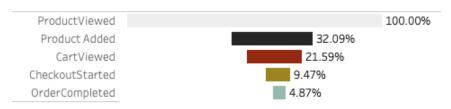
THE ICONIC

KEY DATA INSIGHTS

Overall Funnel

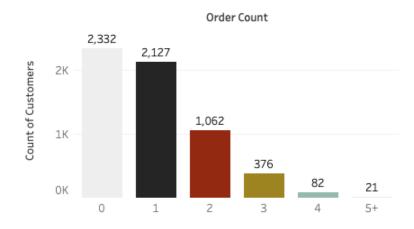


Total Revenue by Category

Product Category furniture 173,324 102,161 instruments 80,347 electronics 66,736 apparel accessories 54,486 32,645 seasonal floral 30,189 housewares 27,414 footwear 25,448 24,227 homedecor outdoors 17,043 12,377 jewelry beauty 6,694 groceries 4,155 tools 2,420 books 1,907 0K 50K 100K 150K 200K

Total Revenue

Lifetime Orders Distribution



Orders Completed per Month

