



E-COMMERCE ORDERS DASHBOARD

Country

All

2022

2023

2024

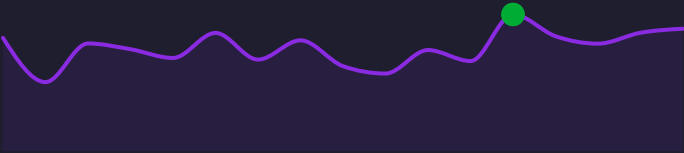
2025

Total Sales

PY: \$1.19M

34.60% ▲ vs PY

\$1.60M

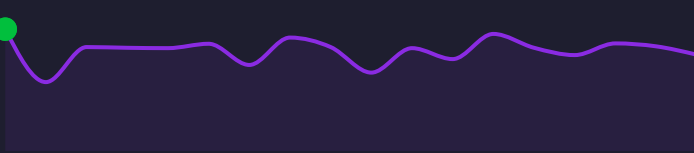


Quantity Sold

PY: 11.46K

35.35% ▲ vs PY

16K

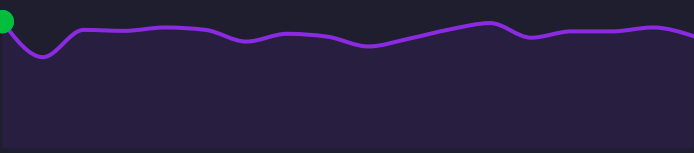


Orders

PY: 7.42K

34.79% ▲ vs PY

10K

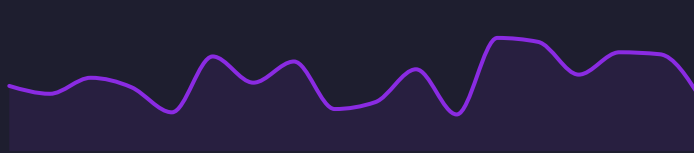


Avg Order Value

PY: \$159.81

-0.14% ▼ vs PY

\$159.58



Sales by Category

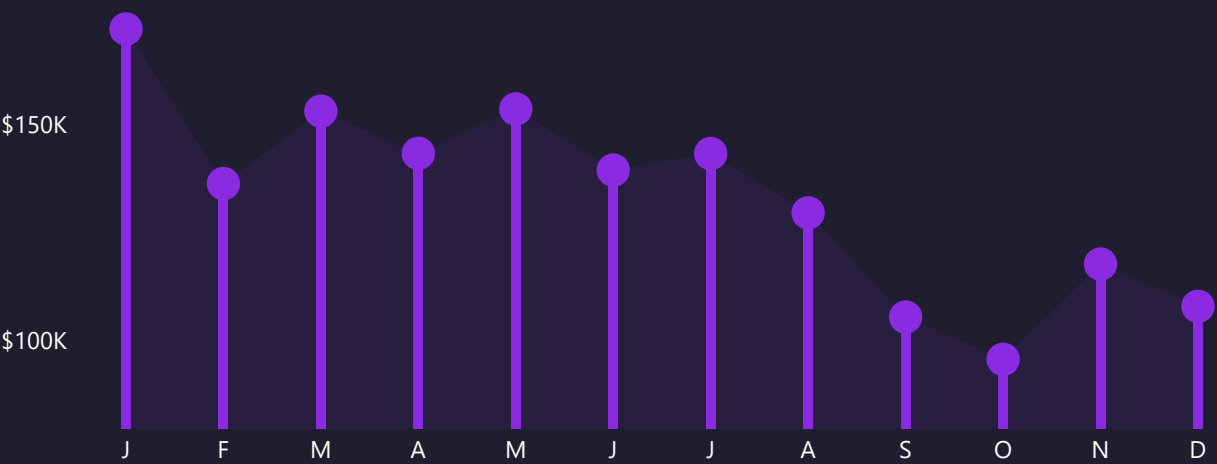


Sales by Month

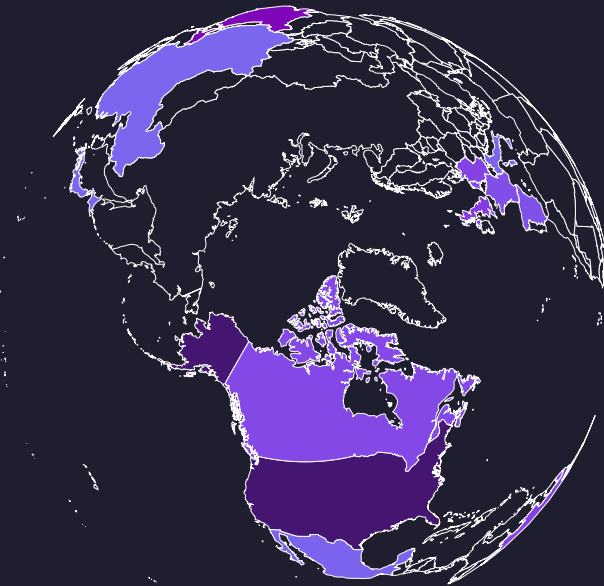
Sales

Quantity

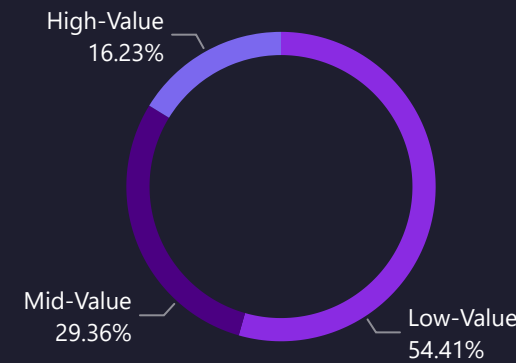
Orders



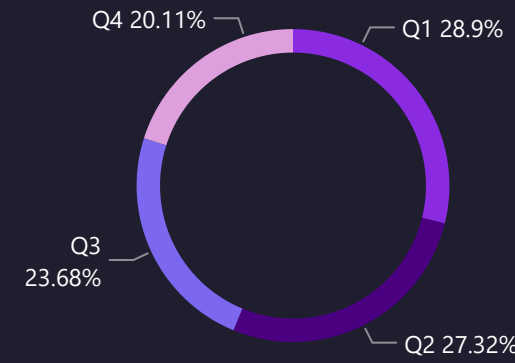
Sales by Country



Sales by Customer Segment



Sales by Quarter



Country [Top 5]

Sales %

Total Sales





E-COMMERCE ORDERS DASHBOARD

MTD

QTD

YTD

Country

All

2022

2023

2024

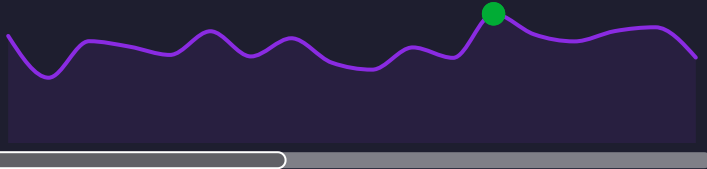
2025

Sales MTD

PY: \$32.63K

-57.14% ▼ vs PY

\$13.99K

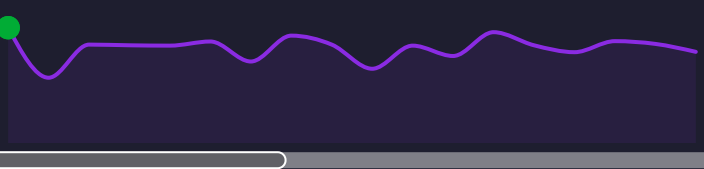


Quantity Sold MTD

PY: 315

-54.29% ▼ vs PY

144

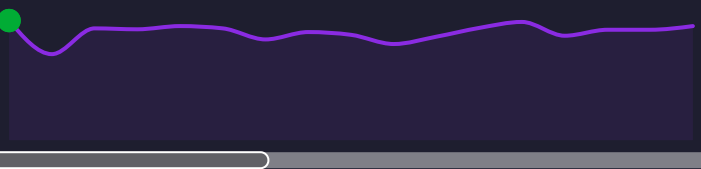


Orders Sold MTD

PY: 219

-59.36% ▼ vs PY

89



Avg Order Value MTD

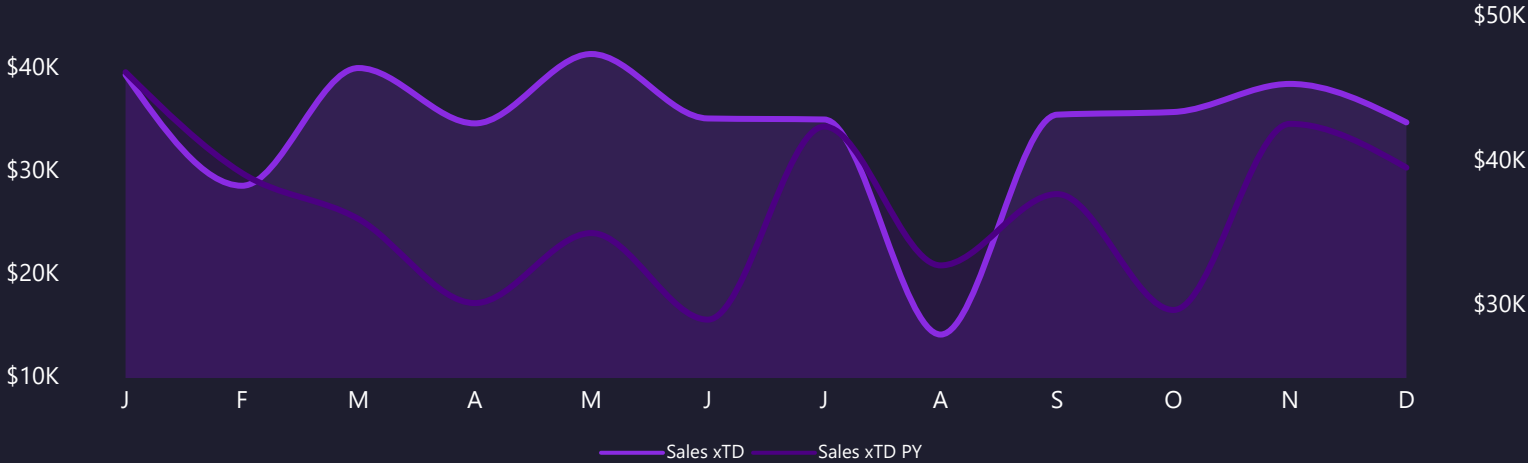
PY: \$148.99

5.47% ▲ vs PY

\$157.15



Sales MTD and Sales MTD PY



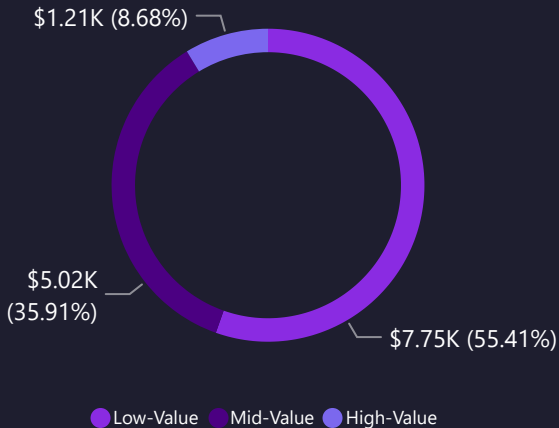
Top 20 Sales MTD by Customer



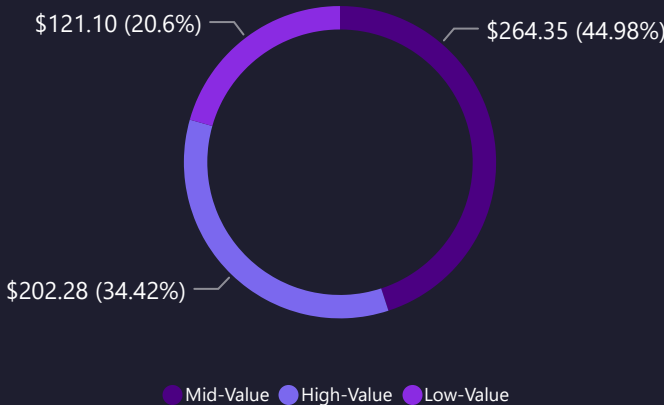
Sales MTD by Country



Sales MTD by Customer Segment



AOV MTD by Customer Segment





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Total Customer

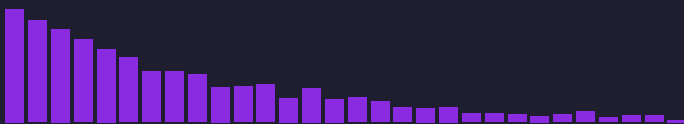
2890

PY: 2727

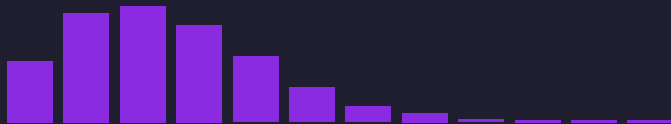
5.98% ▲ vs PY



R Average Recency
350



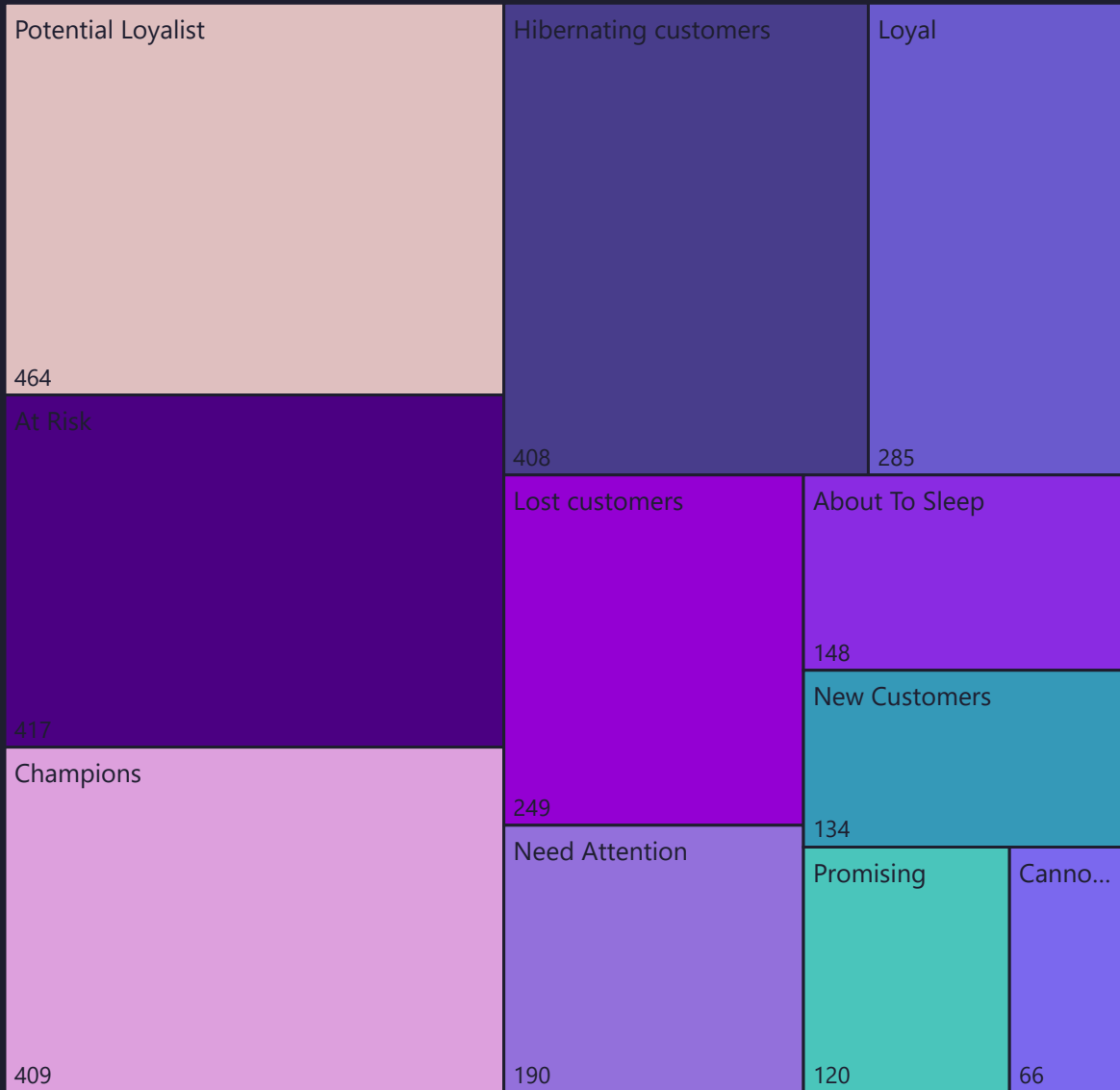
F Average Frequency
3



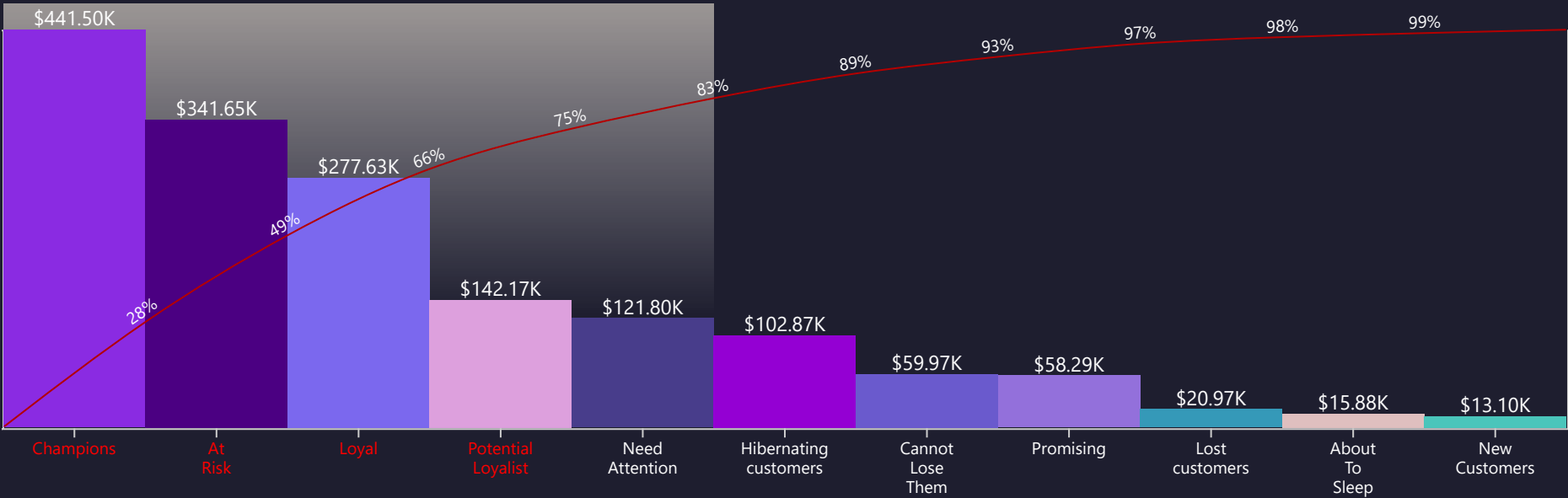
M Average Monetary
\$552



Total Customer by Segment Customer



Pareto Analysis of Customer Segments



user_id	Segment Customer	RFM_Score	Recency	Frequency	Monetary
2687	Champions	555	41	12	\$1,299.47
921	Champions	555	7	12	\$1,410.31
19	Loyal	355	279	11	\$910.82
2709	Champions	455	177	10	\$1,219.36
662	Champions	554	44	10	\$720.2
1017	Champions	555	2	10	\$1,699.39
2774	Champions	555	21	10	\$1,759.58
1626	At Risk	255	418	9	\$2,084.8



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Retention Customer by Month after First Order Month

first_order_month	2022-01	2022-02	2022-03	2022-04	2022-05	2022-06	2022-07	2022-08	2022-09	2022-10	2022-11	2022-12	2023-01	2023-02	2023-03	2023-04	2023-05	2023-06	2023-07	2023-08	2023-09	2023-10	2023-11	2023-12	2024-01
01/01/2022	247	15	13	21	20	20	16	18	21	13	21	20	25	17	23	17	22	14	24	25	15	17	17	21	25
02/01/2022		160	15	21	21	14	14	14	11	10	5	7	12	12	14	11	10	11	10	6	13	13	8	12	25
03/01/2022			203	9	13	12	14	20	15	16	16	19	12	9	9	8	19	19	13	19	21	19	18	18	25
04/01/2022				183	17	12	11	8	13	18	16	16	13	10	16	19	19	14	16	19	17	10	18	3	25
05/01/2022					168	10	10	18	15	15	15	12	12	12	12	12	13	12	16	21	18	11	11	13	25
06/01/2022						166	18	11	9	5	14	16	16	15	12	10	6	9	9	14	11	12	14	14	25
07/01/2022							128	12	9	9	10	10	11	5	12	9	11	8	4	8	10	7	10	8	25
08/01/2022								127	11	3	9	7	9	8	11	7	14	12	11	8	7	11	13	7	25
09/01/2022									111	10	7	11	12	6	5	12	8	4	6	13	6	2	12	9	25
10/01/2022										104	5	8	8	12	6	5	6	9	13	12	7	8	9	11	25
11/01/2022											100	10	6	11	7	14	7	5	5	3	8	11	5	5	25
12/01/2022												95	7	6	19	6	8	9	8	1	5	7	7	11	25
01/01/2023													107	7	11	9	11	13	5	9	8	8	7	5	25
02/01/2023														89	8	9	2	10	6	8	11	6	5	4	25
03/01/2023															65	5	10	4	2	4	2	3	3	8	25
04/01/2023																78	8	8	6	9	4	9	4	10	25
05/01/2023																	68	1	3	7	3	6	8	6	25
06/01/2023																		63	5	7	3	9	6	9	25
07/01/2023																			49	4	1	3	3	2	25
08/01/2023																				55	5	3	1	7	25
09/01/2023																					39	5	3	4	25
10/01/2023																						37	2	3	25
11/01/2023																							50	3	25
12/02/2023																								28	25
01/02/2024																									25
Total	247	175	231	234	239	234	211	228	215	203	218	231	250	219	230	231	242	225	211	252	214	217	234	221	25



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All

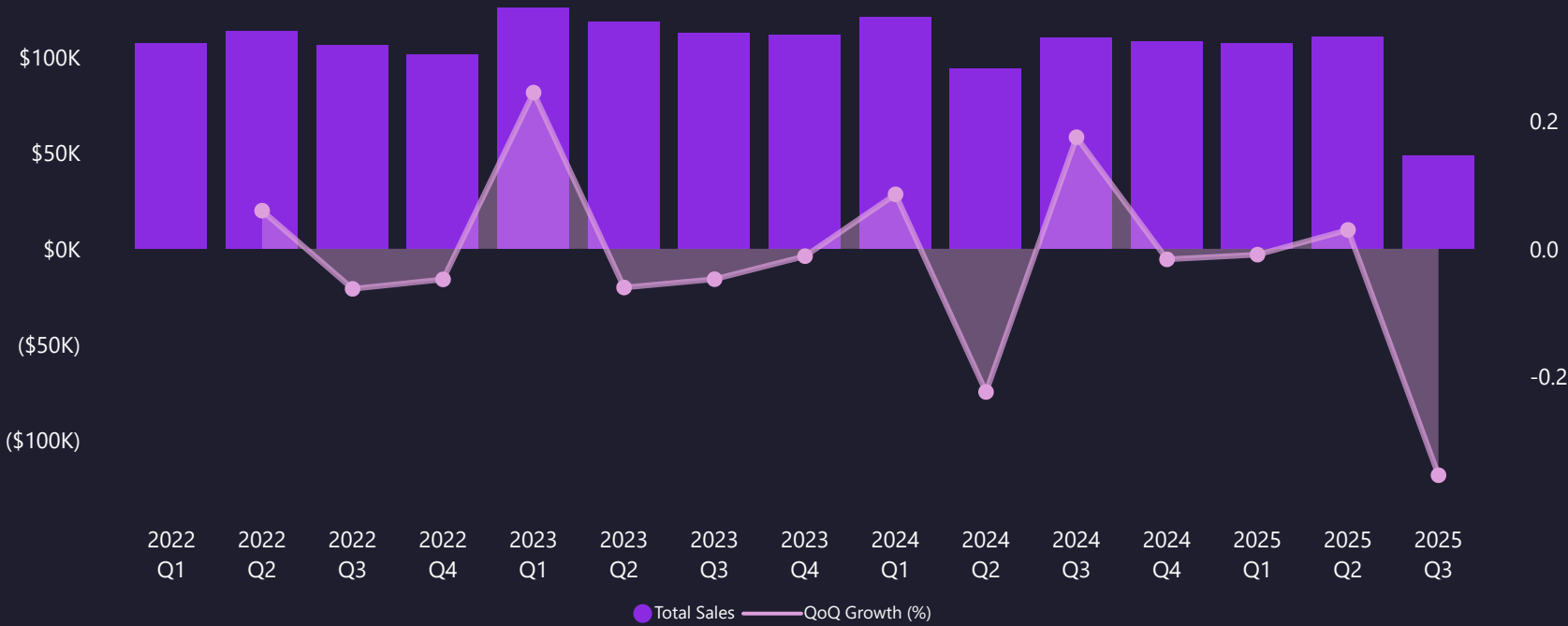
2022

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Quarter-over-Quarter Transaction Growth



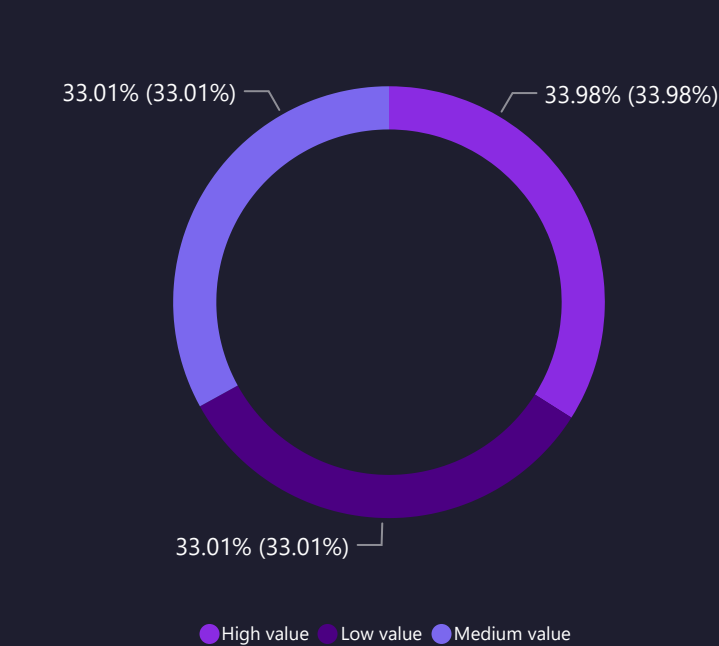
Distribution of Customer Lifetime Value



Revenue & Account Count by Quarter (with QoQ Growth)



CLV Segment Distribution



CLV [Top 11]	CLV
2103	\$28,584.27
710	\$29,450.2131
1159	\$30,524.8328
1444	\$31,128.717
674	\$31,703.373
1782	\$32,362.56
2280	\$33,491.475
2045	\$33,889.296
2157	\$35,387.469
1068	\$39,956.436
1725	\$51,860.4247