

E-commerce KPI

Month

1

2

3

532.75K

Profit

2.65M

Revenue

8850

Average Sales by customer

44.03

Average of Conversions

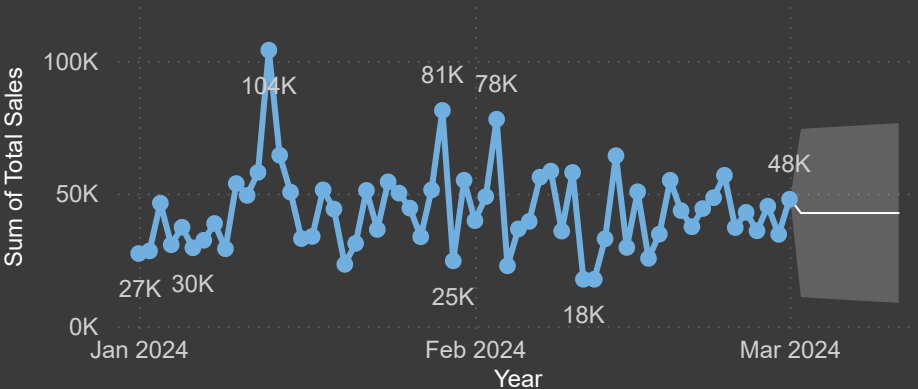
16.85%

Return Rate %

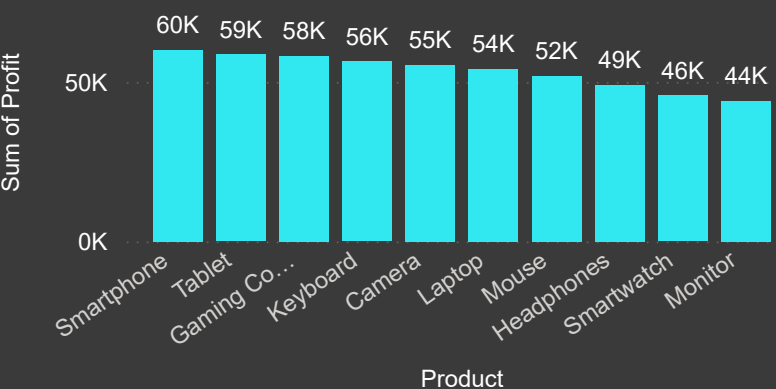
0.01%

Discount Rate

Sales by Year and Month



Profit by Product



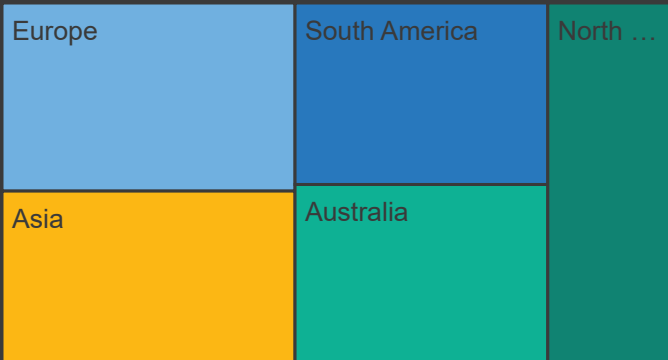
1500

Number of visitor

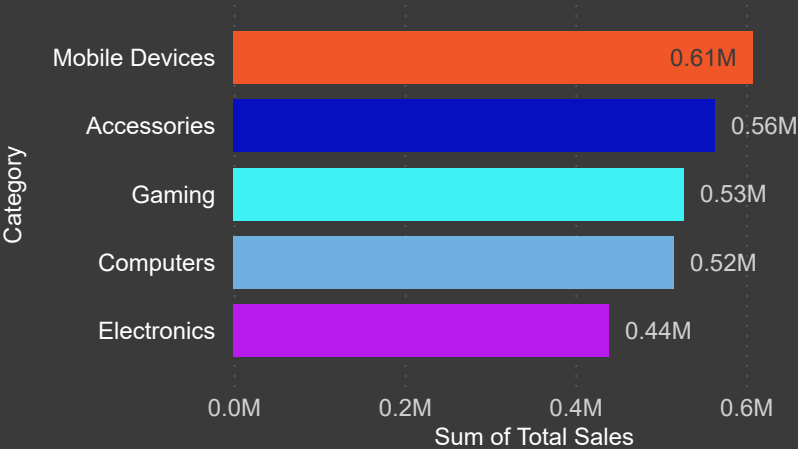
25.64M

Inventory

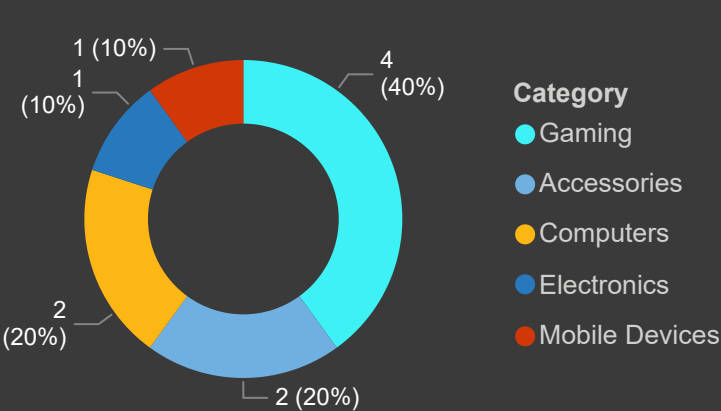
Sales by Region



Sales by Category



Stock by Category

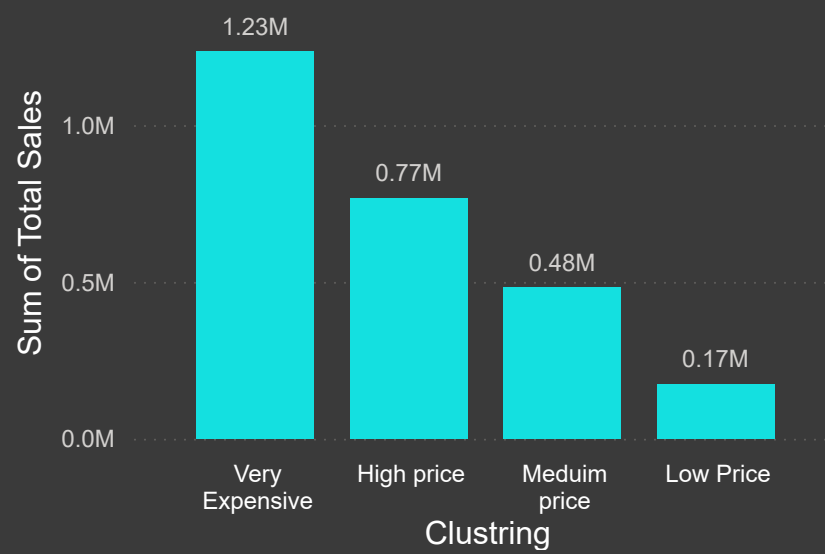


| Platform   | Ad Spend     | Num of Clicks | Conversions |
|------------|--------------|---------------|-------------|
| Facebook   | 260,873.61   | 57534         | 4,393.47    |
| Google Ads | 260,202.50   | 57648         | 4,640.48    |
| Instagram  | 264,089.42   | 55728         | 4,726.53    |
| LinkedIn   | 227,573.77   | 53987         | 4,292.27    |
| TikTok     | 244,034.23   | 48588         | 3,960.07    |
| Total      | 1,256,773.53 | 273485        | 22,012.82   |

### Total Sales by Discount



### Total Sales by price



Price increase %

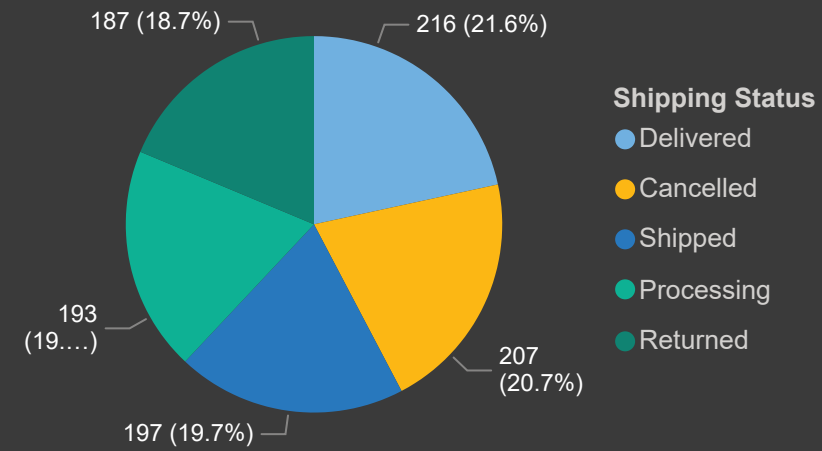
15



3.05M

Revenue with increase

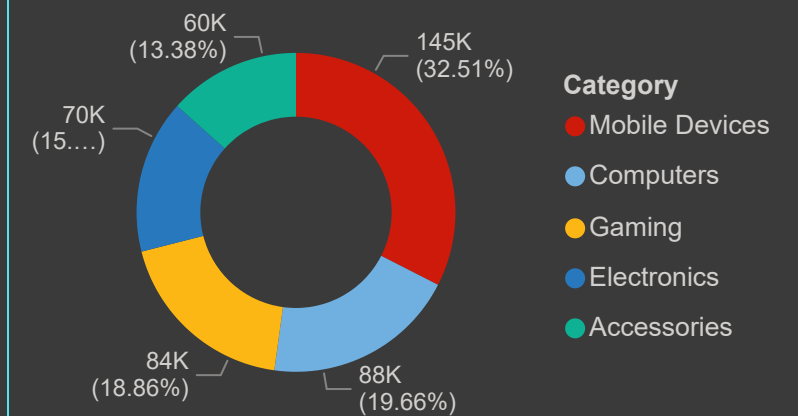
### Orders by Shipping Status



### ARPU



### Return by Category



potential for reach over target