

# Annual Sales Performance Overview (2019)

## Date Range

1/1/2019

12/1/2019



## Revenue

**\$34.5M**

## Orders

**178K**

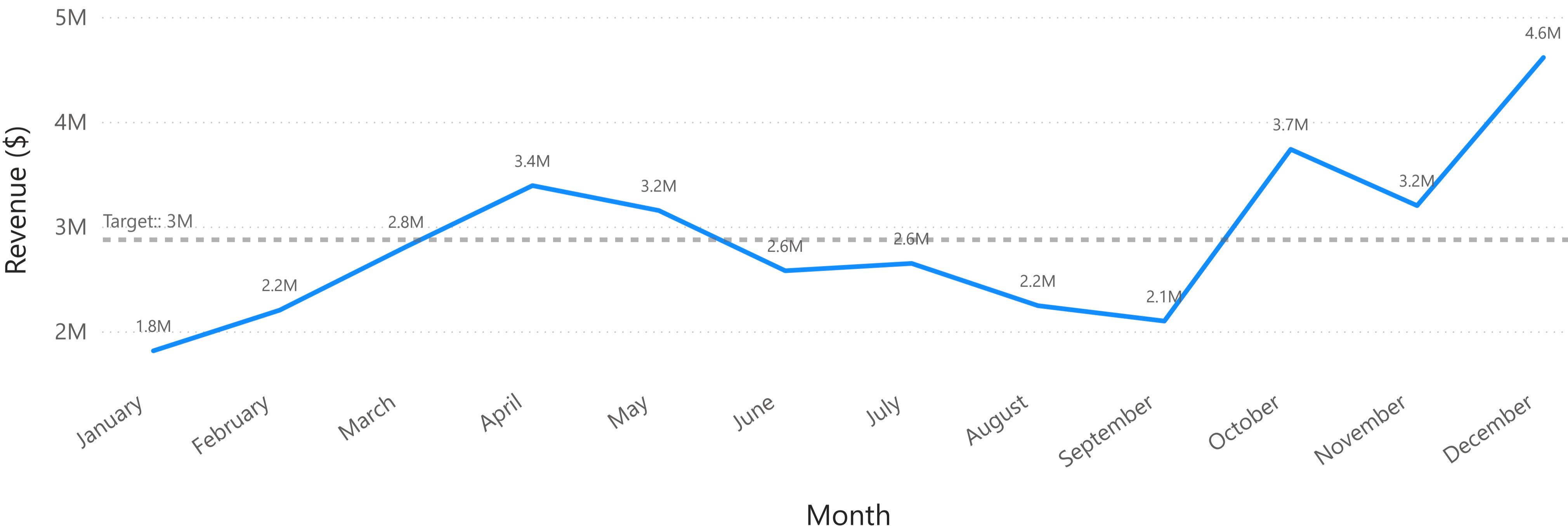
## Avg. Order Value

**\$185**

## Performance Summary

- **December** peaked at **\$4.6M**, a **43% increase** over November dip, reflecting strongest performance of the year.
- Revenue exceeded **\$3M monthly target 100% of the time** throughout Q4, showing intense year end rebound from Q3.
- **September** hit yearly low of **\$2.1M**, likely driven by seasonal volatility and consumer discretionary spending before peak periods.

## Monthly Revenue Trend - 2019



# Demographic & Product Performance Overview (2019)

## State

- CA
- GA
- MA
- ME
- NY

## Revenue

**\$34.5M**

## Orders

**178K**

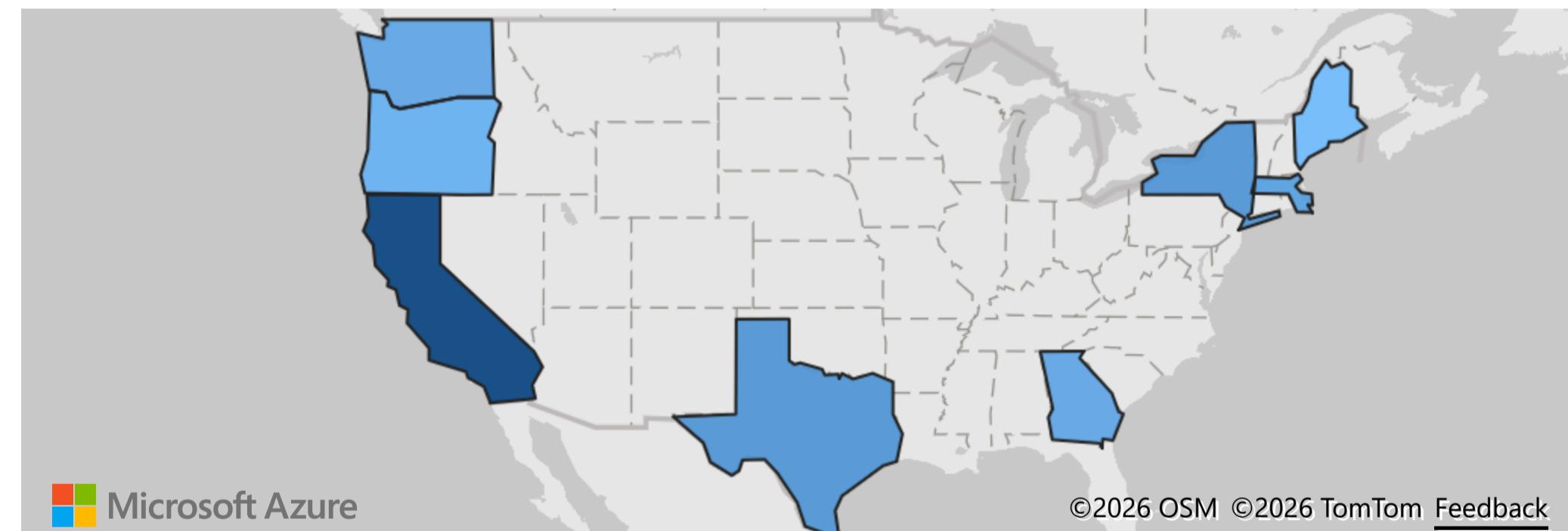
## Avg. Order Value

**\$185**

## City

- Atlanta, GA
- Austin, TX
- Boston, MA
- Dallas, TX
- Los Angeles, CA

## Revenue by State



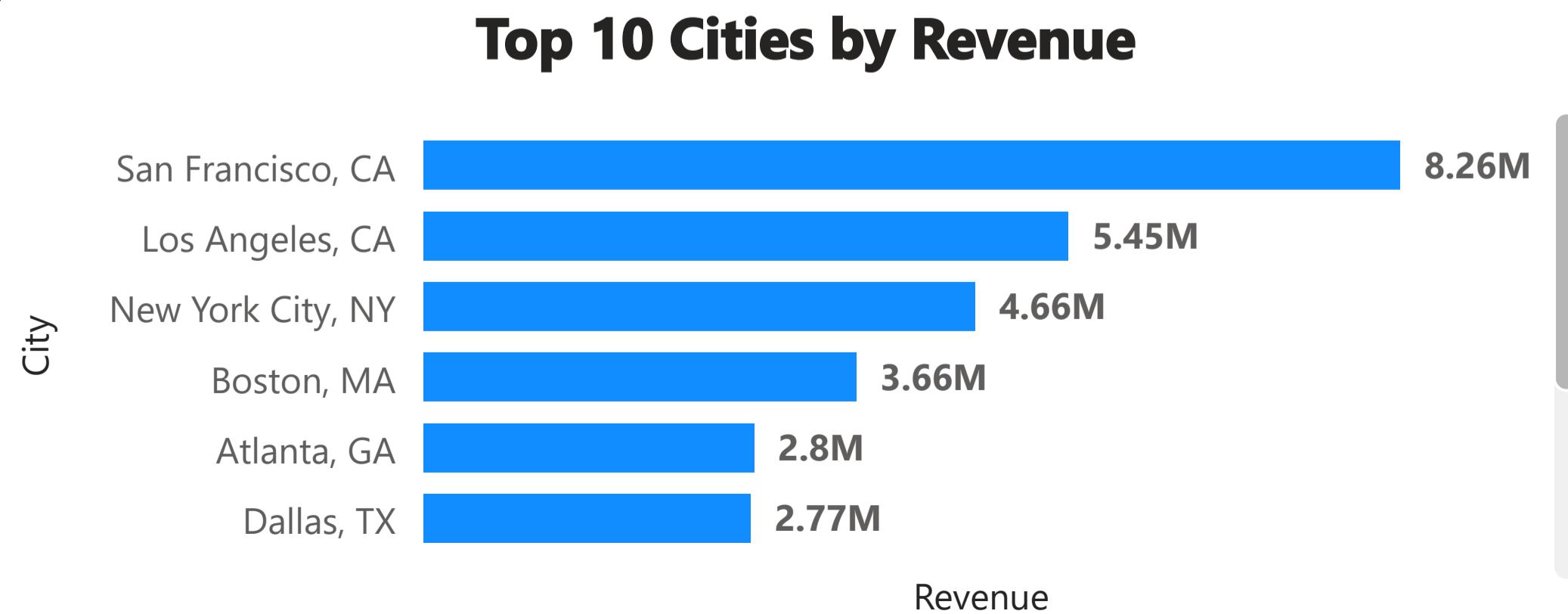
## Top Products by Revenue



## Top Products

- 27in 4K Gaming Monitor
- 27in FHD Monitor
- 34in Ultrawide Monitor
- Apple Airpods Headphones
- Bose SoundSport Headphones

## Top 10 Cities by Revenue



## Order Volume by Time of Day

