



Overview

Customer

Products & Channel

Year

2024

2025

Month

January

February

March

April

May

June

July

August



E- COMMERCE ANALYTICS

KPIs

Total Revenue

Unit Sold

Total Order

\$31.83M

Total Revenue

4K

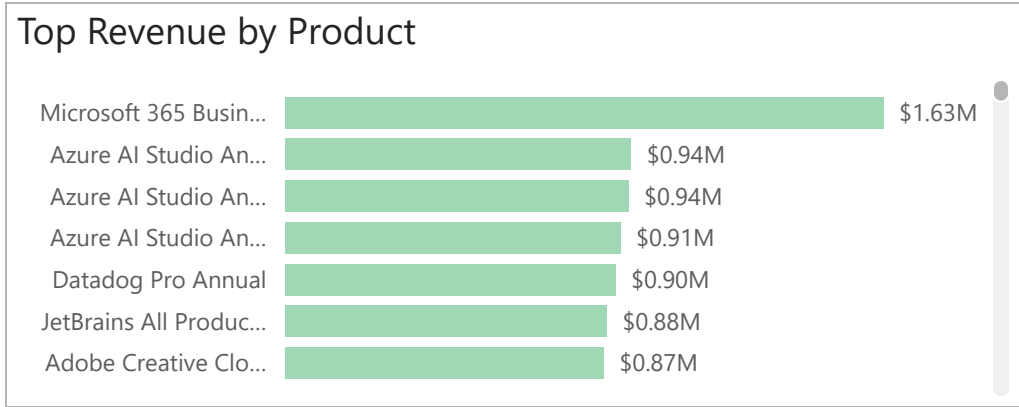
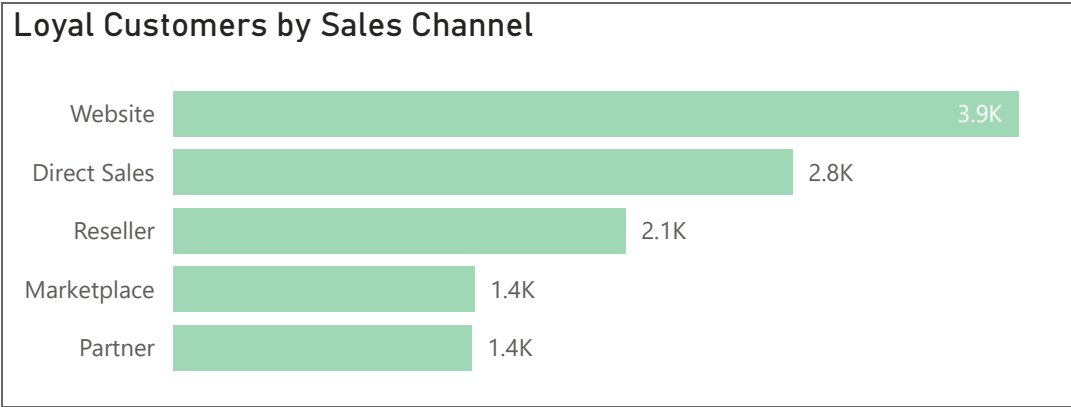
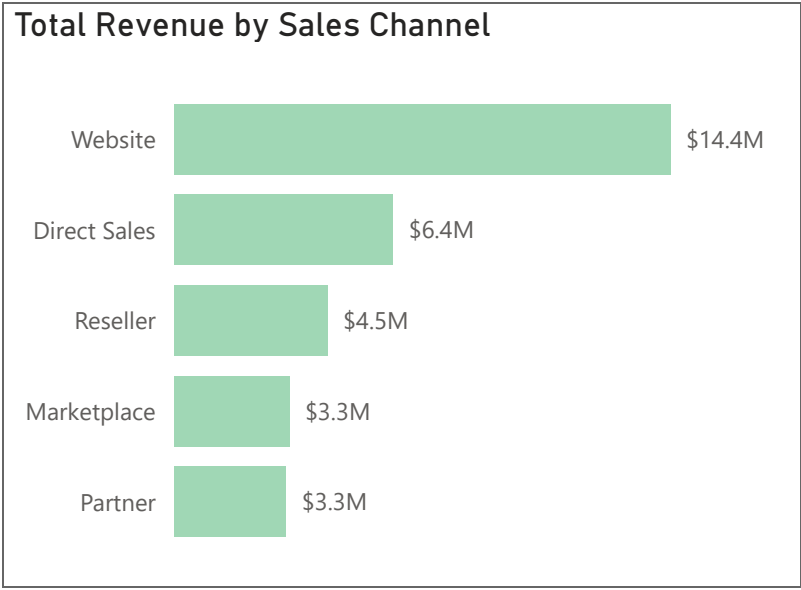
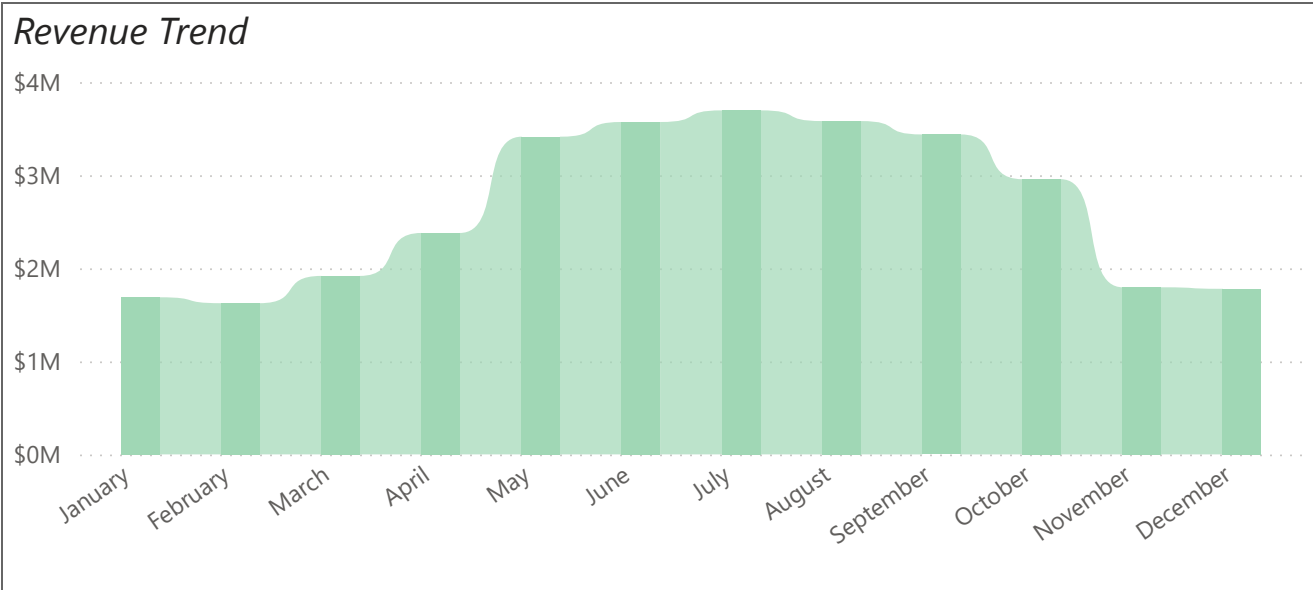
Loyal Customers

289K

Unit Sold

110.04

Average Selling Price



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CUSTOMER ANALYSIS

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Average Selling Price

Loyal Revenue % by Month

Month	Loyal Revenue %
January	0.50
February	0.45
March	0.45
April	0.55
May	0.75
June	0.75
July	0.75
August	0.75
September	0.70
October	0.70
November	0.65
December	0.50

Top Products by Loyal Customer

Product	Value
Microsoft 365 Busi...	224.95K
Azure AI Studio An...	123.93K
ChatGPT Team Ann...	118.27K
Microsoft Copilot f...	116.25K
Datadog Pro Annual	104.14K
Adobe Firefly Crea...	102.81K
GitHub Copilot Bus...	100.48K
Tableau Creator An...	98.14K
JetBrains All Produ...	97.68K

Average Days to Second Purchase by Customer Segment

Segment	Average Days
SMB	46.67
SOHO	45.10
Consumer	44.93
Enterprise	43.44

Most Used Discount Code by Customer

Discount Code	Count
N/A	4.0K
BFCM20	2.0K
WELCOME10	2.0K
NEWCUSTOMER10	1.9K
BFCM10	1.9K
SAVE5	1.9K
LOYALTY15	1.3K
SALE15	0.6K
EDU15	0.1K

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PRODUCT AND CHANNEL ANALYSIS

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