

# Overview (Executive Dashboard)

Year

All

totoal\_num\_orders

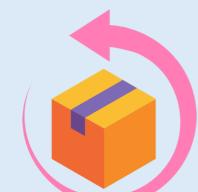
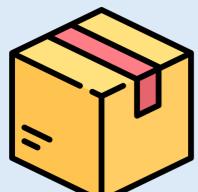
OrderItem Total Price

Category

All

Target Gend...

All



Total Customers  
**150K**

Total Revenue  
**49.78M**

Total Orders  
**400K**

Total Products  
**1.921K**

Returns Items  
**66.569K**

Returning Rate  
**0.80**

Losses\_of\_retu...  
**-6.40M**

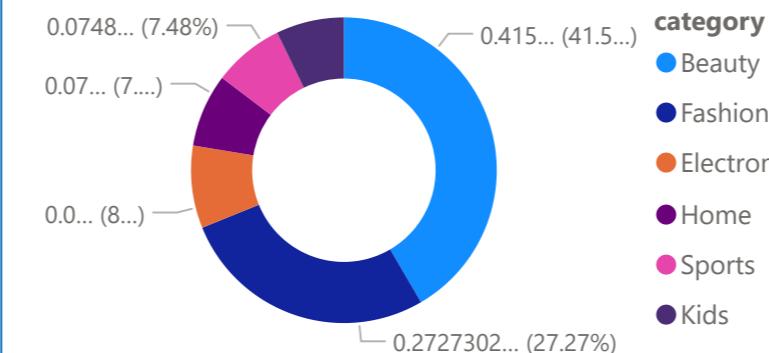
ADV  
**1.00**

AOV  
**110.77**

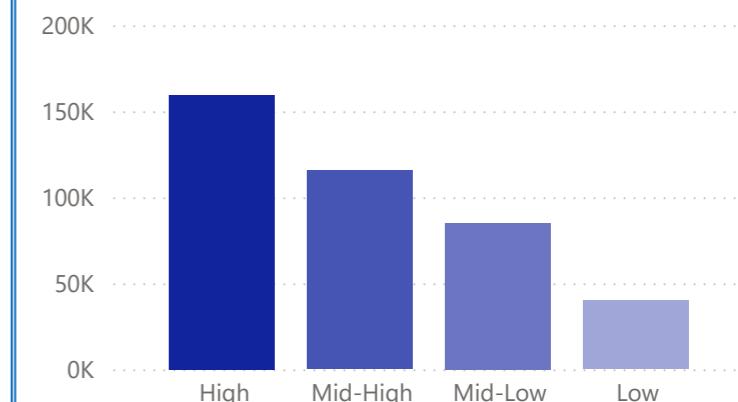
## Reasons Of Returns



## Revenue Contribution by category



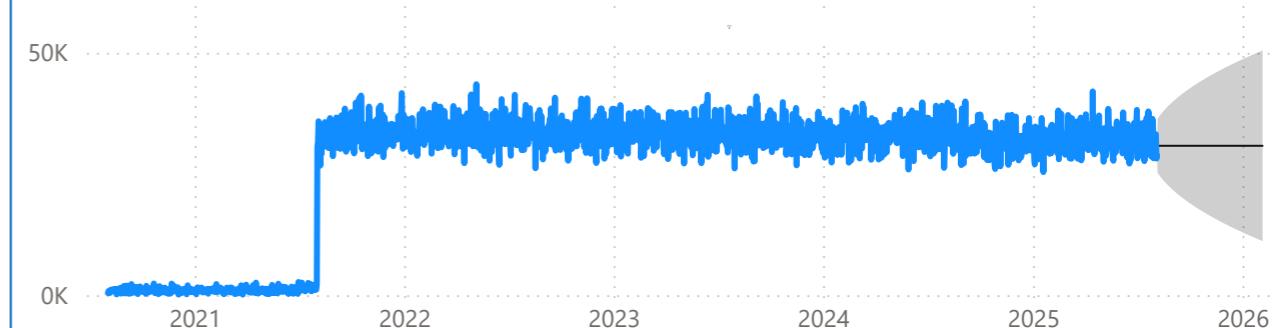
## Total Customers In Each Segment



## Total Revenue By Year



## Forcasting Total Revinue Gor Next 6 Month



## Total Revenue By Country

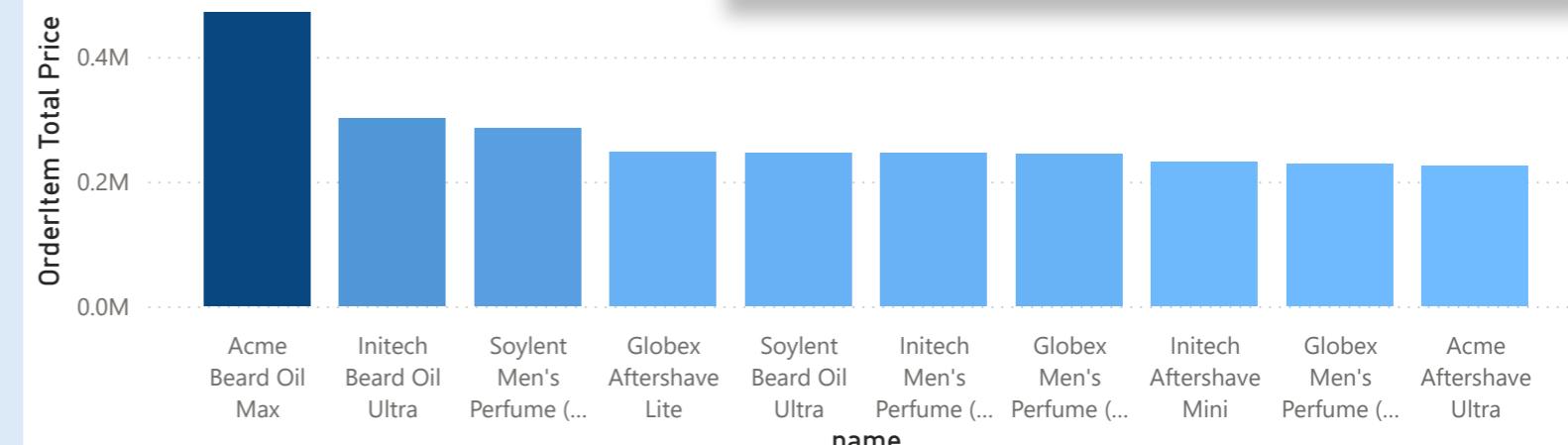


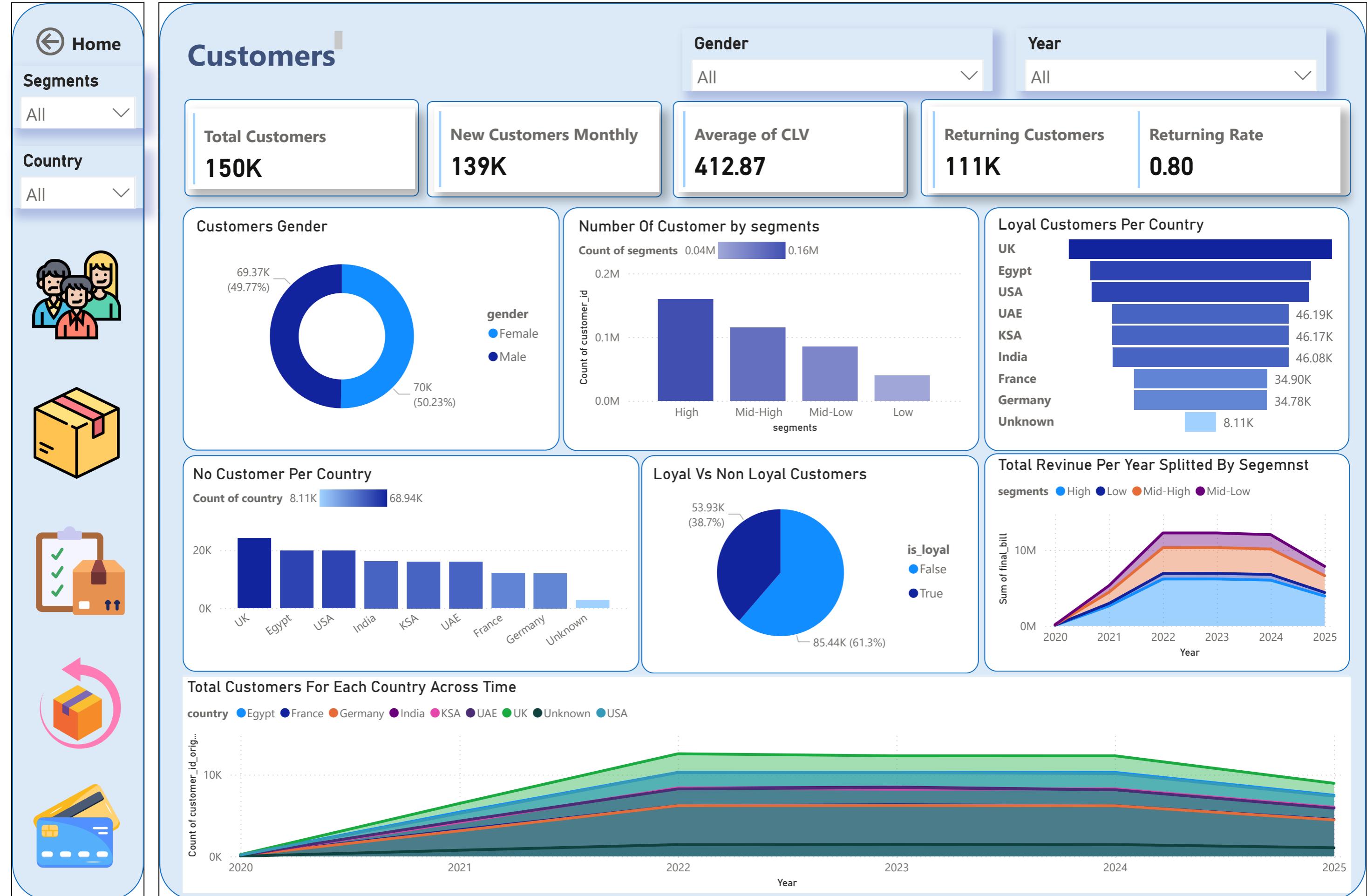
## Top 10 Revinue Products Of Category

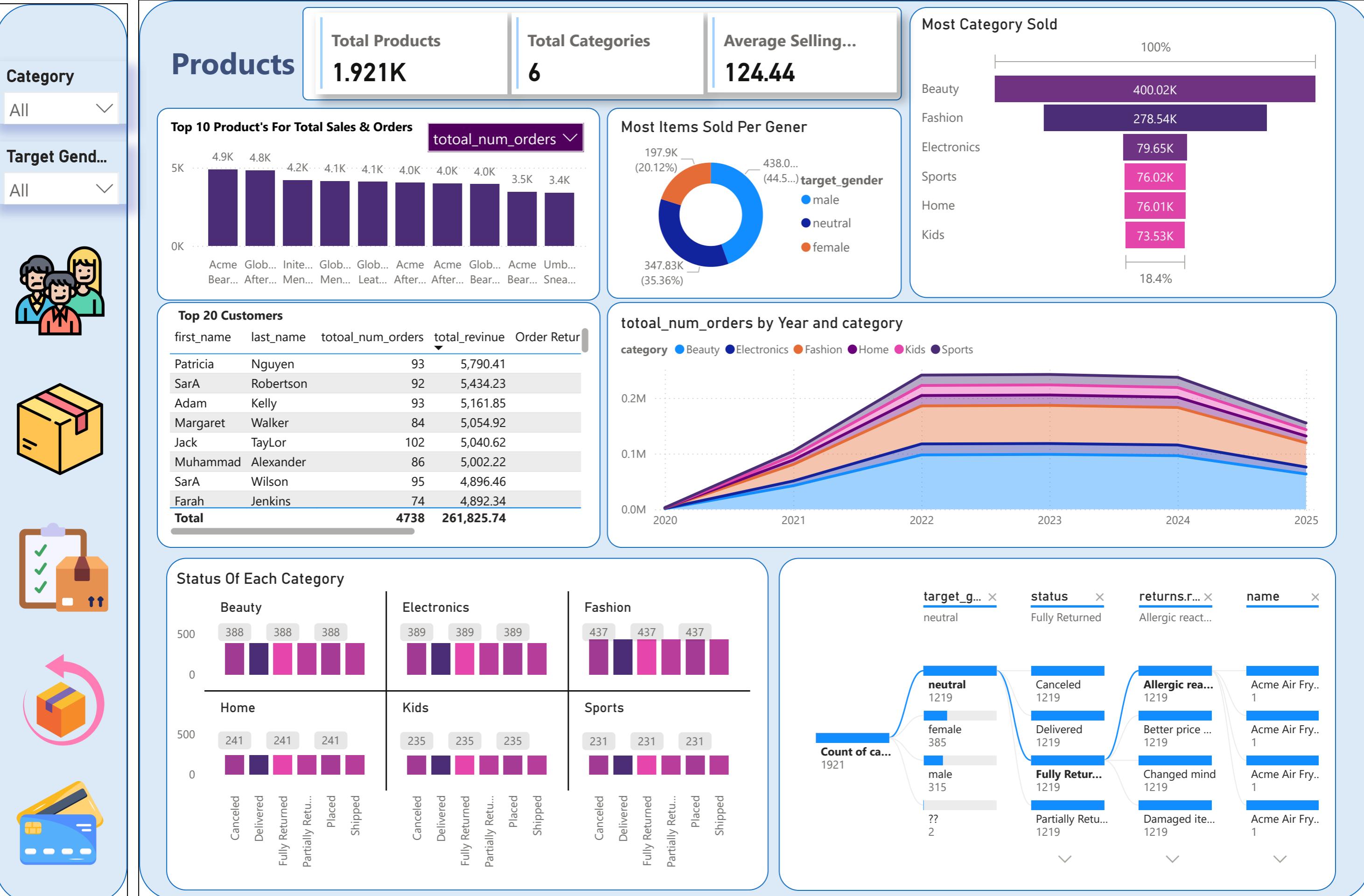
OrderItem Total Price 0.23M

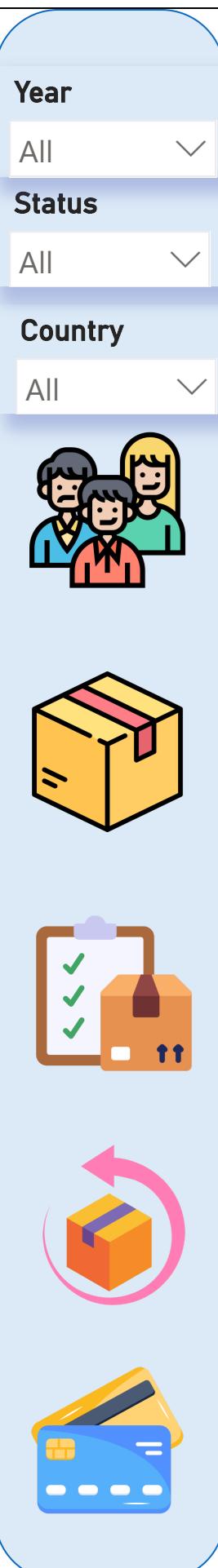
0.47M

**Beauty**









## Orders

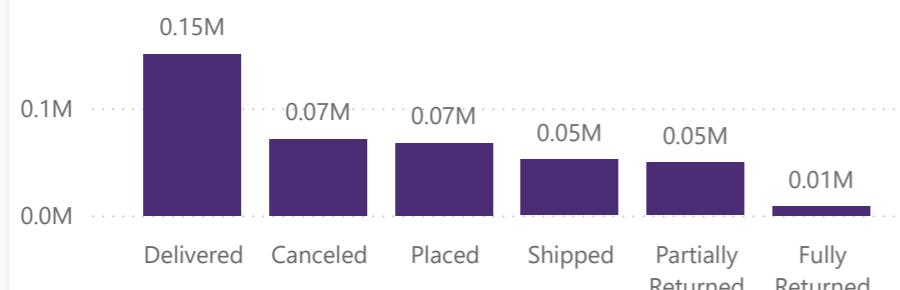
No Of Orders  
**400K**

Total Revenue  
**49.78M**

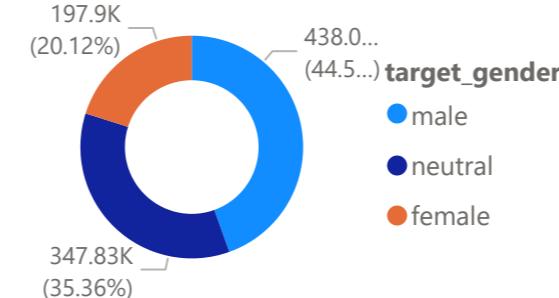
AOV  
**110.77**

no unique customers  
**139K**

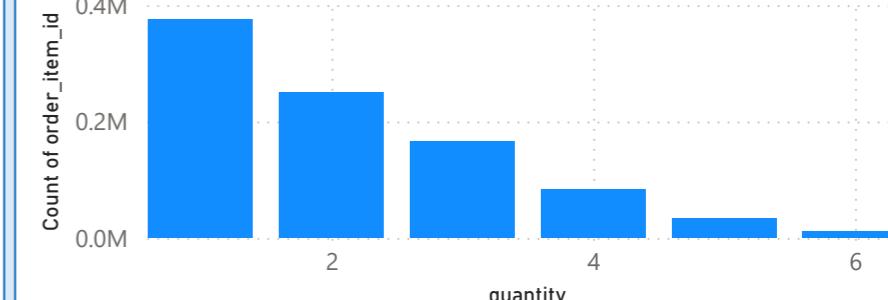
### Status Of Products



### Product Target Gender

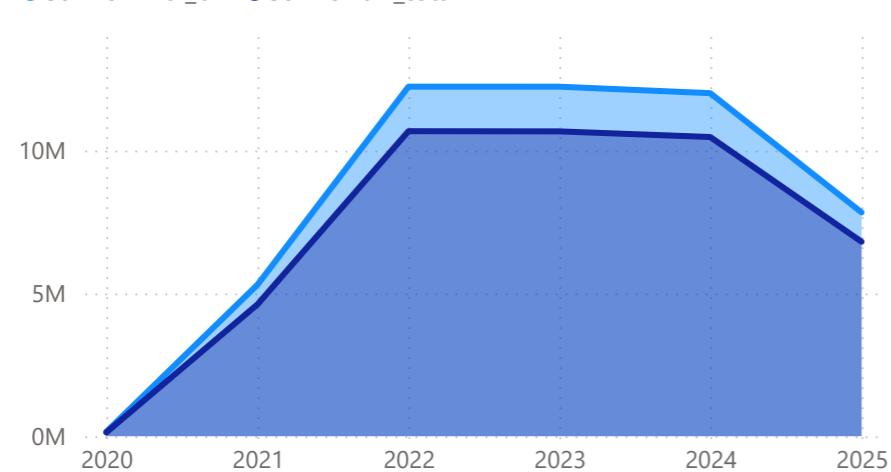


### Top Quantity Per OrderItem

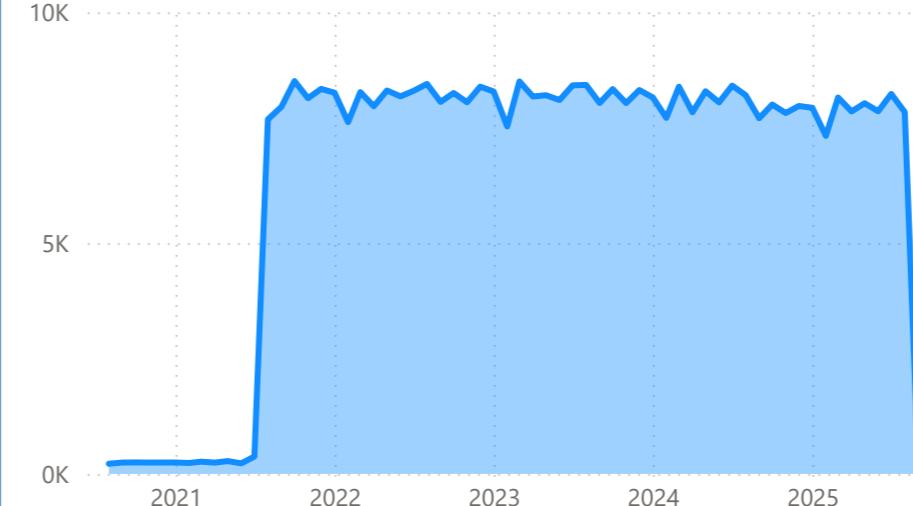


### Bill Issued Price VS Final Bill Price For Customer

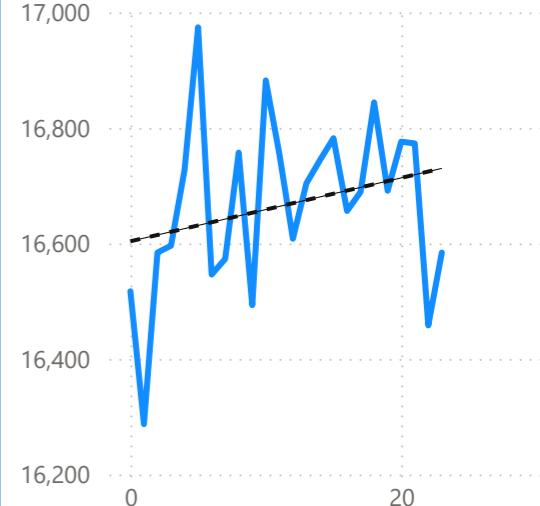
● Sum of final\_bill ● Sum of bill\_total



### Total Orders Per Year



### Peak Hours



### Total Orders Per Country



### Retention Rate

FirstPurchaseMonth	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
2020-08	1.00	0.00														
2020-09	1.00		0.00	0.00									0.01	0.04	0.06	0.07
2020-10	1.00		0.00		0.01								0.05	0.04	0.04	0.06
2020-11	1.00	0.00				0.01							0.00	0.05	0.03	0.07
2020-12	1.00	0.00					0.07	0.06	0.03	0.07	0.03	0.07	0.03	0.07	0.03	0.06
2021-01	1.00						0.05	0.06	0.05	0.04	0.03		0.05	0.05	0.05	0.05
2021-02	1.00						0.06	0.06	0.09	0.08	0.06	0.09	0.05	0.06	0.03	0.04
2021-03	1.00	0.00			0.05	0.07	0.07	0.05	0.02	0.07	0.04	0.07	0.04	0.08	0.08	0.04
2021-04	1.00	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.07	0.04	0.05	0.05	0.05	0.05	0.07
<b>Total</b>	<b>1.00</b>	<b>0.05</b>	<b>0.04</b>	<b>0.07</b>	<b>0.04</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>						

