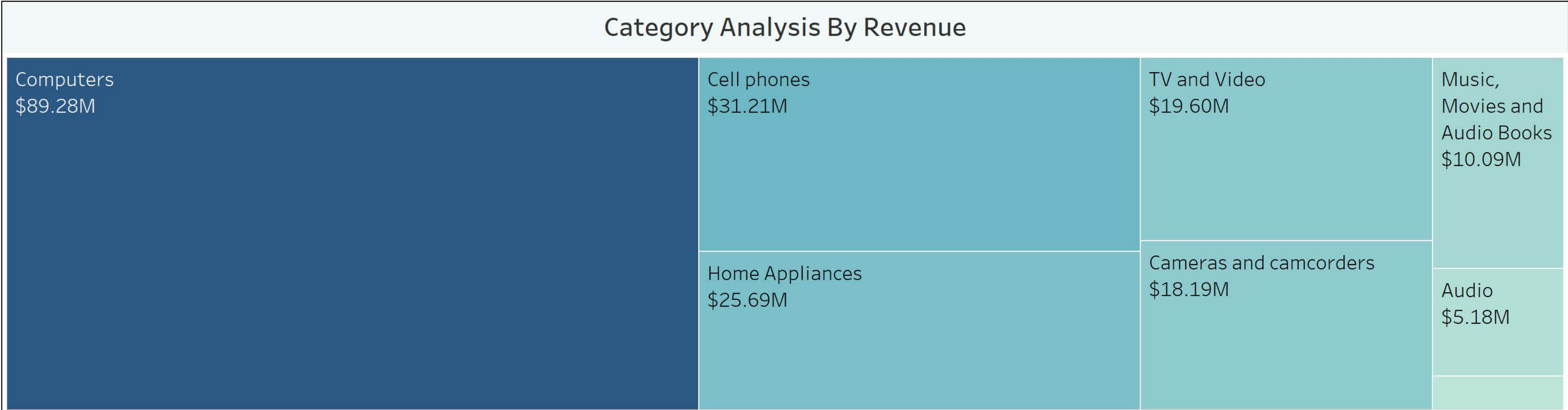
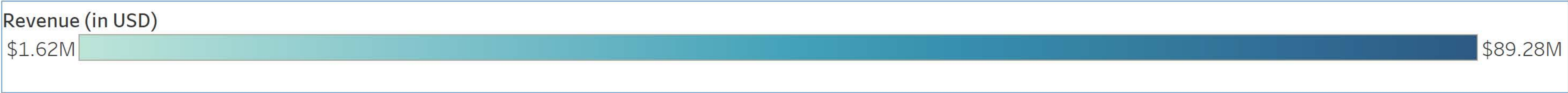
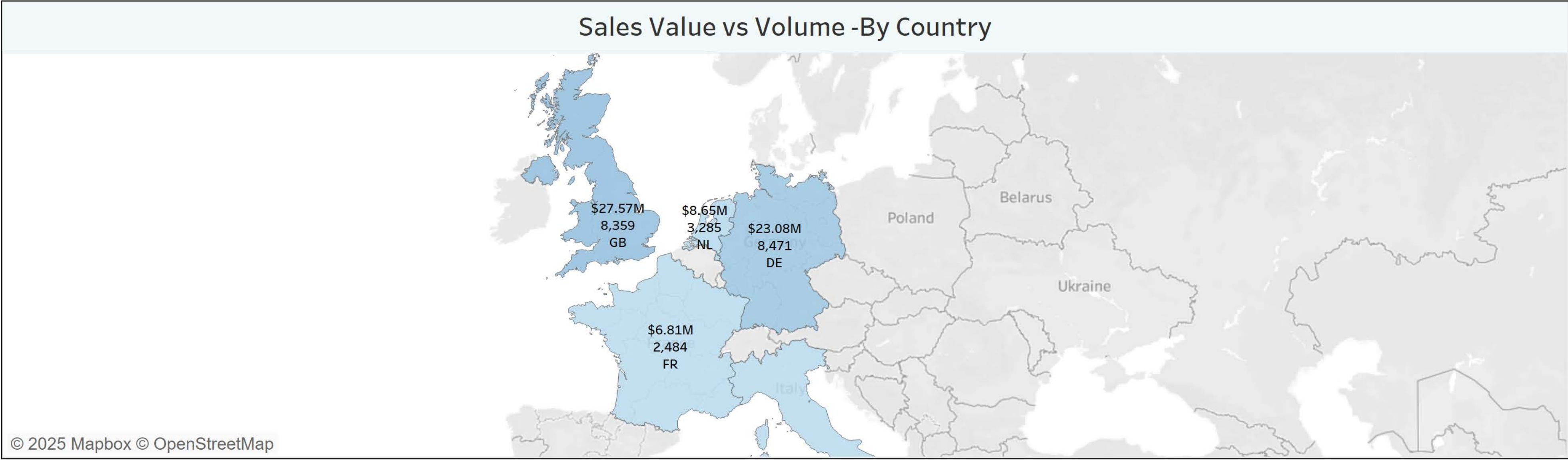
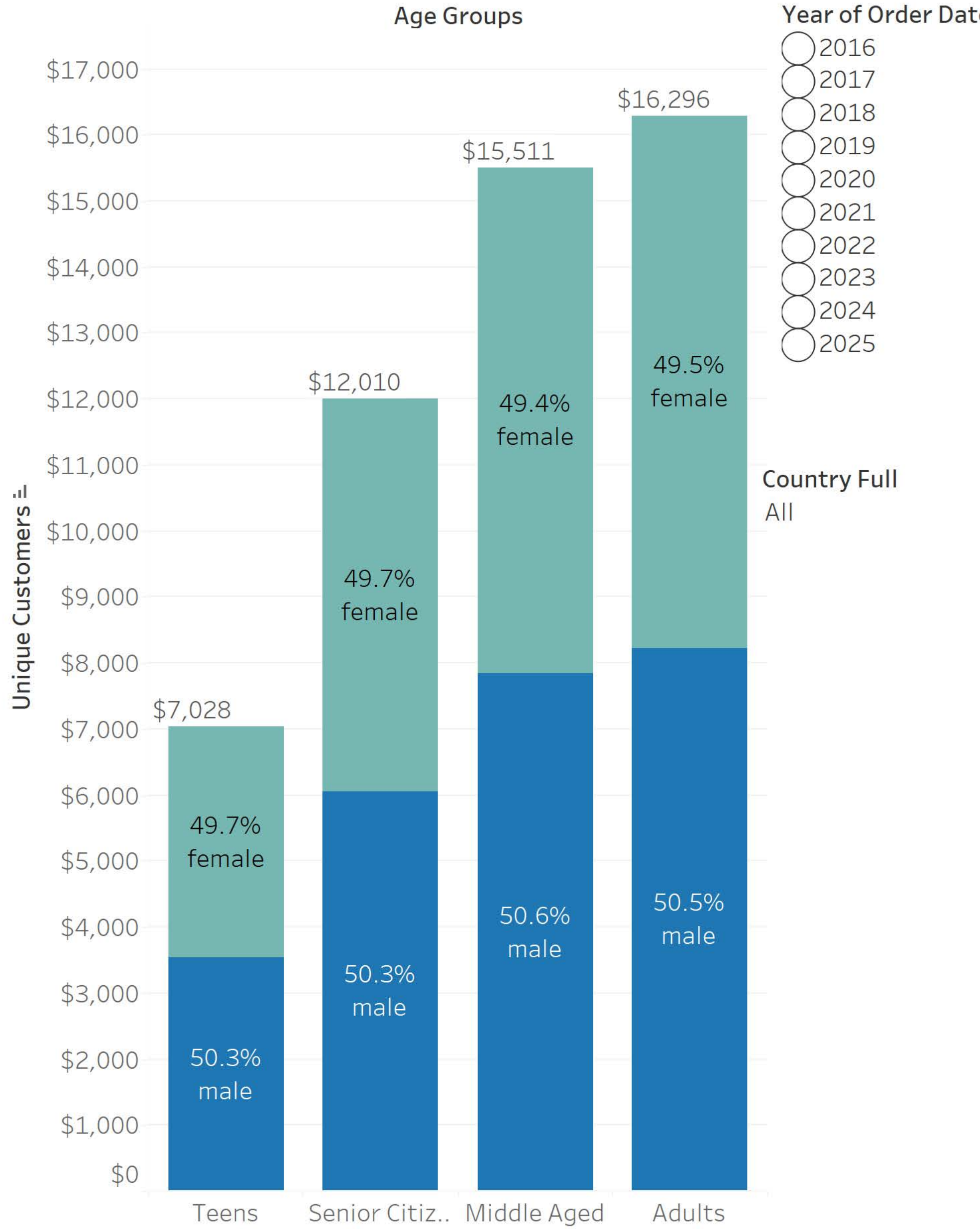


\$200.86M Total Revenue	48,527 Customers	80,251 Total Orders	\$4,139 Customer Spend Per Purchase	\$2,503 Average Value Per Order	
71 Total Stores					



Category Name and sum of Revenue (in USD). Color shows sum of Revenue (in USD). Size shows % of Total Revenue (in USD). The marks are labeled by Category Name and sum of Revenue (in USD). The data is filtered on Country Full, which keeps 8 of 8 members.

Age and Gender Demographics of Customers



Product Analysis

Product Analysis

Customer Analysis

Distribution Channels

Growth Potential

Operational Efficiency

Business Performance Snapshot



Total Revenue
\$200M +



Online vs. Retail Sales
36% vs. 64%

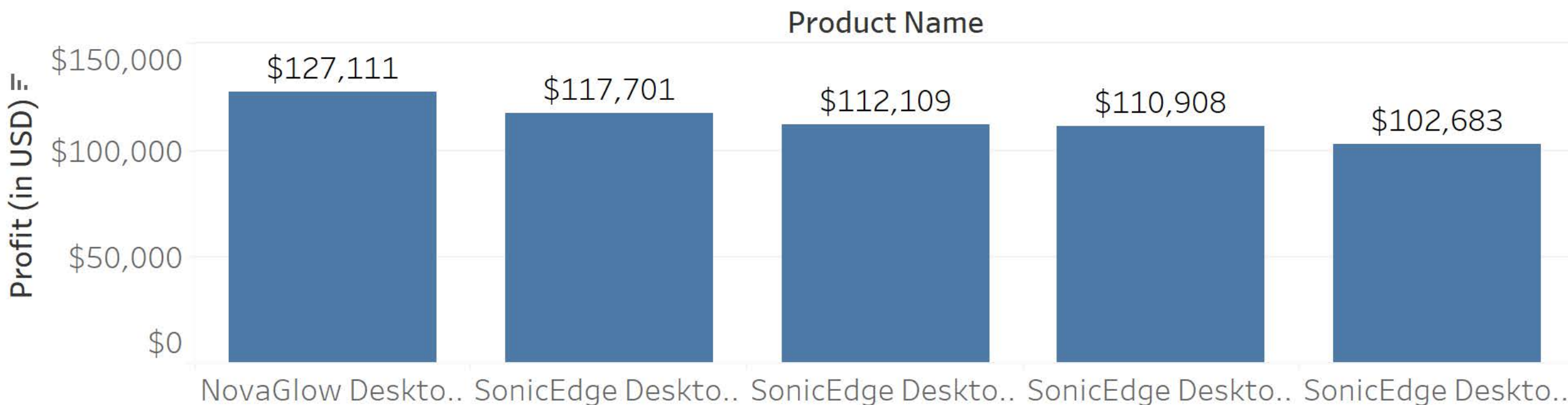


Profit Margin
55.93%



Occupation with highest average customer value
in terms of average revenue at \$11,243:
Plan Examiner

Top 5 Products by Profit



Year of Order Date
2024

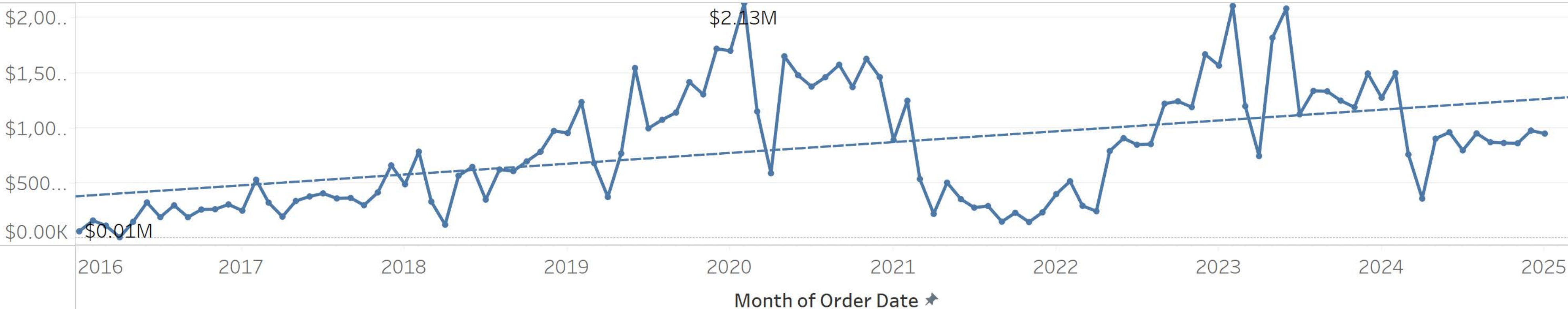
Category Name
Computers



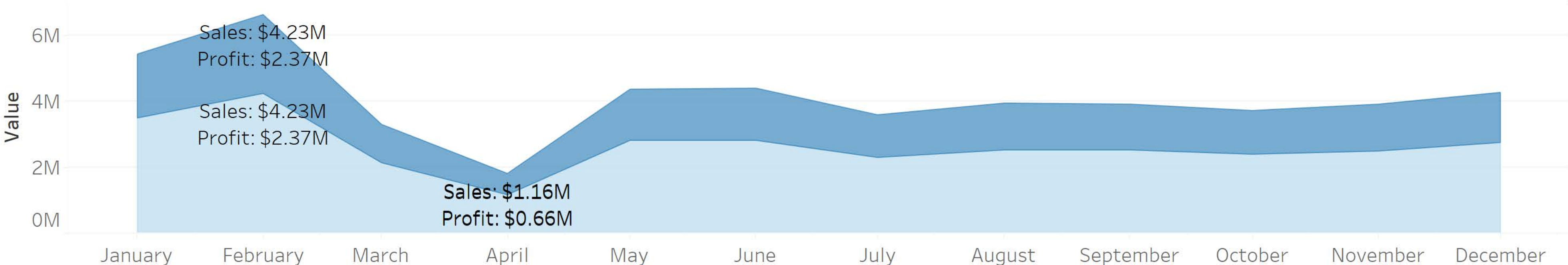
Long-term Growth:
consistent demand for computers.

Short-term Volatility:
fluctuates sharply month-to-month

LT & ST Growth



Seasonal Trend



Extreme Seasonality

Q1 (Jan-Feb)
Strong Revenue & Profit (February being the peak month)

March - April
lowest period of the year

Q2&3 (May-September)
Revenue and profit stabilize

Q4 (Oct-Dec)
Steady growth but with December showing an increase

Shifting Channels Online vs. Offline

Product Analysis

Customer Analysis

Distribution Channels

Growth Potential

Operational Efficiency

Year of Order Date
2024

Order Number

80,251

Revenue

\$201M

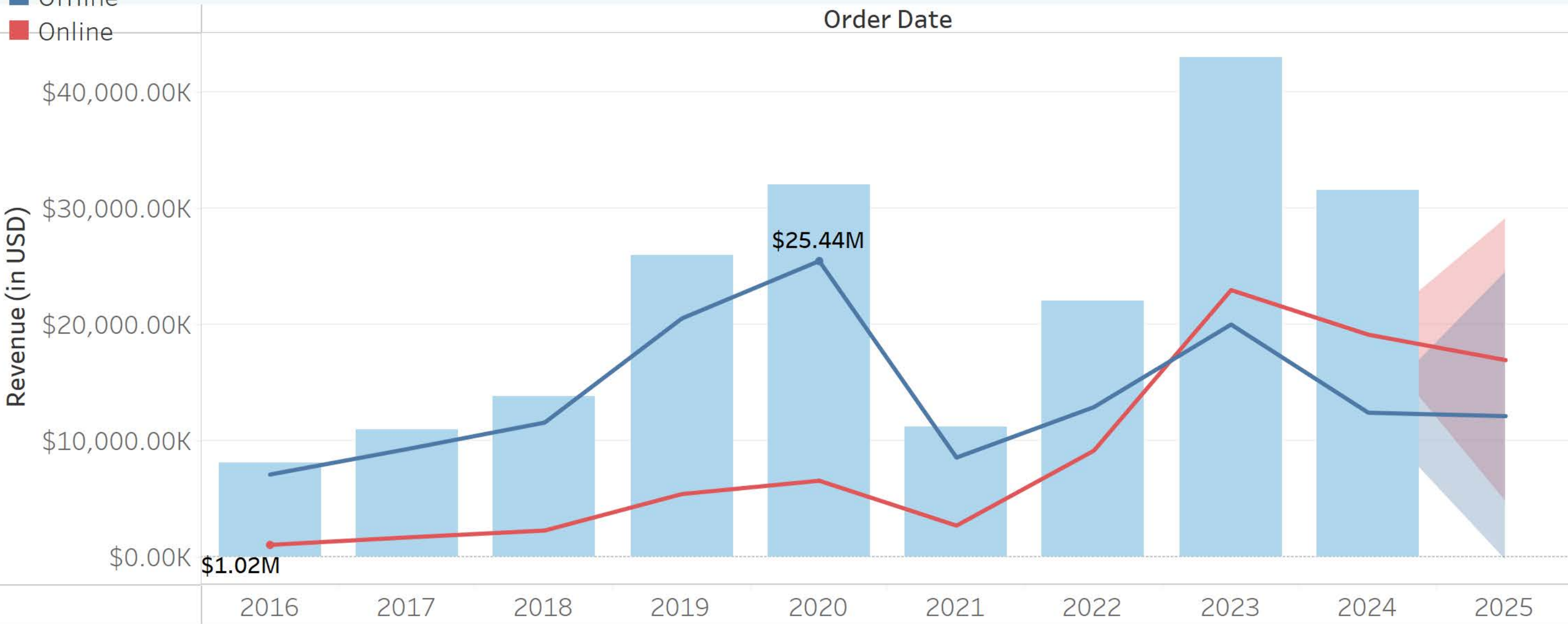


Online or Offline

Offline

Online

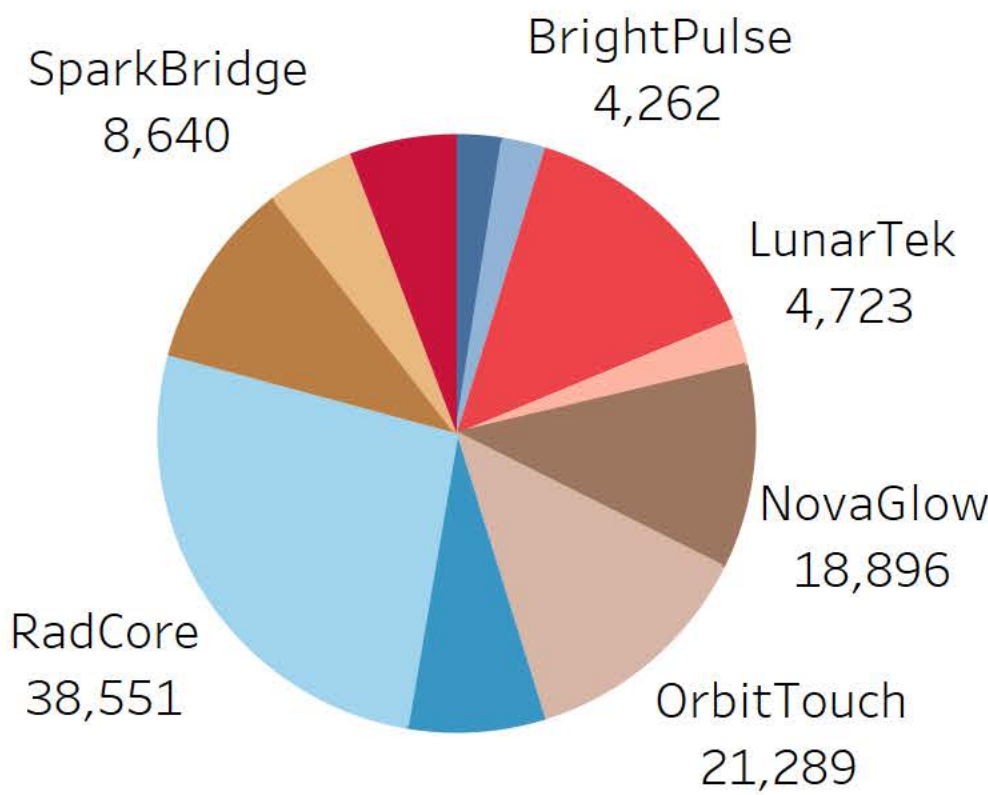
Time Trend Of Online and Offiline Revenue



Order Number Per Brand

Online or Offline

All



Online Offline Revenue Ratio



Online Revenue/ Offline Revenue

Threshold
1.00

Coun..	ArcWave	BrightPulse	CrystalLink	LunarTek	NovaGlow	Brand OrbitTouch	PrismFlow	RadCore	SonicEdge	SparkBridge	ZenithArc
AU	1.277	0.797	1.465	0.475	1.089	1.515	1.437	1.598	1.606	1.376	1.727
CA	2.741	1.027	1.598	0.959	1.567	1.685	2.187	1.246	2.635	0.845	1.556
DE	1.754	2.341	1.311	0.640	1.822	1.465	1.776	1.944	1.312	1.569	1.602
FR	1.831	2.470	1.673	1.737	1.431	1.422	2.173	1.992	2.859	0.966	2.556
GB	0.947	0.489	2.268	3.296	0.995	1.688	1.080	1.258	1.707	1.281	1.270
IT	0.154	2.367	2.148	0.147	1.388	1.841	1.367	0.790	1.479	1.110	1.165
NL	3.091	1.972	1.324	0.569	1.415	2.112	1.556	1.653	1.908	1.895	1.680
US	1.977	1.781	1.698	1.377	1.360	1.571	1.393	1.626	1.475	1.507	1.518

Unlocking Market Potential

Product Analysis

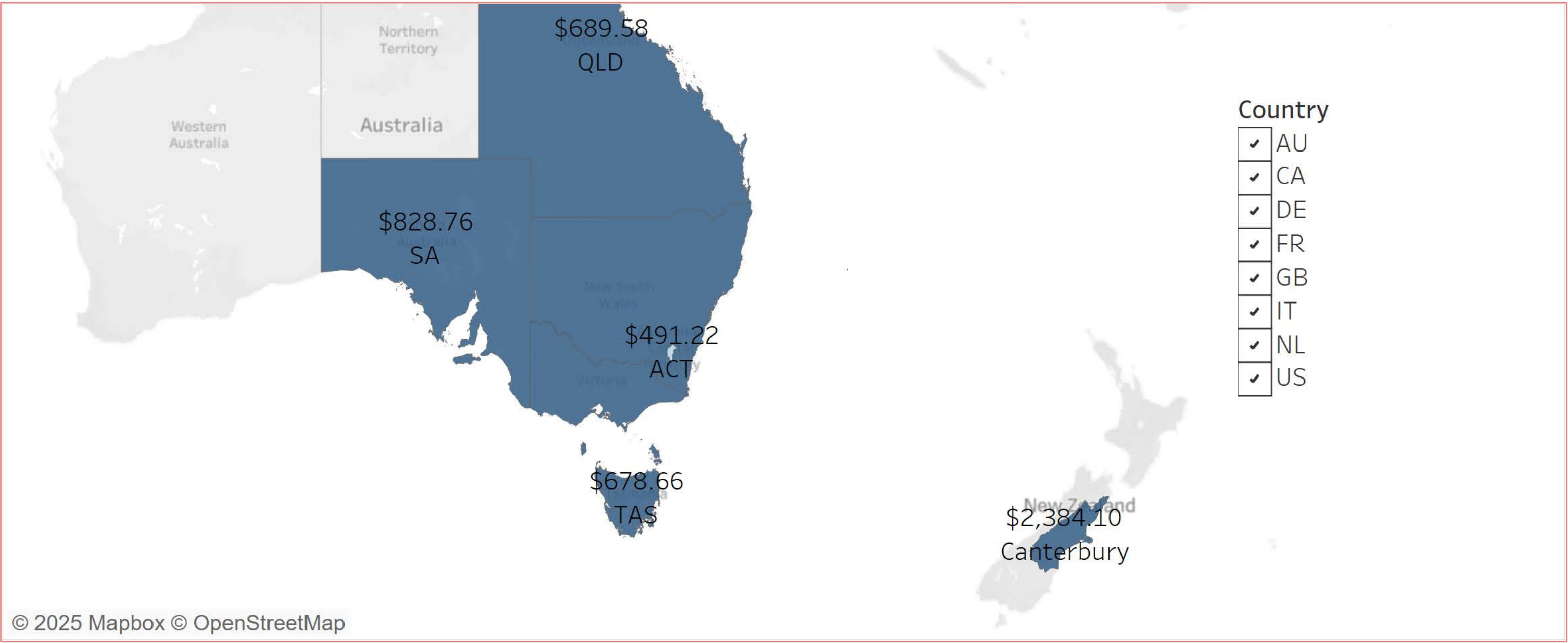
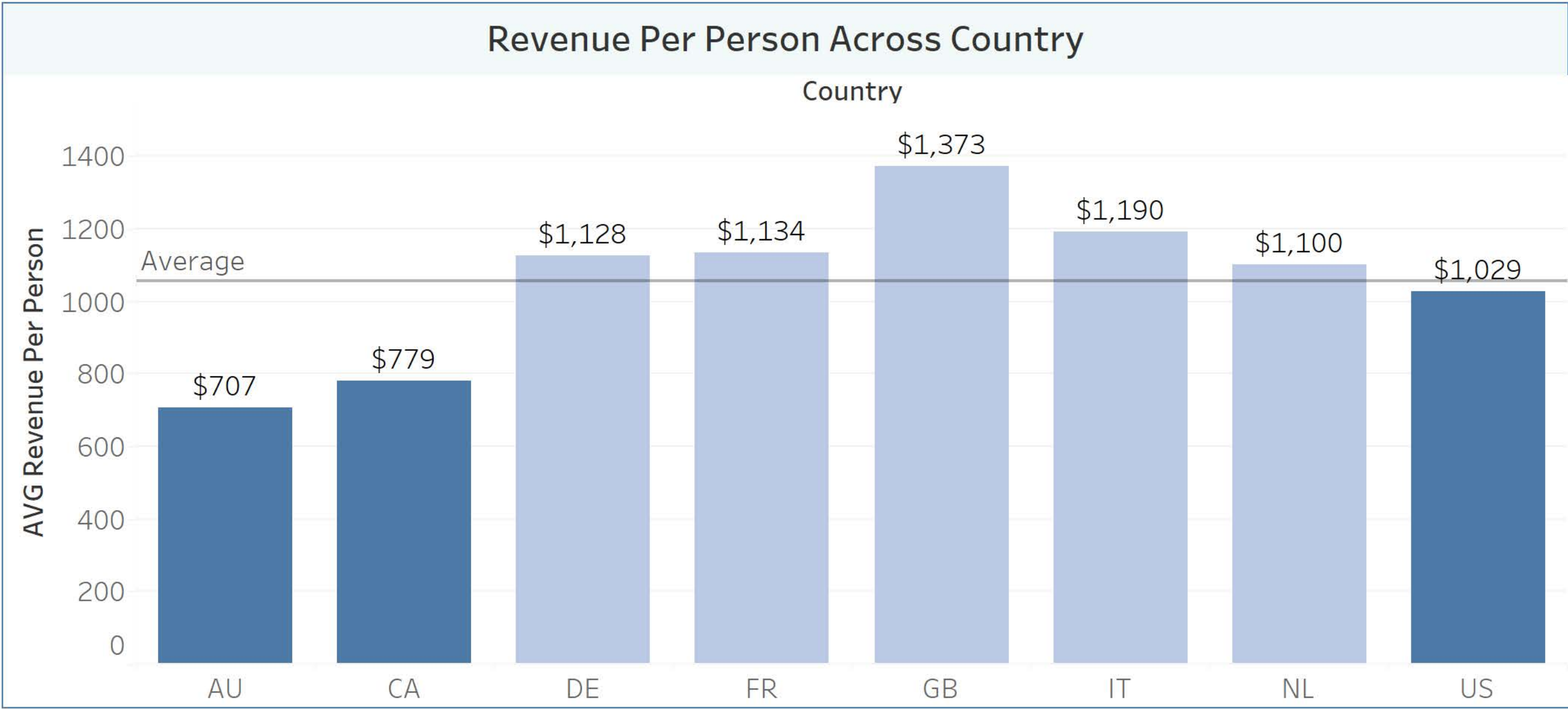
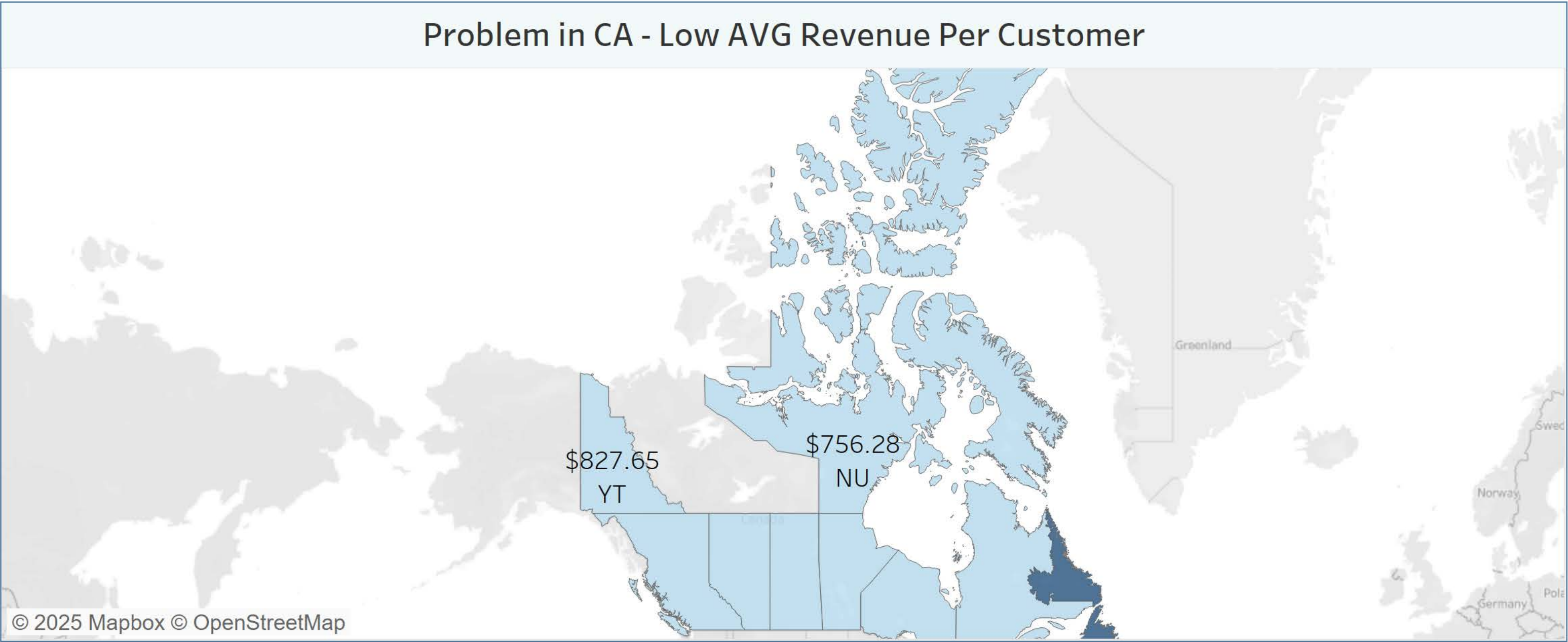
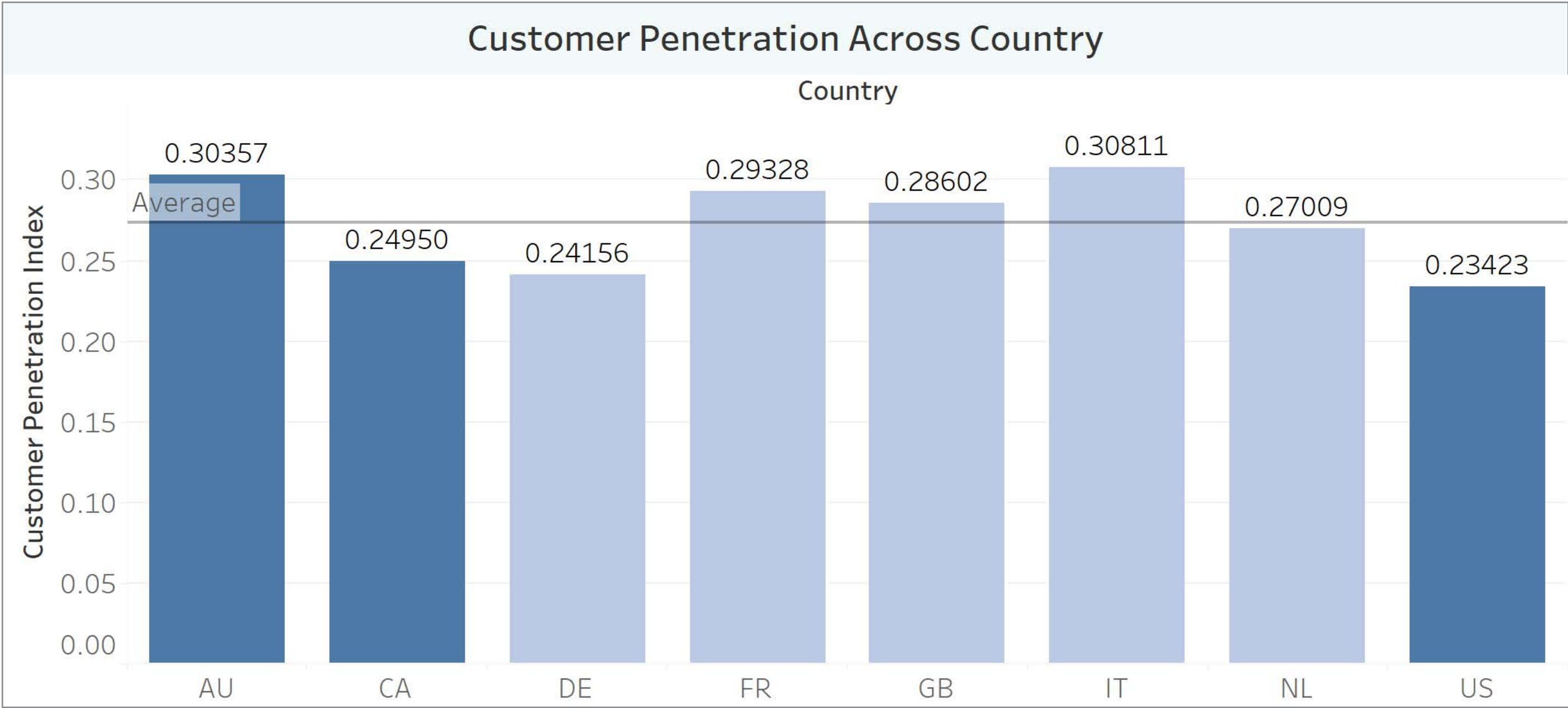
Customer Analysis

Distribution Channels

Growth Potential

Operational Efficiency

GB	FR	NL	CA
IT	DE	US	AU



<div>\$1,812,170</div> <div>Average Revenue/Store</div>	<div>3.36</div> <div>Average Delivery Time</div>	<div>1,504</div> <div>Average Size/Store</div>	<div>696.2</div> <div>Average Orders/Store</div>	<div>57</div> <div>Operating Stores</div>	<div>14</div> <div>Closed Stores</div>	Country Full All
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