

Executive Summary

Total Revenue

13.6M

Total Customers

2,500

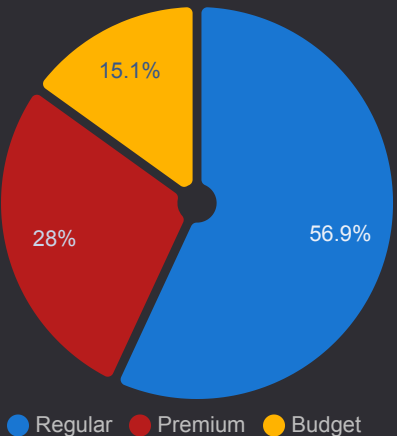
Average Order Value

1,139.95

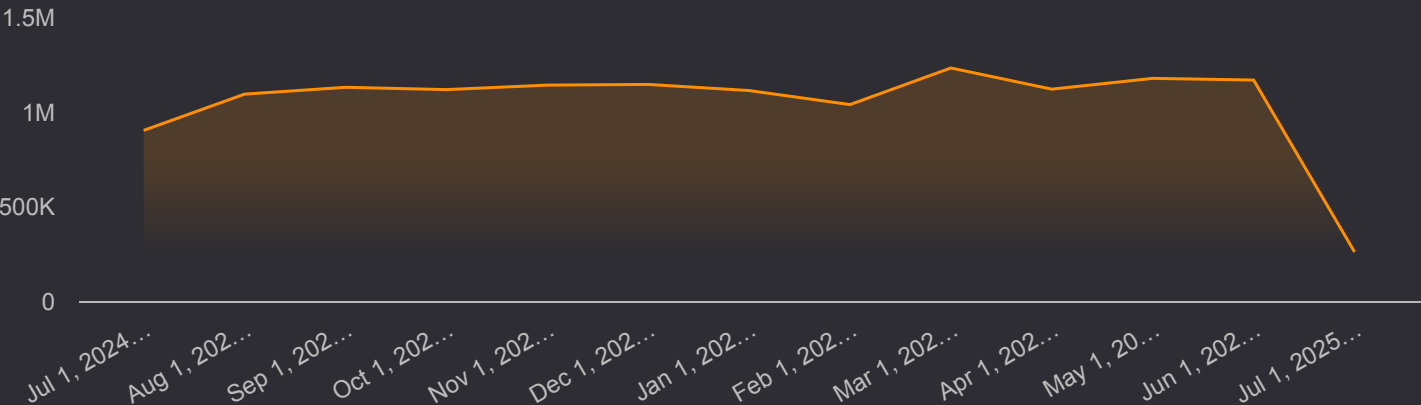
Total Orders

12,000

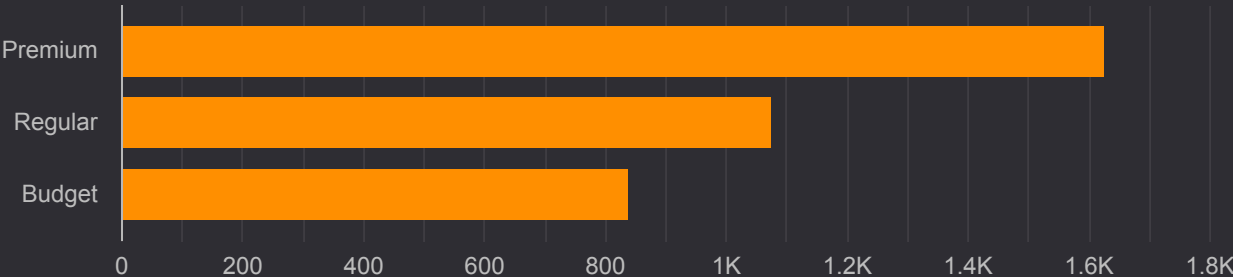
Customer Segments



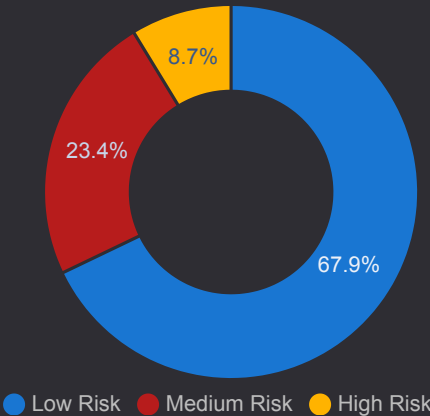
Monthly Revenue Trend



Customer Segments by Average Order Value



Churn Risk



Product Performance

Average Profit Margin

44.93

Total Products

650

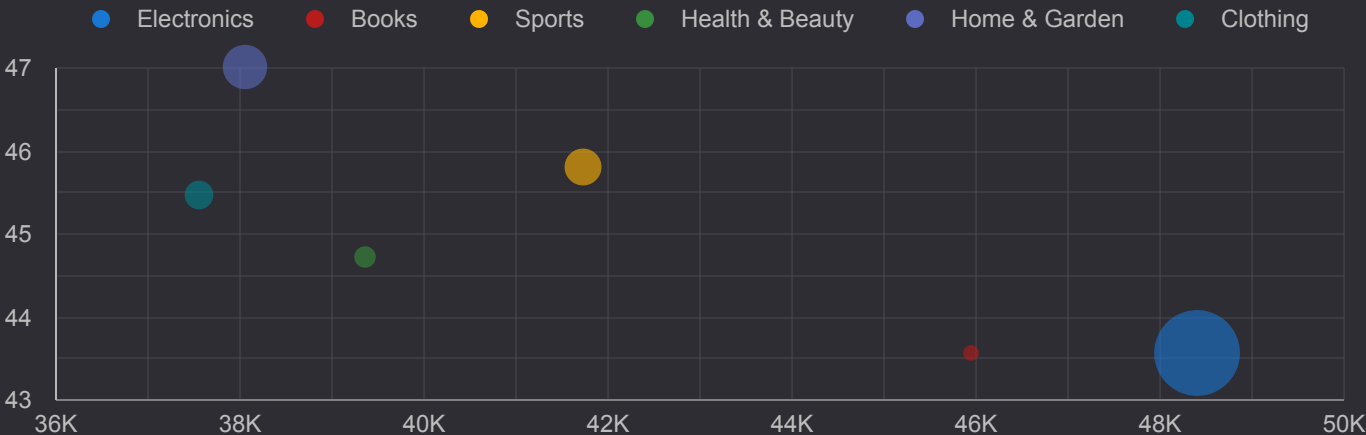
Average Inventory Turnover

0.3

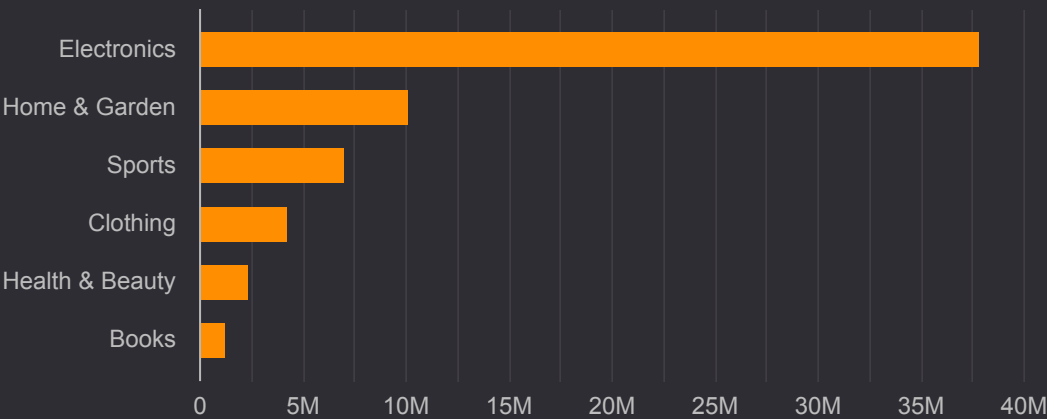
Top Category

Electronics

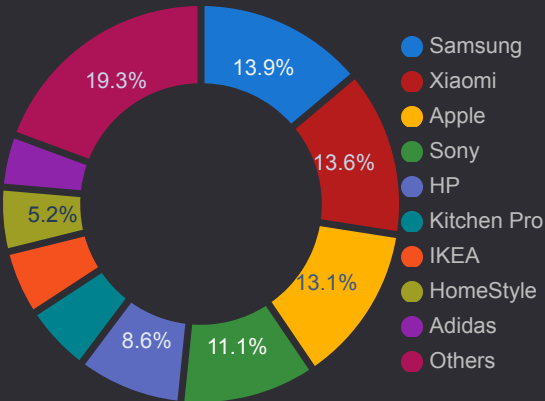
Profit Margin vs Sales Volume



Revenue by Product



Top Brands by Revenue



Top Products by Profit Margin

	Product name	Category	Qty Sold	Total Revenue	Avg Profit m...
1.	Sony Smartphones...	Electronics	655	201,802.1	105.58
2.	Local Publisher Ed...	Books	685	22,843.1	88.51
3.	Local Publisher Fic...	Books	555	16,816.5	59.9
4.	IKEA Bedding Travel	Home & Garden	345	56,649	59.85
5.	Under Armour Fitn...	Sports	425	115,400.25	59.82
6.	Nivea Skincare Ca...	Health & Beauty	405	23,676.3	59.7

Customer Analytics

Average Days to First Purchase

67.78

Average CLV

5,449.36

Retention Rate

95.4

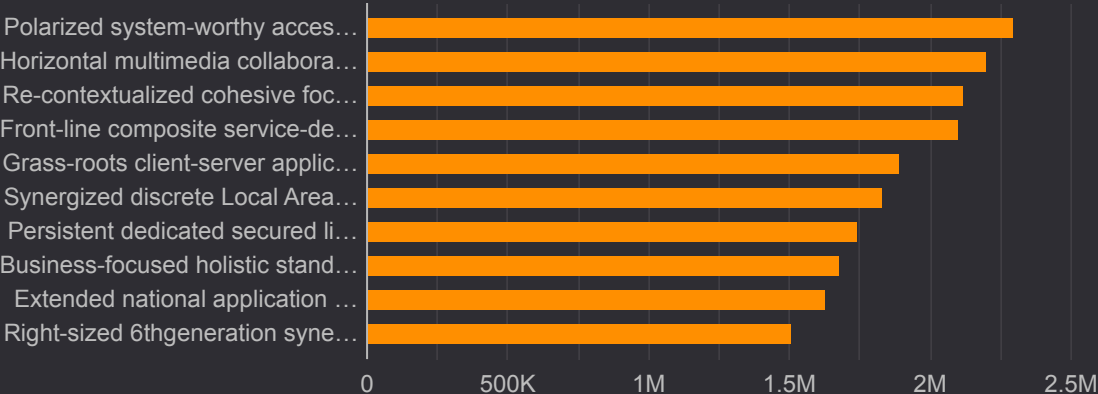
High-Value Customer

1,188

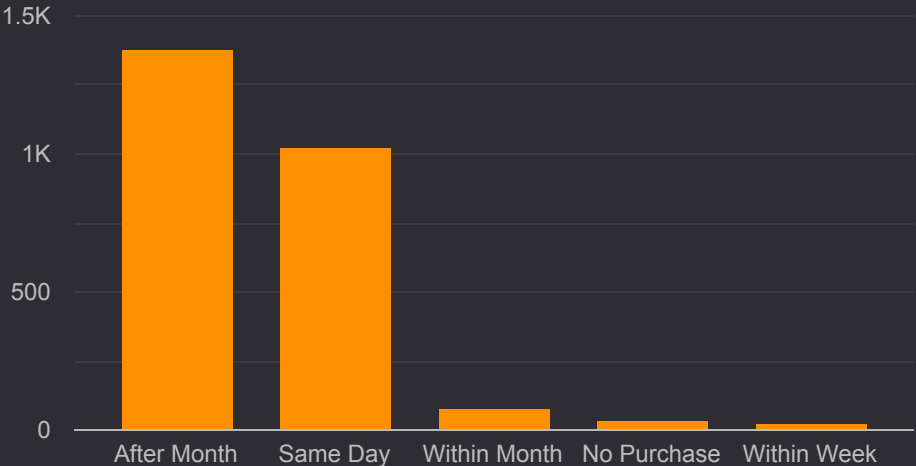
Customer Segments by Lifetime Value

	Segment Name	Total Spent ▾	Total Orders
1.	Regular	7,753,635.47	4.81
2.	Premium	3,815,035.44	4.69
3.	Budget	2,054,731.38	4.88

Marketing Campaign Revenue



Acquisition Time for Customers



Customer Purchase Frequency

