

EXECUTIVE OVERVIEW

Average Order Value

15K

Profit Margin (%)

21.06

Total Transactions

10K

Total Revenue

148M

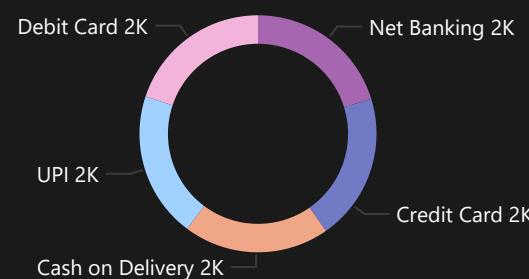
Date Range

01-01-2024

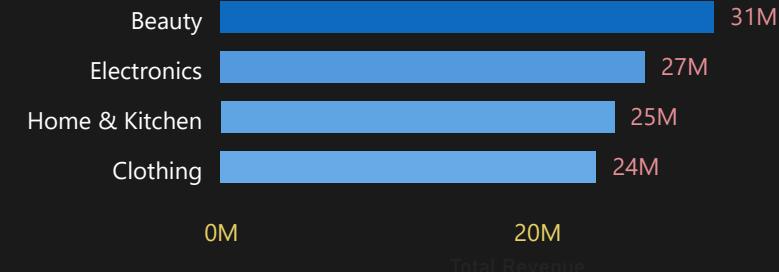
31-12-2024



Payment Method Distribution



Revenue by Category



State

All

Category_name

All

Paymentmethod

All

Monthly Revenue Trend



This visual type is being retired soon. Contact your admin to upgrade.

Revenue by State



PRODUCT PERFORMANCE



Data Range

01-01-2024

31-12-2024



State



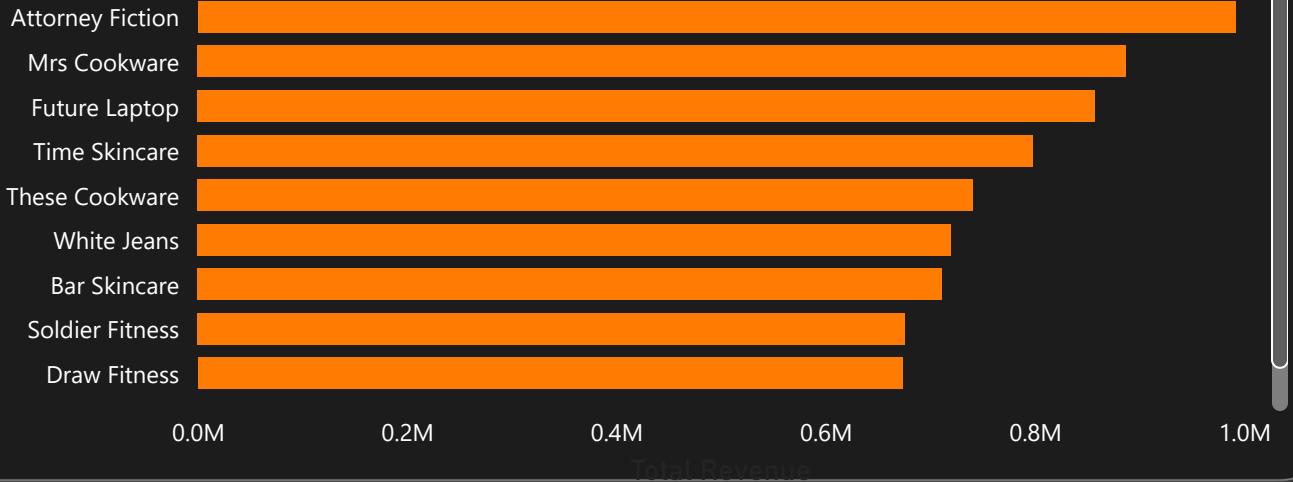
Product Category



Payment method



Top 10 Products by Revenue

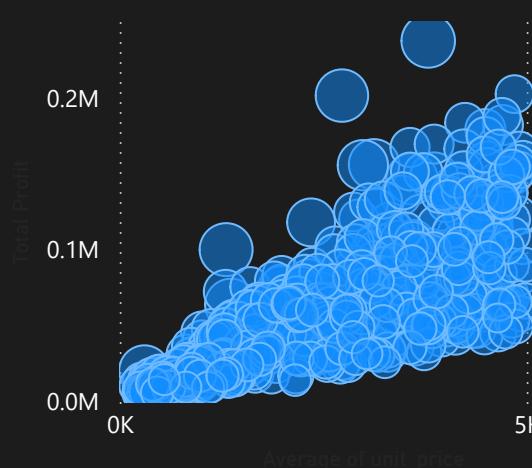


| product_name | Total Revenue | Total Profit |
|-------------------|------------------------|----------------------|
| Attorney Fiction | 9,91,955.57 | 1,98,391.11 |
| Than Makeup | 3,34,081.04 | 6,68,162.04 |
| Soldier Fitness | 6,76,101.98 | 1,35,201.98 |
| Real Outdoor | 3,23,293.47 | 6,46,586.91 |
| These Cookware | 7,41,197.57 | 1,48,395.57 |
| Future Laptop | 8,57,404.52 | 1,71,404.52 |
| Easy Makeup | 70,735.75 | 14,147.50 |
| Bar Skincare | 7,11,285.00 | 14,225.00 |
| Forward Education | 4,38,297.99 | 8,765.99 |
| Draw Fitness | 6,73,731.59 | 13,473.15 |
| Mrs Cookware | 8,87,261.50 | 17,743.00 |
| Third Furniture | 4,07,404.24 | 8,148.24 |
| Time Skincare | 7,98,578.11 | 15,971.89 |
| Above Skincare | 4,86,961.89 | 9,738.89 |
| Total | 14,80,41,215.06 | 3,1,14,215.06 |

Category & Sub-Category Performance



Product Pricing vs Profitability



- Product Hierarchy
- Beauty
- Books
- Clothing
- Electronics
- Home & Kitchen
- Sports

Date Range

01-01-2024

31-12-2024

Product category

All

Payment method

All

State

All

Product Hierarchy

- Beauty
- Books
- Clothing
- Electronics
- Home & Kitchen
- Sports

CUSTOMER ANALYTICS



Monthly Revenue from Customers

Total Revenue

10M
5M
0M

0 5 10

month

Monthly New Customer Acquisition

Count of customer_id

90
80

January February March April May June July August September October November December

Month

Revenue Contribution by Customer Age Group

Total Revenue

30M
20M
10M
0M

18-25 26-35 36-45 46-60 60+

age_group

Top 10 Customers by Lifetime Value

| full_name | Total Revenue |
|--------------------|---------------------|
| Brenda Harper | 3,99,725.26 |
| Catherine Harrison | 3,11,823.45 |
| Christina Garcia | 3,30,176.26 |
| Christina Vargas | 3,33,913.90 |
| Danielle Smith | 4,12,985.04 |
| Duane Fischer | 3,24,907.34 |
| John Williams | 3,14,350.99 |
| Total | 34,52,011.27 |

TRENDS & GEOGRAPHY



Date range

01-01-2024

31-12-2024

Product category

All

State

All

payment_meth...

All

Product Hierarchy

- Beauty
- Books
- Clothing
- Electronics
- Home & Kitchen
- Sports

