Sales Performance & Incentive Analysis Dashboard

Subscription Status

No | Yes

Gender

Female | Male

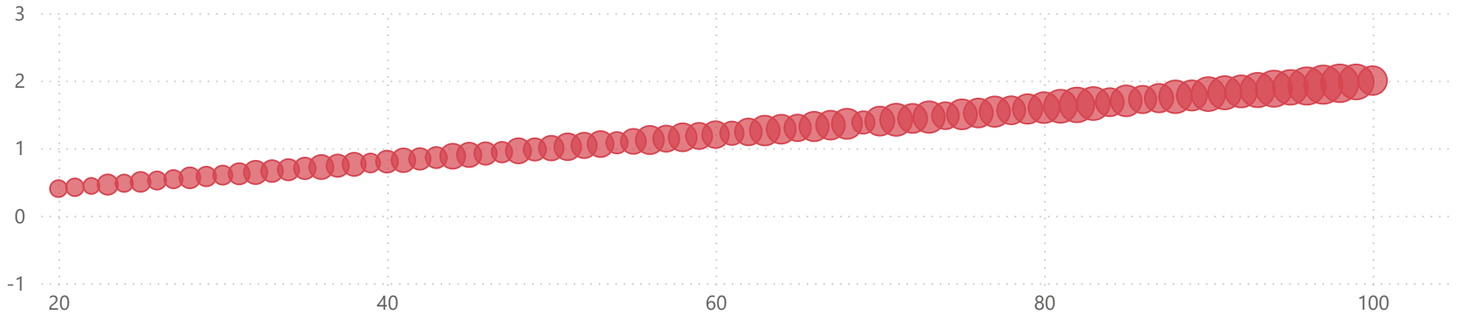
Category

- Accessories
- Clothing
- Footwear
- Outerwear

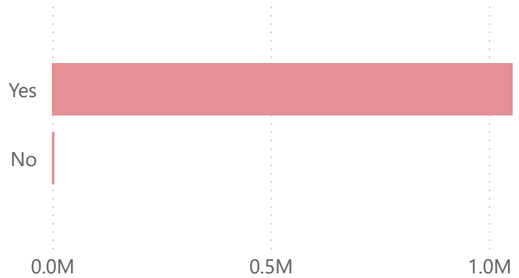
Shipping Type

- ○ 2-Day Shipping
- ○ Express
- ○ Free Shipping
- ○ Next Day Air
- ○ Standard
- ○ Store Pickup

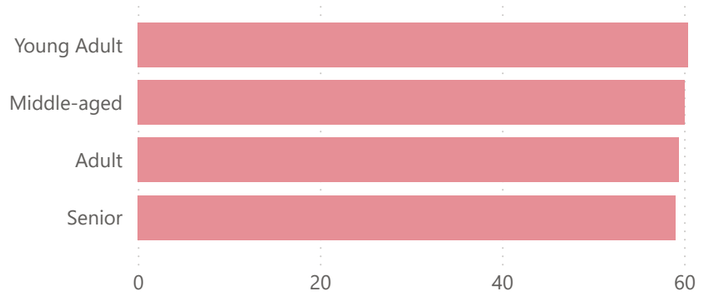
Revenue v/s Incentive



Incentive Payout by Subscription Status



CLV Distribution by Age Group



- Revenue concentration in top-tier customers drives a majority of incentive payouts, highlighting performance-linked cost exposure.
- Subscription customers exhibit materially higher lifetime value, supporting retention-focused incentive strategies.
- Commission slab structure scales proportionally with revenue, validating rule-based incentive modeling.
- Optimizing mid-tier incentive thresholds presents an opportunity to improve payout efficiency without impacting revenue growth.

233.08K
Total Revenue

1.06M
Total Incentive

4.54
Incentive %

59.76
Avg CLV

97.87%
Repeat Purchase Rate

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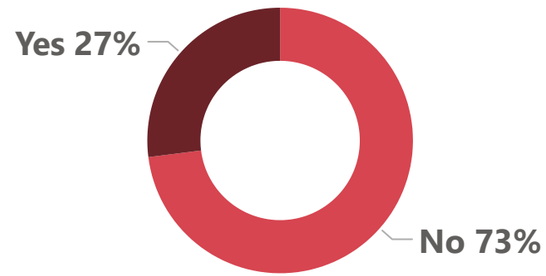
3.9K
Number of Customer

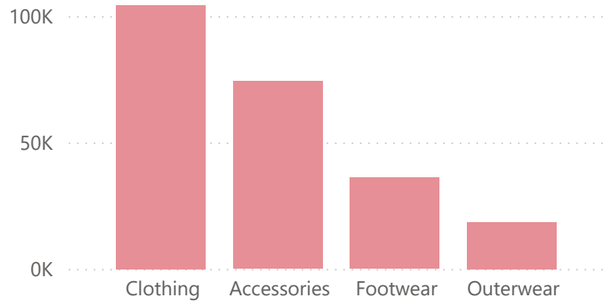
$59.76
Average Purchase Amount

3.75
Average Review Rating

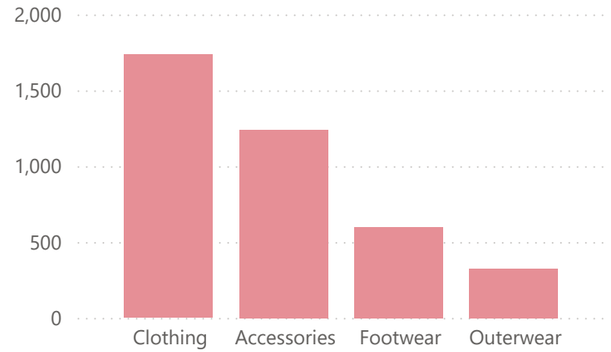
% of Customers by Subscription Status



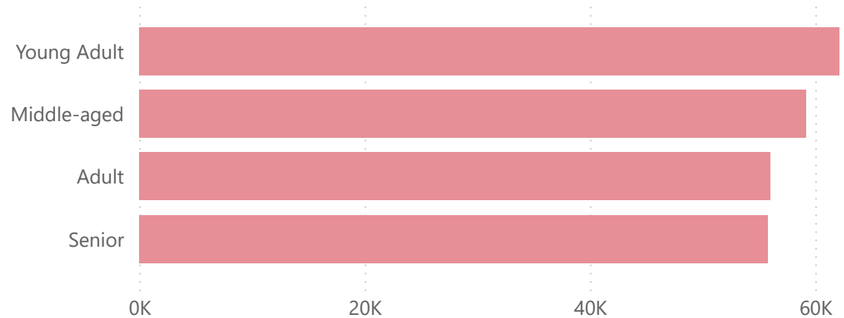
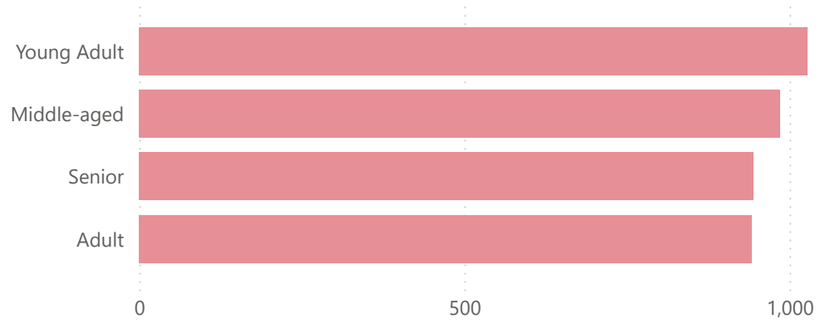
Revenue by Category



Sales by Category



Revenue by Age



Sales by Age