

Executive Sales Overview

\$9.29M

Total Revenue (\$)

-49%

YoY Growth %

\$5.45M

Total Profit (\$)

5K

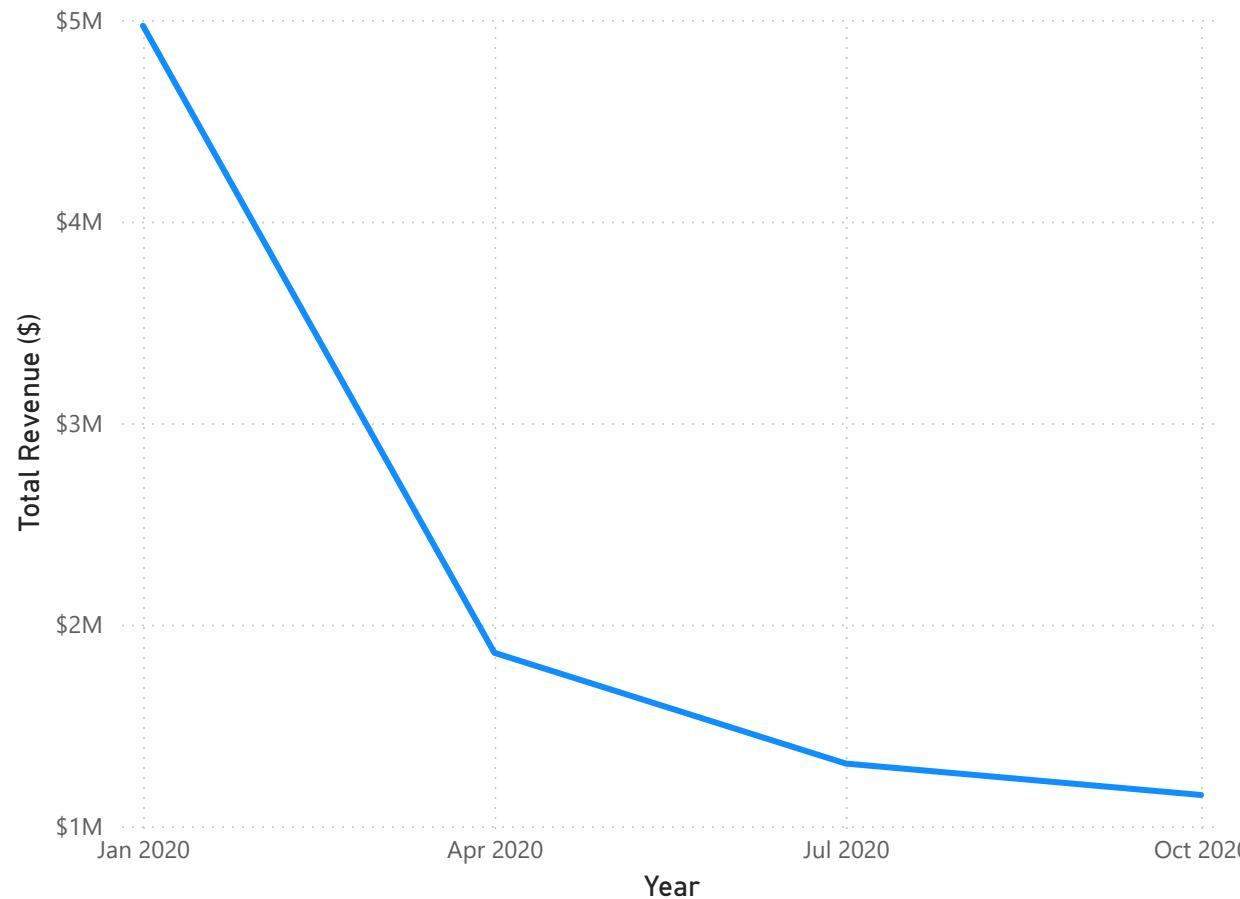
Total Orders

\$2.01K

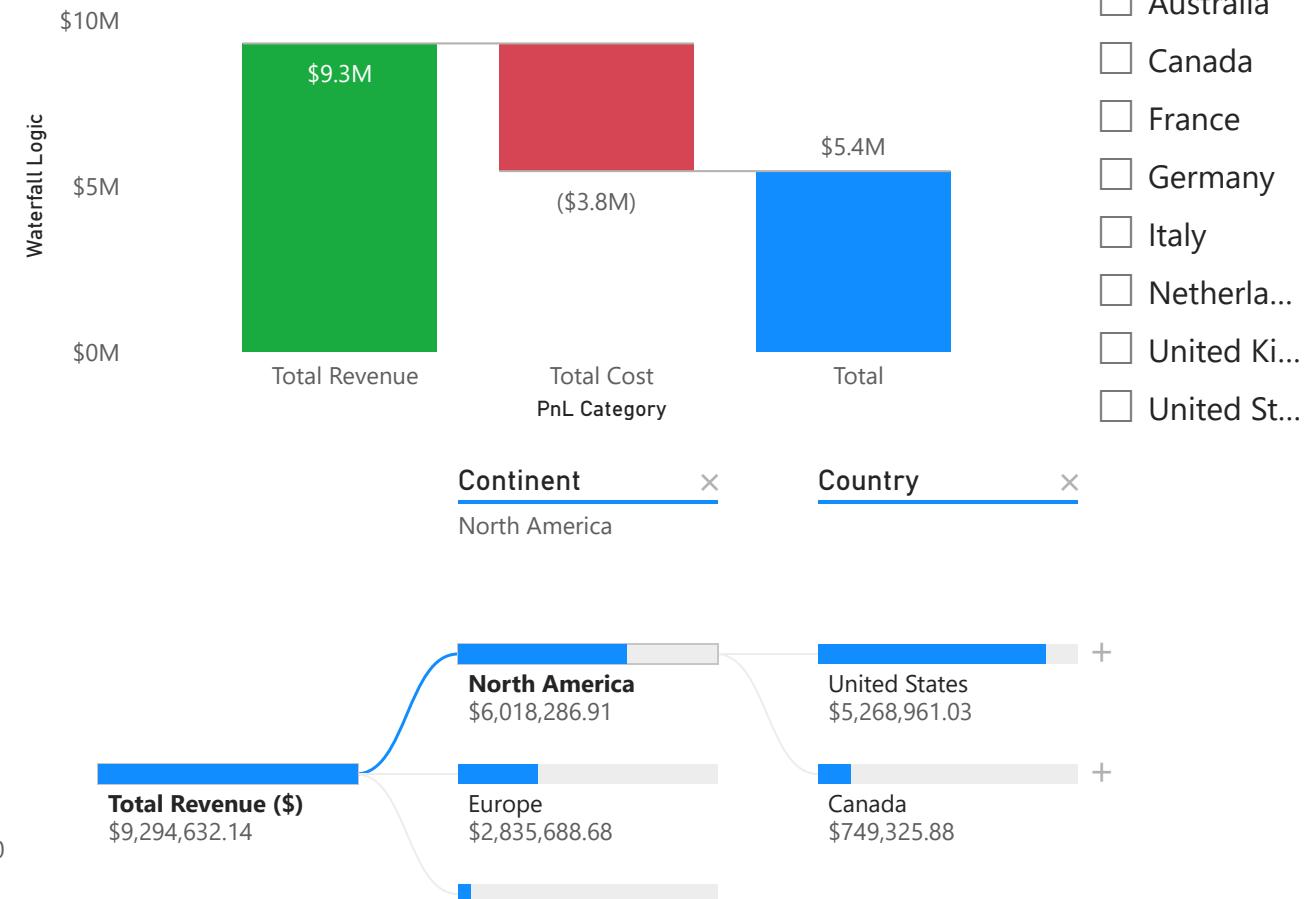
Avg Order Value

- Year
- 2016
 - 2017
 - 2018
 - 2019
 - 2020
 - 2021

Revenue Trend



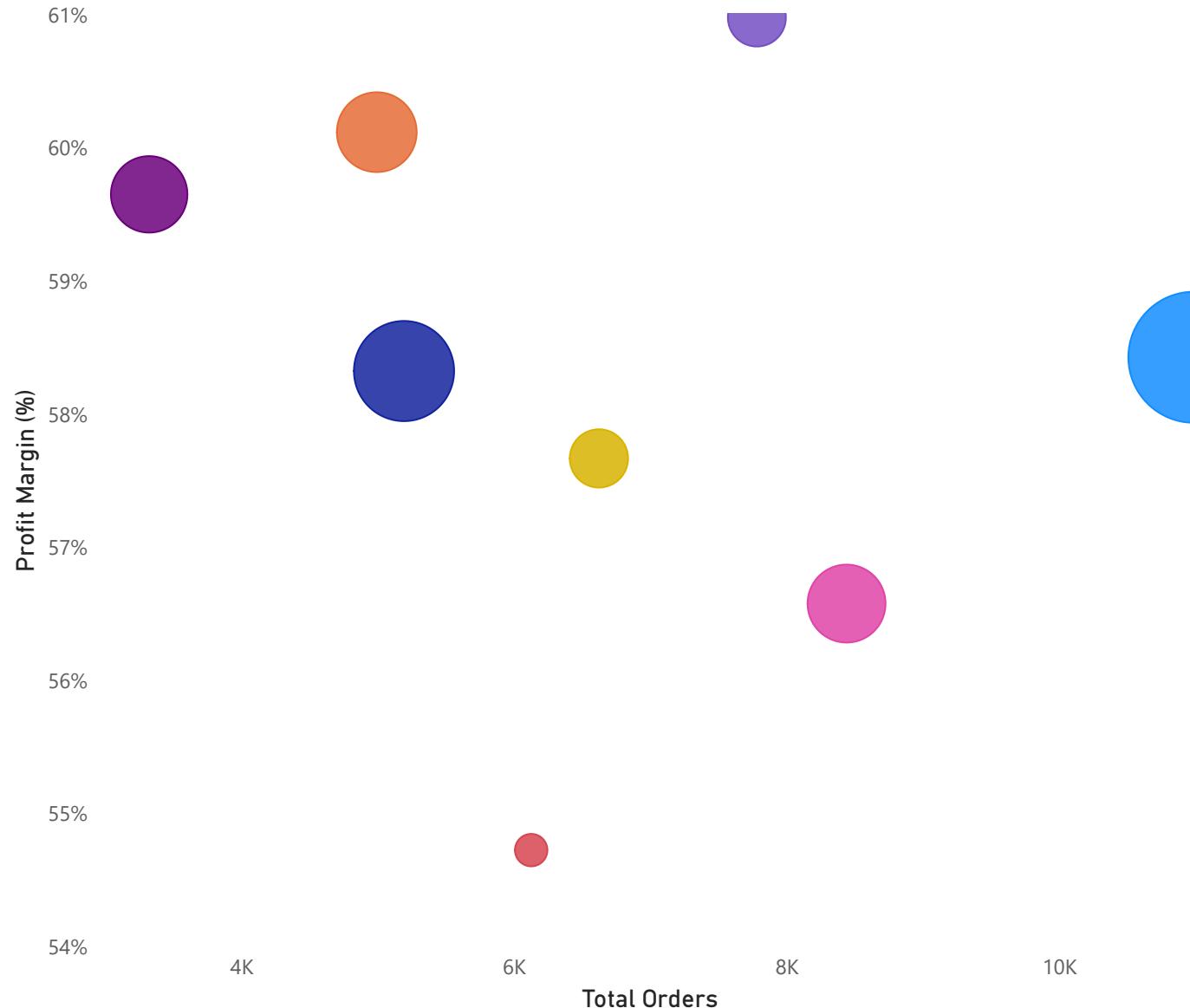
Waterfall Logic, Total Revenue (\$) and Total Cost (\$) by PnL Category



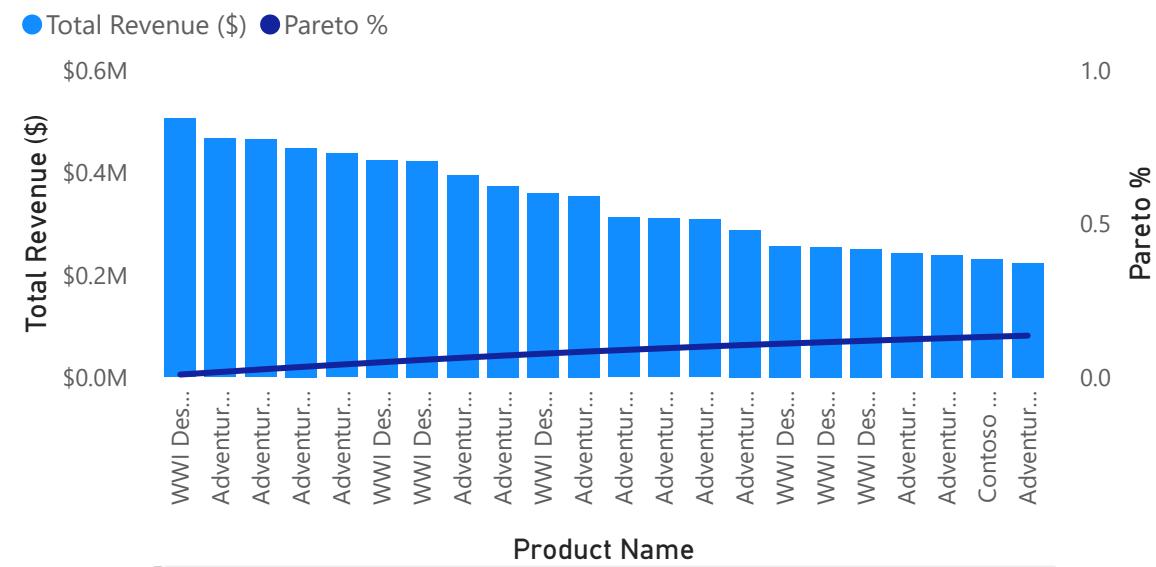
Product Portfolio Analysis

Total Orders, Profit Margin (%) and Total Revenue (\$) by Category and Category

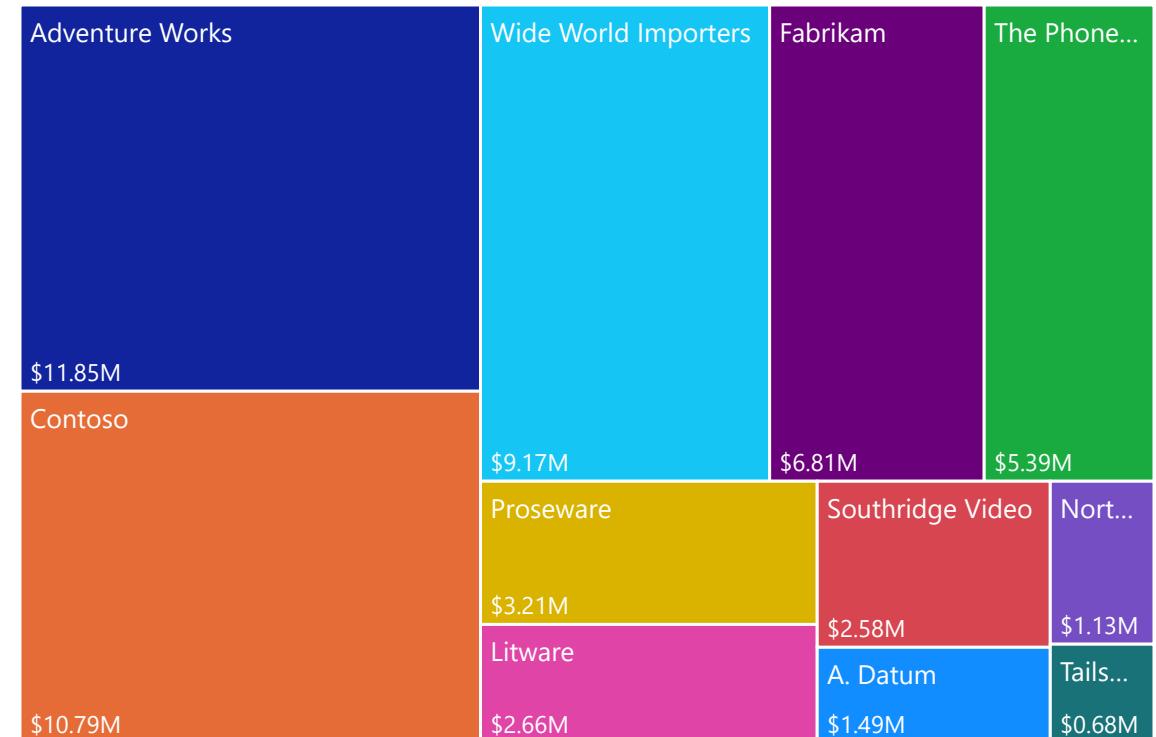
Category ● Audio ● Cameras ... ● Cell phones ● Computers ● Games a... ● Home A... ● Music, ... ● TV and ...



Total Revenue (\$) and Pareto % by Product Name

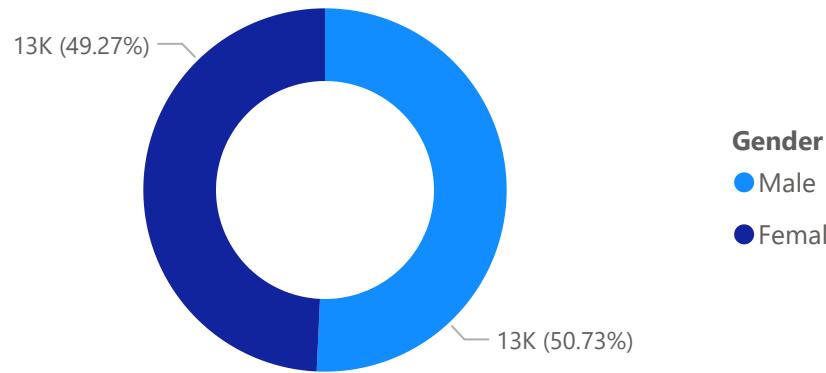


Total Revenue (\$) by Brand

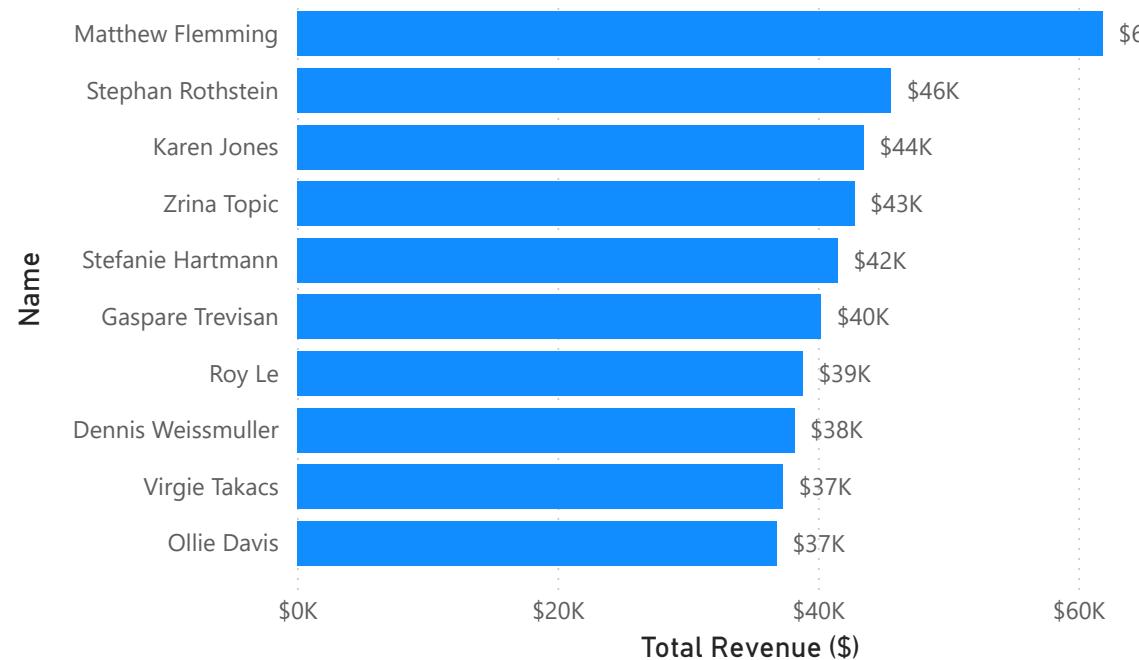


Customer Insights

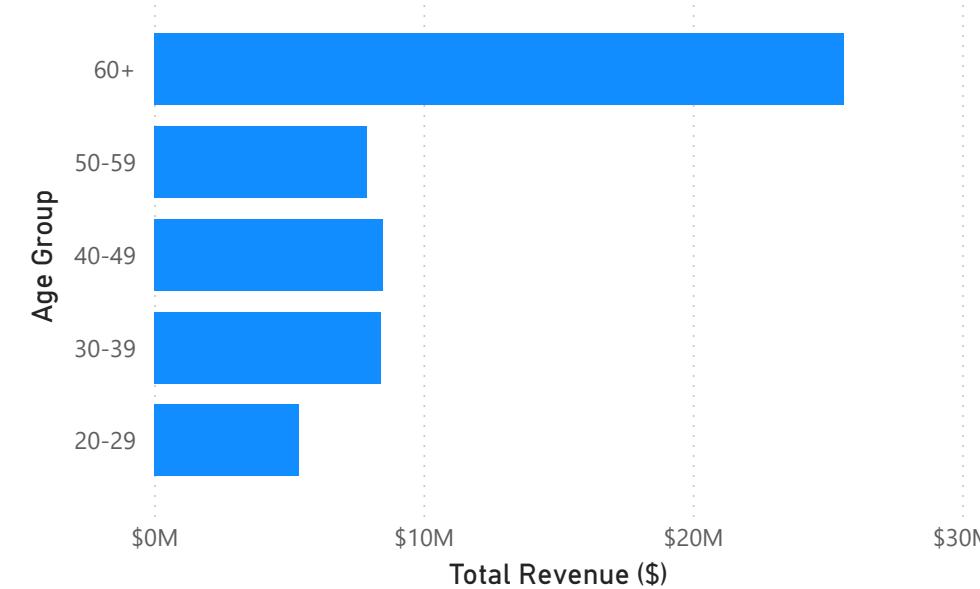
Total Orders by Gender



Total Revenue (\$) by Name



Total Revenue (\$) by Age Group



- Country
- Australia
 - Canada
 - France
 - Germany
 - Italy
 - Netherlands
 - United Kingdom
 - United States

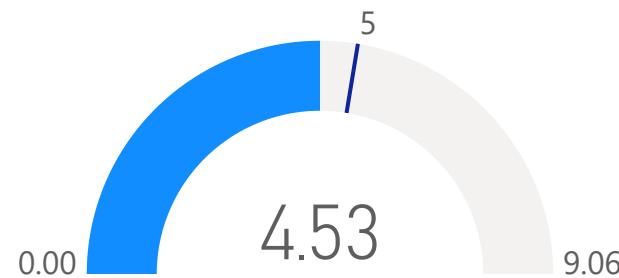
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Total Orders and Total Revenue (\$) by Country

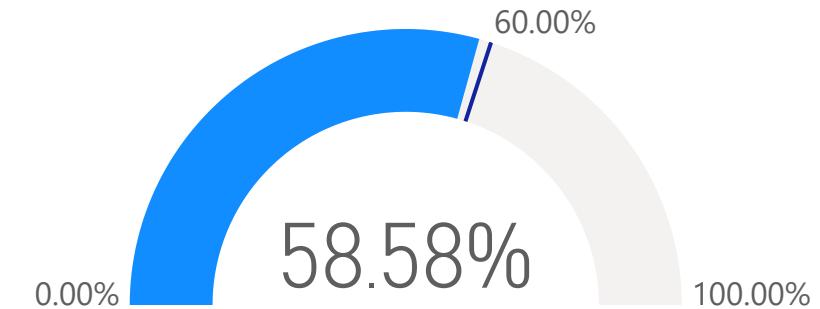


Operations & Logistics

Avg Delivery Speed (Days)



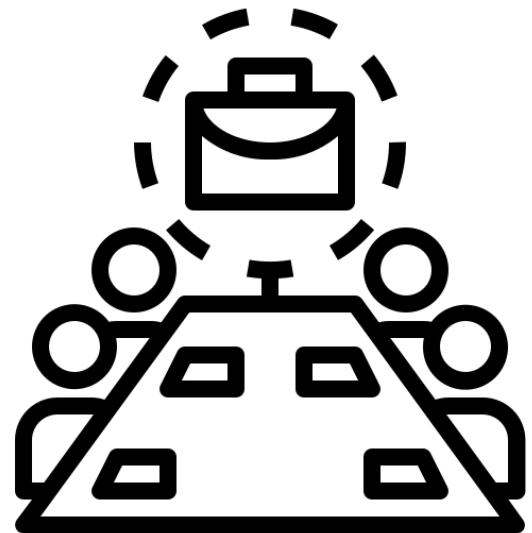
Profit Margin (%) and Target Margin



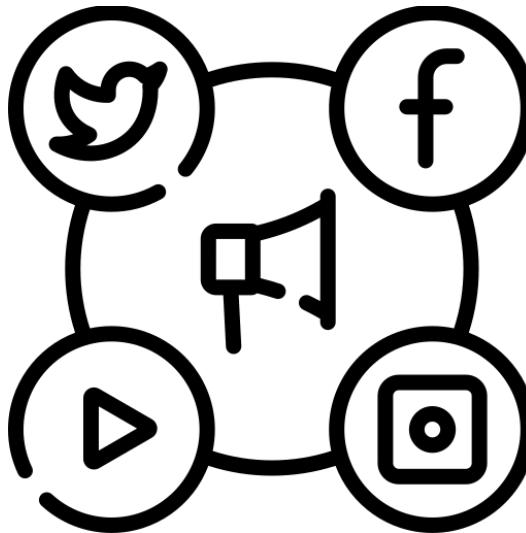
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Total Revenue (\$) by Country

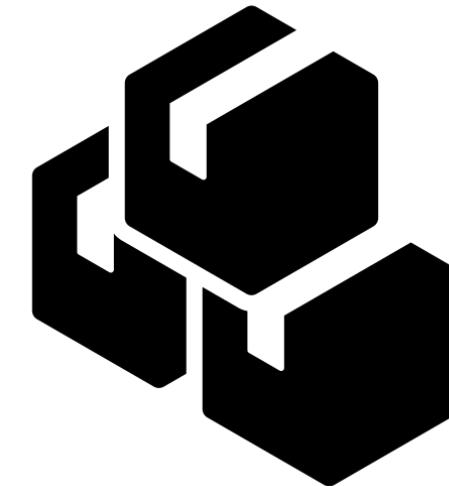




Executive Dashboard

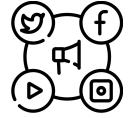


Products Dashboard



Marketing Dashboard

Executive Dashboard



\$9.29M

Total Revenue (\$)

\$5.45M

Total Profit (\$)

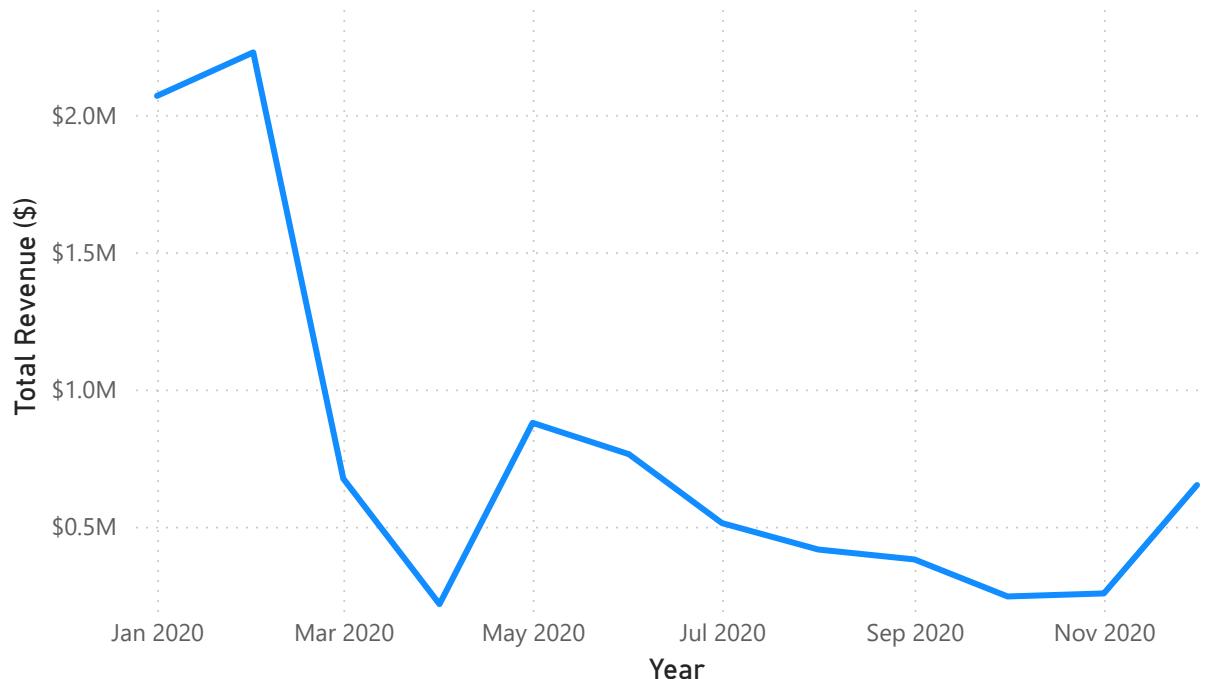
58.61%

Profit Margin (%)

-49%

YoY Growth %

Revenue Trend

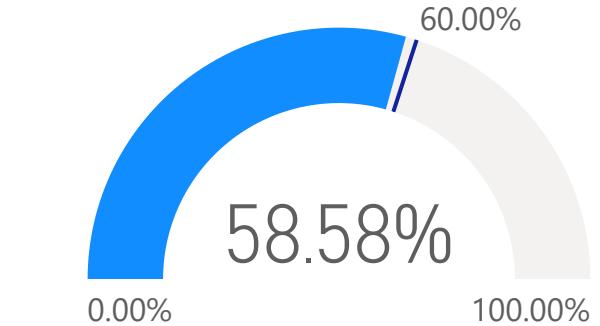
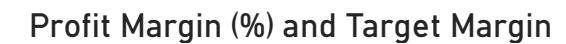
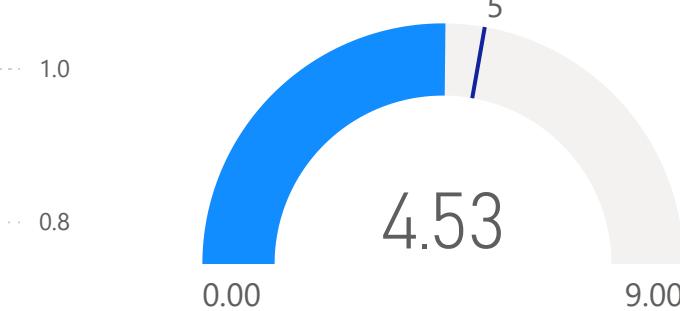
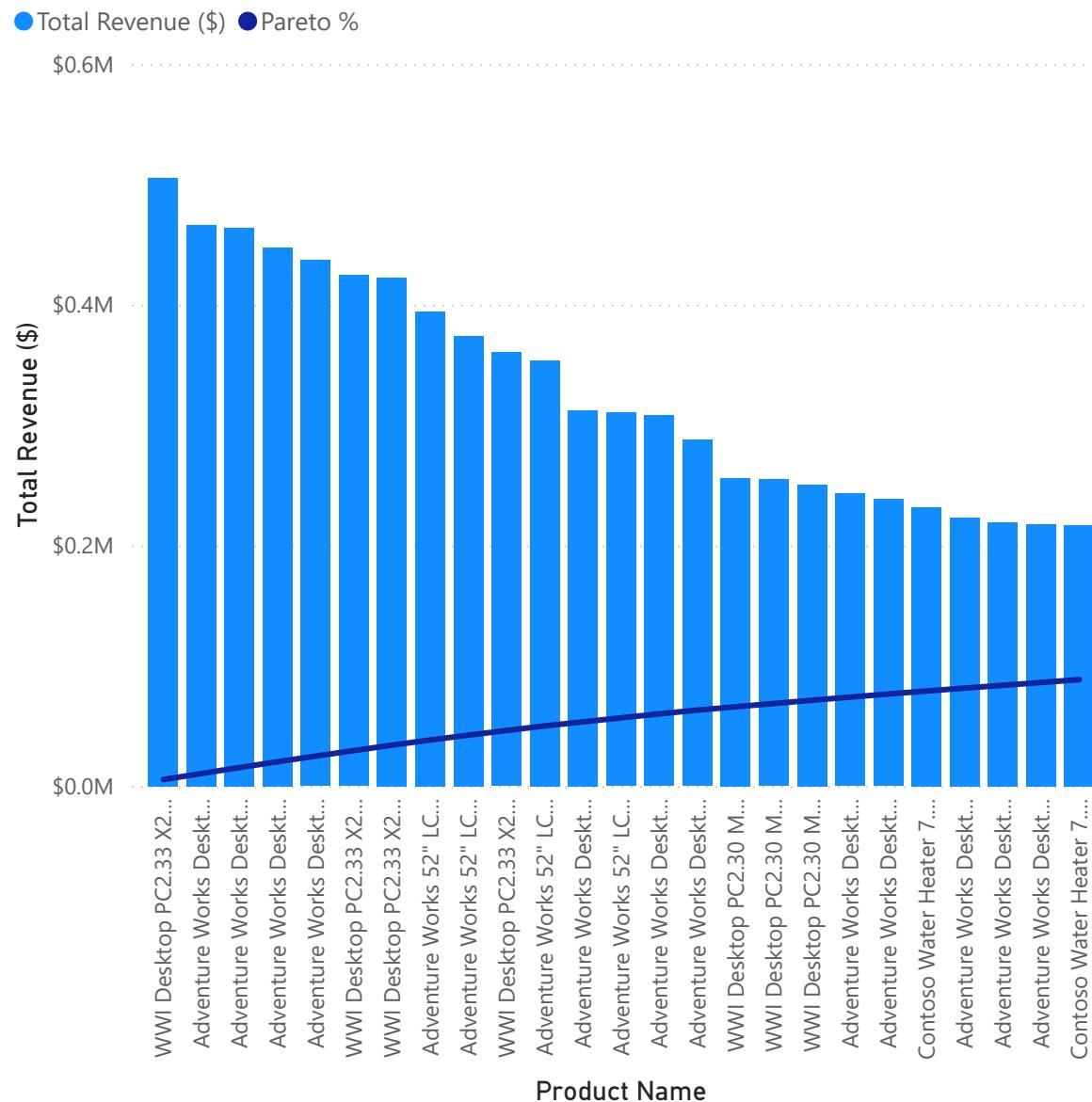
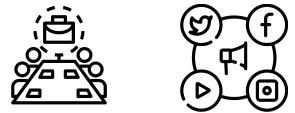


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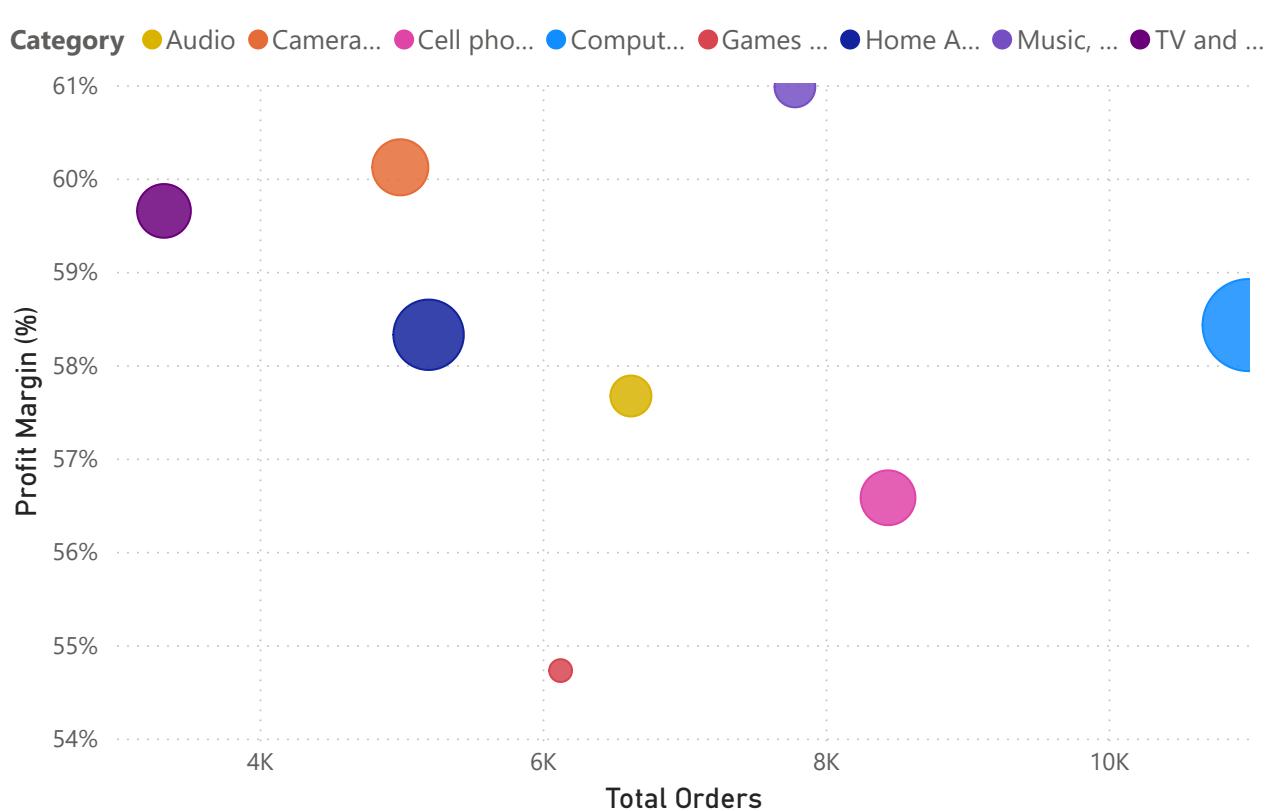
Total Profit (\$) by Country



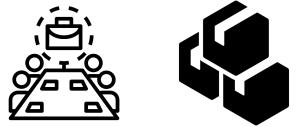
Products Dashboard



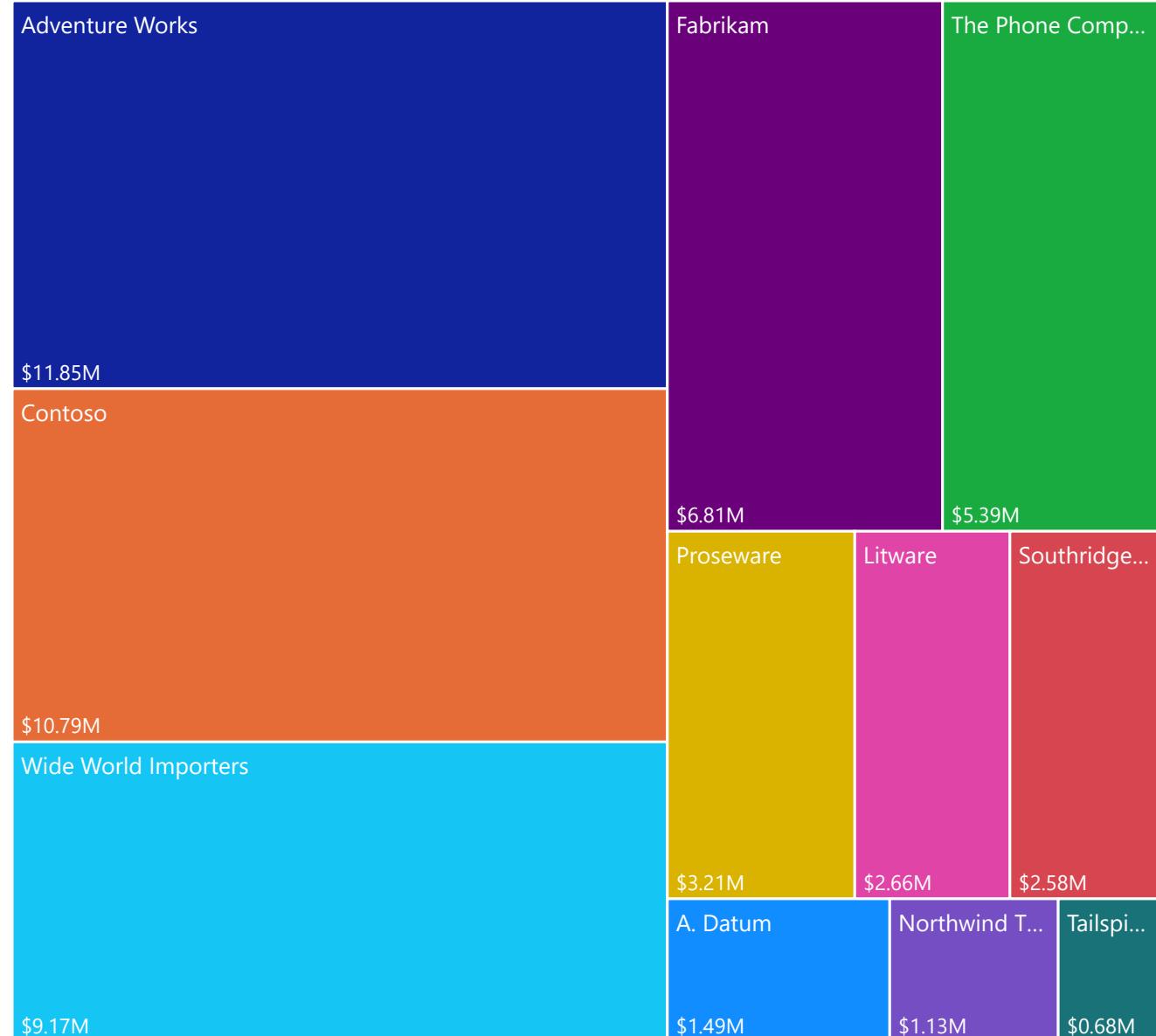
Total Orders, Profit Margin (%) and Total Revenue (\$) by Category and Category



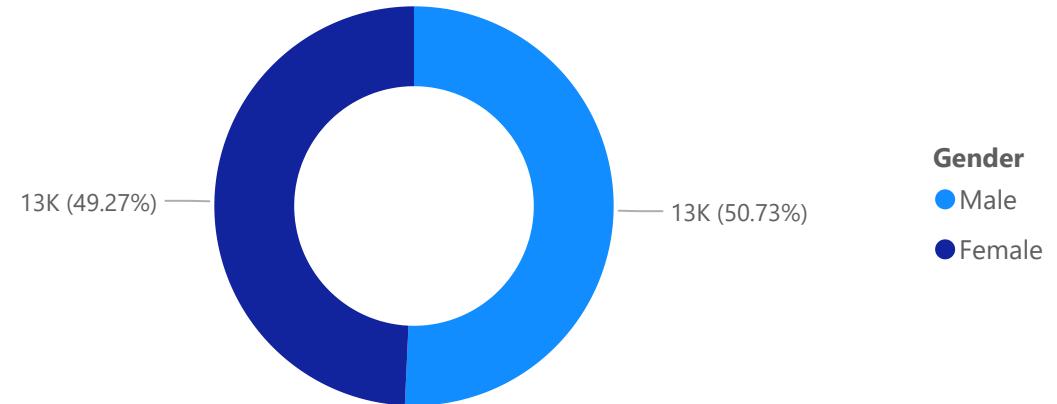
Marketing Dashboard



Total Revenue (\$) by Brand



Total Orders by Gender



Total Revenue (\$) by Age Group

