



ValueFrenzy Dashboard

Last Refreshed: 08-Oct-2024 (1:13:48 PM)

Dashboard
High-Level

Profit, Qty
Sold Drill
Down

ATV,
Transactions
Drill Down

Total Revenue

\$33.1M



Gross Profit

\$19.8M



Qty Sold

15.7M



#Transactions

548,649



Avg.Transaction Value

\$60.38



Top-5 Product Brands by Qty Ordered

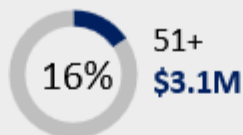
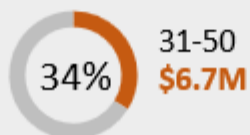
Qty Ordered

Total Revenue

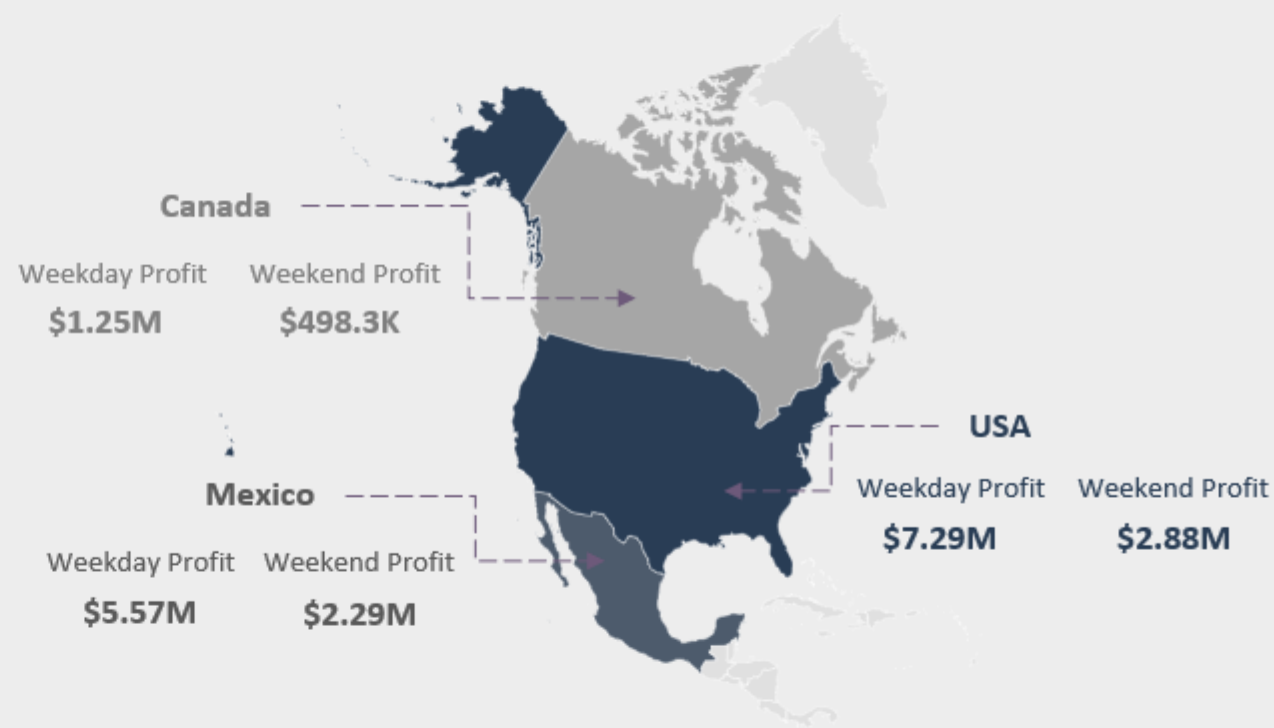
Gross Profit



Profit by Customer Age-Group



Weekday & Weekend Gross Profits by Country



Profit from **Weekend** Customers

29%

Profit from **Weekday** Customers

71%

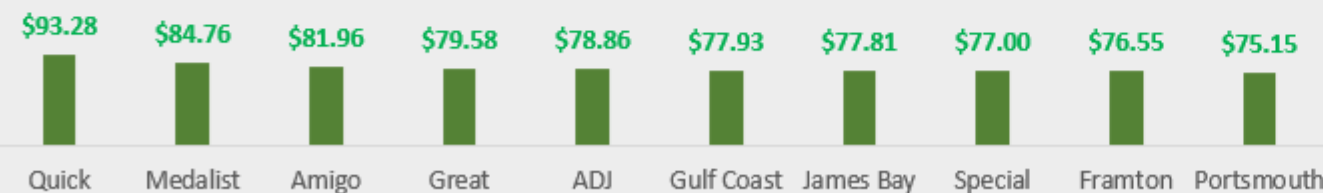
ATV on **Weekends**

\$59.98

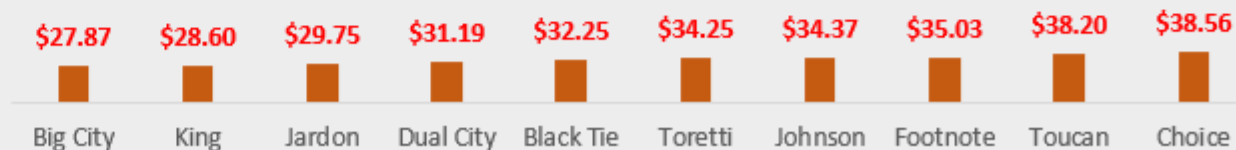
ATV on **Weekdays**

\$60.54

Top 10 ATV Product Brands in Canada, Mexico, and USA



Bottom 10 ATV Product Brands in Canada, Mexico, and USA



Select Year

2021

2022

2023

Select Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Select Tier

High

Low

Medium

Select Country

Canada

Mexico

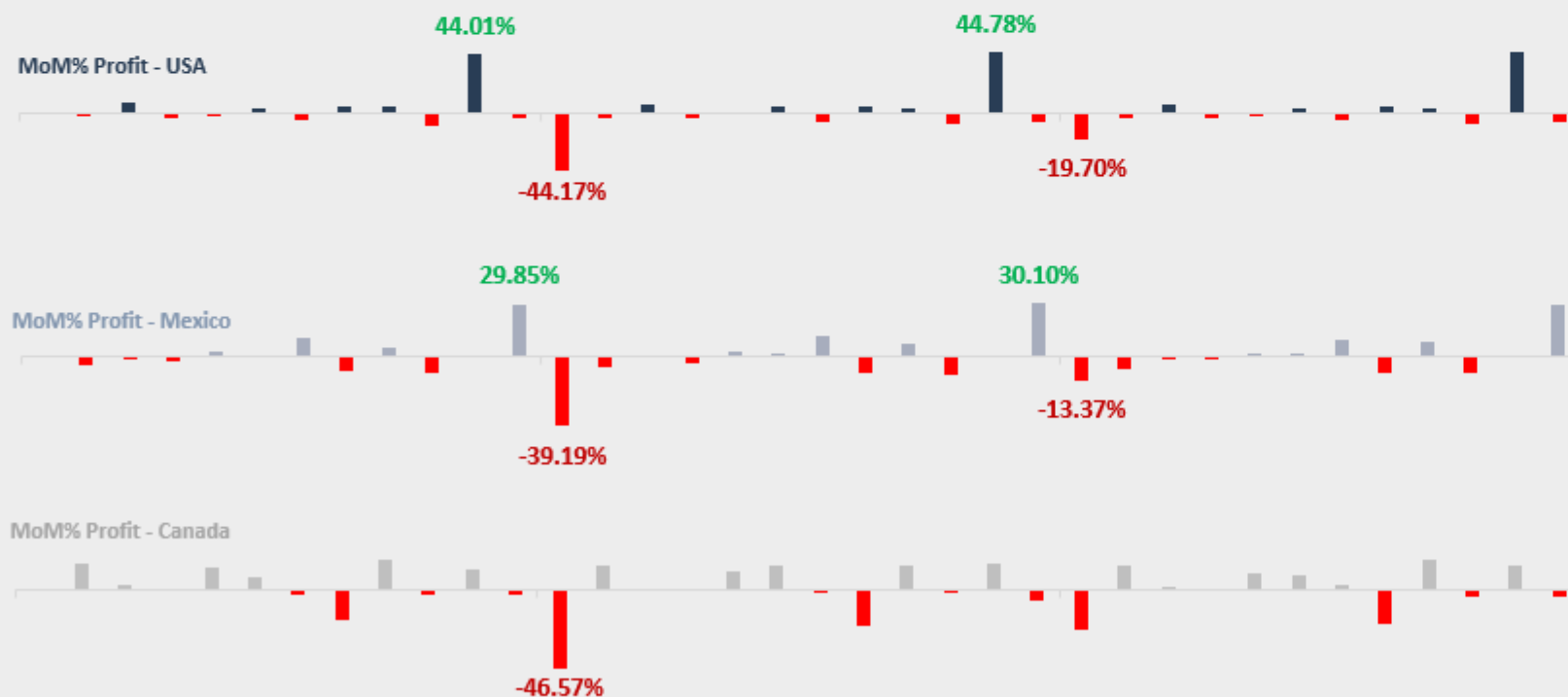
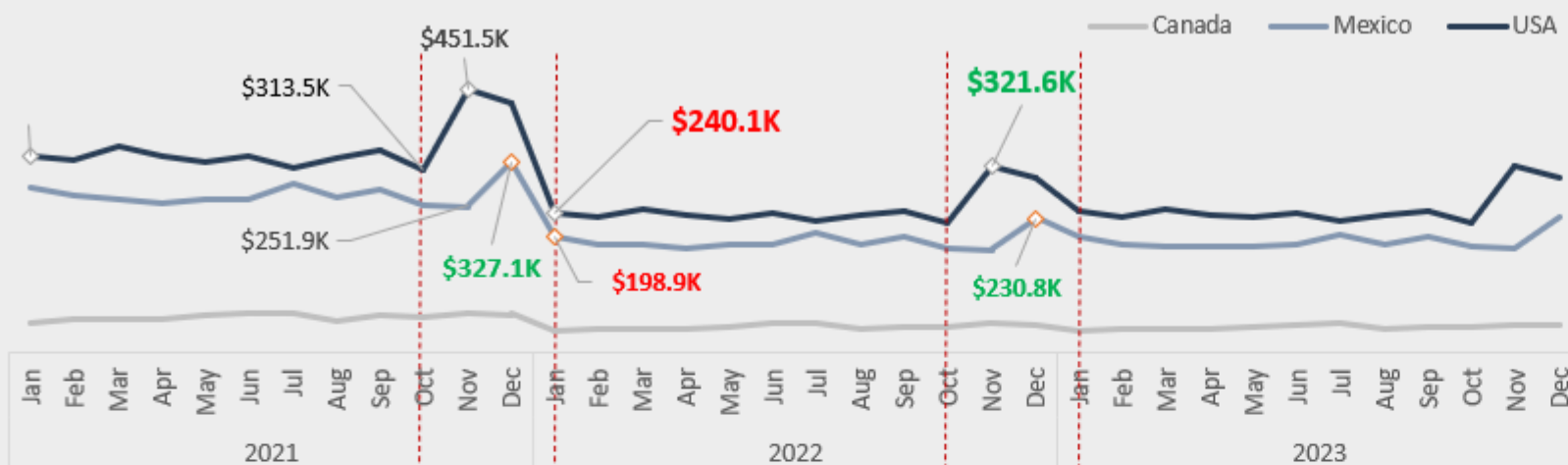
USA

Dashboard
High-Level

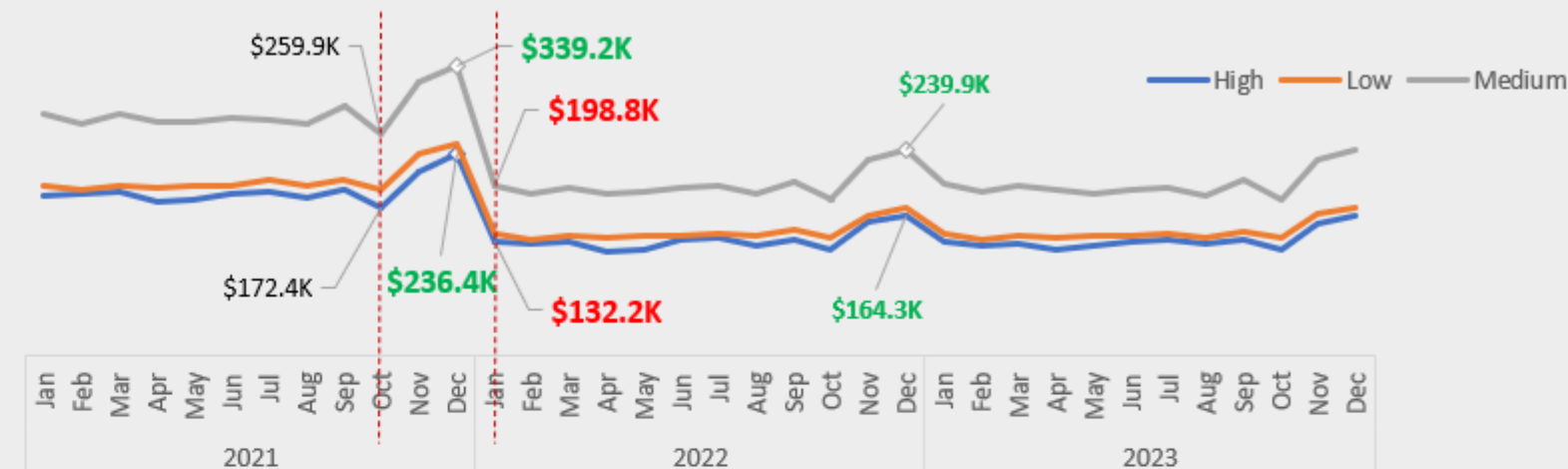
Profit, Qty
Sold Drill
Down

ATV,
Transactions
Drill Down

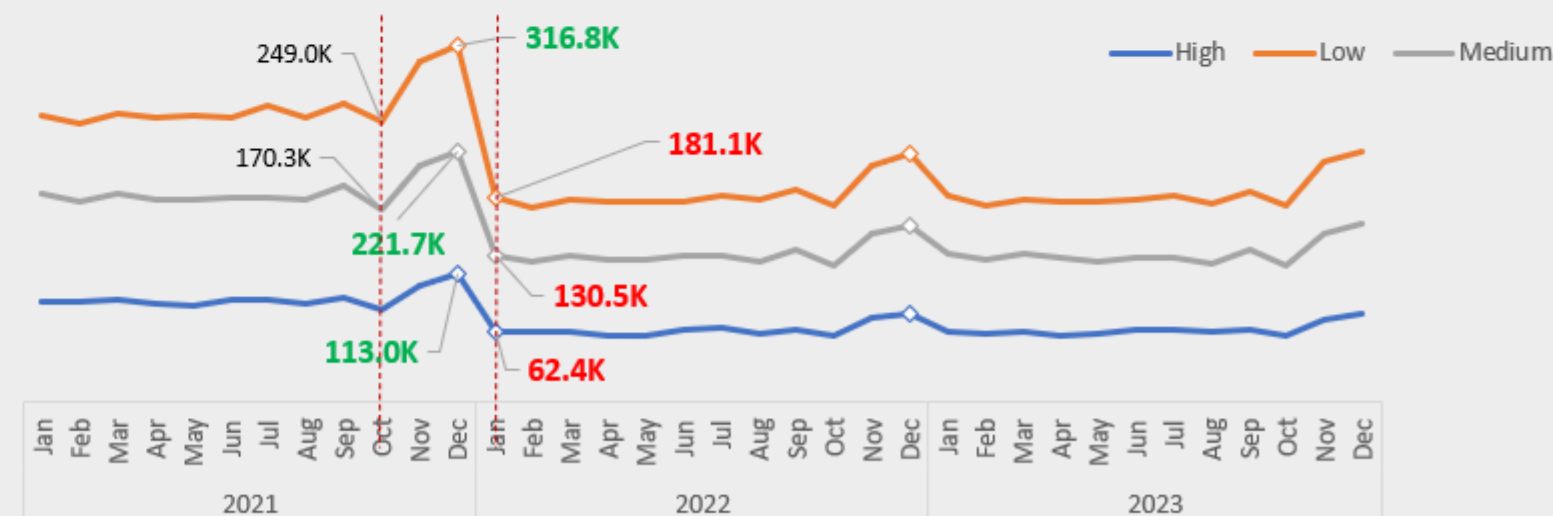
Significant **DECREASE** in **PROFITS** (especially, in the **USA**) from **Nov-2021** to **Jan-2022** due to a significant **DROP** in the overall **Average Transaction Value (ATV)**



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**

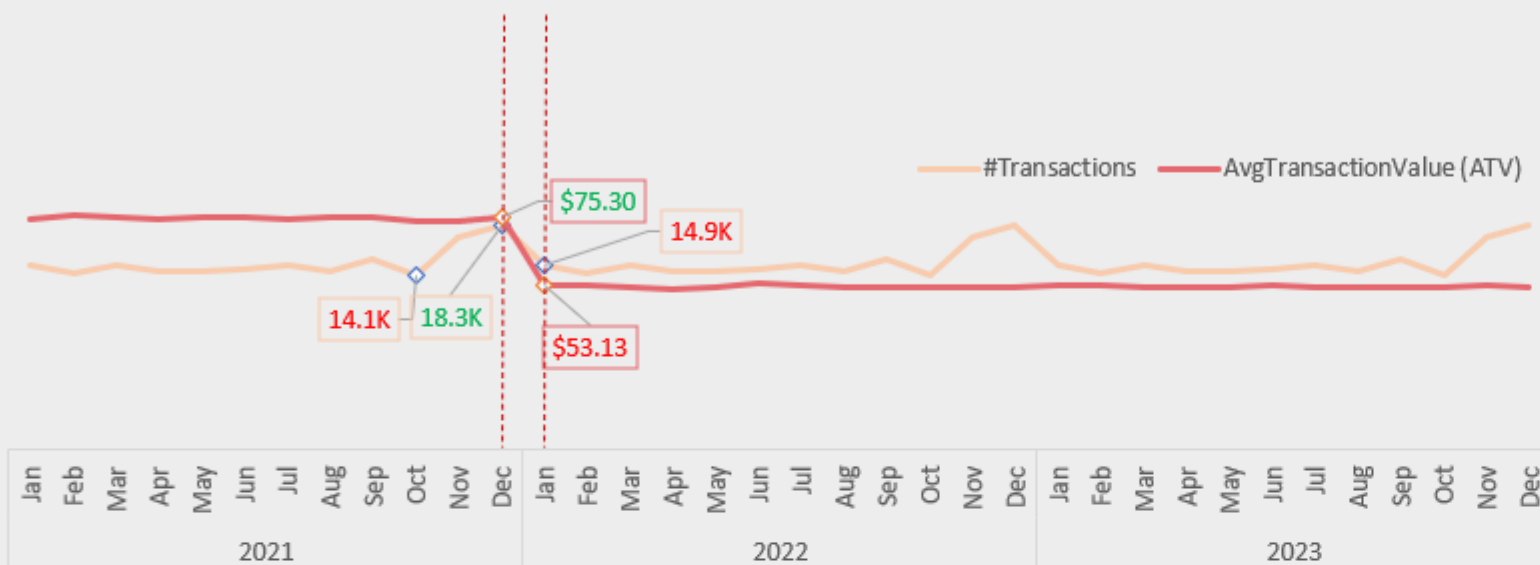


Dashboard High-Level

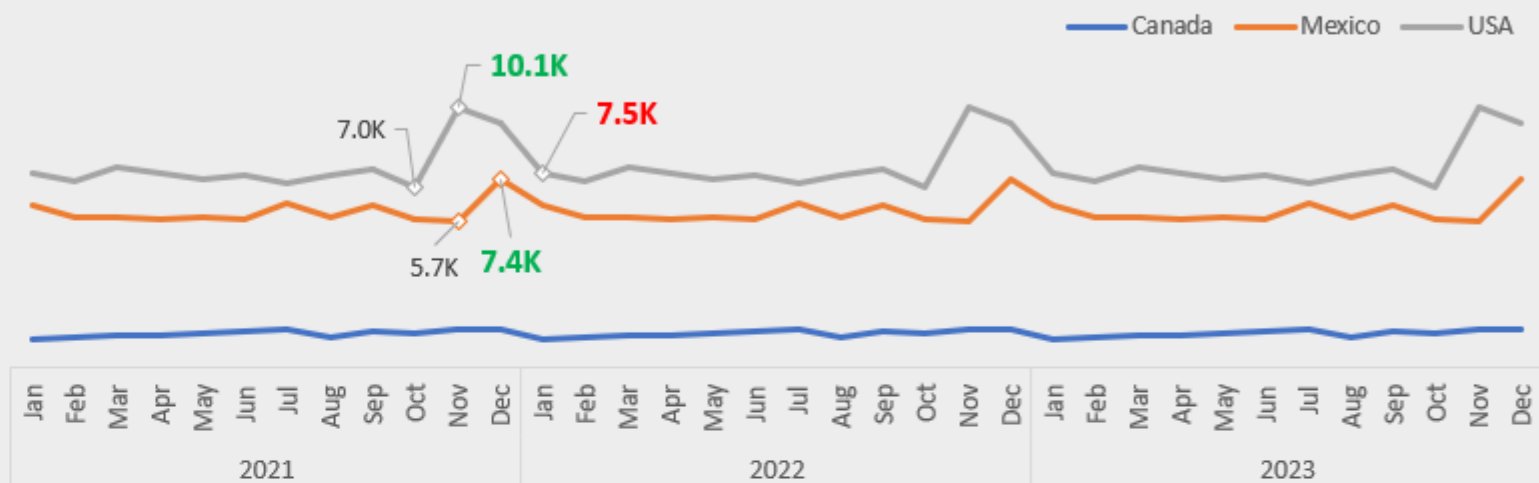
Profit, Qty Sold Drill Down

ATV, Transactions Drill Down

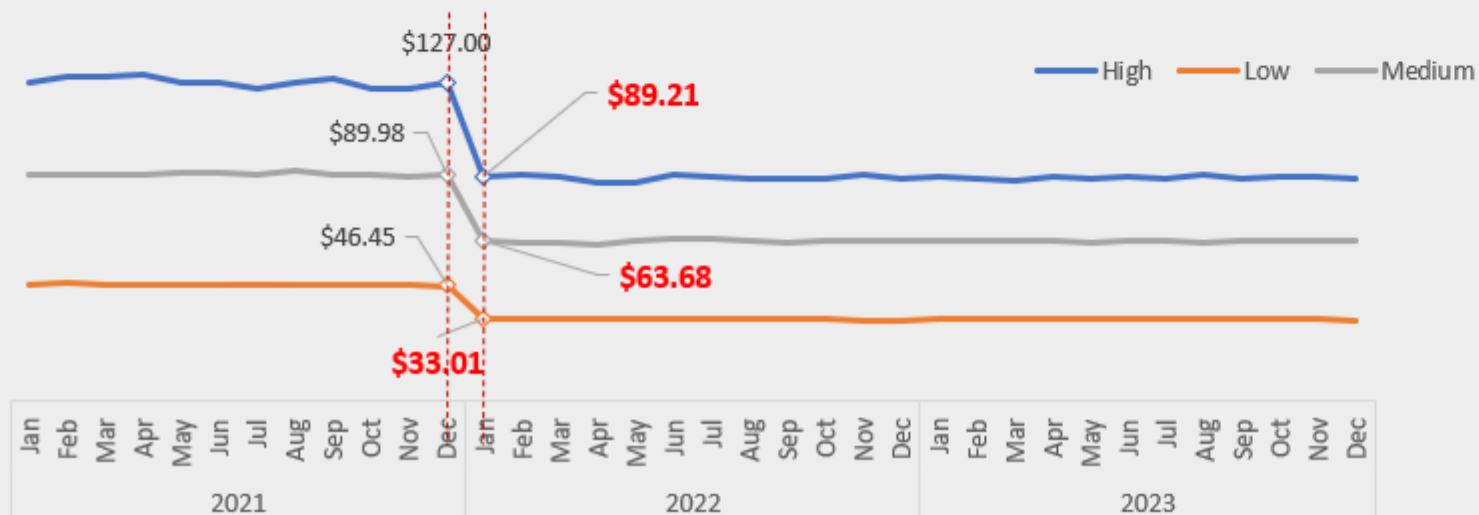
Sharp **ATV DROP** from **\$75.30** to **\$53.13** between **Dec-2021** to **Jan-2022**. **ATV** remained consistent across regions and product tiers due to **STABLE PURCHASING PATTERNS**. Despite a **TRANSACTION INCREASE** in late 2021, **ATV** remained steady, driven by **FREQUENT** low-tier purchases



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

