

Home

Sales Overview

Customer Profile  
Insights

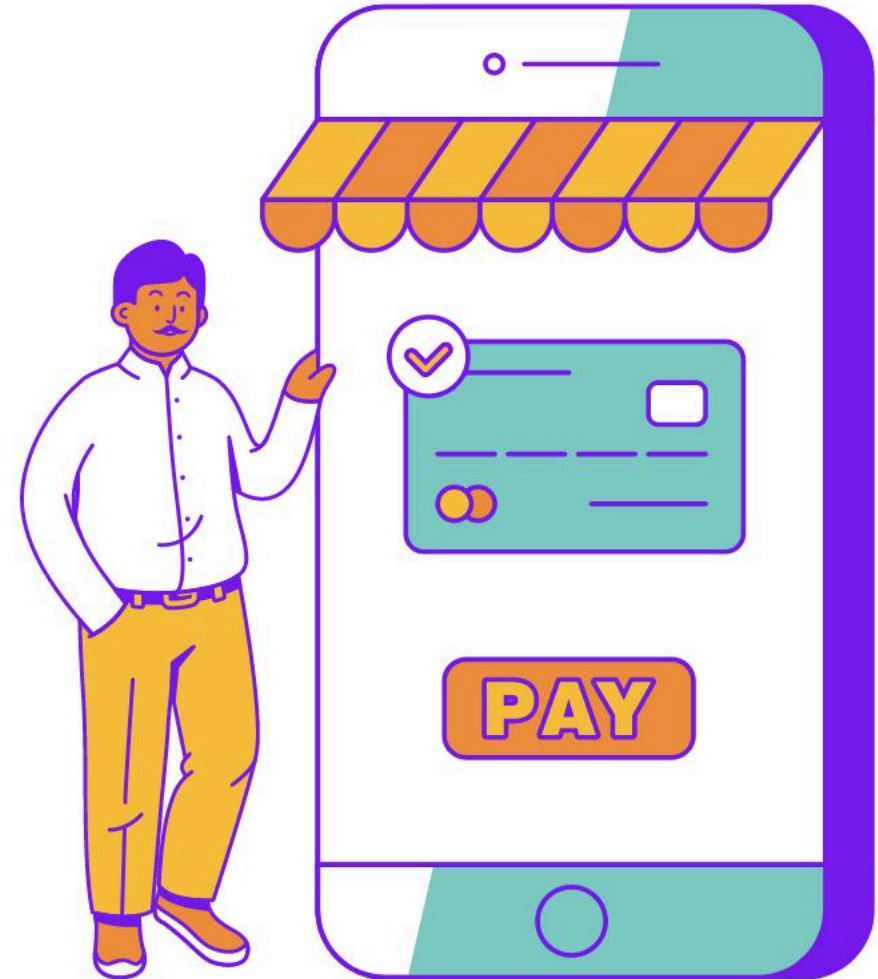
Financial Metrics



The Look E-  
Commerce

# The Look E- Commerce Dashboard

Made By: Dhruv Shah



# Sales Overview

Home

Sales Overview

Customer  
Profile Insights

Financial  
Metrics

Gender

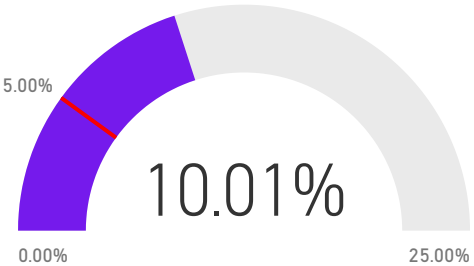
☐ Men

☐ Women

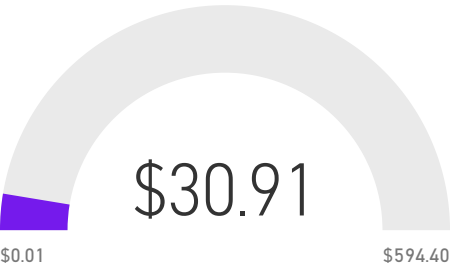
Year

All

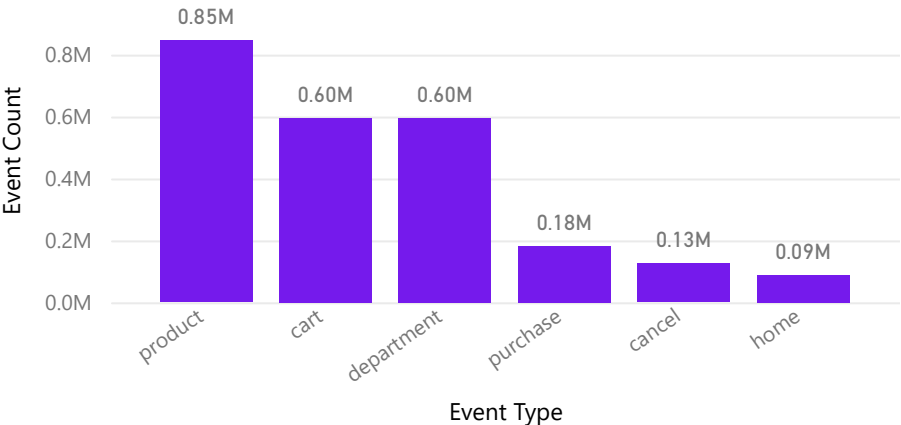
Return Rate



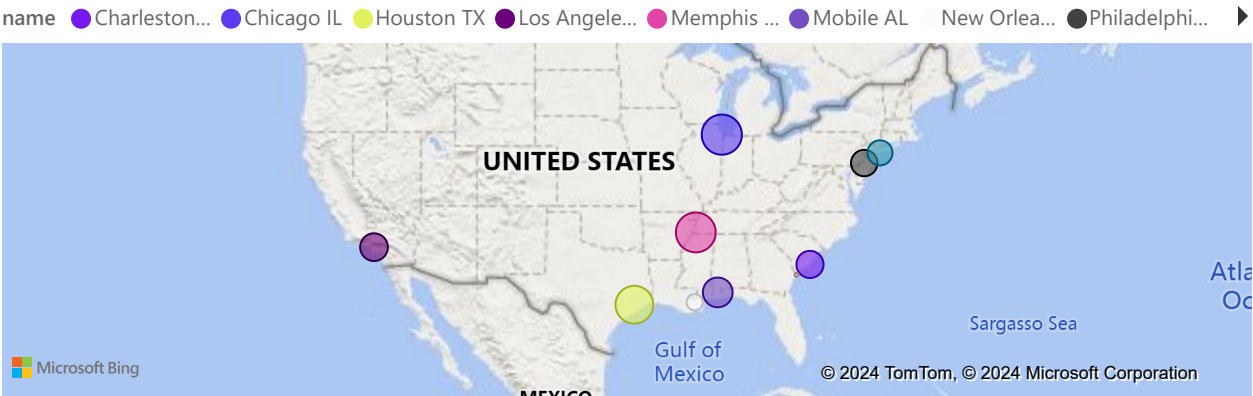
Average Profit Margin



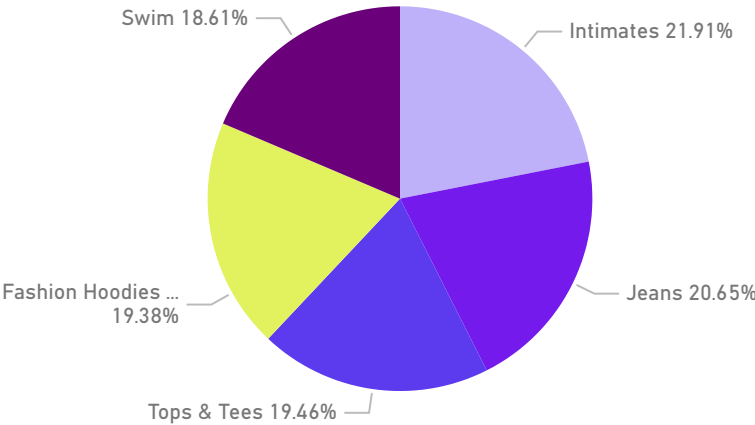
Event Type Performance



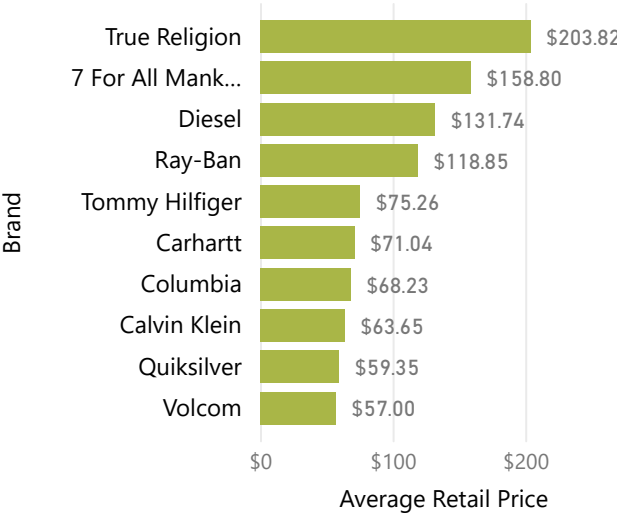
Number of Products held by Distribution Centers



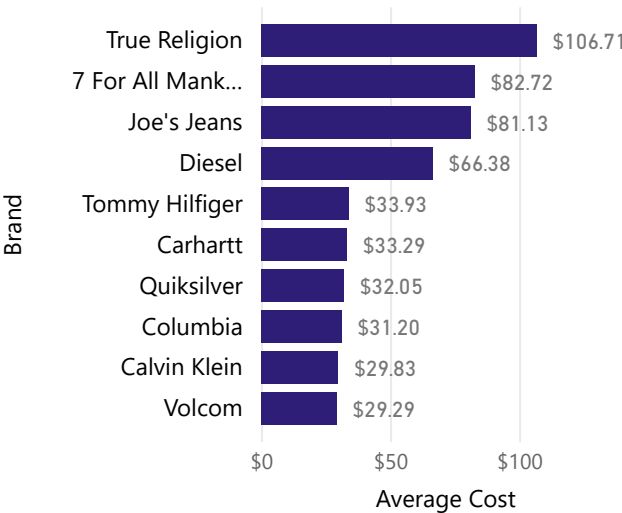
Products Distribution by Category (Top 5)



Average Retail Price by Brand

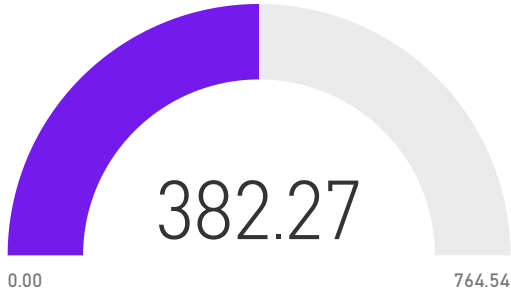


Average Cost by Brand

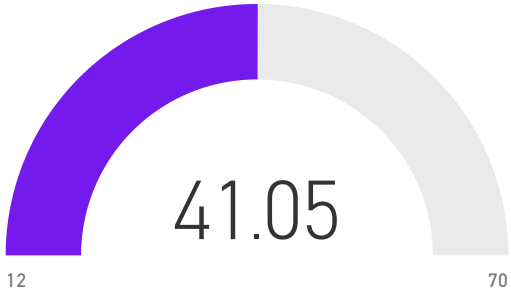


# Customer Profile Insights

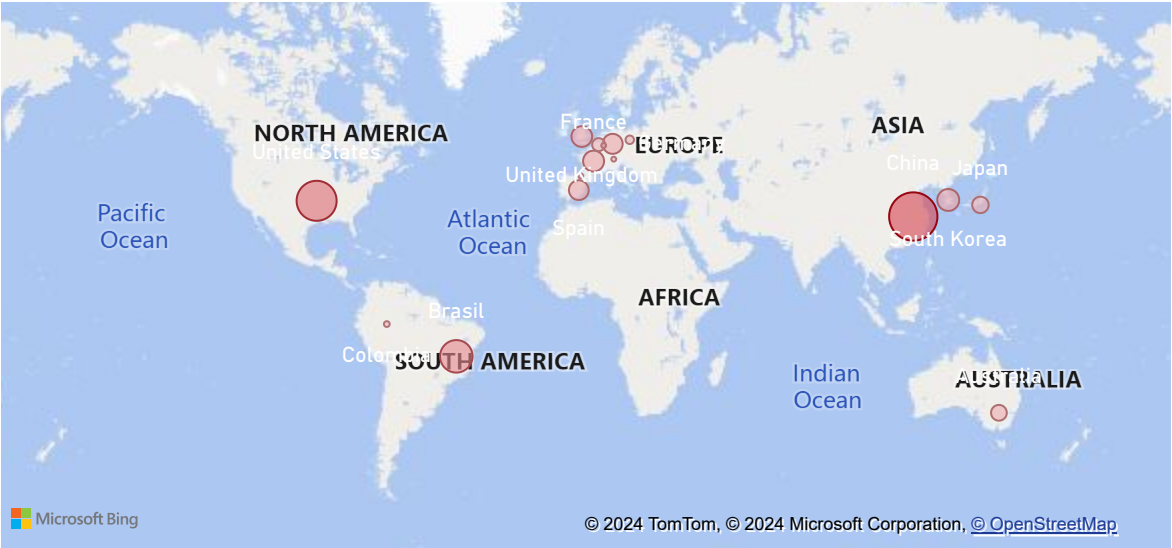
Average Days Taken to Place an Order



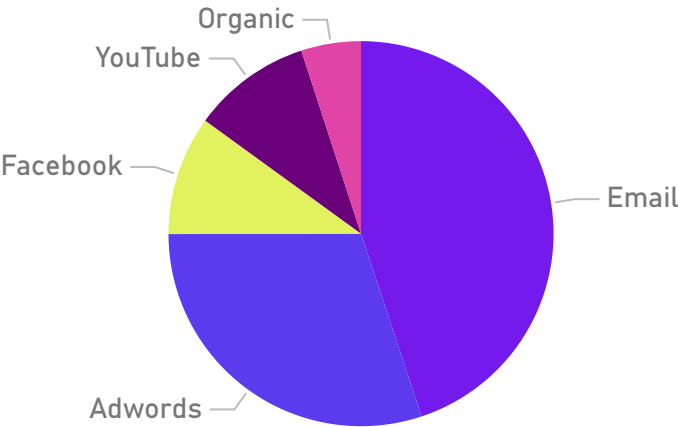
Average Age (In Years)



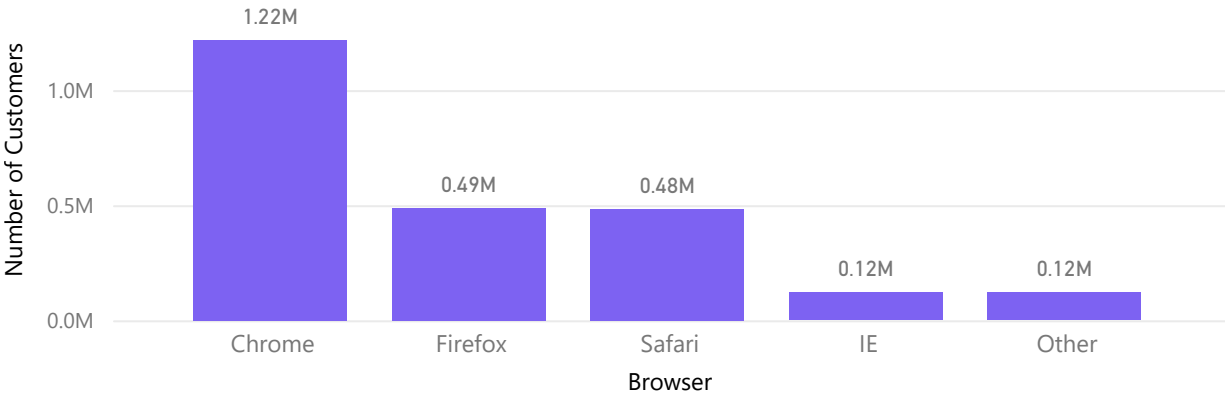
Customer Geographic Distribution



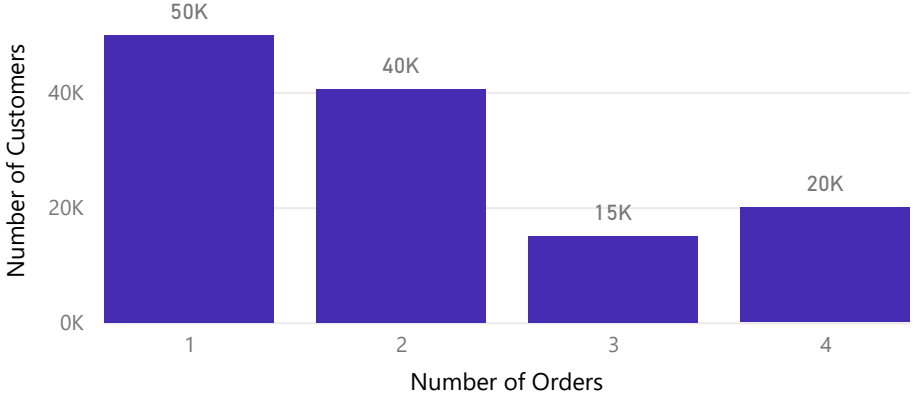
Customer Acquisition Channels



Customer Browser Preferences



Repeat Customer Analysis



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# Financial Metrics

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Sales Overview

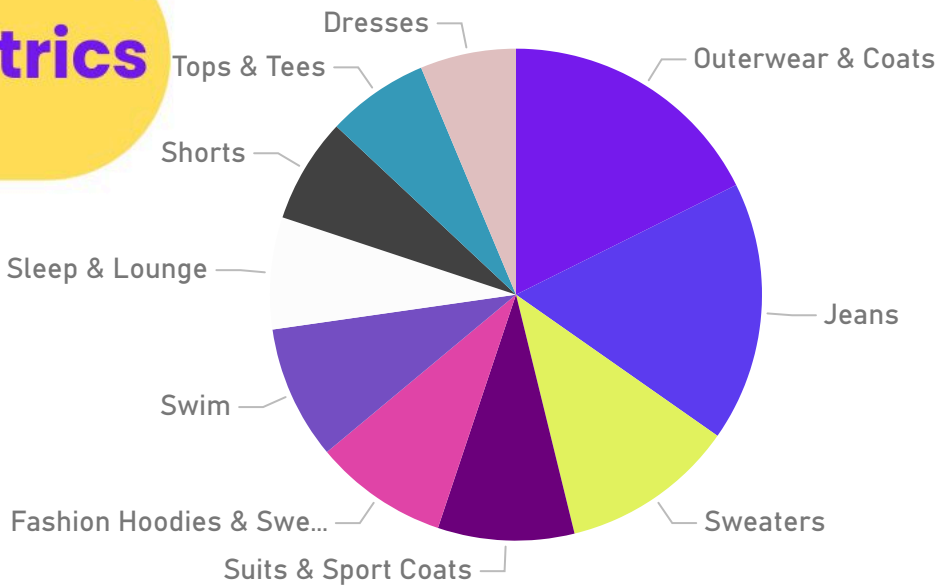
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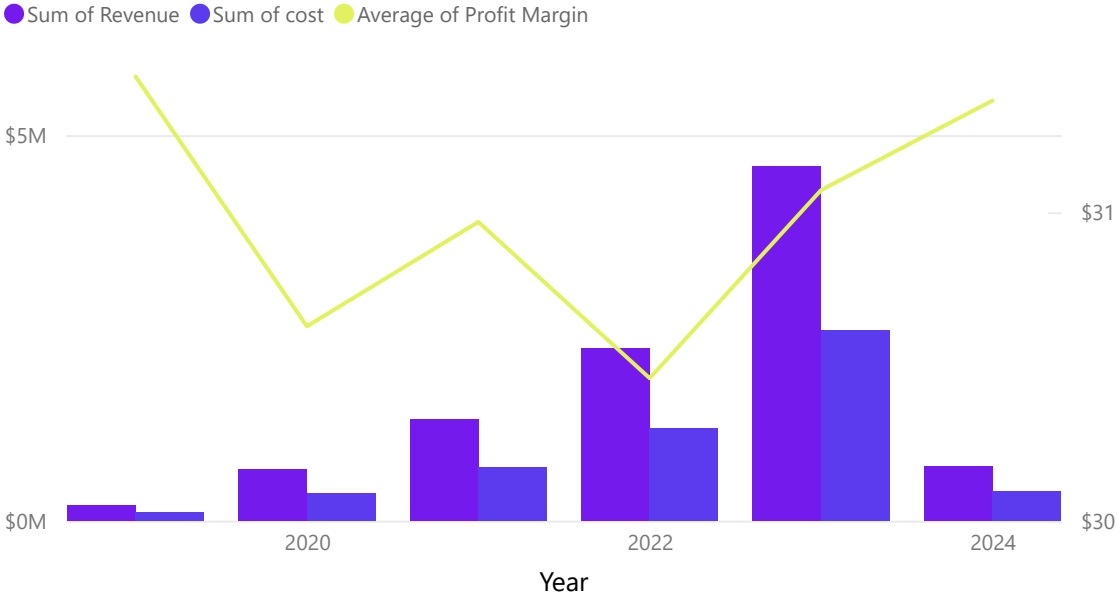
Year

All

Revenue Distribution Across Product Categories



Year-Over-Year Revenue, Cost, and Profit Margin



Average Revenue Per User

\$9.15

Industry Average: \$1.18K (-99.23%)  
2024

Average Turnover (In Days)

6.61

Industry Average: 30 (+77.97%)  
2024

Average Order Value

\$5.85

Industry Average: \$120 (-95.12%)  
2024