Ecommerce Store Revenue Trends Analysis

DREAMER STUDIOS

Total Revenue	Avg. Revenue	Total Order	Total Quantity	Purchase Frequency	Avg Discount
202.6M	1.1K	186.0K	1.9M	1.0	0.1

Day_Name

Month_Name

Quarter

City_Store

Quarter Wise By Revenue Trends

Revenue

- 40.7M
- 53.4M
- 41.2M
- 67.4M

(Q1, Q2, Q3, Q4)

Month Wise By Revenue Trends

Revenue

(January, March, May, July, September, November)

At abGlance Product Category Performance

	Year	Category	Day_Name	Month_Name	Quarter	Revenue ▼
1.	2019	Phone	Tuesday	December	Q4	1.5M
2.	2019	Phone	Monday	December	Q4	1.5M
3.	2019	Phone	Sunday	December	Q4	1.4M
4.	2019	Phone	Wednesday	December	Q4	1.3M
5.	2019	Phone	Tuesday	April	Q2	1.2M
6.	2019	Phone	Friday	December	Q4	1.2M
7.	2019	Phone	Tuesday	October	Q4	1.2M
8.	2019	Phone	Saturday	November	Q4	1.1M
9.	2019	Phone	Monday	April	Q2	1.1M
10.	2019	Phone	Friday	May	Q2	1.1M
11.	2019	Phone	Thursday	December	Q4	1.1M

1 - 100 / 763

Weekday(1) and Weekend(0) vs Revenue (%)

- 0
- Week 1

28.4%

71.6%
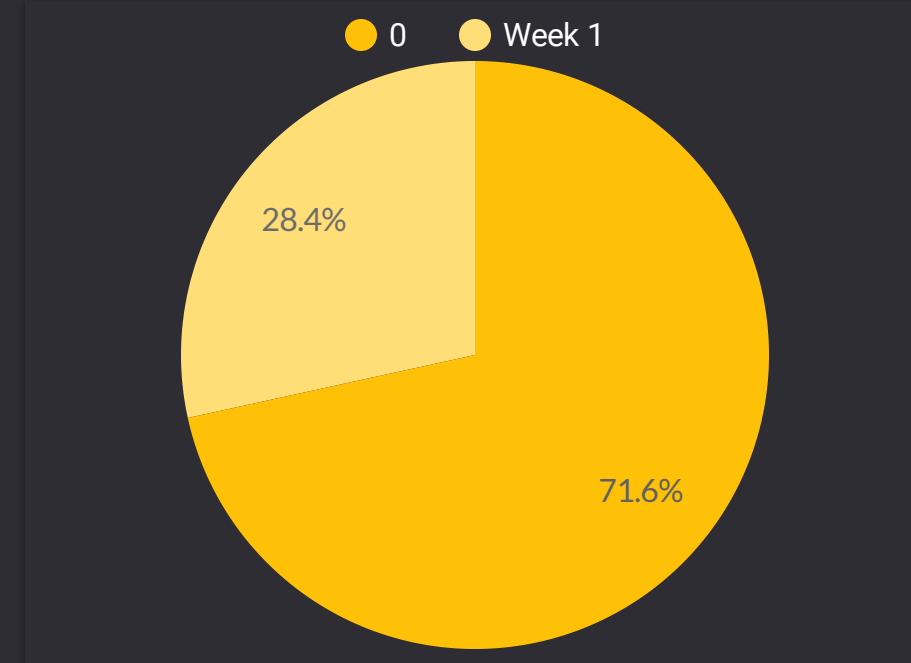
Ecommerce Store Customer Behavior Analysis

DREAMER STUDIOS

Total Revenue	Avg. Revenue	Total Order	Total Quantity	Purchase Frequency	Avg Discount
202.6M	1.1K	186.0K	1.9M	1.0	0.1

Customer_Age_Range

Customer_Gender

Customer_State

City_Store

Customer Gender By Revenue(%)

- Female
- Male

42.9%

57.1%
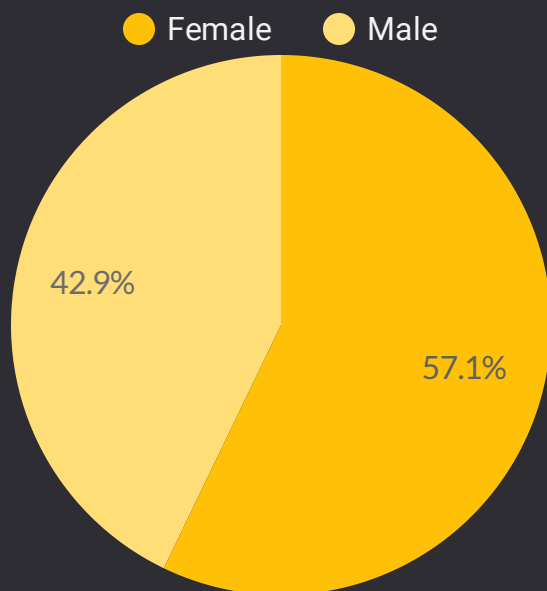
Customer State By Revenue

Revenue

San Francisco	48.7M
Los Angeles	32M
New York City	27.2M
Boston	21.7M
Atlanta	16.4M
Seattle	16.3M
Dallas	16M
Portland	13.5M
Austin	10.7M

0 10M 20M 30M 40M 50M
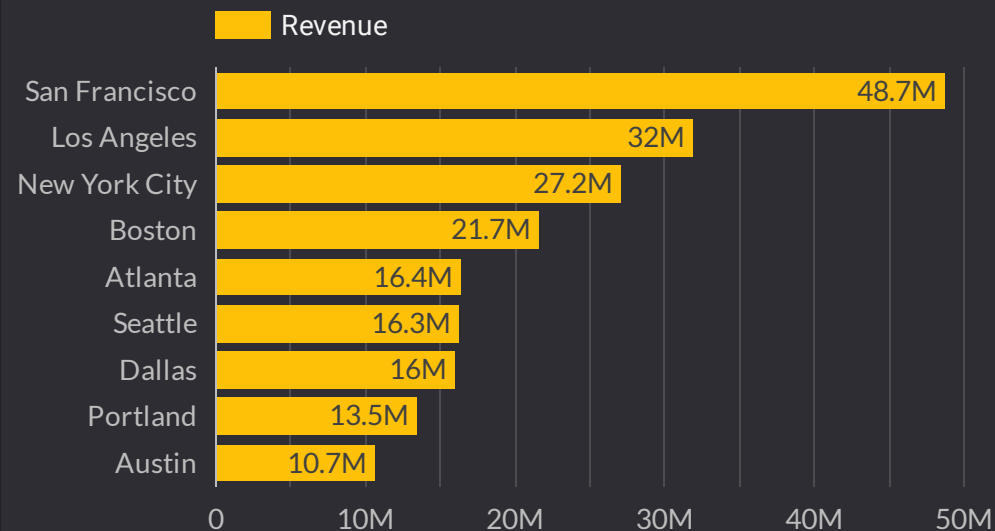
Customer Age Range By Revenue(%)

- 26-30
- 31-40
- 41-50
- 21-25
- 18-20
- 50

16.4%

17.1%

16.5%

16.7%

16.6%

16.7%

City Store By Revenue

Revenue

Dallas	Los Angeles	New York City	Boston	San Francisco
41.4M	40.9M	40.7M	39.9M	39.7M

50M
40M
30M
20M
10M
0
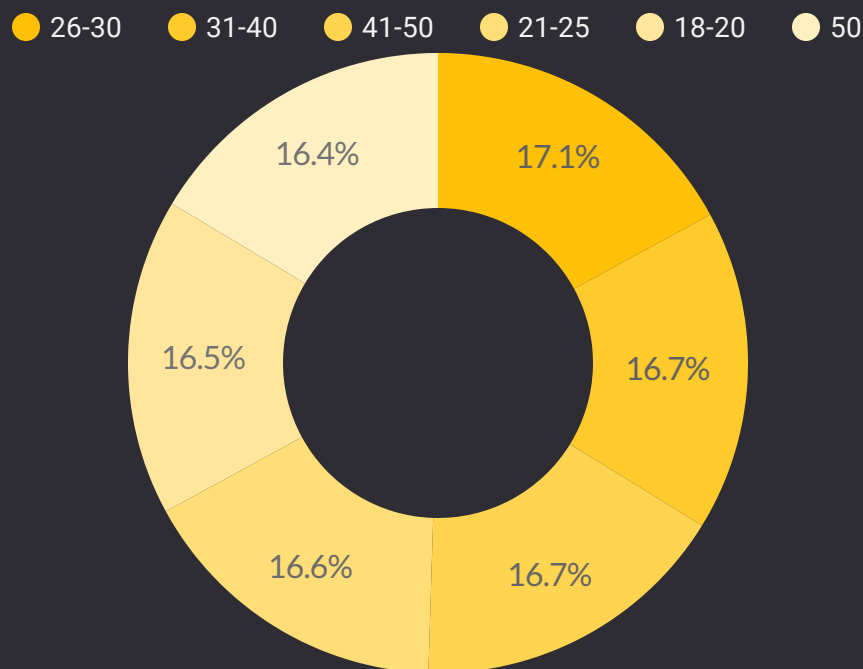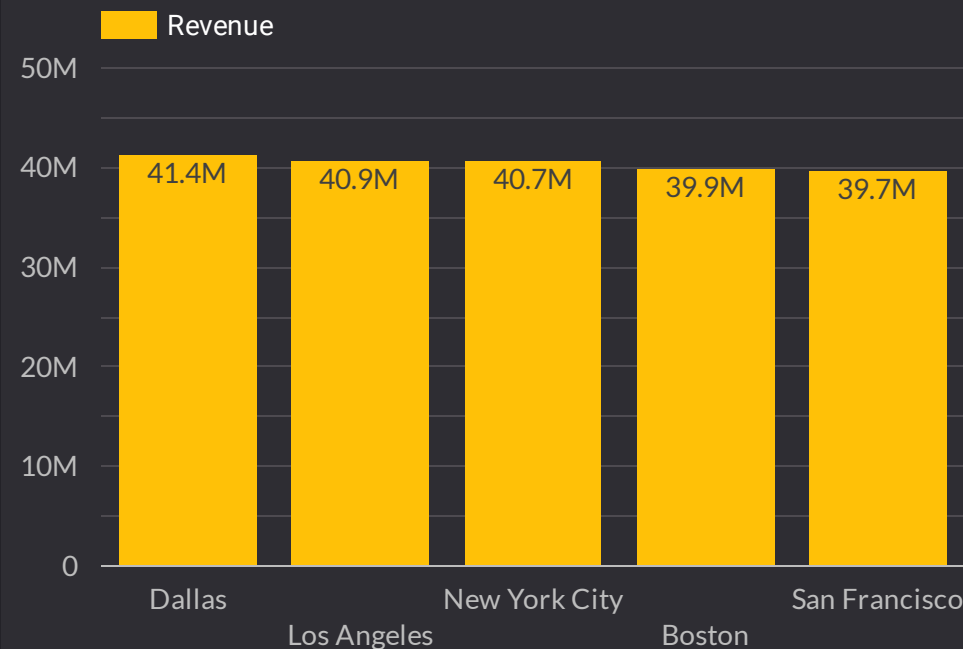
Ecommerce Store Product Analysis

Total Revenue
202.6M

Avg. Revenue
1.1K

Total Order
186.0K

Total Quantity
1.9M

Purchase Frequency
1.0

Avg Discount
0.1

Category

Product

City_Store

Product   By Revenue

Revenue

Product	Revenue
iPhone	36.6M
ThinkPad Laptop	31.2M
Google Phone	25.8M
27in 4K Gaming Monitor	18.7M
Apple Airpods Headphones	18.1M
34in Ultrawide Monitor	18M
Flatscreen TV	11M
Bose SoundSport Headphones	10.2M
27in FHD Monitor	8.7M
Vareebadd Phone	6.3M

0   5M   10M   15M   20M   25M   30M   35M   40M
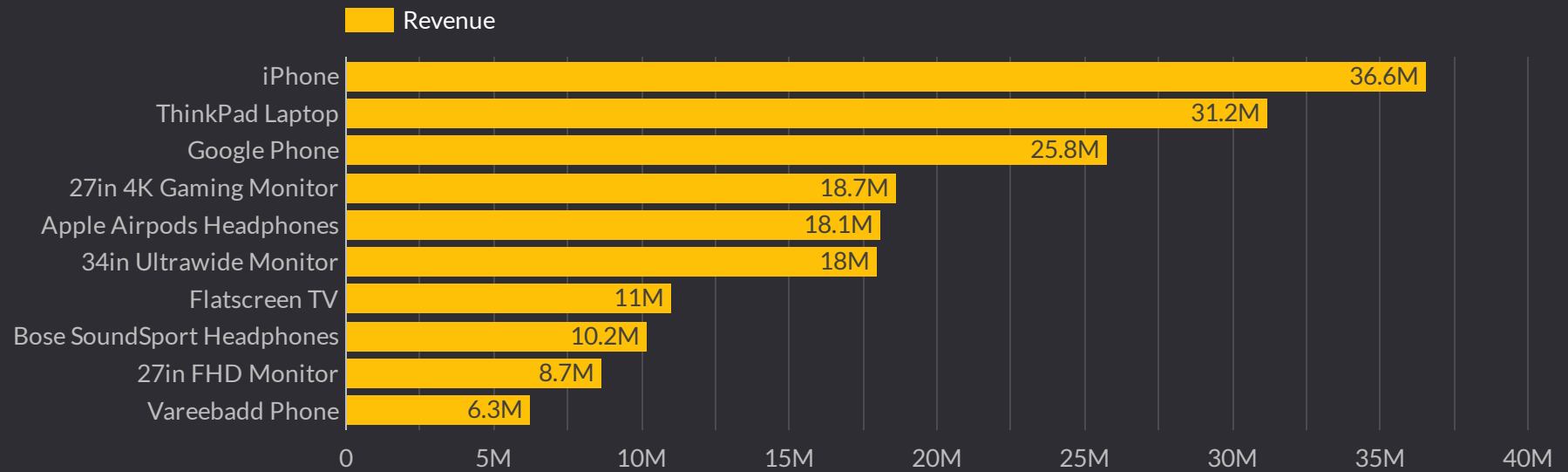
Product Category   By Revenue

Revenue

Category	Revenue
Phone	68.6M
Monitor	48.8M
Laptop	31.6M
Headphones	30.2M
TV	11M
Cable	4.8M
Machine	3.2M
Dryer	2.9M
Batteries	1.5M

0   10M   20M   30M   40M   50M   60M   70M
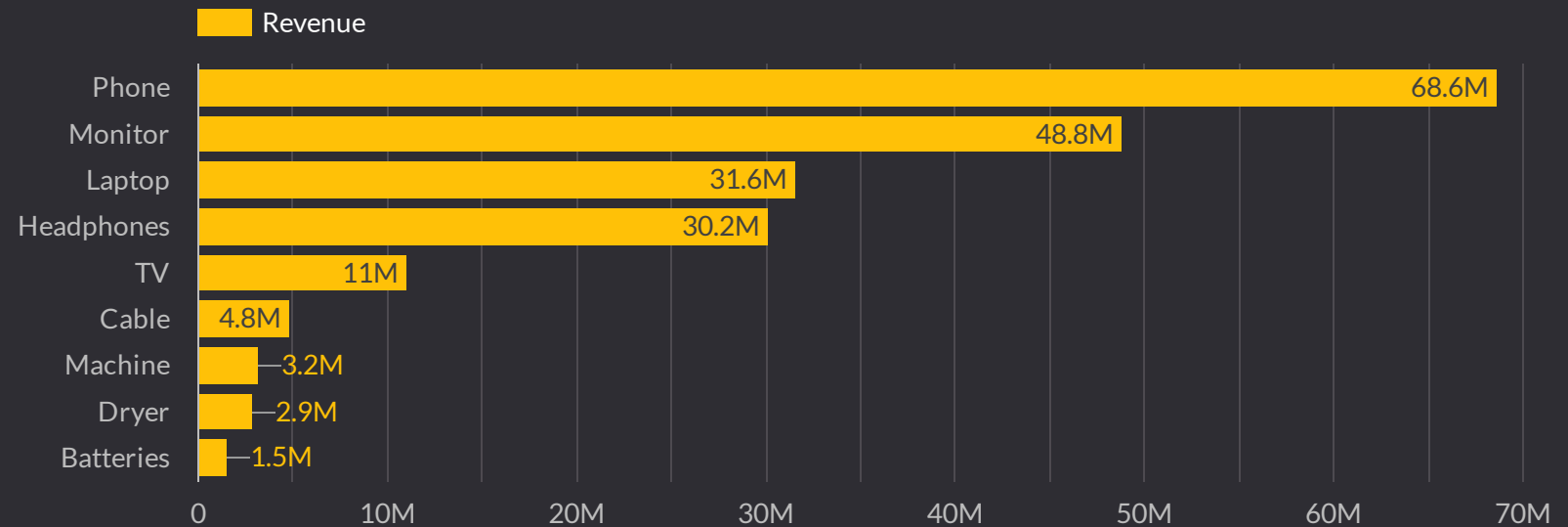
Ecommerce Store Product Overview

Total Revenue	Avg. Revenue	Total Order	Total Quantity	Purchase Frequency	Avg Discount
202.6M	1.1K	186.0K	1.9M	1.0	0.1

Category ▾	Product ▾	City_Store ▾	Customer_Gender ▾

Category	Product	City_Store	Customer_Gend...	Customer_Age_Range	Record Count	Quantity_Ordered	Revenue ▾
Phone	iPhone	Boston	Female	26-30	143	1,465	$885,129
Laptop	ThinkP...	San Francis...	Female	26-30	104	962	$830,131.7
Phone	iPhone	Dallas	Female	21-25	147	1,325	$791,952
Phone	iPhone	Los Angeles	Female	41-50	153	1,321	$785,750
Phone	iPhone	Dallas	Female	41-50	140	1,303	$774,263
Phone	iPhone	San Francis...	Female	41-50	154	1,308	$772,702
Phone	iPhone	New York City	Female	41-50	145	1,282	$761,726
Phone	iPhone	Boston	Female	41-50	137	1,267	$756,679
Phone	iPhone	Dallas	Female	26-30	129	1,253	$744,688
Laptop	ThinkP...	Boston	Female	21-25	82	865	$744,072.56
Phone	iPhone	New York City	Female	26-30	133	1,270	$743,827
Laptop	ThinkP...	New York City	Female	31-40	93	865	$733,142.67
Phone	iPhone	Los Angeles	Female	26-30	136	1,227	$732,312
Phone	iPhone	Los Angeles	Female	18-20	131	1,212	$724,493
Phone	iPhone	Los Angeles	Female	50	133	1,205	$718,319
Phone	iPhone	San Francis...	Female	31-40	128	1,212	$718,165
Laptop	ThinkP...	Boston	Female	50	83	838	$711,322.89
Phone	iPhone	New York City	Female	18-20	138	1,174	$696,766
Phone	iPhone	San Francis...	Female	26-30	131	1,146	$688,009

1 - 100 / 1140 ‹ ›