Customer Analysis

Select Category
All

Total Revenue
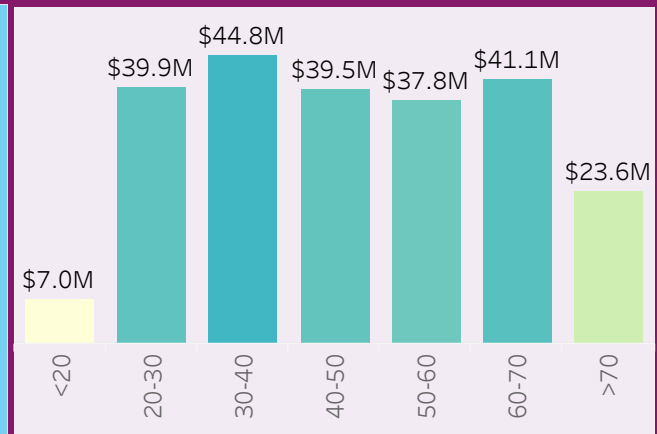$233,650,194

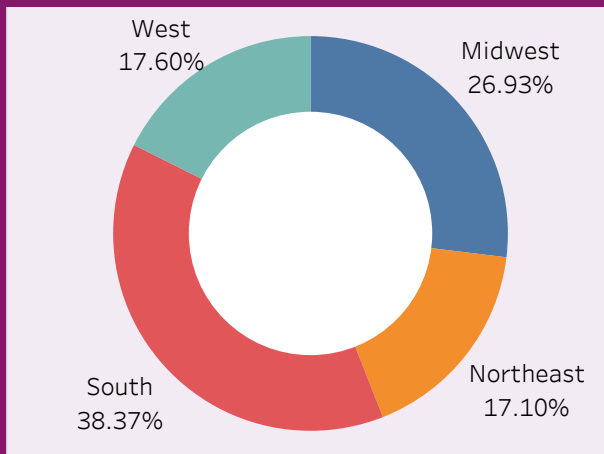## Month-Wise Revenue

Null $11.5M
October 2020 $5.3M
November 2020 $11.5M
December 2020 $57.7M
January 2021 $7.1M
February 2021 $4.4M
March 2021 $25.2M
April 2021 $36.7M
May 2021 $10.1M
June 2021 $24.6M
July 2021 $19.0M
August 2021 $20.5M

Revenue Per State

$3.8M, $1.7M, $5.4M, $11.4M, $6.3M, $13.9M, $3.8M, $8.0M, $3.8M, $15.5M, $8.5M

© Mapbox © OSM

Age-Wise Sales Analysis

<20 $7.0M
20-30 $39.9M
30-40 $44.8M
40-50 $39.5M
50-60 $37.8M
60-70 $41.1M
>70 $23.6M
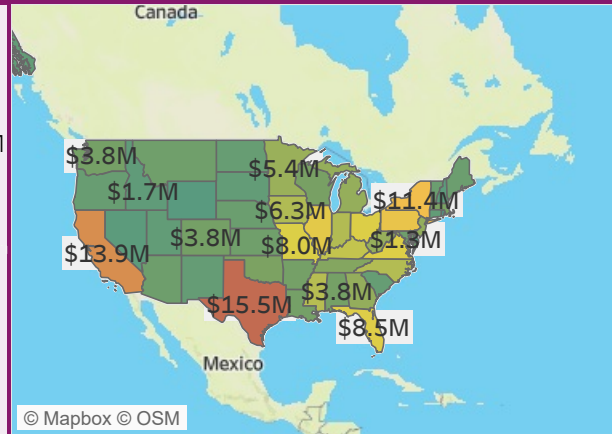
Region-Wise Revenue Share (%)

West 17.60%
Midwest 26.93%
Northeast 17.10%
South 38.37%

Gender-Wise Sales Analysis

Female Revenue	Categories	Male Revenue
$66.3M	Mobiles & Tablets	$63.8M
	Appliances	
$13.4M	Entertainment	$13.7M
	Others	
$4.3M	Computing	$5.1M
	Women's Fashion	
$2.3M	Men's Fashion	$2.5M
	Superstore	
$1.3M	Beauty & Grooming	$1.4M
	Home & Living	
$0.4M	Kids & Baby	$0.4M
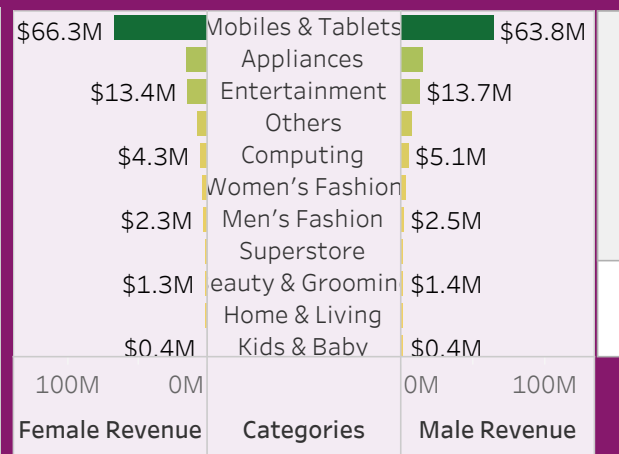
Quantity-Discount Correlation

Qty Ordered vs Discount Percent