

EXECUTIVE OVERVIEW

Average Order Value

15K



Profit Margin (%)

21.06



Total Transactions

10K



Total Revenue

148M



Date Range

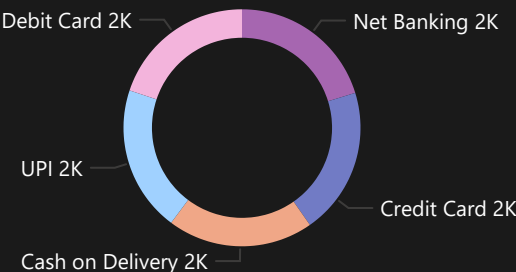
01-01-2024



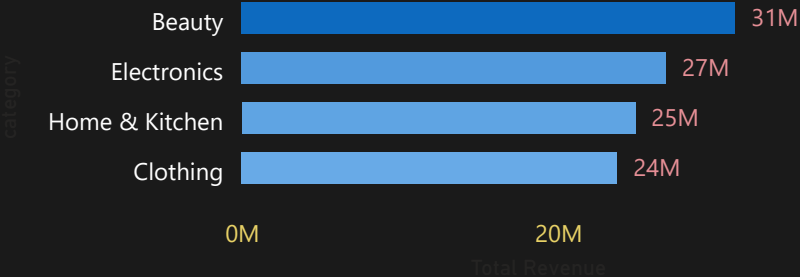
31-12-2024



Payment Method Distribution



Revenue by Category



State

All

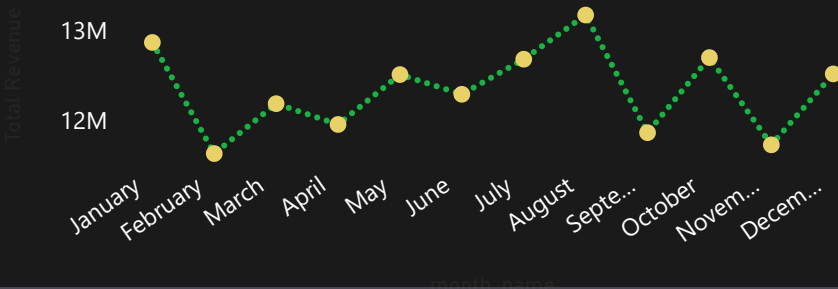
Category_name

All

Paymentmethod

All

Monthly Revenue Trend

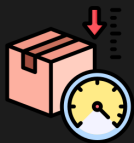


⚠ This visual type is being retired soon. Contact your admin to upgrade.

Revenue by State



PRODUCT PERFORMANCE



Data Range

01-01-2024



31-12-2024



State

All

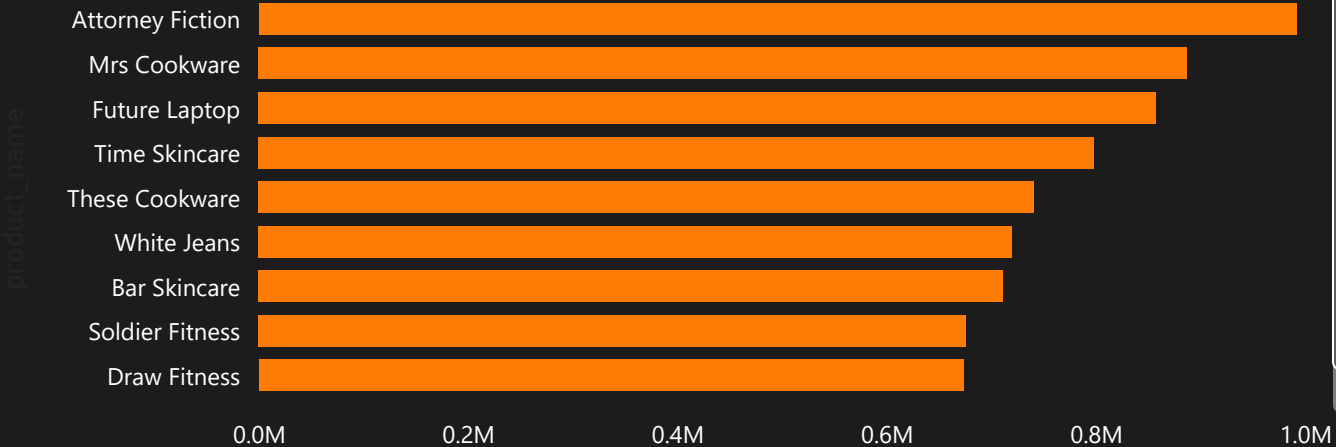
Product Category

All

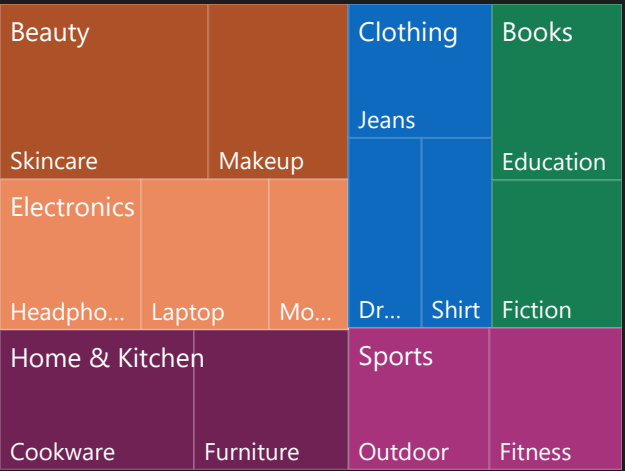
Payment method

All

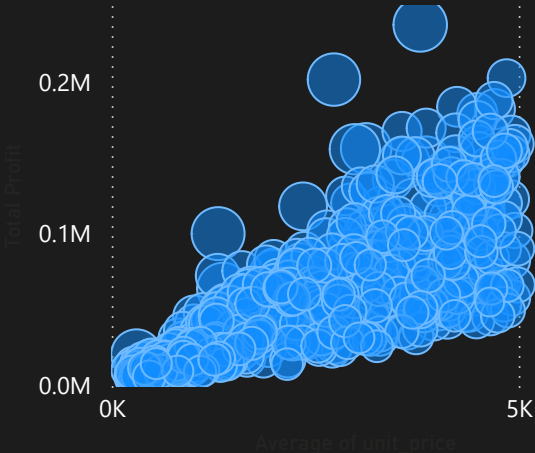
Top 10 Products by Revenue



Category & Sub-Category Performance



Product Pricing vs Profitability



product_name	Total Revenue	Total Profit
Attorney Fiction	9,91,955.57	
Than Makeup	3,34,081.04	
Soldier Fitness	6,76,101.98	
Real Outdoor	3,23,293.47	
These Cookware	7,41,197.57	
Future Laptop	8,57,404.52	
Easy Makeup	70,735.75	
Bar Skincare	7,11,285.00	
Forward Education	4,38,297.99	
Draw Fitness	6,73,731.59	
Mrs Cookware	8,87,261.50	
Third Furniture	4,07,404.24	
Time Skincare	7,98,578.11	
Above Skincare	4,86,961.89	
Total	14,80,41,215.06	3,11,11,111.11

Product Hierachy

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

Date Range

01-01-2024

31-12-2024

Product category

All

Payment method

All

State

All

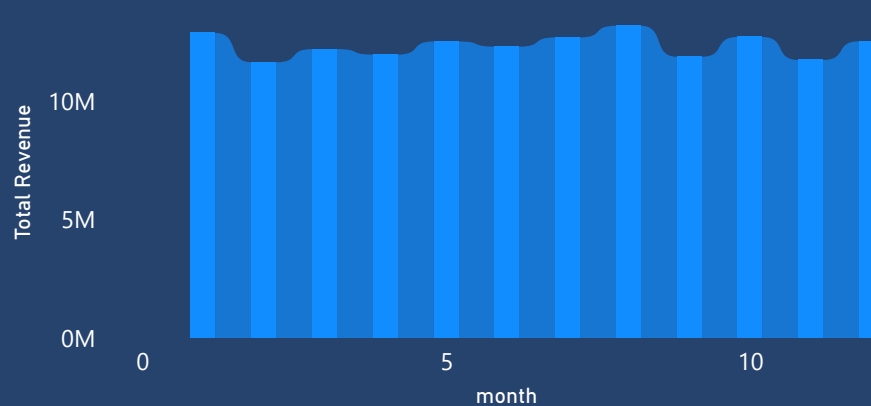
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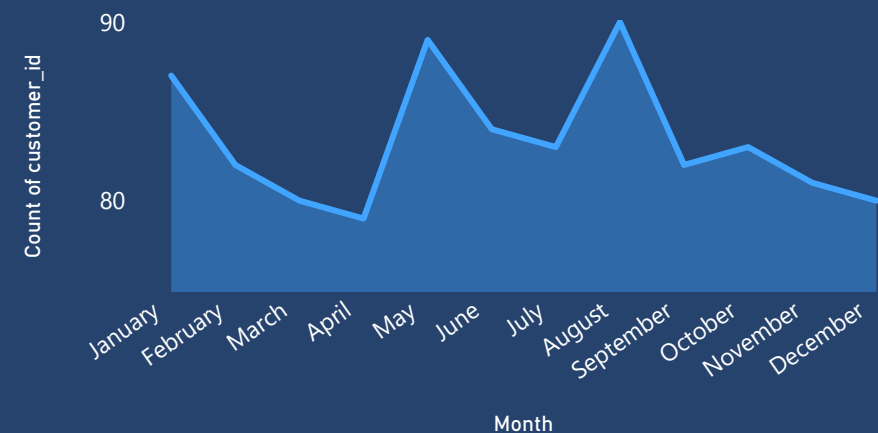
CUSTOMER ANALYTICS



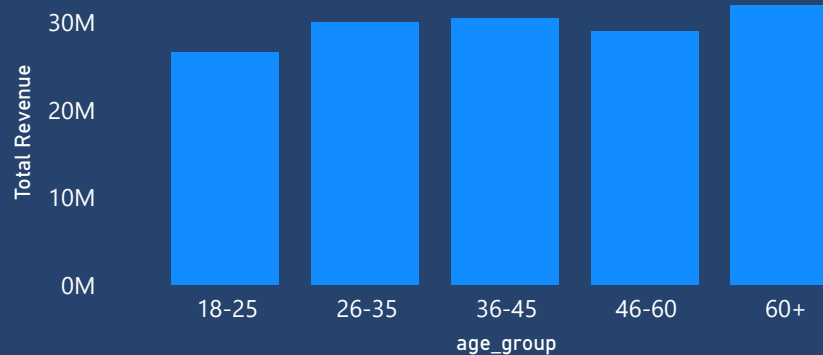
Monthly Revenue from Customers



Monthly New Customer Acquisition



Revenue Contribution by Customer 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

Date range

01-01-2024

31-12-2024

Product category

All

State

All

payment_meth...

All

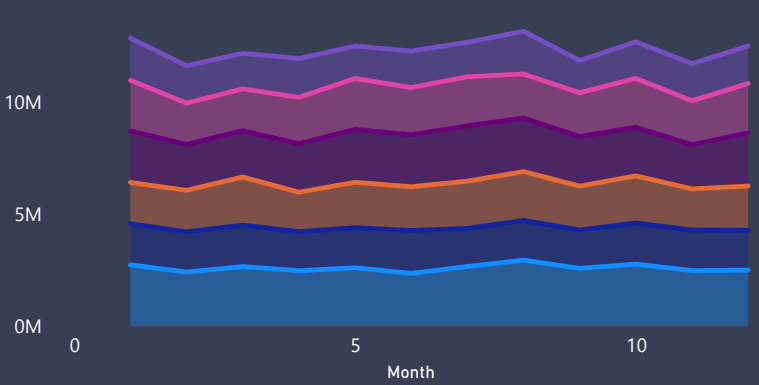
Product Hierachy

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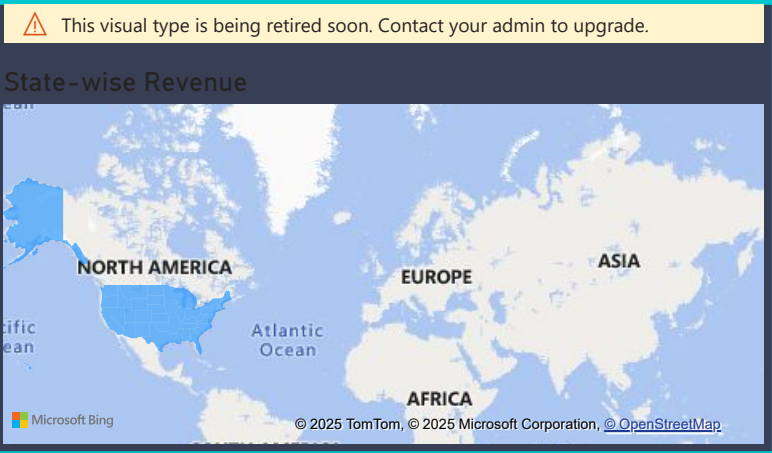
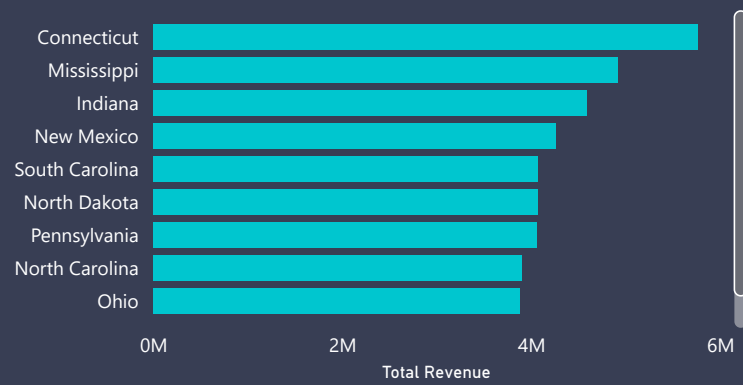
TRENDS & GEOGRAPHY



Category Revenue Trend



Top 10 States by Revenue



Day of Week Sales Trend

