

Retail Analytics Summary Dashboard

Executive Summary

Customer Behavior

Product Performance

Date (Y/Q)

- > 2019
- > 2020
- > 2021
- > 2022
- > 2023

Category

- Clothing
- Electronics
- Footwear
- Health & ...

Age Group

Adults
Senior
Young Adults

\$73.8M

Total Revenue

213K

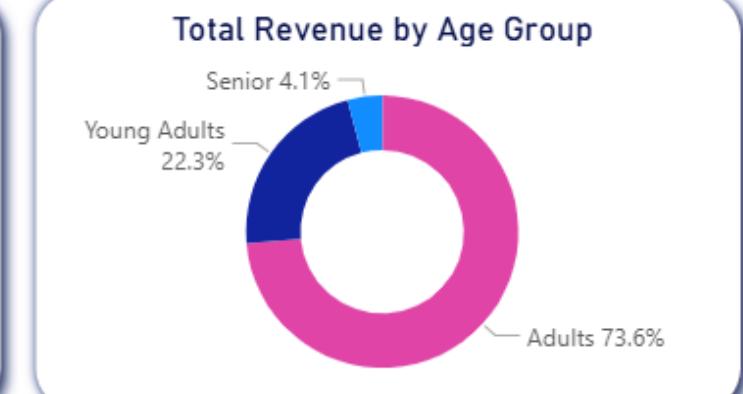
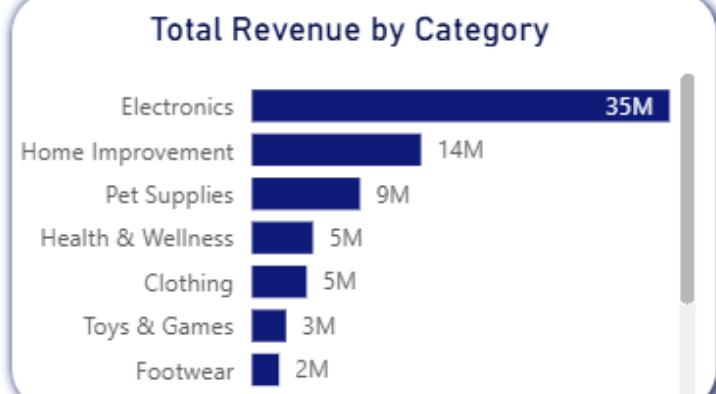
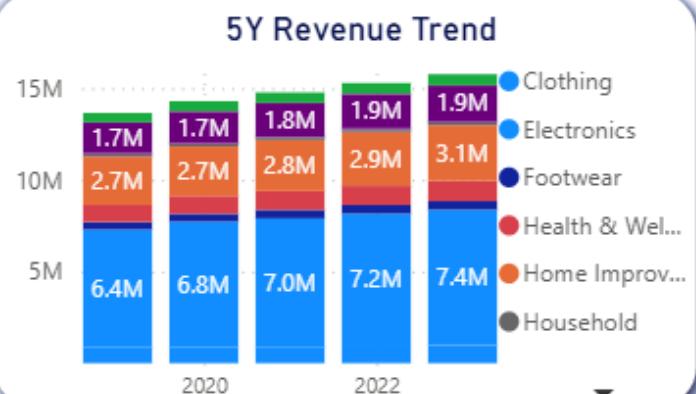
Total Orders

26K

Total Customers

\$346

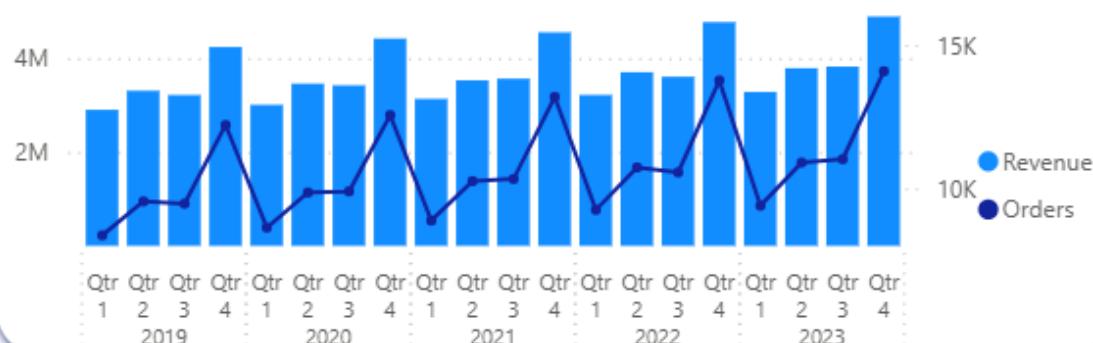
Average Order Value



Top 10 States by Total Revenue

State	Total Customers	Total Orders	Average Order Value	Total Revenue
CA	4149	33835	345.18	11,679,320.58
FL	2514	20059	349.89	7,018,389.81
GA	1597	12457	347.33	4,326,650.71
IL	1821	15296	350.38	5,359,464.45
NC	2882	24220	342.74	8,301,148.92
NJ	2874	23541	348.02	8,192,821.38
Total	26000	212961	346.42	73,774,786.71

5Y Quarterly Revenue & Orders Trend



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Customer Segment

Loyal
New
Returning

7.3K

New Customers

11.7K

Returning Customers

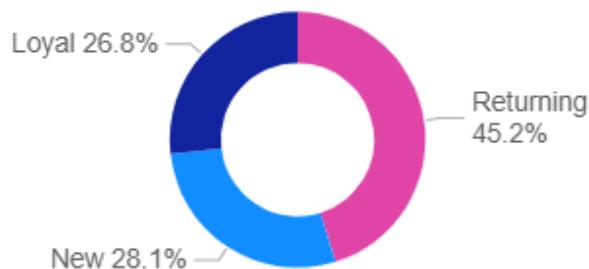
7.0K

Loyal Customers

72%

Repeat Purchase Rate

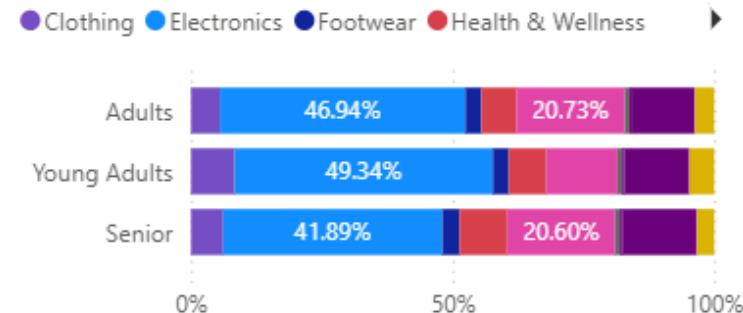
Customer Segmentation



Order & Discount by Customer Segment



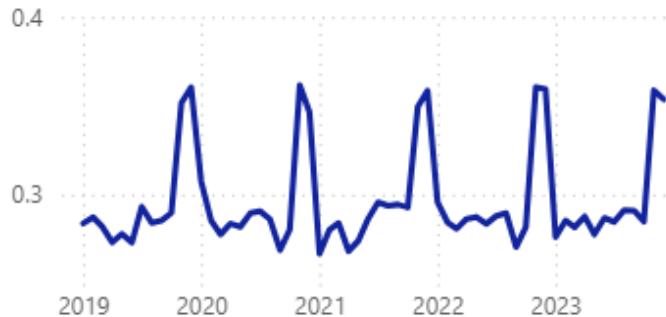
Category Preference by Age Group



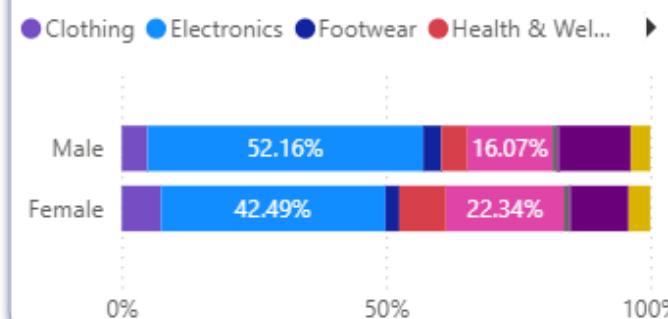
High-Value Customer List

Customer Name	AOV	Total Orders	Total Revenue
Belen Fordley	489.90	63	30,863.76
Tastone Q. Senley	561.03	53	29,734.84
Dawell X. Tonski	487.34	61	29,727.54
Vafield Rinkar	480.28	58	27,855.95
Yaford B. Fordov	447.49	61	27,297.02
Wakins U. Wellian	434.83	59	25,655.17
Keenan P. Bell	424.54	60	25,470.51

Promotion Discount Usage Trend (%)



Category Preference by Gender



Product Performance Dashboard

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Customer Behavior

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\$73.8M

Total Product Revenue

392K

Total Units Sold

30%

Discounted Orders(%)

35%

Fast Shipping(%)

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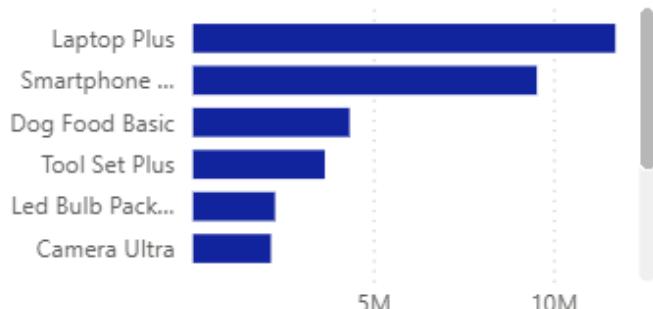
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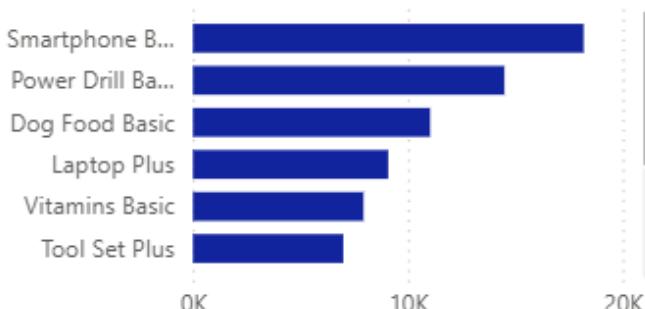
Shipping Method

- Express
- Same-Day
- Standard

Top 10 Products by Revenue



Top 10 Products by Units Sold



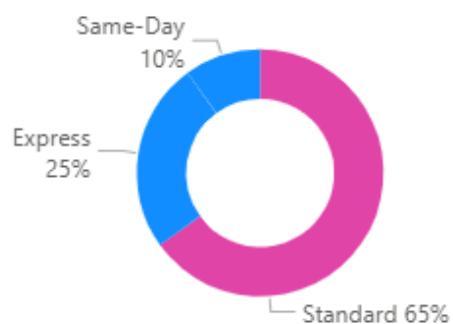
Category Revenue Contribution



Best Selling Products by Category

Category & Product	Total Quantity	Total Revenue
Electronics	49522	30,479,539.23
Home	65971	13,590,687.07
Tool Set Plus	12148	3,658,248.72
Led Bulb Pack Mini	6388	2,276,938.72
Power Drill Basic	25205	2,022,701.25
Ladder Everday	1955	938,453.82
Total	296415	65,242,722.67

Shipping Method Segment



Top 5 Category Revenue Trend

