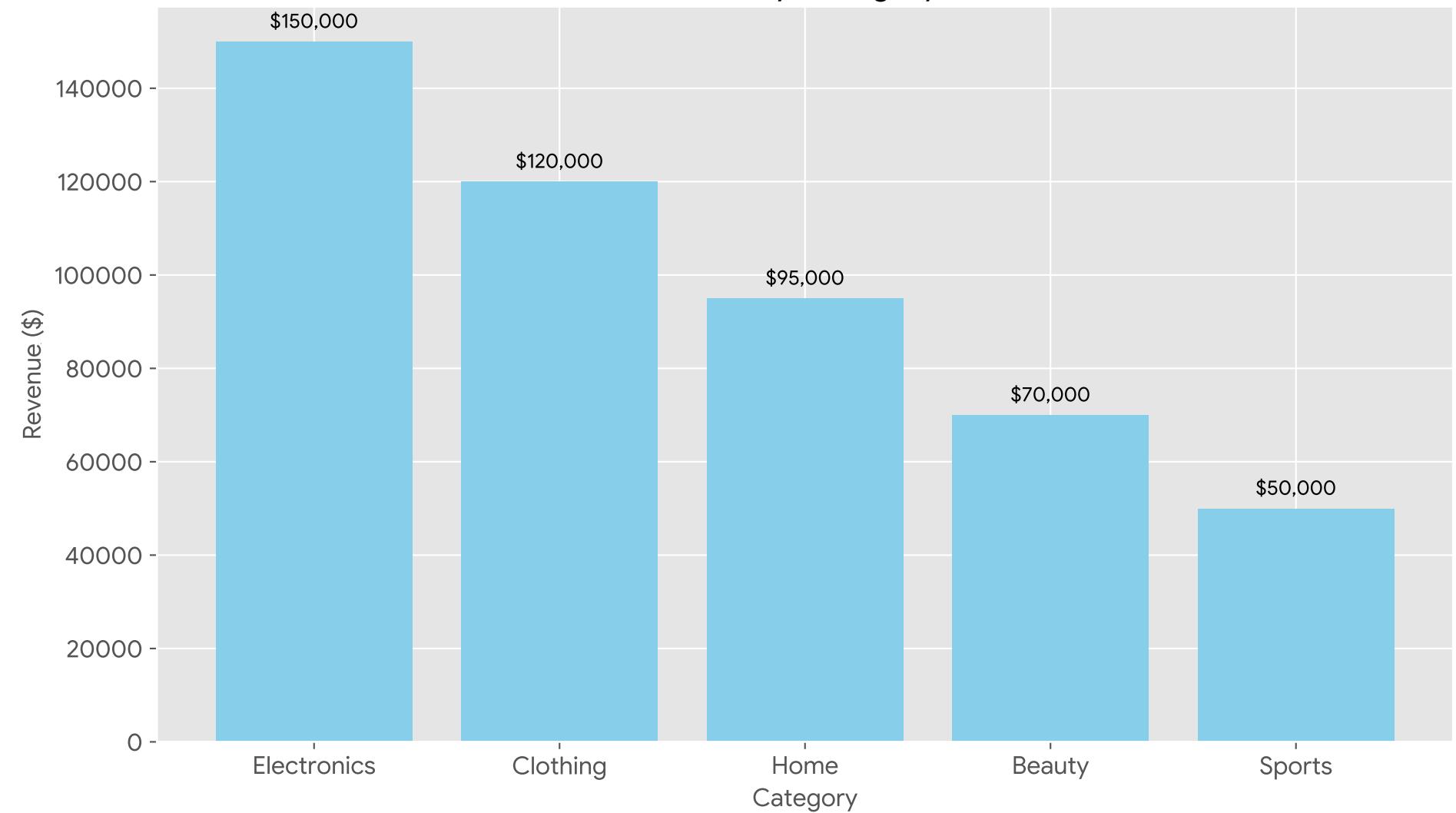


## Sales by Category



# KPI Overview - Q4 2023

Total Revenue  
**\$485,000**

+12% vs LY

Total Profit  
**\$92,400**

+5% vs LY

Avg Order Value  
**\$124.50**

-2% vs LY

Active Customers  
**3,840**

+18% vs LY

## Monthly Sales & Profit Trend

