

| | | | |
|-------------|--------------|-----------------|------------------|
| Total Sales | Total Profit | Profit Margin % | Avg Sales Per... |
| 24.93M | 7.61M | 30.51 | 133.49 |

| |
|---|
| Last Month Sales |
| Last Month Sales |
| 24.93M |
| Previous Month Sales -- Target Monthly Sales Gap 2.33M |

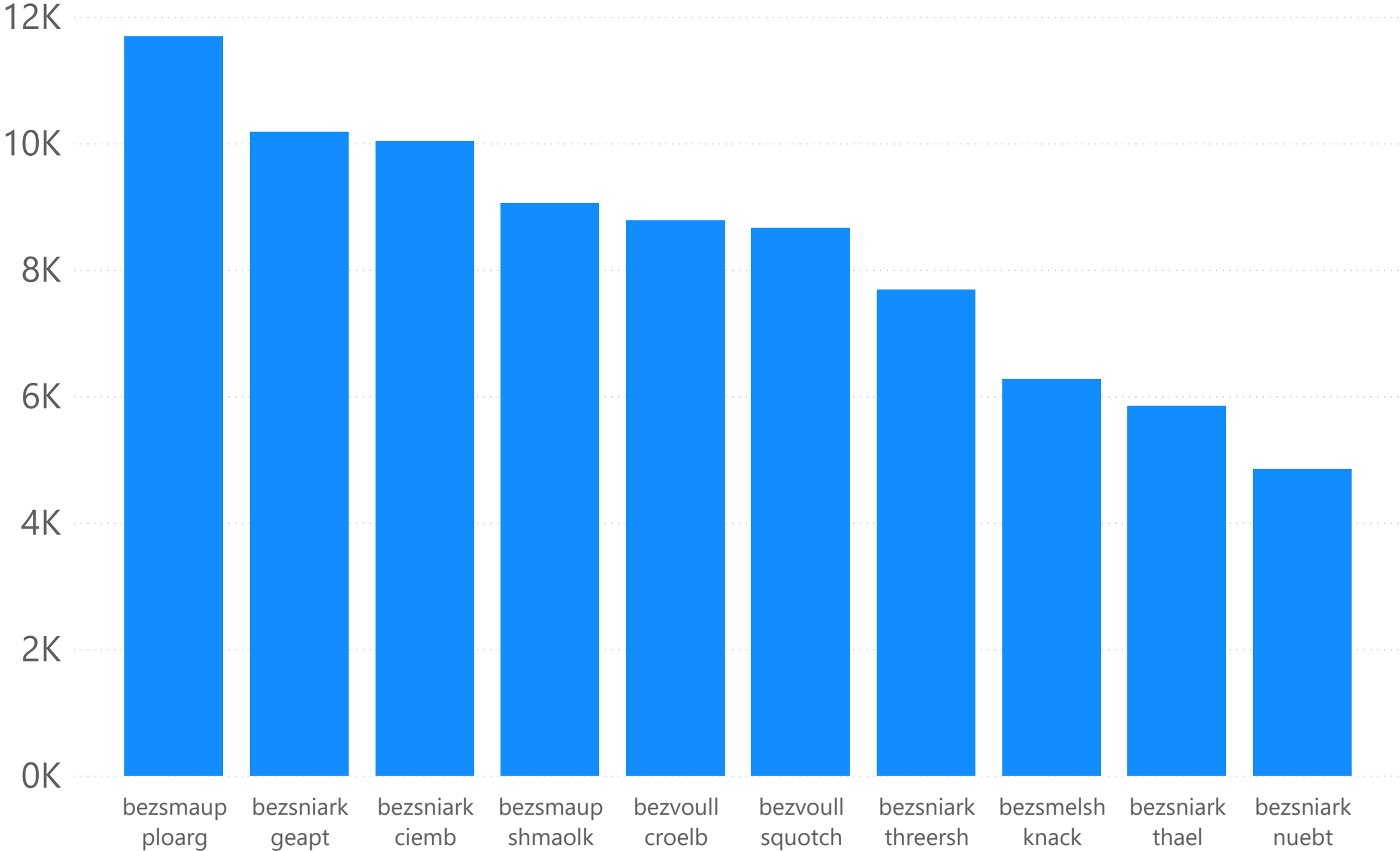
| | | |
|---------------------------------------|---------|--------|
| Total Customers Status as of 08/07/25 | | |
| Churned | Current | Lapsed |
| 76.95% | 3.85% | 19.20% |

Currently having trouble getting data from 2025 for some reason. Also having trouble getting Previous Months data in the Reference Labels field

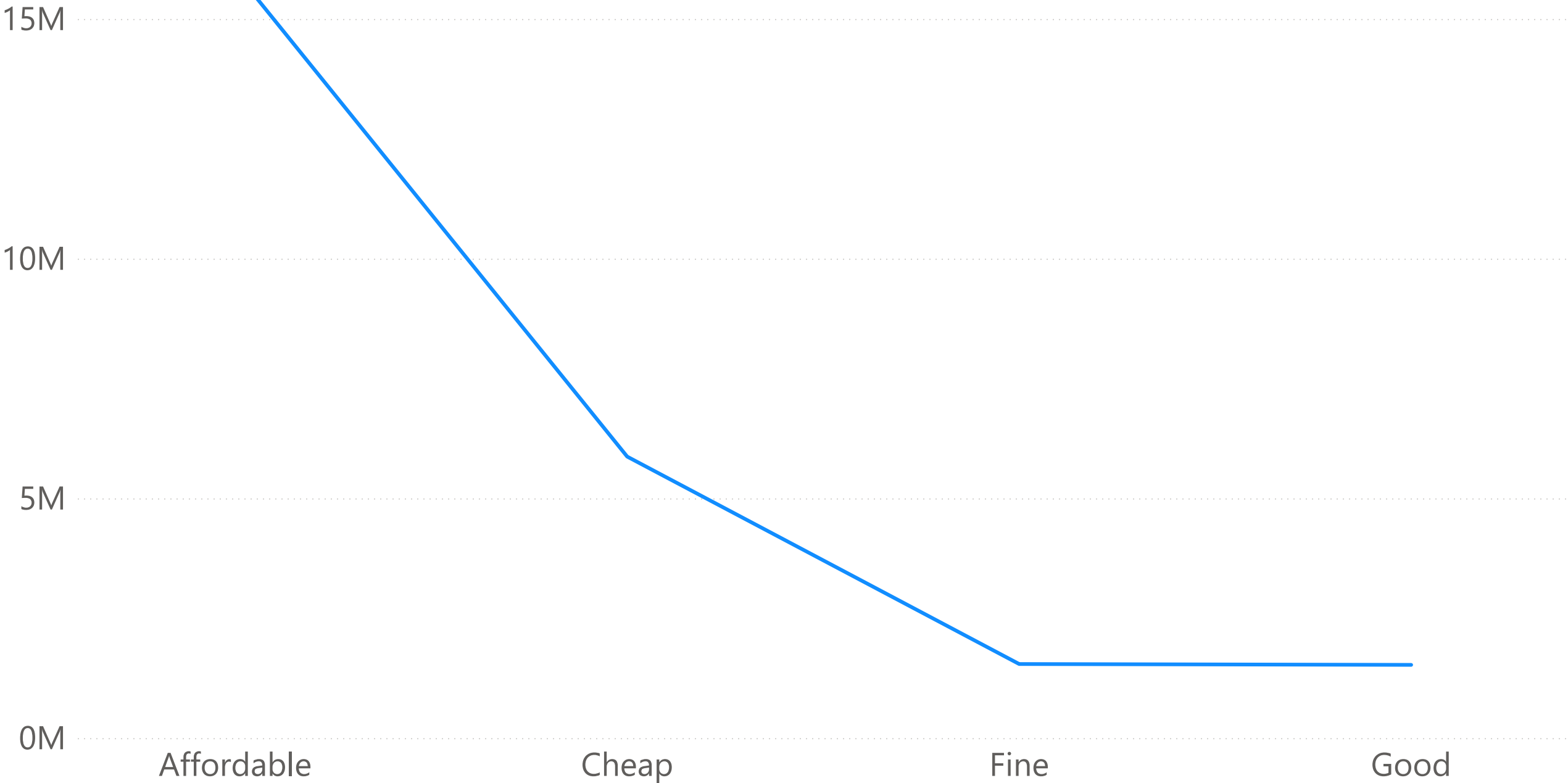
Experiment: Customer Spending between Dec 2020 (Control) and Jan 2021 (Variant) because of New Resellers Availability

| | | | |
|-----------|------------------------------|------------------------------------|--------------------------------------|
| Control | Total Cohorted 3K | Avg Order Total \$187.03 | Stddev Order Total \$127.9 |
| Variant 1 | Total Cohorted 11K | Avg Order Total \$56.76 | Stddev Order Total \$46.7 |

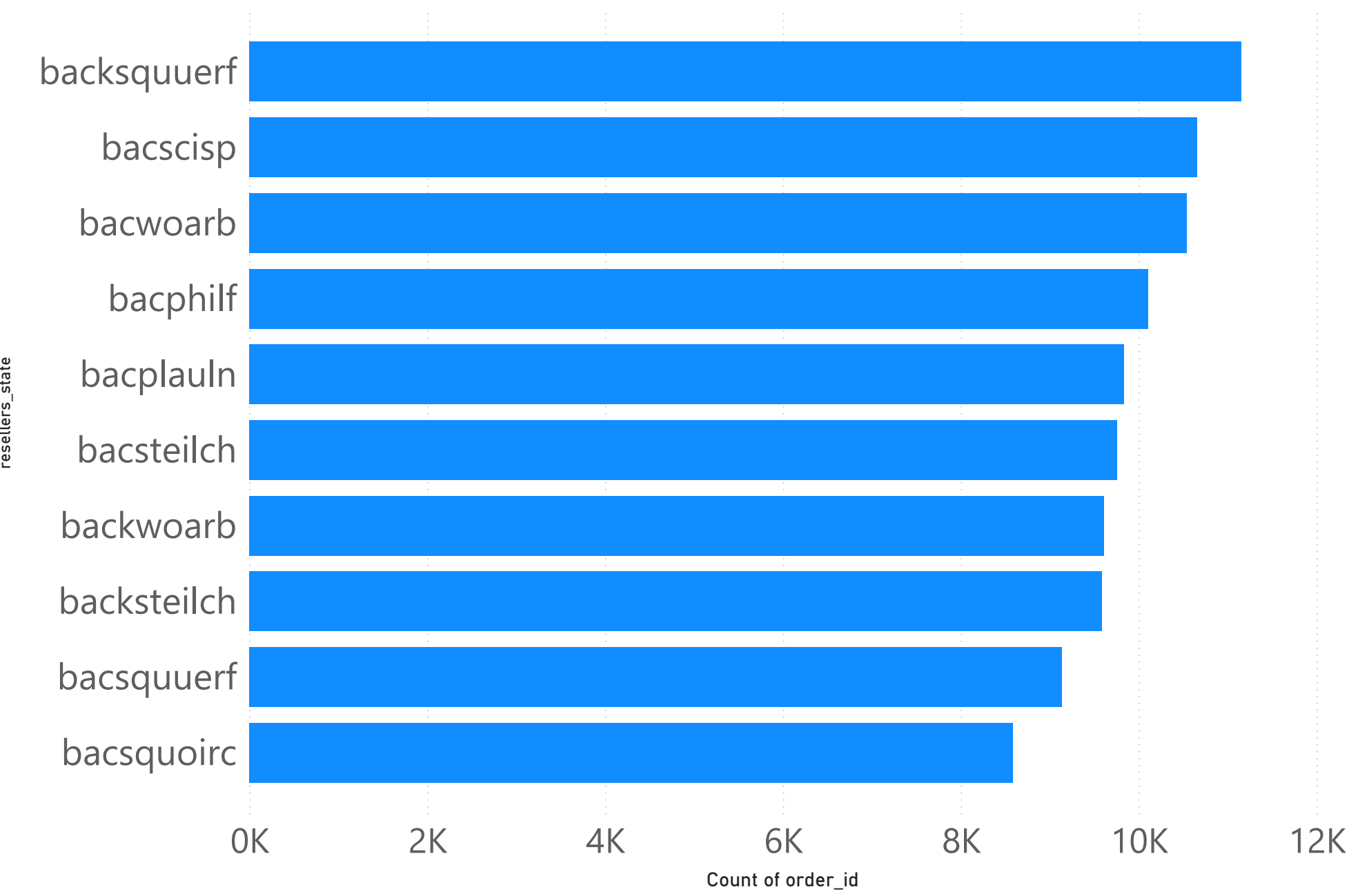
Total Items Sold By 10 Most Popular Resellers City



Total Revenue By Resellers Budget Category



10 States with Most Number of Orders



Total Sales by Kind of Business

| resellers_kind_of_business | Sum of order_sold_amt |
|----------------------------|-----------------------|
| Consumer Electronics | 45,922.46 |
| Earths organics goods | 20,529.42 |
| Total | 66,451.87 |

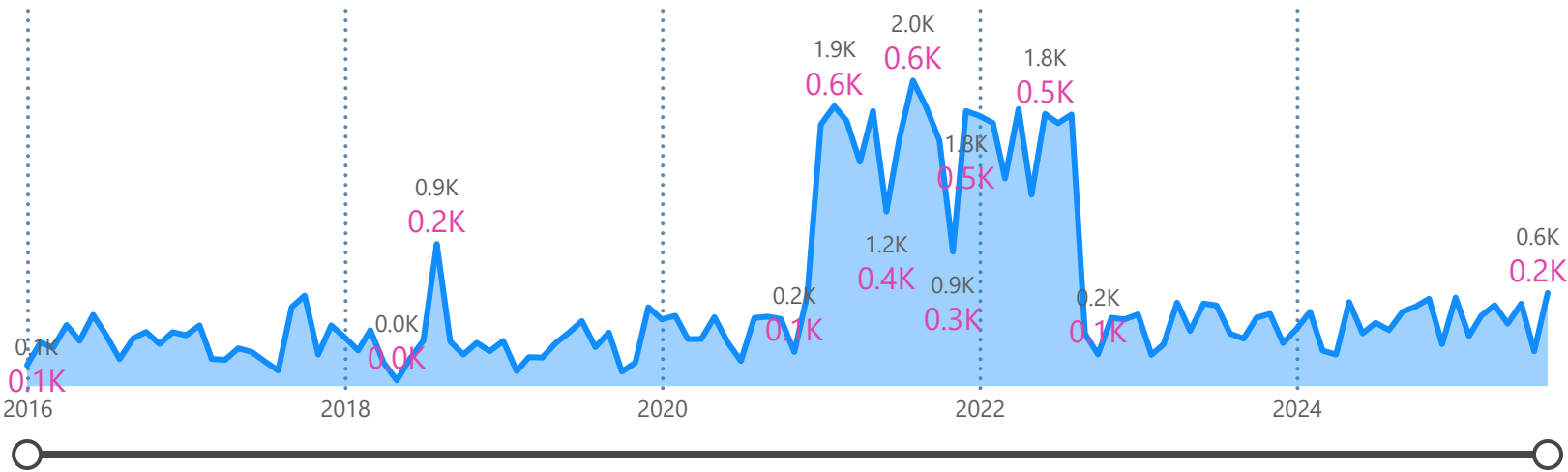
resellers_state

| | |
|-----------|------------|
| babbroelk | babplauln |
| babdreirv | babscisp |
| babjaelth | babsquoirc |
| babphilf | babsteilch |

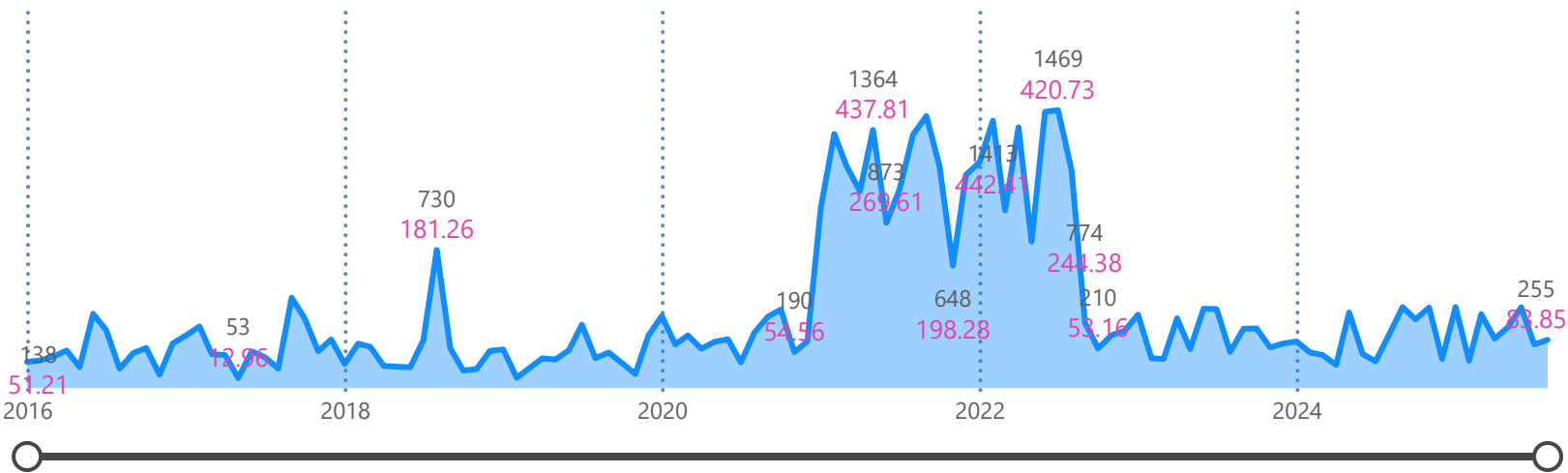
resellers_budget

| | |
|------------|------|
| Affordable | Fine |
| Cheap | Good |

Total Comic books Sales and Profit by Month (All Years)



Total Consumer Electronics Sales and Profit by Month (All Years)



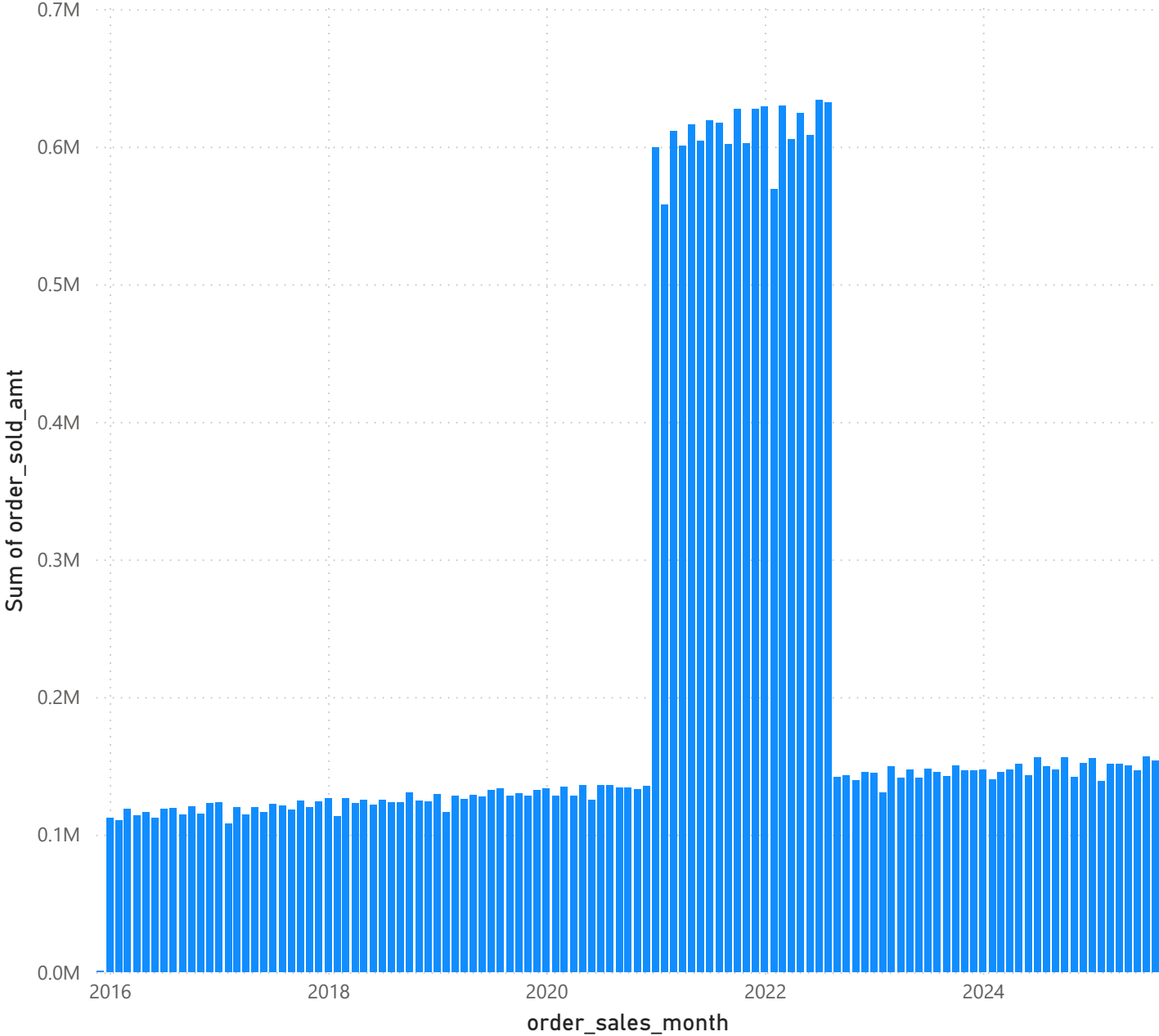
| Sales Month | Monthly Sales | Avg Sales Per Customer |
|-------------------------|---------------|------------------------|
| Tuesday, April 01, 2025 | 151,084.93 | 44.38 |
| Thursday, May 01, 2025 | 150,254.86 | 43.09 |
| Sunday, June 01, 2025 | 146,538.07 | 43.47 |
| Tuesday, July 01, 2025 | 156,797.04 | 45.15 |
| Friday, August 01, 2025 | 153,444.09 | 44.06 |
| Total | 758,118.99 | 45.45 |

| Date | Quarter | Sum of order_cost_amt | Sum of order_sold_amt | Running Total Sales | Sum of Profit Amt |
|-----------------------|---------|-----------------------|-----------------------|---------------------|-------------------|
| 1/1/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/2/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/3/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/4/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/5/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/6/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/7/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/8/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/9/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/10/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/11/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/12/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/13/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/14/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/15/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/16/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/17/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/18/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/19/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/20/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/21/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/22/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/23/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/24/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/25/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/26/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/27/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/28/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/29/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/30/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 1/31/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| 2/1/2015 12:00:00 AM | Q1 | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |
| Total | | 17,326,802.18 | 24,932,511.09 | 24,932,511.09 | 7,605,708.91 |

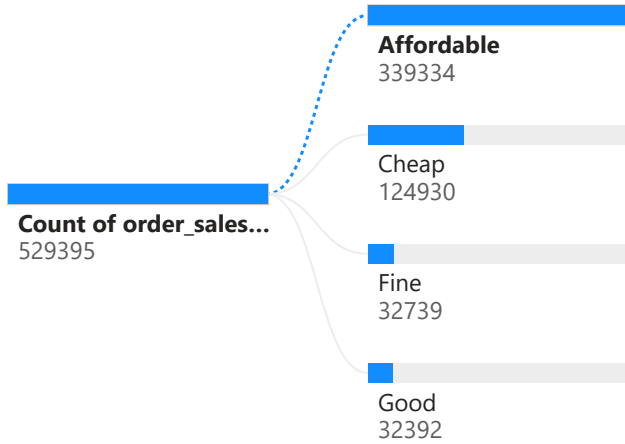
| order_id | Year | Year Quarter | Total Sales |
|----------|------|--------------|---------------|
| 10 | 2015 | 2015/Q1 | 25.77 |
| 10 | 2015 | 2015/Q2 | 25.77 |
| 10 | 2015 | 2015/Q3 | 25.77 |
| 10 | 2015 | 2015/Q4 | 25.77 |
| 10 | 2016 | 2016/Q1 | 25.77 |
| 10 | 2016 | 2016/Q2 | 25.77 |
| 10 | 2016 | 2016/Q3 | 25.77 |
| 10 | 2016 | 2016/Q4 | 25.77 |
| 10 | 2017 | 2017/Q1 | 25.77 |
| 10 | 2017 | 2017/Q2 | 25.77 |
| 10 | 2017 | 2017/Q3 | 25.77 |
| 10 | 2017 | 2017/Q4 | 25.77 |
| 10 | 2018 | 2018/Q1 | 25.77 |
| 10 | 2018 | 2018/Q2 | 25.77 |
| 10 | 2018 | 2018/Q3 | 25.77 |
| 10 | 2018 | 2018/Q4 | 25.77 |
| 10 | 2019 | 2019/Q1 | 25.77 |
| 10 | 2019 | 2019/Q2 | 25.77 |
| 10 | 2019 | 2019/Q3 | 25.77 |
| 10 | 2019 | 2019/Q4 | 25.77 |
| 10 | 2020 | 2020/Q1 | 25.77 |
| 10 | 2020 | 2020/Q2 | 25.77 |
| 10 | 2020 | 2020/Q3 | 25.77 |
| 10 | 2020 | 2020/Q4 | 25.77 |
| 10 | 2021 | 2021/Q1 | 25.77 |
| 10 | 2021 | 2021/Q2 | 25.77 |
| 10 | 2021 | 2021/Q3 | 25.77 |
| 10 | 2021 | 2021/Q4 | 25.77 |
| 10 | 2022 | 2022/Q1 | 25.77 |
| 10 | 2022 | 2022/Q2 | 25.77 |
| 10 | 2022 | 2022/Q3 | 25.77 |
| 10 | 2022 | 2022/Q4 | 25.77 |
| Total | | | 24,932,511.09 |

order_sales_month Sum of order_sold_amt Year

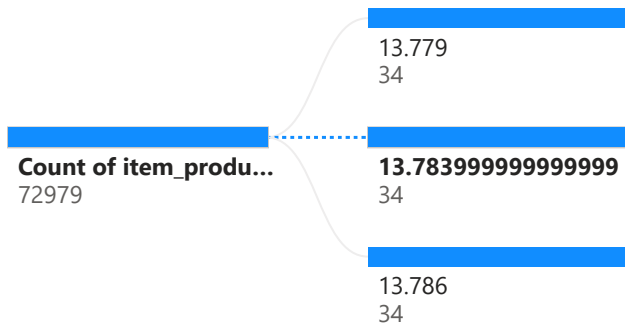
Sum of order_sold_amt by order_sales_month



💡 resellers_budget x



💡 order_sold_amt x



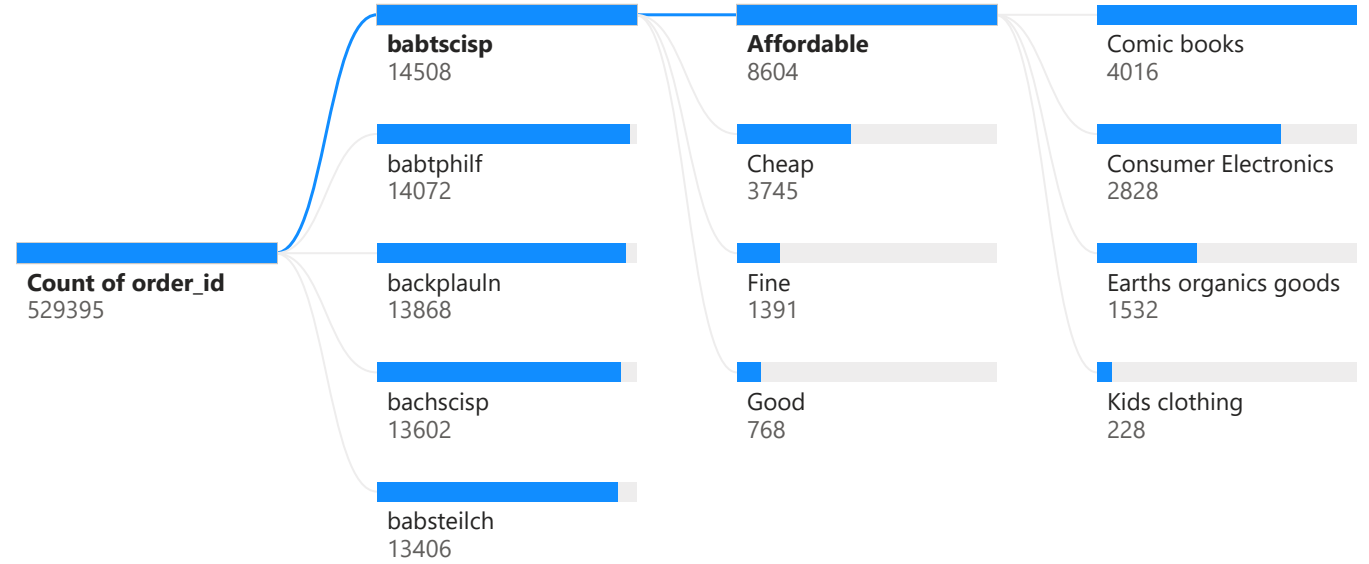
resellers_state x

babtscisp

resellers_budget x

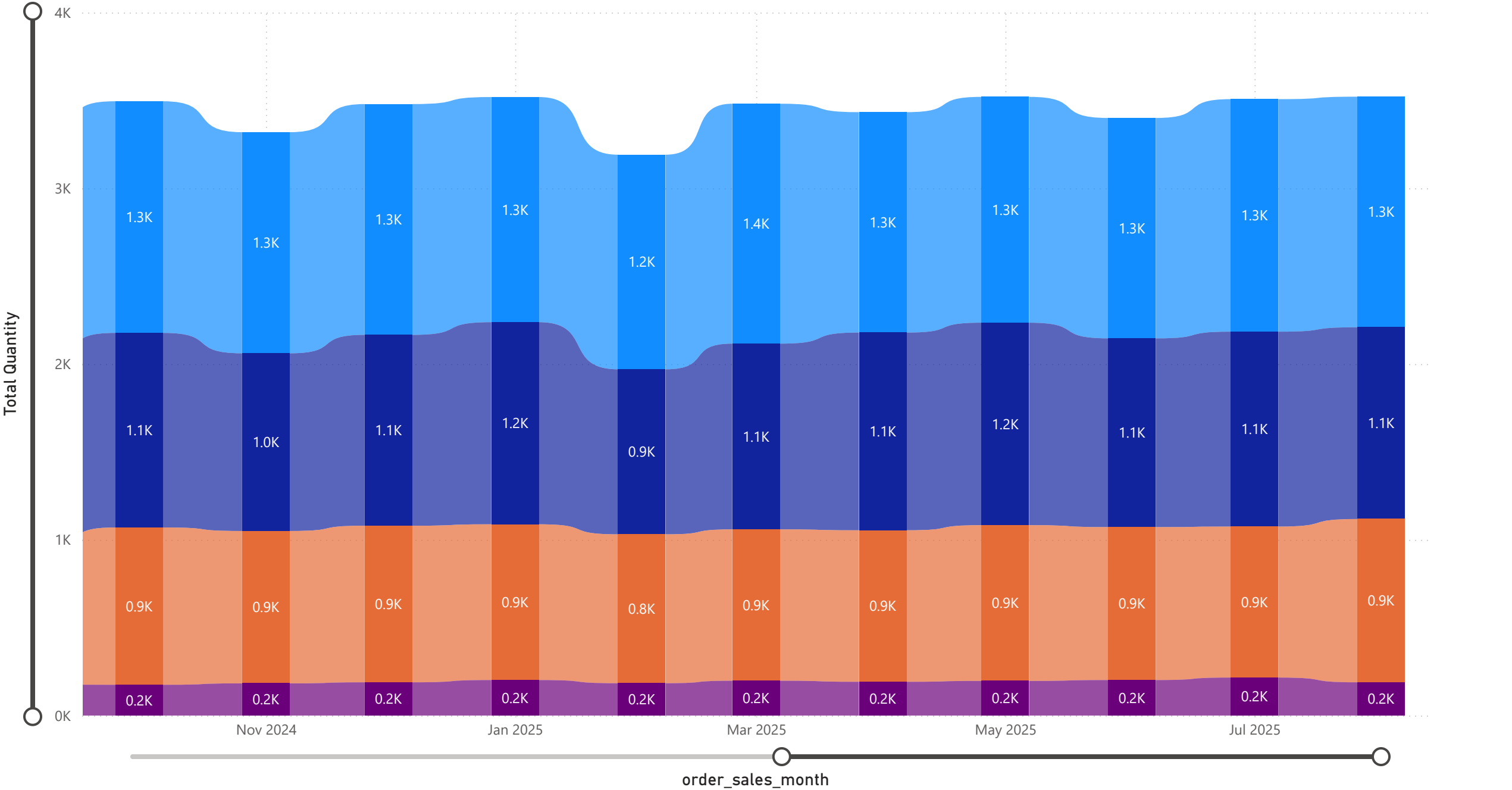
Affordable

resellers_kind_o... x



Total Quantity by order_sales_month and resellers_kind_of_business

resellers_kind_of_business ● Comic books ● Consumer Electronics ● Earths organics goods ● Kids clothing





| Start of Month | Count of order_id | Monthly Sales | Current Month Sales | Previous Month Sales | Target Monthly Sales | Target Monthly Sales Gap | Previous Month Sales | Target |
|------------------------------|-------------------|---------------|---------------------|----------------------|----------------------|--------------------------|----------------------|--------|
| Friday, July 01, 2022 | 12449 | 633,515.56 | | 607,922.09 | 150000 | -607,922.09 | 607,922.09 | |
| Monday, August 01, 2022 | 12455 | 631,757.59 | 631,757.59 | 633,515.55 | 150000 | -1,757.97 | 633,515.55 | |
| Tuesday, March 01, 2022 | 12353 | 629,428.31 | | 568,894.42 | 150000 | -568,894.42 | 568,894.42 | |
| Saturday, January 01, 2022 | 12301 | 628,793.44 | | 626,953.23 | 150000 | -626,953.23 | 626,953.23 | |
| Wednesday, December 01, 2021 | 12294 | 626,953.23 | | 602,289.08 | 150000 | -602,289.08 | 602,289.08 | |
| Friday, October 01, 2021 | 12247 | 626,949.26 | | 601,616.90 | 150000 | -601,616.90 | 601,616.90 | |
| Sunday, May 01, 2022 | 12316 | 624,501.85 | | 605,126.07 | 150000 | -605,126.07 | 605,126.07 | |
| Thursday, July 01, 2021 | 12182 | 619,040.29 | | 603,897.97 | 150000 | -603,897.97 | 603,897.97 | |
| Sunday, August 01, 2021 | 12195 | 616,898.50 | 616,898.50 | 619,040.30 | 150000 | -2,141.79 | 619,040.30 | |
| Saturday, May 01, 2021 | 12127 | 615,824.51 | | 600,176.67 | 150000 | -600,176.67 | 600,176.67 | |
| Monday, March 01, 2021 | 12112 | 611,180.46 | | 557,978.11 | 150000 | -557,978.11 | 557,978.11 | |
| Wednesday, June 01, 2022 | 11970 | 607,922.09 | | 624,501.85 | 150000 | -624,501.85 | 624,501.85 | |
| Friday, April 01, 2022 | 11939 | 605,126.07 | | 629,428.31 | 150000 | -629,428.31 | 629,428.31 | |
| Tuesday, June 01, 2021 | 11765 | 603,897.97 | | 615,824.51 | 150000 | -615,824.51 | 615,824.51 | |
| Total | 529395 | 24,932,511.09 | 2,330,103.42 | | 150000 | 2,330,103.42 | | |

| item_product_name | Count of item_product_name | Rank Product Name By Sales2 | Sum of order_sold_amt |
|-------------------|----------------------------|-----------------------------|-----------------------|
| baenk | 17 | 732 | 812.95 |
| baink | 20 | 315 | 953.48 |
| bank | 20 | 68 | 1,179.33 |
| baonk | 25 | 193 | 1,031.75 |
| baunk | 21 | 149 | 1,070.11 |
| beank | 21 | 314 | 954.09 |
| beenk | 23 | 185 | 1,039.27 |
| beink | 20 | 1052 | 769.40 |
| benk | 20 | 399 | 906.66 |
| beunk | 23 | 206 | 1,022.14 |
| Total | 12330 | 1 | 583,239.29 |

| order_sales_month | Total Sales | Total Cost | Total Profit | Profit Margin % | Same Sales Month Last Year | Customer Rank |
|------------------------------|---------------|---------------|--------------|-----------------|----------------------------|---------------|
| Tuesday, December 01, 2015 | 366.39 | 251.97 | 114.42 | 31.23 | | |
| Friday, January 01, 2016 | 112,001.12 | 77,875.89 | 34,125.23 | 30.47 | | |
| Monday, February 01, 2016 | 110,081.22 | 76,466.41 | 33,614.81 | 30.54 | | |
| Tuesday, March 01, 2016 | 118,274.80 | 82,143.94 | 36,130.86 | 30.55 | | |
| Friday, April 01, 2016 | 113,696.47 | 79,103.52 | 34,592.95 | 30.43 | | |
| Sunday, May 01, 2016 | 116,014.44 | 80,653.07 | 35,361.37 | 30.48 | | |
| Wednesday, June 01, 2016 | 112,048.58 | 77,942.63 | 34,105.96 | 30.44 | | |
| Friday, July 01, 2016 | 118,674.35 | 82,313.74 | 36,360.61 | 30.64 | | |
| Monday, August 01, 2016 | 119,355.25 | 83,158.64 | 36,196.61 | 30.33 | | |
| Thursday, September 01, 2016 | 114,665.69 | 79,639.44 | 35,026.25 | 30.55 | | |
| Total | 24,932,511.09 | 17,326,802.18 | 7,605,708.91 | 30.51 | 23,132,439.21 | |