

Online Retail Analysis (2023-2024)

CLEAR

2023

2024

13.71M

Total Revenue

54K

Total Items Sold

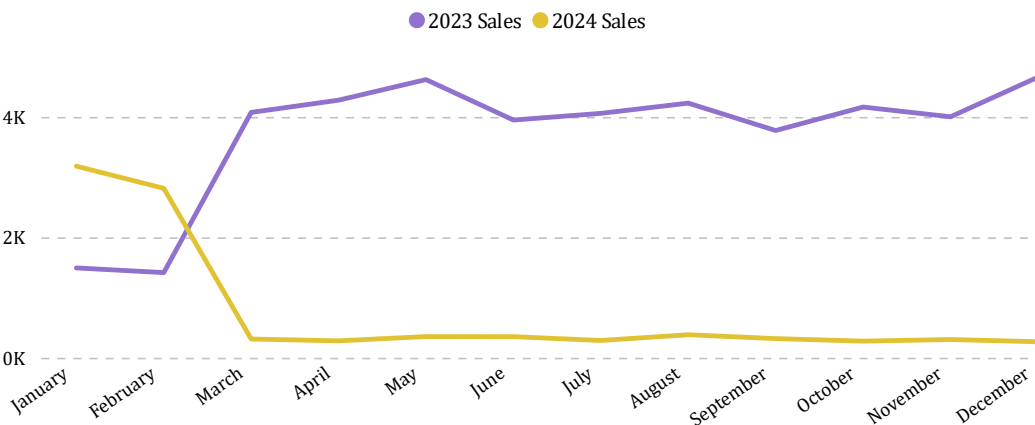
1.14M

Average Revenue per Month

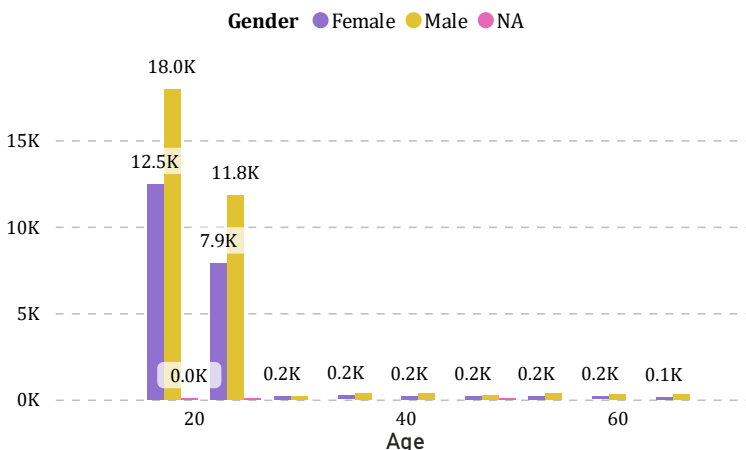
2.85M

Grocery - Highest Seller

Items Sold



Items Sold by Age and Gender

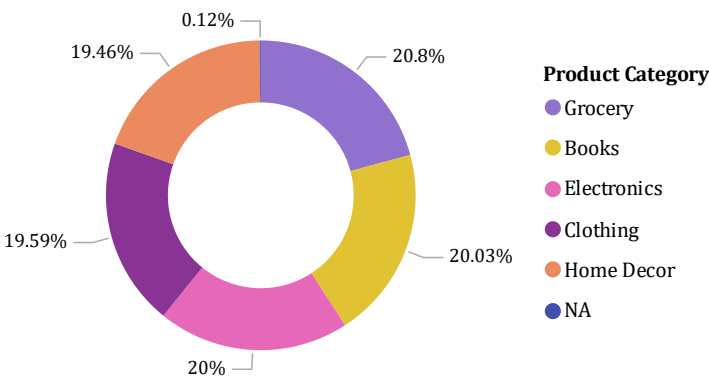


Month	2024 Revenue	2024 MoM%	2023 Revenue	2023 MoM%
January	830,746.47		393,876.50	▼ -67.93%
February	699,989.85	▼ -15.74%	380,497.27	▼ -3.40%
March	80,438.88	▼ -88.51%	1,050,429.86	▲ 176.07%
April	75,023.73	▼ -6.73%	1,094,035.68	▲ 4.15%
May	101,814.03	▲ 35.71%	1,154,751.08	▲ 5.55%
June	96,248.32	▼ -5.47%	993,000.39	▼ -14.01%
July	75,218.48	▼ -21.85%	1,012,953.07	▲ 2.01%
August	83,222.65	▲ 10.64%	1,072,719.68	▲ 5.90%
September	69,021.41	▼ -17.06%	956,675.59	▼ -10.82%
October	70,490.97	▲ 2.13%	1,032,662.99	▲ 7.94%
November	68,077.95	▼ -3.42%	1,019,715.27	▼ -1.25%
December	69,677.11	▲ 2.35%	1,228,261.55	▲ 20.45%

Income Group	Revenue
High	1,968,702.68
Low	207,749.32
Medium	11,533,096.78
Total	13,709,548.78

Order Status	# of Sales
Delivered	17858
Pending	12008
Processing	12024
Shipped	11851
Total	53741

Category Distribution of Sales



Consumer Overview

Year

☐ 2023

☐ 2024

Quarter

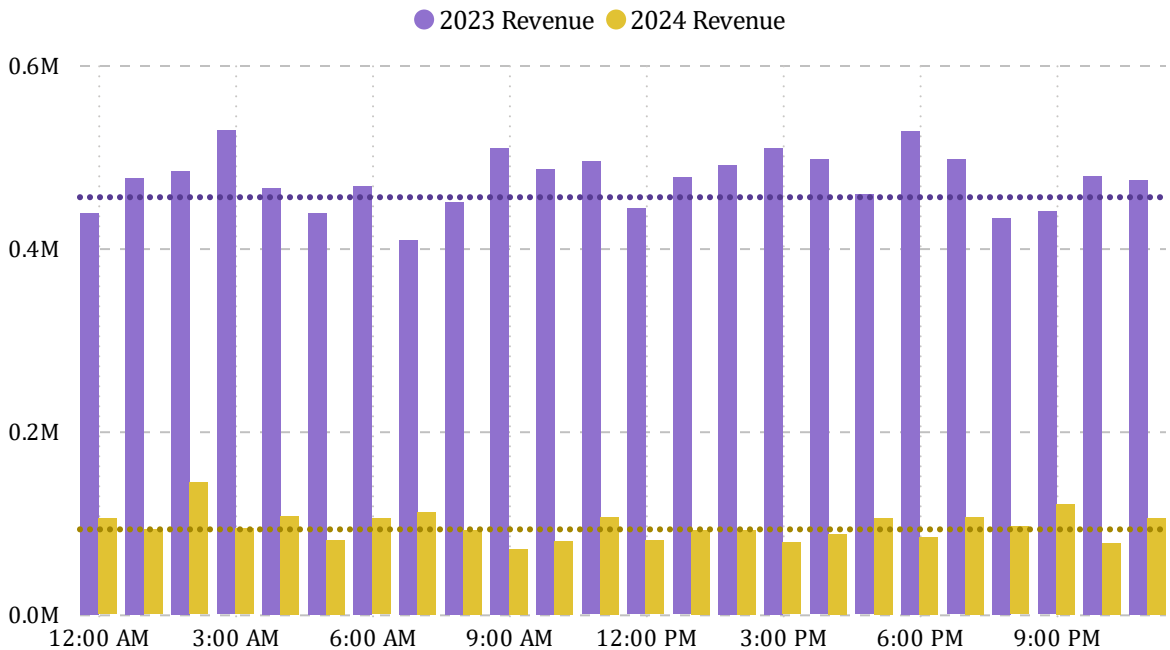
Qtr 1

Qtr 2

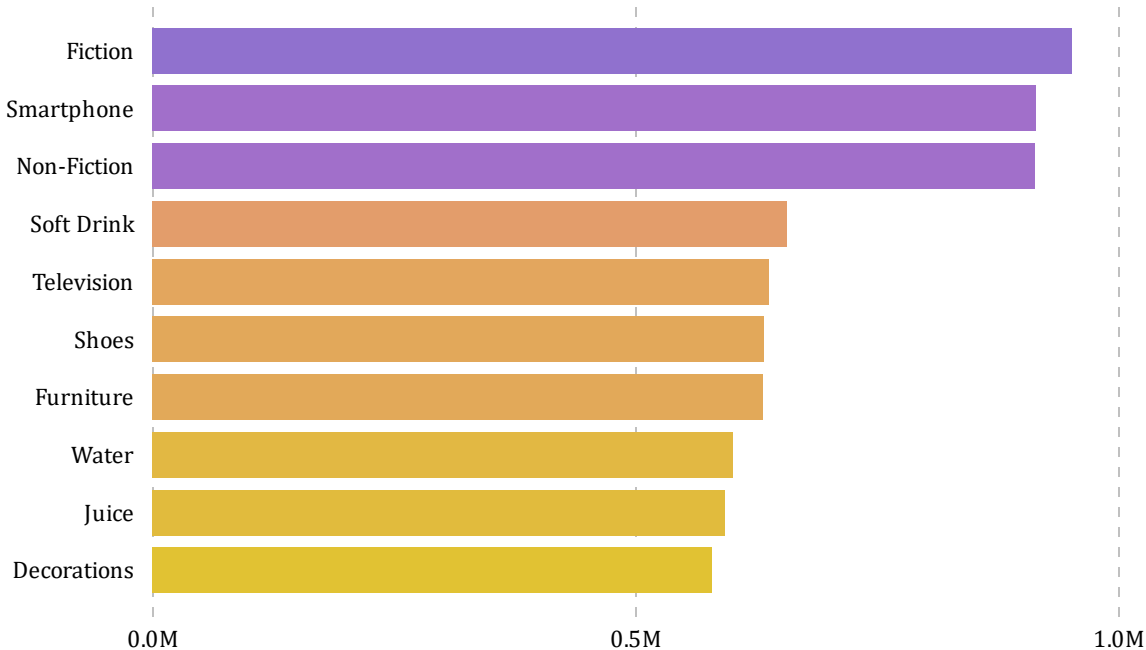
Qtr 3

Qtr 4

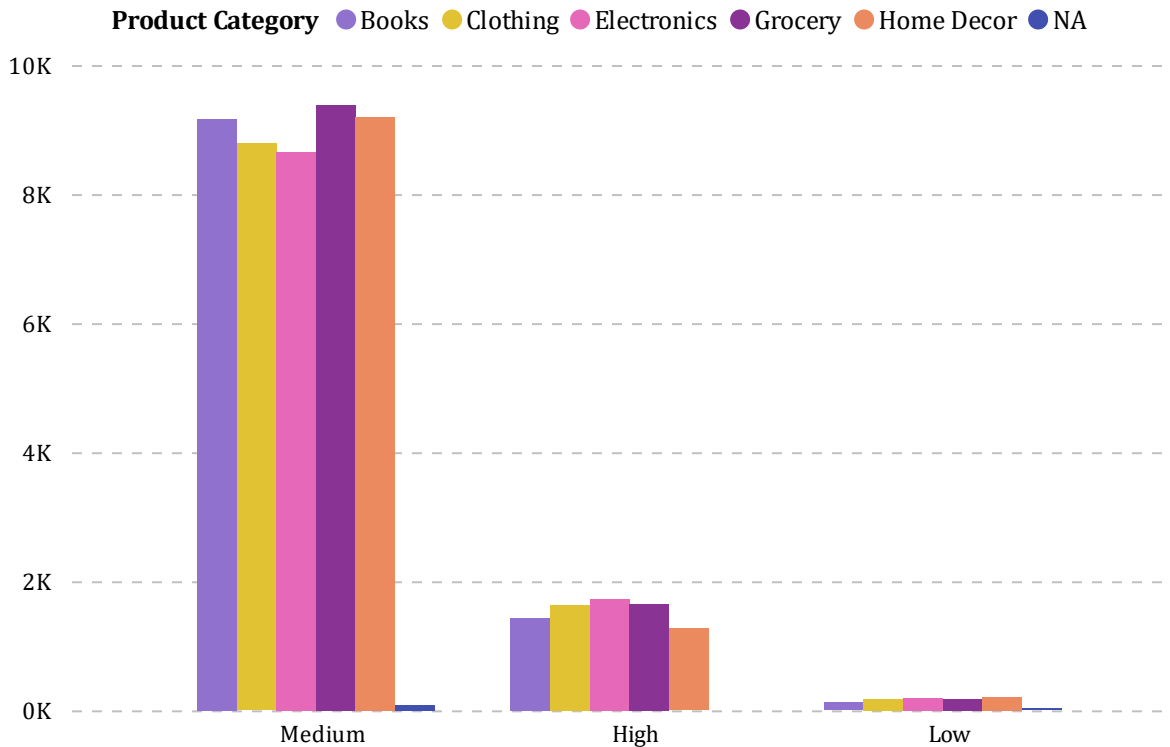
Full Day Revenue Distribution



Top 10 Selling Products



Purchasing Behavior by Income Groups



Method of Payment Used by Income Groups

