



Annual Sales Performance Overview (2019)

Date Range

1/1/2019 

12/1/2019 



Revenue

\$34.5M

Orders

178K

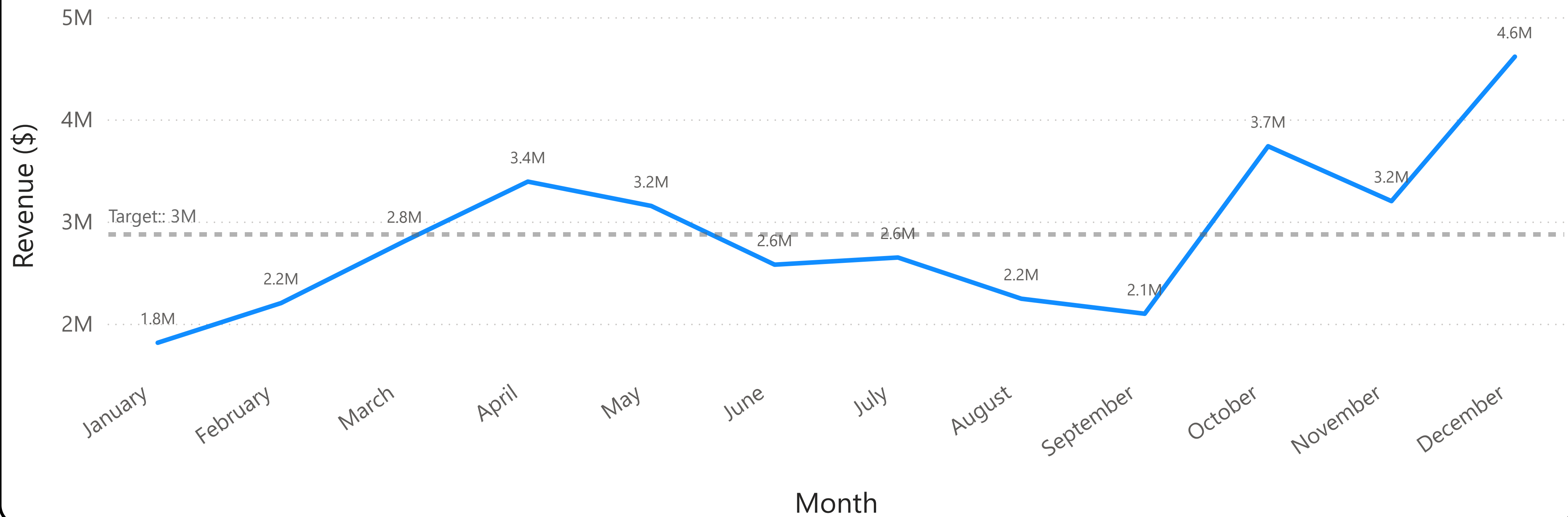
Avg. Order Value

\$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

City

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

Top Products

- ☐ 27in 4K Gaming Moni.
- ☐ 27in FHD Monitor
- ☐ 34in Ultrawide Monitor
- ☐ Apple AirPods Headp...
- ☐ Bose SoundSport He...

Revenue

\$34.5M

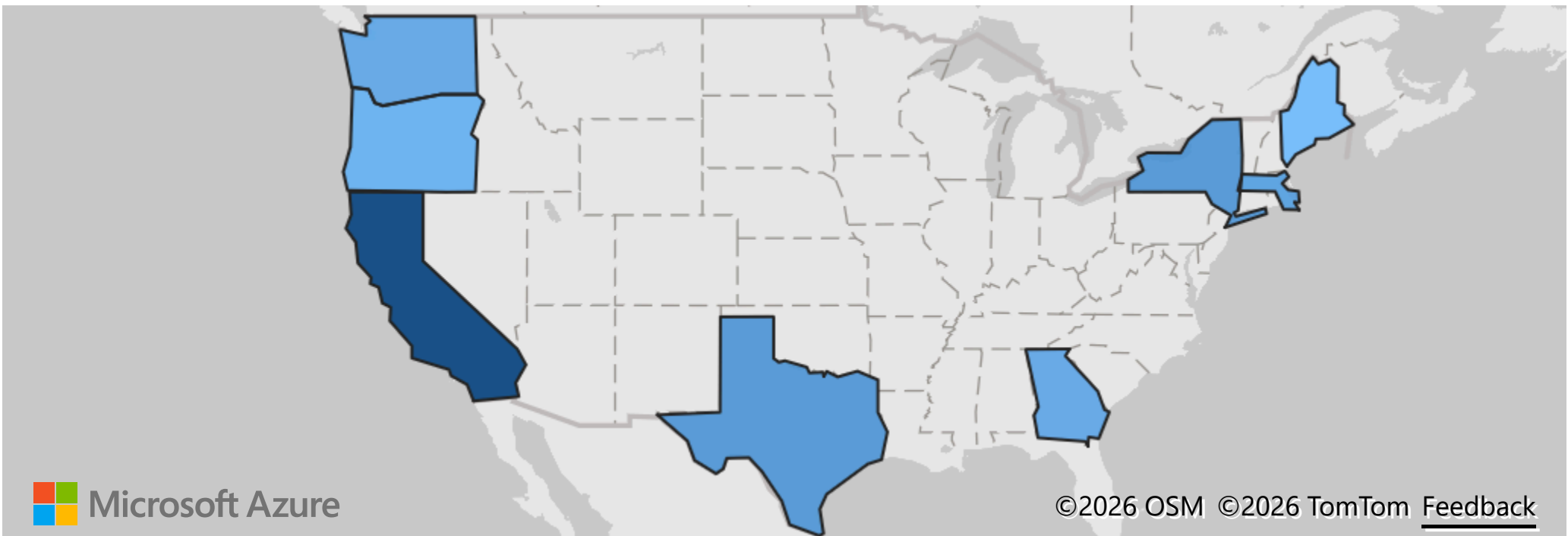
Orders

178K

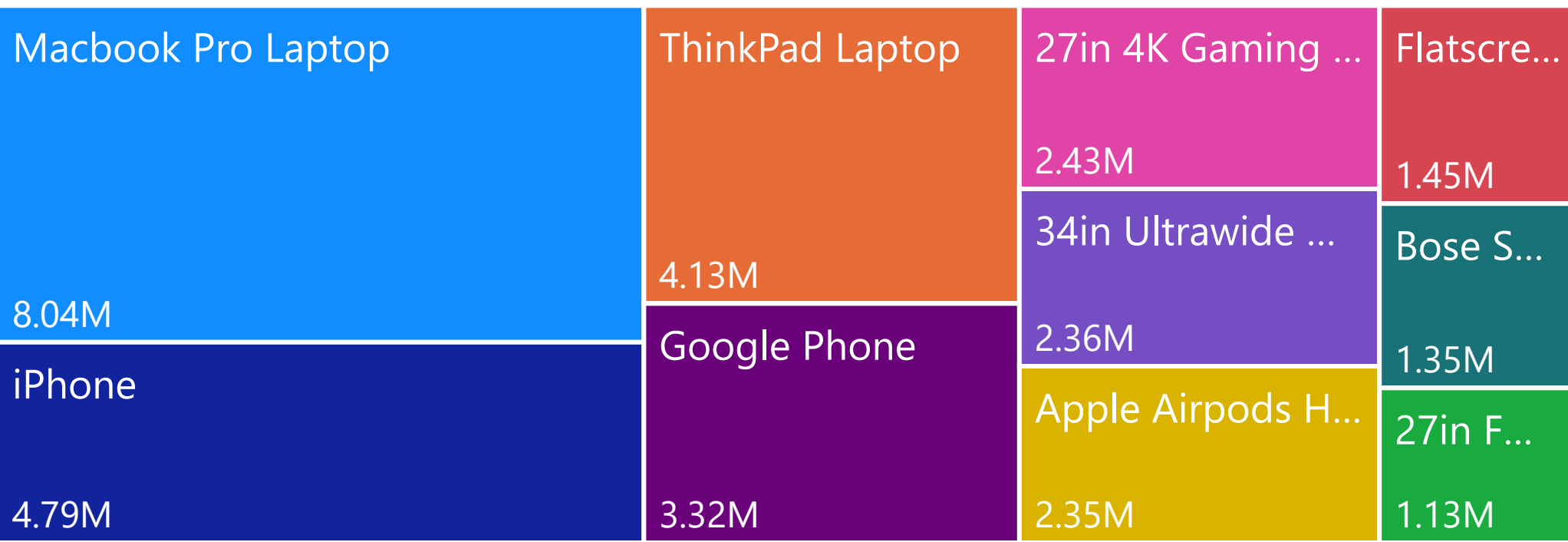
Avg. Order Value

\$185

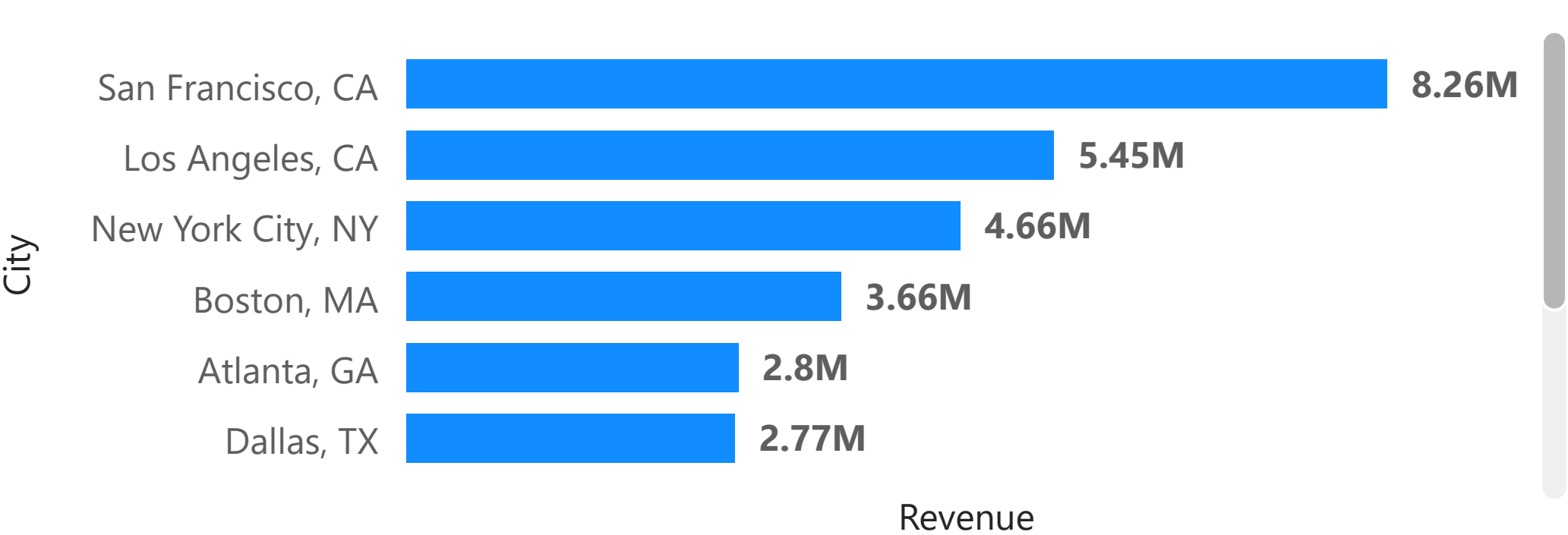
Revenue by State



Top Products by Revenue



Top 10 Cities by Revenue



Order Volume by Time of Day

