

# 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

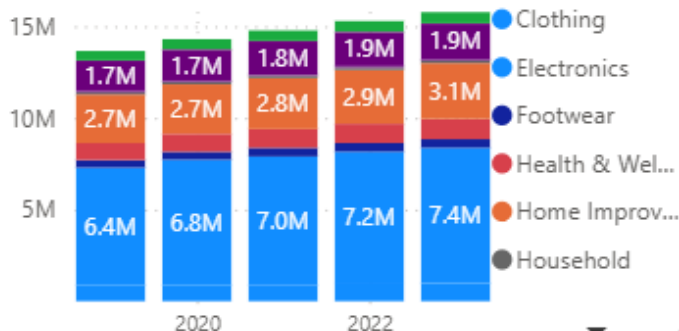
26K

Total Customers

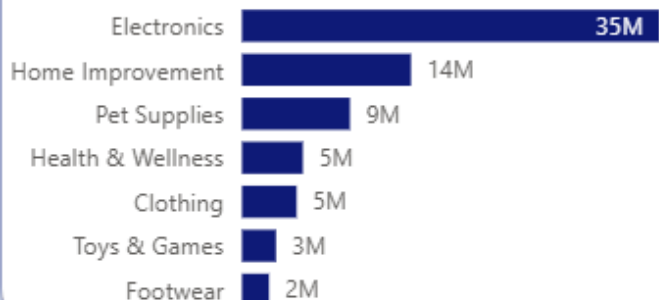
\$346

Average Order Value

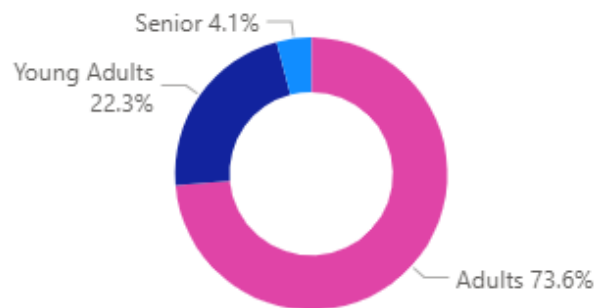
### 5Y Revenue Trend



### Total Revenue by Category



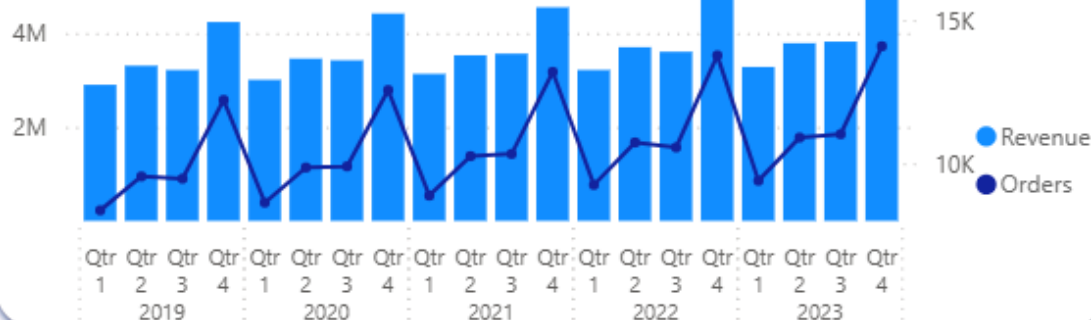
### Total Revenue by Age Group



### 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



# Customer Behavior Dashboard

Executive Summary

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- > ☐ 2023

Category

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- ☐ Electronics
- ☐ Footwear
- ☐ Health & ...

Customer Segment

Loyal
New
Returning

7.3K

New Customers

11.7K

Returning Customers

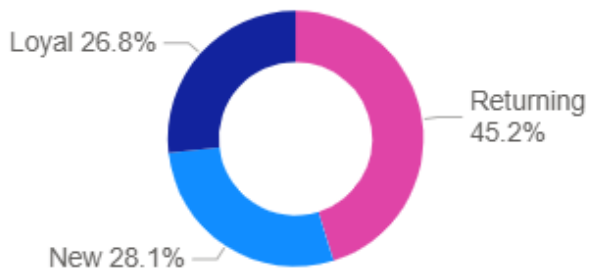
7.0K

Loyal Customers

72%

Repeat Purchase Rate

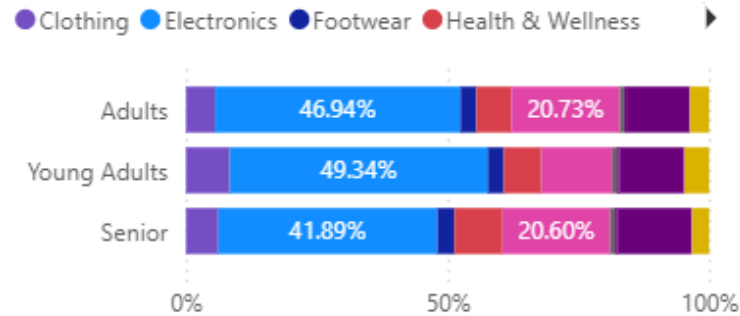
Customer Segmentation



Order & Discount by Customer Segment



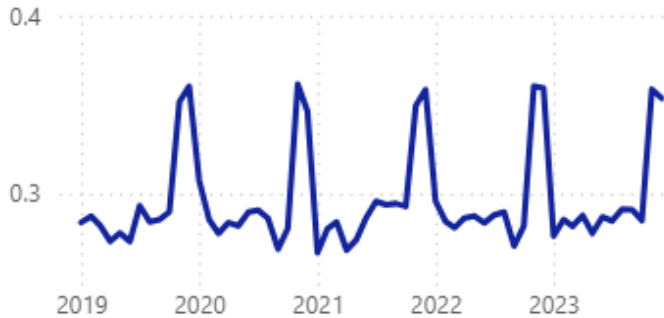
Category Preference by Age Group



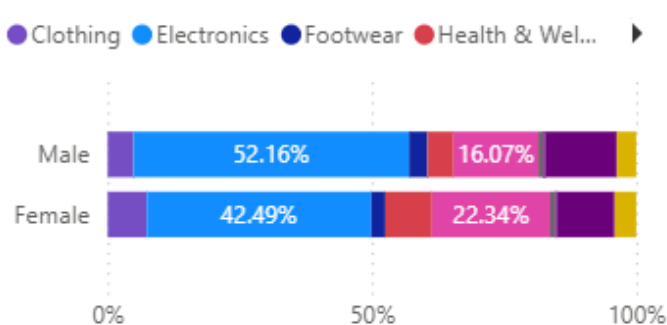
High-Value Customer List

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
Keston B. ...	434.54	60	25,470.54

Promotion Discount Usage Trend (%)



Category Preference by Gender



# Product Performance Dashboard

Executive Summary

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Product Performance

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- > ☐ 2023

Category

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- ☐ Electronics
- ☐ Footwear
- ☐ Health & ...

Shipping Method

Express

Same-Day

Standard

\$73.8M

Total Product Revenue

392K

Total Units Sold

30%

Discounted Orders(%)

35%

Fast Shipping(%)

Top 10 Products by Revenue



Top 10 Products by Units Sold



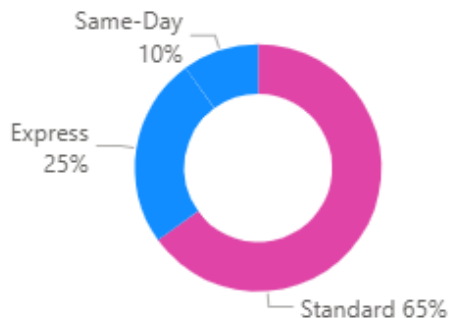
Category Revenue Contribution



Best Selling Products by Category

Category & Product	Total Quantity	Total Revenue
<b>Electronics</b>	<b>49522</b>	<b>30,479,539.23</b>
<b>Home</b>	<b>65971</b>	<b>13,590,687.07</b>
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 Everdvav	1955	938,453.82
<b>Total</b>	<b>296415</b>	<b>65,242,722.67</b>

Shipping Method Segment



Top 5 Category Revenue Trend

