

PrimaryLevel

SecondaryLevel

TertiaryLevel

NewSource

ShipCountry

AcctMgr

Type

SubSource

SKU

Orders

IncludeRefunds

Total Orders

123.6K

↓ -9.6%

OrderQty

296.9K

↓ -27.8%

Avg Order Value

£21.08

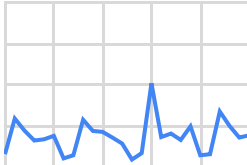
↓ -27.3%

SKU

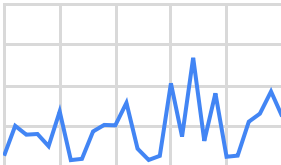
3.5K

↑ 16.5%

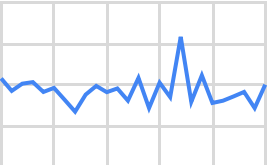
Orders (L30D)



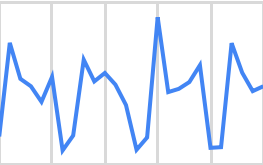
OrderQty (L30D)



Avg Order Value (L30D)

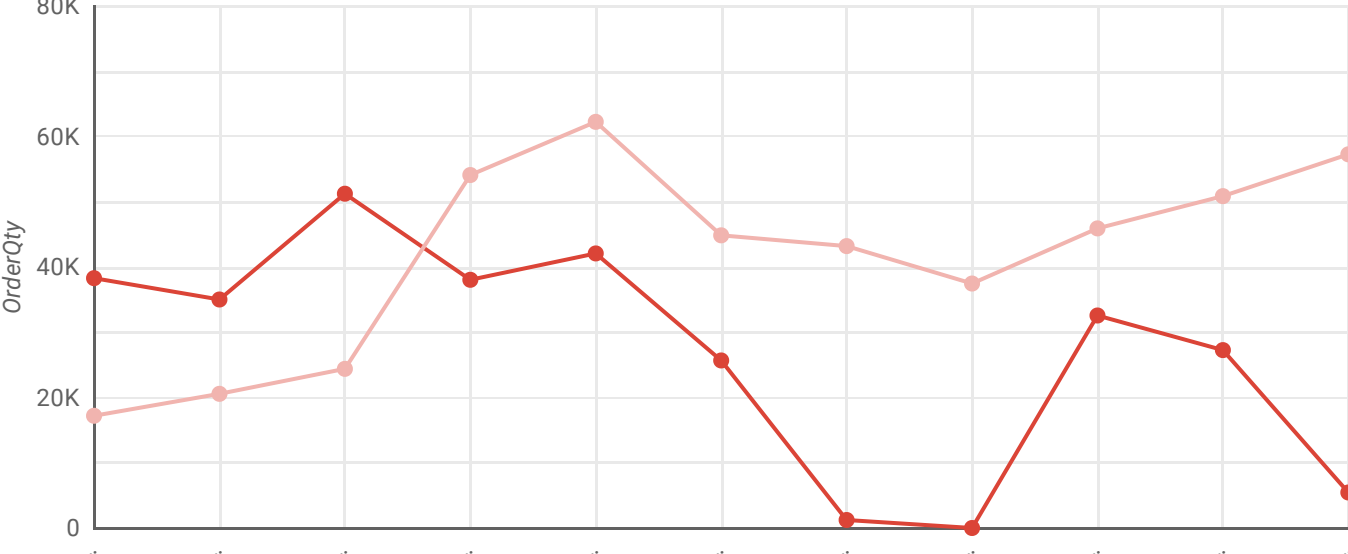


SKU (L30D)



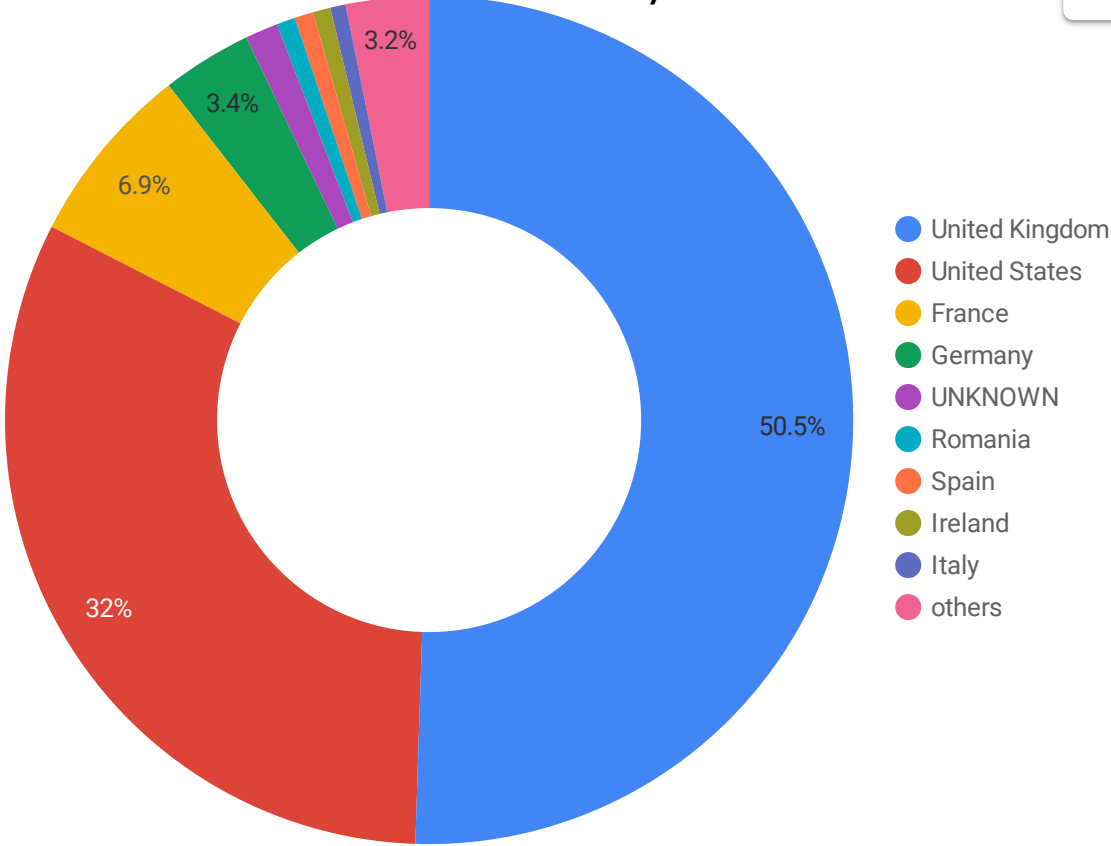
OrderQty

OrderQty (previous year)



% of Revenue Contribution by Each Market

IncludeRefunds



Revenue

IncludeRefunds

Total Rev

£2.60M

↓ -34.3%

Avg Monthly Rev

£254.53K

↓ -33.5%

Avg Weekly Rev

£59.39K

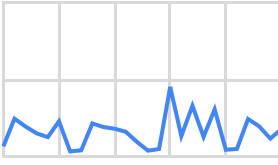
↓ -33.5%

Avg Daily Rev

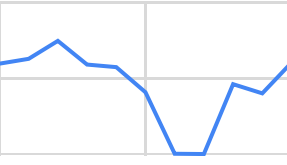
£8.48K

↓ -33.5%

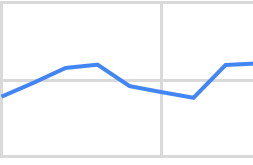
Total Rev (L30D)



AvgMonthlyRevenue (YTD)



Avg Weekly Rev (L60D)

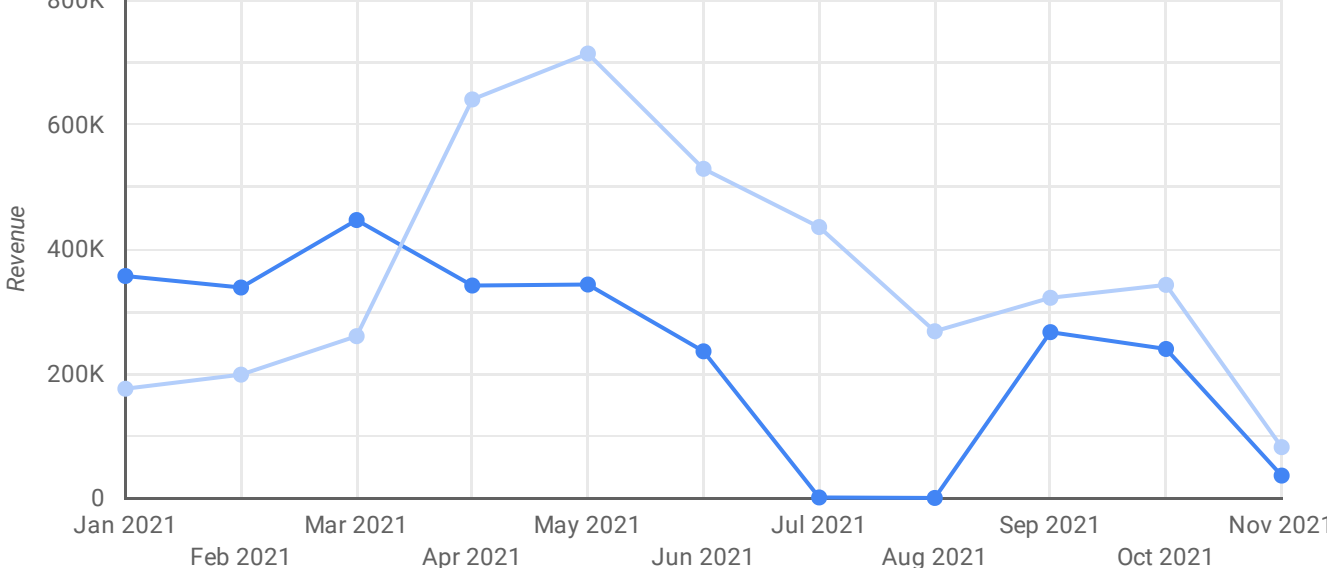


DailyRevenue (L7D)



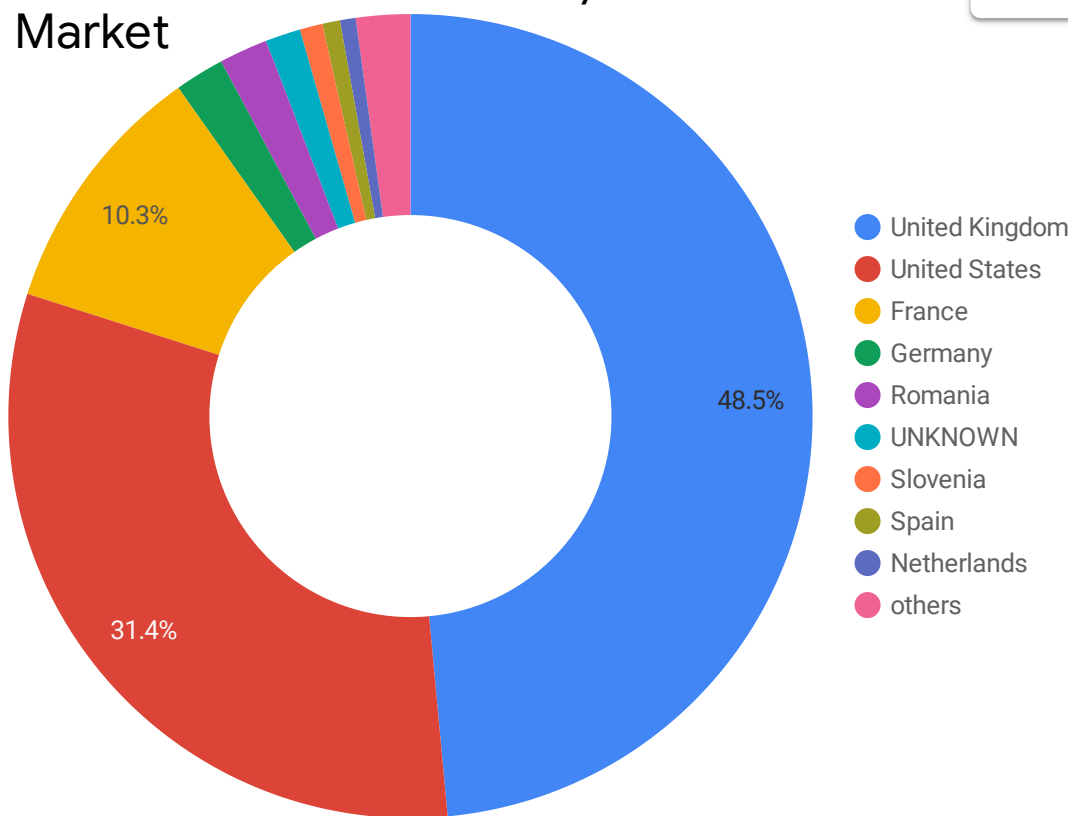
Revenue

Revenue (previous year)



% of Order Contribution by Each Market

IncludeRefunds



Contribution by Each Market

IncludeRefunds

ShipCountry	Total Ordered SKUs	Refunds	Revenue	Total Orders
United Kingdom	134,476	438	1,244,030.67	72,486.0
United States	93,074	51	830,120.84	32,094.0
France	30,413	13	179,539.58	8,777.0
Romania	5,793	1	18,617.14	10.0
Germany	5,768	16	86,160.16	4,035.0
UNKNOWN	4,090	2	31,846.64	28.0
Slovenia	2,716	0	8,517.64	15.0
Spain	2,089	1	18,243.51	1,379.0
Netherlands	1,862	0	13,708.23	330.0
Italy	1,693	2	15,167.26	583.0
Ireland	1,174	16	16,769.76	784.0
Belgium	727	2	7,655.89	398.0
Switzerland	630	1	5,907.88	23.0

PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

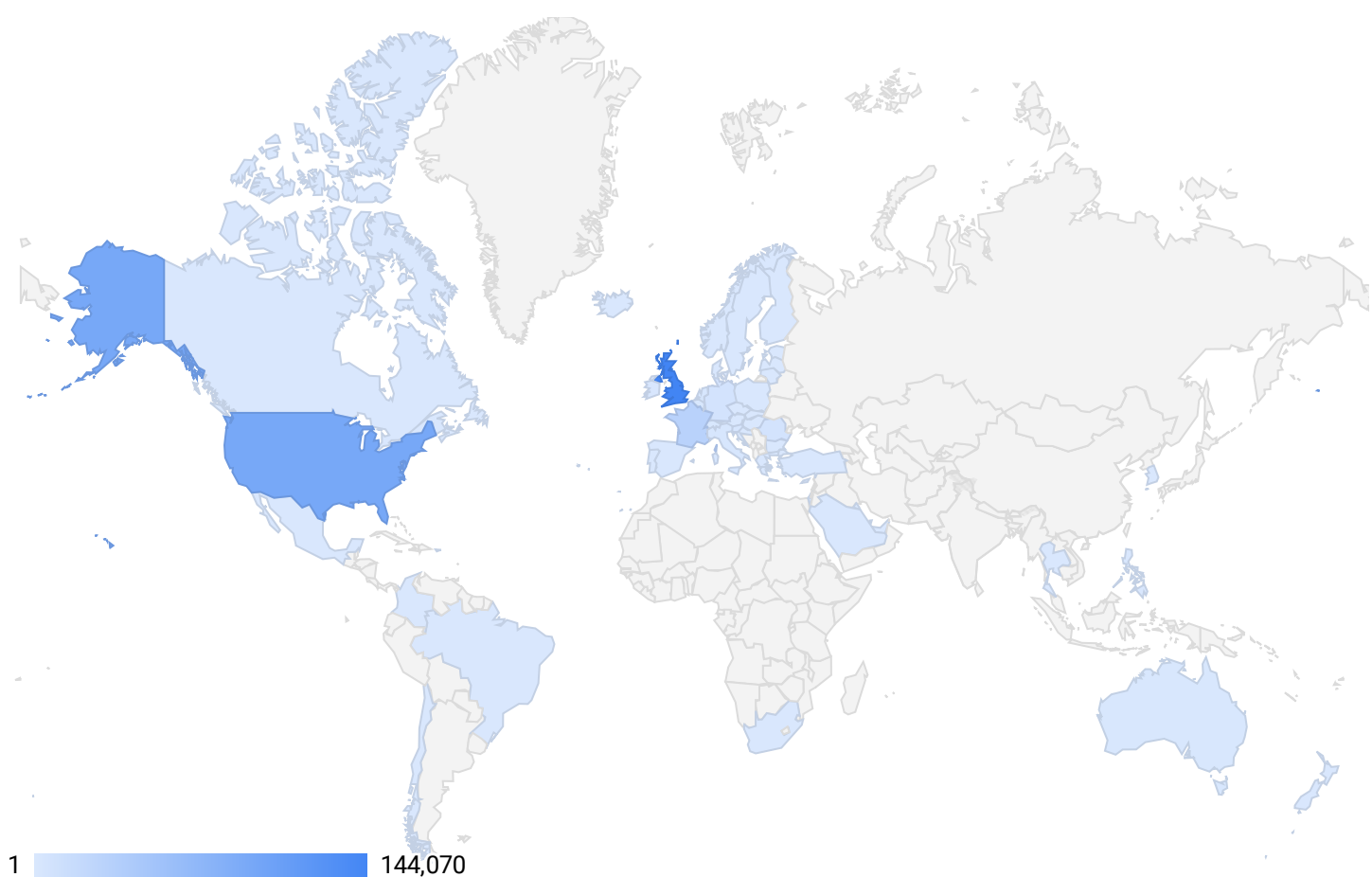
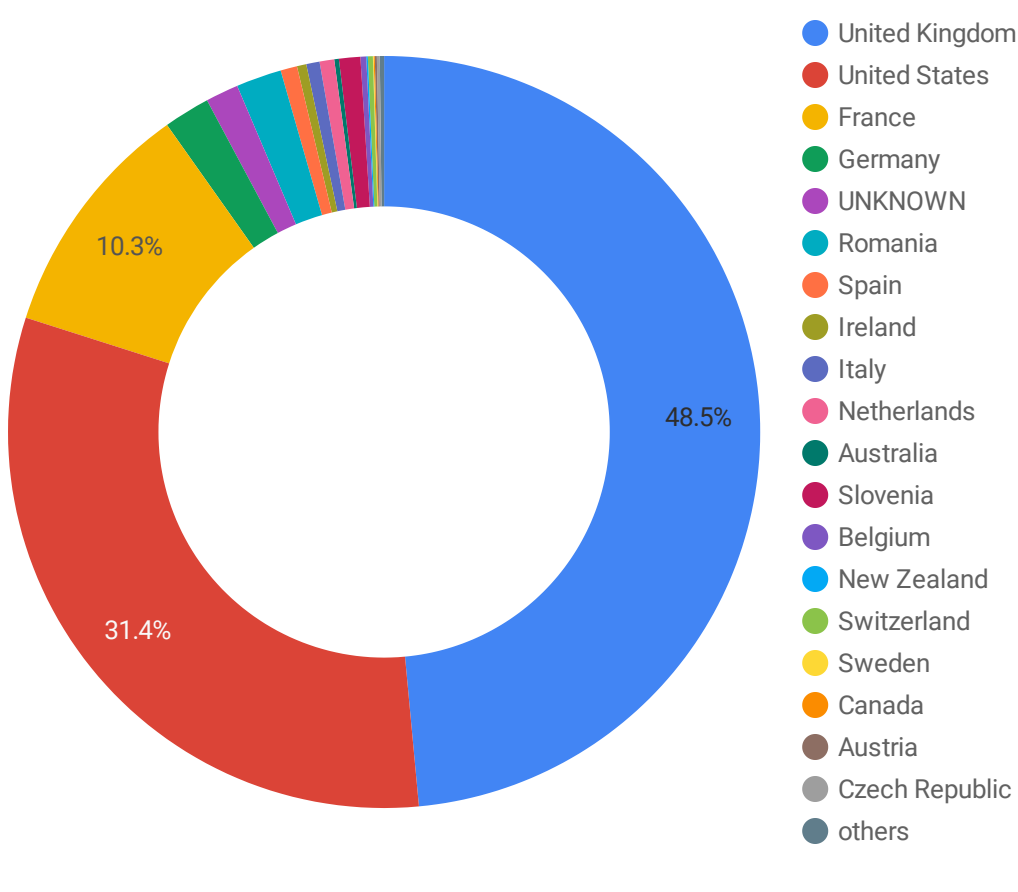
AcctMgr

Type

NewSource

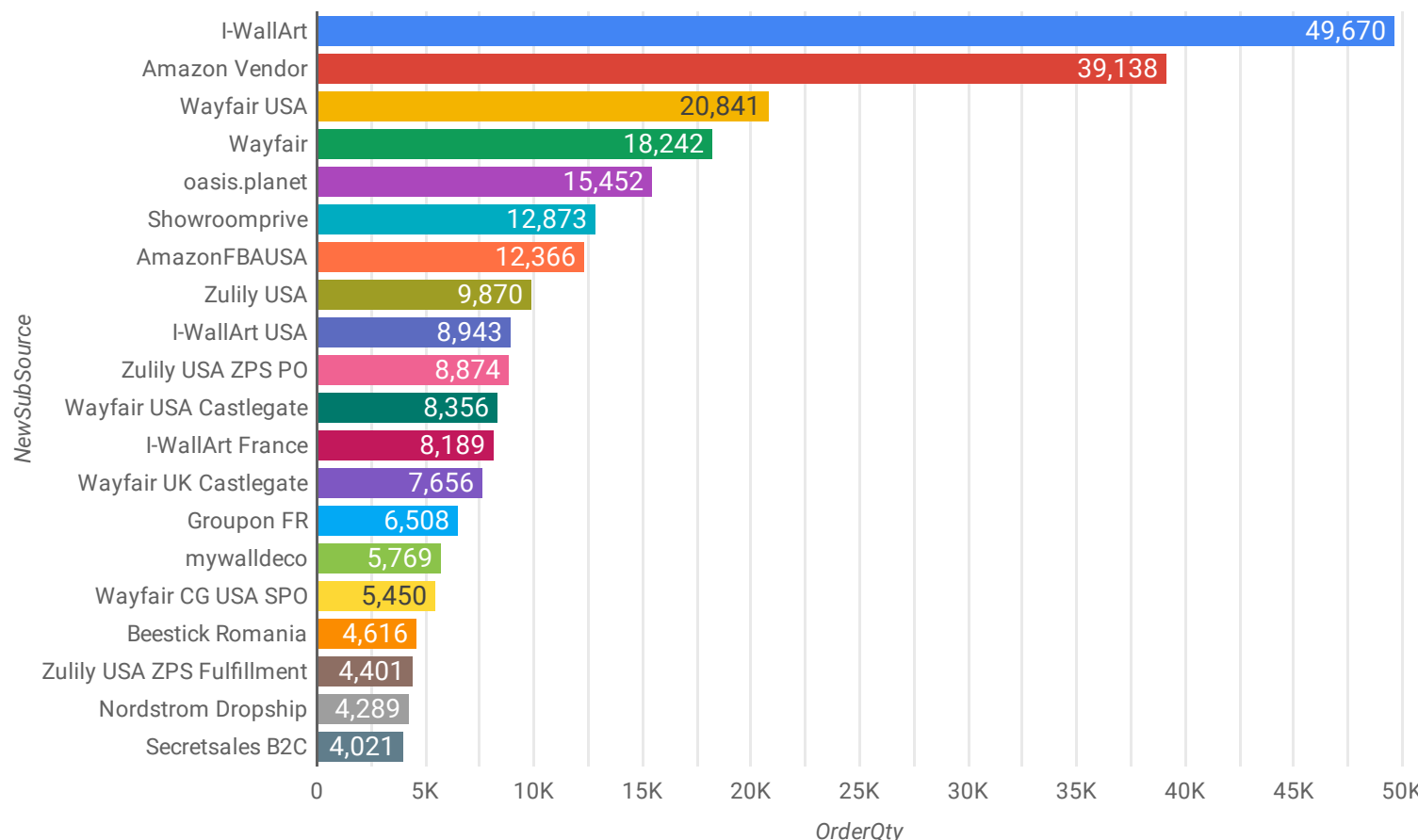
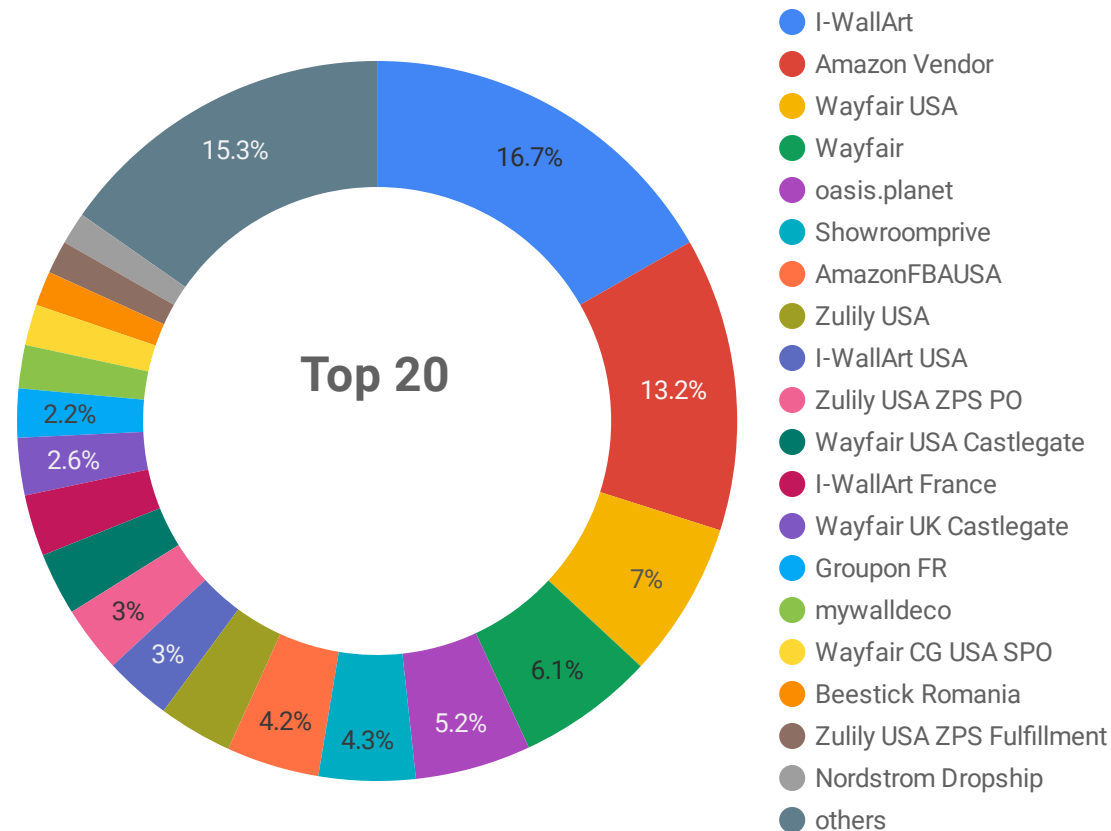
SubSource

## Overview by Shipping Country

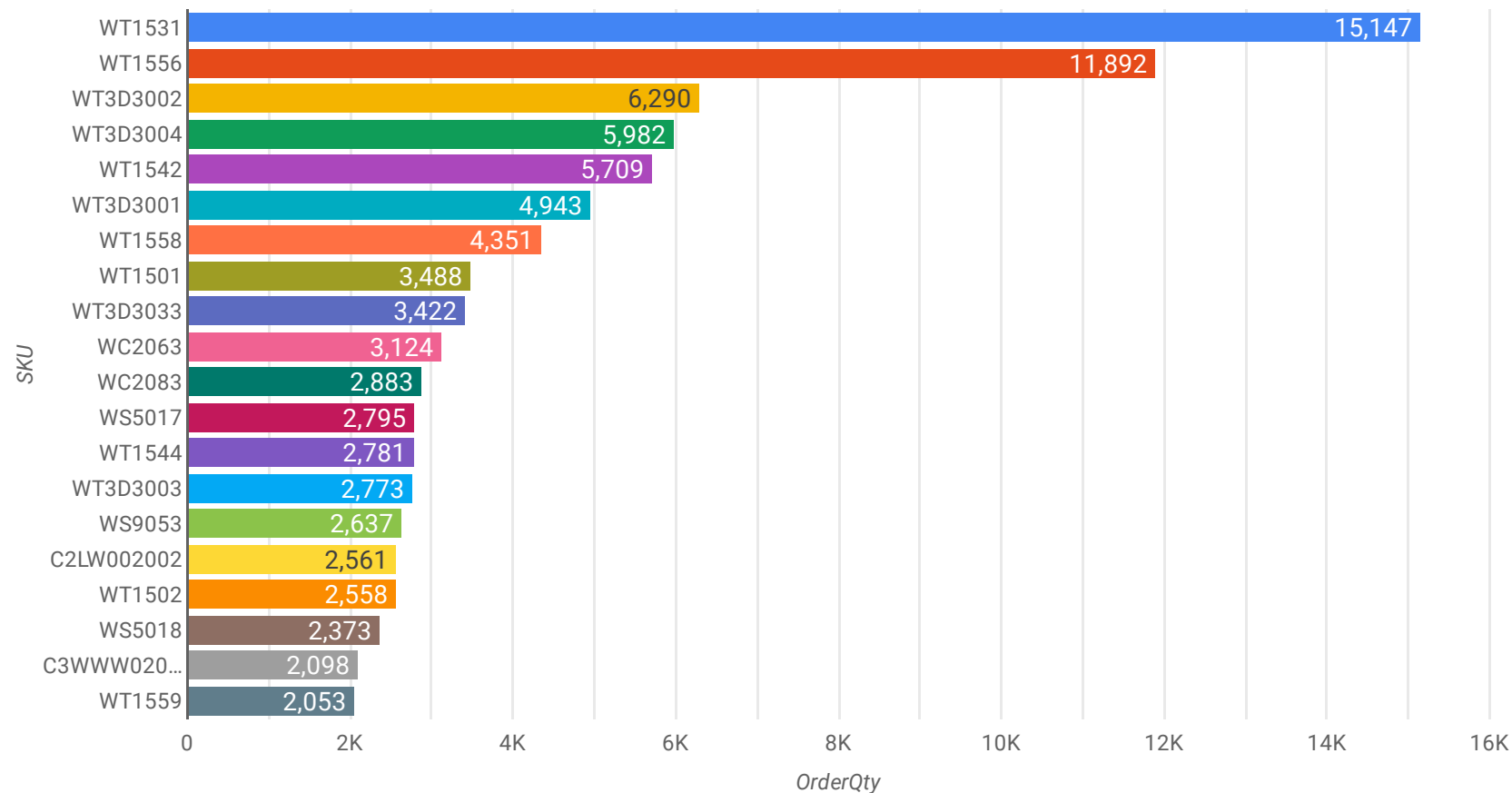
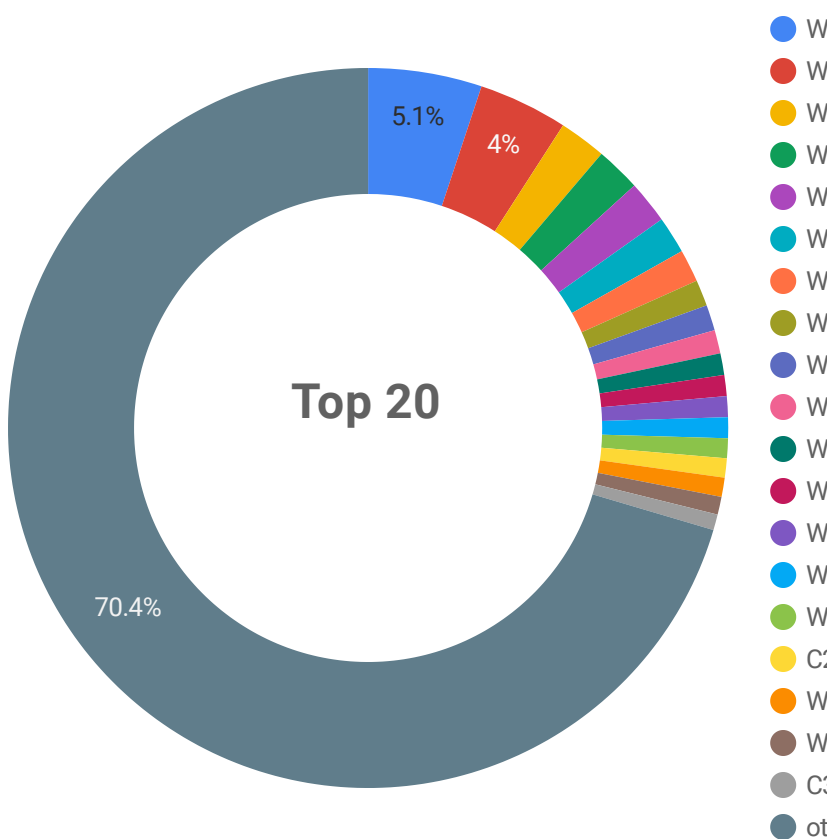


	ShipCountry	Customers	% Δ	Orders	% Δ	OrderValue	% Δ	Avg. Order Value	% Δ	OrderQty ▾	% Δ	Avg. Units/Customer	% Δ
1.	United Kingdom	37,181	-64.3% ↓	73,690	-16.1% ↓	5,393.00	0.6% ↑	£16.28	-13.6% ↓	144,070	-37.4% ↓	3.87	75.2% ↓
2.	United States	21,027	-14.5% ↓	32,178	22.6% ↑	24,935.00	128.6% ↑	£21.07	-7.1% ↓	93,208	48.0% ↑	4.43	73.2% ↑
3.	France	3,683	-72.5% ↓	8,830	65.8% ↑	5,028.00	9.4% ↑	£17.74	-58.7% ↓	30,545	-22.6% ↓	8.29	180.9% ↑
4.	Germany	2,338	-69.4% ↓	4,087	-45.2% ↓	2,020.00	-10.5% ↓	£21.48	21.8% ↑	5,909	-46.2% ↓	2.53	75.7% ↑
5.	Romania	6	-25.0% ↓	11	-67.6% ↓	313.00	-70.4% ↓	£46.94	86.7% ↑	5,794	-67.8% ↓	965.67	-57.1% ↓
6.	UNKNOWN	5	-96.7% ↓	30	-81.4% ↓	267.00	48.3% ↑	£46.51	116.0% ↑	4,204	-1.9% ↓	840.8	2,862.9% ↑
7.	Slovenia	5	-28.6% ↓	15	25.0% ↑	262.00	21.9% ↑	£17.97	6.0% ↑	2,716	-2.6% ↓	543.2	36.4% ↑
8.	Spain	431	-95.3% ↓	1,399	-45.9% ↓	949.00	-42.7% ↓	£13.07	-76.6% ↓	2,118	-84.5% ↓	4.91	230.9% ↑
9.	Netherlands	154	-82.6% ↓	333	-0.6% ↓	320.00	-60.9% ↓	£27.93	-49.7% ↓	1,868	-80.5% ↓	12.13	11.9% ↓
10.	Italy	40	-86.8% ↓	586	-73.2% ↓	640.00	-20.5% ↓	£10.00	-3.0% ↓	1,600	-51.8% ↓	35.4	1,147.2% ↑

## Overview by Sub Source

[illegible]

## Overview by SKU

[illegible]

PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

AcctMgr

Type

NewSource

SubSource

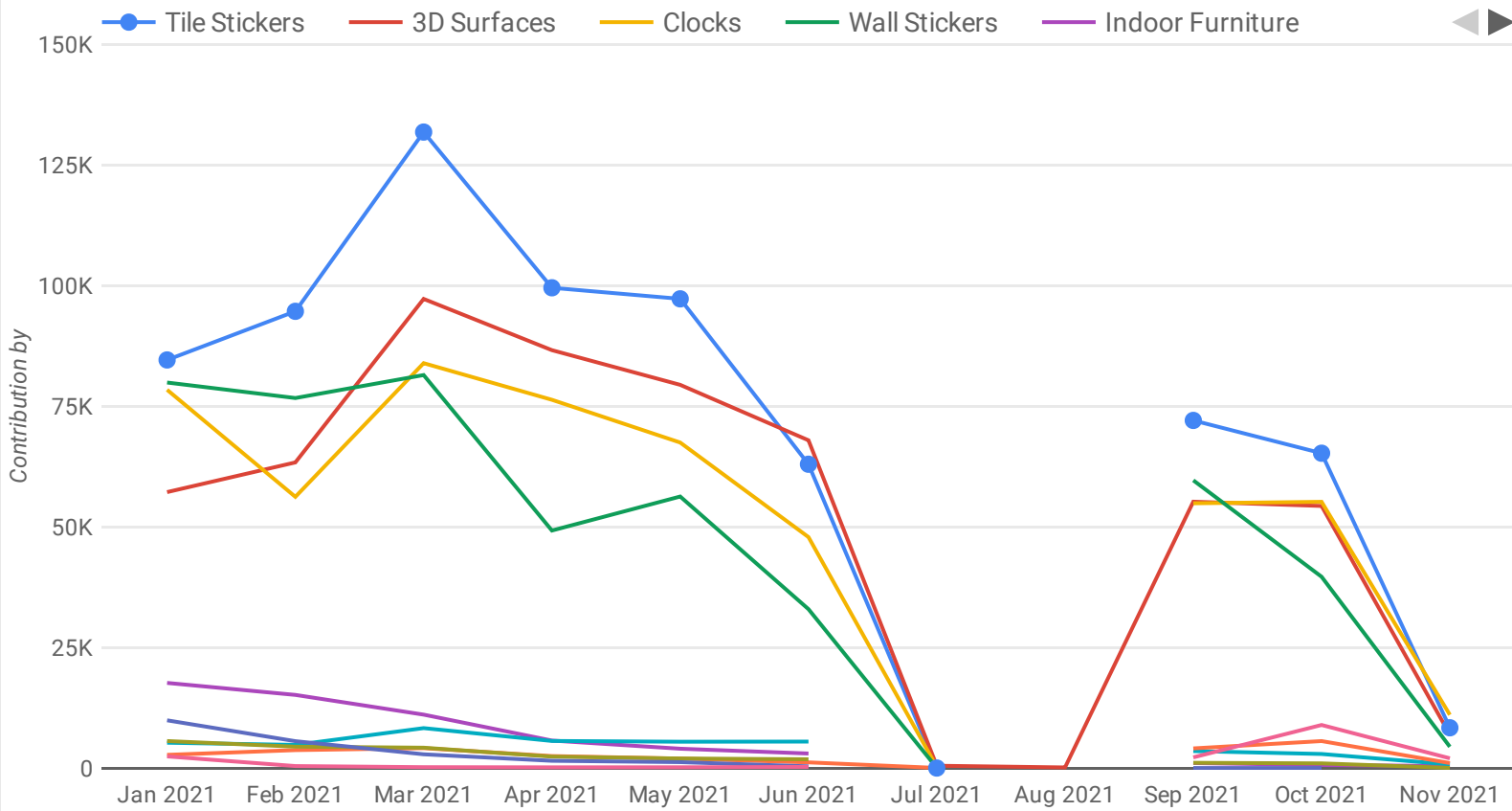
Contribution w.r.t Secondary Level

	SecondaryLevel	OrderQty	OrderValue
1.	Tile Stickers	115,995	716,478.83
2.	Wall Stickers	82,766	480,325.29
3.	3D Surfaces	44,737	568,903.27
4.	Clocks	22,014	531,605.81
5.	Christmas	6,088	16,967.78
6.	Mirrors	3,806	27,196.42
7.	Floor Decor	3,151	42,321.2
8.	Accessories	1,868	22,751.15
9.	Indoor Furniture	1,539	58,909.06
10.	Nitrile Gloves	1,481	21,642.66
11.	null	1,385	5,135.69
12.	Home Office	1,015	10,107.85
13.	Wall Mural	307	8,516.92
14.	Artificial Grass	120	3,340.95

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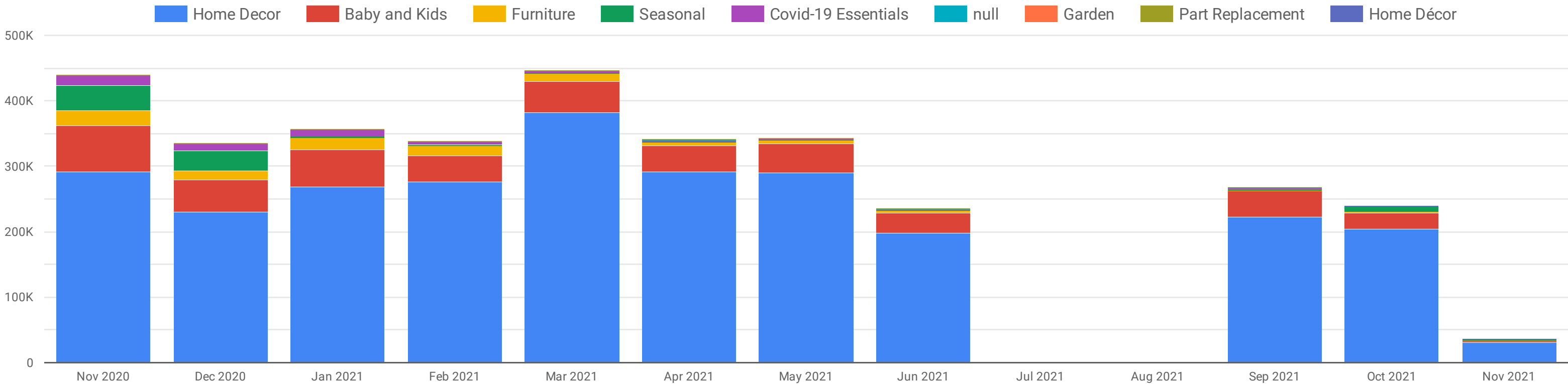
Month wise Contribution by Secondary Level

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	47,068	867	716,413.62	115,993	3,412
	3D Surfaces	15,071	251	568,903.27	44,737	989
	Clocks	14,724	119	373,190.76	17,323	197
	Wall Stickers	21,434	837	316,957.84	51,463	4,738
	Floor Decor	1,547	83	42,321.2	3,151	158
	Mirrors	2,467	83	27,189.12	3,805	34
	Accessories	1,345	103	22,140.1	1,738	41
	Home Office	378	53	10,107.85	1,015	13
	Wall Mural	176	72	8,516.92	307	2
	Furniture Wrap	85	37	1,013.03	117	1
	Mirror	61	3	367.29	93	-
Baby and Kids	Wall Stickers	12,822	380	163,367.45	31,303	400
	Clocks	4,559	22	158,415.04	4,691	21
	Accessories	19	4	401.98	19	-
Furniture	Indoor Furniture	1,548	277	58,909.06	1,539	113
	Outdoor Furniture	22	4	3,111.4	24	-
Covid-19 Essentials	Nitrile Gloves	1,165	10	21,642.66	1,481	36
	Latex Gloves	45	5	497.67	55	1
	Disposable Masks	35	1	144.97	43	-
	Masks	26	1	72.21	35	-
Seasonal	Christmas	1,550	177	16,967.78	6,088	10
null	null	672	28	5,135.69	1,385	97
Grand total		123,578	3,451	2,519,409.45	286,639	10,267

Secondary & Tertiary level breakdown

SecondaryLevel	TertiaryLevel	Total Orders	SKUs	Revenue	OrderQty	Refunds
Tile Stickers	6 inches	41,750	594	619,016.29	99,039	3,178
	4 inches	3,220	107	44,417.35	8,568	129
	8 inches	1,186	50	24,023.5	3,206	6
	12 inches	813	43	14,686.35	4,105	75
	10+ inches	513	73	14,270.13	1,075	24
	3D Glossy Tiles	2	2	65.21	2	0
3D Surfaces	Light Colour	8,001	56	280,197.58	25,084	658
	Dark Colour	5,235	39	179,833.18	15,328	172
	Wall Panels	864	63	57,364.4	1,401	82
	3D Glossy Tiles	479	67	23,335.57	686	16
	Mixed Colour	608	6	20,126.06	1,903	29
	Wall 3D Panels	163	20	8,046.48	335	32
Clocks	Oversized Clocks	10,986	21	349,893.24	11,149	55
	Cuckoo Clocks	3,514	14	112,818.05	5,076	75
	Wall Clocks	2,470	49	30,410.35	3,212	39
	Peel and Stick Clocks	1,357	21	16,682.3	1,548	17
	Oversized Clock	325	11	10,539.27	327	1
	MDF Clock	405	17	5,762.21	416	28
	Wall Clock	149	3	3,175.76	151	0
	Cuckoo	69	1	1,539.3	68	2
	Peel and Stick Clock	65	4	785.33	67	1
Wall Stickers	Baby and Kids Stickers	10,911	176	138,437.54	23,963	315
Grand total		123,578	3,451	2,519,409.45	286,639	10,267



PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

AcctMgr

Type

NewSource

SubSource

Contribution w.r.t Sub Source

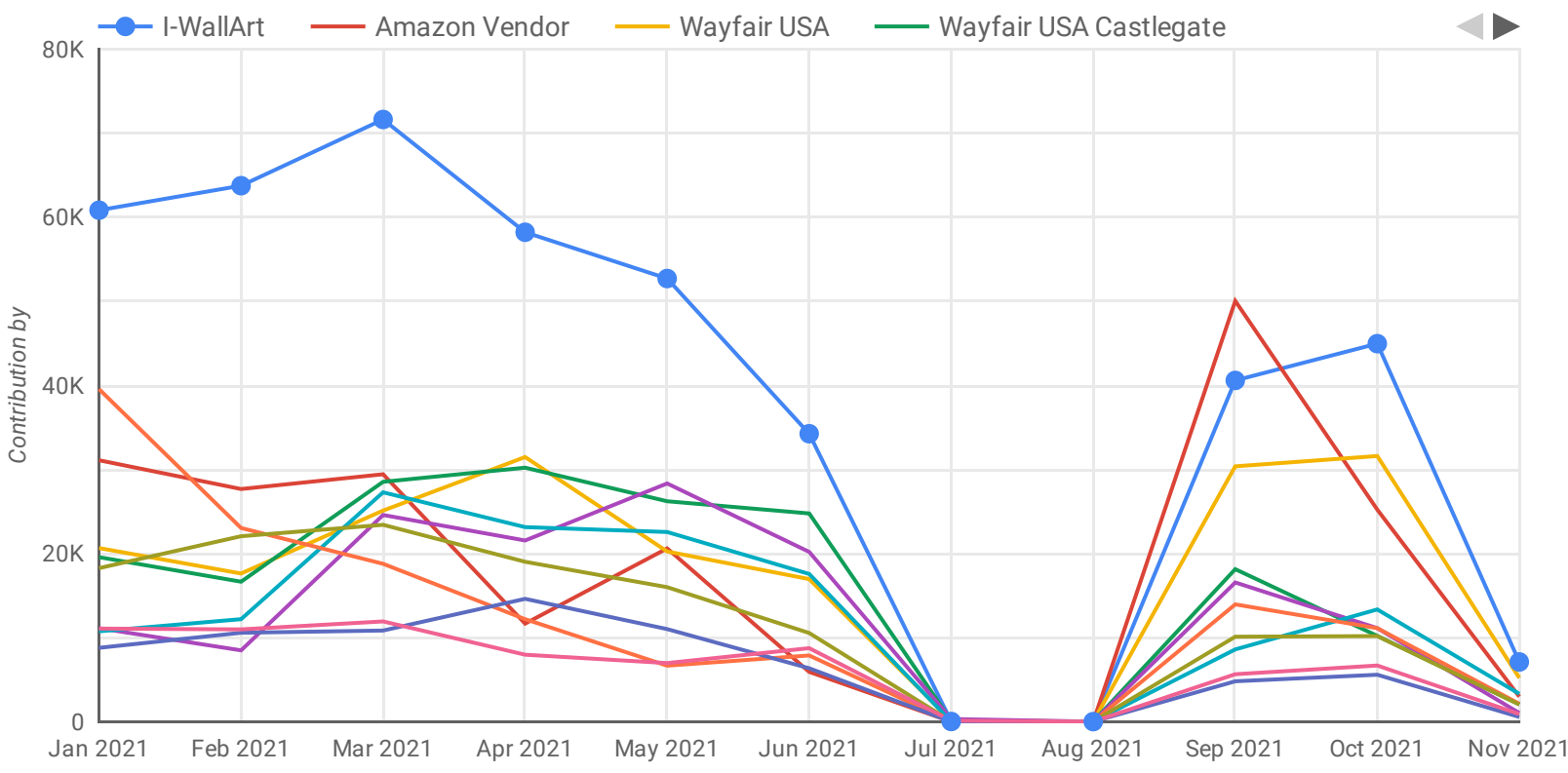
Contribution: Revenue

	NewSubSource	Contribution by
1.	I-WallArt	433,883.95
2.	Amazon Vendor	204,512.18
3.	Wayfair USA	199,238.32
4.	Wayfair USA Castlegate	176,358.78
5.	I-WallArt USA	143,181.31
6.	Wayfair UK Castlegate	138,641.98
7.	Wayfair	135,194.45
8.	oasis.planet	131,564.23
9.	I-WallArt France	73,036.97
10.	mywalldeco	70,898.37
11.	Secretsales B2C	69,136.74
12.	Zulily USA	59,968.71
13.	Groupon FR	51,114.43
14.	Etsy HoneyBeShop	47,411.89

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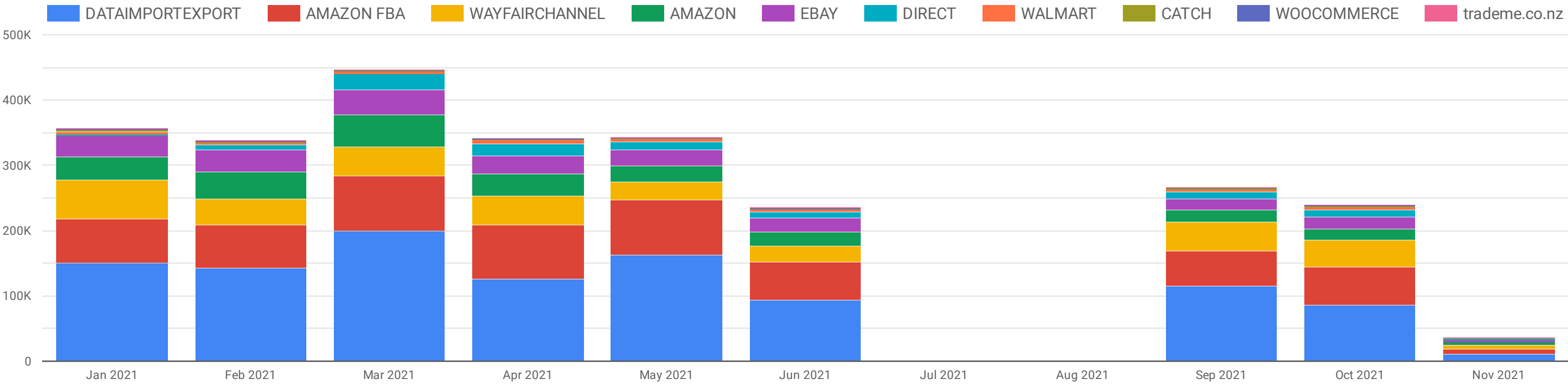
Month wise Contribution by Sub Source

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	23,397	38,147	303,136.58	-	-	-	24	-
	I-WallArt USA	5,228	8,920	142,977.15	-	-	-	-	-
	I-WallArt France	4,452	7,465	63,826.09	-	-	-	-	-
	I-WallArt Germany	1,250	1,869	21,726.63	-	-	-	-	-
	I-WallArt Spain	896	1,327	12,344.86	-	-	-	-	-
	I-WallArt Italy	685	849	8,761.15	-	-	-	-	-
	WalplusInc	453	533	9,195.72	-	-	-	-	-
	I-WallArt Netherlands	94	143	2,150.27	-	-	-	-	-
	I-WallArt Sweden	4	5	134.83	-	-	-	-	-
DATAIMPORTEXP	Wayfair UK Castlegate	6,286	7,651	138,862.01	-	1	-	13	-
	Wayfair USA Castleg...	5,848	8,355	176,358.78	-	-	-	-	-
	Groupon FR	3,988	6,503	51,615.48	-	53	-	4	-
	Nordstrom Dropship	2,800	4,289	39,239.01	-	-	-	-	-
	Amazon Dropship	2,069	2,069	19,440.37	-	13	-	4	-
	Etsy WCC	1,767	2,490	49,223.28	50	22	-	34	-
	Amazon Vendor	1,735	39,138	247,397.6	-	7,612	-	-	-
	Etsy HoneyBeShop	1,094	1,342	50,155.24	48	6	-	40	-
	Dunelm	921	1,358	20,625.78	-	3	-	1	-
	Secretsales B2C	860	1,268	23,858.48	-	66	-	14	-
	Groupon ES	474	745	5,710.82	-	27	-	-	-
	Groupon DE	450	581	4,706.35	-	7	-	-	-
	Walmart USA Deliverr	230	410	6,515.76	1	-	-	1	-
Grand total		123,578	296,906	2,604,699.6	977	8,566	0	720	4

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	15.1K	-18.9% ▼	101,306.47	-13.8% ▼	12.73	-7.79 ▼	6.69	0.39 ▼	7,957	2,229 ▼	693	1.9	-1.36 ▼	1.86	62.08	1.67 ▼	46.85
2.	WT1556	11.9K	670.2% ▼	50,523	639.0% ▼	36.24	23.54 ▼	4.25	-0.18 ▼	1,394	856 ▼	122	8.53	5.66 ▼	12.07	62.92	49.95 ▼	77.47
3.	WT3D3002	6.3K	126.7% ▼	67,204.67	101.8% ▼	33.34	-5.08 ▼	10.68	-1.32 ▼	2,016	1,149 ▼	170	3.12	-0.08 ▼	2.37	25.67	15.36 ▼	15.15
4.	WT3D3004	6K	93.8% ▼	62,356.63	53.9% ▼	41.96	1.77 ▼	10.42	-2.7 ▼	1,486	478 ▼	70	4.03	0.96 ▼	3.54	26.24	14.85 ▼	10.61
5.	WT1542	5.7K	31.7% ▼	27,934.97	-0.4% ▼	13.39	-26.21 ▼	4.89	-1.57 ▼	2,087	1,379 ▼	47	2.74	-3.39 ▼	5.93	25.6	10.86 ▼	12.45
6.	WT3D3001	4.9K	108.6% ▼	46,684.72	55.9% ▼	32.02	-15.6 ▼	9.44	-3.19 ▼	1,458	829 ▼	123	3.39	-0.38 ▼	3.9	20.77	10.73 ▼	16.89
7.	WT1558	4.4K	345.3% ▼	20,875.62	345.8% ▼	16.21	0.6 ▼	4.8	0 ▼	1,288	988 ▼	105	3.38	0.12 ▼	3.53	19.78	11.7 ▼	16.55
8.	WT1501	3.5K	-9.6% ▼	20,963.86	-19.2% ▼	11.48	-5.33 ▼	6.01	-0.71 ▼	1,826	283 ▼	208	1.91	-0.59 ▼	1.94	14.59	1.78 ▼	14.81
9.	WT3D3033	3.4K	4,287.2% ▼	39,323.22	19,026.1% ▼	31.87	-19.53 ▼	11.49	8.86 ▼	1,234	1,230 ▼	68	2.77	-16.73 ▼	2.43	14.81	-4.69 ▼	6.52
...	WC2063	3.1K	-30.6% ▼	104,302.37	-39.9% ▼	33.55	-5.69 ▼	33.39	-5.15 ▼	3,109	-1,311 ▼	252	1	-0.01 ▼	1	19.53	2.61 ▼	12.5
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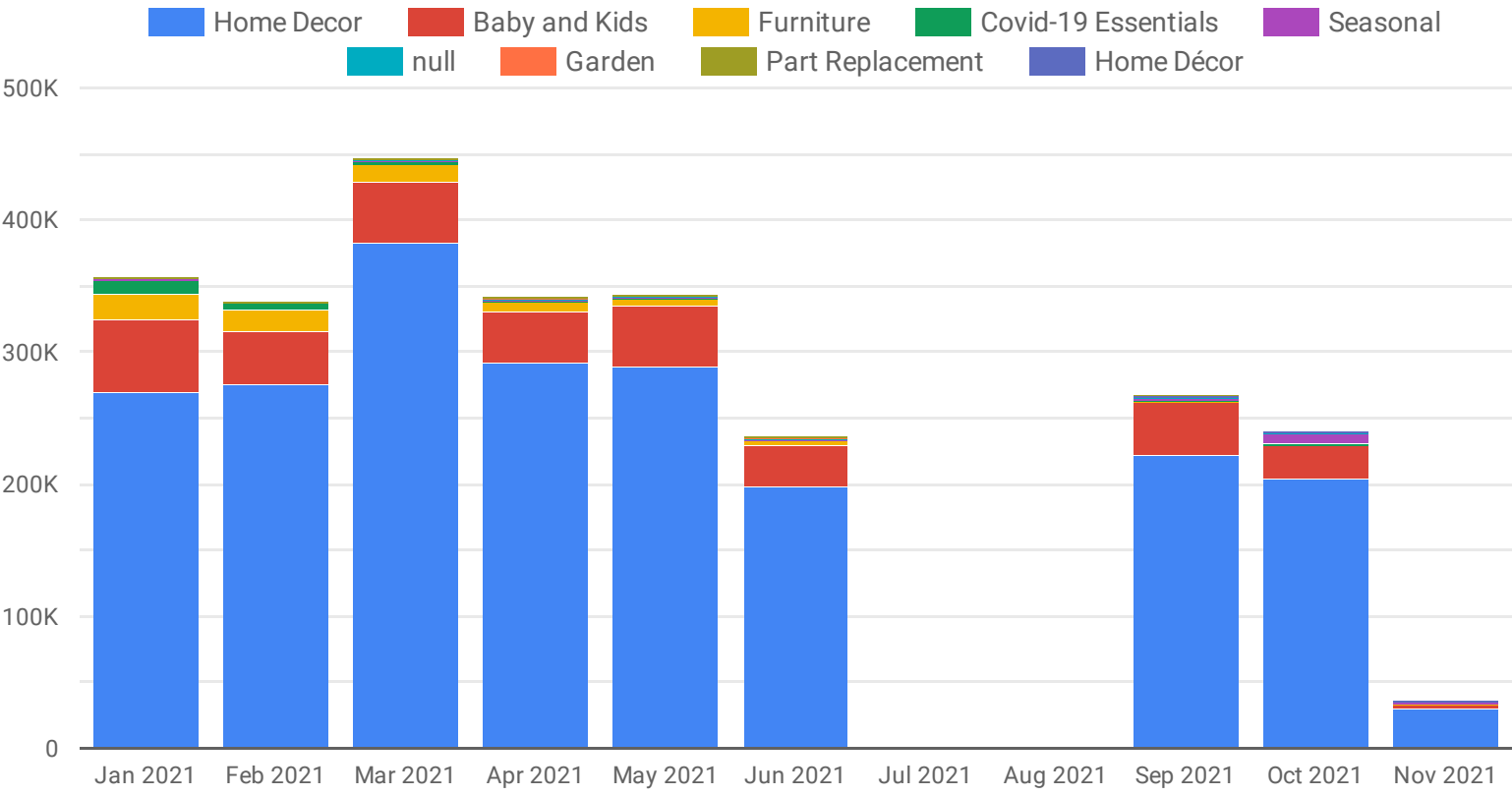
Top Performing SubSources

IncludeRefunds

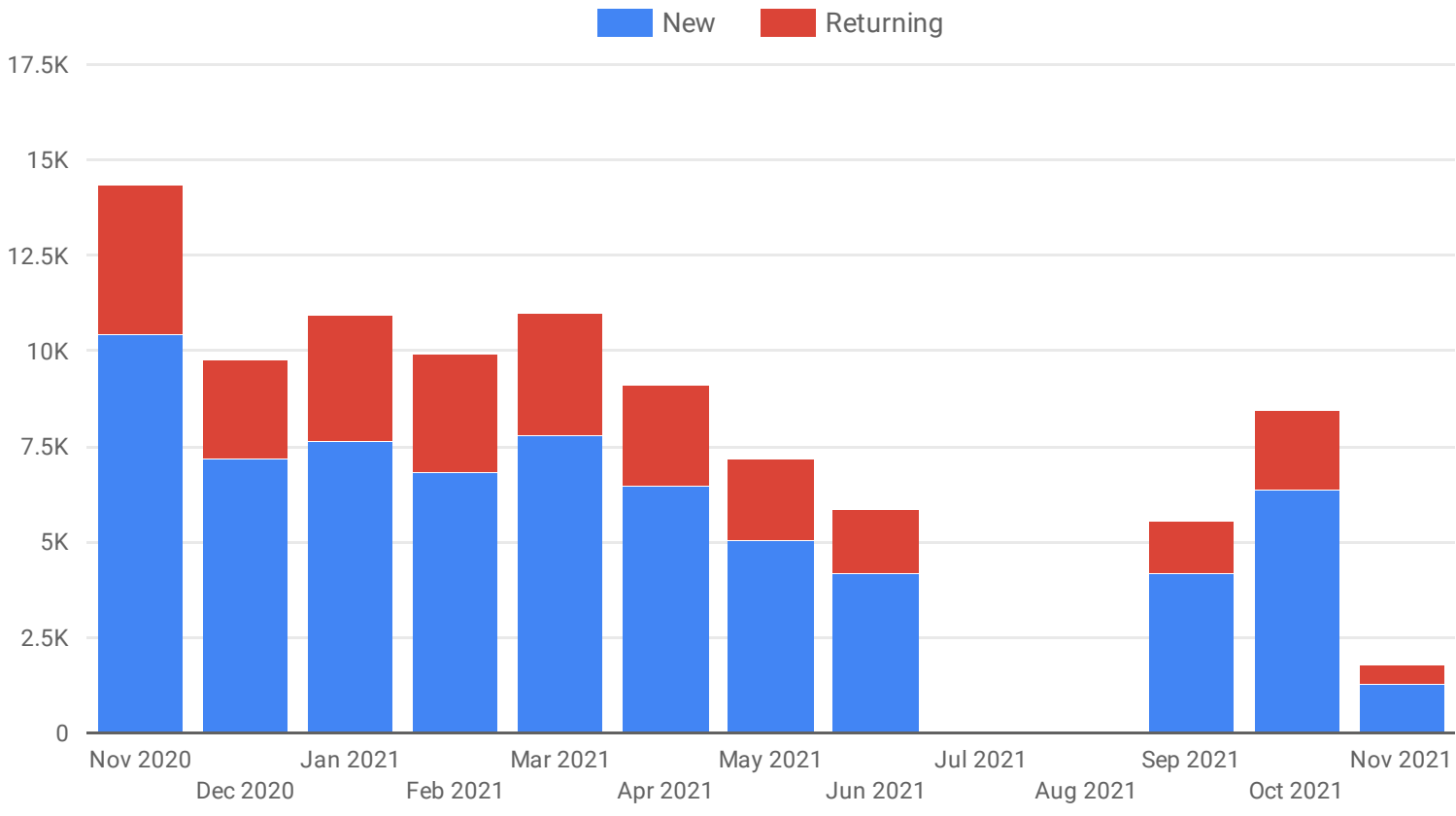
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	SubSource	OrderQty	% Δ	Order Value	% Δ	Value Per Order	Δ	AvgUnitRate	Δ	Total Orders	Δ	L30D Total Orders	AvgQtyPerOrder	Δ	L30D AvgQtyPerOrder	AvgDaily Consumption	Δ	L30D Avg DailyConsumption
1.	I-WallArt	49.7K	-43.5% ▼	440,921.31	-56.7% ▼	14.05	-10.9 ▼	8.88	-2.72 ▼	31,373	-9,472 ▼	2,937	1.58	-0.57 ▼	1.61	201.91	-82.53 ▼	170.78
2.	Amazon Vendor	39.1K	45.5% ▼	247,397.6	41.8% ▼	142.59	0.13 ▼	6.32	-0.17 ▼	1,735	510 ▼	216	22.56	0.6 ▼	20.25	543.58	223.39 ▼	546.63
3.	Wayfair USA	20.8K	1.7% ▼	199,238.32	-19.1% ▼	17.19	1.46 ▼	9.56	-2.46 ▼	11,588	-4,069 ▼	1,211	1.8	0.49 ▼	1.71	114.51	42.36 ▼	95.43
4.	Wayfair	18.2K	-48.8% ▼	136,184.02	-42.9% ▼	10.22	0.78 ▼	7.47	0.77 ▼	13,321	-11,949 ▼	954	1.37	-0.04 ▼	1.34	107.31	-18.08 ▼	65.53
5.	oasis.planet	15.5K	-6.7% ▼	139,591.3	-39.7% ▼	13.18	-40.5 ▼	9.03	-4.94 ▼	10,590	6,277 ▼	780	1.46	-2.38 ▼	1.44	90.36	32.02 ▼	56.37
6.	Showroomprive	12.9K	99.2% ▼	42,583.97	44.8% ▼	14,194.66	-512.41 ▼	3.31	-1.24 ▼	3	1 ▼	0	4,291	1,060.5 ▼	-	4,291	2,137.33 ▼	-
7.	AmazonFBAUSA	12.4K	443.6% ▼	0	-	0	0	0	0	65	48 ▼	9	190.25	56.42 ▼	127.78	294.43	41.65 ▼	230
8.	Zulily USA	9.9K	-31.0% ▼	59,968.71	-30.3% ▼	320.69	-614.23 ▼	6.08	0.07 ▼	187	95 ▼	28	52.78	-102.78 ▼	48.86	120.37	-118.17 ▼	114
9.	I-WallArt USA	8.9K	722.0% ▼	143,193.07	870.9% ▼	27.29	6.22 ▼	16.01	2.46 ▼	5,247	4,547 ▼	334	1.7	0.15 ▼	1.74	35.92	27.55 ▼	20.89
...	Zulily USA ZPS PO	8.9K	1,646.9% ▼	43,743.07	1,552.6% ▼	405.03	-36.12 ▼	4.93	-0.28 ▼	108	102 ▼	12	82.17	-2.5 ▼	79.56	467.05	-40.95 ▼	358
1 - 91 / 91																		< >

Order Categories



New and Returning Customers



PrimaryLevel

SecondaryLevel

TertiaryLevel

SKU

ShipCountry

AcctMgr

Type

NewSource

SubSource

Account Manager wise Monthly Orders Breakdown

OrderValue

141,839

↓ -41.8% from previous year

OrderQty

296,906

↓ -27.8% from previous year

L30D OrderQty

24,197

L7D OrderQty

5,452

Avg Order Value

£21.08

↓ -27.3%

Avg Order (B2C)

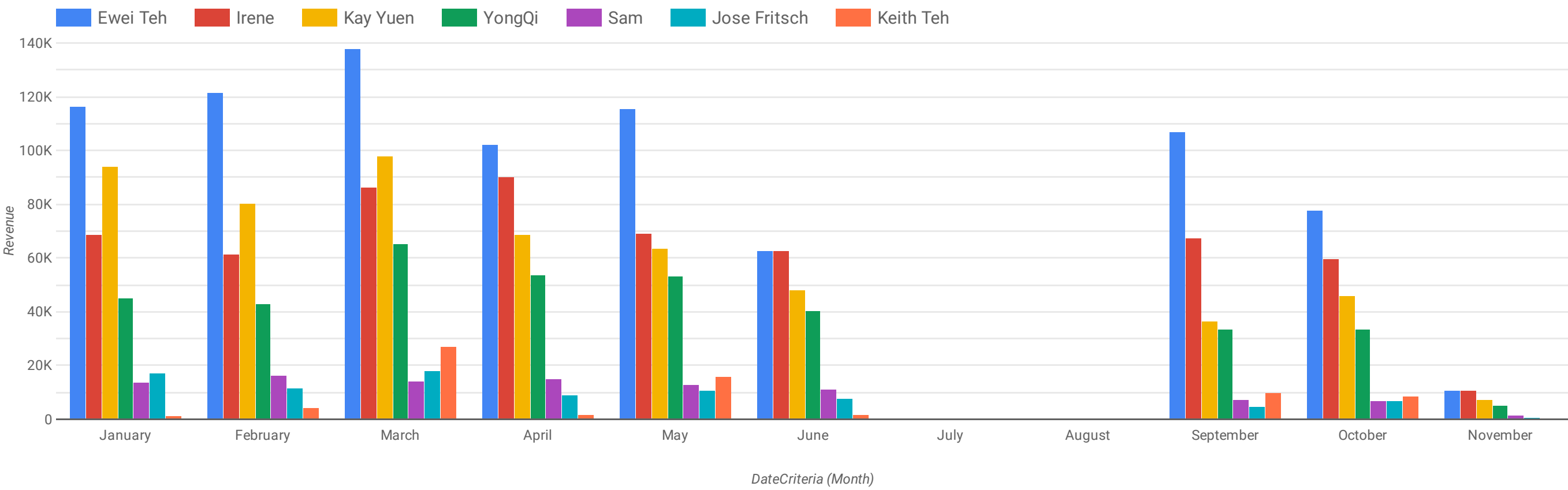
£17.11

↓ -34.0%

Avg Order (B2B)

£181.47

↓ -36.8%



Account Manager wise Breakdown

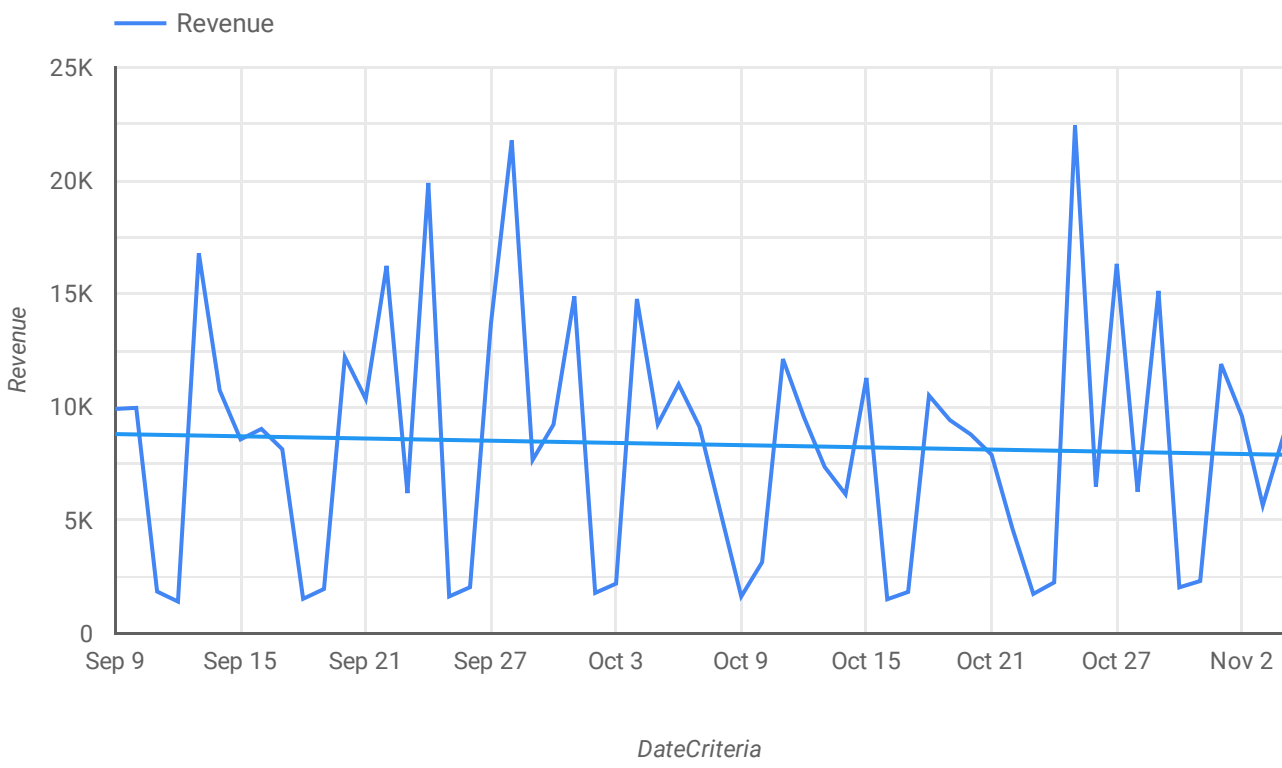
IncludeRefunds

AcctMgr	Order Units	Revenue	Total Orders	Avg. Monthly Rev	Avg. Monthly Qty
YongQi	40,586	373,684.38	18,661.00	36,516.4	4K
Sam	3,982	99,609.57	2,937.00	9,829.9	393
Keith Teh	21,377	69,735.09	23.00	7,043.9	2K
Kay Yuen	60,477	541,930.83	27,586.00	53,480.0	6K
Jose Fritsch	9,986	86,359.48	1,867.00	8,578.8	992
Irene	44,151	577,122.56	28,639.00	56,952.9	4K
Ewei Teh	104,326	851,667.35	43,704.00	83,496.8	10K
null	12,021	4,590.35	161.00	454.5	1K

Grand total	296,906	2,604,699.6	123,578.00	254,530.9	29K
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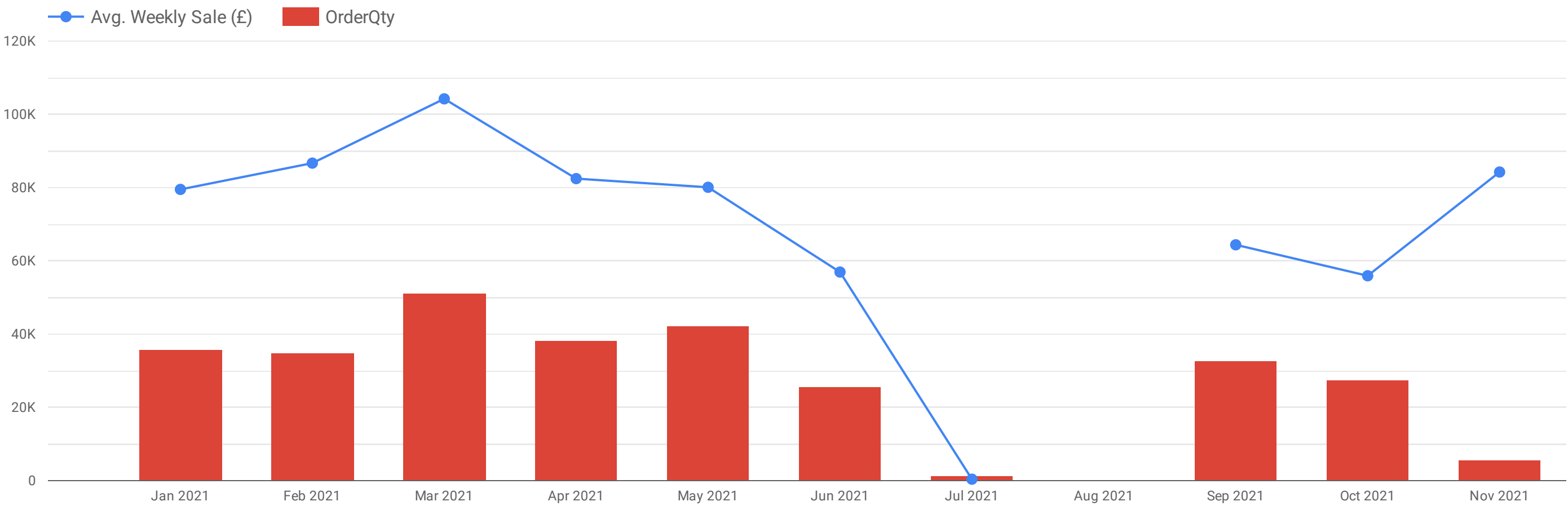
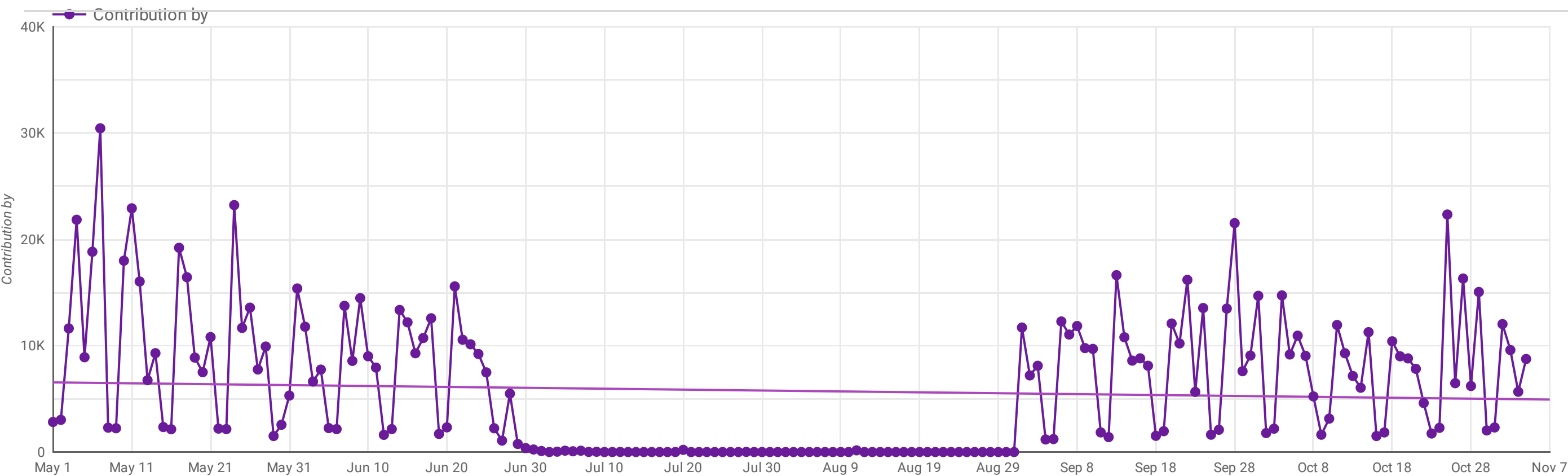
Day wise trend last 60 days (Manager)

AcctMgr: Sam (1)



Daily Orders & Revenue (Last 6 Months)

Contribution: Revenue



PrimaryLevel ▾

SecondaryLevel ▾

TertiaryLevel ▾

SKU ▾

ShipCountry ▾

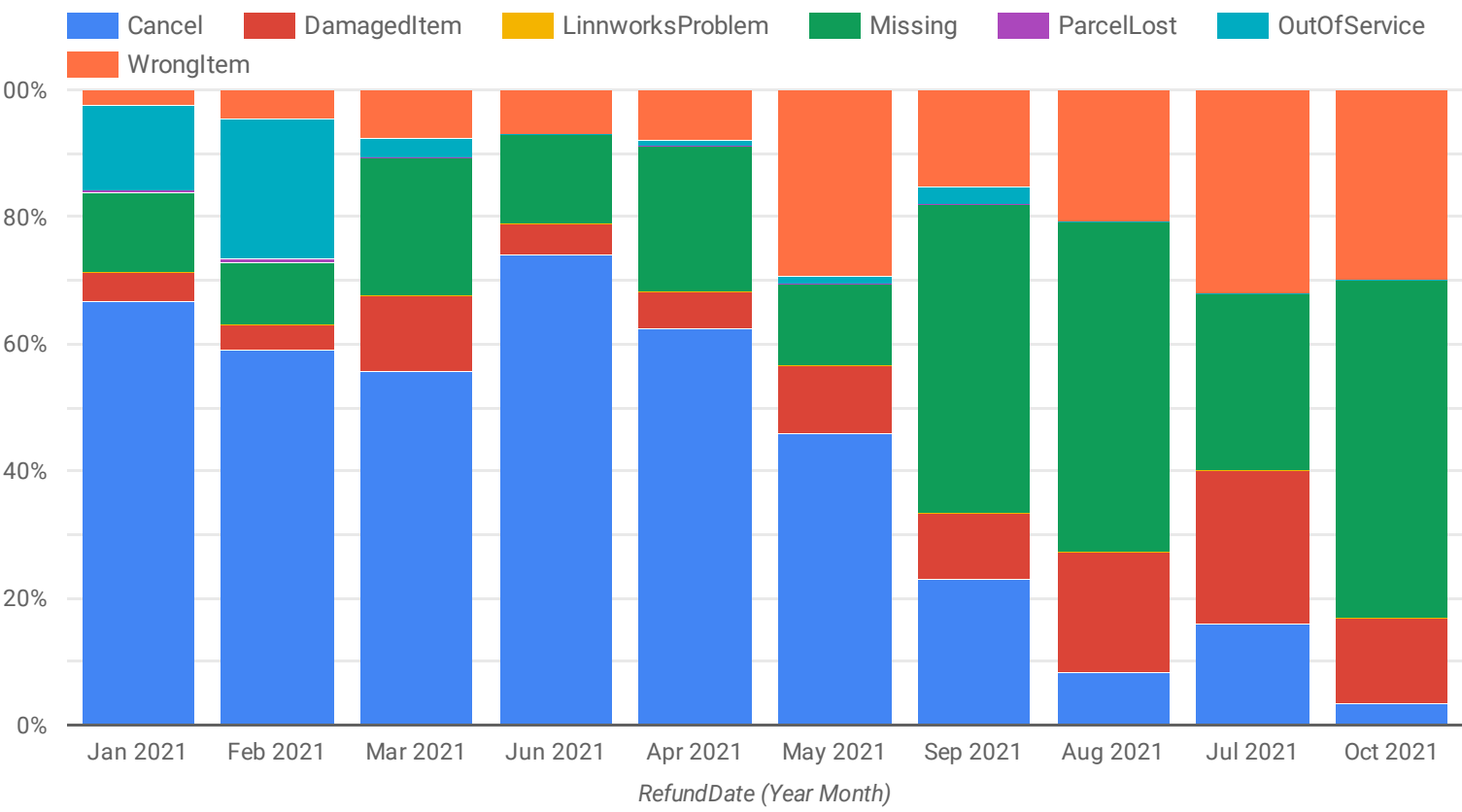
AcctMgr ▾

Type ▾

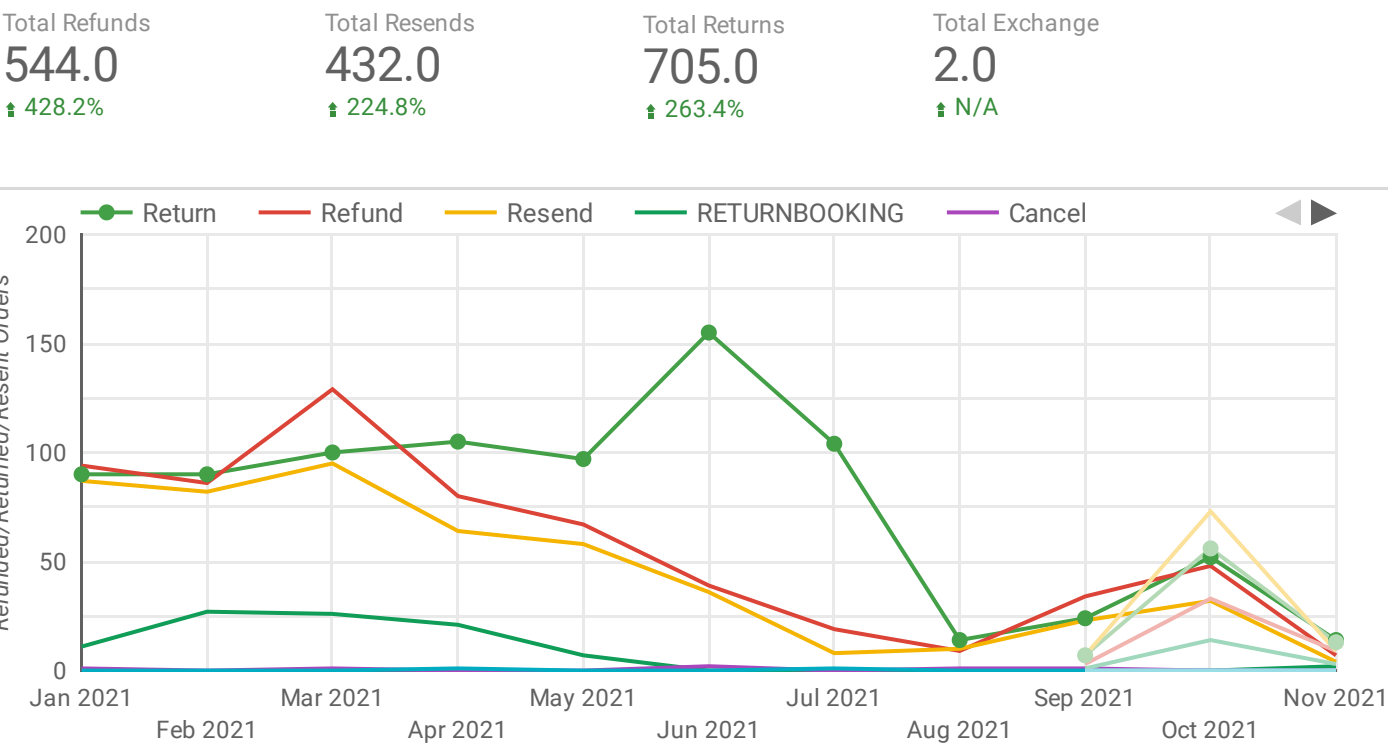
NewSource ▾

SubSource ▾

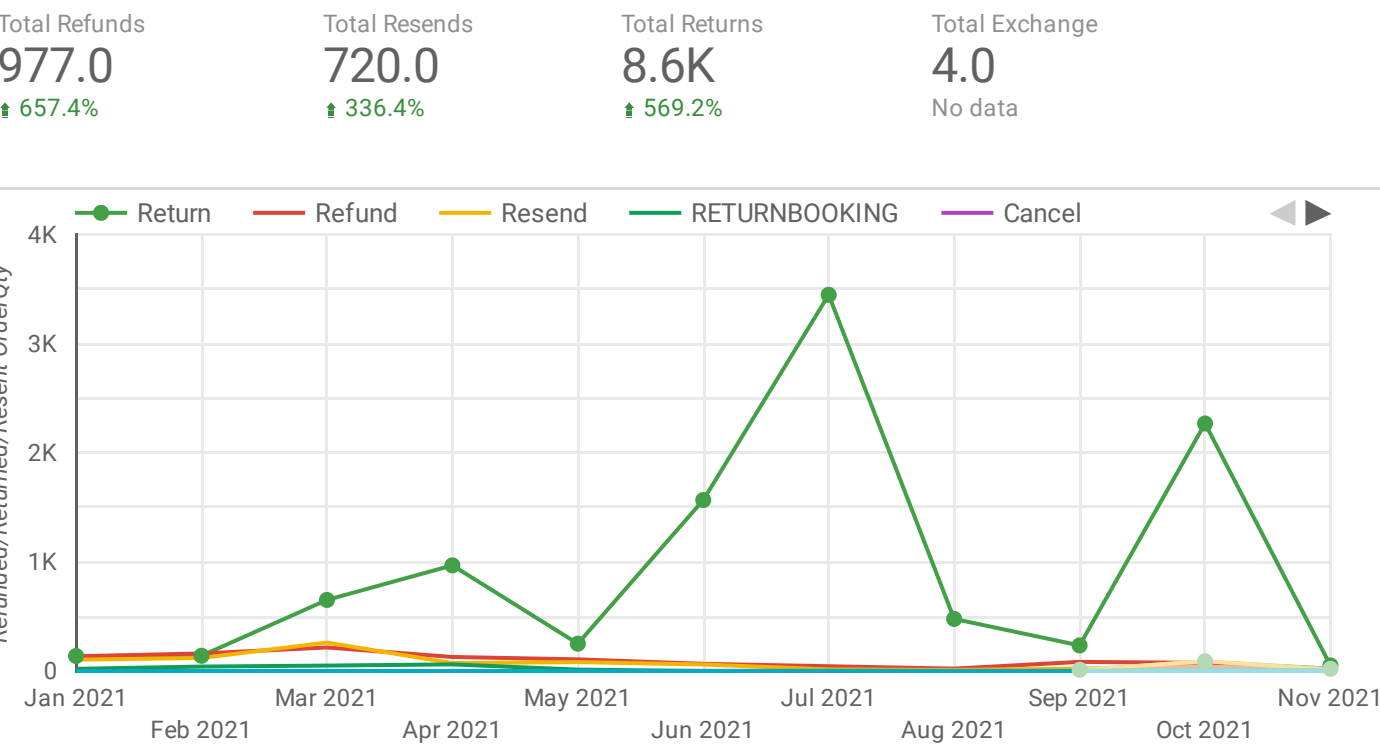
Top Refund Reasons



Refunded Orders



Refunded OrderQty



Refunded Order Revenue

