

Online Retail Sales

Total Sales

9.8M

100.0%

9,769,872.05

Total Returns

-22.1K

100.0%

-22,124.12

Unique SKU's

4,070

100.0%

4,070

Unique Customer

4,373

107.4%

4,070

Top 20 SKUs: Sales & Returns

Description	Total_Sales ▾
DOTCOM POSTAGE	206,245.48
REGENCY CAKESTAND 3 TIER	164,762.19
WHITE HANGING HEART T-LIGHT ...	99,668.47
PARTY BUNTING	98,302.98
JUMBO BAG RED RETROSPOT	92,356.03
RABBIT NIGHT LIGHT	66,756.59
POSTAGE	66,230.64
PAPER CHAIN KIT 50'S CHRISTMAS	63,791.94
ASSORTED COLOUR BIRD ORNA...	58,959.73
CHILLI LIGHTS	53,768.06
SPOTTY BUNTING	42,065.32
JUMBO BAG PINK POLKADOT	41,619.66
BLACK RECORD COVER FRAME	40,596.96
PICNIC BASKET WICKER 60 PIECES	39,619.5
SET OF 3 CAKE TINS PANTRY DES...	37,413.44
DOORMAT KEEP CALM AND COM...	36,565.39
JAM MAKING SET WITH JARS	36,116.09
WOOD BLACK BOARD ANT WHITE...	35,859.27
LUNCH BAG RED RETROSPOT	34,897.31
POPCORN HOLDER	33,969.46

Top 20 SKUs: Returns

Description	Total_Sales ▲
AMAZON FEE	-221,520.5
Manual	-68,671.64
Adjust bad debt	-11,062.06
CRUK Commission	-7,933.43
Bank Charges	-7,175.64
Discount	-5,696.22
SAMPLES	-3,049.39
WHITE CHERRY LIGHTS	-54
CREAM SWEETHEART MAGAZINE...	-46.85
WOODEN BOX ADVENT CALENDAR	-45.7
ASSORTED TUTTI FRUTTI ROUND ...	-39.6
PINK CHERRY LIGHTS	-27
BLUE PADDED SOFT MOBILE	-25.5
ANTIQUE LILY FAIRY LIGHTS	-14.85
CREAM SWEETHEART TRAYS	-12.75
TEA TIME CAKE STAND IN GIFT B...	-10.75
CREAM SWEETHEART SHELF + H...	-7.95
PINK SMALL GLASS CAKE STAND	-5.85
SWEETHEART KEY CABINET	-5.55
FLAMINGO LIGHTS	-4.95