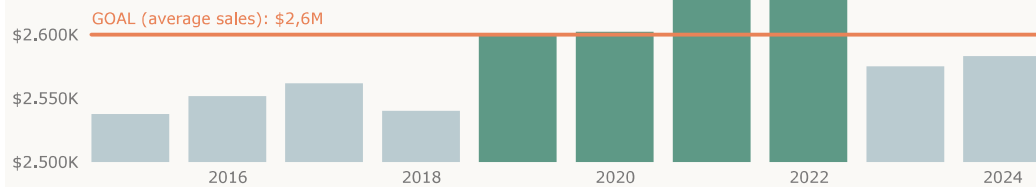


### Do the yearly sales reach the expected goal?

▲ Y scale start at 2,5M



### Do the yearly average sales reach the expected goal?



### Which users do you want to focus on?

All

☐ High Spending

☐ Low Spending

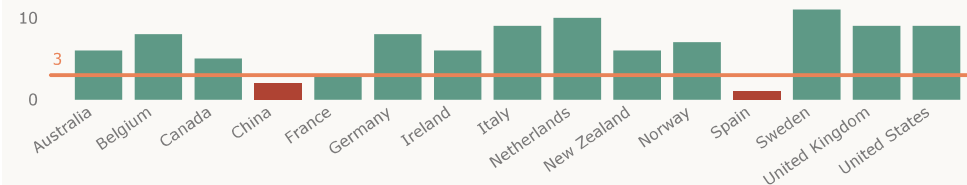
\*High Spending: AOV>=320\$ || AOV>=300€

%High Spending Users

4%

Full name	Age	Avg spent (€)	Avg spent (\$)	spending category
Fhrhqn Zzykfzvvhj	67	€ 795,00	\$858,60	Low Spending
Vgcmls Bfqjfobu	47	€ 633,01	\$683,65	Low Spending
Mburuf Logzeiam	58	€ 614,19	\$663,32	Low Spending
Gbkdiv Mgbkjbwva	21	€ 603,20	\$651,46	Low Spending
Durtdm Xnkkakat	47	€ 591,55	\$638,87	Low Spending
Gckjdv Vllwcbph	37	€ 588,32	\$635,39	Low Spending
YnlItl Uppsizyg	56	€ 585,92	\$632,79	Low Spending
Aretha Chang	27	€ 581,06	\$627,54	Low Spending
JhxeTi Iqjflwrn	55	€ 576,95	\$623,11	Low Spending
Citbkr Gnmnzuhy	70	€ 571,11	\$616,80	Low Spending
Khifoa Imcmocfo	29	€ 566,89	\$612,24	Low Spending

### Which countries reach at least 3 active companies?



### Do monthly sales reach the expected goal?

2020

\$220K



2021

\$220K



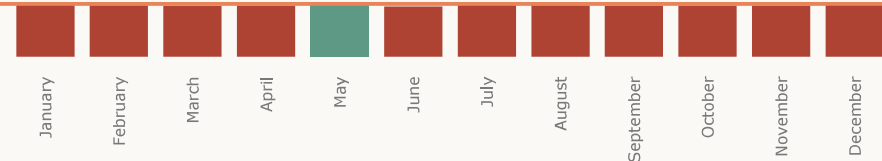
2022

\$220K



2023

\$220K



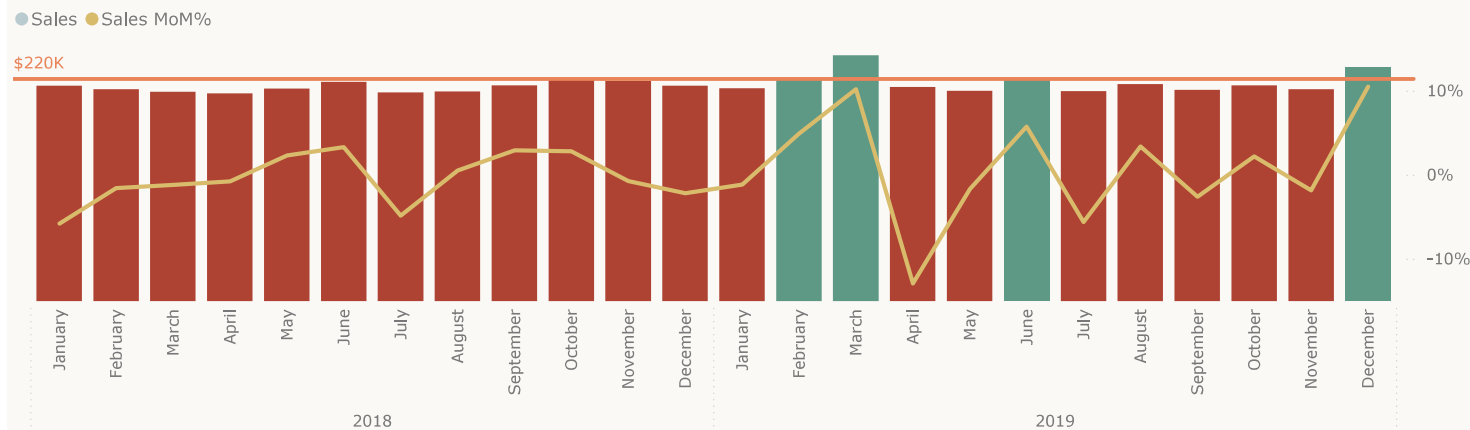
## Did monthly sales reach the \$220K target (2018–2019)?

Sales MoM%

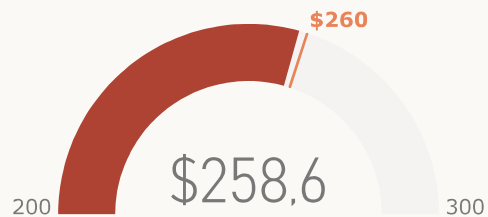
0,89%

Months over the target

4



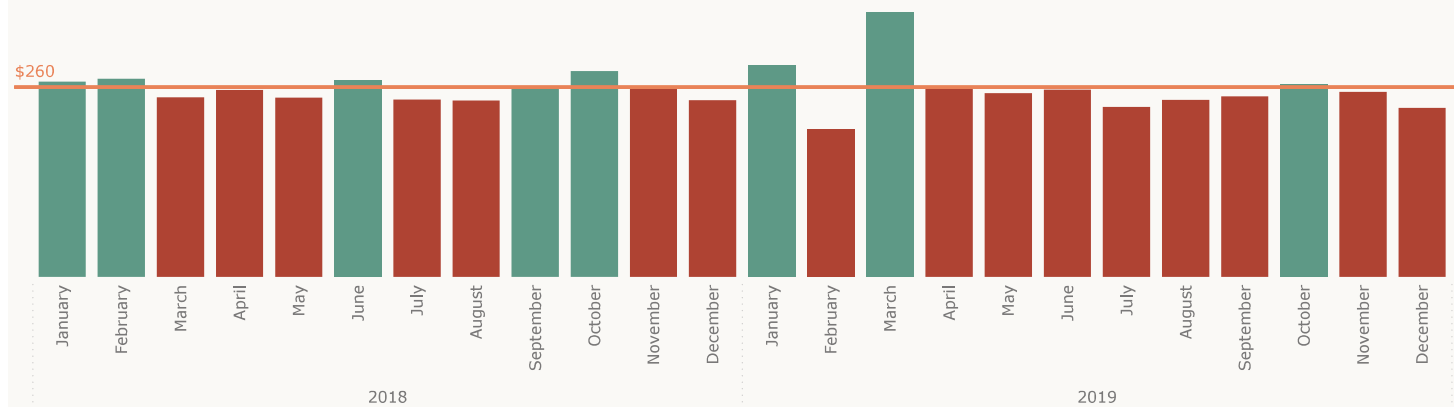
## Is Germany reaching the GOAL of \$260 average order value?



Difference from the GOAL

(\$1,1)

## In which months do we reach the GOAL of \$260 average order value? (Germany)



20,0

Transitions per user

\$258,9

AOV

\$2,1

Min sales amount

\$876,7

Max sales amount

\$874,5

Range sales amount

\$244,0

Median sales amount

148,54

Standard deviation

2,5

Products per transaction

\$5.166,1

Total sales per user

Focus users

AOV

☐ AOV<260\$

☐ AOV>=260\$

User ID	Name	AOV (\$)	AOV objective	Products per transaction	Cheapest product	Most expensive product
1621	Aarrcc Hrzxbxlb	\$302,23	AOV>=260\$	3,0	mustafar jinn	Direwolf
973	Abcmog Oyuxbisq	\$219,64	AOV<260\$	2,3	mustafar jinn	duel Direwolf
2468	Abkszd Oelpcmdx	\$266,52	AOV>=260\$	2,6	Direwolf Stannis	Direwolf
1562	Abnbwf Xhivwood	\$209,68	AOV<260\$	2,4	riverlands north Direwolf	Littlefinger Tarly Stark
4280	Aboqga Olorqryy	\$205,49	AOV<260\$	2,2	riverlands north Direwolf	warden
38	Abra Doyle	\$276,64	AOV>=260\$	2,7	mustafar jinn	warden
1911	Acinyx Wfszknrv	\$123,38	AOV<260\$	1,4	Tully maester	warden
2845	Acjqap Feuqjbhj	\$261,80	AOV>=260\$	2,8	Tully maester	Direwolf
2460	Acjroq Cxsdeoow	\$223,52	AOV<260\$	2,2	mustafar jinn	Direwolf
2779	Aclvio Dxunftwp	\$203,86	AOV<260\$	2,2	mustafar jinn	Stark kingsblood
1722	Acqjed Ifrlmqju	\$300,98	AOV>=260\$	2,6	giantsblood maester Karstark	warden
296	Acricud Ruypyvj	\$247,02	AOV<260\$	2,5	mustafar jinn	warden
81	Acton Gallegos	\$259,37	AOV<260\$	2,5	Tully maester	Winterfell
2529	Acwhkb Pkbnrymf	\$294,75	AOV>=260\$	2,9	Tully maester	warden
2175	Adbkkd Mdaibzfq	\$376,26	AOV>=260\$	3,3	mustafar jinn	Direwolf
3424	Adhchk Ymdwucit	\$322,04	AOV>=260\$	2,9	Direwolf Stannis	warden
4469	Admszm Bdwpdhio	\$213,06	AOV<260\$	2,3	Direwolf Stannis	Littlefinger Tarly Stark
2006	Adsqrm Klyxopou	\$224,18	AOV<260\$	2,2	riverlands north Direwolf	Winterfell
3165	Advpyh Rbkmyat	\$227,16	AOV<260\$	2,0	Direwolf Stannis	warden
2991	Adwvyg Grhmtafc	\$275,42	AOV>=260\$	2,6	Tully maester	Winterfell
1941	Adwyjk Dzmexxzl	\$241,91	AOV<260\$	2,6	riverlands north Direwolf	the duel
3870	Aeauxm Qdxsikdj	\$286,95	AOV>=260\$	2,8	mustafar jinn	warden
1216	Aecela Imtrdtqb	\$212,18	AOV<260\$	2,2	Tully maester	Stannis warden
4516	Aedheh Gawpvdzm	\$308,09	AOV>=260\$	2,8	mustafar jinn	warden
2272	Aeesag Jxkwpfrl	\$222,82	AOV<260\$	2,1	Tully maester	Littlefinger Tarly Stark
Total				2,5		

