

Strategic Dashboard

Overview

Market Analysis

Product Analysis

Time

All

Segment

All

Category

All

Sub-Categ...

All

Revenue
\$9.48M

▲ 51.3%



Profit
\$1.1M

▲ 51.3%



Profit Margin
12%

▲ 0.0%



Customers
1589

▲ 1.0%



AOV
\$378.5

▼ 0.3%



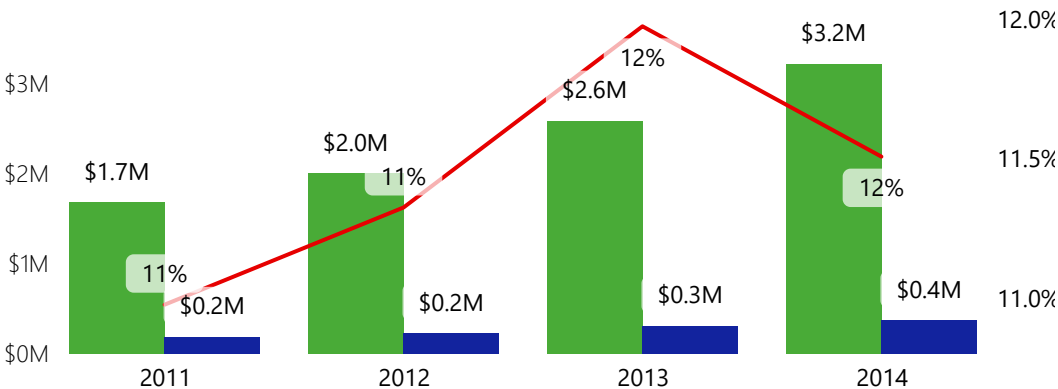
Return
1.2%

▼ 1.3%



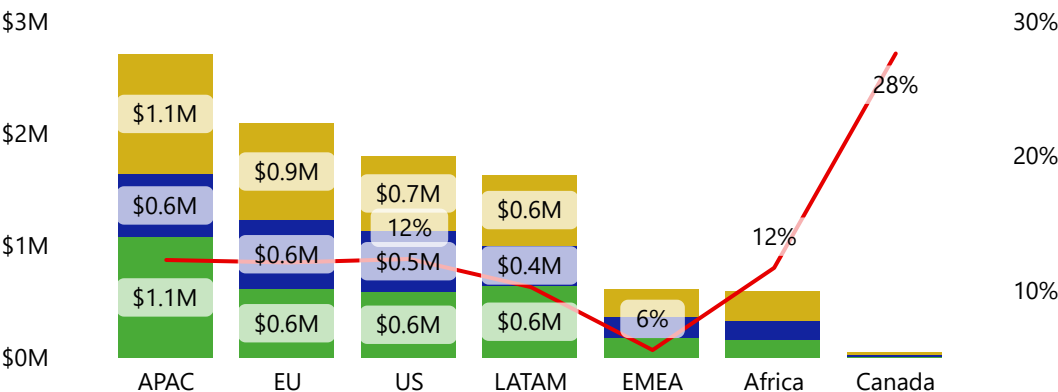
Business Performance

● Revenue ● Profit ● Profit Margin



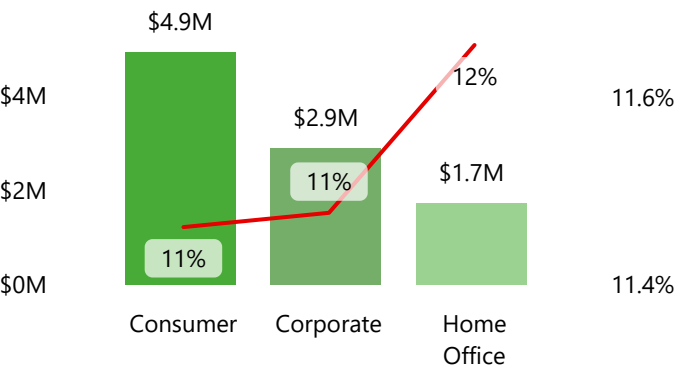
Revenue and Profit Margin by Market and Category

Category ● Furniture ● Office Supplies ● Technology ● Profit Margin



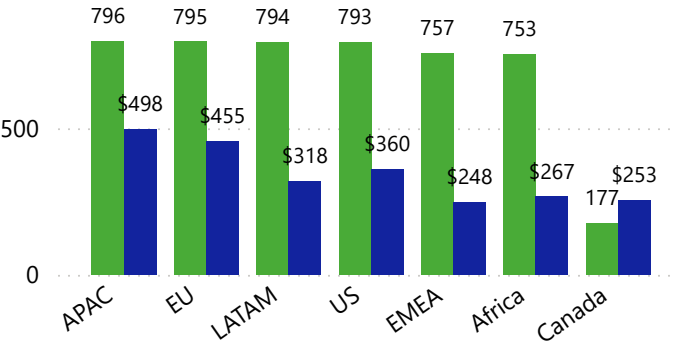
Revenue and Profit Margin by Segment

● Revenue ● Profit Margin



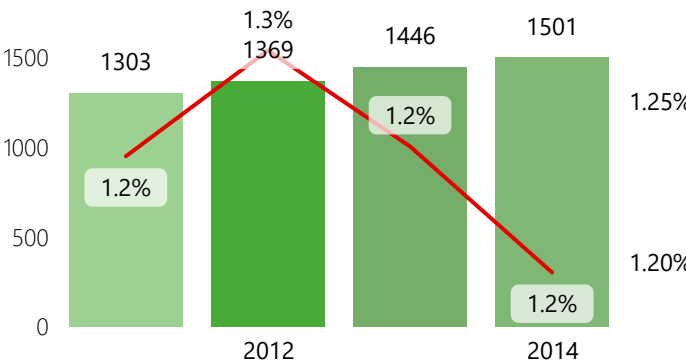
Buyer Count vs AOV by Region

● Total Customers ● AOV



Business Performance

● Total Customers ● Return Rate



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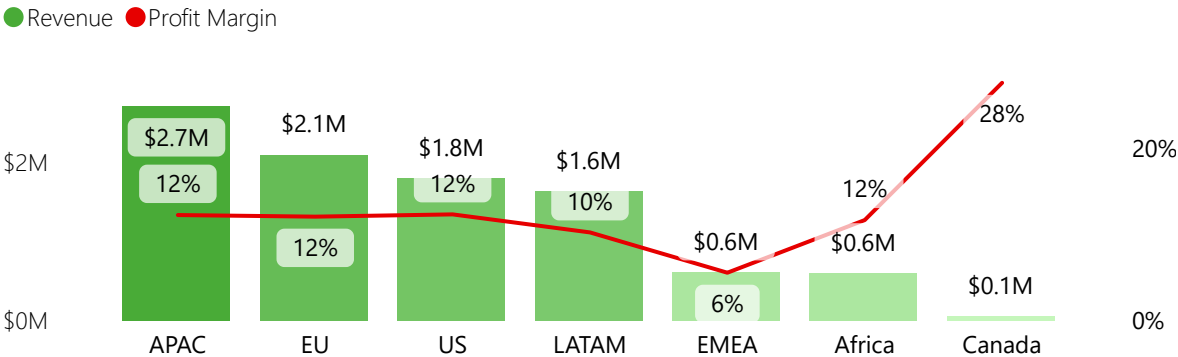
Category

All

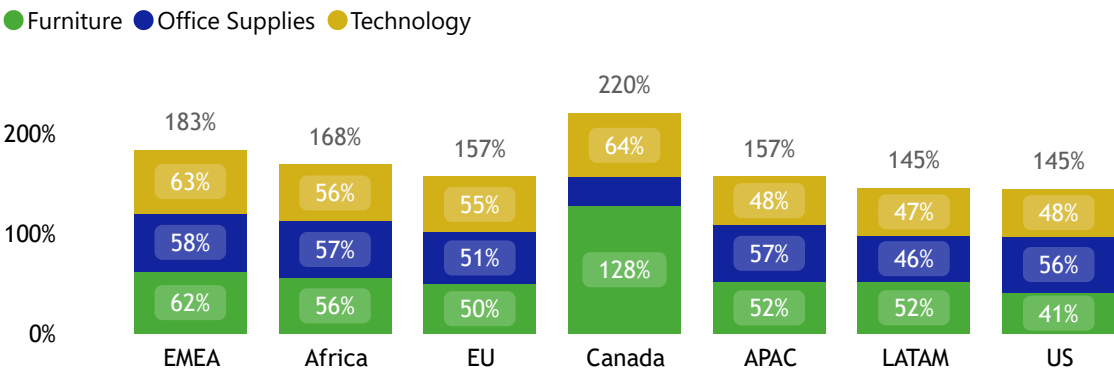
Sub-Categ...

All

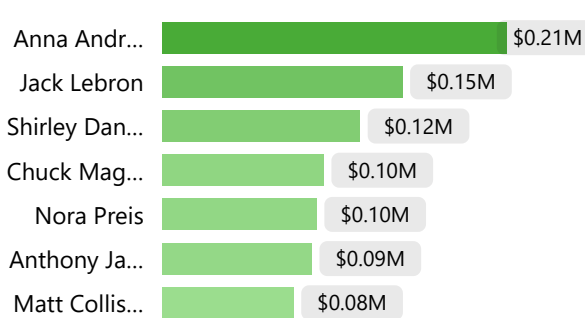
Revenue and Profit Margin by Market



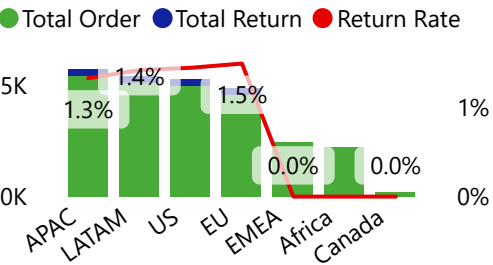
Revenue YoY% by Market and Category



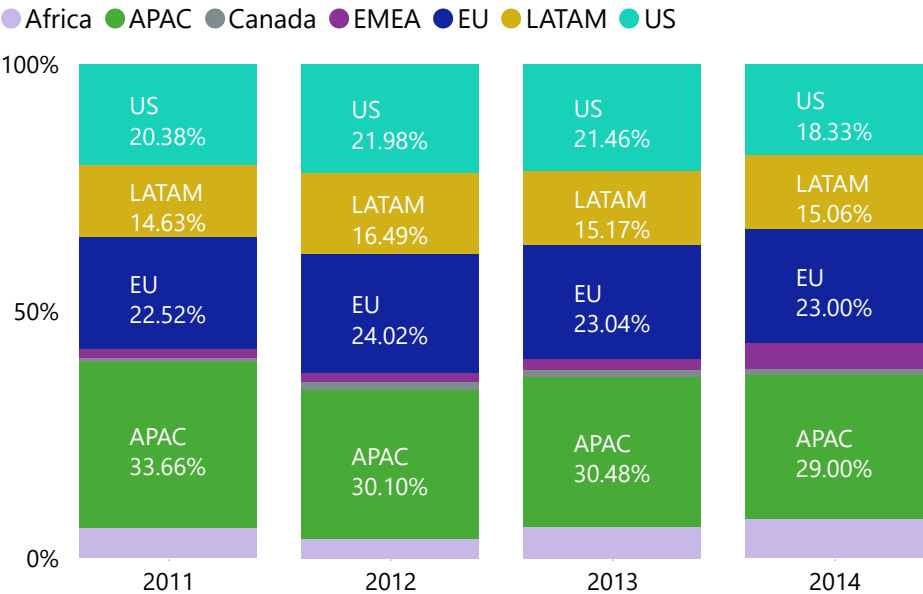
Who is the best Sale Agent?



Order Quantity and Return Quantity by Region



Profit Contribution % Trend by Market



Market	Revenue	Revenue YoY%	Profit	Profit Margin	Total Order	Return Rate(%)
⊕ APAC	\$2,705,846.46	51%	\$331,717.3	12%	5437	1.3%
⊕ EU	\$2,089,399.67	53%	\$252,242.6	12%	4593	1.5%
⊕ US	\$1,795,852.79	48%	\$221,523.3	12%	4991	1.4%
⊕ LATAM	\$1,629,409.26	49%	\$166,932.2	10%	5119	1.4%
⊕ EMEA	\$610,008.36	61%	\$33,996.8	6%	2462	0.0%
⊕ Africa	\$594,860.22	56%	\$69,458.8	12%	2232	0.0%
⊕ Canada	\$50,902.44	52%	\$14,042.8	28%	201	0.0%
Total	\$9,476,279.20	51%	\$1,089,913.8	12%	25035	1.2%

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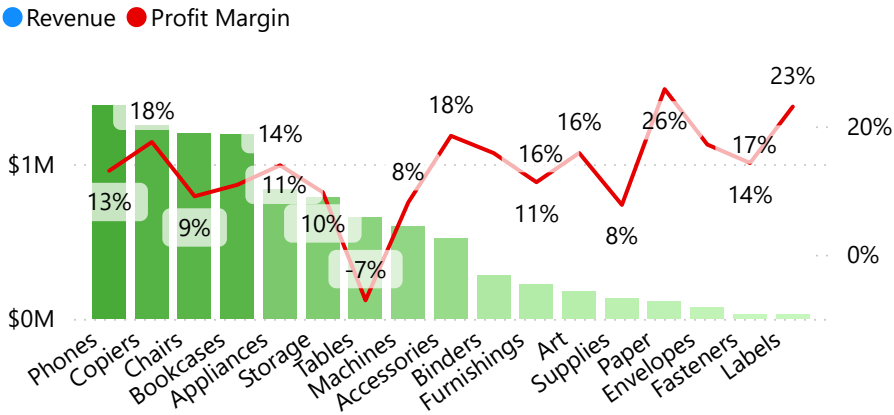
Region

All

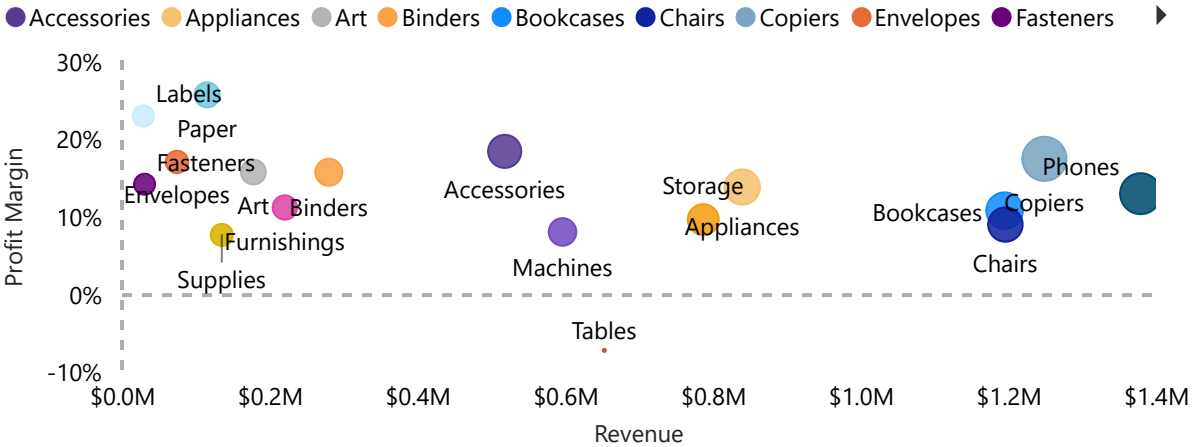
Sub-Categ...

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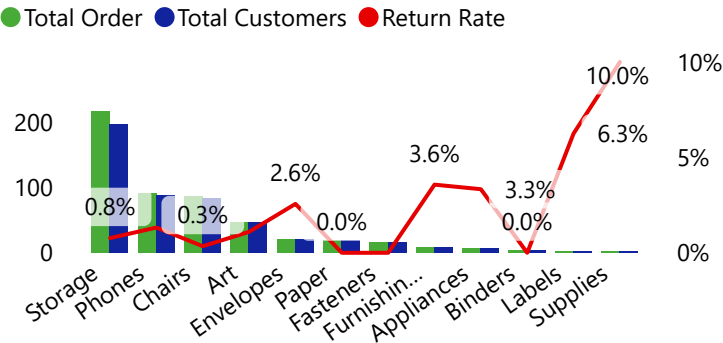
Revenue and Profit Margin by Sub-Category



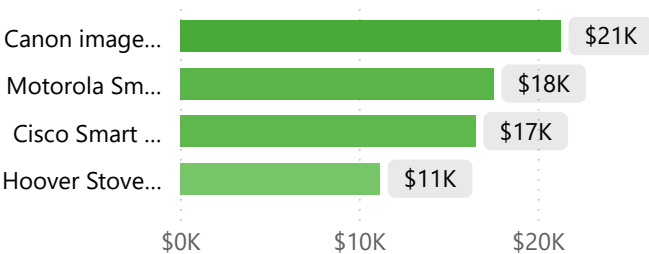
Quadrant Analysis by Sub-Category



Orders, Customers and Return Rate by Sub-Category



Top 10 Products by Profit



Revenue Decomposition

