

- 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

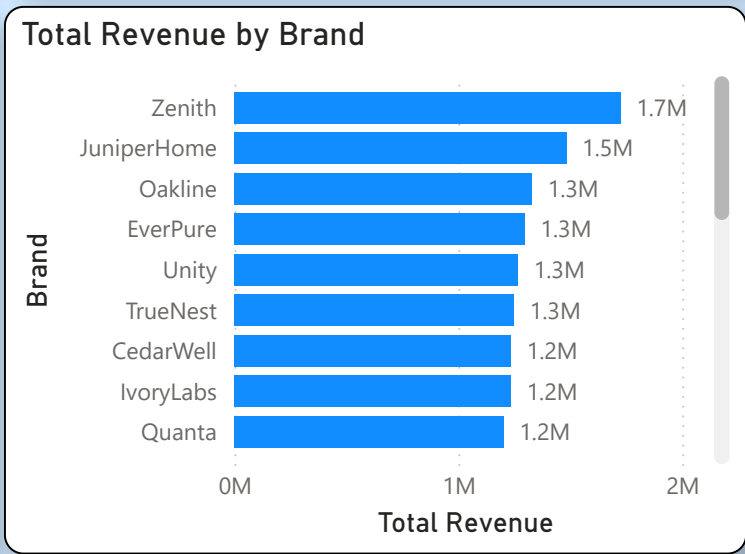
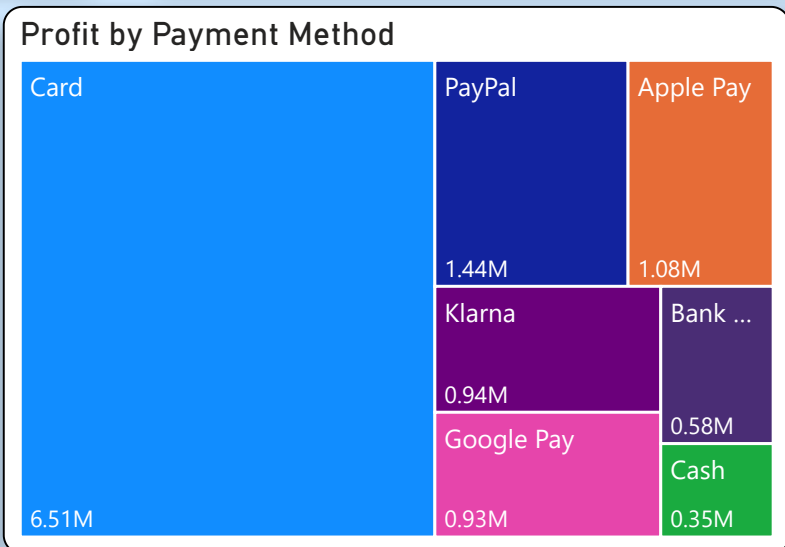
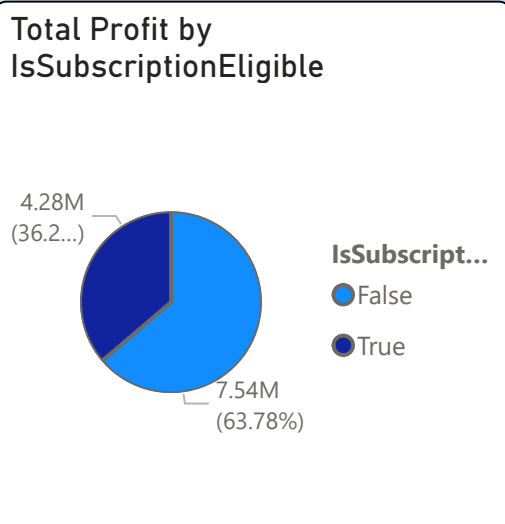
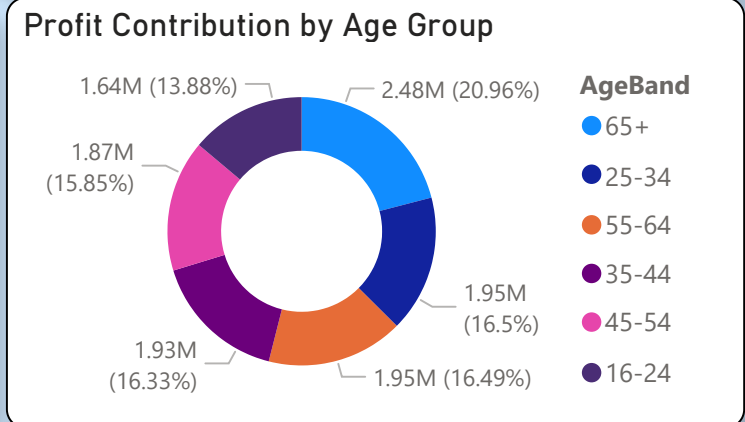
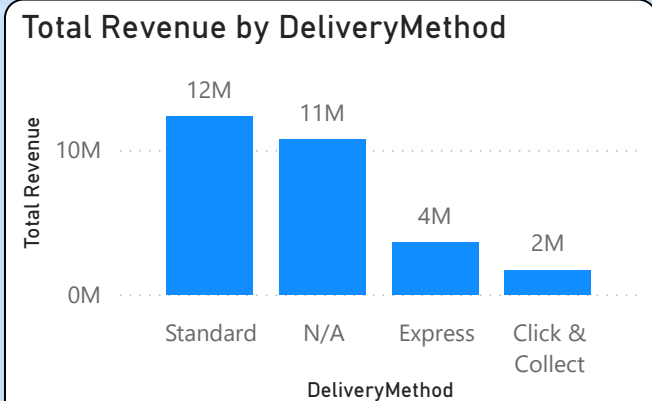
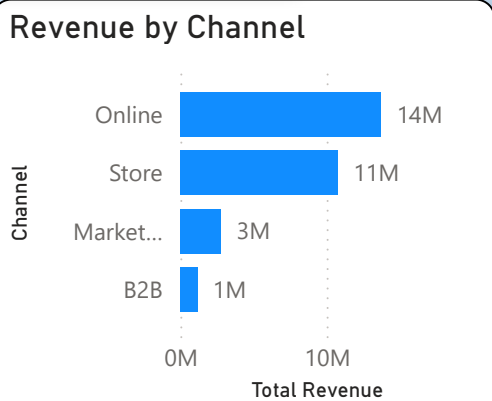
Total Profit

120K

Total Transactions

28.44M

Total Revenue



Customer & Profitability Analysis

Year

▼

All

▼

Region

▼

All

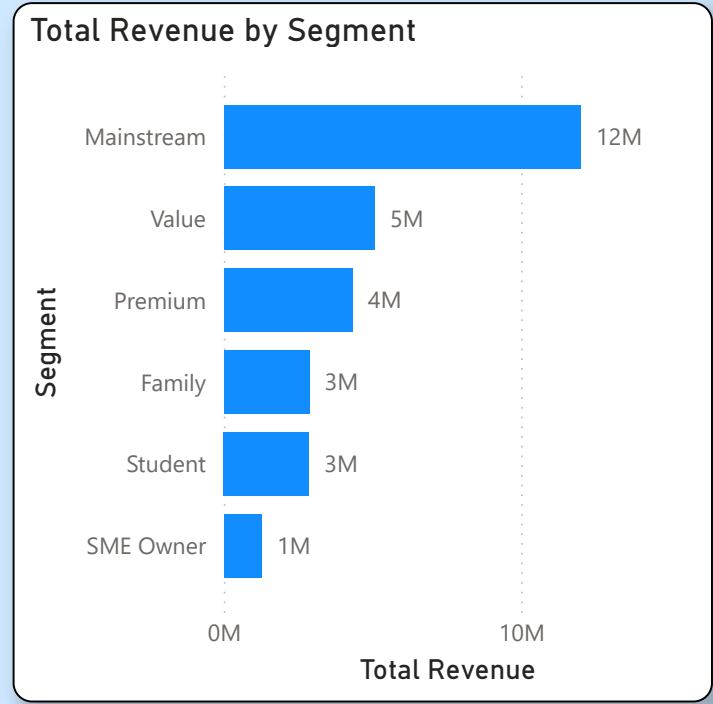
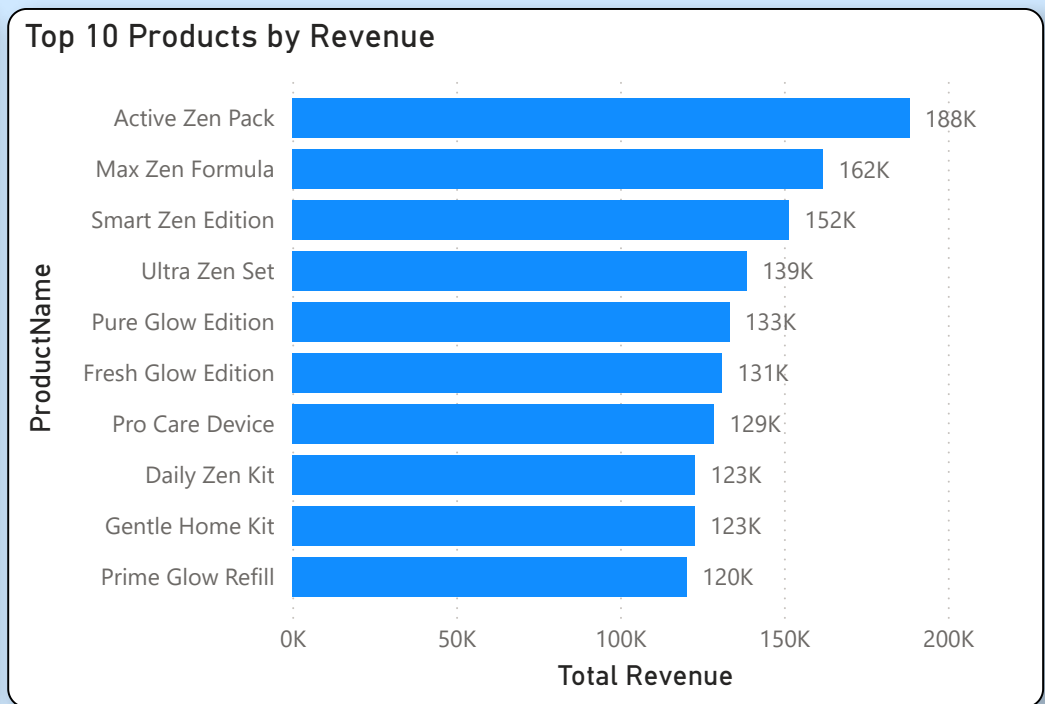
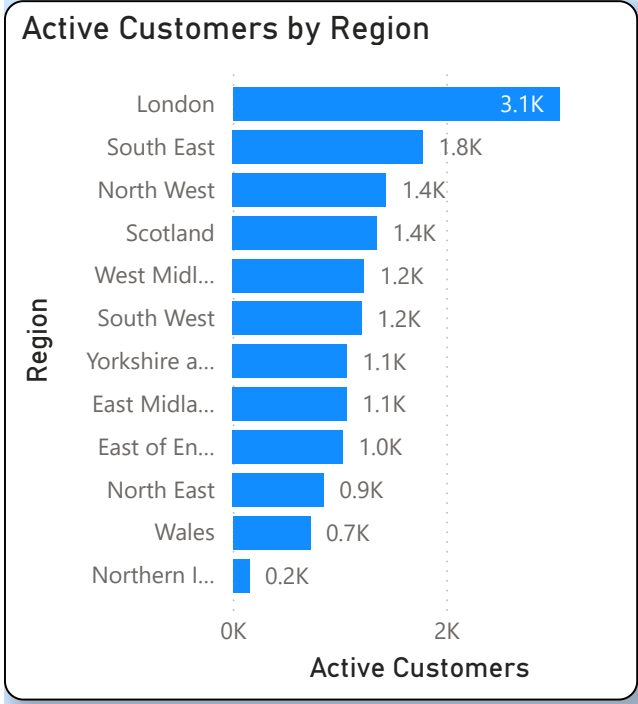
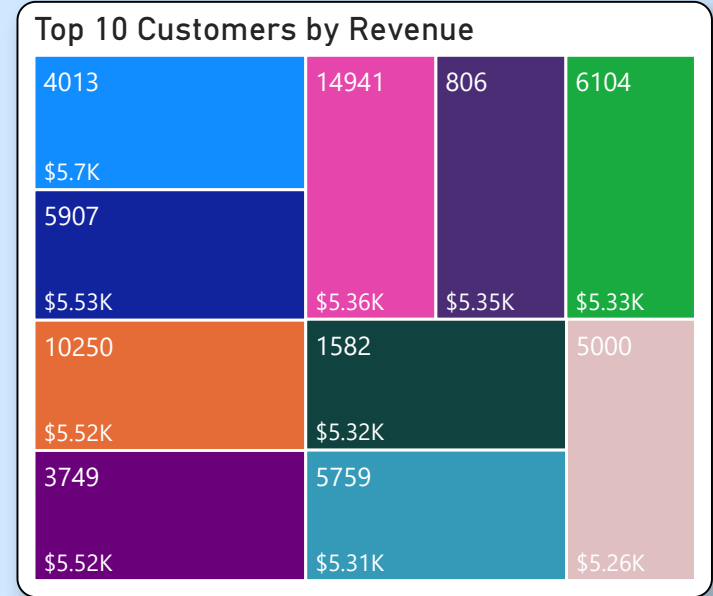
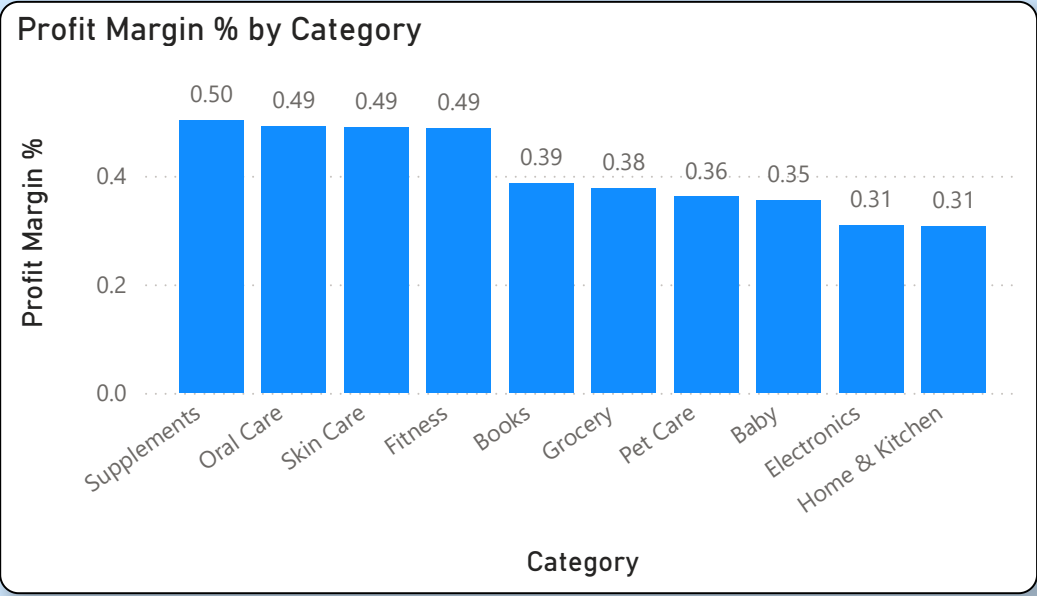
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Category

▼

All

▼



Sales Performance & Growth Analysis

28.44M

Total Revenue

50.86%

Profit Growth %

41.58%

Profit Margin %

201.56%

Revenue Growth % (Year)

Year

All

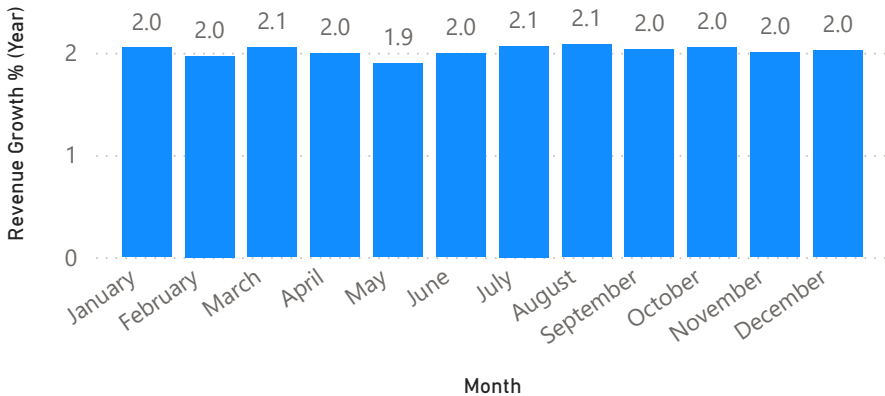
Region

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- ☐ Northern Ireland

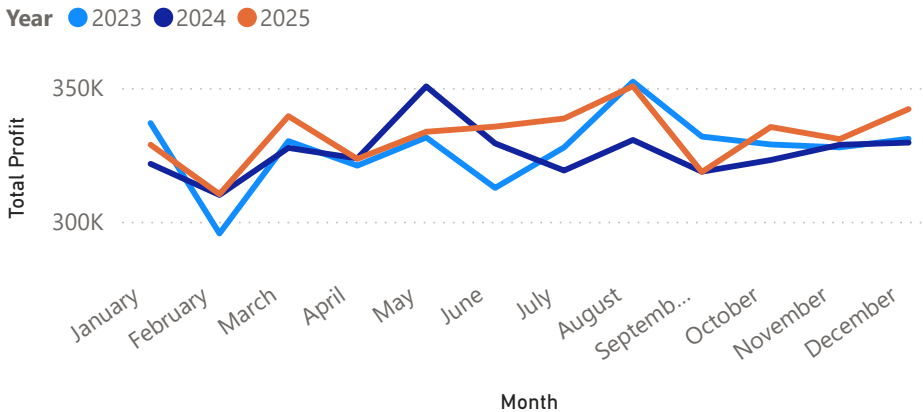
Key Insight

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.

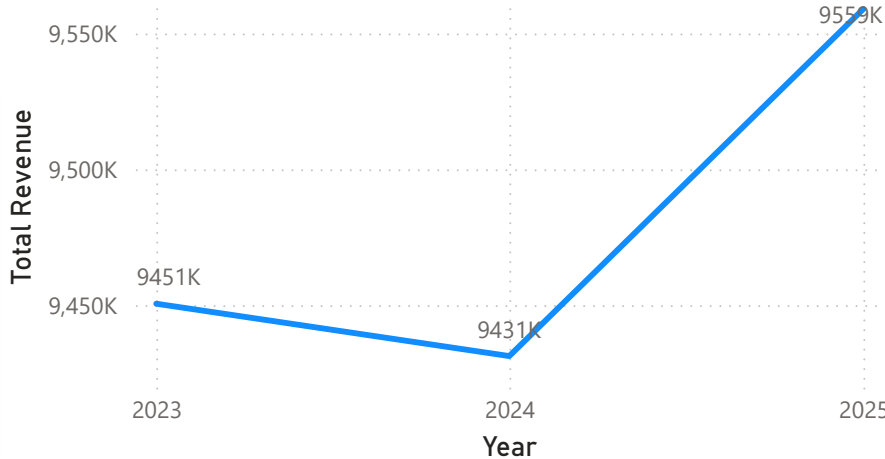
Revenue Growth % (Year) by Month



Total Profit by Month and Year



Total Revenue by Year



Total Revenue and Profit Margin % by Year



Returns & Margin Leakage

1.61M

Total Returned Revenue

0.06

Return Rate %

0.05

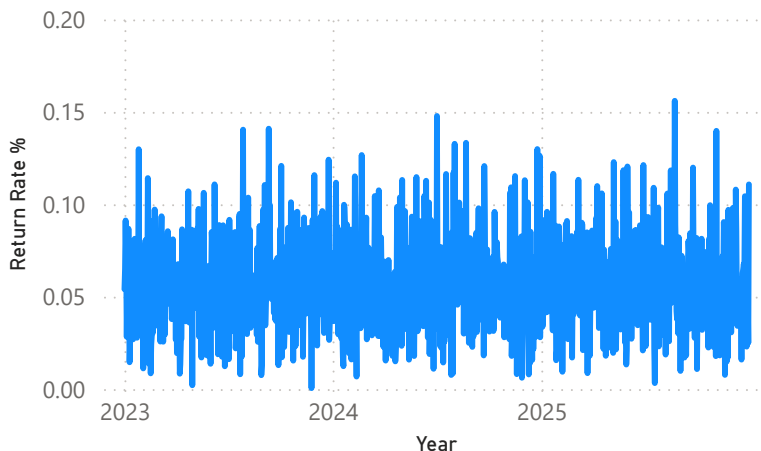
Ava Discount %

10.22M

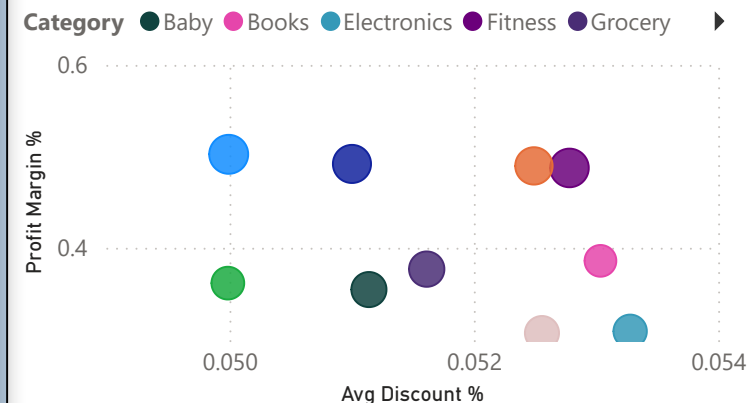
Net Profit After Returns

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
Total	1,607,751.70	0.06

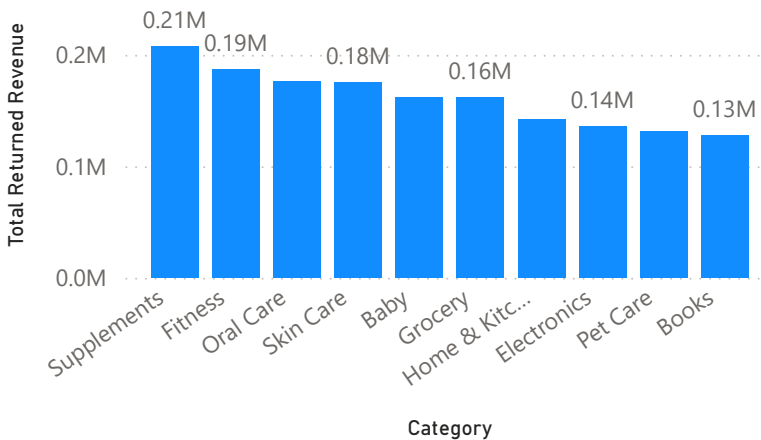
Return Rate % by Year, Quarter, Month and Day



Avg Discount %, Profit Margin % and Total Revenue by Category



Total Returned Revenue by Category



Total Returned Revenue by Region

