

# Revenue Downturn Analysis: Identifying the Drivers of Change

## Key Point Indicators

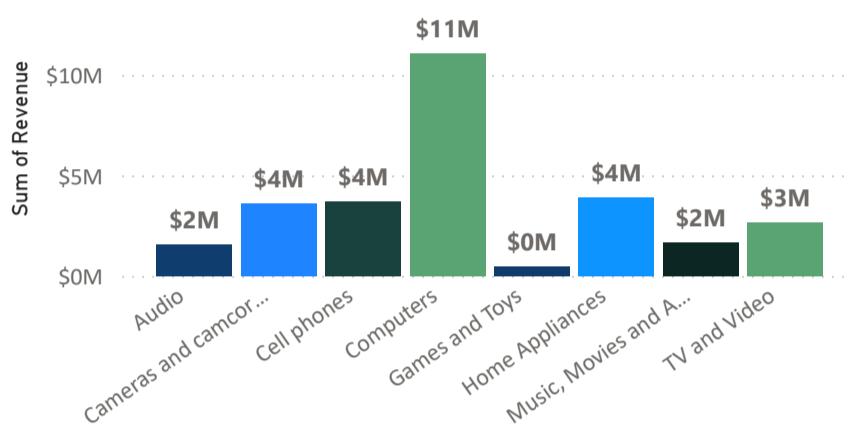
Total Revenue	Average Order Value	Total Profit	Gross Margin %
\$29M	2.01K	\$17M	58.58%

## Filters

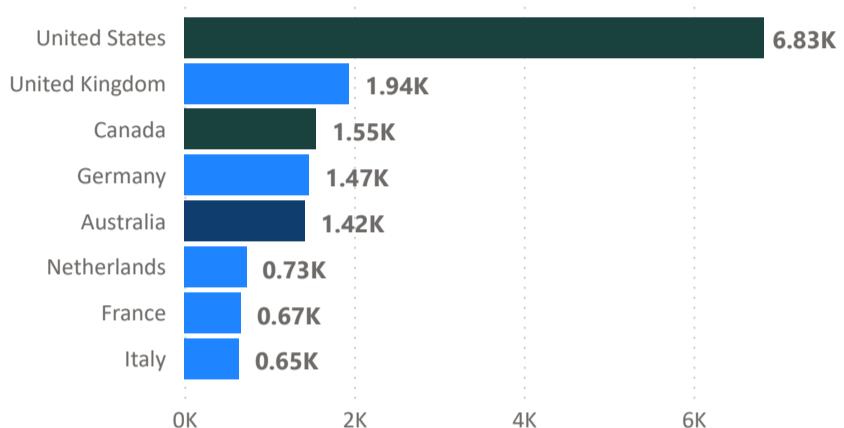
Time Period	Product Category	Store	Location
Multiple selections	All	All	All

## Products Sold and Demographics of Customers

### Revenue Generated By Category

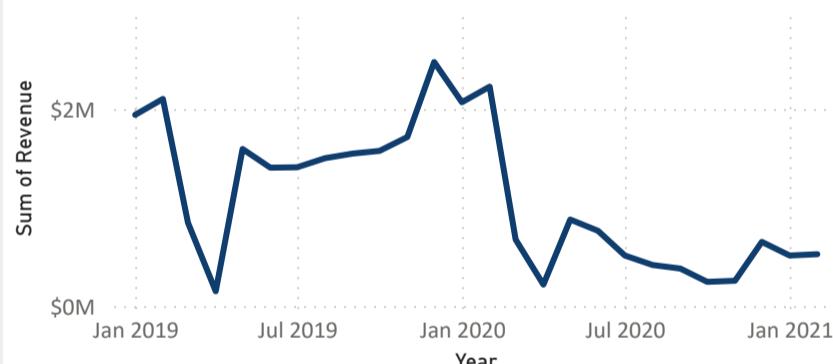


### Customer Base By Country

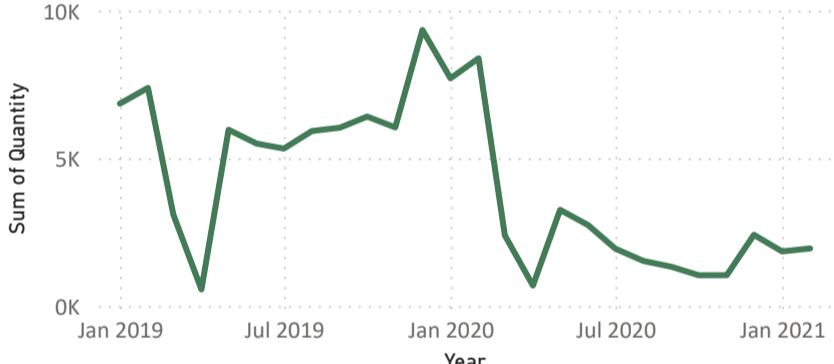


## Trends for Order Volume and Sales

### Total Revenue Over the Years

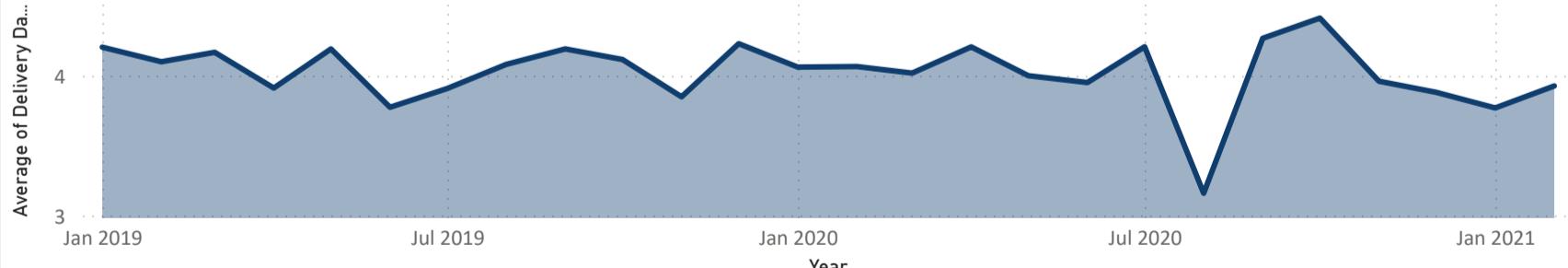


### Total Quantity Over the Years



## Average Delivery Time

### Average Order Value by Online/Offline



## Online Vs. Offline Orders

### Average Order Value by Online/Offline



### Total Profit Generated by Online/Offline

