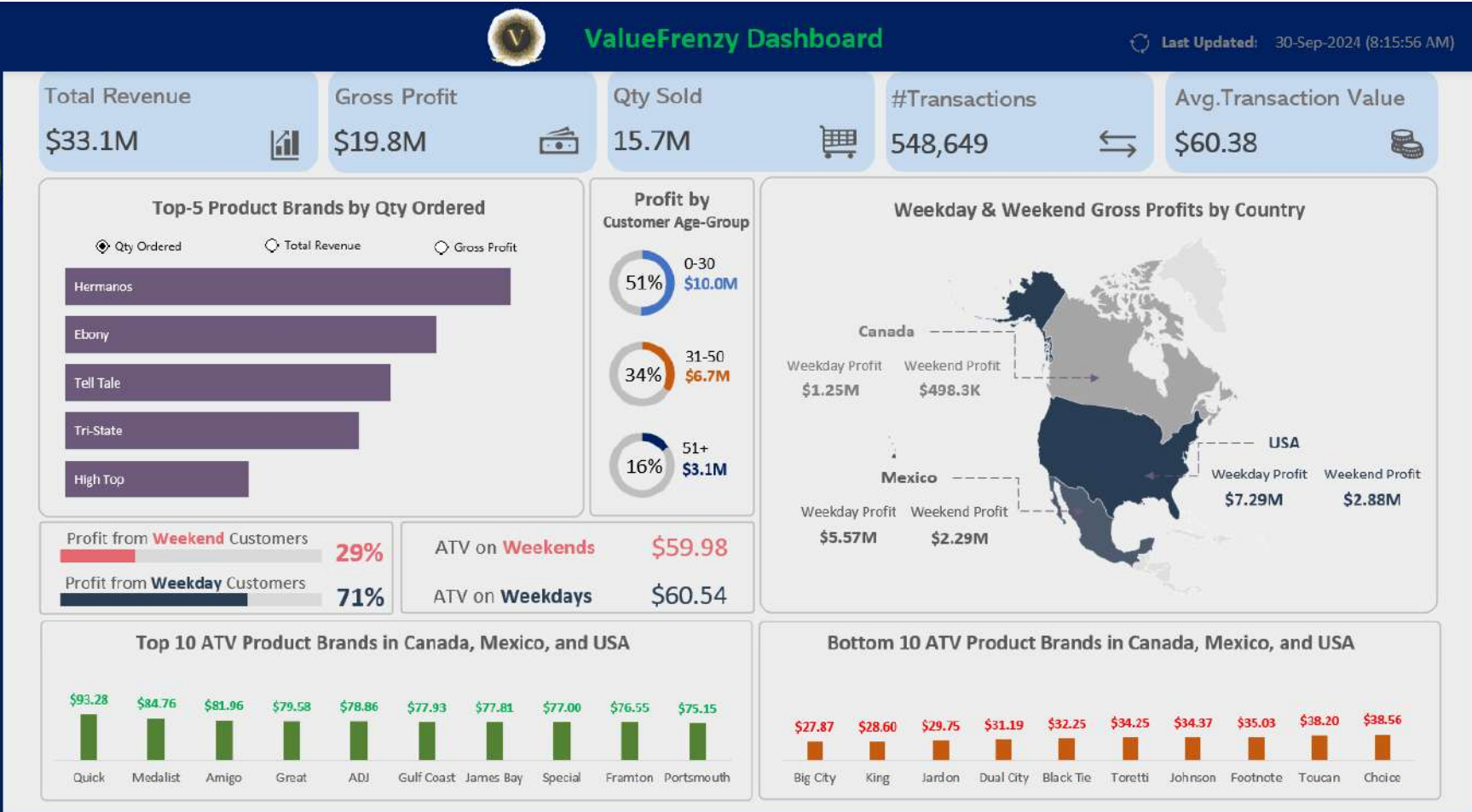


Dashboard High-Level

Profit, Qty Sold Drill Down

ATV, Transactions Drill Down

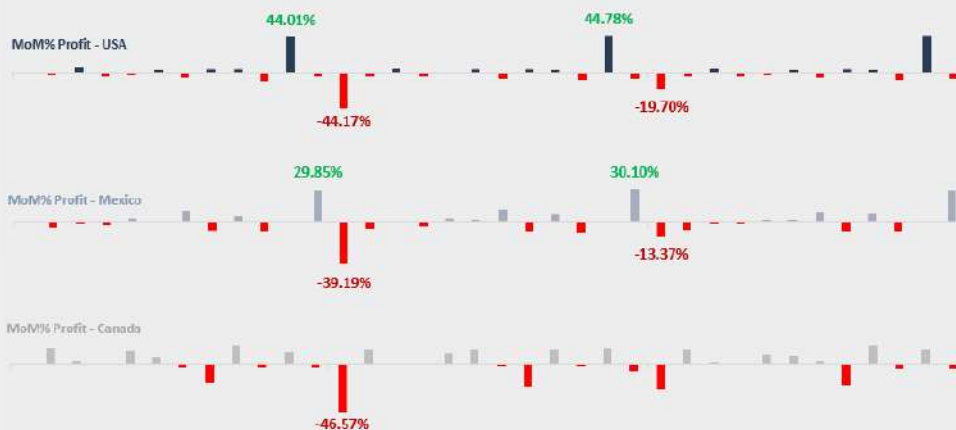


Dashboard  
High-Level

Profit, Qty  
Sold Drill  
Down

ATV,  
Transactions  
Drill Down

Significant **DECREASE** in **PROFITS** (especially, in the USA) from **Nov-2021** to **Jan-2022** due to a significant **DROP** in the overall **Average Transaction Value (ATV)**



Medium Tier Products contribute towards **MAXIMUM PROFITS**. A significant **DROP** in the Overall **QTY SOLD** from **Dec-2021** to **Jan-2022** resulted in **DECREASE** in **PROFITS**



High Tier Products contribute towards **LOWEST QTY SOLD**. A significant **DROP** in the Overall **QTY SOLD** from **Dec-2021** to **Jan-2022**



Dashboard  
High-Level

Profit, Qty  
Sold Drill  
Down

ATV,  
Transaction  
s Drill  
Down

Sharp **ATV DROP** from **\$75.30** to **\$53.13** between **Dec-2021** to **Jan-2022**. **ATV** remained consistent across regions and product tiers due to **STABLE PURCHASING PATTERNS**. Despite a **TRANSACTION INCREASE** in late 2021, **ATV** remained steady, driven by **FREQUENT** low-tier purchases



Although there was an increase and decrease in **Transaction volume** between **Oct-2021** and **Jan-2022**, there was no change in Year-over-Year (YoY) transaction volume



**ATV** remained consistent before a sharp **DECLINE** between **Dec-2021** and **Jan-2022** across product tiers. Although **ATV** remained consistent thereafter, it needs **CRITICAL** attention



Despite **INCREASED Transaction Volumes** between from **Oct to Dec 2021**, the **ATV** remained constant, indicating that the majority of transactions were for **lower-value** items

