



Sales Overview

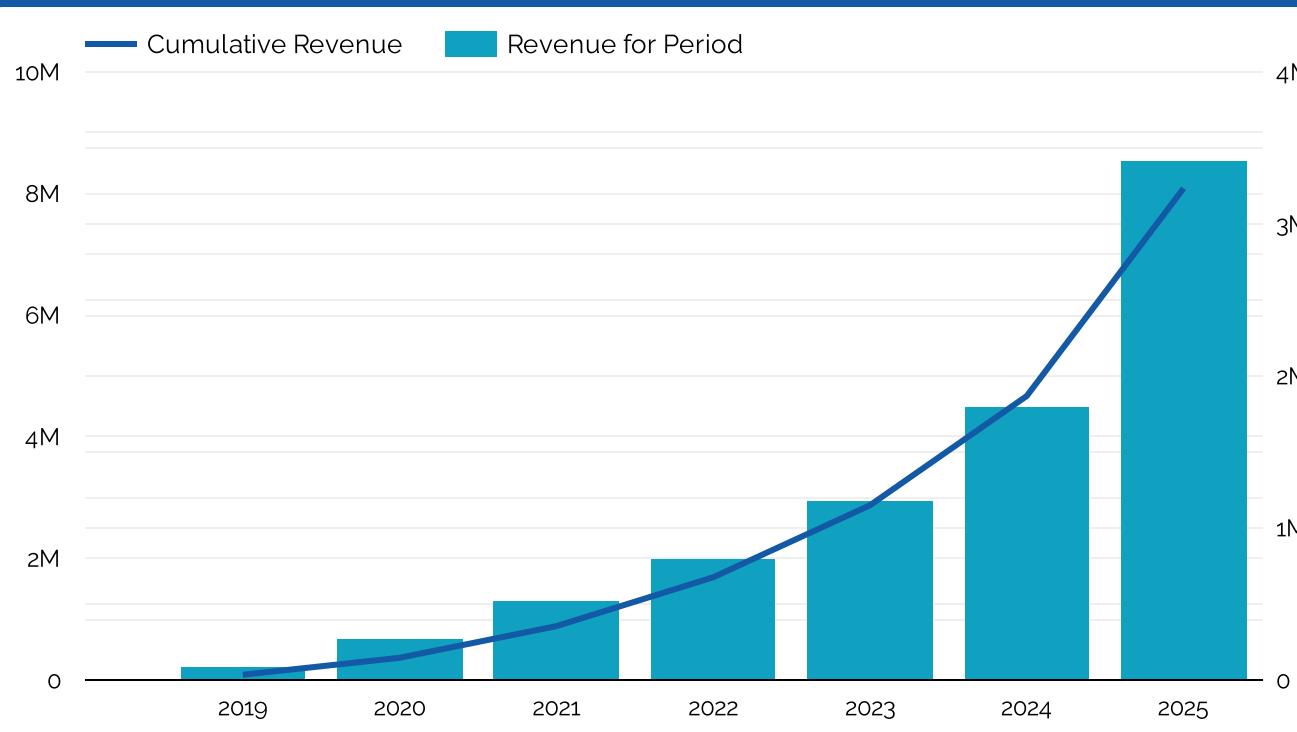
Timeframe:

All Years

Specific Year ▾

↑ ↓ A-Z | Q F | ⋮

Sales Over Time



Revenue

\$8.09M

Orders

95,632

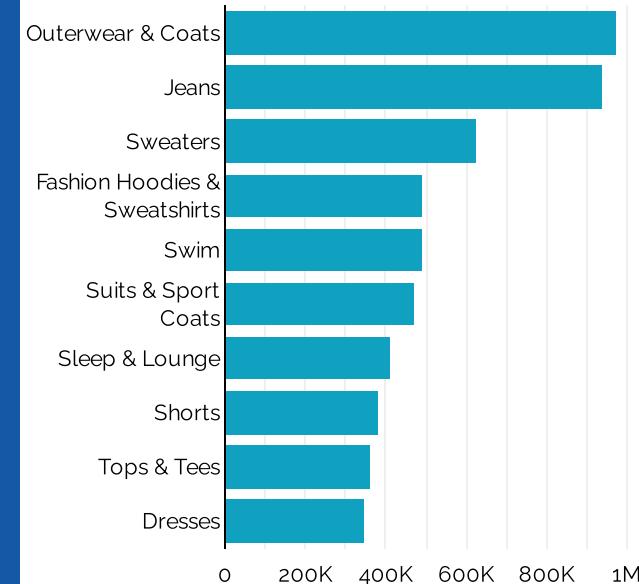
Units Sold

136,017

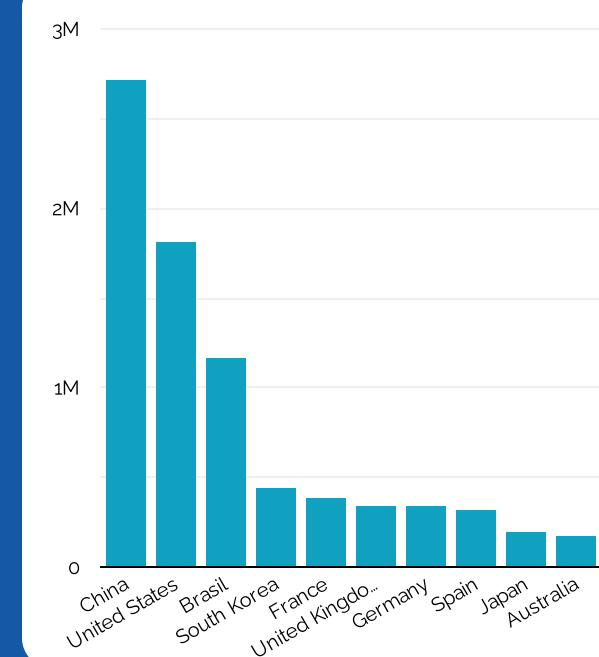
AOV

\$85.50

Revenue by Product Category



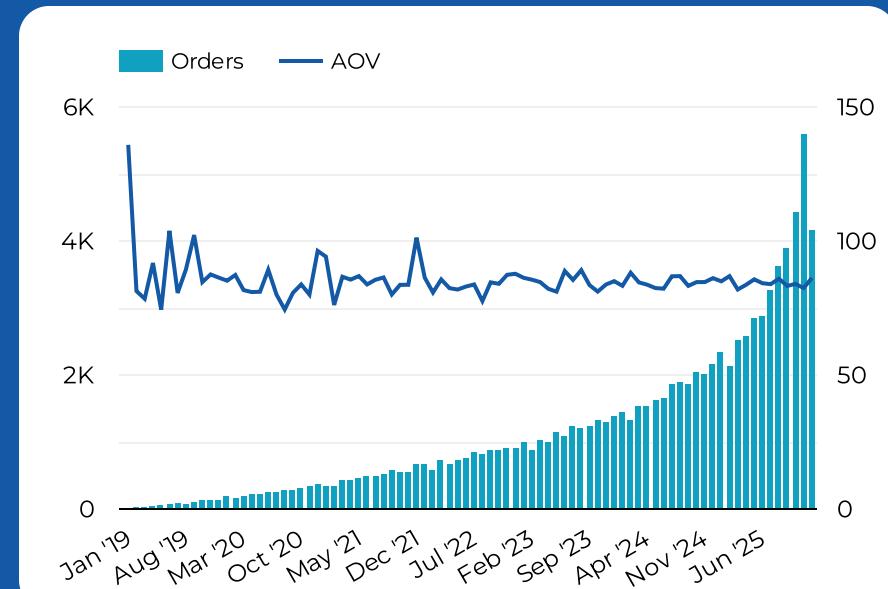
Revenue by Country



Top Products Overall

Product	Category	Revenue	Units Sold
1. Alpha Industries Rip Stop Short	Shorts	\$11,988.00	12
2. The North Face Apex Bionic Soft Shell Jacket - Men's	Fashion Hoodies & Sweatshi...	\$9,933.00	11
3. The North Face Freedom Mens Ski Pants 2013	Outerwear & Coats	\$9,030.00	10
4. Canada Goose Men's Citadel Parka	Outerwear & Coats	\$7,155.00	9
5. Jordan Low Quarter Sock Style # 427411	Socks	\$6,321.00	7
6. ASCIS Cushion Low Socks (Pack of 3)	Active	\$6,321.00	7
7. AIR JORDAN DOMINATE SHORTS MENS 465071-100	Shorts	\$6,321.00	7
8. Robert Graham Men's Barbican Velvet Blazer	Suits & Sport Coats	\$6,282.00	9
9. Nobis Yatesy Parka	Outerwear & Coats	\$5,700.00	6
10. The North Face Apex Bionic Soft Shell Jacket - Men's	Outerwear & Coats	\$5,418.00	6

Orders & AOV by Month





Monthly Customer Analysis

Snapshot month: Month: Nov 2025 (1)

Total Customers
100,000

Active Customers
39,404

Total Orders to Date
96,192

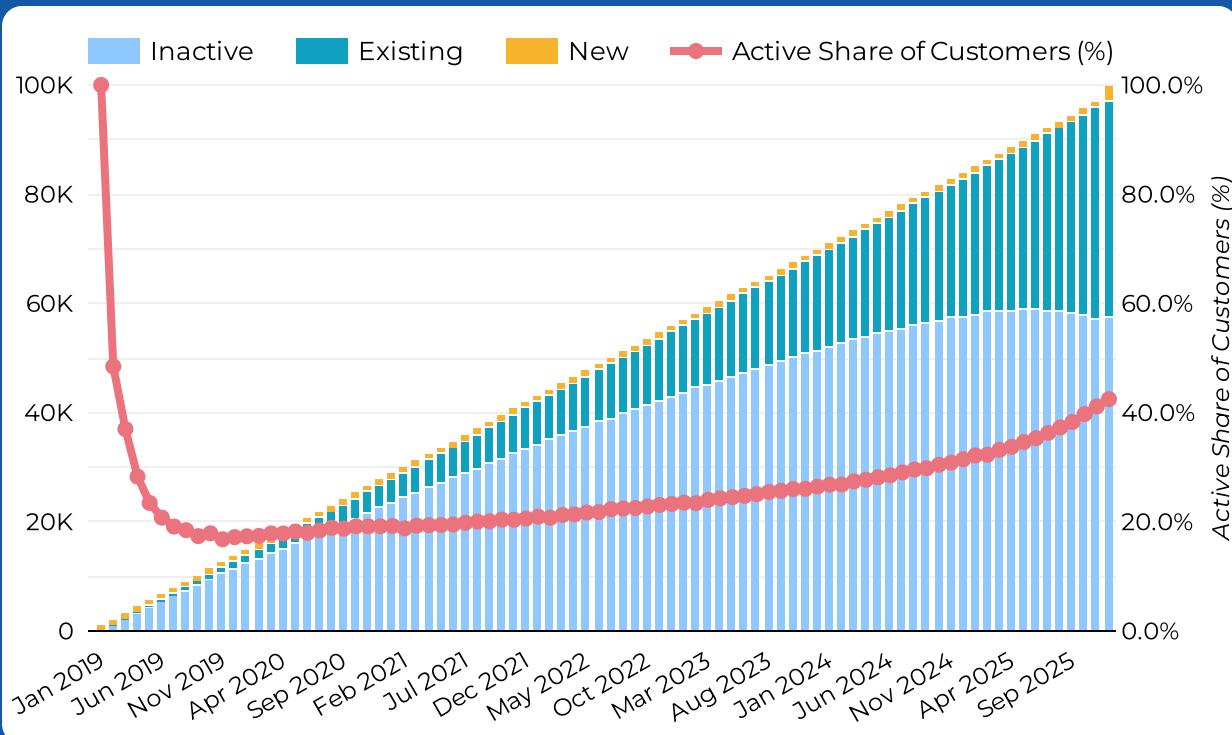
Inactive Customers
57,528

New Customers
3,068

Avg. Orders/Customer
1.25

Active Share of Customers (%)
42.47%

Customer Status & Active Share Over Time



Customer Distribution by Geography



Top 5 Countries by Customers

Month	Country	Total Cu...
1. Dec '25	China	33,970
2. Dec '25	United States	22,638
3. Dec '25	Brasil	14,462
4. Dec '25	South Korea	5,313
5. Dec '25	United Kingd...	4,674

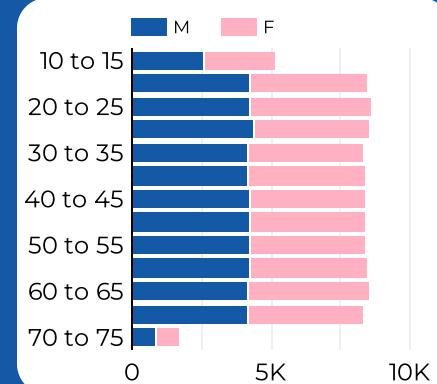
Top 5 Customers This Month

User ID	Country	Total Orders
1. 75759	Australia	4
2. 96022	China	4
3. 21687	China	4
4. 39117	United States	4
5. 76542	United States	4

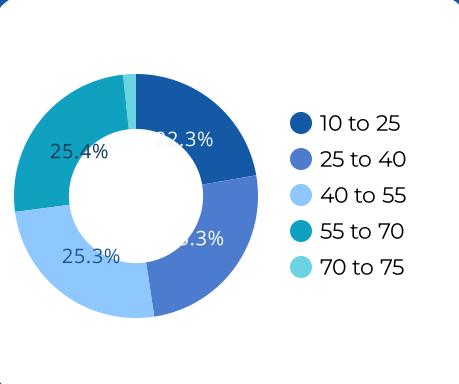
Full Customer Details +

Engagement by Age and Gender

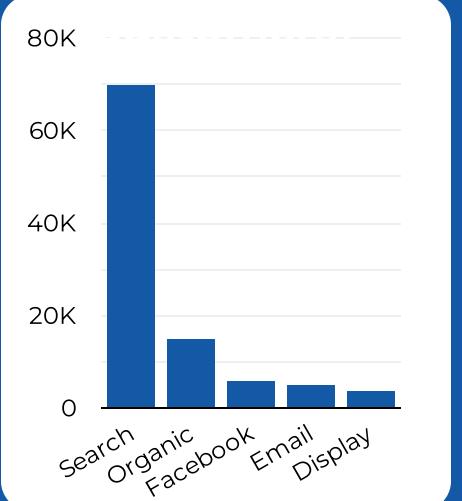
Age/Gender Breakdown



Customers by Age



What traffic sources drive





Customer Details

[Clear filters](#)

Age

Gender

Country

Status

Q F ⋮

User ID	Signup Date	Age	Gender	City	Country	Traffic Source	Total Orders	Status	
1.	19052	2/11/22	66	F	Presidente Dutra	Brasil	Search	4	active
2.	4397	2/18/23	54	M	Cujubim	Brasil	Search	4	active
3.	62611	10/23/23	69	F	Mosborough	United Kingdom	Organic	4	active
4.	42517	11/1/24	37	F	New York	United States	Search	4	active
5.	30353	5/26/23	24	M	Dalian	China	Search	4	inactive
6.	85848	5/3/21	49	F	Dalian	China	Search	4	active
7.	64646	2/11/23	17	F	Manaus	Brasil	Organic	4	active
8.	99100	3/16/20	68	F	Boston	United States	Search	4	inactive
9.	88765	1/1/25	62	M	Beijing	China	Facebook	4	active
10.	56332	9/7/21	68	F	Tongliao	China	Display	4	inactive
11.	28954	7/30/22	65	M	Beijing	China	Search	4	active
12.	94976	7/21/25	35	M	Dongguan	China	Organic	4	active
13.	17969	12/1/22	51	F	Januária	Brasil	Organic	4	inactive
14.	19306	11/5/22	33	M	Beijing	China	Search	4	active
15.	36521	2/20/24	16	F	Curitiba	Brasil	Search	4	active
16.	30590	8/2/25	51	F	São Domingos do Mar...	Brasil	Search	4	active
17.	6839	4/10/20	56	M	Muriaé	Brasil	Organic	4	inactive
18.	22139	7/3/19	66	M	Corona	United States	Search	4	inactive
19.	74174	11/30/22	57	F	Guiyang	China	Search	4	active
20.	84605	2/27/25	56	M	Jingdezhen	China	Search	4	active



Summary

Timeframe:

All Years

Specific Year ▾

Revenue
\$8.09M

Orders
95,632

AOV
\$85.50

Active Customers
1,045,477

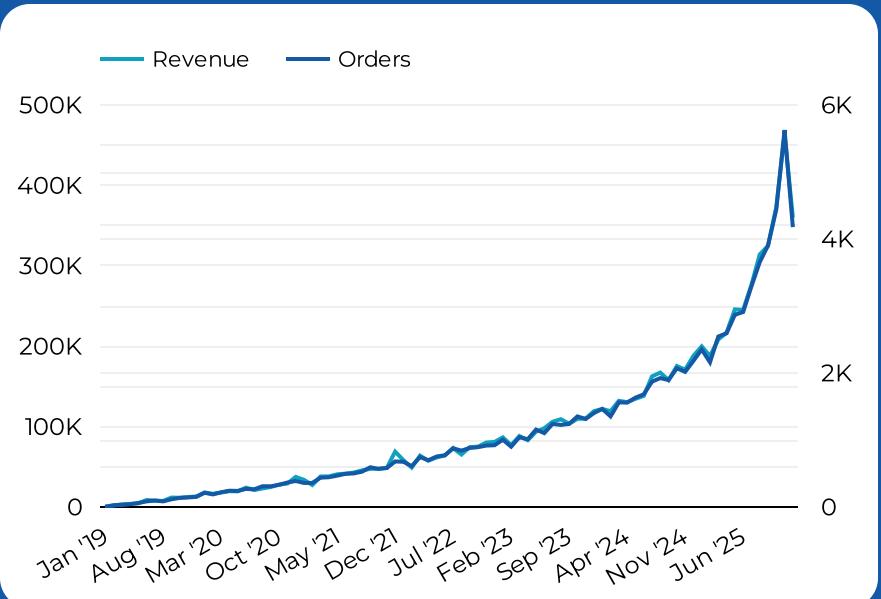
New Customers
100,000

Returning Share
25.82%

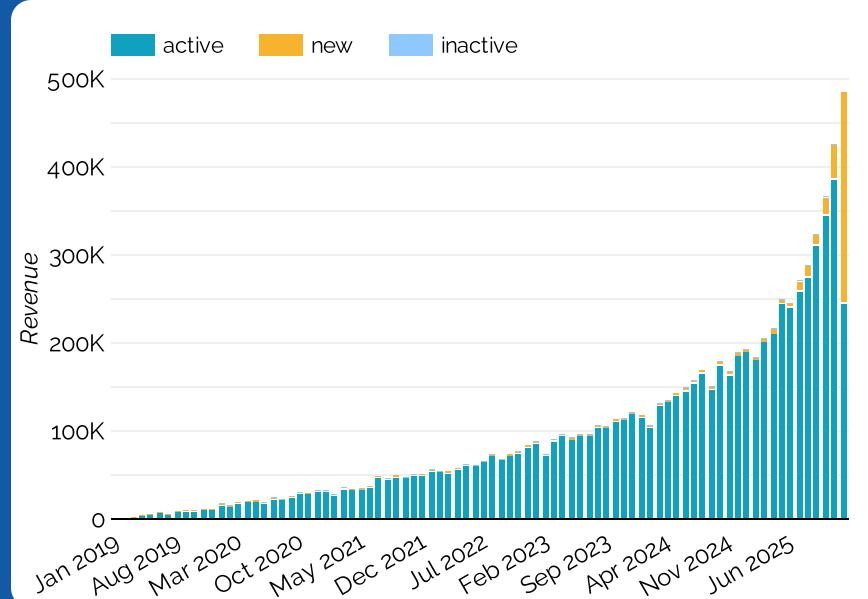
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Filter A-Z | Q F ⋮

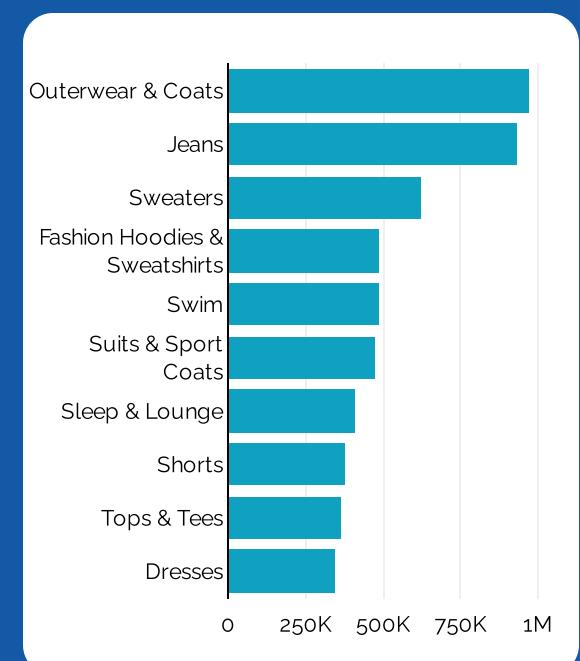
Revenue & Orders Trend



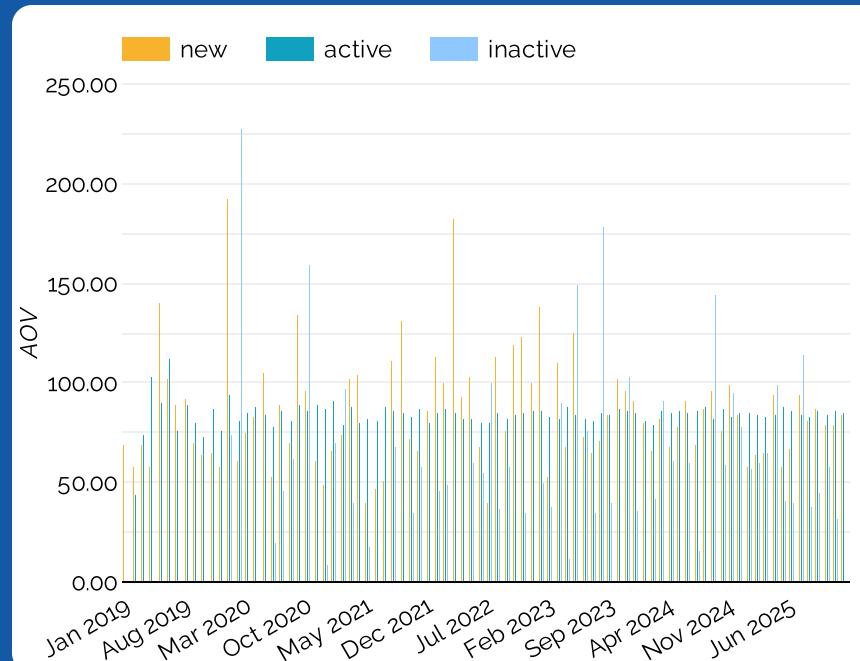
Revenue by Customer Status (New / Active / Inactive)



Top Categories by Revenue



AOV by Customer Type



Month	Revenue	Orders	AOV	Active Customers	New Customers
Dec 2025	\$360,073	4177	\$86.20	39404	3068
Nov 2025	\$463,724	5626	\$82.43	38751	1121
Oct 2025	\$373,065	4441	\$84.00	36889	1181
Sep 2025	\$324,809	3903	\$83.22	35097	1133
Aug 2025	\$314,031	3654	\$85.94	33628	1233
Jul 2025	\$276,283	3293	\$83.90	32276	1208
Jun 2025	\$245,141	2910	\$84.24	31016	1135
May 2025	\$245,846	2869	\$85.69	29936	1191
Apr 2025	\$216,869	2593	\$83.64	28788	1154
Mar 2025	\$208,359	2544	\$81.90	27877	1185

Key Takeaways:

Revenue +90% YoY while Orders +91% → growth is volume-led. Returning customers contribute 25.82% of revenue. Top 3 categories = 31.39% of revenue → concentration risk/opportunity.

Recommendations:

Prioritize categories A/B/C where revenue is concentrated and AOV is highest. Improve acquisition if new customers are flat/down; monitor returning share.