

## Category

- Baby
- Books
- Electronics

## Region

- East Midlands
- East of England
- London
- North East
- North West
- Northern Ireland
- Scotland
- South East
- South West
- Wales
- West Midlands
- Yorkshire and the ...

## Key Insight

Online channels account for the majority of revenue, while subscription-eligible products contribute a disproportionately high share of total profit, indicating stronger margin performance.

# Executive Financial Overview

## 237.01

AOV

## 11.83M

Total Profit

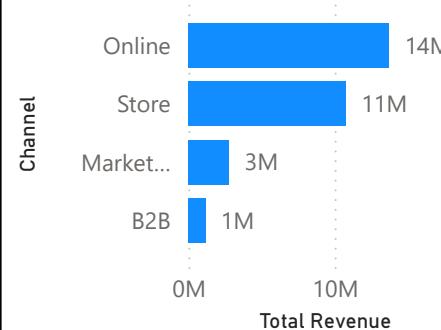
## 120K

Total Transactions

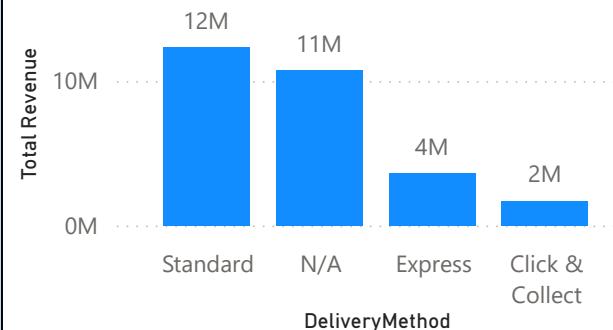
## 28.44M

Total Revenue

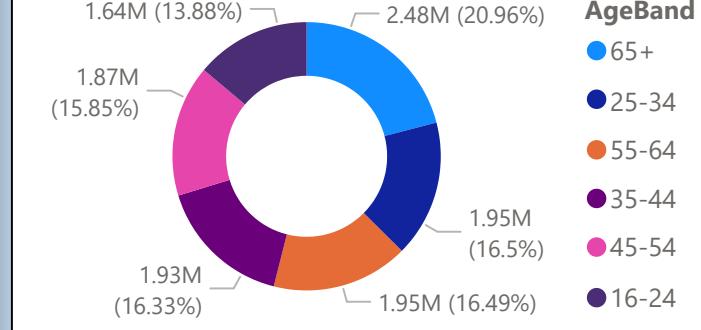
### Revenue by Channel



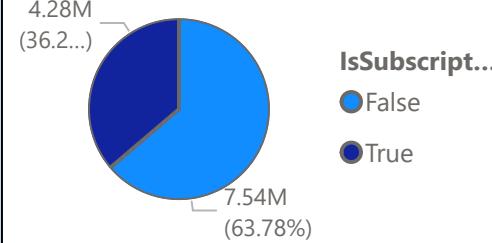
### Total Revenue by DeliveryMethod



### Profit Contribution by Age Group



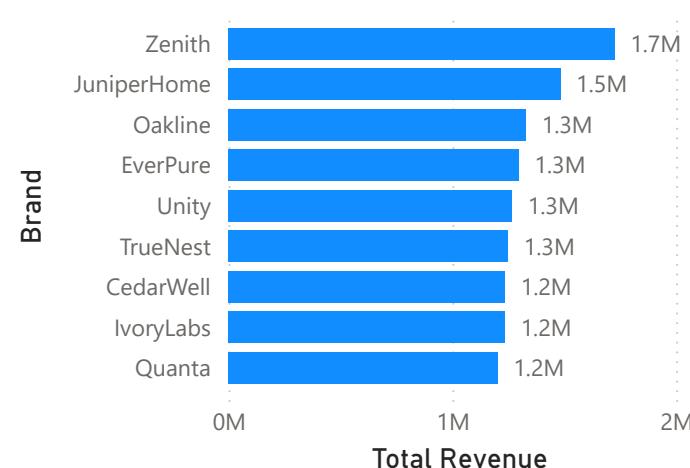
### Total Profit by IsSubscriptionEligible



### Profit by Payment Method



### Total Revenue by Brand



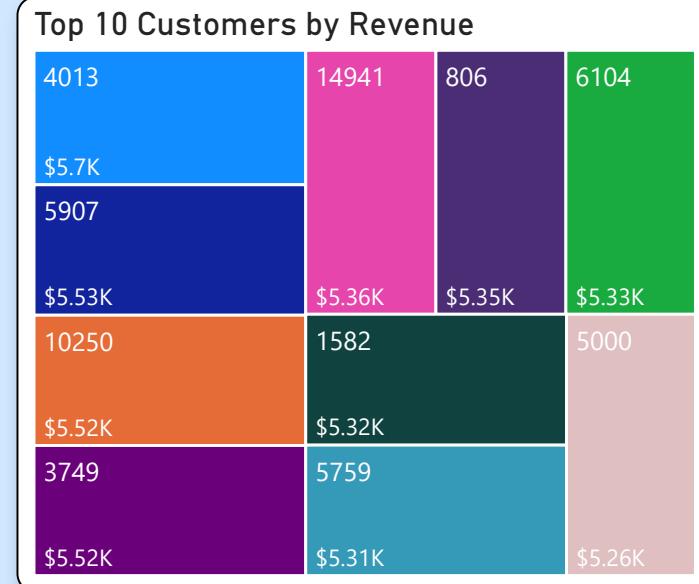
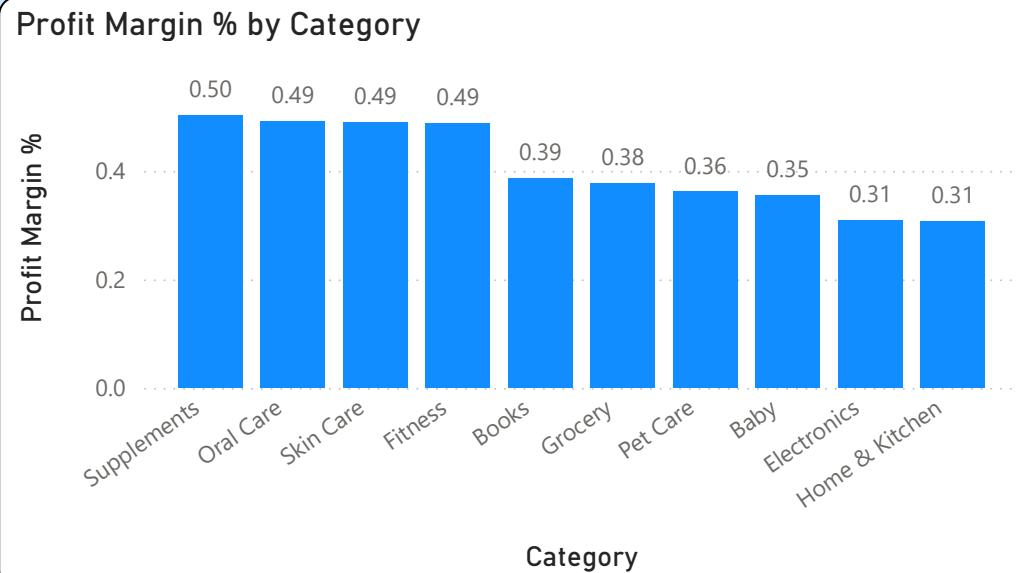
# Customer & Profitability Analysis

Year ▼ Region ▼

All ▼ All ▼

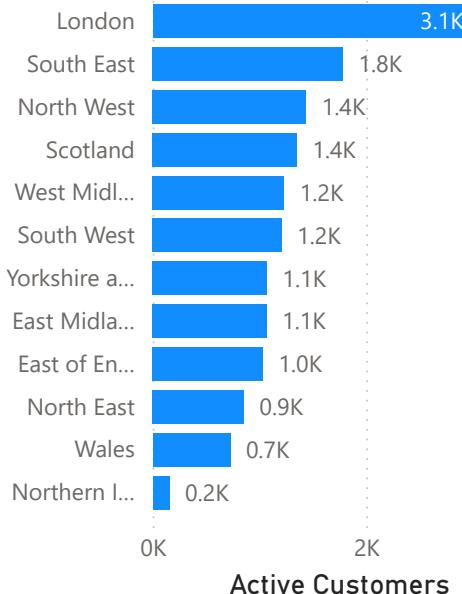
Category ▼

All ▼



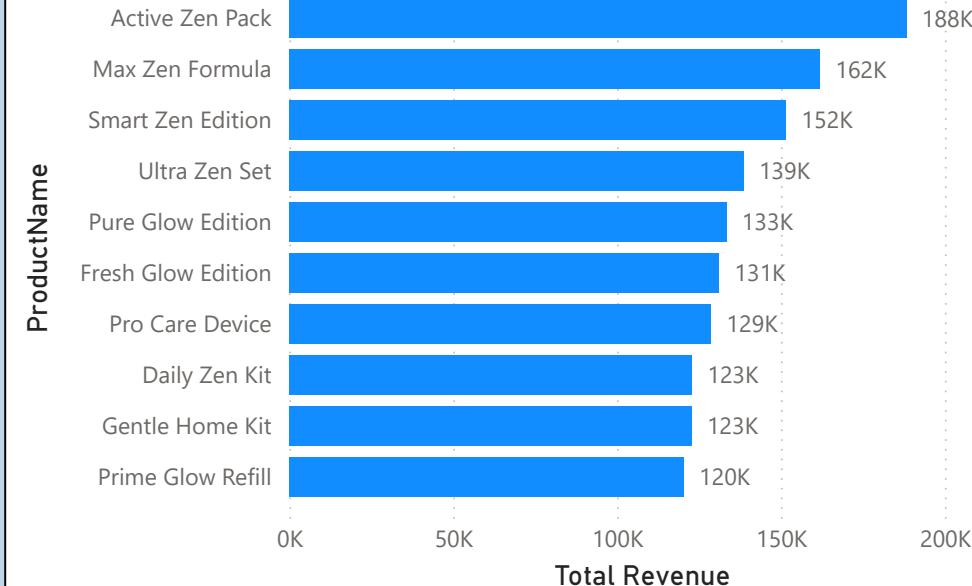
## Active Customers by Region

Region



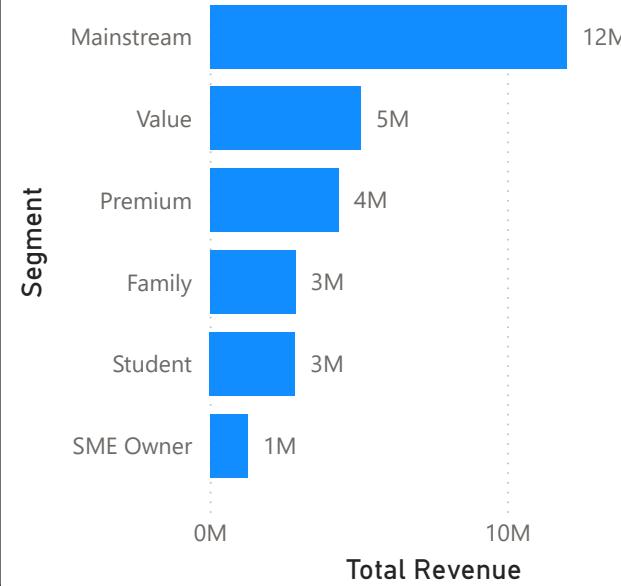
## Top 10 Products by Revenue

ProductName



## Total Revenue by Segment

Segment



# Sales Performance & Growth Analysis

Year  
All

Region  
 East Midlands  
 East of England  
 London  
 North East  
 North West  
 Northern Ireland

**Key Insight**  
Revenue shows strong year-over-year growth with improving profit margins, indicating that increased sales volume is translating into sustainable profitability rather than margin erosion.

# 28.44M

Total Revenue

# 50.86%

Profit Growth %

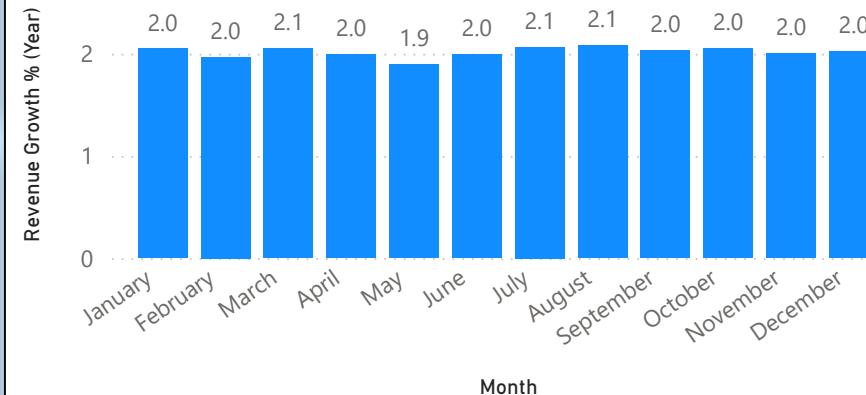
# 41.58%

Profit Margin %

# 201.56%

Revenue Growth % (Year)

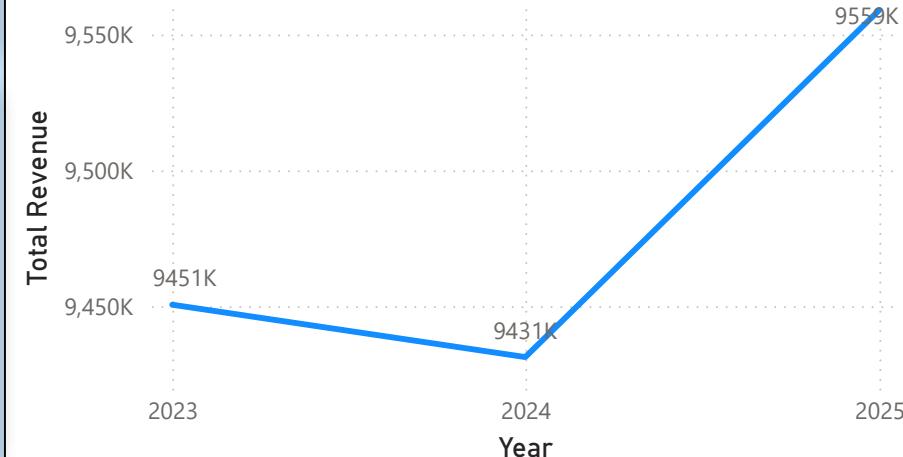
Revenue Growth % (Year) by Month



Total Profit by Month and Year



Total Revenue by Year



Total Revenue and Profit Margin % by Year



# Returns & Margin Leakage

Quick measure

ProductName	Total Returned Revenue	Return Rate %
Active Boost Device	1,809.05	0.03
Active Boost Edition	4,075.26	0.06
Active Boost Formula	4,885.36	0.06
Active Boost Kit	1,829.51	0.04
Active Boost Pack	2,668.38	0.03
Active Boost Refill	2,254.21	0.06
Active Boost Set	4,018.06	0.08
Active Care Device	4,260.05	0.05
Active Care Edition	1,223.17	0.07
Active Care Formula	4,251.89	0.08
Active Care Kit	2,319.76	0.07
Active Care Pack	1,673.85	0.06
Active Care Refill	3,724.22	0.04
Active Care Set	1,069.45	0.03
Active Flex Device	3,570.64	0.05
Active Flex Edition	2,800.64	0.05
Active Flex Formula	3,477.41	0.08
Active Flex Kit	1,847.97	0.03
Active Flex Pack	1,729.97	0.09
Active Flex Refill	2,166.67	0.05
Active Flex Set	6,466.93	0.06
Active Glow Device	2,840.16	0.08
Active Glow Edition	5,706.98	0.05
Active Glow Formula	1,970.66	0.03
<b>Total</b>	<b>1,607,751.70</b>	<b>0.06</b>

1.61M  
Total Returned Revenue

0.06  
Return Rate %

0.05  
Ava Discount %

10.22M  
Net Profit After Returns

