

·Overall Sales:

Total sales amounted to \$140.71M, with a total of 31.46K distinct orders. We sold products to 18.48K B2C customers and 635 B2B customers, resulting in an average order value of \$4.47K.

· Operational Efficiency:

Order value varies significantly, with the smallest order being \$1.52 and the largest \$247.91K.

· Year-over-Year Growth:

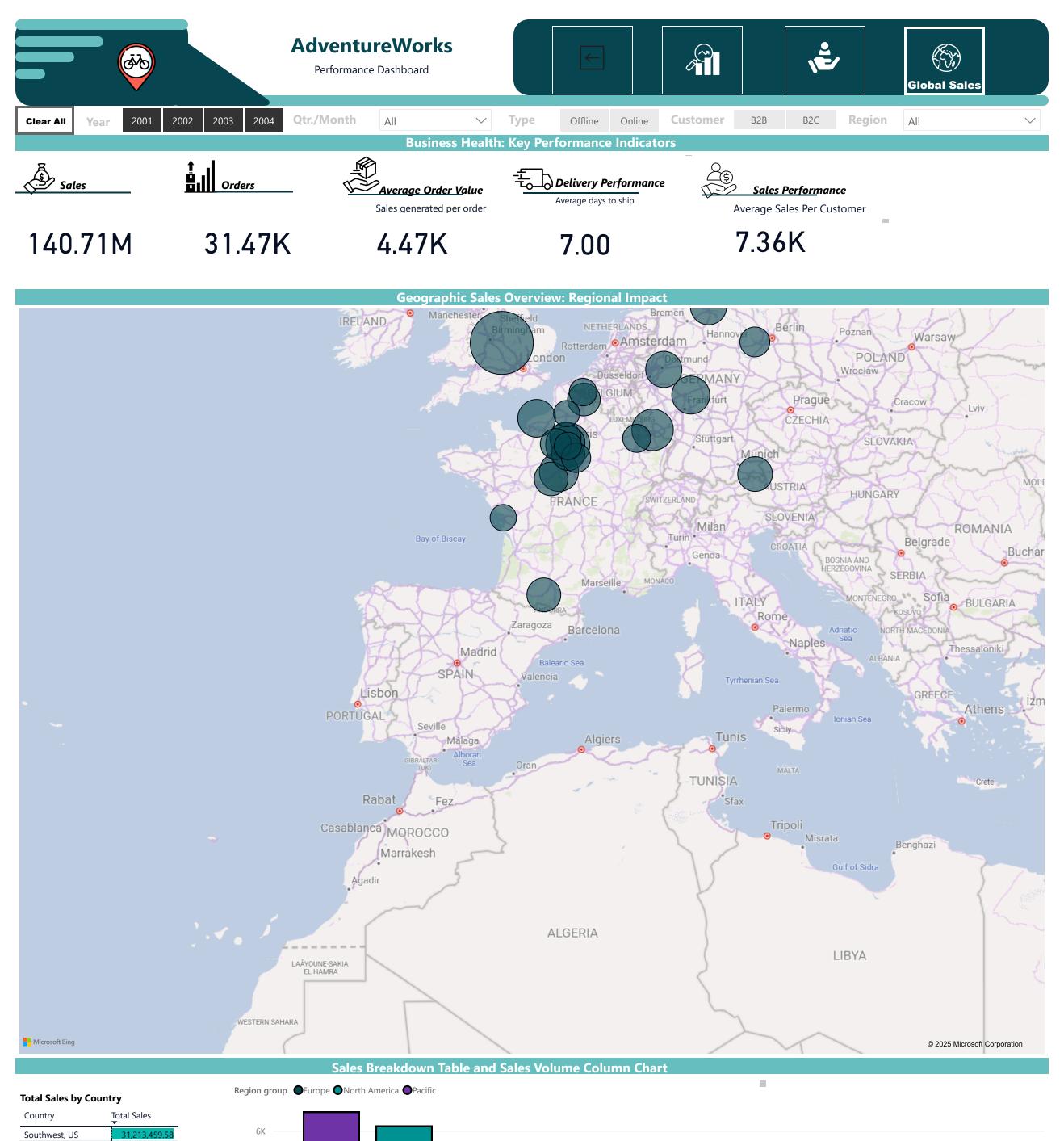
Year-over-year growth is **79.97%**.

· Sales Distribution:

76.94% of sales come from offline sales, which make up 3806 non-online orders compared to 27.66K online orders. 23.06% of sales comes from online orders.

·B2B vs B2C:

The B2B segment makes up to \$108.27M in sales. In comparison, the B2C segment makes up to \$32.44M in sales.



21,501,812.46 Canada, CA Count of Orders 20,802,600.78 Northwest, US **12,1**97,515.53 Australia, AU 4K Southeast, US **10,**570,580.42 Central, US **10,**568,959.19 9,506,447.59 United Kingdom, GB 2K **9**,269,741.31 Northeast, US France, FR 9,136,704.47 5,939,763.50 Germany, DE Total 140,707,584.82 0K Australia, AU Southwest, US Northwest, US Canada, CA United Kingdom, France, FR Germany, DE Southeast, US Central, US Northeast, US GB