

Start date

01/01/2024

End date

31/12/2024

**Total Revenue (USD)****42.5M** ▲

vs prev year 38.2M (+11.3%)

**Total Orders (count)****156.3K** ▲

vs prev year 138.7K (+12.7%)

**Total Sellers (count)****2.4K** ▲

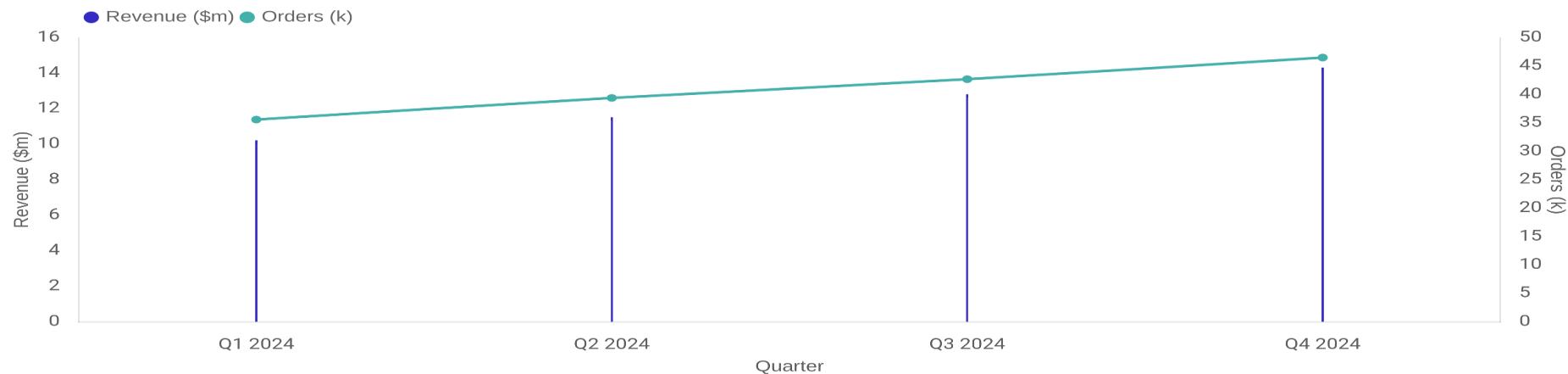
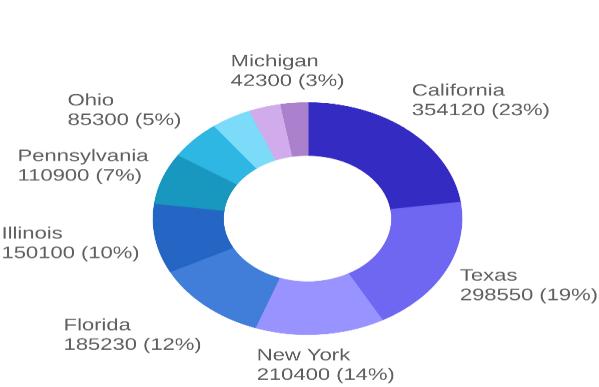
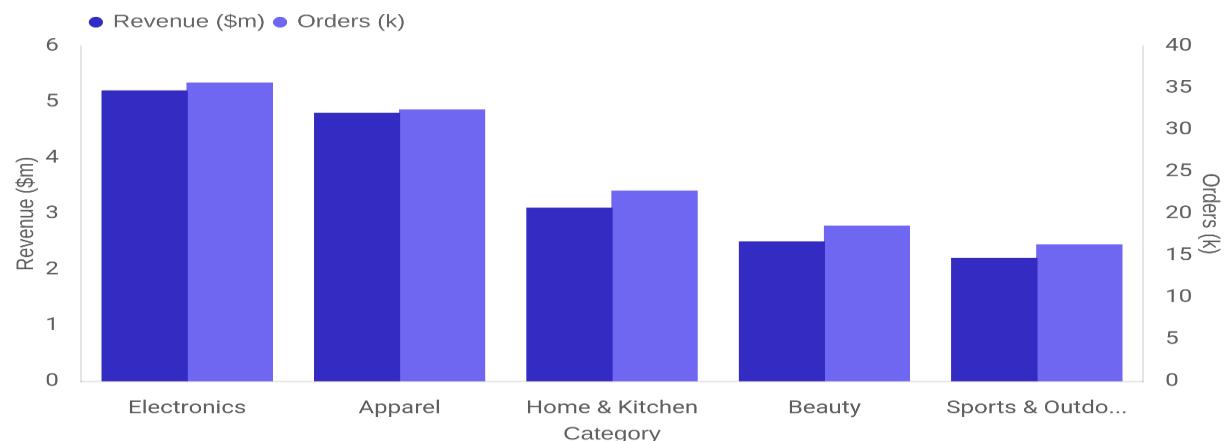
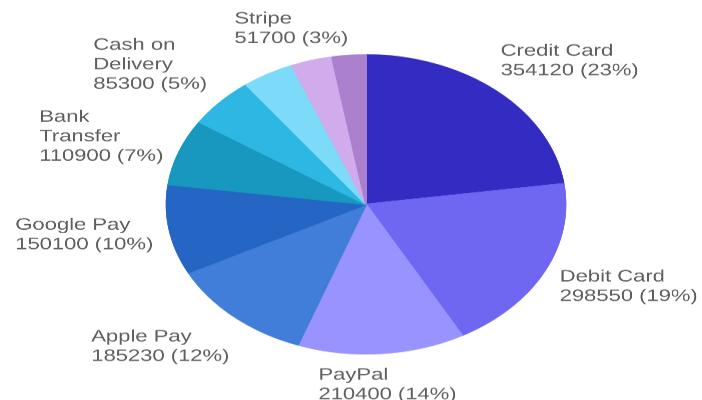
vs prev year 2.1K (+14.3%)

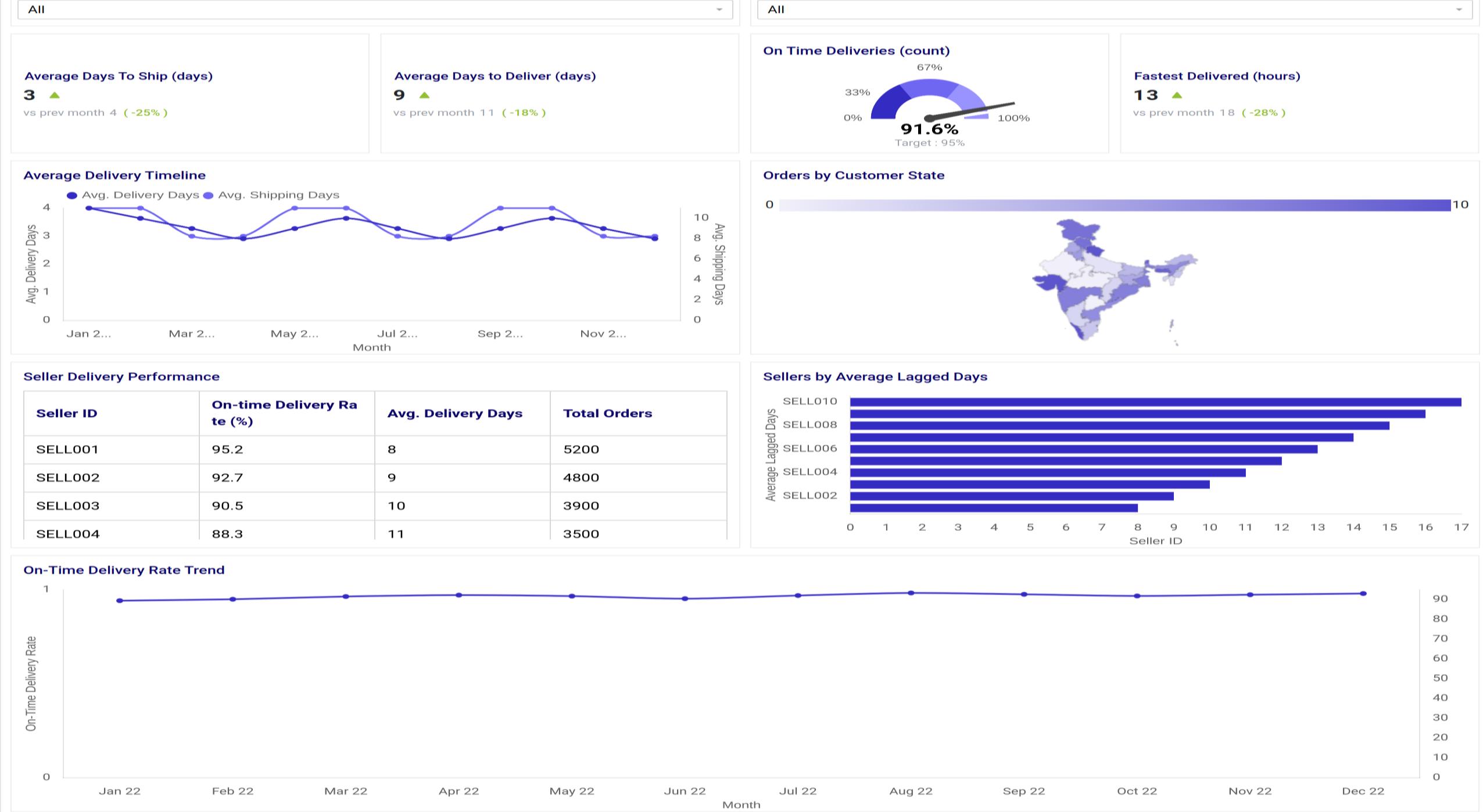
**Total Customers (count)****98.6K** ▲

vs prev year 85.3K (+15.6%)

**Average Customer Rating (%)****4.6** ▲

vs prev year 4.3 (+6.9%)

**Quarterly Revenue and Orders Trend****Revenue Distribution by State****Top 5 Revenue Categories****Orders by Payment Method**



Start date  
01/01/2024

End date  
31/12/2024

Select Year  
All

Select Month  
All

#### Total Customers (count)

**92K** ▲  
vs previous period 75K (+22.7%)

#### New Customers (count)

**92K** ▲  
vs previous period 75K (+22.7%)

#### Returning Customers (count)

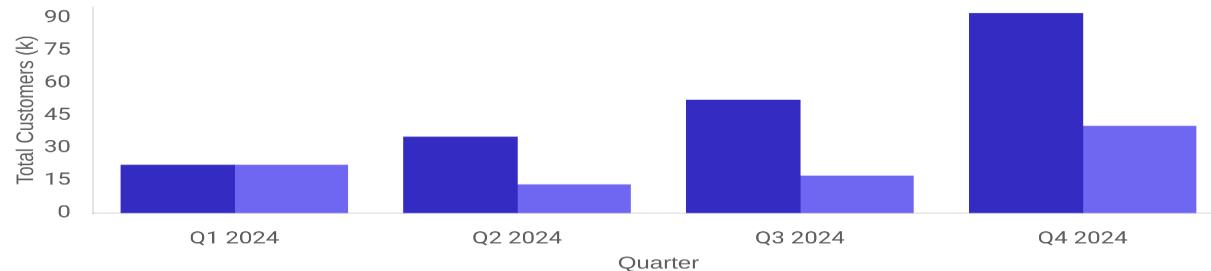
**0** ▲  
vs previous period 0 (0%)

#### Average Customer Rating (rating)

**4.0** ▲  
vs previous period 3.8 (+5.3%)

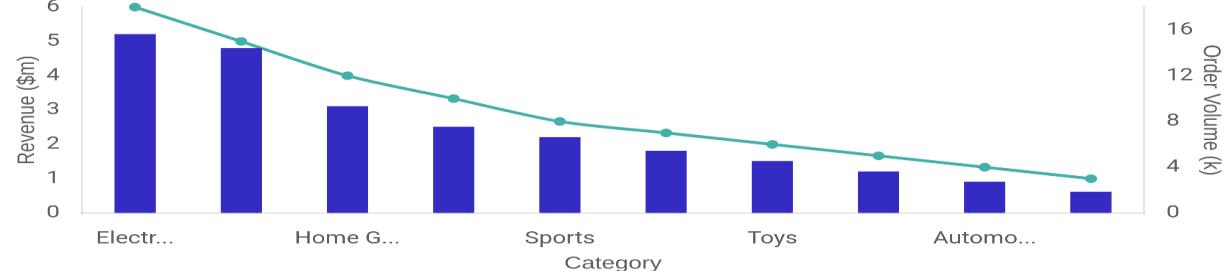
#### Quarterly Customer Growth

Total Customers ● New Customers

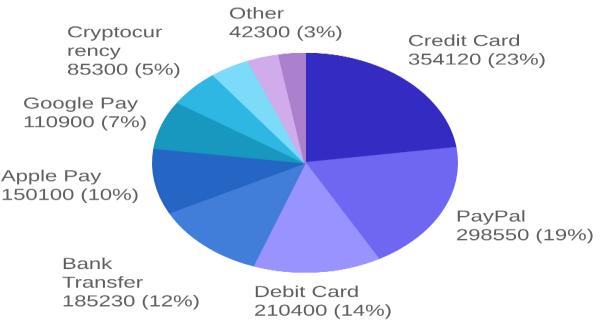


#### Revenue and Order Category Performance

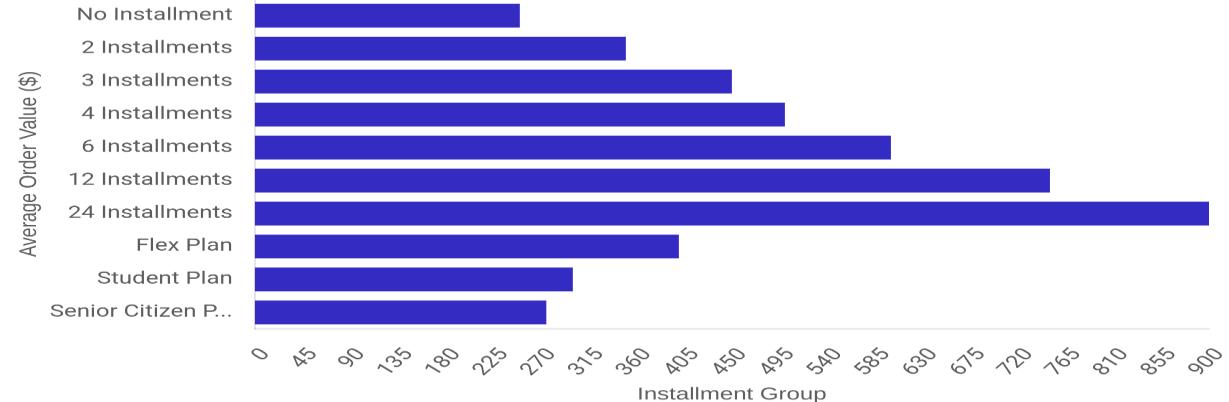
Revenue ● Order Volume



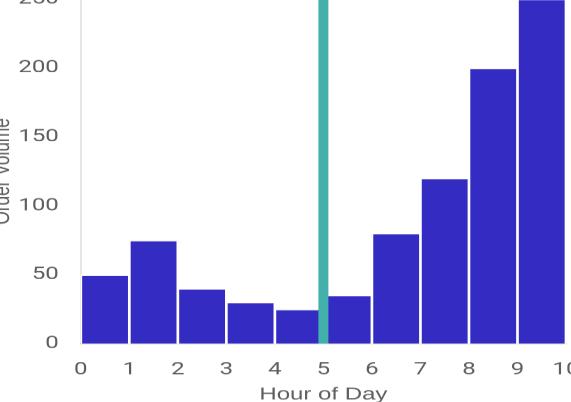
#### Payment Method Distribution



#### Order Value Analysis



#### Hourly Order Distribution



#### Cross-Sell Analysis

Product Pair	Combination Frequency	Potential Revenue (\$)
Electronics + Accessories	5200	780000
Smartphone + Case	2100	315000
Laptop + Headphones	1800	270000

Select Year

All

Select Month

All

### Total Sellers (count)

**3,095** ▲

vs prev period 2,850 (+8.6%)

### Total Active Sellers (count)

**2,912** ▲

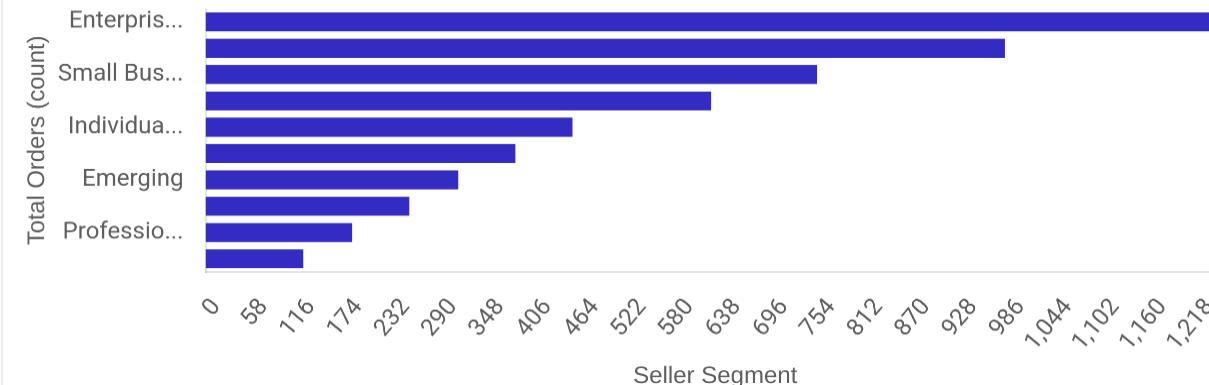
vs prev period 2,680 (+8.7%)

### Average Revenue Per Seller (USD)

**4,480** ▲

vs prev period 4,120 (+8.7%)

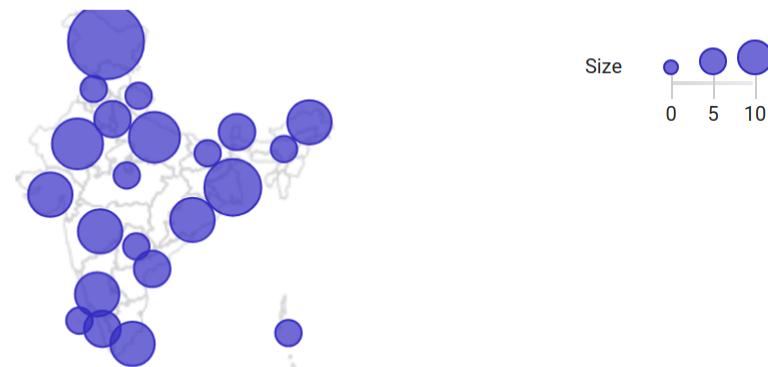
### Sellers By Segmentation



### Seller Performance

Seller ID	Total Revenue (\$)	Total Orders
SE001	125000	1250
SE002	98000	980
SE003	75000	750
SE004	62000	620

### Sellers Count On State



### Seller Performance By Rating

