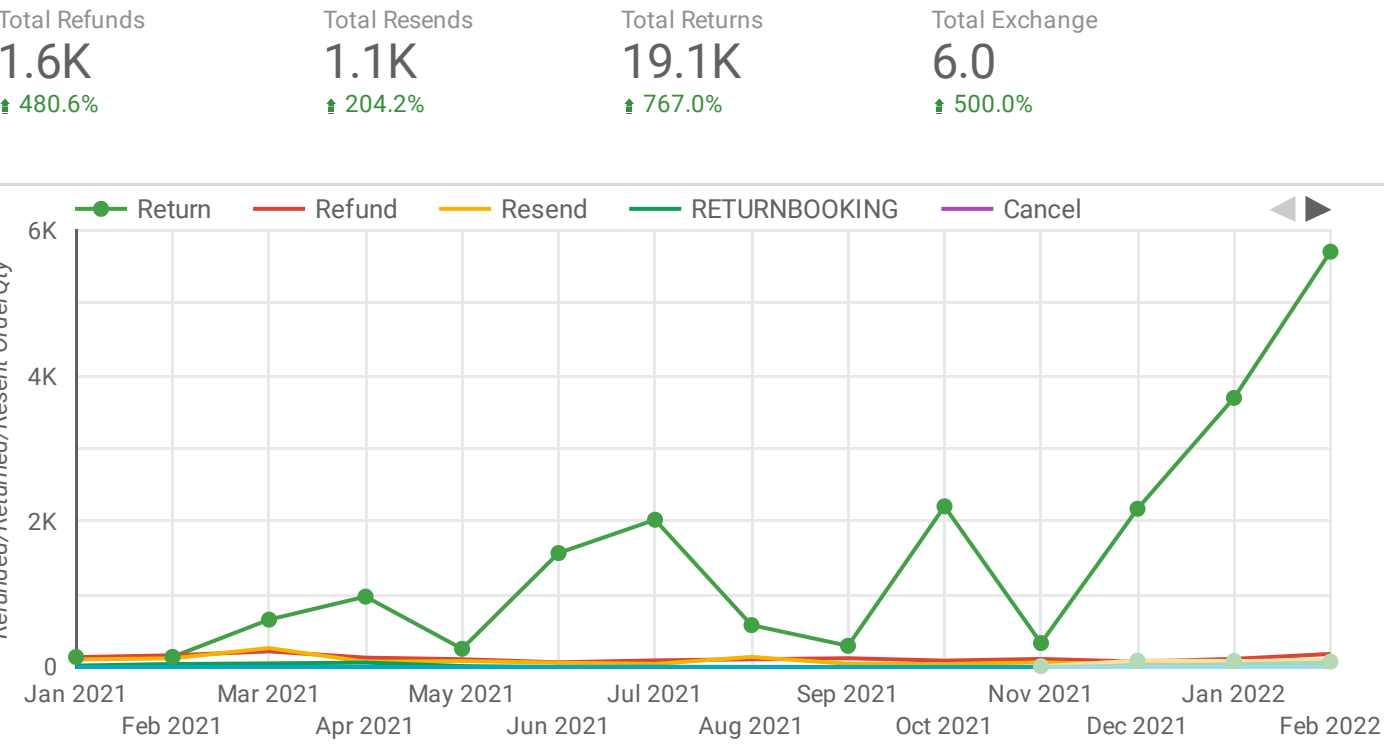
Top Refund Reasons



Refunded Orders



Refunded OrderQty



Refunded Order Revenue

