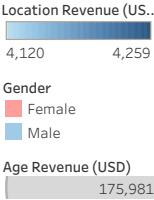


E- Commerce Revenue Insights

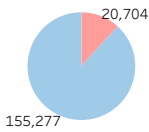
Total Revenue \$176,981

Top Category Toys and Games \$123,165 (70%)

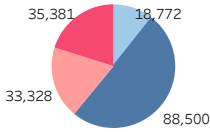
- Key Insights
- Toys and Games = 70% of total revenue
  - 45+ age group drives \$88,500 (50%)
  - Males = 90% of revenue (\$155k)
  - Discounts reduce avg order value: \$60.05 -> \$58.96
  - No repeat purchases ( frequency = 1.0 for all)



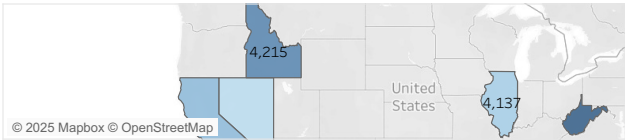
Revenue by gender



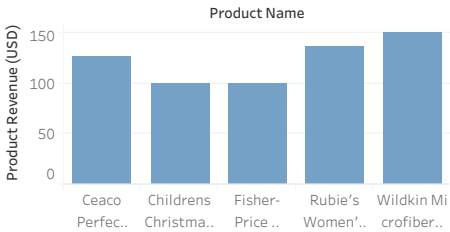
Revenue by age group



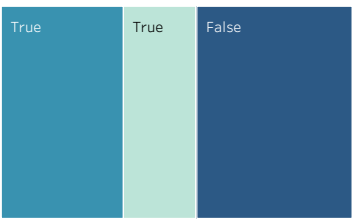
Revenue by location



Revenue by product



Discounts impact



Revenue by category

